



**Step Up to The Challenge:
Change Your World**

Find out more about the World Challenge competition and finalists—
and vote for the winners—at www.theworldchallenge.co.uk



**WORLD
CHALLENGE**

An editorial initiative by **BBC WORLD NEWS** **Newsweek** In association with 

World Challenge 2011 campaign

*Ipsos MediaCT Research findings
December 2011*

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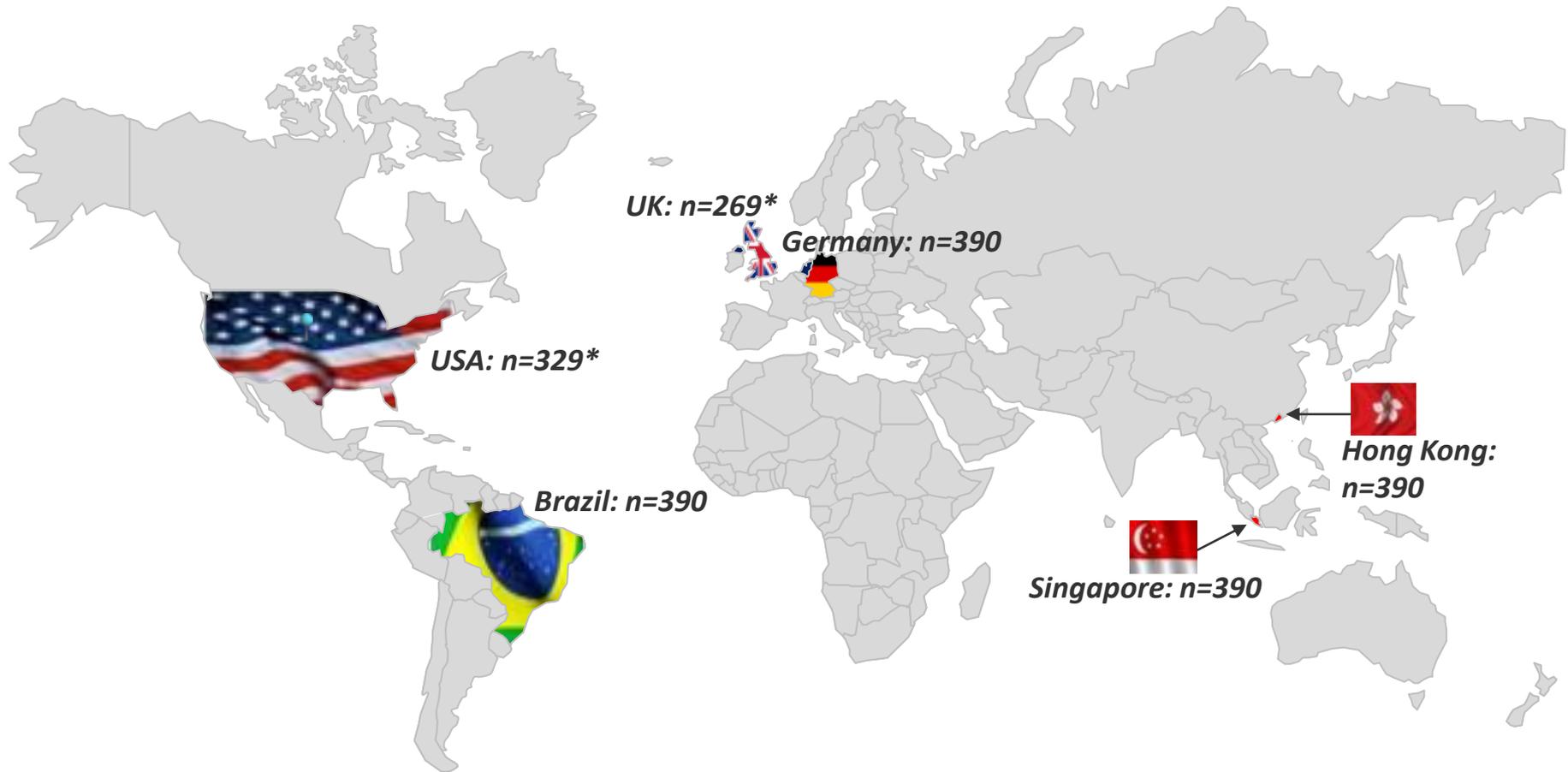
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Introduction



- Now in its seventh year, World Challenge is a global competition aimed at finding projects or small businesses from around the world that have shown enterprise and innovation at a grassroots level. World Challenge is about championing and rewarding projects and businesses which really make a difference
- The competition is sponsored by Shell and is being publicised primarily through...
 - Branded programming/trails on BBC World News
 - Branded advertorials in Newsweek, appearing weekly throughout October 2011
 - A World Challenge website where consumers can vote for their favourite project/business
 - TV trails pointing to both the World Challenge TV show and website
 - Web adverts pointing to the World Challenge website
 - Social media activity on Facebook and Twitter
- We spoke to 2100 respondents in 6 markets: Brazil, Germany, Hong Kong, Singapore, UK and USA
- This report measures reach of the campaign and participation in the competition, as well as evaluating the campaign creative as a whole and, where relevant, focusing on individual elements of the campaign for more detail

Markets and sample size for fieldwork



**sample sizes in UK and USA are proportionately lower due to no TV show/trails tested in UK, no print in USA*

Research approach



- The main aims of this campaign evaluation research were twofold:
 - Firstly, measure the reach of the media campaign, as well as awareness of and participation in the competition itself
 - Secondly, evaluate the creative effectiveness of the branded campaign
- We used the BCMA Content Monitor, an approach that uses a distracted exposure methodology to measure the impact (in this case pre to post) of the branded content and advertising
- There were five test cells in total: one for each of the four main elements, and a campaign cell. We also used a separate 'reach' cell to measure awareness of and participation in the World Challenge competition
- Five main elements of the media campaign have been evaluated in detail: the World Challenge TV programme on BBC World News, two TV trails appearing on BBC WN, the World Challenge Website, and one print advertorial in Newsweek
- Additionally, we added sections on the World Challenge web ads appearing on BBC.com and TheDailyBeast.com, and on the 'Down to Business' section of the website

Research approach cont'd



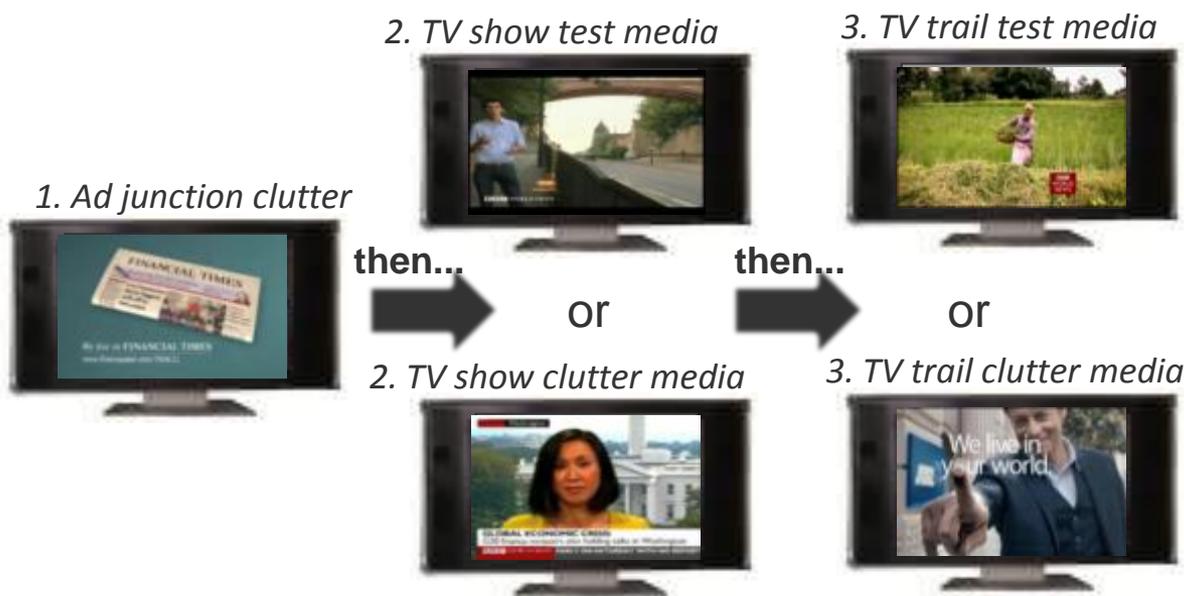
- The sample for each test cell was 300 per creative element, and (to get more robust data) 600 in the 'reach' cell. Sample was drawn in equal proportions from each country
- All respondents were from the key exposure groups for the campaign: BBC World News viewers (64%), BBC.com visitors (60%), Newsweek readers (40%) or TheDailyBeast.com visitors (28%). Approximately 20% were in the Shell ECC (Economically Concerned Consumer) segment.
- All respondents were also suitably proficient in reading and listening to English
- All fieldwork was carried out online using nationwide online panels between 18th October to 4th November. The content/ads were shown in context using Ipsos OTX's system of Distracted Exposure...

