



# online advertising effectiveness study

September 2010





## Overview

1. The Campaign
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3. Key findings
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# Campaign & research objectives



<b>Brand</b>	<b>Voltaren</b> 
<b>Campaign objectives</b>	Use online display advertising to raise awareness and trial of Voltaren Rapid amongst back pain sufferers
<b>Study objectives</b>	Understand the impact of online advertising on brand metrics. Is it building awareness, engagement and driving trial
<b>Target audience</b>	People 35+ that suffer from body pain
<b>Methodology</b>	Ad index control exposed methodology  <b>Sample size</b> n = 1,952 ( control = 555 & exposed = 1,397)  <b>Recruitment</b> May thru August 2010  <b>Across various ninemsn sites</b>



# Campaign & creative solution



## *Pushdowns*



*National Nine News  
Homepage Buyouts*

## *Skins, BTYB, Leader boards, MRECS, Pushdowns*



*Home Page Buyouts  
Health & well being,  
Womans Day, AWW, ACA*

## *MRECS – linking to articles*



*Dynamic Feed*

## *MRECS, Leader boards, Wide Skyscrapers*

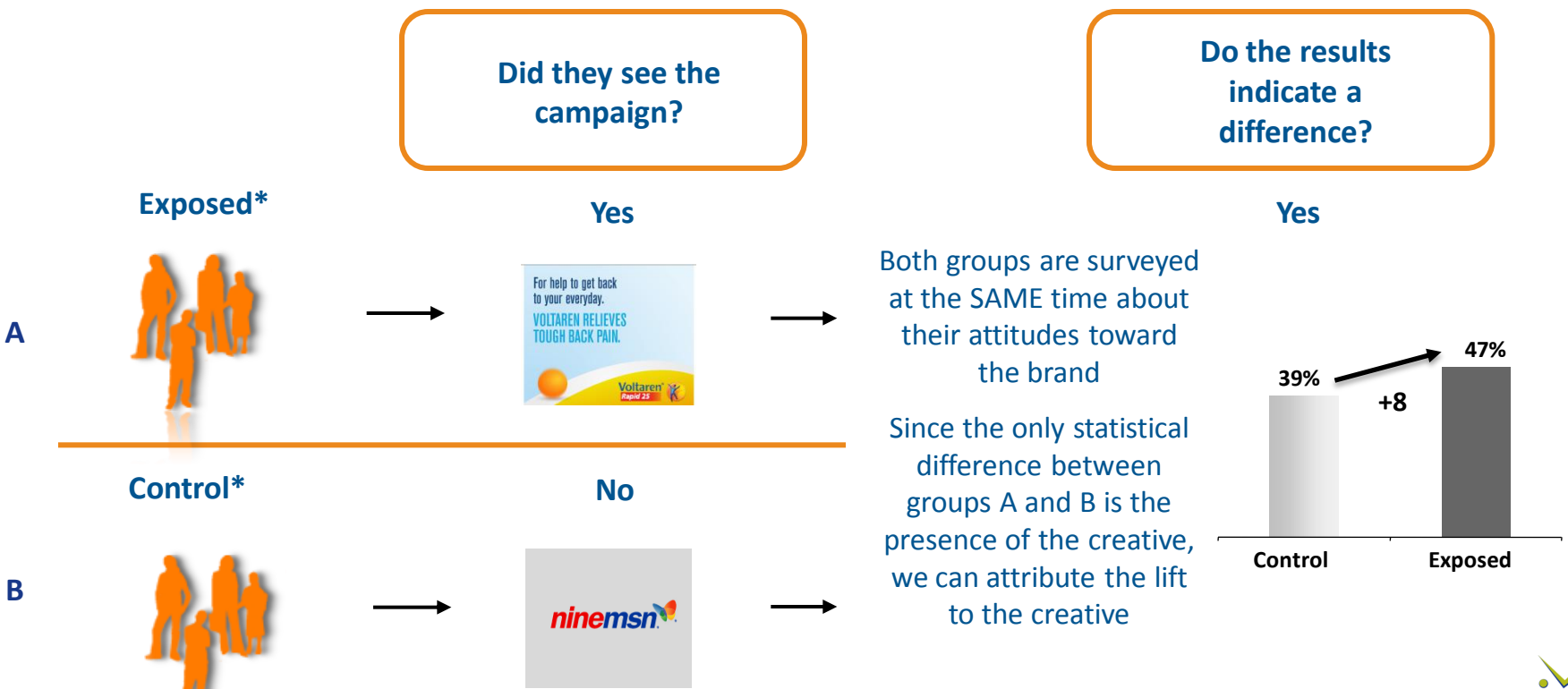


*Targeted Media:  
Demo F35-49  
BT Online GBs*

# Research methodology



ninemsn engaged research agency Dynamic Logic to conduct the AdIndex control-exposed methodology that measures the branding value of online ad campaigns as they run live across ninemsn sites. Two groups are simultaneously sampled and their responses compared.



