

**WEBINAR:**

**MASTERING BRAND**

**EFFECTIVENESS**

**THROUGH MEASUREMENT,**

**CREATIVE & EXPERIMENTATION**

**IMPRESSION**



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# For many, when we hear 'brand' we think:

Visual identity

Top of the funnel

Our 'Why'

Awareness

Expensive

Hard to measure

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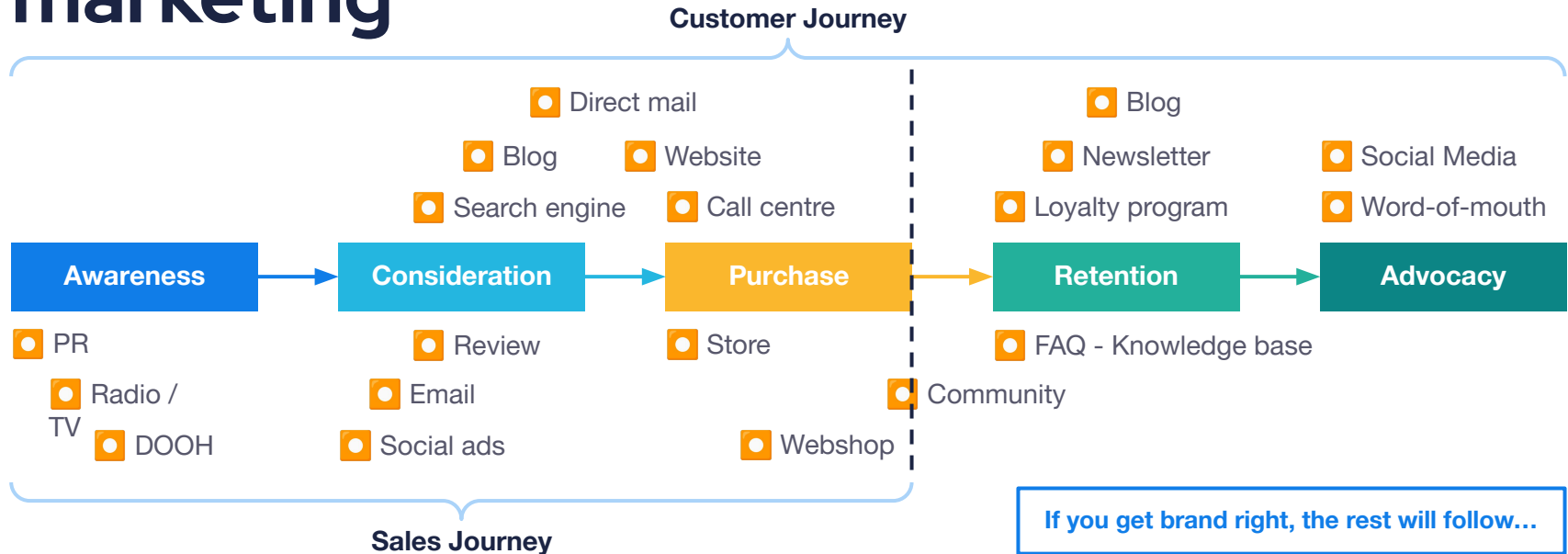
# But, what does 'brand effectiveness' *actually* mean?

“How well a brand achieves its intended goals, such as increasing awareness, customer engagement, loyalty, and revenue. It measures the brand's ability to resonate with its target audience, differentiate itself from competitors, and drive desired consumer behaviors.”

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# Ultimately, brand effectiveness is about the effectiveness of all marketing



# Airbnb drove brand effectiveness by rebalancing budget across the funnel...

90%

of traffic was organic or direct

24%

increase in revenue Year over Year

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Source: CBNC, MarketingWeek, Statista



Shift in Spend

Case Study

[airbnb.com](https://www.airbnb.com)

# Dove's bold repositioning underpinned their increase in brand effectiveness

x30

More value from free media  
exposure

60%

increase in annual Sales (within  
a decade)

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Source: Entri, Kantar



20 years  
of Real  
Beauty

## KANTAR BRANDZ TOP 75 MOST VALUABLE UK BRANDS 2024

Brand	Category	Brand Value 2024 (USDm)	Brand Value 2023 (USDm)	Brand Value Change
1 VODAFONE	Telecom Providers	19,002	26,062	-27%
2 HSBC	Financial Services	18,989	18,852	1%
3 SHELL	Energy	17,645	18,097	-2%
4 BP	Energy	10,807	11,618	-7%
5 JOHNNIE WALKER	Alcohol	9,693	10,923	-11%
6 BT	Telecom Providers	9,240	9,572	-3%
7 TESCO	Retail	8,057	7,752	4%
8 SKY	Telecom Providers	6,672	6,941	-4%
9 DOVE	Personal Care	6,466	6,346	2%
10 O2	Telecom Providers	6,334	5,235	21%

