

# Who is K'Naan?

*Coca-Cola* measuring its online advertising.

gemiusEffect



CASE STUDY  
October 2010

# // Campaign



## World Cup Campaign 2010

### Context:

A television, indoor and online campaign referring to the 2010 FIFA World Cup in South Africa. The Coca-Cola's promotional anthem for this event was *Wavin' Flag*, a song performed by so far a relatively unknown singer, K'naan.



## // Research objectives

To estimate the effectiveness of the Coca-Cola's 2010 FIFA World Cup South Africa anthem advertising campaign.



### BRANDING

What was the impact on the awareness of the song and its performer-K'naan? What was the impact on the Coca-Cola brand image in Hungary?

### AD CAMPAIGN TRACKING

How many users were exposed to the Coca-Cola's campaign?

### TARGET REACH

What was the socio-demographic profile of users who were exposed to the campaign?

## // Solutions

**MAIN OBJECTIVE**  
Measuring campaign effectiveness

**gemiusDirectEffect**  
Tracking scripts, site-centric measurement

Measuring the delivery, instant response, delayed reponse - post view, actions, conversions

**CAMPAIGN TRACKING**

**BRANDING**

**TARGET REACH**

**gemiusBrandingEffect**  
Pretest and posttest questionnaires filled in by users

Campaign impact on brand awareness, perception, message association...

**gemiusProfileEffect**  
Panel data combined with tracking scripts

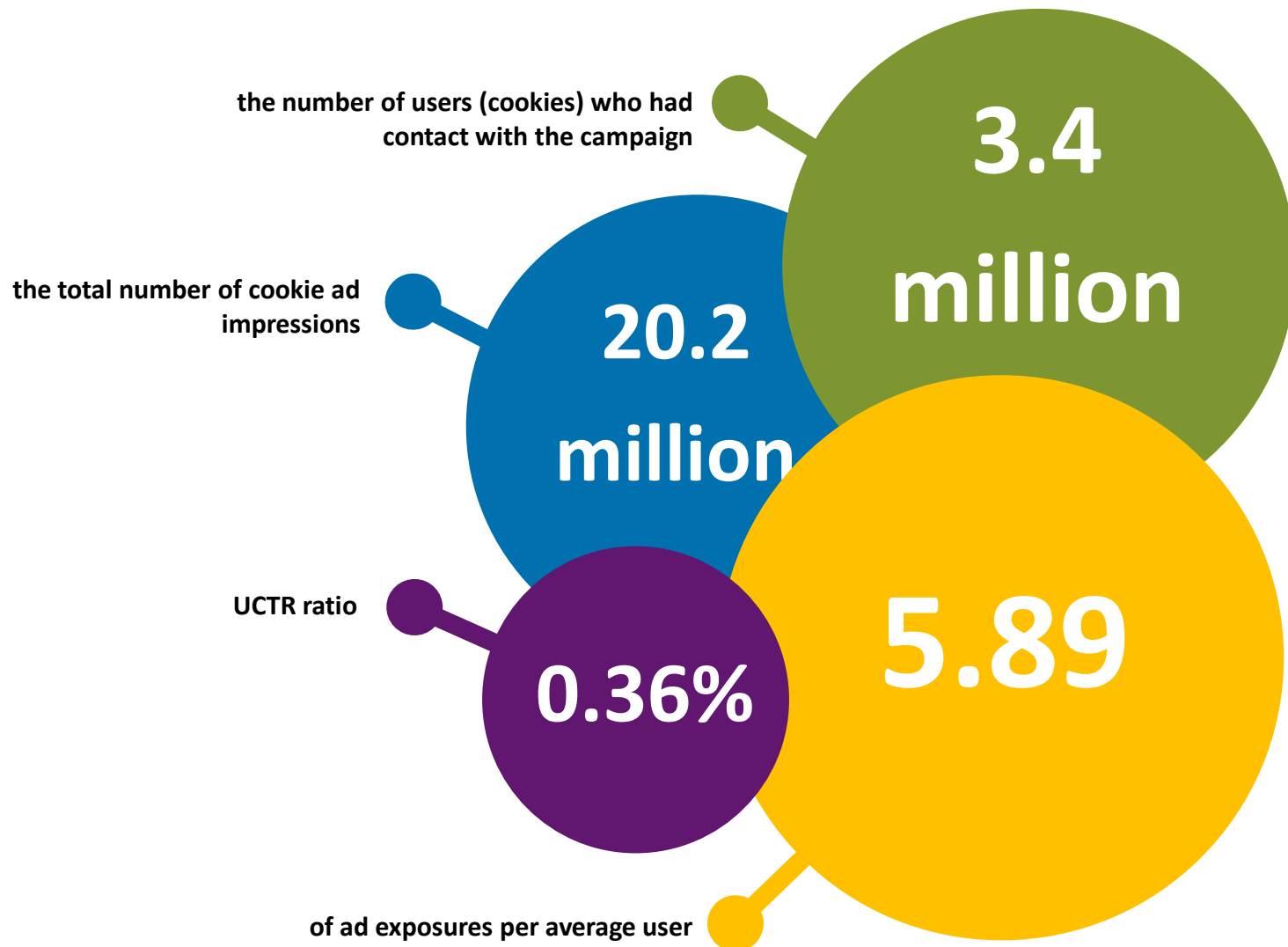
Post-buy analysis of campaign's audience profile. Demographic composition of the campaign



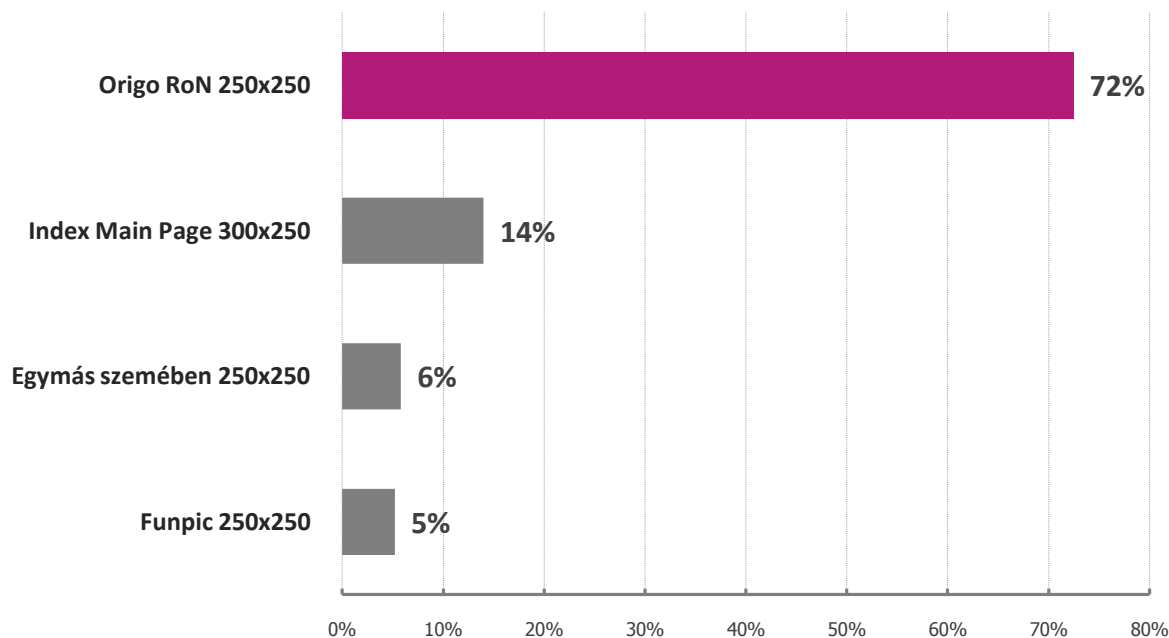
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Campaign effects / Questions & Answers

