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FAQs

Brand Building Online FAQs

These FAQs are based on findings from the IAB's Building Brands Online series of research studies.

[Does online work to build brands?](#)

[What impact does frequency of exposure to online advertising have on brand metrics?](#)

[How does activity on social media sites contribute to building brands online?](#)

[How does online work for different campaign objectives?](#)

[How does online advertising work at the different stages of the purchase funnel?](#)

[How cost efficient is online at driving key brand metrics?](#)

[Does online advertising have a 'halo on competitor brands, and how does this compare to other media?](#)

[How does online work with TV?](#)

[Does online work to reposition a brand?](#)

[Does online drive actions – both online and offline?](#)

[What role can online video play in brand advertising?](#)

[How do the different online display formats perform at different stages of the purchase funnel?](#)

[How do new larger online display formats perform compared to traditional formats?](#)

[What impact does the environment of the campaign have on its performance?](#)

[How does online work for higher value, big ticket items?](#)

[How well does online sponsorship work?](#)

[Large online display formats and online sponsorship commands a premium. Are they worth it?](#)

[How does sponsorships work amongst users of competitor brands?](#)

[Does online add incremental reach to campaigns using offline media?](#)

[What's the most cost efficient way to drive reach online?](#)

[How do heavier internet users respond to brand advertising online?](#)

[How does online work with a brand's target audience?](#)

Does online work to build brands?

Throughout all of the Building Brands Online series, we found that online worked consistently to build brands. For Starbucks VIA, exposure to online advertising increased product awareness and ad awareness.

For Maggi So Juicy, exposure to online advertising resulted in increases in all brand metrics, especially at the start of the purchase funnel.

For the launch of the VW Up, the online campaign drove increases across all seven brand metrics(brand awareness, message association, brand perception, brand favourability, purchase intent, ad awareness and ad recognition).

What impact does frequency of exposure to online advertising have on brand metrics?

When we measured the effect that frequency of exposure to the online campaign for Starbucks VIA had on brand metrics we found that uplifts increased in line with the number of times people saw the advertising. For example 51% of those exposed to the display advertising two or more times said that they intended to buy the product, compared to 42% of those that were exposed just once.

An exception to this was online video advertising. For Lucozade, which used mostly online video advertising, the best uplifts came with less than three exposures to the online video advertising. We think that this was because of the high impact nature of the video creative used.

The analysis of the online campaign around the VW Up launch found that the larger formats were effective at lower levels of exposure. For example the larger formats were effective in increasing brand awareness, message association and purchase intent at three to six exposures, while the traditional online formats required more than seven exposures to increase these brand metrics.

How does activity on social media sites contribute to building brands online?

The Starbucks VIA campaign used display advertising in a social media environment. Our research found that exposure to the social media element of the campaign increased key metrics like brand favourability and purchase intent at a lower cost than other media.

Exposure to advertising in a social media environment is also likely to stimulate ideas around the brand; those that saw the advertising for Maggi So Juicy in a social media environment were most likely to think about new recipes using the product.

How does online work for different campaign objectives?

Within the research, we measured campaigns with different objectives in order to fully understand the role of online advertising. The campaign around Starbucks VIA supported the supermarket launch of the product and therefore awareness building was a key objective of the advertising. Our research found that online worked to build product awareness for Starbucks VIA at half the cost of outdoor media and 80% of the cost of press.

The Lucozade campaign had a different primary objectives- to reposition the brand for a younger audience. The results showed that exposure to the online advertising worked well to drive increase the likelihood of people thinking that Lucozade has a 'cool image' and is associated with 'great music'.

How does online advertising work at the different stages of the purchase funnel?

For the campaign to launch Maggi So Juicy we found that online worked particularly well at the start of the purchase funnel. Brand awareness experienced an uplift of +7.0 percentage points and ad awareness an uplift of +4.5 percentage points. At the end of the funnel, purchase intent increased by +0.7 percentage points.

How cost efficient is online at driving key brand metrics?

We had access to the media plan and spend information when measuring Maggi So Juicy and were therefore able to factor in the cost of the individual media, as well as their impact on brand metrics. The findings were that the online advertising campaign increased brand metrics at one third of the cost of the TV campaign.

Does online advertising have a 'halo on competitor brands, and how does this compare to other media?