Case Study

[dove.com](https://dove.com)

The evidence shows that advertising effectiveness is at its highest when the two worlds collide

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## The benefits of doing both

### The Brand Advantage

Median revenue ROI increase when moving from a performance strategy to a mixed approach

+90%



-40%

### The Performance Penalty

Median revenue ROI decrease when moving from a mixed to a performance strategy

Source: Analytic Partners ROI Genome



# The fundamental barriers to mastering brand effectiveness:

## Demystifying measurement:

Performance era  
**VS**  
Long term results

## Cutting through with creative excellence

Knowing how to speak to your customers & problem solve

## Evolving your strategy with experimentation

Having a clear measurement framework & testing plan

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# Today you will learn how to overcome three core challenges:

1

How to **measure** brand **effectiveness**

2

How to work towards **creative excellence** to support overall effectiveness

3

How to use experimentation to **drive brand effectiveness**

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# Measurement

How do we measure brand effectiveness?

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# It's important to be clear on strategic vs performance KPIs

## Strategic

- Track progress on long-term business goals
- Quarterly / Annual timeframe
- Used to report to senior stakeholders
- Eg: Market share, CLTV, NPS, YoY Revenue growth

## Performance

- Monitor the short term efficiency and effectiveness
- Daily / Weekly / Monthly
- Used amongst teams and managers
- Eg: Leads, sales, donations, on-site CVR, ROAS, CPA, clicks

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Performance metrics feed strategic indicators



# Six key indicators of brand effectiveness:

1

## Brand Awareness

How well do people recognise and recall your brand?

2

## Brand Perception

Consumer attitudes and associations

3

## Loyalty & Retention

Frequency of advocacy & repeat purchases

4

## Revenue Growth

The financial impact of branding efforts

5

## Market Share

The % of sales in the market owned by a specific brand

6

## Engagement & Interaction

Consumer participation across digital & physical touchpoints

Long-term strategic metrics

# Start with creating a robust objective framework

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## STRATEGIC OBJECTIVE

What is the primary objective of the business?

## STRATEGIC OBJECTIVE

The overall goal that the business is trying to achieve

## MARKETING OBJECTIVES

How does this breakdown into marketing objectives?

