

# Branded content evaluation system (Bces)

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Prepared by contentworx ltd on behalf of the Branded  
Content Marketing Association (BCMA)

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BRANDED CONTENT  
MARKETING ASSOCIATION



pointlogic



## Background

Branded content is an extremely powerful way to engage with consumers. Major brands have invested heavily in branded content and although individual campaigns may have been measured using bespoke research methods there has never been a universally accepted methodology to measure the effectiveness of branded content activity. Branded content has historically been seriously under researched, so we decided it was time this changed.

## A brief introduction

The Bces (Branded content evaluation system) is an essential tool for media agencies, creative agencies, PR agencies, production companies and media owners for planning and evaluating branded content campaigns.

It gives marketers an in-depth insight into:

1. How your branded content campaign is performing against key brand metrics, allowing you to determine the ROI
2. Which elements of the campaign are performing the most strongly in meeting the campaign objectives
3. What you could do differently to support the campaign more strongly to optimise its ROI

The Bces has been developed by contentworx, a branded content specialist agency on behalf of the Branded Content Marketing Association (BCMA) with two leading companies in the area of advertising and planning research - OTX and Pointlogic - and is modular in its approach, making it suitable for all sizes of campaign. The research is conducted online, so can be delivered across the globe

## Overview

There are two parts to the Bces

- *The front end is OTX's versatile and precise ad/content evaluator*
- *The back end is Pointlogic's Chorus™ planning system, which is used by many of the leading media agencies*

The OTX 'half' evaluates the power of the different elements in the campaign in meeting the objectives

The Pointlogic 'half' takes this data and converts it into a media planning tool - looking at the power and the reach of each element as well as the synergy between elements

The output answers the initial questions of 'did my campaign work?' and 'which elements of it were the most powerful?'; and then goes on to reveal how the results could have been different with a different media spend and mix. Moreover, it allows you to change the importance of different objectives and see the implications for the media plan

## The research approach

The starting point for the Bces is measuring the power of the creative content

We do this using 'Distracted Exposure' (see appendix for examples), whereby consumers are exposed to a branded content campaign (or the elements of a campaign which we want to evaluate) within clutter as part of a survey

This approach has three advantages over a 'pre and post' design:-

1. We can test old campaigns, as well as campaigns which have yet to start and campaigns with a very niche audience
2. It reduces 'noise' in the data as we are controlling what each consumer is seeing, so all other things being equal we can determine precisely the effect of the campaign.
3. It doesn't rely on the ability of consumers to think of branded content as advertising; they engage with the branded content in a completely natural way

The survey uses a test and control design which allows for a high degree of flexibility in the questionnaire design to ensure it addresses all of your objectives

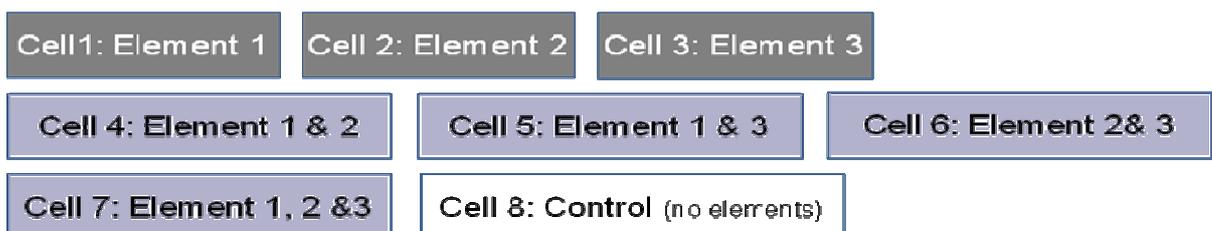
All fieldwork is completed online using OTX's Cortex™ system to fuse together nationwide panels; creating the largest virtual panel in the UK (and world) today. The typical sample size is 150-200 respondents per cell, with all respondents representing the target audience for a campaign

### How many test cells?

The number of test cells will depend on how many media you wish to evaluate. The basic principle is that as a minimum we need to test each campaign element selected for the evaluation in isolation as well as all pairs of elements and the holistic campaign. If there is only one element (eg just the branded content) to a campaign then we will have one test cell and one control cell. If there are two elements to a campaign (eg static vs digital posters) then the cell structure looks like this:-



If there are three elements, then the number of cells increases markedly, as follows:-



Four elements require 13 test cells and one control.