Online advertising had a less pronounced halo effect on competitor brands than TV advertising in the launch of Maggi So Juicy. For example, online increased brand favourability for Maggi So Juicy by +1.0 percentage points and had no impact on competitor brands. TV had more of a halo effect, with brand favourability for Maggi So Juicy increasing by +2.8 percentage points, however there was an average of +13.0 points for competitor brands.

The research around the launch of the VW Up also suggested that online advertising minimised the 'halo effect' on competitor brands. For example, there was an increase of +8 percentage points for the VW Up amongst those that were exposed to the online advertising compared to a decrease of -2 points on average for competitor brands.

How does online work with TV?

The launch of Maggi So Juicy showed that Online and TV worked extremely well together. Exposure to online or TV only showed uplifts across all key brand metrics, however when people saw the advertising on both online and TV, the resulting uplift was greater than the sum of the two parts. For example, amongst the target audience online advertising produced an increase of +7.8 percentage points for brand awareness and TV an increase of +4.1 points, while those exposed to both saw an uplift of +17.1 points. For brand favourability online was +5.8 points, TV + 11.8 points while online and TV was +12.1 points.

Online and TV also worked very well together around Tresemme's sponsorship of Britain's next top model, the increases against brand metrics were consistently higher for those exposed to both online and TV compared to those that had seen the sponsorship in just one medium.

The same was true for Lucozade with key measures around brand health being best driven by those exposed to TV and online. Purchase intent increased by +6 percentage points for those exposed to the online advertising, by +9 points for those exposed to TV and by +12 points for those exposed to both.

Does online work to reposition a brand?

Online worked particularly well in the campaign to reposition Lucozade. When asked about their attitudes to Lucozade, those exposed to online advertising showed the largest increases for agreement with two key phrases - 'Lucozade has a strong association with great music' and 'Lucozade has a cool image'.

Does online drive actions – both online and offline?

For the Maggi So Juicy campaign we found that exposure to the online advertising caused internet users to try to find out more information about the brand online, either by searching for Maggi So Juicy or visiting the Maggi So Juicy website. Those that were exposed to the social media advertising for Maggi So Juicy were prompted to think about new recipes and ways of cooking with Maggi So Juicy.

What role can online video play in brand advertising?

Online video advertising worked well for Lucozade to reposition the brand for a younger audience and it achieved this repositioning with a limited number of exposures.

Much of the creative used in the online Maggi So Juicy campaign allowed users to play the TV advertisement online within the ad format and this could have contributed to the improved performance of those exposed to both the online and TV elements of the campaign.

How do the different online display formats perform at different stages of the purchase funnel?

Size Matters compared the performance of six different formats against five brand metrics using data from 940 campaigns from 15 different countries. The results showed that the new larger online display formats – billboard, wallpaper and half page – performed better at the start of the purchase funnel, driving metrics such as brand awareness. The more traditional online display formats – MPU, skyscraper and banner – performed better at the end of the purchase funnel, increasing brand favourability and purchase intent.

How do new larger online display formats perform compared to traditional formats?

The new larger online display formats often outperform traditional formats at the start of the purchase funnel. For example, Size Matters found that the billboard performed nine times more effectively than the next best format when increasing online advertising awareness. Wallpaper performed seven times better than the next best format for increases in message association.

Larger formats are also effective at lower levels of exposure.For the campaign to launch the VW Up, we found that the larger formats were effective in key brand metrics at three to six exposures, while the traditional online formats needed seven plus exposures to drive the same metrics.

What impact does the environment of the campaign have on its performance?

When we tracked the performance of the online campaign to promote the VW Up, we found that the greatest uplifts came when the advertising was viewed in content rich specialist automotive or newspaper web sites. For example, brand awareness increased by +14 percentage points when viewed in a specialist or newspaper site compared to +6 points on any web site. Brand favourability was +12 points compared to +3 points and purchase intent was +3 points compared to +1 point.

How does online work for higher value, big ticket items?

Our research found that online advertising was effective in increasing purchase intent for the VW Up. In addition to increasing purchase intent we also found that exposure to the larger online display elements within the campaign was more likely to encourage actions such as requesting more information about the VW Up or considering booking a test drive.

How well does online sponsorship work?

The research that we conducted around the British Gas sponsorship of the Smarter Living hub on Yahoo! and Tresemme's sponsorship of Britain's Next Top Model on Sky Living, both showed that online sponsorship was effective. For example, exposure to both sponsorships increased

brand preference, brand favourability, likelihood to recommend and switching consideration amongst non-customers.