## MARKETING OBJECTIVES

The long term goal we are aiming to achieve with all marketing activity

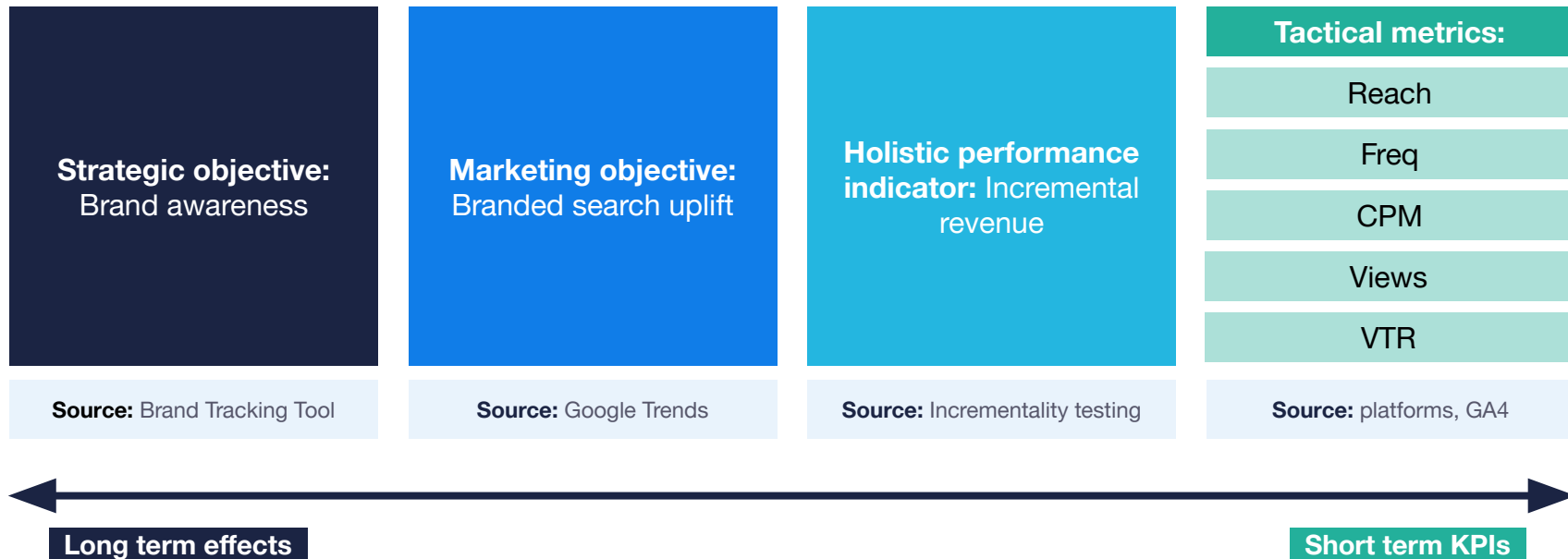
## KPIS

Which KPIs drive the Marketing Objectives?

## KPIS

In channel KPIs which will be reported on, which drive the marketing objectives

# Ensure they ladder + be clear on your data source and KPIs



# KPIs that support the key indicators

1

## Brand Awareness

KPIs: Brand awareness, brand search uplift, SOV

Sources: In-platform, Brand tracking platforms, Brand Surveys

2

## Brand Perception

KPIs: Consideration uplift, NPS, mentions

Sources: In-platform, Brand tracking platforms, Brand Survey, social listening tools

3

## Loyalty & Retention

KPIs: CLTV, Retention rate, Repeat purchases, NPS, Loyalty scheme sign ups

Sources: GA4, CRM/Internal data

4

## Revenue Growth

KPIs: Revenue, Revenue growth rate

Sources: CRM / Internal data

5

## Market Share

KPIs: Overall Market Share, Share of Search, Share of Voice

Sources: Google, industry reports, public data, ad monitoring tools

6

## Engagement & Interaction

KPIs: Engagement rate, mentions

Sources: In Platform, GA4, UX tools, social listening tools



# Takeaways for successful measurement:



**Strategic KPIs measure long-term growth**



**Performance KPIs measure short-term growth**



**Build a clear objective framework to outline the ladder**



**Be clear on your KPIs, their data sources and reporting frequency**



# Creative

Achieving creative excellence  
and driving brand effectiveness

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“70% of advertising effectiveness depends on creative

– Google –

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# Creative must be performance & customer centric:



**Tailored to  
customer needs  
and behaviours**



**Must align with the  
funnel stage &  
platform**



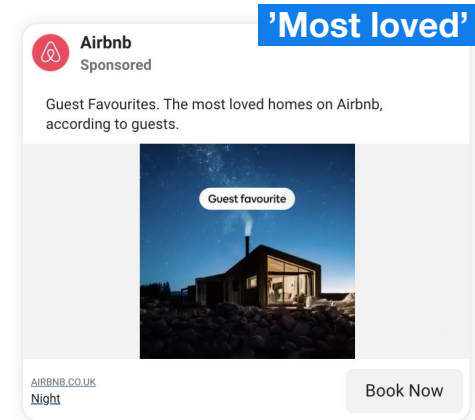
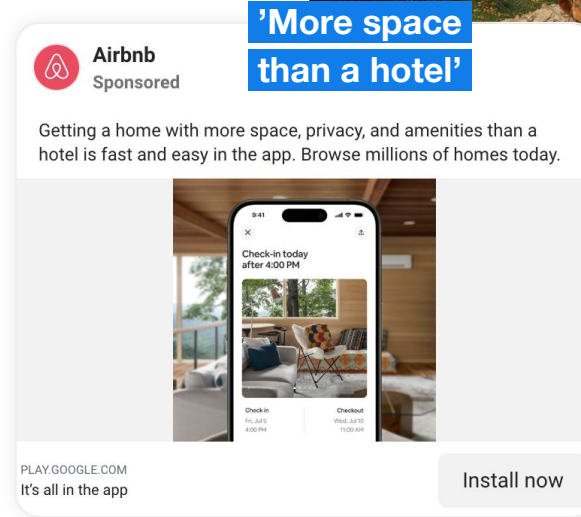
**Balances  
diversification &  
consistency**

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# Airbnb are a great example...

