

## European Interactive Advertising Association presents

[www.eiaa.net](http://www.eiaa.net)

### European Online Advertising Effectiveness Study (September 2004)

#### Summary

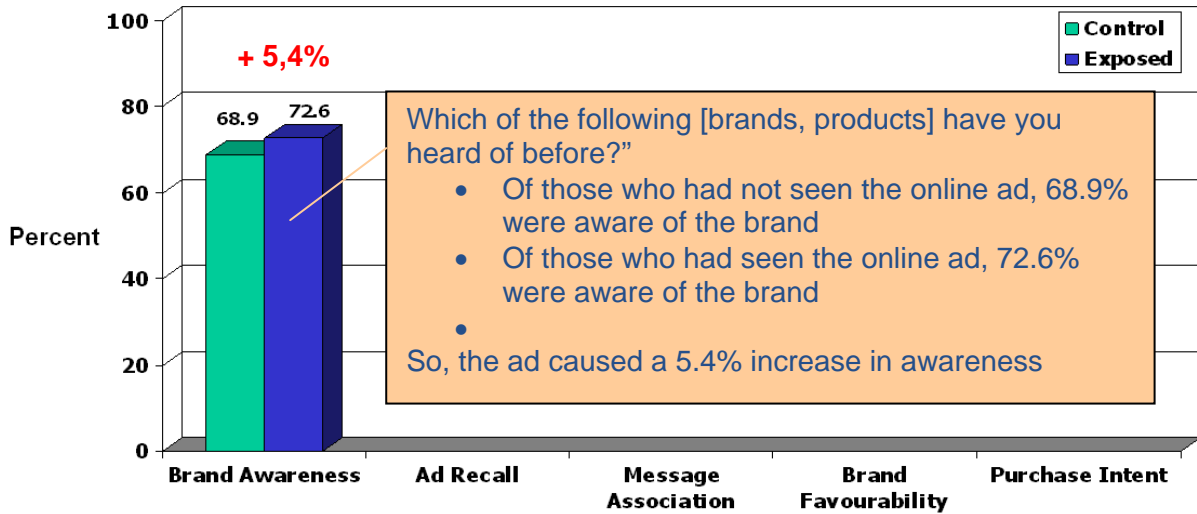
- 200 European online advertising campaigns consolidated into this study
- Study finds that key branding metrics (awareness, message association, favourability and purchase intent) were positively impacted by online ad campaigns
  - Brand Awareness +5.4%
  - Ad Recall +45.3%
  - Message Association +21.6%
  - Brand Favourability +5.6%
  - Purchase Intent +5.0%
- European results mirror US results
- Effectiveness continues to increase with exposure frequency (even at 10 exposures)
- Insights by Sector
  - ✓ Autos:
    - Auto ads impact all branding metrics except purchase intent – most likely the result of long purchase cycle and highly considered purchase
  - ✓ FMCG (fast moving consumer goods)
    - FMCG ads impact all branding metrics
    - European FMCG effectiveness exceeds Europe online averages

#### Objective and Methodology

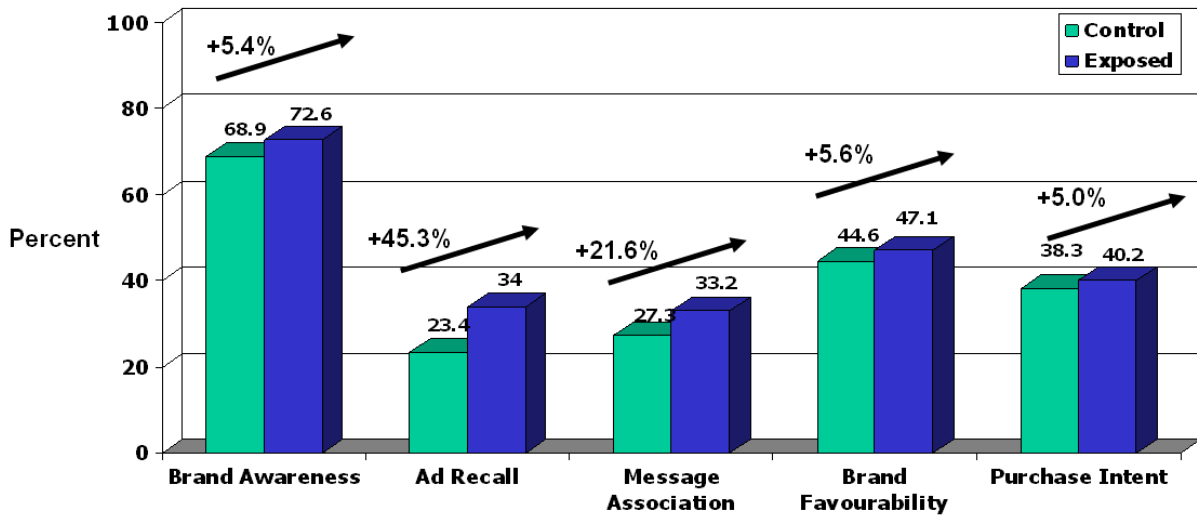
- Objective
  - ✓ Quantify the average impact that European online ad campaigns have on traditional branding metrics
  - ✓ Create 'benchmarks' for Autos (22 studies) and FMCG (33 studies) verticals
- Methodology
  - ✓ Dynamic Logic exposed versus non-exposed methodology
  - ✓ 200 European campaigns studies (Q1:2002 – Q2:2004)
  - ✓ 160,000 individuals surveyed