Distracted Exposure



- Distracted Exposure is how Ipsos OTX exposes respondents to advertising and content in a way that does not place undue focus on the creative. It allows the creative to work at its natural pace
- All respondents in the test cells were given three different media experiences...

1. TV Experience:



1. Respondents were played a junction featuring trails from Financial Times and DHL, as well as a BBC WN summary clip
2. For the relevant tests cells, a 4 min section of the World Challenge show, with Shell bumpers, then played. In the non-TV show cells, a section of BBC World News programming appeared instead of the show
3. Respondents were then shown either a trail for ANZ or (in the relevant test cells) the World Challenge trail (either pointing to the WC TV show, or to the WC website)

Distracted Exposure cont'd



2. Web experience:

1. Web test site (with WC Web ad) 2. Test WC website



then...



then...



3. ALL cells: CNN pages



or

1. Web clutter site: as above
but no Web ad

or

2. In non-test cells
respondent skips to CNN

1. Respondents were taken to an interactive homepage (either BBC.com or TheDailyBeast.com). In the relevant test cells, a WC MPU appeared
2. Respondents in the test cells would then be taken to the WC website, either by clicking on the MPU or after the homepage
3. After this, all respondents were shown clutter web pages from CNN

Distracted Exposure cont'd



3. Print experience:

1. ALL cells: shown interactive copy of Newsweek



then...



2. Print test cell: WC advertorial appears



or

2. Print non-test cell: Clutter ad replaces test ad



1. In the survey, the respondent flicked through a virtual copy of the Newsweek magazine in their own time, zooming in on any articles of interest
2. Respondents in the print test cells were shown a copy of the magazine with the WC advertorial appearing. Those in the non-test Print cells were shown a clutter advertorial (for Panasonic)

Cell Summary



- Five test cells and one 'reach' cell, as shown below
- Sample of 300 respondents aged 18+ per test cell and 600 for the 'reach' cell, across the 6 markets*

Cell 1
World Challenge branded show only

TV show only **TV content not shown in UK*

Cell 2a – WC branded trail (pointing to TV show) only

Cell 2b – WC branded trail (pointing to Website) only

TV trails only **TV content not shown in UK*

Cell 3
WC sponsored Print advertorial only

Print only **Print content not shown in US*

Cell 4a – WC website (plus MPU on BBC site)

Cell 4b – WC website (plus MPU on Newsweek site)

Website + MPU

Cell 5
WC show with WC trails, WC Newsweek advertorial and WC website

Full campaign (all media)*

Cell 6
NO CONTENT SHOWN IN REEL – DOWN TO BUSINESS WEBSITE
SHOWN IN LAST SECTION OF SURVEY

Reach cell



Campaign reach

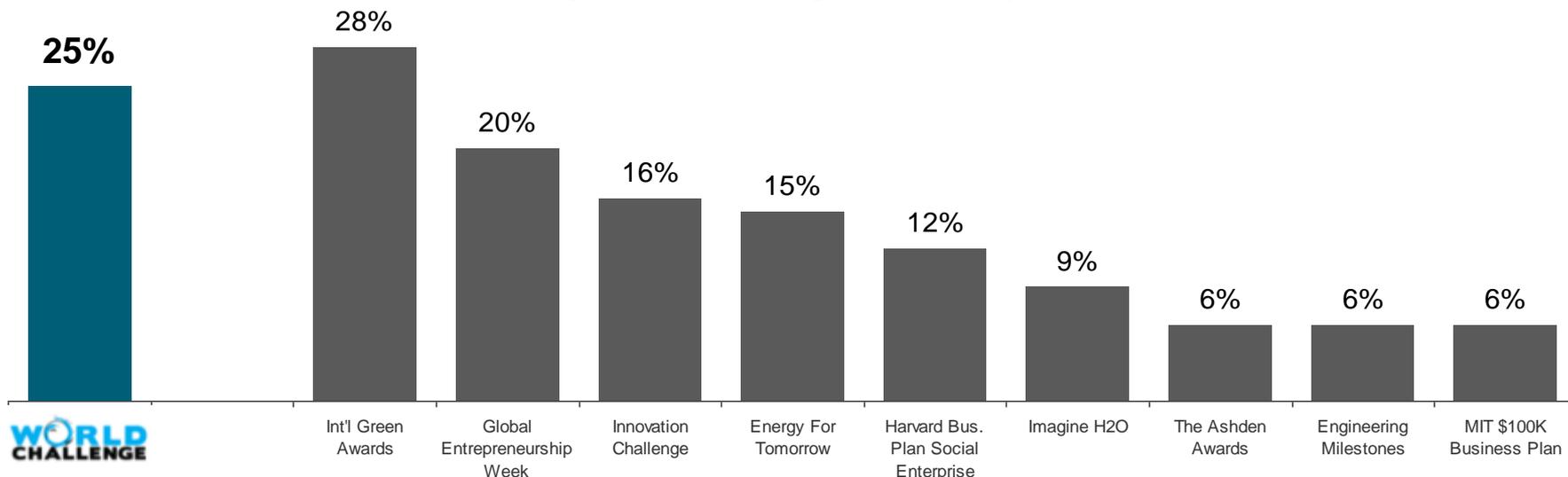


An editorial initiative by   In association with 

One in four say they are aware of the WC competition – just behind Int'l Green Awards at 28%. Awareness is highest amongst 18-54s, and by region in LATAM (Brazil) and Continental Europe (Germany)



% aware of World Challenge 2011 competition



% aware - demogs:	Brazil	Germany	France	China	UK	USA	M	F	18-34	35-54	55+	ECC	Non-ECC
	40%	38%	29%	19%	12%	10%	24%	25%	25%	29%	13%	27%	24%

Significant differences at 95% confidence are highlighted in blue

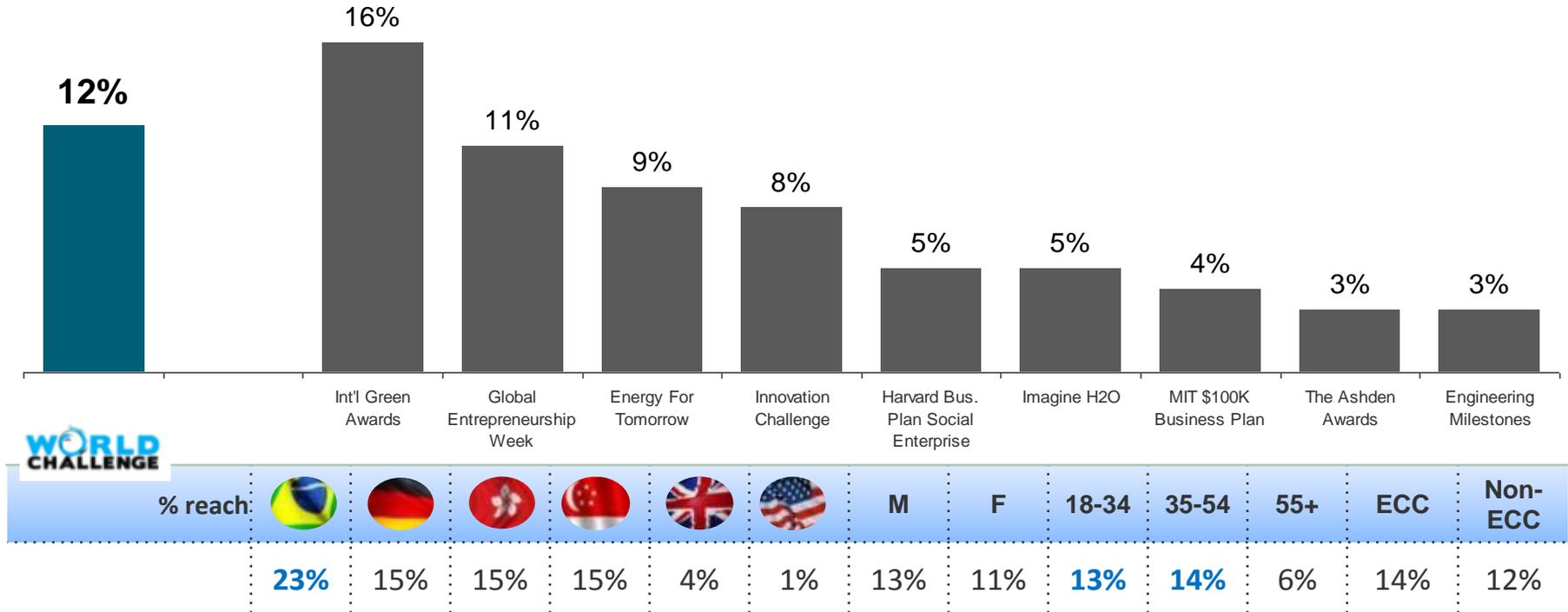
% aware – media exposure	BBC viewer	BBC web visitor	Newsweek reader	NW / TDB web visitor
	30%	30%	27%	31%

