



Interlink data in a meaningful way

b+t best for tracking.

All information on the advertising impact survey at a glance

b4t illuminates all facets of advertising impact in great detail, thus revealing the whole world of cross media advertising with cutting-edge technology and makes it accessible for analysis.

b4t is based on two approaches of research: creative tracking and brand tracking. This way the influence of the creation on the advertising impact can be comprehensively displayed as well as the contribution of all media genres to the success of the campaign.

+ Creative Tracking

Creative tracking is a media analysis which measures levels of attention and impact values of print advertisements and online motifs in the form of display and moving images advertising. Every month more than 60 motifs – among them 50 print and 10 online motifs – are queried in the course of an online survey in a panel with a random sample of 400 cases per motif. This yields results for a total of 720 motifs per year.

Creative tracking offers a wide range of key figures for advertising media evaluation:

- » Recognition
- » Impression: 14 Impression Parameters, e.g. Sympathy and Distinctiveness
- » Activation: 8 – 15 Activation Parameters, depending on creation elements
- » Branding
- » Appeal

The data is published monthly through an online database with an interactive evaluation tool providing differentiated options for analysis: For example, results of advertisement motifs can be evaluated according to specifically targeted criteria – such as sectors, key performance indicators, motif assessment, target groups or design features. To put the results of your own creation into context, sector benchmarks or the results for creations of other brands can also be displayed and compared to the values of your own motif.

Criteria for entry of motifs:

- » From 1/3 pages and common online format incl. moving image
- » Appeared two months before the data collection wave in at least one licence offer
- » Minimum gross spending of 100,000 Euro for advertisements and 60,000 Euro for online motifs in the month of placing

+ Brand Tracking

Brand Tracking measures continuously the advertising impact of over 380 brands, models and product lines of 9 sectors:

- » Automotive (Umbrella Brands and Models)
- » Health
- » Finance (Banks & Home Saving Contracts, Insurance)
- » Beauty (Umbrella Brands und Product Lines)
- » Electronics & Communications
- » Retail
- » Food & Beverage
- » Fashion
- » Mixed

In an online survey (panel) with annually 14,000 participants per sector, information is collected not only on brand perception and assessment, but also for the following key performance indicators (KPIs): aided recall, recognition, sympathy, buying intention and recommendation for all sectors, but partially based on umbrella brands only and not on the level of models or product lines, and several sector specific KPIs, e.g. use, purchase in the last 12 months respectively 3 months etc. On top of that data on the participants' demographic characteristics, interest in product information as well as price and brand orientation is collected.

Furthermore the online use of all 4,000 participants is technically measured.

For cross media research on the advertising effect, the media use data of all genres – magazines, Online, TV, daily newspapers (calculated separately for paid daily newspapers, regional and national daily newspapers), radio and posters is collected. Apart from the calculation of applied media plans, the central focus of the extensive brand tracking survey is on the analysis of the campaign impact and the contribution to the impact by the media channels used.

The objective of brand tracking is to reveal the particular advantages of the individual media genres, through a cross media comparison, in terms of speed, effectiveness and contact quality in the advertising communication and which media mix has which effect in a specific area. Through a combination of records of cross genre effectiveness and a continuous 360° monitoring of the queried brands and products, it is possible to develop practical approaches to optimise the mix of media for optimum budget use and highest possible impact of a campaign.

The data of the brand tracking is published quarterly via current counting tools or as raw data set.

Criteria for entry of brands:

- » Minimum gross spending of 2 million Euro
- » A total of approx. 380 brands, models and product lines can be incorporated in b4t brand tracking. Due to the capacity of the questionnaire and the length of the interview, not all registered brands fulfilling the criteria can be incorporated. After careful examination the GIK will inform you promptly, if a particular brand can be taken into account.

Publisher

best for tracking (b4t) is published by the Gesellschaft für integrierte Kommunikationsforschung (GIK). In addition to b4t, GIK also provides a tool for the evaluation of the use of advertising media with its market media study best for planning (b4p): Ex ante, best for planning (b4p) assists with the optimal allocation of the resources. Ex post, best for tracking (b4t) supports the tracking of how efficiently they have been used. The Gesellschaft für integrierte Kommunikationsforschung (GIK) is currently composed of the following members: publishing houses Axel Springer, Bauer Media Group, Funke Mediengruppe, Gruner + Jahr and Hubert Burda Media.

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