# Key Findings



- **The campaign successfully reached the target audience 35 yrs + who suffer from body pain (66% of respondents)**
  - Placements also successfully reached a broader target audience of females 35+ (68% of respondents)
- **Overall the campaign significantly improved purchase intent**
  - Purchase intent increased *5 percentage points* amongst the key target audience following exposure to the campaign
  - Amongst a broader target audience of males 35+, aided brand awareness and ad awareness increased *7 percentage points* and *9 percentage points* respectively
  - The campaign also resonated strongly with core demographic 35-49 and in particular back pain sufferers. Purchase intent increased *10 percentage points* amongst both target groups
- **High impact ad placements helped build brand metrics a lower frequencies**
  - 61% of the target audience were exposed to campaign ads once or twice
- **Contextual placements served as *Skins, BTYB, Leader boards, MRECS and Pushdowns* on ninemsn Lifestyle sites significantly increased ad awareness amongst the target audience by *20 percentage points***
  - The contextual placements also helped lift purchase intent by *10 percentage points*
  - Also drove a *5 percentage point* increase of the campaign message ‘provides relief from pain’
- **Behaviourally targeted placements served as *MRECS, Leader boards, Wide Skyscrapers* were effective at significantly increasing message association and purchase intent**
  - Following exposure to behaviourally target ads, purchase intent amongst the target audience increased *9 percentage points*
  - Targeted ads also drove a *7 percentage point* increase of the campaign message ‘is recommended by pharmacists ‘

# The campaign effectively reached its target audience online



**Target**  
[People 35+]  
Exposed Respondents (n=1397)

66% of those 35+ suffer from any of...

- Muscle pain
- Back pain
- Neck/shoulder pain
- Sports pain/injury
- Sprains & Strains

97% of those 35+ suffer from any of...

- Migraine
- Muscle pain
- Back pain
- Neck/shoulder pain
- Sports pain/injury
- Arthritis / joint pain due to ageing
- Aches, pains, and fever from cold, flu, sore throat
- Sprains & Strains
- Menstrual pain/cramps
- Joint pain not due to ageing (such as knee pain or elbow pain)
- Sinus pain or discomfort
- Dental pain

Target (83.6%)



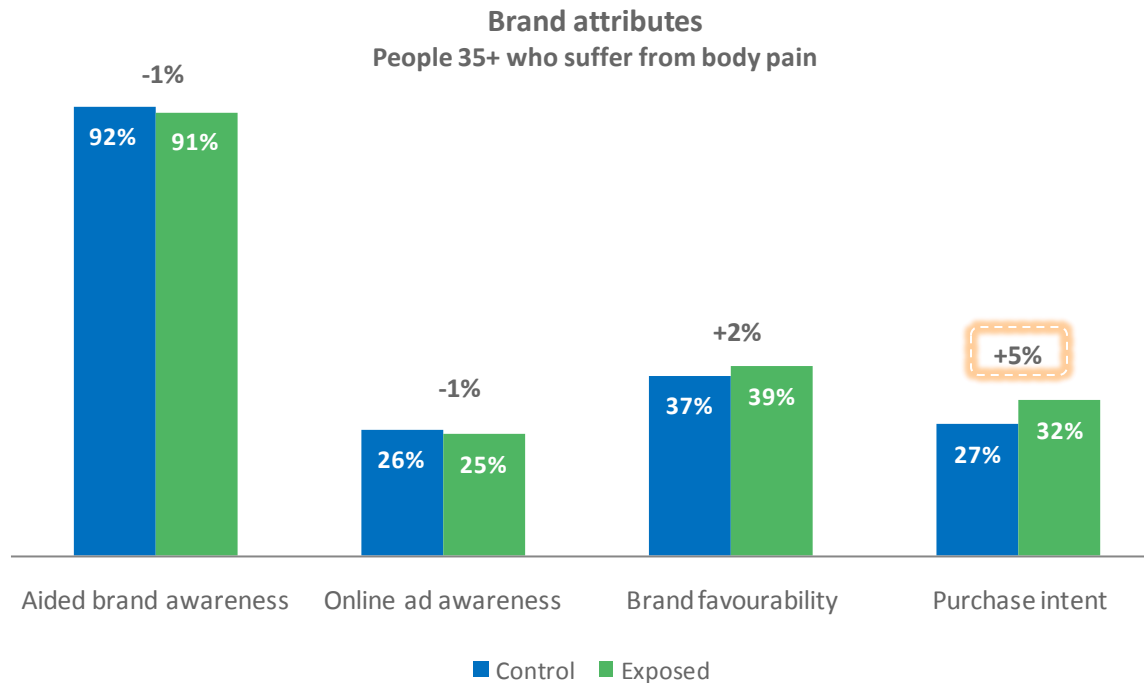
Non-Target (16.4%)