## // What were the campaign's essential statistics?



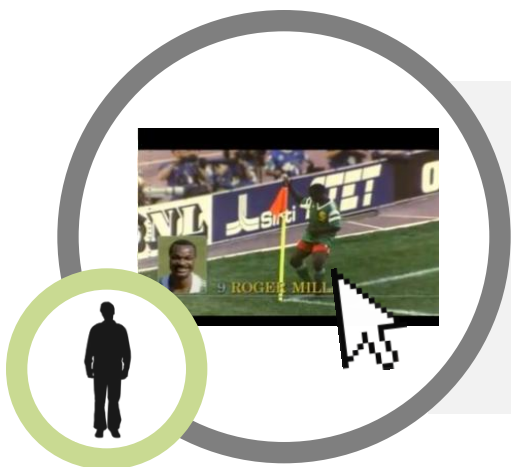
## // Which placements won the largest reach?



Advertisements displayed on **Origo RoN 250x250** (Mass & Social media sites / Origo) generated the highest reach. There were **2.5 m users** (cookies) who were exposed to the ad on this placement (**72%** of the total campaign reach).

The chart represents only those placements for which the reach share of the campaign was at least 5%.

## // Which placements and formats were the most effective?



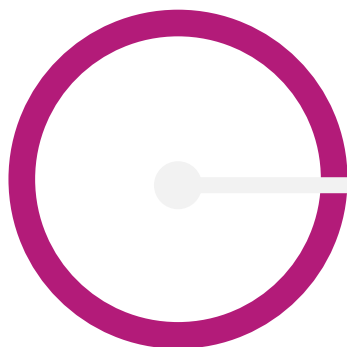
The highest **UCTR** ratio was recorded for **Afrika Api 250x250** (Music & programming sites/Habostorta/Gmedia).

**5.44%** of users (cookies) who were exposed to the ad on this placement clicked on the creative.

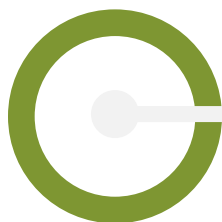
The fastest clicks were performed by users (cookies) on **Partypeople 330x247** (Music & programming sites / Habostorta/Gmedia) – average time elapsed from cookie impression to first click - **14.7 s.**



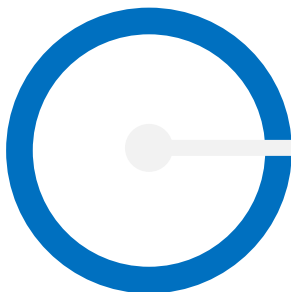
## // How many times were the users (cookies) exposed to the campaign?



**41%** of all users (cookies) had **1 contact** with the campaign.



**24%** of all users (cookies) had **2 or 3 contacts** with the campaign.



**35%** of all users (cookies) had **4 or more contacts** with the campaign.

## // What was the campaign's influence on the advertised website?

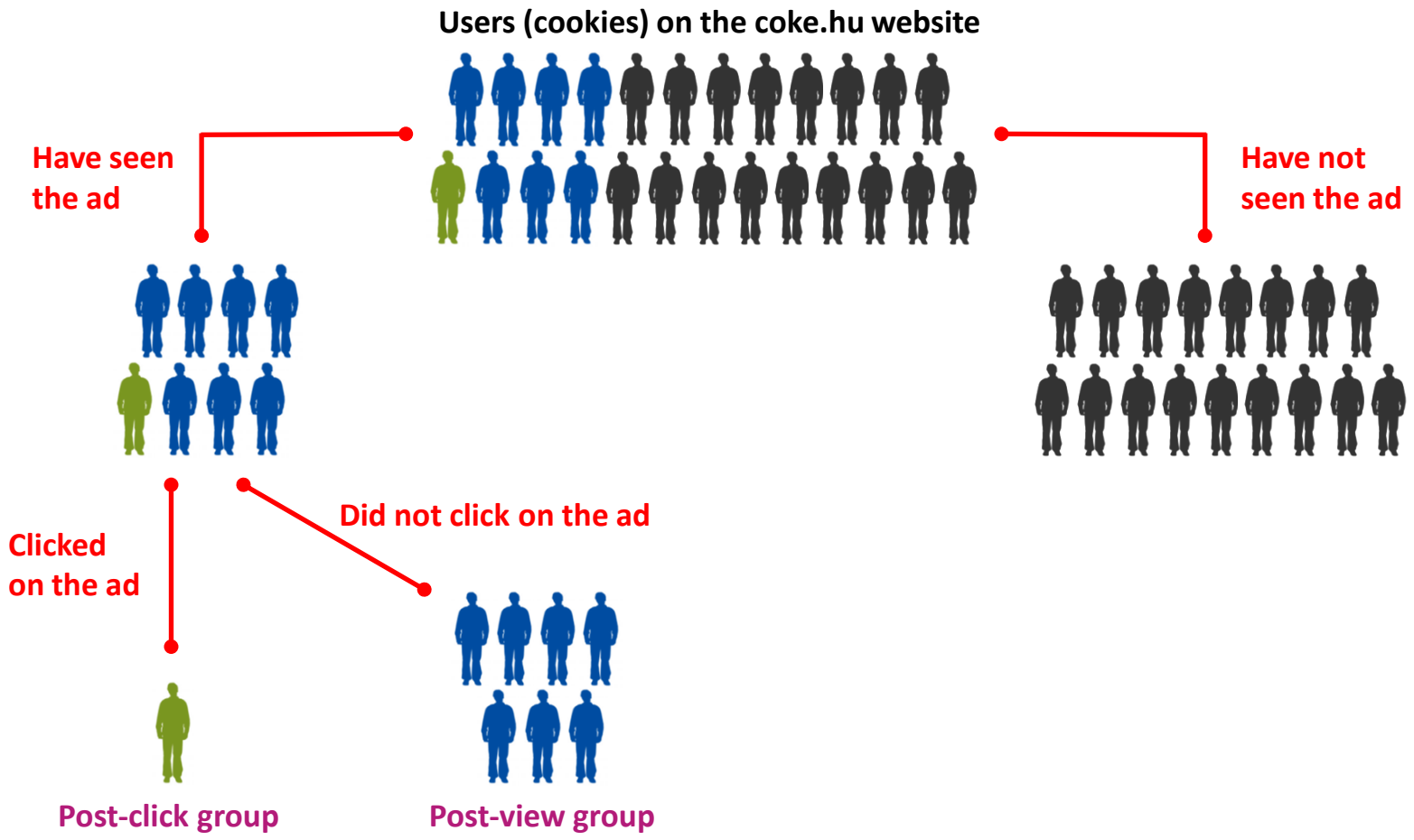
**Post-view users** (cookies) **were the most active** group on the website coke.hu.