- Speak to common challenges faced by consumer using hotels etc.
- Consistent messaging and style
- Diversified formats, platforms and content type that suit the channels

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# Tailoring your creative to customer needs

1

## Know your audience

- Build & use personas
- Gather insights using surveys, interviews, analytics, social listening
- Be clear on pain points, desires, values and language

2

## Set out to solve a problem

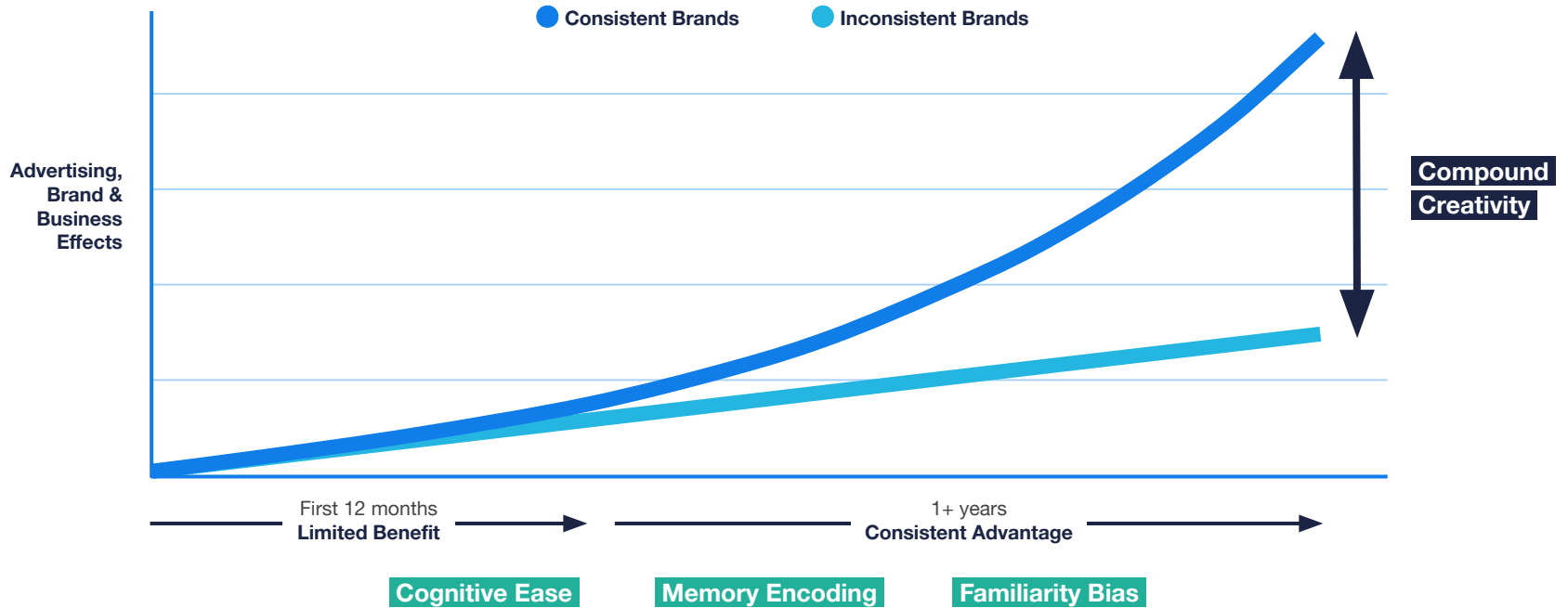
- Creative should solve a problem, not look pretty
- What are your customers trying to achieve, how are you helping?
- What is the marketing goal?

3

## Use their language

- Make them feel this was made for me
- Change your language based on the audience group

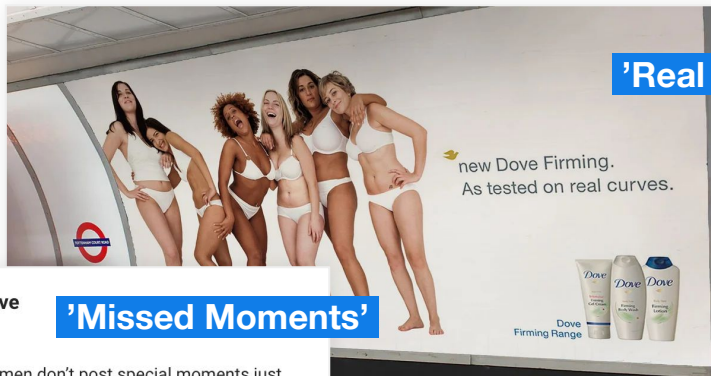
# The Power of Creative Consistency





# Consistency requires integration across paid, owned and earned channels

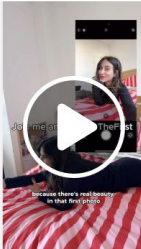
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**raniamvr with Dove**  
Sponsored

**'Missed Moments'**

Dove found that 6 in 10 women don't post special moments just because they didn't like how they looked. How many of you are on the same boat? Why are we our own worst critics? Photos were invented to capture special moments not for social media likes or to look like a magazine cover. So let's stop overthinking and just post it ❤️ Join me and #ShareTheFirst because there's real beauty in the ...



