

How brand advertising lifts response

Adamo by Dell

Introduction:

This case study demonstrates the effectiveness of brand advertising over performance advertising, in increasing consumer brand awareness and buying intention.

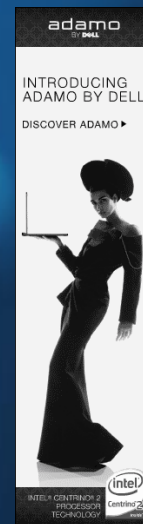
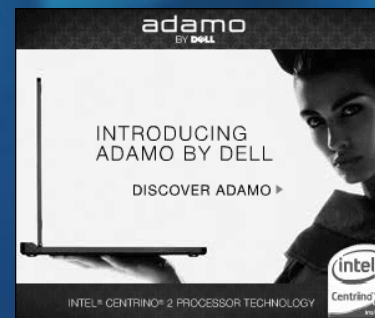
Objectives:

This survey was implemented to provide Effectiveness metrics for Adamo By Dell's online campaign, specifically to measure impact on:

- Brand awareness
- Brand sentiment
- Brand consideration
- Intention to uptake brand
- Brand recommendation

Placement:

This survey launched as a pop-under invitation when consumers exited the network. Pop-under were placed across the whole Fairfax Digital Network



Fairfax Digital



FD Dell Adamo AdE Study, June 2009

Control group totalling 2,623* consumers
Exposed group totalling 321^ consumers

Survey Partner:



Building on all brand metrics

Results:

The Dell Adamo brand advertising campaign across the Fairfax Digital Network successfully achieved the following results:

	Performance	Brand
Brand Awareness	1 point increase	14 point increase
Brand Sentiment	2 point increase	27 point increase
Purchase Consideration	2 point increase	19 point increase
Purchase Intention	7 point increase	30 point increase
Brand Recommendation	2 point increase	23 point increase

Summary:

The campaign had a positive impact across ALL brand metrics measured

Overall the exposure to the campaign across branding placements delivered the best results with considerable increases

This case study has proven that Online is a powerful medium to build brand awareness, increase purchase intent and build overall sentiment of your brand!

“Fairfax organised and ran an insightful brand study in association with Nielsen Online. The study highlighted impressive results in terms of uplift in purchase intent and brand awareness, allowing us to plan and buy brand campaigns more effectively”

Roger Dunn, Group Digital Manager, MediaCom

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