best for tracking (b4t)
Short Presentation

Munich, 2020

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![b4t best for tracking.]

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.

2

Brand Tracking
Brand tracking analyzes the campaign impact and the impact contribution of the media channels used and evaluates brand perception according to individually definable KPIs.

Creative Tracking
The advertising material tests of the creative tracking measure both the level of attention and the assertiveness of print ads and online motifs.

gik Gesellschaft für integrierte Kommunikationsforschung

1

Creative Tracking

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Creative Tracking

Creative tracking provides a detailed impact profile for the **assertiveness and activation of advertisements** in consumer magazines and display/video advertising.
For each tested motif, you receive results that show you the effect of your creation in an uncomplicated and easily understandable way using **the following KPIs**:

- o   Recognition
- o   Impression (16 impression parameters, e.g. sympathy and distinctiveness)
- o   Activation (depending on creation elements: 10-17 activation parameters)
- o   Branding
- o   Previous Brand Awareness
- o   Appeal

Of course, you can also analyse sector benchmarks or the results of creations of other brands and compare them with the values of your own motif in order to put the results of your own creation into context.

4

Creative Tracking

Study Profile

total population	German-speaking population 16-69 years old with web usage within the last three months, stationary and mobile online users
method	CAWI (Computer assisted Web Interview)
sample	400 cases per motif / 4,000 cases per month
institutes	programming DCORE field institute IPSOS
survey period	monthly from January - December
publication	monthly at https://www.m-cloud.de/b4t/
number of motifs	60 motifs per month = 50 print motifs + 10 online motifs, 720 motifs per year in total
number of motifs per respondent	six motifs per respondent, either online or print only random selection

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The success of a campaign can only be as good as the advertising medium used.

It depends on:

the **level of attention** of the advertising medium

the **impression** of the advertising medium

the **activation** of the viewer by the motif

the viewer's **evaluation** of the advertising medium

the **brand fit** of the advertising medium and the advertised brand

Recognition

Appeal

Actions Taken / Planned
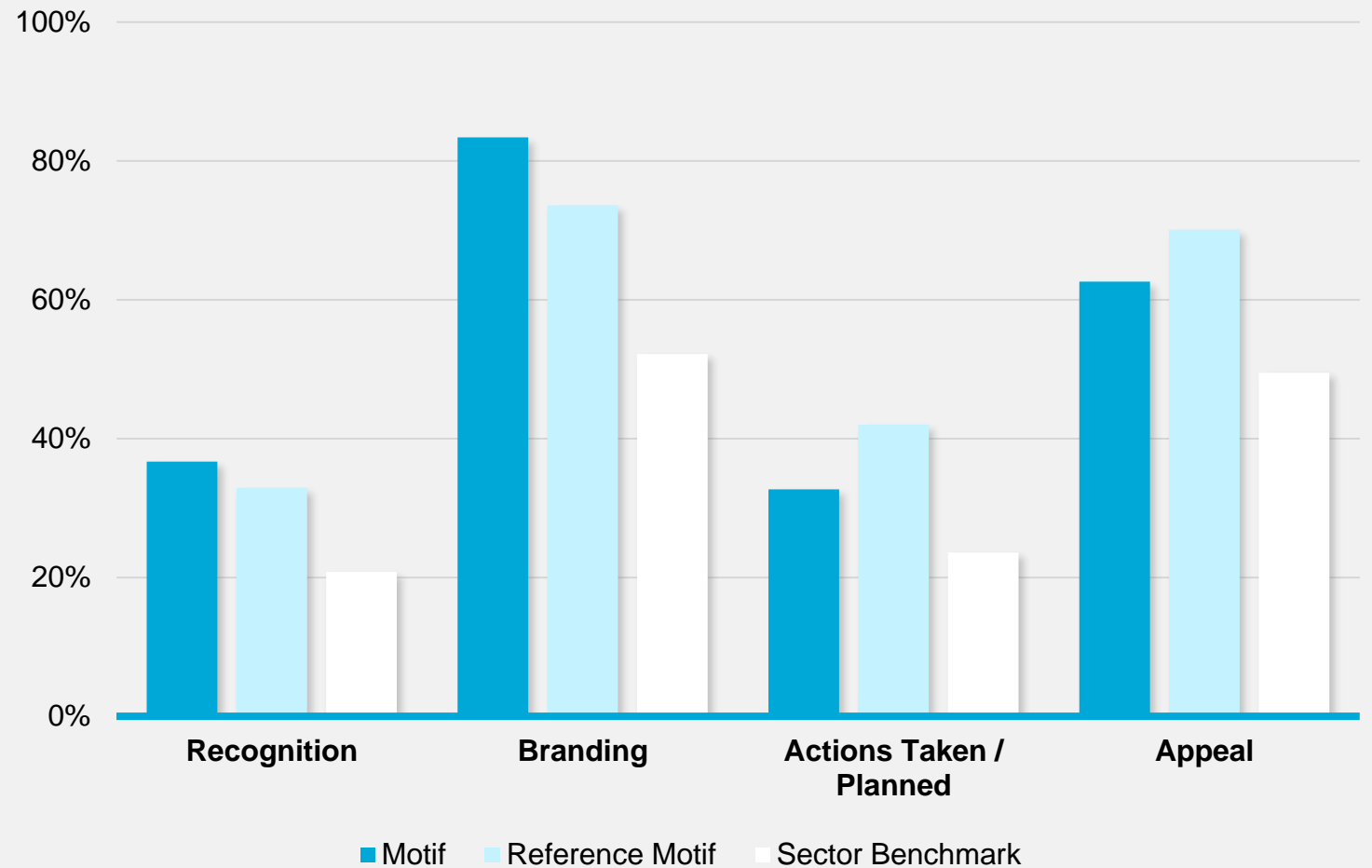
Evaluation

Branding

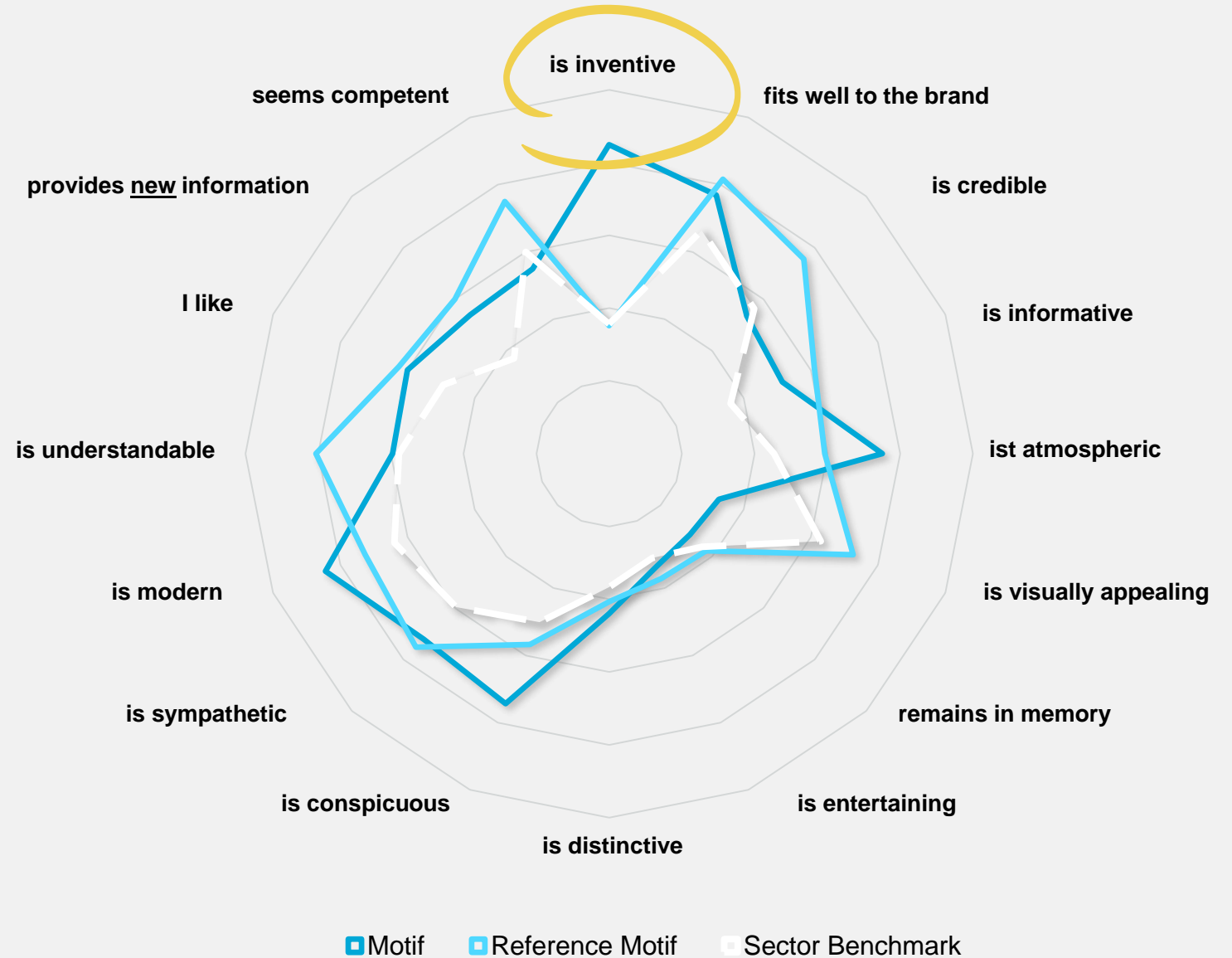b4t best for tracking.

Analytical Opportunities (1/3)

Creative tracking captures the **standard KPIs** for each motif, such as …

o Recognition

o Branding

o Actions Taken / Planned

o Appeal

Analytical Opportunities (2/3)

Creative tracking collects extensive data for the impression or evaluation of advertising media, e.g. for credibility or brand fit.

is inventive
seems competent
fits well to the brand
provides new information
is credible
I like
is informative
is understandable
ist atmospheric
is modern
is visually appealing
is sympathetic
remains in memory
is conspicuous
is entertaining
is distinctive

