

Brand & Ad Tracking



Measuring the impact of your brand's activity

Diagnosis

- ✓ Measure the health of your brand.
- ✓ Identify the impact of your marketing activity.
- ✓ Stay up-to-date on market sentiment.
- ✓ Stay abreast of any potential threats such as improved competitor performance, or muted impact of advertising spend.

Treatment

We can tailor our tracking to a wide variety of brand and budget sizes;

- ✓ Regular Tracking Constant and comprehensive read on the pulse of consumer sentiment and brand performance.
- ✓ 2-3 Waves Annually Snapshot of consumer sentiment and brand performance to measure changes over time.

Results

- ✓ Research based on the wider goals, plans and challenges facing your organisation.
- ✓ Unique and actionable insights on an ongoing basis.
- ✓ Advice and insights are supported by a foundation of comprehensive and easy-to-access data around KPI's and industry norms for your brand.
- ✓ CATI or Online methodologies catered for.

XX Tracker KPI's – Q1 Mortgages

	Mortgage Campaign "xx"	Mortgage Norms xx	Mortgage Norms Market
Saliency	%	%	%
TVRs	350	400	400
SOV (Share of Voice)	12	15	15
Cut Through	10	10	10
SOECT (Share of Effective Cut Through)	15	15	15
Total Spontaneous Recall	24	10	10
Total Prompted Recall	68	55	55
Message Delivery (%45)	%	%	%
2% Cashback	70	70	70
24 Hour Approval	60	60	60
Aimed at First Time Buyers	48	48	48
Campaign Evaluation	%	%	%
Likeability	40	40	40
Entertainment	38	38	38
Relevant	35	35	35
Memorability	32	32	32
Engagement	25	25	25
Brand KPI's (%45)	%	%	%
Appeal for Mortgages	48	48	48
Consider Top 3	42	42	42
Brand Favourability	38	38	38

Running 19th - 29th January 2018

Key Insights

coyne

KPI Output Example

The Coyne Difference

- A responsive and bespoke service to each client.
- Regular face-to-face contact and debriefs.
- Easy-to-navigate Business Intelligence and Dashboard Tool provided for our clients.

