

Integrated Marketing Communication
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Lecture - 59
Measuring Effectiveness of IMC – Part II

Welcome back, friends. This is practically the last session associated with the core elements of integrated marketing communication, which we have been discussing until now. In the last session, we looked at the perspective associated with measuring and evaluating integrated marketing communication. You would remember that we discussed the Ariel case study and the evaluation criteria they fixed for themselves.

They pursued a campaign and then evaluated it around those criteria and stated the difference and enjoyed the difference. That is what organizations go for. And as we discussed last time, there is also a longitudinal context of analyzing and evaluating all the modes of communication concerning each other, which is an intricate part. Still, over time, expert organizations have developed such methodologies.

Experts and researchers have suggested the modes and methodologies, and sometimes, many of those, sometimes individually, are very helpful in pursuing the evaluation. We will now consider some critical questions in the IMC valuation test.

The first is what to test the elements related to this question are creative decisions, media strategies, and budgeting decisions. Where to test? Should it be under laboratory-controlled conditions, or should it be, a field test, on-spot testing? When to test? Pre-test or post-test? As we discussed last time, should it be too late to test, or should we start from the very beginning?

How to test? Several testing methodologies, guidelines, and test methods have come up in time, and we will see some of those. Let us first focus on what to test.

We should focus on some creative decisions; we must test the creative theme and the idea. Because we focus on all the communication concerning creativity, we involve creativity and ideas there. Those can be tested, how valid they are. Because last time we talked about likability

and creativity is associated with developing likability.

Then next, is to see the reaction and different message appeals of the target audience. Reinforcing the brand position in the target's mind. Using a variety of creative tools. So that is what is to be tested. Then, the primary elements that must be tested are media strategies. We use research to determine the most influential media vehicle we should use.

And that is, and as I have been telling you continuously when I say that choosing the most influential media vehicle means we would be focusing upon that vehicle as the central mode. Then we would be integrating all other modes with that vehicle. Then media vehicle option sourced effect. That is, people perceive ads differently depending upon their context.

And evaluating flighting versus pulsing or continuous scheduling. You understand that very well and this is to be tested.

Then again, further under budgeting decisions. Examining the effect of budget size on advertising. And here, we must understand that sales may not be an accurate indicator of effectiveness. we have to think in terms of, a more comprehensive perspective when talking about what to test.

Then comes when to test? Before the campaign is implemented. Several methods are associated with that. And This is a crucial element because it eliminates some of the mistakes that may happen. And then the next element is can. Pre-test can occur at any time, from idea generation to final implementation as such.

Next is the post-test, designed to determine if the campaign is accomplishing its objectives. Everything is often going right, and we have done a pre-test. And now we want to do the post-test again because we have to go for impact analysis. And then post-test also is designed to serve as input into the next period's situational analysis- that what budget allocation you should be doing on this particular campaign, if it is like most as compared to several others, , other efforts, which we are doing, we should be focusing upon that. And I told you earlier, that advertising must be complemented with social media approaches or personal selling.

What kind of focus deviation has to be done is decided through post-test also.

Where to test? A laboratory test, as I said. It has advantages that it is, controlled by the researcher. And disadvantage can be that it is not under natural settings. Field tests, wherein natural viewing circumstances we get to learn so many things. And then how to test? See copy testing we talked about once.

But just to reiterate, it is a form of market research that determines the likelihood of an advertisement's success through consumer feedback. And here there are some principles associated with positioning, advertising, and copy testing, which state, several elements, that PACT principles are related to providing measurements relevant to the objectives of advertising.

Require agreement on how results will be used. Provide multiple measures to evoke a more precise evaluation. Then there are six more elements associated with, positioning advertising, copy testing PACT principles. And they largely surround the perspective of how to go about it and what considerations we should have in mind. Then comes the methods of measuring advertising effectiveness.

It can be bifurcated mainly into, as we have just talked about. But I will enumerate a few of those, and then I will describe a few of those for you. So there are some elements related to pre-test methods and some elements related to post-test methods. In pre-test methods, we have laboratory methods and field studies; in post-test methods, we have field studies.