□ Motif   □ Reference Motif   □ Sector Benchmark
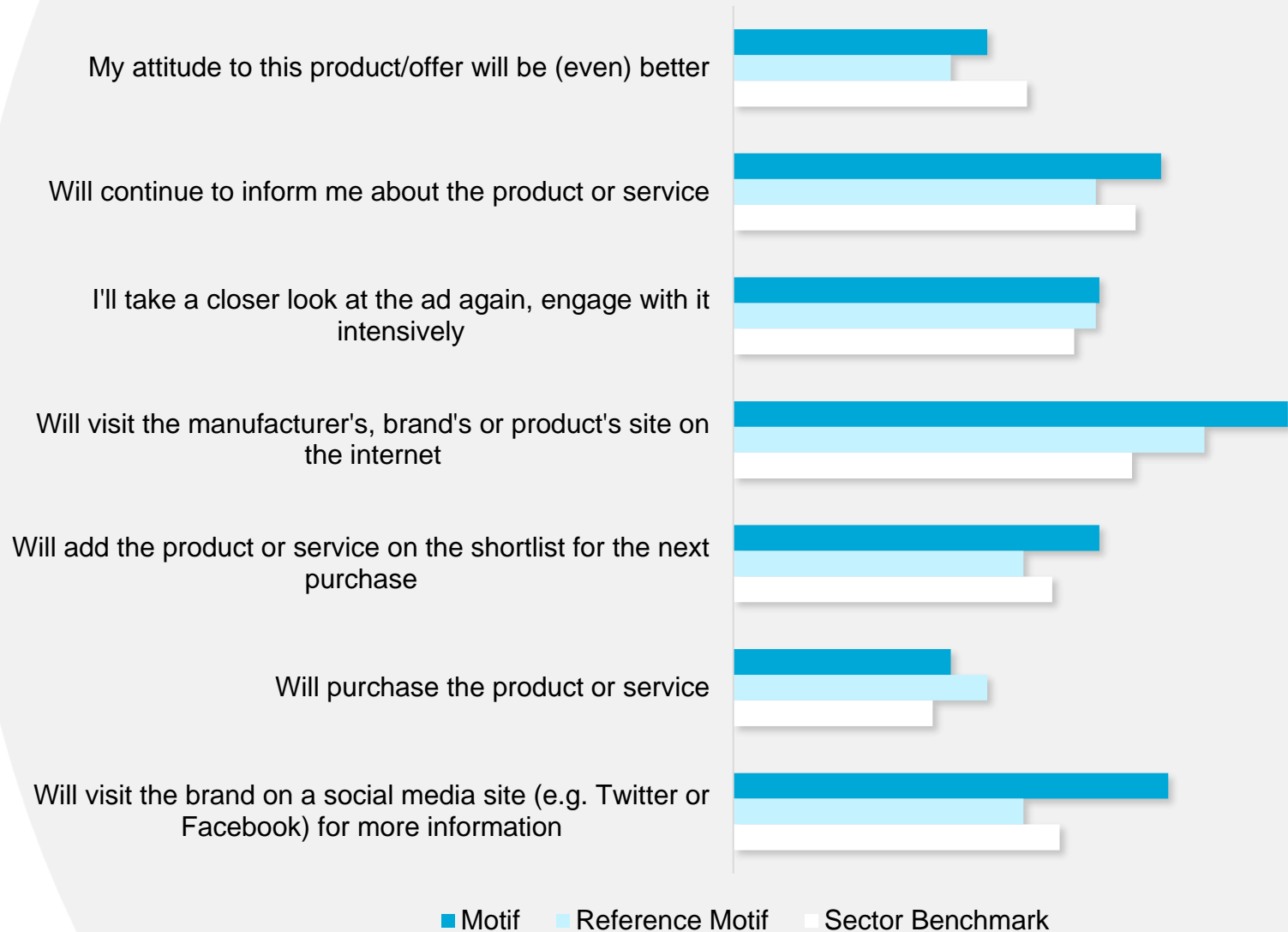
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Analytical Opportunities (3/3)

Creative tracking records the **activation performance** of the advertising media for each motif.

The analyses are possible in comparison to benchmarks, but also in target groups.

The net count Actions Taken / Planned additionally provides you with a summarized value of the proportion of people who have already undertaken or are still planning an action - regardless of whether the ad was already known or seen for the first time.

My attitude to this product/offer will be (even) better

Will continue to inform me about the product or service

I'll take a closer look at the ad again, engage with it intensively

Will visit the manufacturer's, brand's or product's site on the internet

Will add the product or service on the shortlist for the next purchase

Will purchase the product or service

Will visit the brand on a social media site (e.g. Twitter or Facebook) for more information

■ Motif ■ Reference Motif □ Sector Benchmark

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Creative Tracking
Contents and Admission Criteria

Creative tracking considers the following questions:

- Demography

- Product information interest (general)

- Recognition (advertising recall)

- Branding

- Actions Taken / Planned

- Product interest (ad specific)

- Impression of the advertising material (16 items e.g. credibility, conspicuousness, information content, sympathy)

- Previous Brand Awareness

Admission criteria for motifs and advertisements:

- **Registration:** Registration by the 15th of the previous month (i.e. reporting of motifs for the July wave by June 15th).

- **Format:** Print from 1/3 pages (consumer magazine) or from 1/4 pages (daily newspaper) or common online formats including video ads.

- **Placement:** Appeared in at least one license offer two months before the survey wave.

- **Minimum gross spending** in the month of placing are 100,000 euros for print motifs and 2,000,000 ad impressions for online motifs.

- an advertising motif with the same format will be considered again at the earliest after 6 months.

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2

Brand Tracking

Brand Tracking

Brand tracking continuously measures **brand perception, valuation** and **key performance indicators (KPIs)** for over 380 brands, models and product lines.

At the same time, the **use of media channels** through which these brands were advertised is measured. The resulting probability of use for the advertising media is then offset against concrete media plans from the Nielsen advertising statistics. This results in contacts with the advertising that a respondent had during the survey period.

b4t brand tracking takes all major media genres into account: magazines, regional subscription newspapers, national daily newspapers, paid daily newspapers, mobile, online, TV, radio and billboard.

In addition to the pure online survey (2,500 cases per quarter/sector), a **tracking system** is set up that measures the **total online use** of 1,000 cases per quarter and the **total mobile use** of 500 cases per quarter.