They:

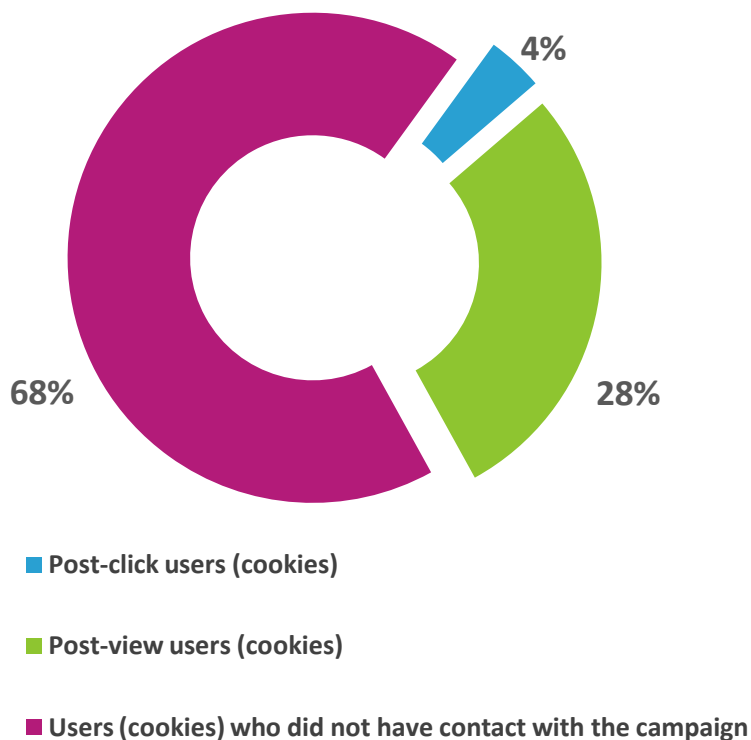
- made the most visits on average per user (cookie): **2.5**.
- made the largest number of page views on average per user (cookie): **16.8**.
- spent the greatest amount of time on the website on average: **19 minutes and 43 seconds**.

	Post-click users (cookies)	Post-view users (cookies)	Users (cookies) who didn't have contact with the campaign	Users (cookies) on the website
Average time spent on the website	00:08:09	00:19:43	00:12:55	00:15:40
Average visit duration	00:04:55	00:06:44	00:06:52	00:06:48
Average visit length	3,1	6,7	6,5	6,5
Average number of page views per user (cookie)	4,2	16,8	11,3	13,3
Average number of visits per user (cookie)	1,3	2,5	1,7	2,0

# // Users (cookies) who entered the coke.hu website during the campaign



## // Users (cookies) who entered the coke.hu website during the campaign

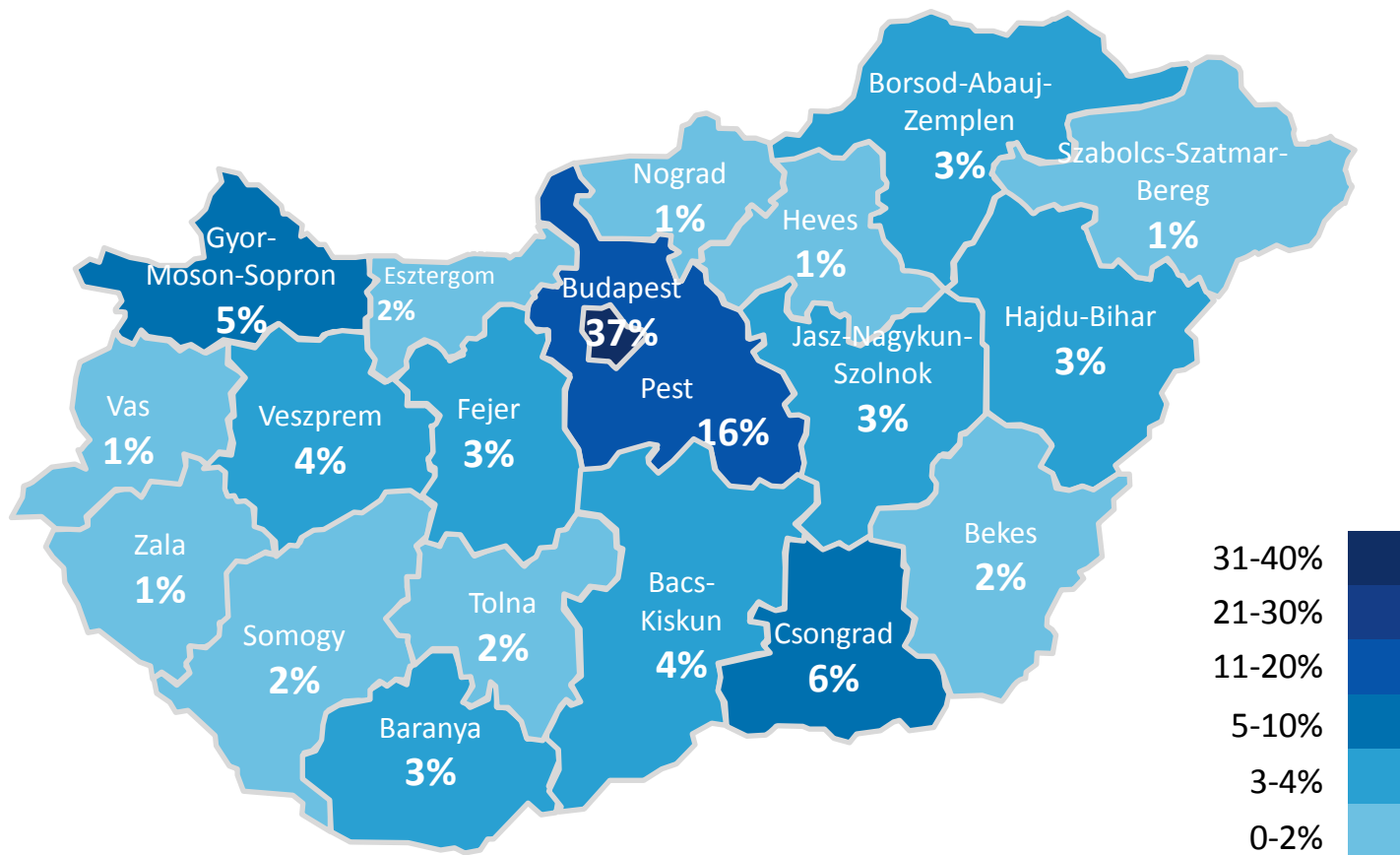


During the analyzed period the **number of users** (cookies) who visited the **coke.hu** website amounted to **170 317**. Among them:

- **6 319 (4%)** users (cookies) visited the site after clicking on the creative (post-click users);
- **48 125 (28%)** users (cookies) had the creative displayed, but didn't click on it, though they visited the website (post-view users);
- **115 873 (68%)** users (cookies) weren't exposed to the campaign at all.

100% = 170 317 = the number of users (cookies) who visited coke.hu during the campaign.

