Class 15: Evaluation

INTEGRATED MARKETING COMMUNICATIONS

IMC
Content

- Perception Gap
- Evaluation Timing
- Evaluating Method
  - Measuring Objectives
  - Message Testing
  - Test Marketing
  - IMC Evaluation
  - ETC.
The difference between what customers expect from a brand (based on IMC) and what they actually experience.
Before evaluating...

Before evaluating... determine:

- What should be evaluated?
- What information already exists?
- Which stages of your IMC campaign should be evaluated?
An effective IMC program is one that meets its objectives!

Choosing what to evaluate depends on your objectives:

- **Awareness**
- **Knowledge**
- **Persuasion**
- **Trial & Repeat**
- **Growth**

Baseline & Benchmark
1. “Before campaign”
2. “While launching”
3. “After campaign”
1. copy (concept) testing

tests that measure the effectiveness of the rough ideas that will become brand/campaign concepts
1. testing concepts & creative strategies

2. copy testing to predict effects

3. testing to measure persuasion
3. testing to measure persuasion

2. copy testing to predict effects

1. testing concepts & creative strategies
   - 1) intercept surveys
   - 2) focus groups

   Asking general Ideal
   ask “WHY”?
1. testing concepts & creative strategies

3. testing to measure persuasion

2. copy testing to predict effects

- attention
- brand awareness
- emotional responses
- physiological responses

intercept surveys
focus groups
Concurrent Testing

1. testing concepts & creative strategies
2. copy testing to predict effects
3. testing to measure persuasion

- theater tests
- test marketing (scanner Marketing test)
- tracking studies

1. testing concepts & creative strategies
2. copy testing to predict effects
3. testing to measure persuasion
They are shown the program, which contains from six to eight commercials. Only one or two are the tested ads. Then they will be asked about their responses.

People are invite to a location for the purpose of evaluating their responses to the tested concept.
A research test in which an IMC campaign is run in 2 to 4 markets for anywhere from 3 to 12 months.

(the most valid persuasion test because it takes place over a longer period in a real marketplace)
2. Concurrent testing

tests that track the performance of messages as the campaign are being run.

The same techniques (as concept testing) could be used:
- Survey
- Focus group/ in-depth interview
- Theatre testing/ Marketing testing/ Tracking study
3. Evaluative testing

tests that measure the performance of brand messages against their objectives at the **END** of an IMC program
Evaluating IMC Process

IMC audit
Brand Metrics
Relationship Metrics
**Evaluating IMC Process**

**IMC audit**: An in-depth research method for evaluating IMC practices: **the tools!!!**

**The effectiveness of each tool:**
- Objective
- Strategy
- Tactics
Evaluating IMC Process

Brand Metrics: measures of brand image & message impact:

The totality of brand: Campaign Effectiveness

Brand measures...
- overall brand awareness
- understanding of brand positioning
- brand relevance (important & meaningful)
- brand preference (customer’s intention to purchase brand)
Evaluating IMC Process

**Relationship Metrics:** track development of brand relationships: loyalty!!

**Consumer Focus**

- Lifetime customer value (LTCV)
- Recency, Frequency, Monetary (RFM) analysis
- Referral Index
- Share of Wallet
IMC Evaluation
Ads & Dis Ads

advantages
- Reduces risks
- Enriches planning & managing
- Provides control
- Documents IMC contributions

disadvantages
- Costs for staff and measurement services
- Time consuming
- Validity and project ability issues
- Reduced creativity for IMC program