WWW.DOVE.COM  
raniamvr

Learn more



**AI Impact**

Instant face apps, lasting damage.

This is a representation of how face-altering apps can distort beauty standards and reality. 80% of girls are already using them by the age of 15. It's no wonder their perception of beauty and how well-esteem are so distorted. Help reverse the damage. Download our new Social Media Confidence Kit. [DownloadConfidenceKit](#)

**Dove**  
Let's Change Beauty

# 4 steps to integrate across channels:

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Audit your current creatives and find your **messaging gaps** and **weaknesses** across the custom journey

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Lock in your **creative brief** & **guidelines** outline positioning, TOV, visual identity

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**Tailor to the channel**, not the message: tweak the format to do the job eg. TikTok needs UGC, while TV may be more polished

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Map out your new customer journey, check for **tone, look**, and **message alignment**.

Once you've  
mastered this – it's  
time to bring in  
experimentation

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# Experimentation

How to use experimentation to drive  
brand and creative effectiveness

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# Turning **evidence** into **action**



“without **evidence**, marketing decisions are just guesses”

“the most impactful evidence comes from experimental **action**”

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# Two key areas for experimentation:

## **Creative Experimentation**

Testing should be carried out pre and post going live to find out what resonates and performs best

## **Channel Experimentation**

Testing to see what has the greatest impact on the bottom line and can bring incremental improvements.

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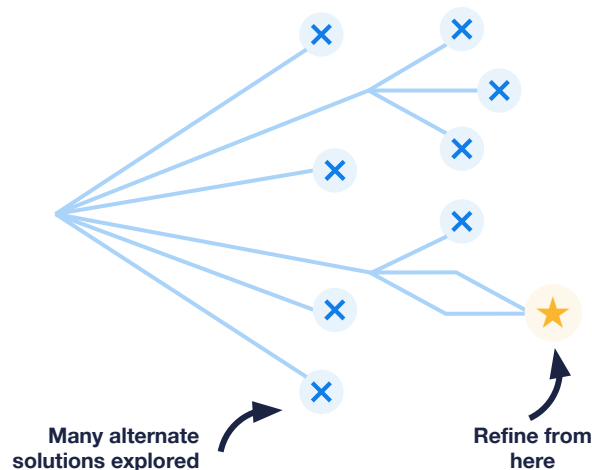
# Experimentation drives creative effectiveness