# // Where did cookies connect from? Have I reached my target group?



100% = 1 018 031 = the number of Hungarian users (cookies) for whom the region was recognized

## // How do we track campaigns and measure direct response?

- gemiusDirectEffect is conducted by site-centric measurement.
- gemiusDirectEffect researches the direct response to your online advertising campaign and directly measures the internet user's behavior.
- **Tracking scripts**, embedded in the codes of the campaign's creative, are responsible for monitoring impressions and clicks on the creative.
- gemiusDirectEffect is a **quantitative** study which uses the **Cookie technology** to define individual users (cookies).
- Our technology enables us to present information about the number of impressions and clicks on the advertisement as well as the number of users (cookies) whom the campaign reached and who directly responded to the campaign, either by clicking on the creative or later visiting the advertiser's website (without clicking).

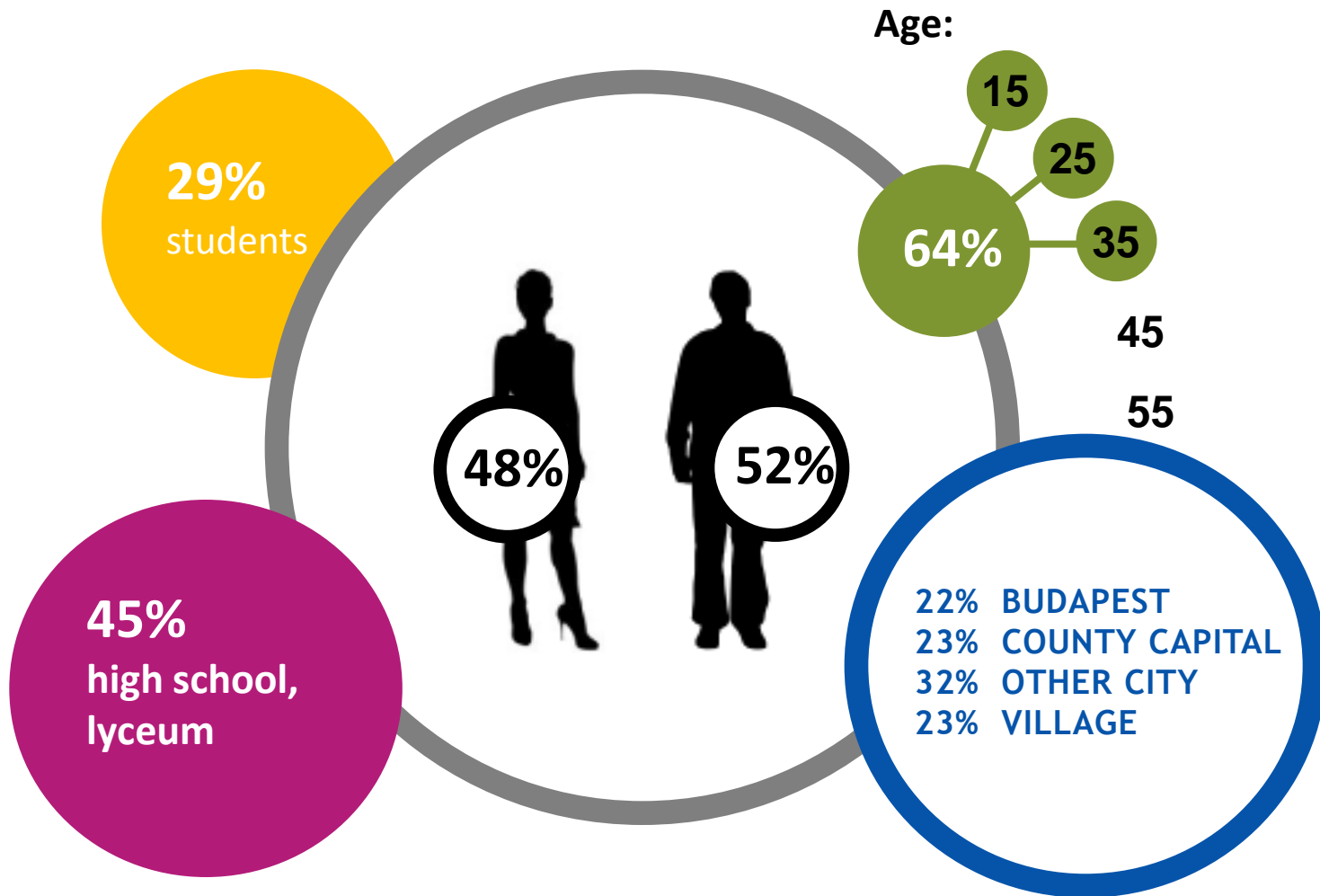


2

## Socio-demographic profile of the campaign audience

gemiusProfileEffect

# // What was the socio-demographic profile of real users who were exposed to the campaign?



## // What groups did the campaign influence most?

### REAL USERS WHO CLICKED ON THE CREATIVE:

UCTR=0.81%

**males**

UCTR=0.91%

**young users  
(15-24)**

UCTR=0.92%

**students**

UCTR=0.79%

**high school,  
lyceum**

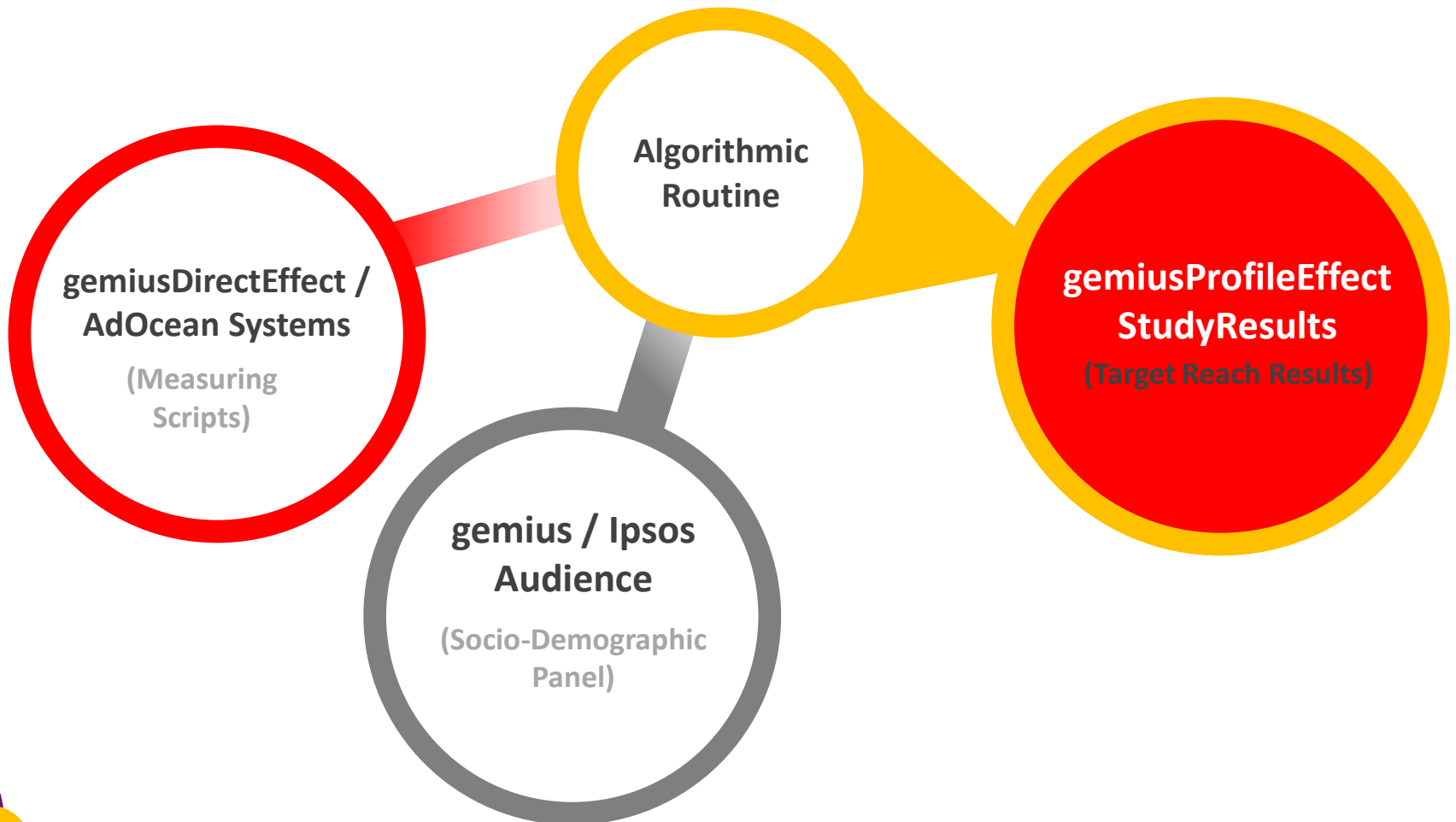
// Which target groups were less interested in the campaign?