Q1a: Which, if any, of the following competitions are you aware of? Please select all that apply. Sample = 628 18-70s (c.105 per country)

And overall reach of the campaign is at 12% (roughly half of those aware), rising to 15%+ amongst those outside the US and UK. Reach also shows a skew towards under 55s



% saying they've seen or heard something about World Challenge 2011



Significant differences at 95% confidence are highlighted in blue

% reach – media exposure	BBC viewer	BBC web visitor	Newsweek reader	NW / TDB web visitor
	15%	16%	15%	19%

Q1b: And which, if any, of the following competitions or events have you seen or heard something about before today? Please select all that apply, even if you have already mentioned them previously. Sample = 628 18-70s (c.105 per country)

All the main elements of the campaign have helped to raise awareness. Social Media has been particularly effective, with BBC TV, Newsweek Print and web traffic (the MPU) also major contributors



	<i>Social networks</i>	38%	31% Facebook 17% Twitter)
	<i>TV NET</i>	31%	21% WC show 17% WC trails
	<i>Web Ad NET *</i>	24%	16% Newsweek.com 8% thedailybeast.com/Newsweek 6% thedailybeast.com.com
	<i>Print</i>	22%	
	<i>WC website</i>	20%	
	<i>BBC.com Ad *</i>	19%	
	<i>Web</i>	14%	
	<i>Previous WC Campaigns</i>	10%	

World Challenge ad seen on ANY of Newsweek.com, thedailybeast.com or BBC.com = 36%

Q2c : In which of the below ways did you become aware of the World Challenge 2011 competition? Please select all that apply.
Sample = 155 aware of World Challenge 2011



The World Challenge website was particularly effective amongst males and under 35s. Awareness via social media (particularly Facebook) also skewed heavily toward younger audiences.

<i>% reach of each media channel (amongst aware)</i>	Male	Female	18-34	35+
From something I've seen or read on Facebook	29%	33%	40%	23%
I read an article in Newsweek magazine	30%	13%	19%	25%
I saw a programme about it on the BBC World News TV channel	23%	20%	20%	23%
I visited the World Challenge 2011 website	27%	13%	28%	13%
I saw an ad on BBC.com	18%	21%	22%	17%
From something I've seen or read on Twitter	14%	19%	21%	13%
I saw an advert on the BBC World News TV channel	15%	18%	16%	17%
I saw an ad on the Newsweek.com website	16%	15%	19%	12%
I saw/clicked on a link on CommentVisions.com	17%	10%	15%	13%
From previous WC competitions	13%	7%	10%	10%
I saw an ad on TheDailyBeast.com/newsweek	14%	2%	12%	5%
I saw an ad on TheDailyBeast.com website	8%	4%	9%	4%

Significant differences at 95% confidence are highlighted in blue

Q2c : In which of the below ways did you become aware of the World Challenge 2011 competition? Please select all that apply. Sample = 155 18-70s aware of World Challenge 2011

Most social media activity for WC has been around the Facebook page; the majority visiting the page, and some interacting with it. The Twitter page has also helped to increase buzz for the competition



Top social networking activities (amongst social network users)



Q2c2: You said that you have seen or read something about World Challenge 2011 on social networking sites. Which of the following have you done on Facebook or Twitter? Please tick all that apply. Sample = All aware of World Challenge through social networks (n=59)

Using the Ipsos Brandwatch tool, we can see where, when and how much online discussion took place; Twitter has the highest frequency of mentions, suggesting it's a high engagement platform

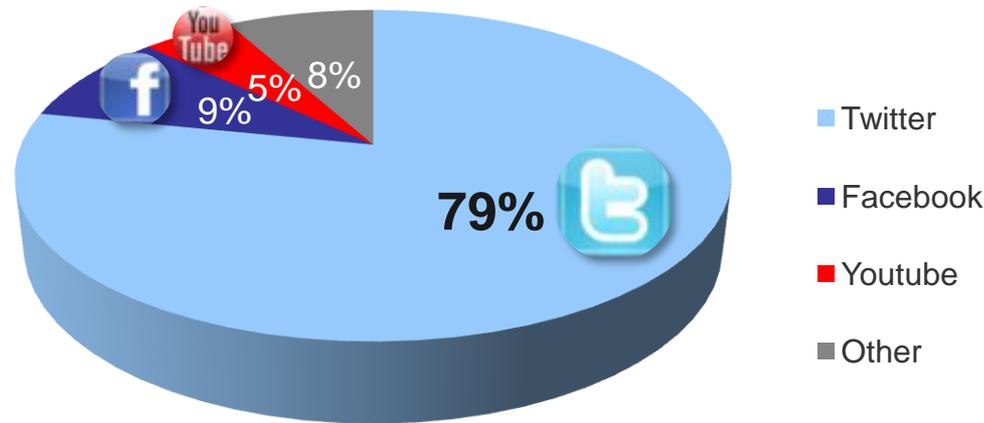


How much? (split by sentiment*)

No. of Mentions	Positive Sentiment	Neutral Sentiment	Negative Sentiment
669	312	312	45

**using auto-generated sentiment*

Where? (top sites*)



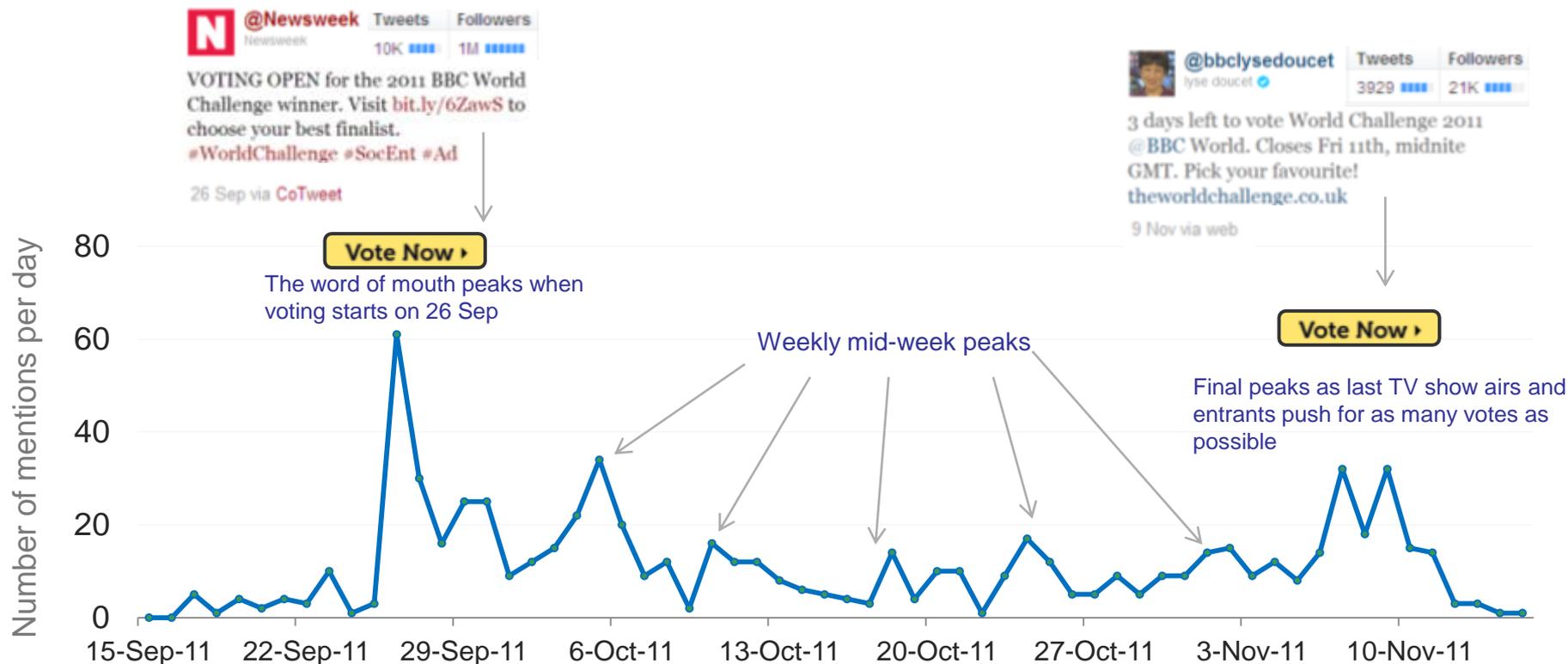
**Due to privacy settings, we can only pick up brand page mentions on Facebook*

Search using Ipsos Brandwatch tool. Search term: World Challenge NEAR/10 BBC OR Newsweek OR Shell, in period Sep 20 - Nov 10, 2011

Online buzz for the competition peaked around the 26th September – the day before voting started – then showed smaller mid-week peaks. Buzz rose again around 5th Nov, during the final push for votes



When did online buzz (mentions) peak?