## REFINEMENT



Best solution  
is missed

## EXPLORATION



Many alternate  
solutions explored

Refine from  
here

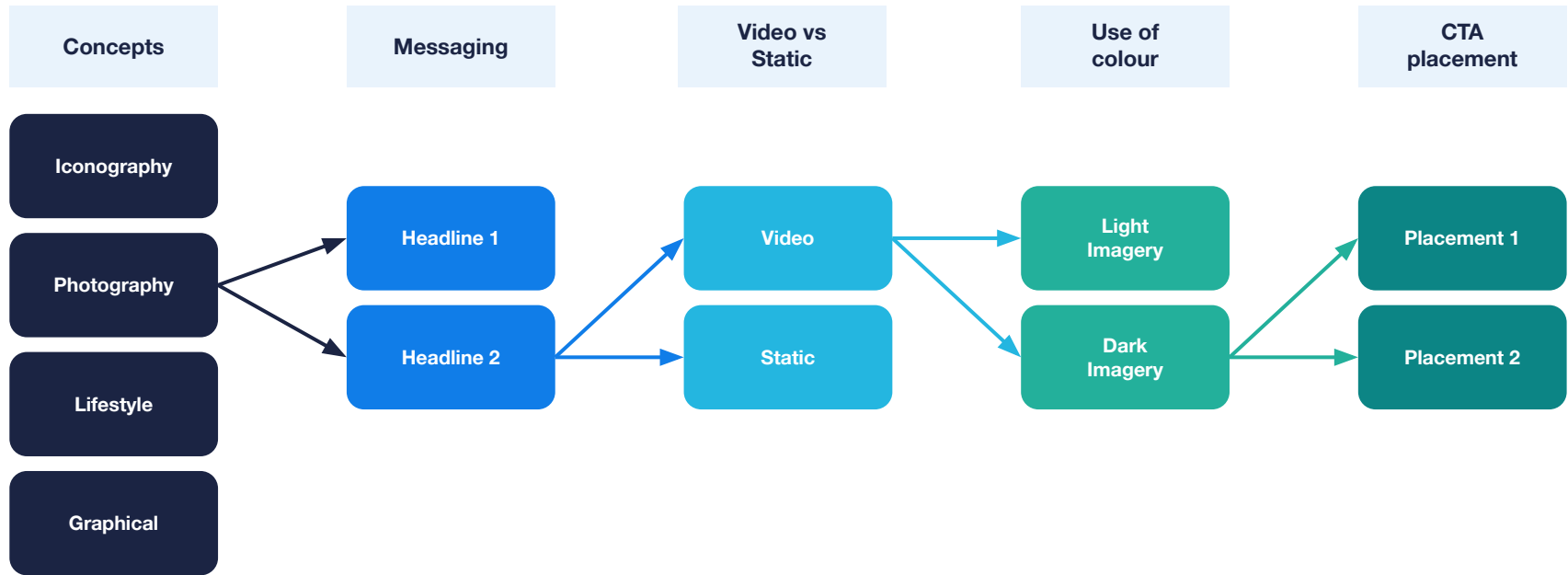
Removes subjectivity

Driven by your consumers

Balances consistency & diversification



# Evidence will show us the way



The blueprint will help inform requirements for shoot production content.

# Pre-launch vs Live testing ideas:

Pre	
Concepts	Attention
Messaging	Sentiment
Conducted using surveys, panels, focus groups	

Live	
Format	Ad Copy
Landing page	Messaging
Conducted in-platform	

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# Pre-Launch: Emotional testing

## Study aim:

To identify the campaign creative direction that resonates most deeply with customers and evaluate its effectiveness.

## Method:

Fast Response Test (FRT), explicit surveys, and Neurons AI to evaluate the creatives' emotional impact, consumer motivation, and message comprehension

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### Case Study



Non-character creatives

Character creatives

Existing Brand creatives

Competitor creatives

✓ Strongest emotional connection to non-character creatives and easier to resonate

✓ All creatives more positively perceived than competitors

Paid Media

# Price-led creative boost CTR by 30% in airline campaign

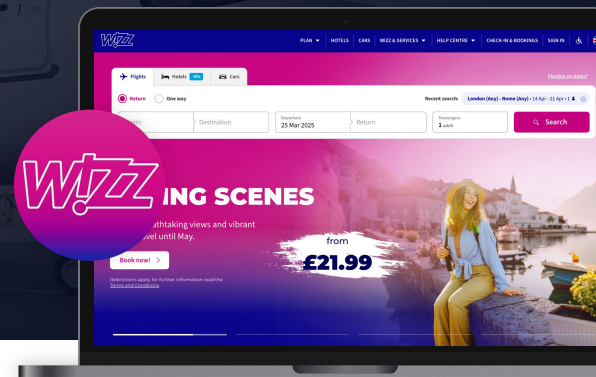
In a fiercely competitive market, Wizz Air needed to stand out to attract new customers. We knew we had leverage strong messaging that would resonate most and use A/B testing to find exactly what messaging worked best to drive traffic.

- Started with two insights ‘37% of IT travellers say price is an important factor when choosing an airline’ and ‘Brands with higher trust & reputation resulted in higher purchases’.
- Designed an A/B test that involved two different creatives; one price-led, the other brand-led.
- Test ran for two months, with budgets, targeting and pacing mirrored
- Campaign optimised towards Clicks and CTR.

## RESULTS

# 30%

Higher CTR for price-led creatives



# Key test types to improve performance:



A/B (Spilt)



Multi-variant



Incrementality



Holdout



Geo Testing



Time & Frequency

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# Proving the value of paid social advertising

The team at a Norse wanted evidence of the value driven by paid social media advertising, particularly on Meta and TikTok.

- Rather than blanket pausing of activity, we proposed a ~50% spend reduction in a primary market (Norway) to establish the true incrementality of the channel.
- A synthetic control was created based on past performance, to measure against our actual treatment. Other primary markets advertising remained on to ensure we could observe and account for wider externalities.