**THE LOWEST UCTR RATIO :**


Gender	UCTR=0.51%	<b>females</b>
Age	UCTR=0.47%	<b>25 - 34</b>
Education	UCTR=0.30%	<b>university</b>
Town type	UCTR=0.33%	<b>Budapest</b>
Profession	UCTR=0.22%	<b>manager/businessman</b>

# // How do we measure the socio-demographic profile of the campaign's audience?

Methodology of the gemiusProfileEffect study is a result of conceptual and analytical work of the Gemius specialists team.



## // How do we measure the socio-demographic profile of the campaign's audience?

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- gemiusProfileEffect provides information on the **socio-demographic profiles** of internet users who were exposed to the researched campaign.
  - Campaigns that are registered in the gemiusDirectEffect or AdOcean systems are audited thanks to **tracking scripts** embedded in the ad creative's code and in websites directly related to the campaign (e.g. the advertised sites).
  - The basis for establishing the distribution of socio-demographic characteristics in gemiusProfileEffect is a **representative sample of cookie users**. Included in this sample are all users of a particular country with a verified socio-demographic profile who have had an activity registered within the campaign period and prior to it. Such defined **sample** is **adjusted** by **weighting**, so that it is representative as far as the selected socio-demographic features are concerned.
  - As a next step, researchers choose cookie users whose activity has been registered in the studied campaign from the set of cookie users who fell into the representative sample of cookie users. The distributions of the socio-demographic features of the users registered in a particular campaign are established in relation to weights obtained in the said process.



3

Campaign's impact on brand awareness and perception  
gemiusBrandingEffect

## // What was the campaign's impact on K'naan awareness?



After the campaign the awareness of musician K'naan raised from

**2% to 11%**

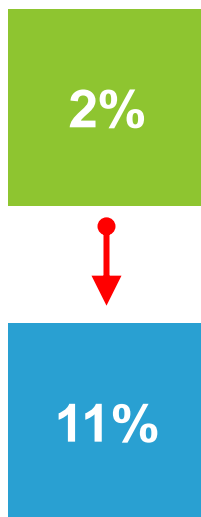
among general group of Hungarian internet users aged 15+.



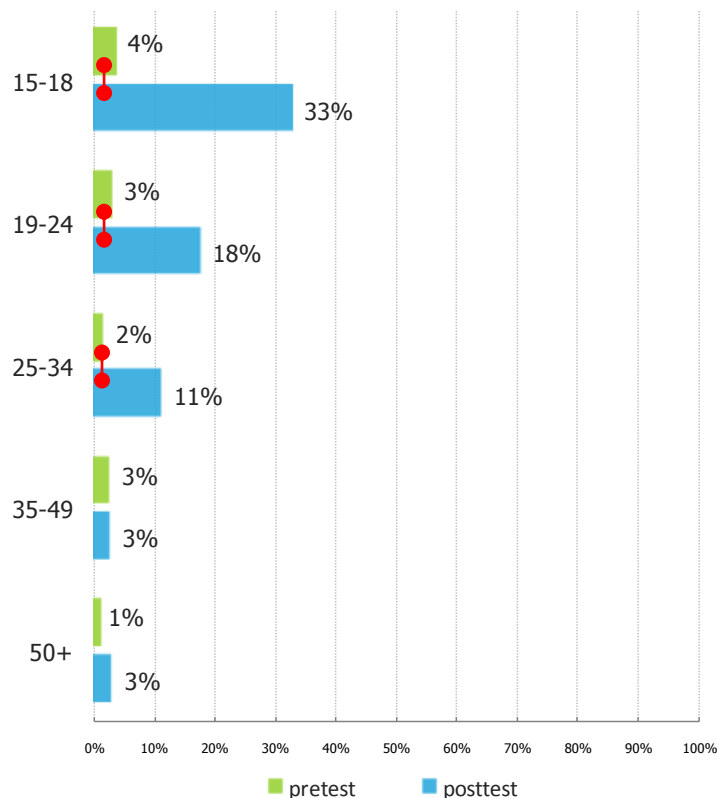
Presented „word clouds” visualize the aided awareness of musicians before and after the campaign – the percentage of indications determines size of the words.

# // What target group was mostly influenced by the campaign?

K'naan awareness in general group aged 15+



K'Naan awareness by age groups



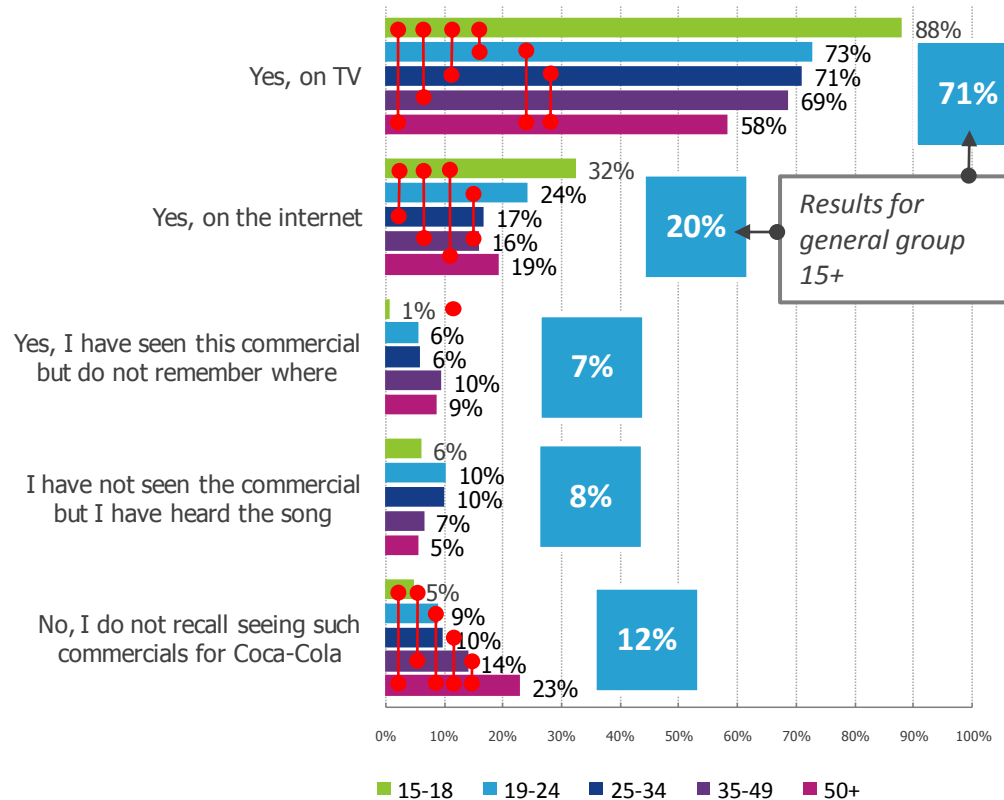
The awareness of K'naan after the campaign was **highest among young internet users aged 15-18 and 19-24 years old.**