The effective contribution of the media channels can thus be analysed and evaluated in depth!
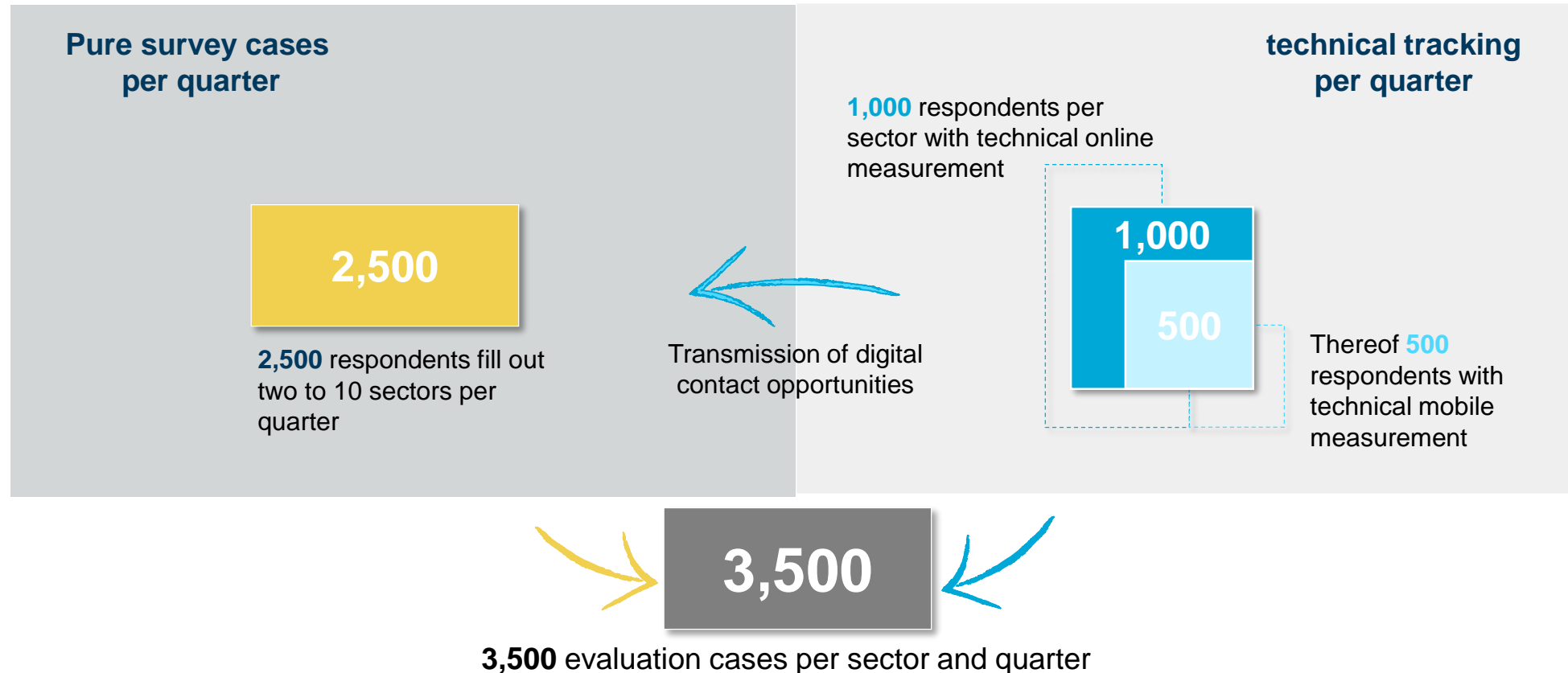
12

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Brand Tracking

Study Profile

total population	German and EU foreigners aged 16 and over, web usage within the last three months, stationary and mobile online users
method	CAWI (Computer assisted Web Interview) in splits of five, supplemented by technical tracking for recording Internet usage
sample	10,000 cases per sector and year + 4,000 cases per year from technical tracking = 3,500 cases per quarter and sector
institutes	programming DCORE field institutes norstat, IPSOS, Gapfish
survey period	monthly, 10 complete survey months (February - November) and half survey months (December and January)
publication	quarterly, per quarter evaluable on a monthly basis
sectors considered	Automotive (umbrella brands & models), Health, Finance (insurance, banks & home saving contracts), Beauty (umbrella brands & product lines), Electronics & Communications, Retail, Food & Beverage, Fashion, Travel, Mixed

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Brand Tracking

Composition of Case Numbers

Pure survey cases per quarter

2,500

2,500 respondents fill out two to 10 sectors per quarter

Transmission of digital contact opportunities

technical tracking per quarter

1,000 respondents per sector with technical online measurement

1,000

500

Thereof **500** respondents with technical mobile measurement

3,500

3,500 evaluation cases per sector and quarter

This results in: 3,500 evaluation cases per sector and quarter = 14,000 evaluation cases per sector and year.
2,500 cases per sector split = 12,500 survey cases per quarter = 30,000 survey cases per year.
In total there are 30,000 + 4,000 = 34,000 evaluation cases per year.

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Brand Tracking

Surveyed Sectors and Markets

Automotive
(umbrella brands &
models)

Health

Finance
(insurance, banks & home
saving contracts)

Beauty
(umbrella brands
& product lines)