## Delivery - key metrics

Shown below are the key metrics included in the Bces. These metrics provide a complete evaluation of the impact of a campaign, as well as the reasons why a campaign is performing strongly or below expectations. You also have the flexibility to include additional metrics, specific to your campaign objectives.

### Impact of the campaign

- Cut-through/recall
- Recognition & branding
- Persuasion
- Favourability
- Engagement
- Brand 'talkability'
- Influence

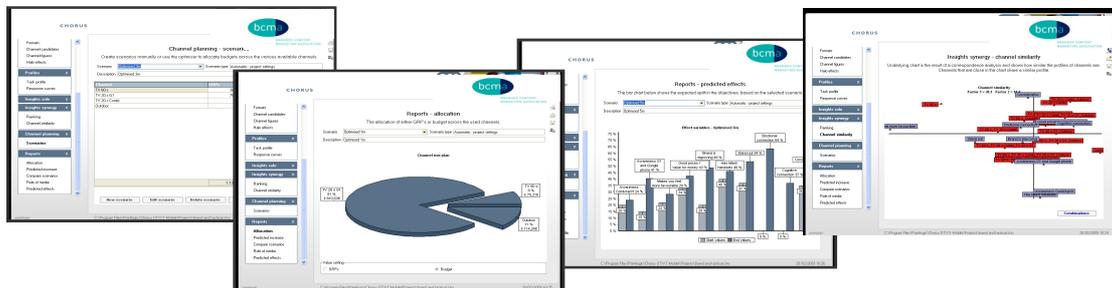
### Diagnostics

- The emotional and cognitive power of the campaign
- Message take-out
- Rating of the experience/content on different dimensions

## Output - pointlogic

Pointlogic's Chorus™ uses the survey results and translates them into a response curve to capture diminishing returns. It also manages costs, reach and frequency and other planning detail. In this part of the analysis we can look at various 'what if' scenarios to see how the campaign would have performed vs each objective with a different spend and a different mix of communication channels.

Both parts are combined into a single executive summary; moreover, you will also be able to specify your own analysis using the Chorus™ system



## Pricing

### Type of campaign

£ (non-member)

1 campaign element* (eg just branded content)	9,750
2 campaign elements** (eg branded content and TV as support)	23,000
3 campaign elements*** (eg branded content and TV and PR)	33,500
4 campaign elements*** (eg branded content and TV, UGC and PR)	41,000

**Significant discount for BCMA members (plus 25% discount incentive for 1<sup>st</sup> time users)**

**'Case study' rate of between £5-10k (subject to availability)**

\* Sample size is 200 per cell (one test cell, one control). There is no Pointlogic analysis if only one element is tested

\*\*Sample size is 200 per cell (two test, on control). Pointlogic analysis is included

## Appendix

### Distracted exposure: Examples

#### Testing TV show (& TV ads)

We can use Flash (all surveys are carried out online) to stream a TV show to the target audience. We recommend keeping this to 7-8 mins as not everyone will want to watch for longer. For testing a TV ad, we can play a different TV show and include an ad break featuring your ad.



#### Testing websites/online ads/brand channels

For clients such as YouTube we have tested advertising on their sites by using a combination of page scrapes and hot buttons to give the impression to respondents that they are on the live site. We can use this approach to test the official website as well to assess the impact of online ads and brand channels on sites such as YouTube. The respondent believes they are being asked to look at the site in question and does not give undue attention to the advertising.



#### Print media

We can use software to create 'virtual magazines' and newspapers with the pages turning automatically to allow us to look at the impact of editorial and display ads.



## Blogs, social networks & UGC

We can also use Distracted Exposure to look at the impact of blogs (either organic or through blogger out-reach), social networks and UGC on sites such as Youtube to see what impact these have on the brand.

Great events/experiences lead to a lot of chat and content on the internet. Rather than measuring the impact of the actual event on the several thousand attending it, we are looking at how the event reaches and influences a much larger number of people afterwards. This means that in the BCES we are not including the *direct* effect of the event on the 25,000 people who attended it, but focusing instead on how it impacts on the much larger number who are reached by it afterwards.

The event is at the heart of the campaign (and evaluation), but in any media model the reach of the live event is very small and it's the buzz and touch points that it generates which we are looking to evaluate.