Search using Ipsos Brandwatch tool. Search term: World Challenge NEAR/10 BBC OR Newsweek OR Shell, in period Sep 20 - Nov 10, 2011

Top of mind awareness of the Shell sponsorship is at 14% amongst those aware. Males and (directionally) over 55s are most likely to correctly identify Shell's sponsorship



Overall **15%** correctly identify (unprompted) one or more sponsors/partners of World Challenge 2011 (amongst aware)



% correctly identifying sponsor/partner	Male	Female	18-34	35-54	55+
Shell	20%	8%	17%	10%	27%
BBC (NET)	10%	8%	14%	4%	13%
Newsweek	4%	7%	10%	-	7%

Significant differences at 95% confidence are highlighted in blue

Q2a: You said that you have heard of the World Challenge 2011 competition. Do you know if any companies, brands or organisations are sponsoring this competition? If so, which? Sample = 155 aware of World Challenge 2011

And when prompted with a list of sponsors, half of those aware were able to identify Shell as the main sponsor; around a third also cite BBC WN and Newsweek as partners



68% correctly identified (prompted) one or more sponsors/partners of World Challenge 2011 (amongst aware)



<i>% correctly identifying sponsor/partner</i>	Male	Female	18-34	35+
Shell	55%	44%	55%	45%
BBC World News	38%	38%	40%	37%
Newsweek	34%	29%	35%	29%

Significant differences at 95% confidence are highlighted in blue

Q2b: Which, if any, of the below companies, brands or organisations do you think are sponsoring the World Challenge 2011 competition? If so, which? Sample = 155 aware of World Challenge 2011

Almost 7 in 10 aware of the World Challenge say they have visited the website, accessing it on average 4 times. 1 in 5 aware also claim to have voted in 2011, whilst 10% of all respondents have voted in previous years



Website activity	Total	
 % visiting website this year (amongst aware)	68%	↑ 18-34s (79%) ↓ 55+ (47%)
		Mean website visits (amongst visitors)

Voting activity	Total	
 % voting in 2011 competition (amongst aware)	19%	↑ Male (27%) ↓ 55+ (6%)
 % voting in previous competitions (amongst all)		10% ↓ 55+ (1%)
Mean no. of previous competitions voting in (amongst those voting)	2.1	

Significant differences at 95% confidence are highlighted in blue (high) or red (low)

Q2d/e/f/g. Sample = 628 18-70s (c.105 per country)

Key findings - Reach



- Overall 25% of respondents surveyed are aware of the WC comp; under 55s and those outside of the UK and US (where the media campaign was more limited) register highest awareness
- Just under 70% of respondents say they have visited the WC website; and visitors have accessed the website four times on average. One in five (19%) of those aware have voted on the website
- Around half of those aware – 12% overall – have seen or heard something about the competition through the media campaign. All elements of the campaign have helped to increase awareness. The biggest contributors have been: social media, especially Facebook (31% reach amongst aware) , Newsweek print (22%) and BBC TV (21%)
- Social media has been key in getting younger under 35s on board; whilst traditional media has boosted reach amongst the over 35s
- When prompted, 50% of those aware of the campaign correctly identify Shell as the main sponsor of the competition; some 38% and 32% also recognise BBC World News and Newsweek respectively as key partners



Standout and branding of campaign creative



Content shown in test cells



1. World Challenge show (Give a Car episode) with Shell bumper

*not tested in UK



2. World Challenge trails pointing to: 1) TV show or 2) Website

*not tested in UK

2a. Trail (TV)



2b. Trail (Website)



Content shown in test cells cont'd



3. Web: a) Main website (interactive), b) Clickable MPU and c) Down to Business microsite



&



&



4. Print advertorial

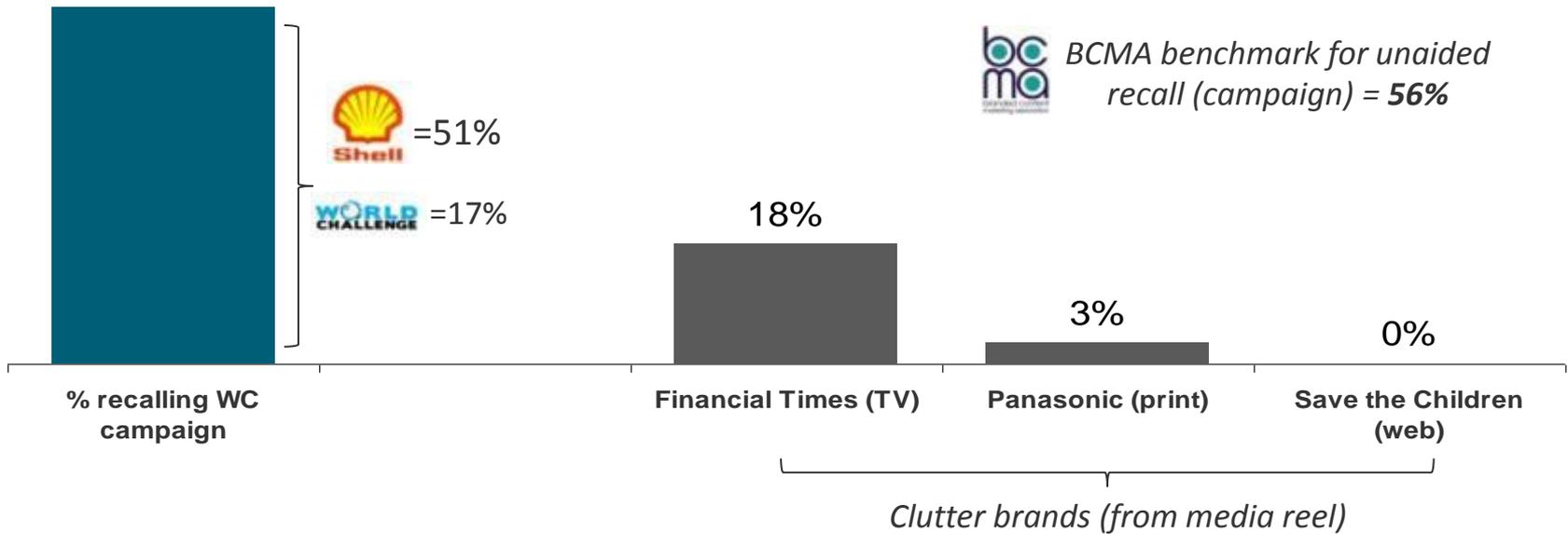
*not tested in USA



Supporting the relatively high branding in the reach cell, cut through for Shell after exposure to the full campaign is strong and exceeds the BCMA benchmark in most markets (lack of TV in UK is driving scores down overall)



% who mention seeing each of these from the media experience (unaided recall)
54%



% cut through							ECC	Non-ECC
Any Shell/WC	74%	63%	47%	61%	9%	69%	63%	51%
Shell	72%	59%	42%	61%	6%	64%	62%	48%
World Challenge	16%	24%	18%	26%	3%	12%	12%	18%