Electronics &
Communication

New in
b4t 2020

Retail

Food & Beverage

Fashion

Travel
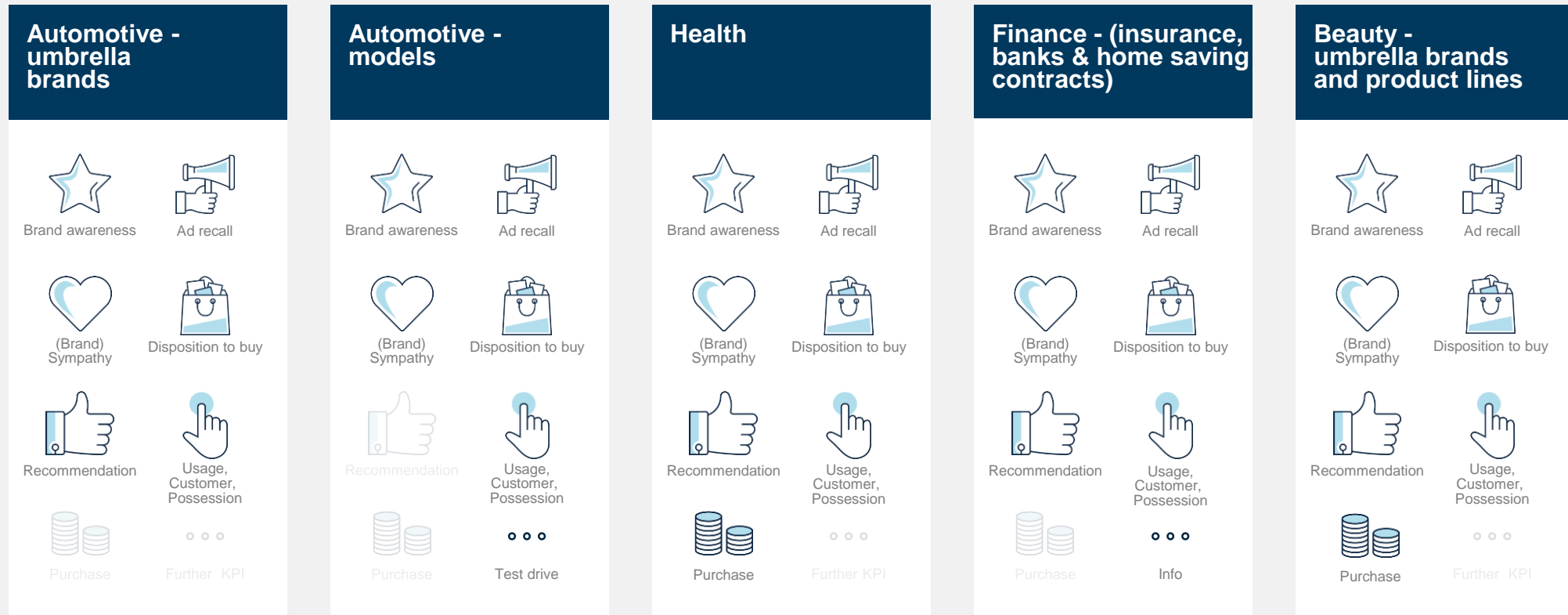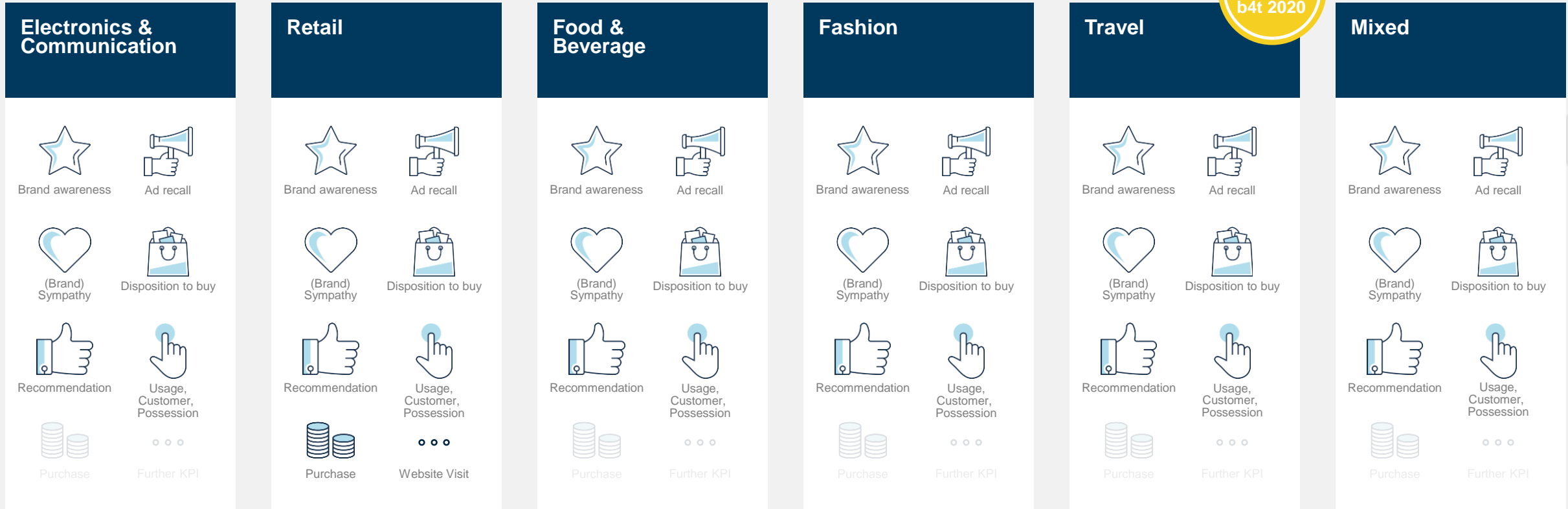
Mixed

Captured KPIs per Sector (1/2)

b4t brand tracking shows the brand perception and evaluation of more than 380 brands, models and product lines

