

Marketing Analytics - Cognos

Case Study – Brand engagement and
targeted media investment

Foreword

The Cognos platform is the Marketing Factory's proprietary marketing analytics methodology and IT platform designed to aid brands in establishing media effectiveness.

Cognos specifically looks at brand investment and engagement with a view to aiding the optimisation of media buy across multiple channels.

Our marketing effectiveness programme is run by Professor of Media Analytics and Marketing Intelligence, Eduardo Salazar.

This platform is being used by some of the best brands in the world and helps them compete with the global FMCGs by delivering qualitative insights into brand engagement as well as quantitative metrics that help drive targeted media investment.

Milan Panchmatia
Director, Marketing Factory

Our Client

One of the world's leading electronics brands

Best known as a consumer electronics manufacturer, in recent years the brand has shifted focus to strengthening its position and products/solutions portfolio in the areas of health and wellbeing.

Objectives

Primary objectives

To understand how our client's media budget affects brand engagement and how this may be altered with future media investment.

Secondary objectives

To position the brand as a thought-leader in the health and wellbeing space.

Raise the awareness of the brand in the domain of healthcare.

Increase the consumer understanding of the brand standpoint and involvement in health and wellbeing.



The Cognos approach

Findings are based on a single source, large sample survey that:

- Provides a 360° approach
- Is Segment friendly

Cognos uses sophisticated mathematical techniques and a proprietary IT platform to deliver:

- Frame/quantify brand associations (create brand/category maps)
- Identify/evaluate feedback patterns through non-managed processes (e.g., Word Of Mouth)
- Brand message to consumers
- Consumers' brand knowledge within the category
- Brand perceptions
- Consumer actions (buzz, purchase or purchase + advocate)

Our brand map analytics provide a measurement system to enable brands:

- To understand which channels (managed, both in- and out-of-store, as well as un-managed) and trading tactics are driving purchase intention and ultimately conversion.
- To gauge competitive opportunities and threats (within the category).

Key Questions

Consumer Insights

- Who is listening to your brand story?
- What trends will influence them?
- What motivates them about your brand?
- What are they saying about your brand?
- What are they saying about your media?

Investment Management

- What are the most effective marketing channels / contact points to use?
- How should those channels be used?
- How much should be invested?
- What is the likely ROMI?



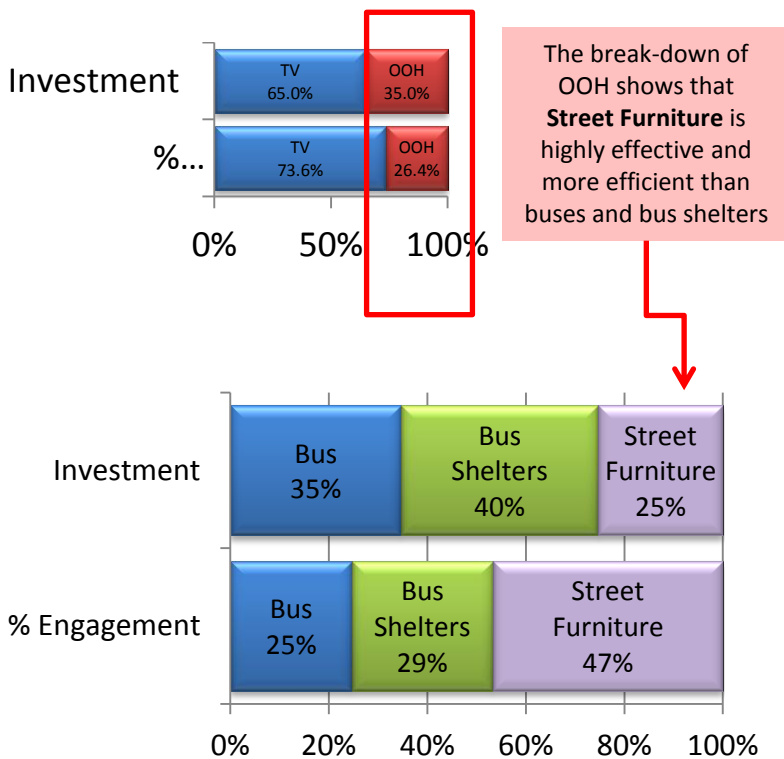
Results

Cognos delivered a range of learnings for the brand, highlights of these included :

- Total OOH has performed below TV relative to the investment in the channel
- However, Street Furniture advertising has proven to be particularly efficient and is not yet at saturation point. We can conclude that:
 - Further investment is recommended
 - The client should explore OOH opportunities nearer to the purchase moment to maximise return



Media Investment vs. Brand Engagement Effect



Outcome

The overall results of the Cognos project showed some interesting results. Elements of this validated the current TV campaign and the media planning approach behind it, however it also showed weaknesses in the ads for certain target markets.

Outside of the TV spend, the granularity of Cognos showed how a re-evaluation of the OOH spend would lead to a direct increase in sales in certain geographic areas' particularly where physical proximity to the store was taken into account.

The brand subsequently implemented a retargeted OOH programme based on a realignment of the OOH spend and was able to redirect money from underperforming areas and reallocate to TV and more targeted OOH.

The outcome for the brand in this instance was to see a 15% increase in sales over the promotional period (over and above the sales achieved in previous promotions) whilst maintaining the media budget at its current levels.



Contact

For further details on this case study or if you would like to find out more about how the Marketing Factory can help with your Marketing Analytics please contact:

Milan Panchmatia
Marketing Factory Ltd
The Kensington Centre
66 Hammersmith Road
Hammersmith
London
W14 8UD

+44 (0)20 7605 1699

milan.panchmatia@marketing-factory.co.uk

<http://www.marketing-factory.co.uk>