**n.b. no BBC TV tested in UK, no Newsweek Print in USA*

Significant differences at 95% confidence are highlighted in blue

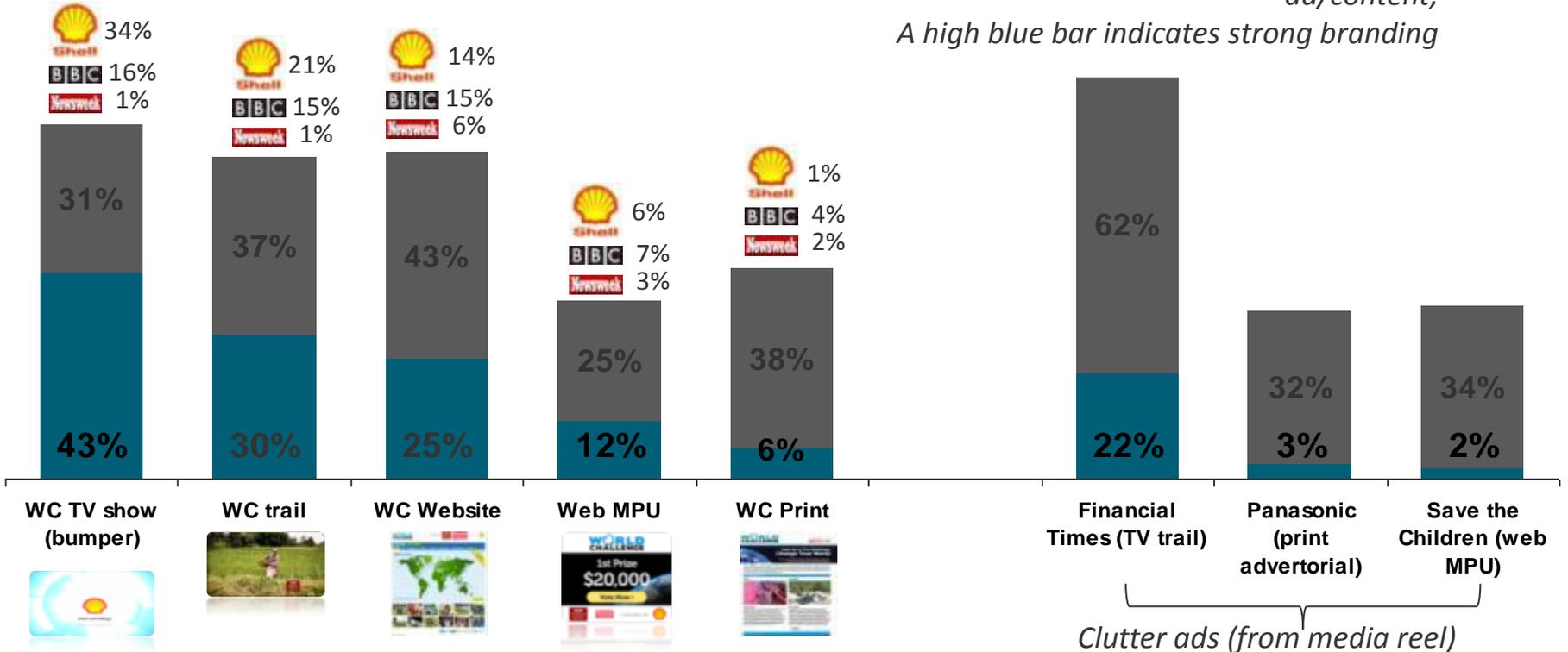
Q3: Thinking about the TV clip that you have just watched, as well as the pages from the website that you looked at and the magazine you just read, please tell us which brands, programmes, companies, competitions or adverts you remember seeing. Sample = 300 18-70s seeing full campaign

And when shown a debranded clip, most consumers remember seeing the TV and Web elements of the campaign, and just under half the Print advertorial; branding for Shell is strongest in the TV elements



*% correctly identifying Shell, BBC, Newsweek as the sponsor/partner (unprompted)
The higher the combined blue/grey bar, the more distinctive the ad/content;
ad/content;*

A high blue bar indicates strong branding



TV show benchmark = 66%
Print benchmark = 43%
Website benchmark = 27%
TV trail benchmark = 23%



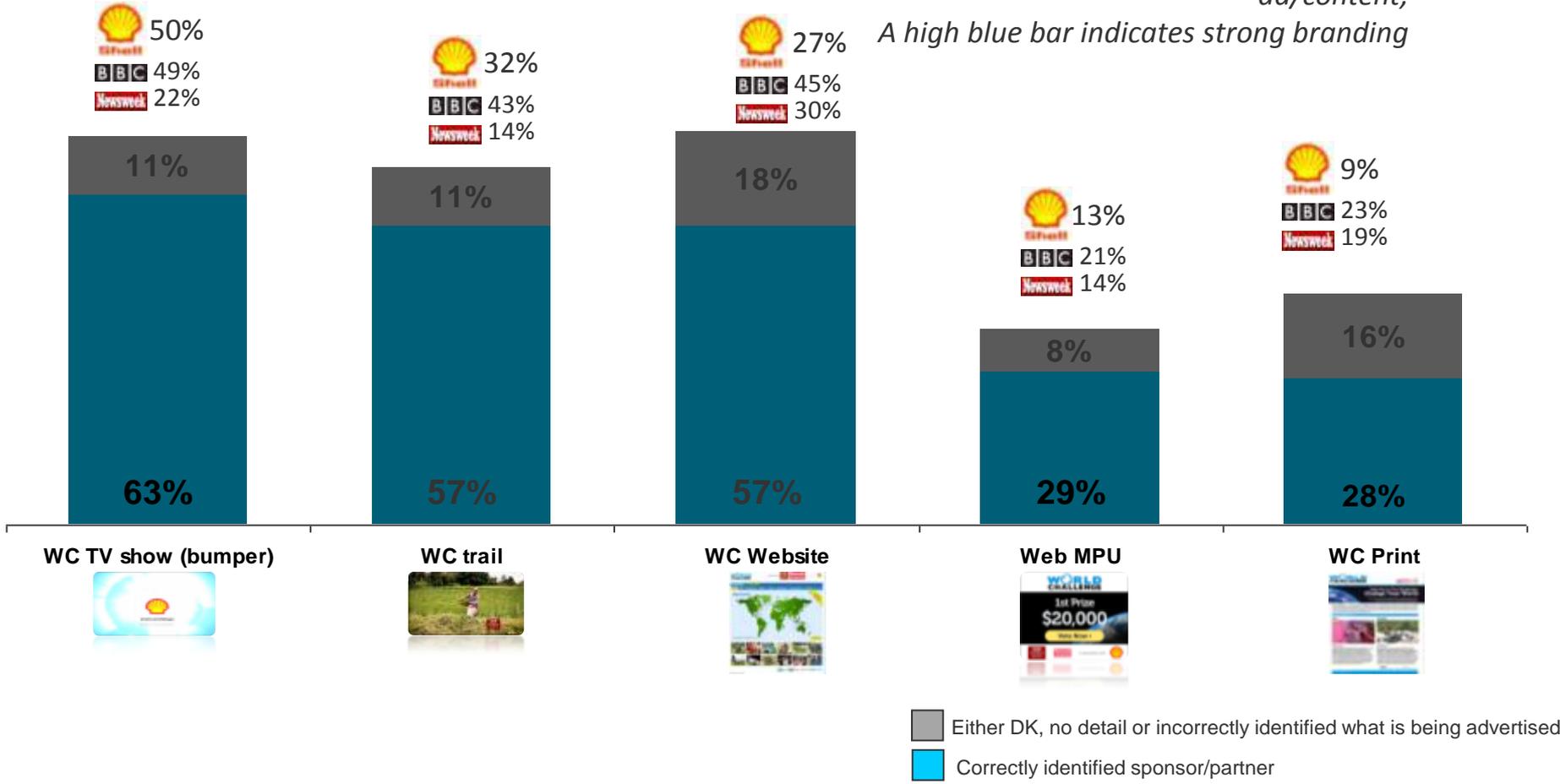
Grey: Either DK, no detail or incorrectly identified what is being advertised
Blue: Correctly identified sponsor/partner

Clutter ads (from media reel)

Q4a: Do you remember seeing this advertising or content when you watched TV a few moments ago, or when we showed you the website and magazine? / Q4c: This ad or content is for a competition called World Challenge. Which companies or brands do you think sponsor this competition? Sample = 300 respondents aged 18-70 seeing each element

When prompted 50% identify Shell as the sponsor of the TV show; just under one in three the website and trails, and around 10% the MPU and print. The BBC and Newsweek partnering also stands out – especially for BBC in TV

*% correctly identifying Shell, BBC, Newsweek as the sponsor/partner (prompted)
The higher the combined blue/grey bar, the more distinctive the ad/content;
A high blue bar indicates strong branding*



Q4a: Do you remember seeing this advertising or content when you watched TV a few moments ago, or when we showed you the website and magazine? / Q4c: This ad or content is for a competition called World Challenge. Which companies or brands do you think sponsor this competition? Sample = 300 respondents aged 18-70 seeing each element