Under laboratory methods for pre-test methods, we have consumer juries, portfolio tests, physiological measures, theater tests, rough tests, concept tests, readability tests, and comprehension and reaction tests. And believe me, most of them have evolved in the course of time, wherein experts have observed that these methods can work. These tests are very creative in nature and experts; they have lots of experience and methodologies associated with conducting these kinds of things to derive relevant results for future campaigns. Under field tests, some dummy ad vehicles are generated, and then those tests are conducted.

Some on-air tests are also done during the pre-test, , methods, under pre-test methods. Under post-test methods, there are penetration studies. I call them acceptance studies and acceptance tests. Gallup-Robinson Impact Test. Several other thinkers have given some test methods; this is a widely used method. Aided recall test, unaided recall test, triple association test.

Progress, oblique sales effect tests. So this is the significant bifurcation around that, and let us know and look at a few of the aspects.

Under laboratory methods, when we are talking about pre-testing finished ads, some consumer juries are made wherein, consumers are used to comparing rank and evaluating an advertisement. Now, these experts understand things, and they judge those elements shown to them.

But here, there are chances of the halo effect. There are chances of specific ad preferences overshadowing objectivity by the consumer jury. Of course, they have their thinking methods and thinking ways. The most critical element is what we are trying to do is we are trying to eliminate future mistakes. We don't need to focus on one kind of test at a time.

We can use one test and then corroborate the results with other tests later to enhance the validity and reliability aspect. Then there are portfolio tests. This is a method in which, after looking through a portfolio of different versions of a particular advertisement, respondents chosen from the target market are asked to recall in detail those they can remember.

Simple method, but again this can be used as a collaborative methodology as well, or you can choose to go for a portfolio test, and then you can go for consumer juries. So whichever way is convenient and strengthens the belief that this will work.

Now psychological measures. Psychological copy testing is a technique in which various methods, including word associations, sentence completion, depth, interview, and storytelling, are used. And the catalog of reactions, namely, security, fear, nostalgia, and so on, are set. So one has to go for that, although fear must not always be used.

Because it should not be the approach, we have also discussed it in ethics. Alternative ads are then rated based on how readers respond. And the psychological technique is, though it is challenging to implement since skilled interviewers are required, it is, helpful in bringing relevant results. Then there are theater tests.

You may say that target consumers are invited to the theater and laboratory where they can view the program to preview and evaluate the advertisements. Before the program commences, details

regarding the respondents' demographic and attitudinal details are recorded, and they are asked to nominate their product preferences from a list.

At the end of the viewing, their program evaluation is sought, and they are also requested to complete their product preferences a second time. The primary outcome of the process is a measure of the degree to which product preferences change due to exposure to controlled viewing. It is as good as previewing a movie wherein , the early response tells you what to edit and how far to go for as far as editing goes.

And if it is not liked at all, then shelve it altogether. It is a joint exercise utilized by several organizations wherein they invite an audience to watch what has been developed. So then there are rough tests.

A rough commercial is an unfinished execution that may fall into three broad categories. One is animatic rough, including a succession of drawings, cartoons, rendered artwork, still frameworks, and simulated movement. Then it is, and the second is Photomatix rough. Successions of photographs often show real people, scenery, etc., with still frames and simulated movement.

And third is live-action rough, which employs live motion and stand-in involvement, often with non-union crews, limited props, opticals, and location settings. So this also encompasses a testing methodology. Then there is concept testing, which is very important. Because at the development stage, several elements come to our mind, and we want some input on that.

Because if we keep on forming it in due course of time and we are not doing it right, then it would not be helpful, and we all know why.

It is conducted early in campaign development. It explores consumers' reactions to ad concepts expressed in words, pictures, or symbols. If the concept is not correct, then the whole thing would not be right actually.

And if the concept is acceptable, then the thing can be built upon, and , we can keep testing the situation, the copy, and the video in the initial phases. We can go on and on to the stage of the theater test, or let us say , other reactionary tests associated with laboratories.