## RESULTS

**-63%**

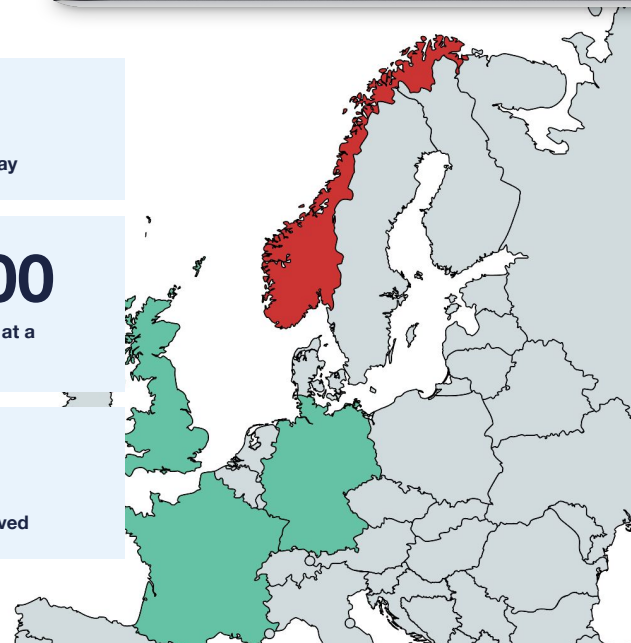
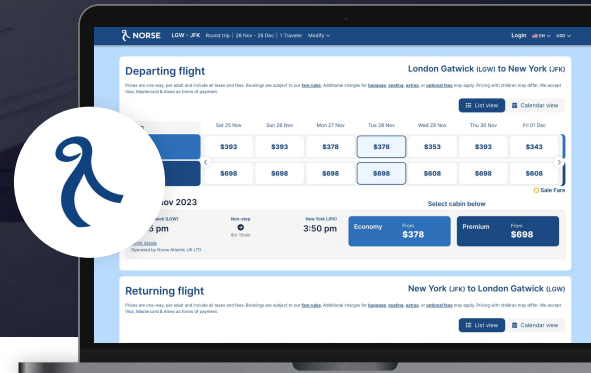
Spend reduction in Norway

**\$300,000**

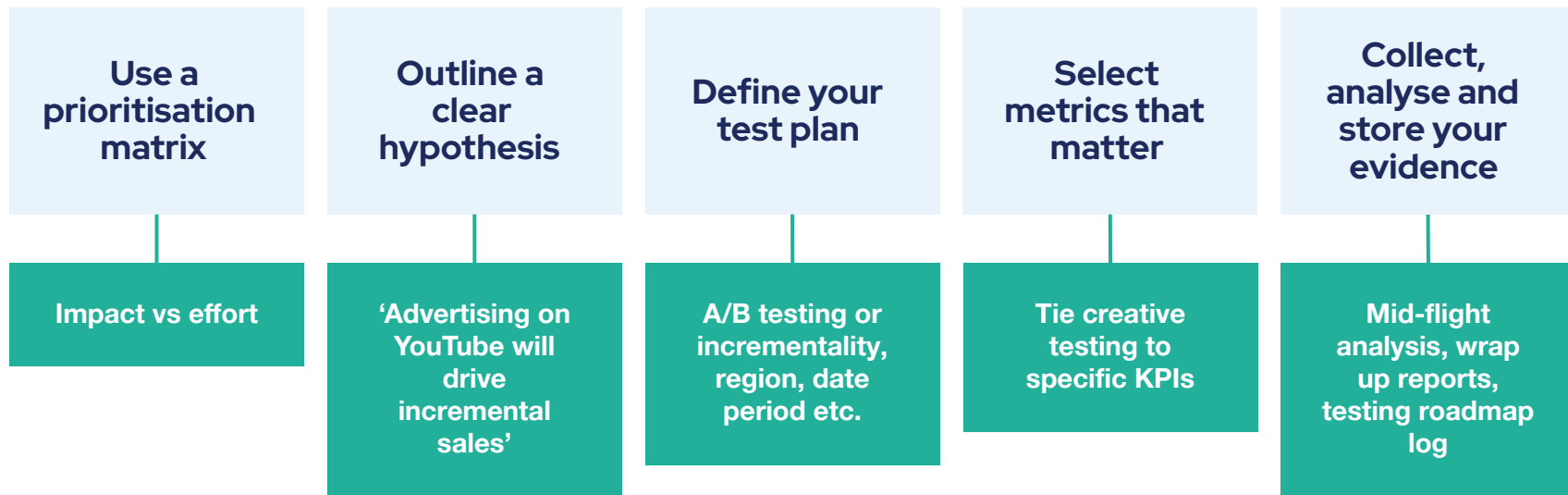
Decrease in causal sales at a >99% confidence.