Brand impact after exposure to the creative

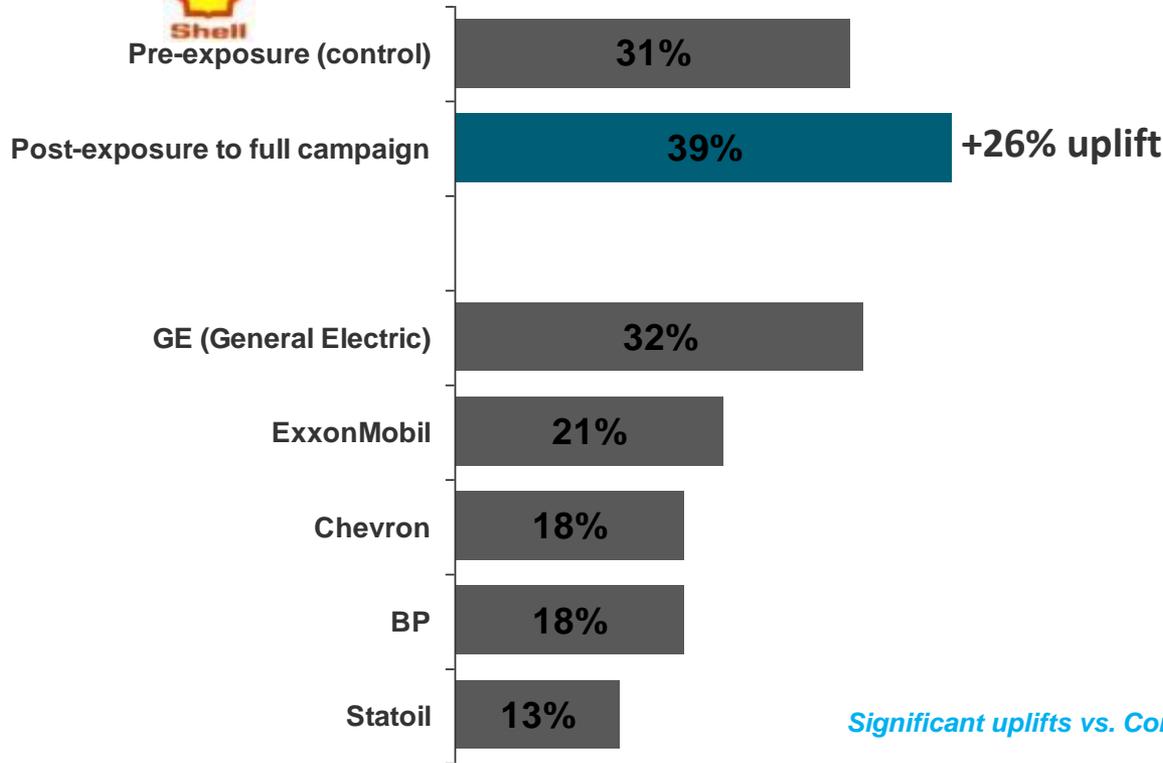


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Top 3 box brand favourability towards Shell improves significantly for females and ECCs after exposure to the WC campaign creative; uplifts are also positive (directionally) elsewhere



Impact (pre to post) of exposure to campaign on Shell favourability (% rating 8-10)



Significant uplifts vs. Control cell at 90% confidence are marked ↑

% uplift for rating 8-10	Male	Female	18-34	35-54	55+	ECC	Non-ECC
Post-exposure to campaign	+15%	+48%	+31%	+22%	+29%	+68%	+20%

C2A: Please indicate how favourable or unfavourable you feel towards a number of different companies and brands. / Q5: Having now watched and read everything we have shown you today, how favourable or unfavourable do you feel towards the following companies and brands.
Sample = 300 seeing full campaign

There is a significant uplift (post-exposure) in those thinking Shell is 'addressing future energy needs'; and directionally Shell is more likely to be seen as an 'effective partner', 'responsive' and a 'leader in innovative energy'



Impact of exposure to WC campaign on top 2 box agree with perceptions of



+27% 'actively addressing future energy needs'

+22% 'Listens and responds to the needs of customers'



+20% 'Works effectively in partnership with others'

+17% 'A leader in providing innovative energy solutions'



+16% 'human and approachable'

+14% 'A leader in technology and innovation'



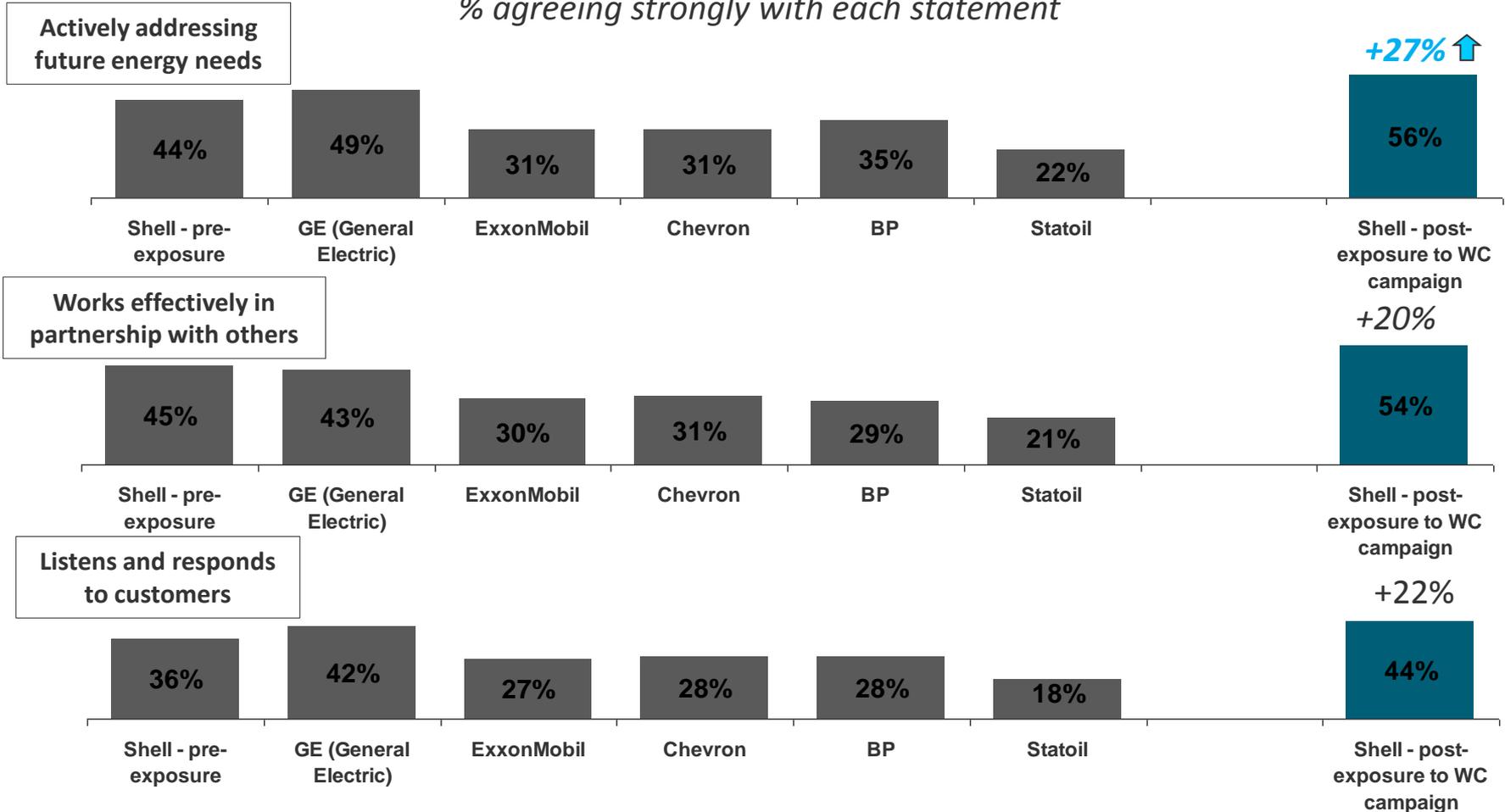
Significant uplifts vs Control cell at 90% confidence are marked 

C2B / Q6: Now thinking specifically about [INSERT BRAND, IN BOLD], how strongly do you agree or disagree with the following statements about this company? Sample = 300 seeing full campaign

Pre-exposure to the campaign, respondents have a more positive perception of Shell than they do of most competitor energy companies except GE; and exposure to the campaign takes it ahead even of GE