See the methods associated with concept testing, wherein alternatives are exposed to consumers who match the target audience, reactions, and evaluations sought through a focus group, direct questioning, and surveys. And focus group discussions are significant for such kinds of things wherein the moderator just observes what they are discussing.

And these are informed audiences. They understand what they are talking about. Sample sizes depend upon the number of concepts and the consensus of the responses. And we have talked about that in integrated marketing communication research as well, in a brief context.

And it uses several types of qualitative or quantitative data for evaluating and comparing alternative concepts, wherein what has already worked, what may work, we may hypothesize on that. There are several methods we can talk about. But the most important is a reflexive methodology wherein we discussed integrated marketing communication research earlier. Then there are readability tests.

Now in this test, the ease of readability is asserted by a series of questions and techniques developed by psychologists before the ad is relayed, which is very important because this focuses on the impact of the words and how they would be acceptable to the mind of the reader, the prospective consumer.

Now, this technique ascertains the reader's depth of understanding through the advertisement. How far it would go, and we talked about content writing or content marketing, These kinds of things can be utilized for that as well. You are developing meaningful content, for example, and you would be flowing that in the form of published material.

And if it does not fit the situation, for example, you are developing a coffee table book, and you have not tested the whole thing, then it might not end up coming your way in terms of the results. And that is where all such tests are beneficial.

Comprehension and reaction tests. These are designed to assess the responses, making you sometimes wonder why some ads are ever brought to the marketplace. If these tests are not rightly done, then consumers do not feel any resonance between what they are saying and the product.

And those have to be eliminated beforehand, it is detrimental to the product's image. And tests of

comprehension and reaction employ many standards. And there are several procedures associated with that. Personal interviews, group interviews, and focus groups we have talked about. They have all been used for this purpose and so on.

An appropriate sample is chosen for this, but there is no single formula that would justify it. If you are going for a vast universal global campaign, you definitely have to think about the thing in a larger context.

Then there are field studies. Now those are related to dummy ad vehicles and on-air tests. And just to give you a glimpse, dummy ad vehicles that are related to being a mockup of a media vehicle, magazine, flier. Used to test advertising effectiveness with a representative group of the target market.

And these magazines are distributed to a random sample of households who are asked to consume the magazine in their usual way and read it. And readers are encouraged to observe the editorial. Later, they are asked questions about both the editorial and the advertisements, which then must be analyzed. You want to know how the authentic product or the message would work.

Then let us try and understand briefly, how post-tests of finished ads, that post-testing works. And as I said, it is related to field studies primarily because no laboratory test scope exists. So then, there are inquiry tests associated with that, which are designed to measure advertising effectiveness based on inquiries generated from ads appearing in various print media.

And the inquiry may take the form of the number of coupons returned, phone calls generated, direct inquiries through reader cards, and so on. You have already devised the methods that if this happens, it is a positive result. Recognition tests are there, which are very important.

And, these tests determine the readership of the advertisement in the newspapers and journals. And they were developed mainly by Dr. Daniel Starch in 1920 and is known as favorably known as the Starch test. They require participants, again varying in number depending upon the size and the scope of the campaign, to thumb through publications they usually read.

The ads provide specific responses, mainly if they saw a particular ad in the issue. Then there are

recall or impact tests. This is again very important because recall is the sole purpose of integrated marketing communication to an extent, and then comes persuasion as a purpose. We have talked about those kinds of things. The purpose defines evaluation and measurement and methodology as such.

So the recall test is designed to measure the impression of readers or viewers of the advertisement. And if a reader has a favorable impression of the advertisement, he will undoubtedly retain something of that advertisement. And that is how the story goes on. There are several elements to that.

The measures of interest would be obtained by interviewing the readers, viewers, or listeners days after the advertisement or commercial has appeared in the newspaper or TV after a particular duration. Recall or impact tests can be broken into two forms, aided or unaided.

Wherein aid goes by measuring the respondent's memory by asking them to recall what they saw in the advertisement with some clues and support. Unaided, it is ultimately, without any clue or those kinds of things. We have to see the intensity with which they may remember what they have seen as a message, and that talks about likability, creativity, effectiveness, and so many things can be concluded from that if we go by the correct analysis.