Automotive - umbrella brands	Automotive - models	Health	Finance - (insurance, banks & home saving contracts)	Beauty - umbrella brands and product lines
Brand awareness	Brand awareness	Brand awareness	Brand awareness	Brand awareness
Ad recall	Ad recall	Ad recall	Ad recall	Ad recall
(Brand) Sympathy	(Brand) Sympathy	(Brand) Sympathy	(Brand) Sympathy	(Brand) Sympathy
Disposition to buy	Disposition to buy	Disposition to buy	Disposition to buy	Disposition to buy
Recommendation	Recommendation	Recommendation	Recommendation	Recommendation
Usage, Customer, Possession	Usage, Customer, Possession	Usage, Customer, Possession	Usage, Customer, Possession	Usage, Customer, Possession
Purchase	Purchase	Purchase	Purchase	Purchase
Further KPI	Test drive	Further KPI	Info	Further KPI

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Captured KPIs per Sector (2/2)

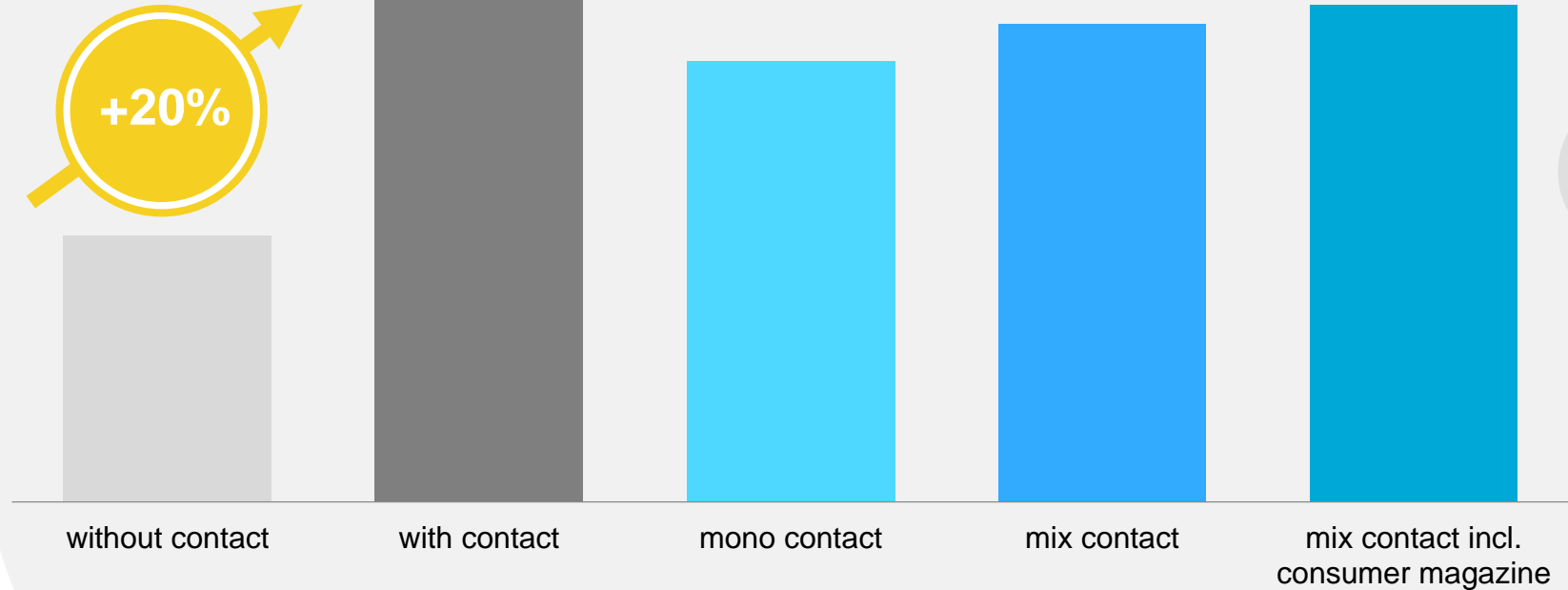**b4t brand tracking shows the brand perception and evaluation of more than 380 brands, models and product lines**

New in b4t 2020

Electronics & Communication

- Brand awareness
- Ad recall
- (Brand) Sympathy
- Disposition to buy
- Recommendation
- Usage, Customer, Possession
- Purchase
- Further KPI

Retail

- Brand awareness
- Ad recall
- (Brand) Sympathy
- Disposition to buy
- Recommendation
- Usage, Customer, Possession
- Purchase
- Website Visit

Food & Beverage

- Brand awareness
- Ad recall
- (Brand) Sympathy
- Disposition to buy
- Recommendation
- Usage, Customer, Possession
- Purchase
- Further KPI

Fashion

- Brand awareness
- Ad recall
- (Brand) Sympathy
- Disposition to buy
- Recommendation
- Usage, Customer, Possession
- Purchase
- Further KPI

Travel

- Brand awareness
- Ad recall
- (Brand) Sympathy
- Disposition to buy
- Recommendation
- Usage, Customer, Possession
- Purchase
- Further KPI

Mixed

- Brand awareness
- Ad recall
- (Brand) Sympathy
- Disposition to buy
- Recommendation
- Usage, Customer, Possession
- Purchase
- Further KPI

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Analytical Opportunities (1/3)

Brand tracking enables **analysis at the individual brand level**, e.g.:
- KPIs current or over time, by target group or by Ø contacts
- Influence of contact dose on KPIs
- Influence of the media genre on KPIs
- Influence of the media mix on KPIs