**66% of surveyed respondents were aged 35+ who have suffered from body pain**

# The campaign significantly improved purchase intent amongst the target audience



Brand awareness amongst the target audience was already extremely high, however the online advertising campaign drove a 5 percentage point increase in purchase intent



*The campaign also increased aided awareness by 7 % pts and ad awareness by 9 % pts amongst the broader target audience of males 35+ and increased purchase intent by 6 % pts among females 35+*

Statistically significant increase

Results by Target – People 35+, who suffer from body pain



61% of the sample were exposed to campaign ads on ninemsn once or twice



This reflects the large number of buyout/high impact ad placements used in the campaign

Frequency of ad exposure  
People 35+ who suffer from body pain



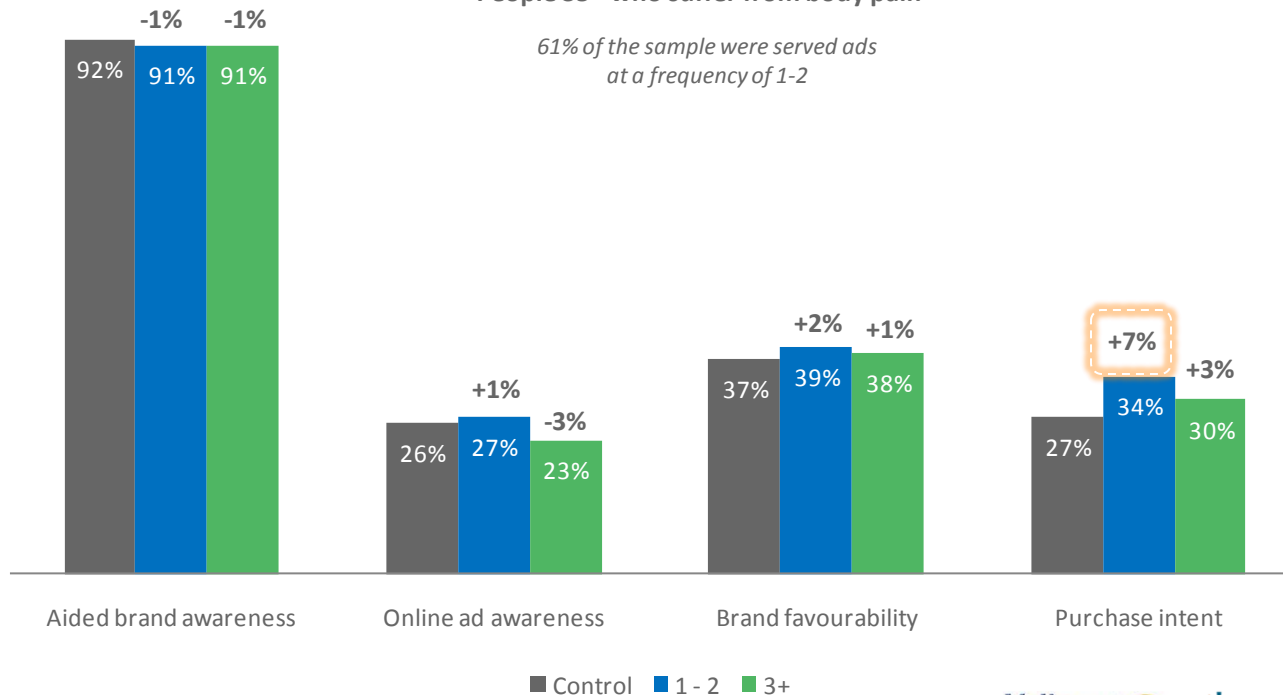
# 1-2 exposures significantly increased purchase intent amongst the target audience



## High impact placements used in the campaign significantly influenced brand attributes at lower frequencies

Frequency of ad exposure by brand metrics  
People 35+ who suffer from body pain

61% of the sample were served ads at a frequency of 1-2



Statistically significant increase

Results by Target – People 35+, who suffer from body pain

■ Control ■ 1-2 ■ 3+



# Contextual advertising is more effective at influencing ad awareness and purchase intent



Contextual targeting on ninemsn lifestyle sites significantly increased online ad awareness  
 – Lifestyle placements also increased purchase intent and campaign messages