Large online display formats and online sponsorship commands a premium. Are they worth it?

The sponsorship research around British Gas and Tresemme found that sponsorship increased agreement with brand statements such as 'British Gas is forward thinking' and 'Tresemme is used by professionals'. The findings also showed that there was a 58% uplift in visits to the British Gas website and a threefold increase in searches for brand related terms for those that had been exposed to the sponsorship.

Even though the VW Up research showed that the large formats used cost more in terms of generating reach, the results also showed that they were more effective at increasing brand metrics and at a lower levels of exposure. This is supported by the Size Matters research that emphasizes the improved performance of larger formats globally.

How does sponsorships work amongst users of competitor brands?

The findings of the research around Tresemme's sponsorship of Britain's Next Top Model on Sky Living appeared to show that it was even more effective when seen by non-Tresemme users. Users of competitor brands showed greater uplifts across important metrics such as preference and favourability.

Does online add incremental reach to campaigns using offline media?

The work that we did around the launch of Starbucks VIA showed that online added significant incremental reach to the offline campaign that used outdoor and press. Almost two thirds of those that were exposed to the online advertising (65%) did not see the press advertising and 55% of those that were exposed to the online campaign did not see the outdoor activity.

Online is less likely to add reach to TV (as TV often generates such large reach), though for Maggi So Juicy one quarter of those that saw the online advertising were not exposed to the TV campaign.

What's the most cost efficient way to drive reach online?

The research around the VW Up campaign found that the most cost efficient way to achieve reach online was using traditional online display formats on general web sites. Reach was achieved via general sites at half the cost of specialist and newspaper sites and achieved via traditional formats at less than half the cost of new, larger online display formats.

How do heavier internet users respond to brand advertising online?

Heavier internet users seemed to respond even more positively to brand advertising online. Amongst the whole online population, those that were exposed to the Starbucks VIA advertising online showed an uplift of +19% in terms of product awareness, while heavy internet users (those online for 21 or more hours each week) showed an uplift of +77%. This suggests that heavier internet users are more receptive to brand messages online.

For Maggi So Juicy, there were also more favourable responses amongst heavier internet users, with brand favourability and purchase intent increasing broadly in line with hours of weekly internet use.

How does online work with a brand's target audience

For Lucozade we found that two-thirds of those that saw the online advertising were in the brand's target audience, compared to only 40% of those that saw the TV advertising. In addition to getting to the target audience more effectively, the Lucozade advertising also resonated more with the target audience – generating greater uplifts in key metrics such as brand favourability and purchase intent.

For Maggi So Juicy we found that the online campaign was more effective amongst the target audience than it was the general internet population. For example there was an increase of +2.4 percentage points for purchase intent amongst the target audience (compared to +0.7 percentage points for all internet users). There was an increase of +2.1 percentage points amongst the target audience for brand favourability (compared to +1.0 points for all internet users).

Appendix

Building Brands Online - Trilogy

These were three separate research projects that compared the performance of the online element of three campaigns (with different objectives) to the performance of the offline campaign elements. The brands partnered with were Starbucks VIA, Maggi So Juicy and Lucozade. The research was conducted by GfK NOP.

More information can be found here:

http://www.iabuk.net/research/library/starbucks-building-brands-online-study

http://www.iabuk.net/research/library/maggi-so-juicy-building-brands-online-study

http://www.iabuk.net/research/library/lucozade-building-brands-online-study

Building Brands Online – Size Matters

Size Matters is a retrospective analysis of Millward Brown data drawn from 940 campaigns in 15 different countries over a year. The research compares the average performance of three traditional and three 'new' online display formats across key brand metrics.

More information can be found here: http://www.iabuk.net/research/library/building-brands-online-size-matters

Building Brands Online – Sponsorships

This research, carried out by comScore, investigated the performance of two online sponsorships by British Gas and Tresemme and looks at their impact on brand perceptions, attitudes to branded content and actions following exposure to the sponsorships.

More information can be found here: http://www.iabuk.net/research/library/building-brands-online-sponsorships

Building Brands Online – Formats and Environment

This project, conducted by GfK NOP, takes a deep dive into the online campaign to promote the launch of the VW Up and examines how different online advertising formats and editorial environments impact on the effectiveness of the campaign to increase key brand metrics.

More information can be found here: http://www.iabuk.net/research/library/building-brands-online-formats-and-environment-vw