This analysis is possible per brand for all brand KPIs and contacts collected per media type or media mix.
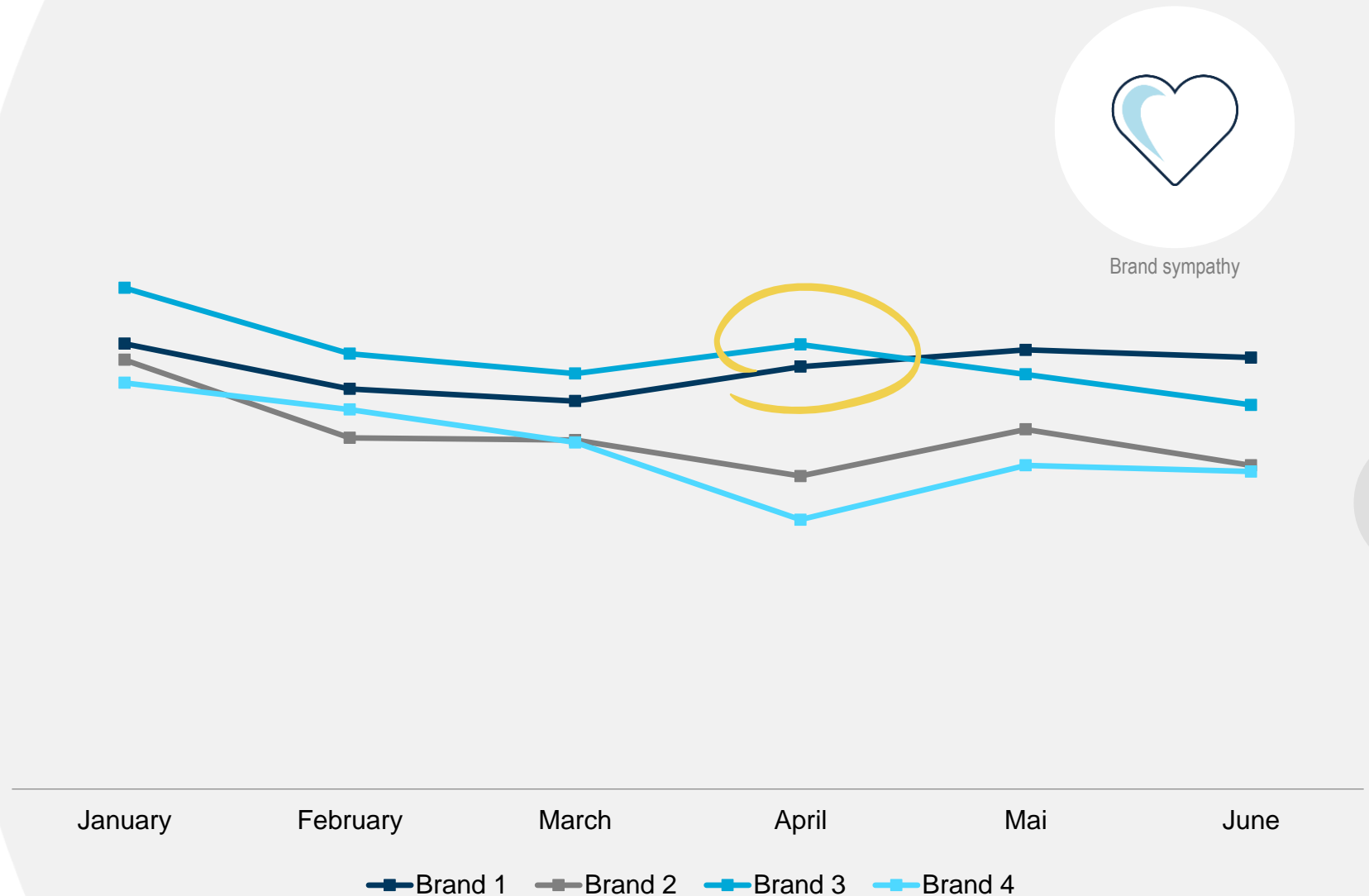
Ad recall

+20%

without contact | with contact | mono contact | mix contact | mix contact incl. consumer magazine

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Analytical Opportunities (2/3)

The brand tracking enables analyses over time, e.g. with:
o Consumption characteristics
o KPIs by overall average or by sectors, target groups, media channels
o Effectiveness thresholds
o Wear-out effects
This analysis is possible for each brand for all collected brand KPIs.

Brand sympathy

| | January | February | March | April | Mai | June |

Brand 1   Brand 2   Brand 3   Brand 4

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Analytical Opportunities (3/3)

b4t brand tracking enables the analysis of the **brand triad** for a brand or a sector.

The brand triad consists of the three elements **brand awareness, sympathy** (Top 2) and **usage**.

71%

Brand awareness

41%

Sympathy

12%

Usage

20

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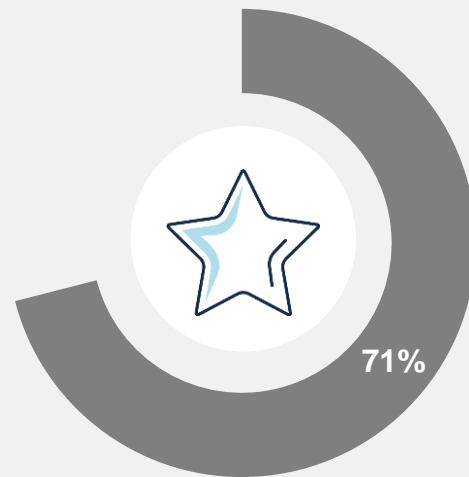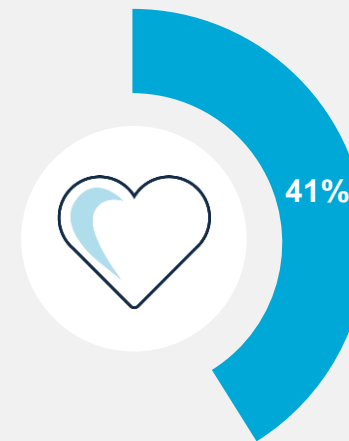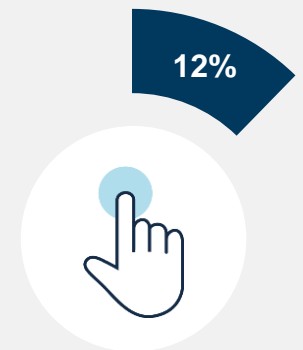
Brand Tracking
Contents and Admission Criteria