Statistically significant differences

Base: all respondents  
Pretest N= 900; Posttest N=900

# // Which medium built the reach of the campaign?

Ad recall of the Coca-Cola commercial - by age



Statistically significant differences

- Television- the greatest share of each age group saw the commercial on TV.
- The group which was most exposed to the campaign – both via TV and internet – were internet users aged 15-24.
- Recall of the contact with the campaign was decreasing with the growing age of respondents.

Base: all respondents  
Posttest N=900

# // What was the campaign impact on brand recognition and usage?

PRETEST N=900	POSTTEST N=900
33% CONSIDERATION**	30% CONSIDERATION**
63% USAGE*	62% USAGE*
88% SPONTANEOUS AWARENESS	89% SPONTANEOUS AWARENESS
97% AIDED AWARENESS	98% AIDED AWARENESS

Brand recognition and usage of Coca-Cola remained constant after the campaign.

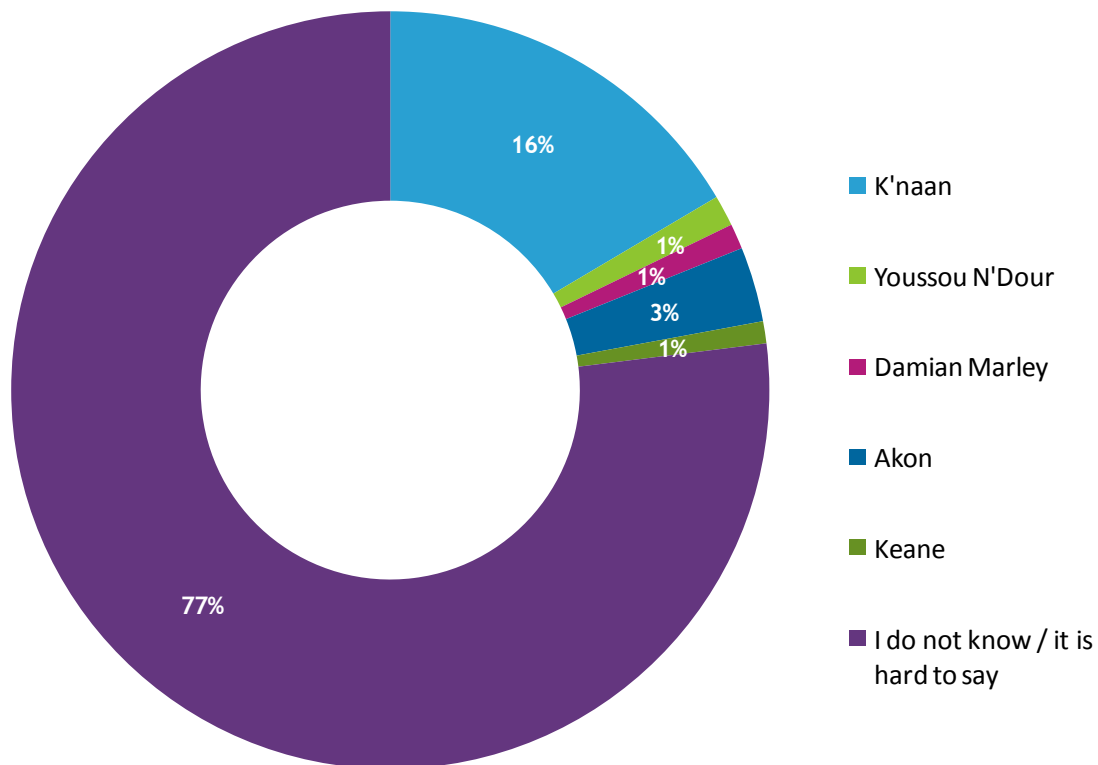
\*Usage in the month prior to the research

\*\* Exclusive consideration – ‘This is the only brand I will take into consideration when buying soft drinks next time’

Base: all respondents

## // What was the campaign's impact on K'naan recognition?

Recognition of song performer - Posttest



Low exposure of K'naan's name in the commercial. After being presented with the ad creative in the survey, **16%** of respondents correctly recognized K'Naan as the artist performing the Wavin' Flag song.

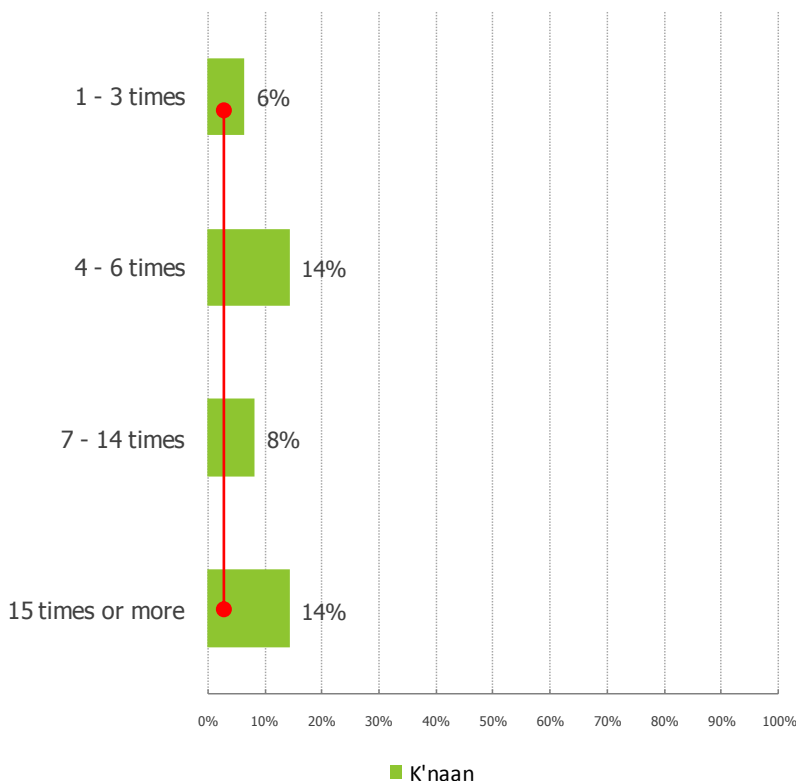
Q13. Do you know what's the name of the singer who performs this song?