Online Advertising builds Brands

### Online Ad Effectiveness European Averages

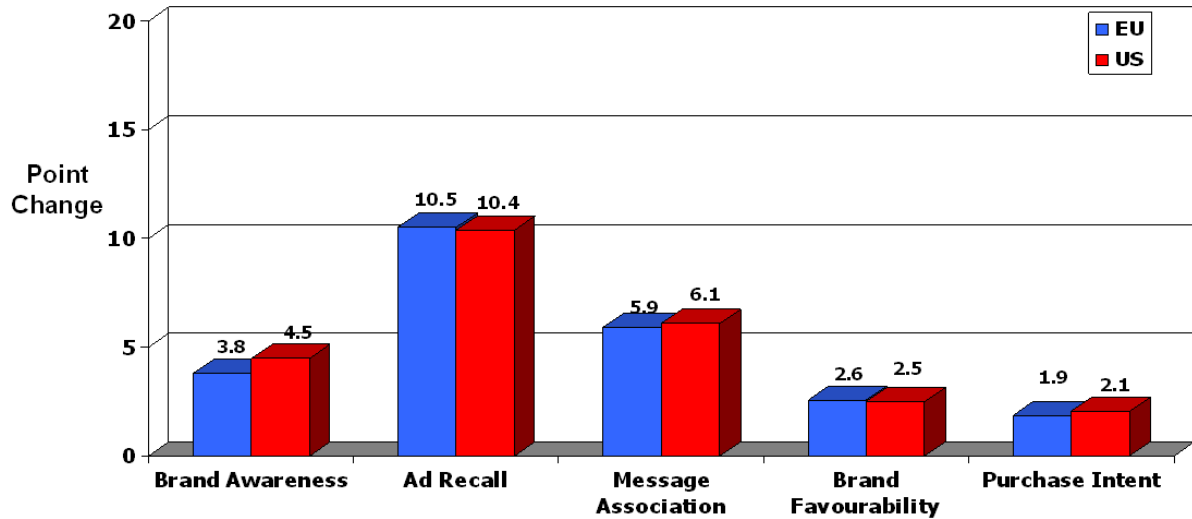


### Online Ad Effectiveness European Averages



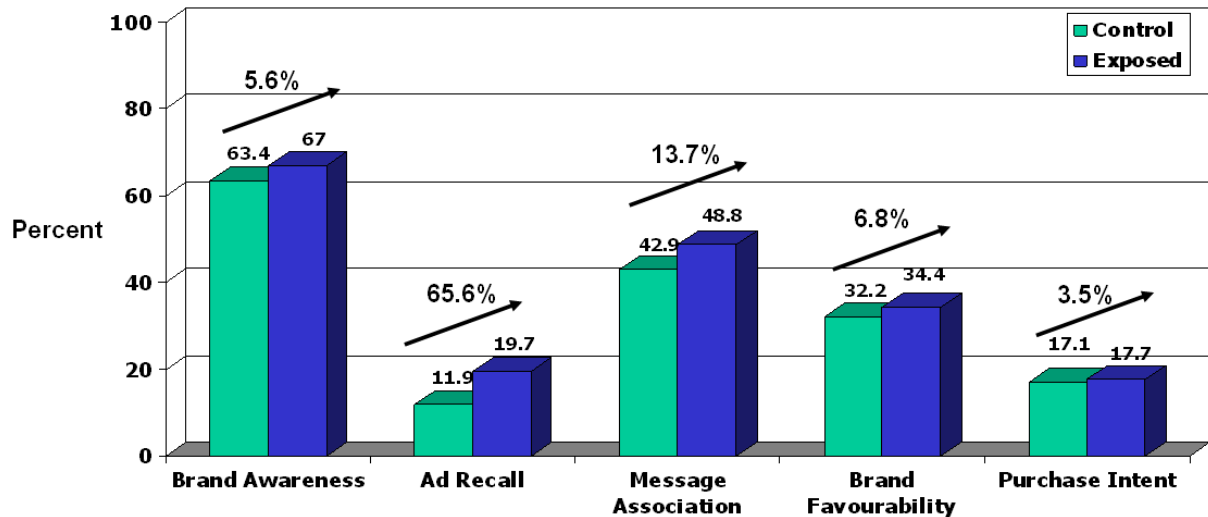
European and US averages are equal

### European versus US Average Ad Effectiveness

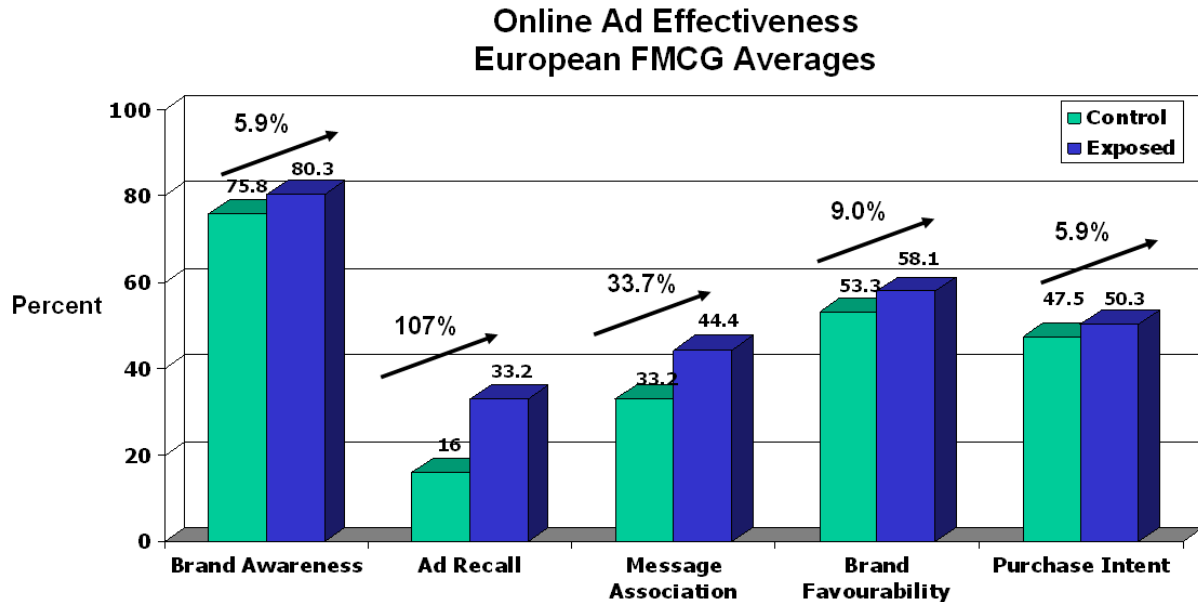


Online Advertising builds Car Brands

### Online Ad Effectiveness European Automobile Averages



## Online Advertising builds FMCG Brands



## Conclusions and Recommendations

- Conclusions:
  - ✓ Online advertising builds brands!
    - When measured in isolation, online advertising has a positive impact on traditional branding metrics like awareness, message association, etc.
      - *All 5 branding metrics positively impacted*
  - ✓ EU online ad effectiveness results are similar to US
  - ✓ Branding metrics continue to increase with additional exposures
  - ✓ Online advertising works in FMCG – a category whose adoption of the Internet trails other industries
- Recommendations:
  - ✓ It is no longer a question of why use online but when and how much
  - ✓ Know your marketing objective and track performance relative to industry averages and your own internal data
  - ✓ Don't assume that effective frequency is 3 – because it is not. Effectiveness continues to increase with additional exposures
  - ✓ Cycle times are short online, so live and learn in real time