Then there is the Gallup-Robinson Impact Test.

It is a commercial research firm that has formulated standardized aided recall tests to survey advertisement impact. And it is also known as the combined recall test. The respondents are shown a magazine cover and are asked whether they have read the issue. And if yes, then the respondent is asked to describe anything they remember seeing in that issue.

Now, this is how it goes. And then the respondent is then given a deck of cards with brand names on them that appeared on the issue and are asked to indicate which ones they remember seeing in that issue.

Then there is a sales test, which is again very important, to check how much an ad campaign has succeeded in generating actual sales on the ground. And there are several personal selling approaches or influencers related approaches, or let us say , direct marketing approaches or awareness generating approaches.

For example, whenever medical representatives go to doctors and demonstrate the products their company is marketing, they put it in front of them, demonstrate the product usage, and introduce those medicines to them. They introduce the new research associated with those kinds of things.

Doctors, think about that rationality, look into the validity of the products, the perspective associated with that, the usability and the betterment of their patients. And then medical representatives of the field, pharmaceutical representatives, they go to the medical shop to monitor how many prescriptions are being prescribed that particular exercise.

Now, this is the sales test. This is just an example. There are several other examples related to that.

Attitude change is one of the essential elements when we talk of testing. Now the influence of advertisements and promotional tools and shifting customers' opinions about the company is analyzed with the help of attitude measurement tests. It is a common assumption that consumers only buy products they have a reasonable opinion of, which is valid to an extent.

Companies launch advertising campaigns to change the opinions to the perspective in their favor, and definitely for the betterment of the customer. Companies quantify the influence of advertising campaigns to see their effect after the campaign's launch. Attitude change is one of the essential objectives IMC pursues, which must be tested deeply.

Then there are split-run tests, two different versions of the same advertisements are printed in the same press run of an issue of a particular publication so that some of the copies contain one version of that and the other contains the other see which is more effective. And there are several other very creative methods.

The purpose of the split-run is to compare the effectiveness of the two alternate ad copies. Elements often tested are prices, copy appeal, layout, type of illustration, coupons offered or without coupons, premiums, rebates offered, and so on. It brings in what would work more. It is

again a very creative methodology.

Evaluating once you consider evaluating the overall IMC program. Here, I quote a prominent thinker of our times, Peter Drucker. Now he identified goals that define the overall well-being of a company. Now let us start from there, where we began actually. And those the company's well-being can be categorized into several goals.

For example, market share, level of innovation, productivity, physical and financial resources, profitability, manager performance and development, employee performance and attitude, and social responsibility. The IMC plan is likely in good order if these goals are being reached because communication has an all-encompassing effect.

It enables the organization to generate awareness, develop brand image and get results. We can think of evaluating the impact of IMC by looking at the organizational goals in terms of the health of an organization. And to mention here that this is how an overall impact can also be seen in terms of IMC evaluation.

The perspective here is that good measurement, and the proper criteria may bring more significant results and support adhering to the ethical path in marketing communication. Since we have talked about ethics in our last section, I want you to recall that and to see that, if we measure our communication well, we may immediately understand.

For example, in the pre-test stage, if you are measuring it right and evaluating it right, we may immediately understand that it would pursue ethical standards or benchmarks or not. Because here we have several methods, which can indicate that. I urge you to keep in mind as marketers, as future marketers, that we should be focusing on that element while testing the effectiveness and impact of advertisements also.

Post-test also, we should be thinking that way. Because if we monitor that element, the trust would be much easier to achieve. And if an organization achieves the trust of its consumers, loyalty is not far away. Ultimately, integrated marketing communication is directed toward achieving an organization's enormous stability and brand equity.

With this, I end this session of evaluation and measurement related to integrated marketing communication. I will see you in the next session, which is the concluding one wherein I will summarize the whole journey and talk about a few prominent aspects of integrated marketing communication. I am sure you have enjoyed this journey till now.

And you would cherish it for quite a long time while thinking that integrating marketing communication is magic. Till then, goodbye. Thank you.