The chart presents only posttest results due to the fact that in the pretest stage of the study respondents did not see the commercial.

Base: respondents to whom the commercial was displayed  
Posttest N=752

# // How many exposures are needed to improve recognition?

Recognition of song performer - by number of exposures



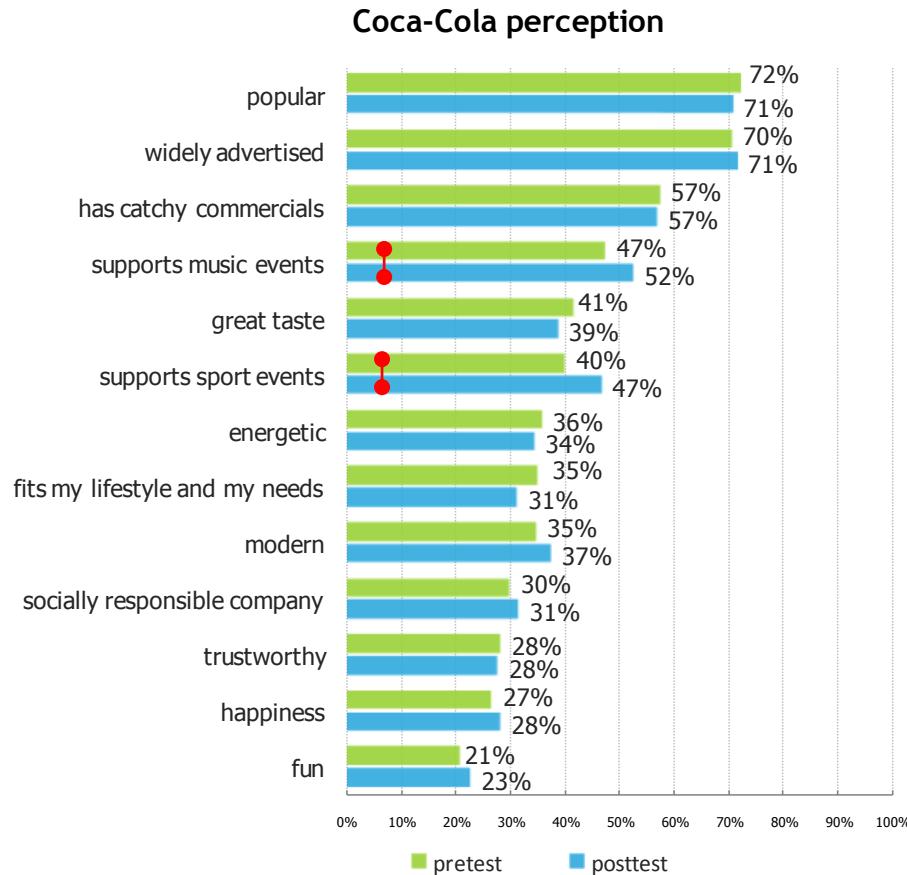
The more often respondents were exposed to campaign the better they recognized the song performer

Q13. Do you know what's the name of the singer who performs this song?

Statistically significant differences

Base: respondents to whom the commercial was displayed; Exposed2 N=466

# // What was the impact of the campaign on the brand image?



It seems that the campaign strengthened the rational communication of the brand – awareness of Coca-Cola’s support for sport and music events was greater after the campaign

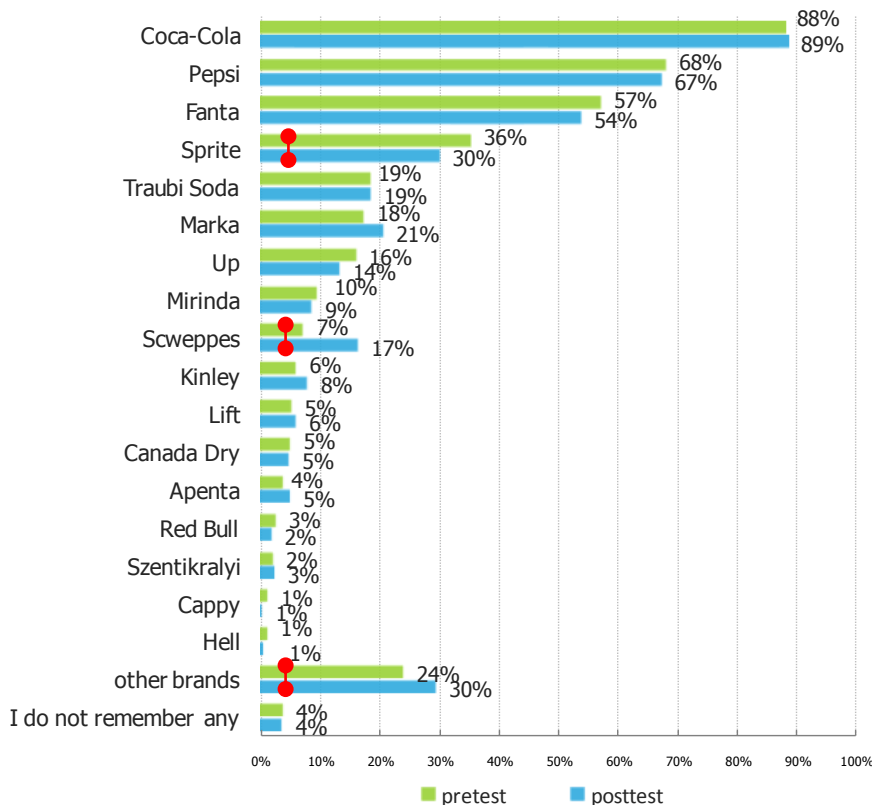
Statistically significant differences

Base: all respondents; *Posttest N=900*

Source:gemiusBrandingEffect

# // What is the level of Coca Cola's top of mind awareness?

Spontaneous awareness of soft drinks



Coca-Cola was the most often mentioned brand of soft drinks in both periods of time – before and after the campaign.

Statistically significant differences

Q4. What brands of soft drinks do you know or have heard of? Please type in names of brands that come to your mind first.

Base: all respondents; Pretest N= 900; Posttest N=900

## // What is the image of the Coca-Cola brand in comparison with other brands in the category

POSTTEST	Coca-Cola	Sprite	Pepsi	Fanta	Kinley	Schwepps
N =	900	900	900	900	900	900
supports sport events	6%	-1%	12%	-11%	-4%	-2%
has catchy commercials	13%	-8%	5%	1%	-8%	-4%
socially responsible company	-3%	2%	-3%	-4%	5%	3%
supports music events	11%	-5%	11%	-6%	-6%	-6%
energetic	-6%	5%	-2%	-3%	3%	3%
modern	-7%	1%	-4%	3%	4%	3%
popular	16%	-4%	6%	1%	-11%	-9%
widely advertised	21%	-10%	9%	0%	-12%	-8%
trustworthy	-8%	4%	-5%	-1%	7%	4%
fits my lifestyle and my needs	-12%	5%	-6%	1%	7%	4%
fun	-14%	3%	-6%	13%	2%	2%
happiness	-8%	3%	-6%	2%	4%	4%
great taste	-10%	5%	-11%	3%	9%	5%

**Green**—the brand is more often associated with the given feature than average of other brands and average of indications of other statements for this brand

**Pink**—the brand is less often associated with the given feature than average of other brands and average of indications of other statements for this brand

**The more intense** the colour the more distinct are the results.

- The most distinctive characteristics of **Coca-Cola** in comparison to other soft drink brands are its **popularity** and it being **widely advertised**. Moreover, the brand is associated with **catchy commercials** more often than other brands, and along with Pepsi, is seen as a brand **supporting music events**.
- Coca-Cola scores lower than the other brands on dimensions such as fun (distinctive feature of the Fanta image), great taste (distinctive feature of Kinley) and fitting lifestyle and needs of respondents

## // How do we measure branding effect?

### METHOD

The research is conducted with the use of the CAWI method (Computer Assisted Web Interviewing). Invitations to an on-site questionnaire (pop-under format) are displayed to internet users visiting websites with high total reach. The questionnaire is every time adjusted to the goals of a particular advertising campaign.