% agreeing strongly with each statement



Significant uplifts of exposed vs non-exposed at 95% confidence are highlighted in blue

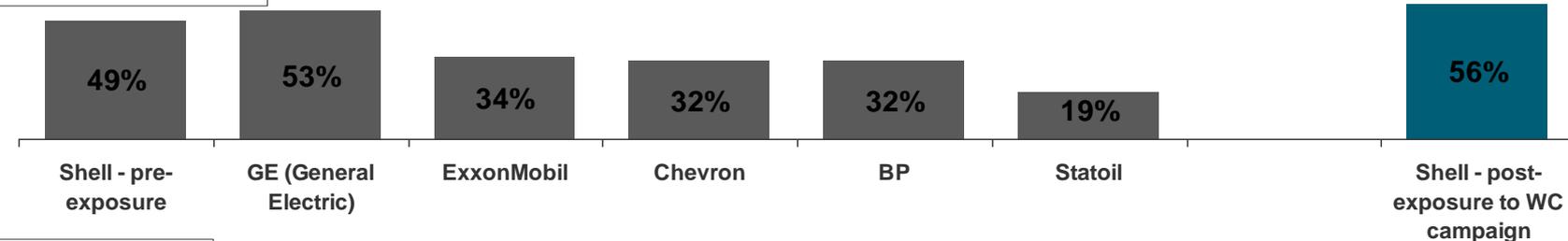
C2B / Q6: Now thinking specifically about [INSERT BRAND, IN BOLD], how strongly do you agree or disagree with the following statements about this company? Sample = 300 seeing full campaign

Shell scores particularly high for being a leader in 'technology and innovation' and 'innovative energy'

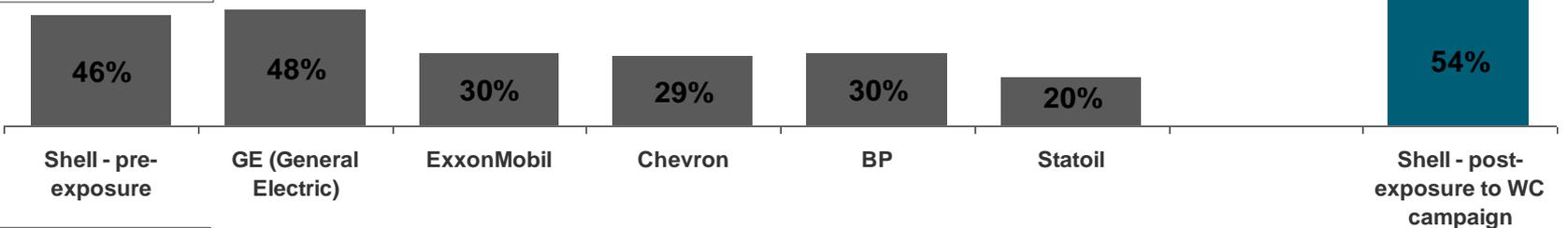


% agreeing strongly with each statement

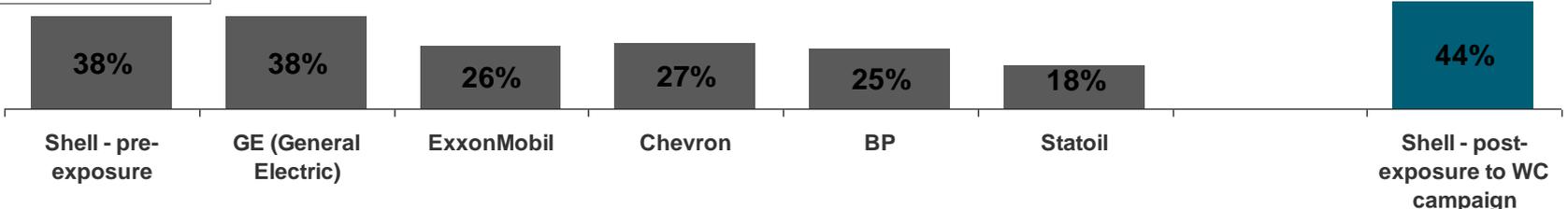
Leader in technology & innovation



Leader in innovative energy



Human and approachable



Significant uplifts of exposed vs non-exposed at 95% confidence are highlighted in blue

C2B / Q6: Now thinking specifically about [INSERT BRAND, IN BOLD], how strongly do you agree or disagree with the following statements about this company? Sample = 300 seeing full campaign



Reactions to the World Challenge campaign elements



Measuring the emotional response



An important part of Ipsos MediaCT's approach to evaluating ads is that it recognises the importance of emotion.

There is a lot of evidence supporting the importance of emotion as both the gatekeeper and driver of decision-making...

Damasio, 1994: Rational decision making is “hard wired” to our emotions...

Zajonc 1980, Damasio 1999: Processing of emotions is independent of working memory (cognition) and does not require attention

Shiv & Fedorikhin 1999: Emotion drives decision-making when time is constrained with people relying more on intuition

Watzlawick 1962: Relationships are driven not by the rational message in advertising but by the emotional content; it's not just what you say, but how you say it