Brand metrics  
 People 35+ who suffer from body pain

Metrics	Overall campaign		Contextual targeting (Lifestyle sites)	
	Ctrl	% pt increase	Ctrl	% pt increase
Aided brand awareness	91%	-1	96%	-1
Online ad awareness	25%	-1	16%	+20
Brand favourability	39%	+2	39%	+4
Purchase intent	32%	+5	28%	+10
Helps me move again/restores my mobility	36%	0	32%	+3
Is recommended by pharmacists	43%	+1	30%	+9
Is specifically for muscular, back and joint pain (body pain)	52%	+2	51%	0
Provides effective relief	43%	1	36%	+5

The campaign also increased ad awareness by 12 % pts amongst the broader target audience of 35+

Statistically significant increase

Results by Target – People 35+, who suffer from body pain



# Behavioral advertising is more effective at communicating campaign messages



Targeting significantly increased purchase intent and the campaign message 'is recommended by pharmacists' – Targeting also positively influenced all campaign messages

Brand metrics  
People 35+ who suffer from body pain

Metrics	Overall campaign		Behavioural targeting (Demo F35-49 and BT Online GBs)	
	Ctrl	% pt increase	Ctrl	% pt increase
Aided brand awareness	91%	-1	92%	-1
Online ad awareness	25%	-1	26%	-4
Brand favourability	39%	+2	37%	+4
Purchase intent	32%	+5	27%	+9
Helps me move again/restores my mobility	36%	0	36%	+6
Is recommended by pharmacists	43%	+1	32%	+7
Is specifically for muscular, back and joint pain (body pain)	52%	+2	50%	+5
Provides effective relief	43%	1	42%	+3

The campaign also increased purchase intent by 7 % pts amongst the broader target audience of 35+

Statistically significant increase

Results by Target – People 35+, who suffer from body pain





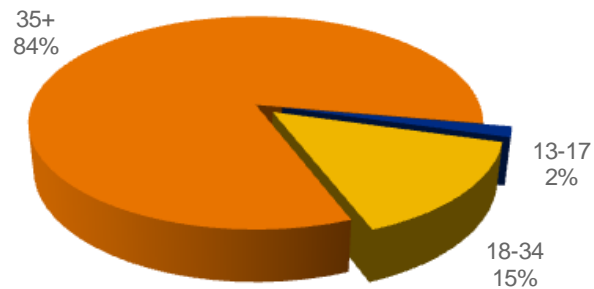
**Additional Insights**

The campaign effectively reached the target audience people aged 35+ and females

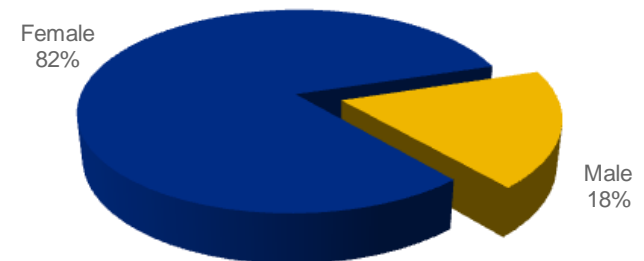


Profile of surveyed respondents that were exposed to the campaign  
(n=1,397)

Age



Gender



# Purchase intent and awareness also increased significantly across a broader target audience



The campaign drove significant movements in *purchase intent* amongst females 35+ (decision-makers), the 35-49 demo and people who particularly suffer from back pain

It also resonated strongly with males 35+ and helped drive a lift in aided brand awareness and online ad awareness

Metrics	Females 35+		Males 35+		People 35-49 who suffer from body pain		People 35+ who suffer form back pain (OTC only)		Target Audience People 35+ who suffer from body pain	
	Ctrl	% pt increase	Ctrl	% pt increase	Ctrl	% pt increase	Ctrl	% pt increase	Ctrl	% pt increase
Aided brand awareness	92%	+3	82%	+7	93%	-3	92%	-1	91%	-1
Online ad awareness	24%	0	22%	+9	25%	-1	24%	+1	25%	-1
Brand favourability	35%	+2	34%	-4	38%	+2	34%	+2	39%	+2
Purchase intent	24%	+6	30%	-5	24%	+10	23%	+10	32%	+5

# Significant number experience key symptoms of back / neck / muscle pain



Conditions experienced by the exposed respondents in the last 12 months  
(n=1,397)