**23:1**

Incremental ROAS observed



# How to experiment effectively:



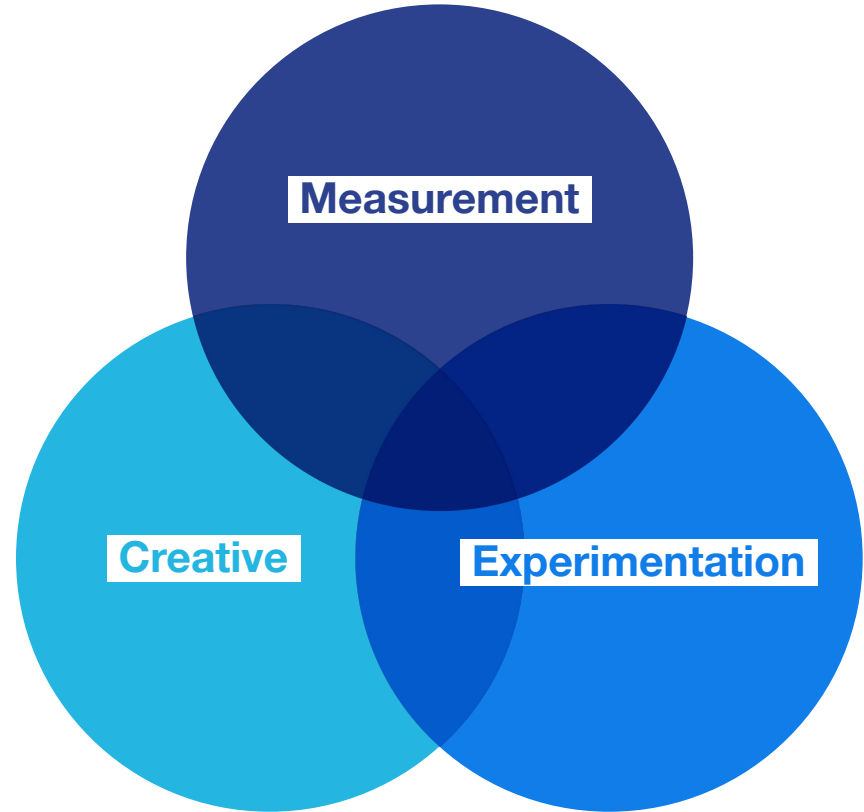
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**Measurement,  
creative and  
experimentation**

**=**

**Mastering brand  
effectiveness**



# Takeaways to master brand effectiveness:



**Brand effectiveness is the effectiveness of all marketing**



**Have a clear measurement framework; know your goals and KPIs**



**Invest in making your creative work harder**



**Build an experimentation roadmap to fuel your strategic decisioning making and creative excellence**

# More resources around this topic...

**A GUIDE TO**

## MEDIA EFFECTIVENESS MEASUREMENT IN 2024



**The trio of attribution contribution**

When it comes to attributing the value of your digital media in 2024, there are a few options out there. But don't doubt you've heard a little about a few of them already.

**TECHNOLOGY CHANGES**

Media effectiveness is an ever-evolving field. As technology changes, the way we measure media effectiveness also changes. This is a good thing, as it allows us to better understand the value of our media and make more informed decisions about how to spend our budget.

**The current landscape of media measurement**

Optimising marketing resources and budget allocation is more important than ever.

**with Claire and Sam**


**WATCH VIDEO**

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[Media Effectiveness Guide](#)

**The Modern Measurement SERIES**

## The current media effectiveness landscape

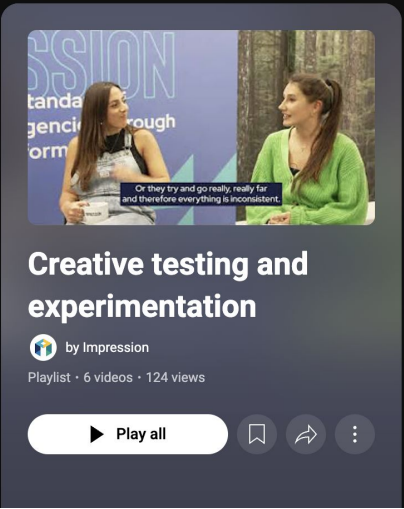


**with Claire and Sam**

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[The Modern Measurement Series](#)



**Creative testing and experimentation**

by Impression

Playlist • 6 videos • 124 views

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