Brand tracking takes the following questions into account:

o Demography

o **KPIs**: supported ad recall, brand awareness, sympathy, disposition to buy, recommendation as well as various sector related KPIs such as Usage, Purchase last 3 / 12 months, info last 3 months, etc.

o **Media**: magazines, regional subscription newspapers, national daily newspapers, paid daily newspapers, mobile, online, TV, radio, posters

o **General queries**: personality traits, interest in product information, price / brand orientation, advisor function

Admission criteria for brands:

o Brands can generally be registered quarterly, one month before the beginning of the quarter.

o The brand must belong to one of the sectors surveyed.

o The gross donations of the brand must have amounted to at least two million euro in the last 12 months before the survey, of which at least one million euro should be invested in print.

o A total of approx. 380 brands, models and product lines can be incorporated in b4t brand tracking.

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3

Contact

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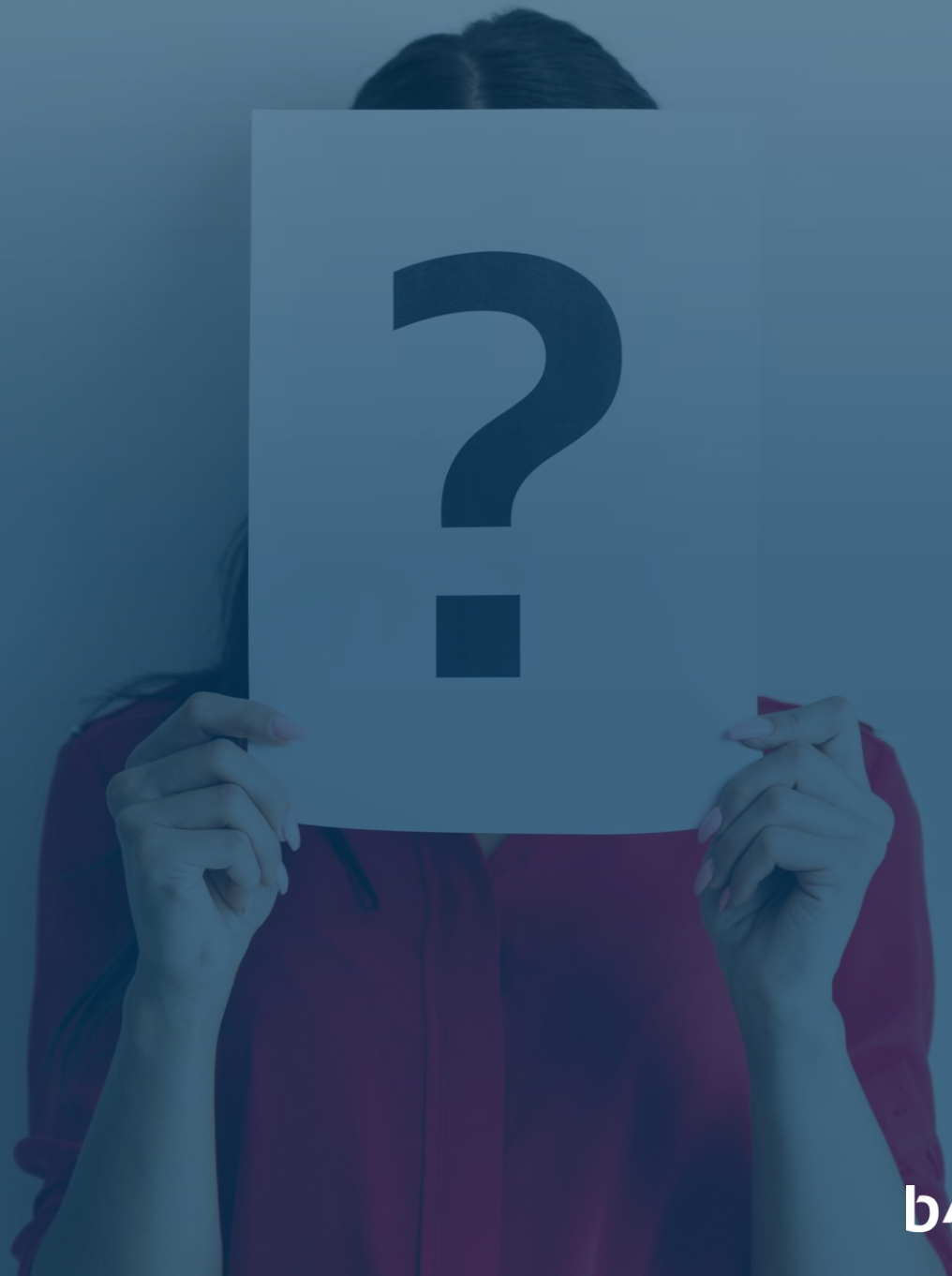
Market data bundled under one roof

The „Gesellschaft für integrierte Kommunikationsforschung", shortly GIK, is a **joint venture of 5 big media companies:** Axel Springer SE, Bauer Media Group, Funke Mediengruppe, Gruner + Jahr GmbH and Hubert Burda Media. They jointly set up **market-media-studies**, to allocate **data for advertising planning** for clients and market partners.
The GIK provides **two cross media market and media studies** to evaluate the use of advertisements: **best for planning (b4p)** helps to choose the right communication channel in advance.
best for tracking (b4t) proves afterwards the efficiency thereof.

5
media houses

contact

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