The structure of the study sample is adjusted to the profile of internet users' population by means of analytical weights in terms of age, gender and education.

### RESEARCH PLAN

Measuring the overall effect (exerted on the target group by all media channels) of the campaign involves two stages:

- **Pretest** – data gathered within 7 days immediately before the advertising campaign.
- **Posttest** – data gathered during 7 days after the campaign.

The campaign effect for all media channels is established based on the statistical significance of differences between results for the pretest and posttest.

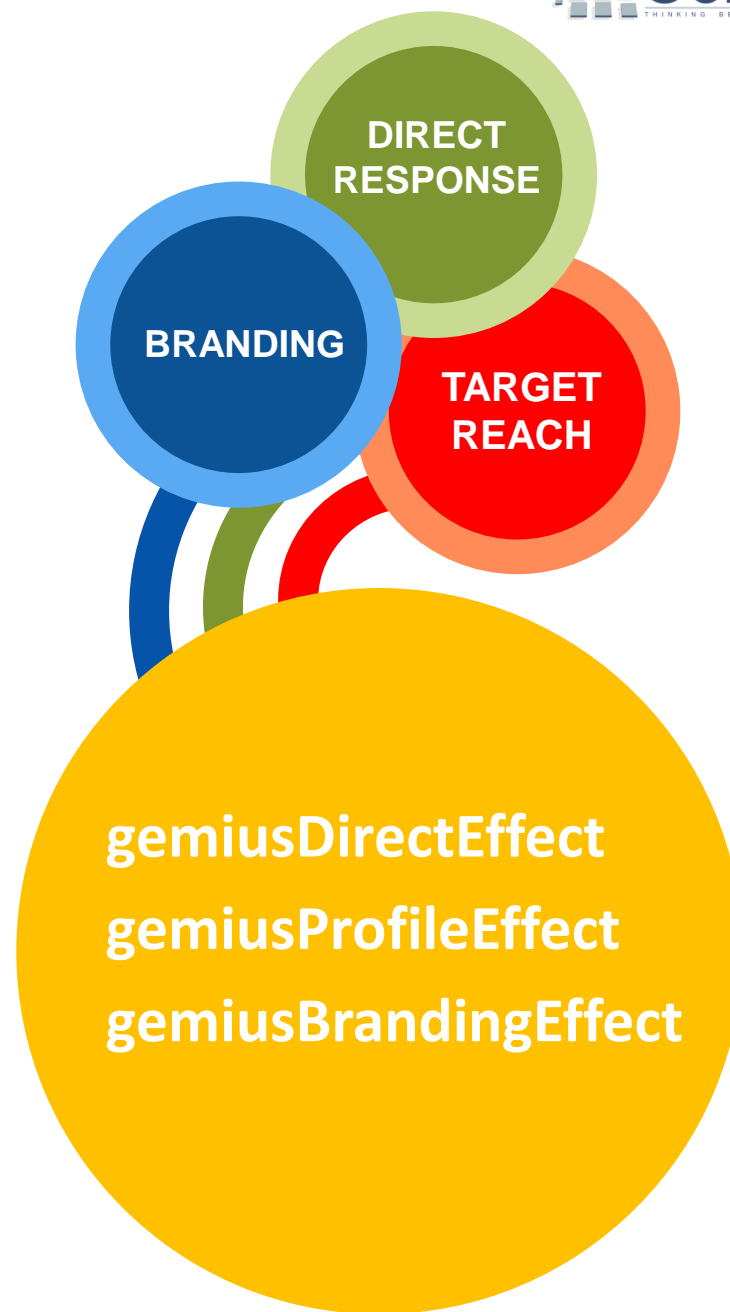
STAGE OF THE STUDY		FIELD WORK		SAMPLE SIZE
Pretest	>>	13 – 19 April 2010	>>	N=900
Posttest	>>	20 – 27 July 2010	>>	N=900

## // gemiusEffect

Each of the three modules that are used for gemiusEffect is independent, objective and neutral. Although integrated through the site-centric platform, all three modules are conducted using different methodologies to address their different aspects.

gemiusEffect provides you with the **most complete** and **objective** set of data to measure the **effectiveness** of your **online** advertising **campaign**.

[Click and see more gemiusEffect reports!](#)



## // Benefits

Learn how your target group perceives your brand before and after your ad campaign

Check brand awareness in users who were and were not exposed to your creatives

Track your product's/service's brand awareness regularly and be prepared for making quick and effective decisions!

### BrandingEffect

### DirectEffect

Get a full overview of your campaign's performance

Check if you spend your ad budgets effectively

Find proper media buying models for your products and services

Track the action paths and detect where your users drop out (lose interest)

Optimize your creatives and landing pages

Get to know who is exposed to your ad campaign and who is interacting with it

Find out about new potential target groups interested in your products/services

Learn if your campaign reached the targeted audience

Build your knowledge and adjust your future communication

### ProfileEffect

## // About Gemius

**Gemius** - an international research agency, established in Poland in 1999. The leader and forerunner in the field of research of the internet and on the internet in EMEA region.

The Company offers professional research solutions, analytical and advisory services: from site-centric and user-centric studies to technologically-advanced tools for investigating internet user behaviour on chosen websites (gemiusTraffic), internet user socio-demographic profiles (gemiusProfile), quality of WWW page usage (gemiusUsability) and effectiveness of internet advertising campaigns (gemiusEffect). Gemius also conducts research on subjects ordered by customers (gemiusAdHoc).

Gemius sets the standard for online audience and internet application measurement (gemiusAudience) in over 20 markets of Europe and Middle East.

### *Some of our Clients:*

#### **Joint-ventures <<**

Interactive Advertising Bureau (IAB)

#### **Media houses <<**

MediaCom, Mediaedge:cia, MindShare, OMD, Starcom Next, Universal McCann

#### **Insurance companies <<**

Allianz, AVIVA, ING

#### **Media <<**

NASPERS, MSN, Axel Springer, Edipresse

#### **FMCG <<**

Danone, Unilever

#### **Banks <<**

Alior Bank, Fortis Bank, Raiffeisen, Santander

#### **Car industry <<**

Renault, Skoda, Suzuki

#### **Telecommunication <<**

Deutsche Telekom, Vodafone

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