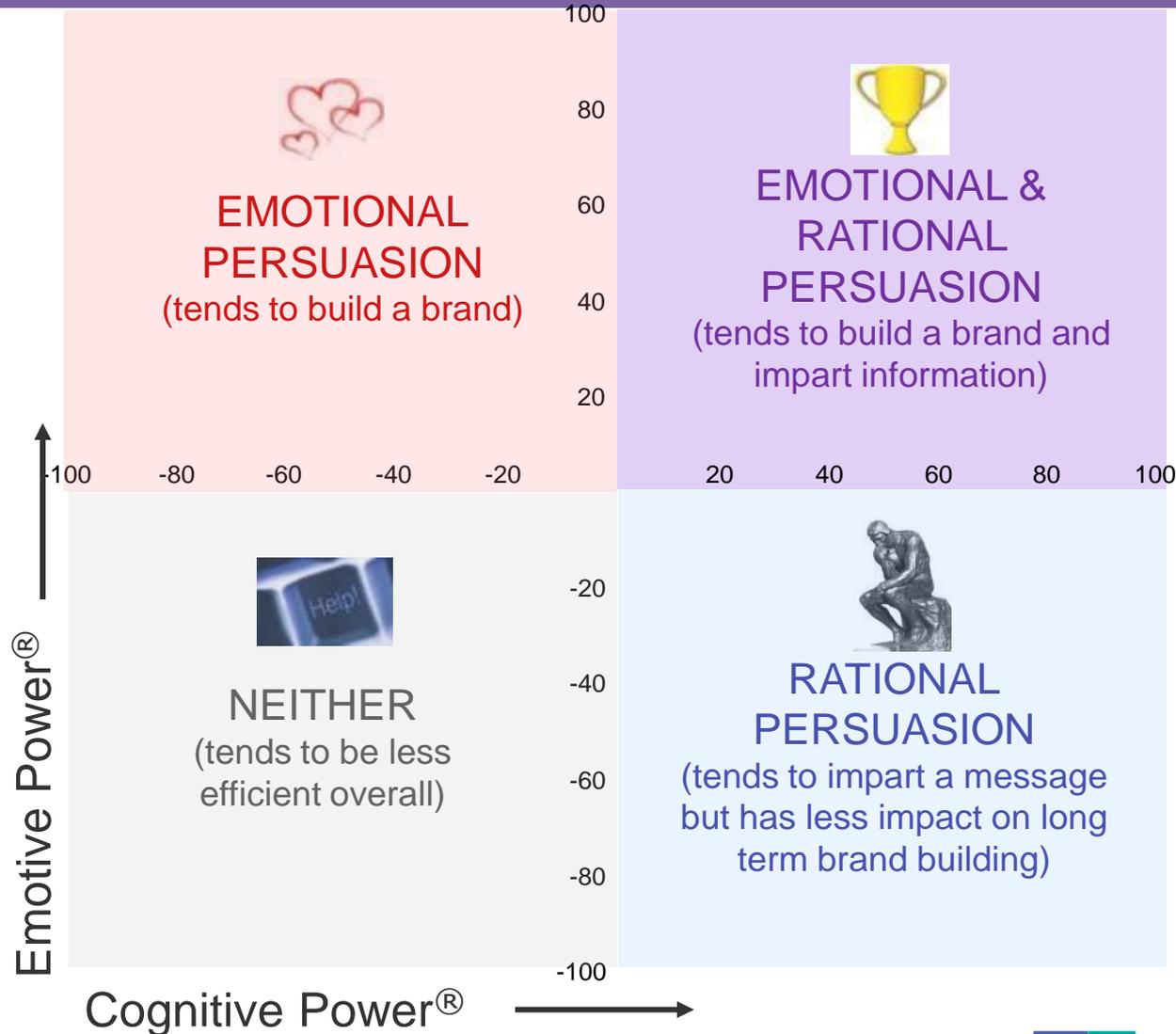
The CEP™ Test



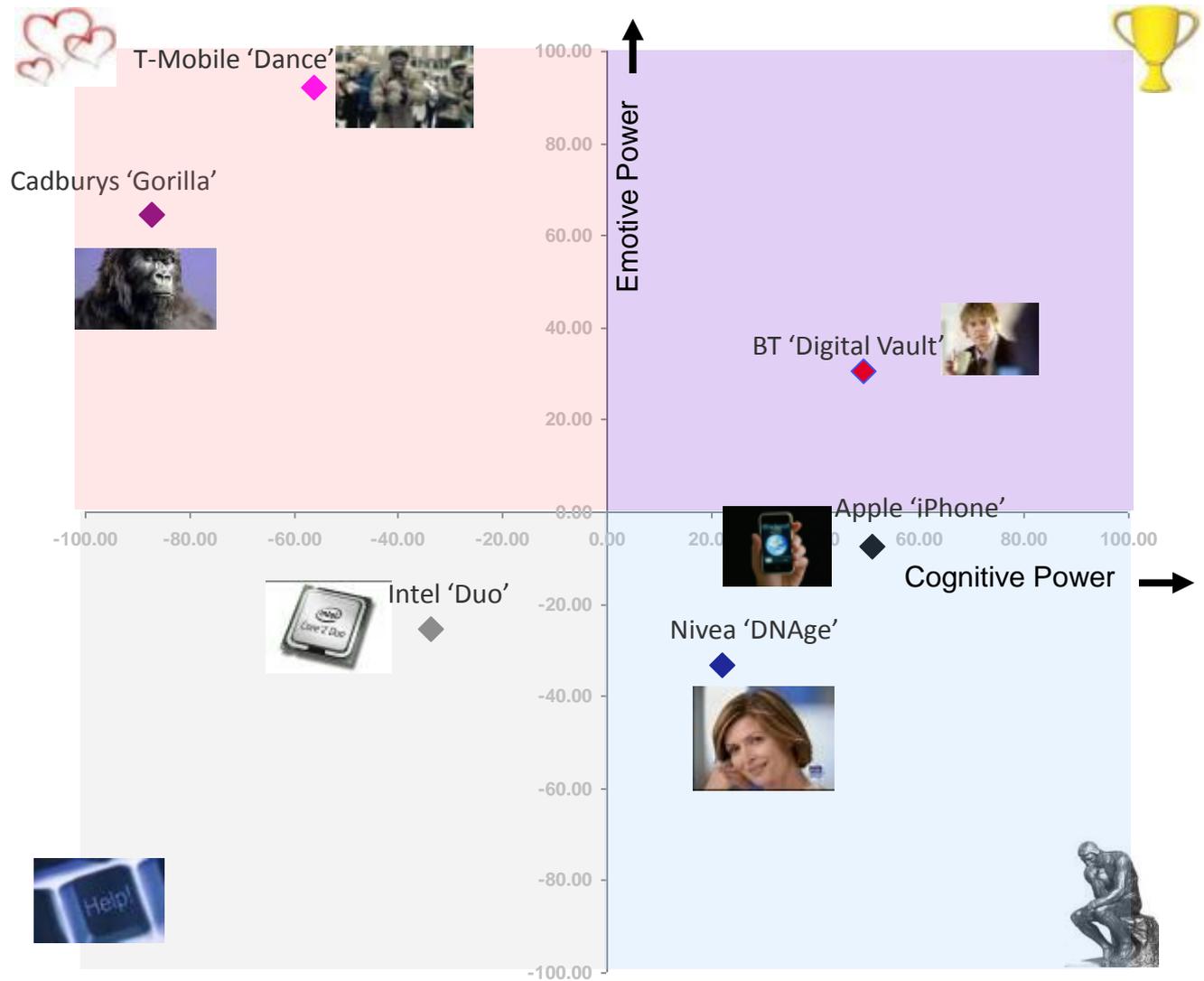
The CEP™ Test is an important part of our campaign testing approach and was developed with Dr Robert Heath, author of *The Hidden Power of Advertising*.

This part of the test involves a forced exposure of the test ad, followed by a series of questions where the respondent rates the ad on 10 different elements. Using an algorithm the responses to these elements are converted into a score for:

- Emotive Power (strength of subconscious *feeling*)
- Cognitive Power (strength of conscious *thinking*)

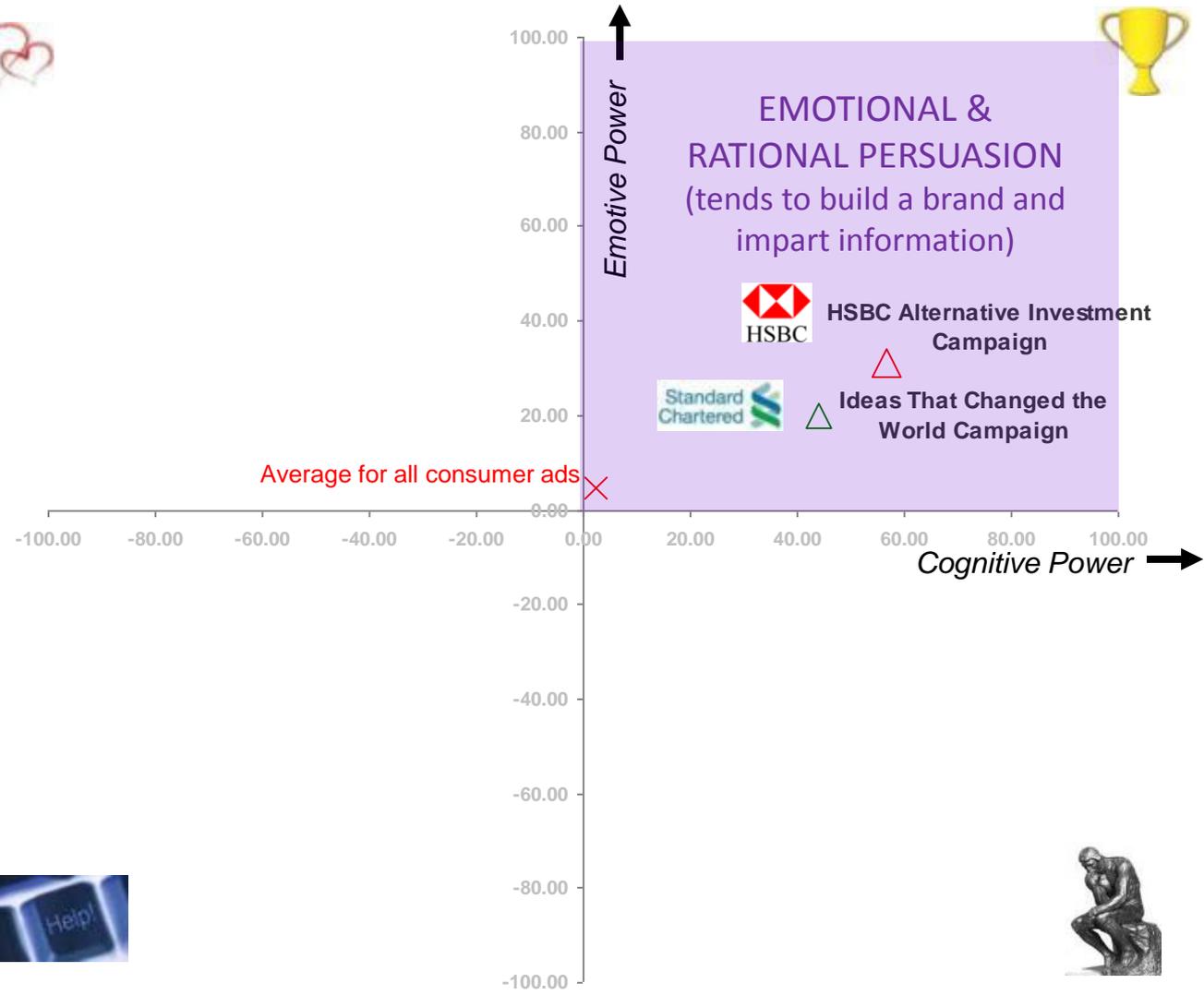


Some examples from brand TVCs show that 'traditional' advertising can find it hard to be both emotional and cognitive at the same time

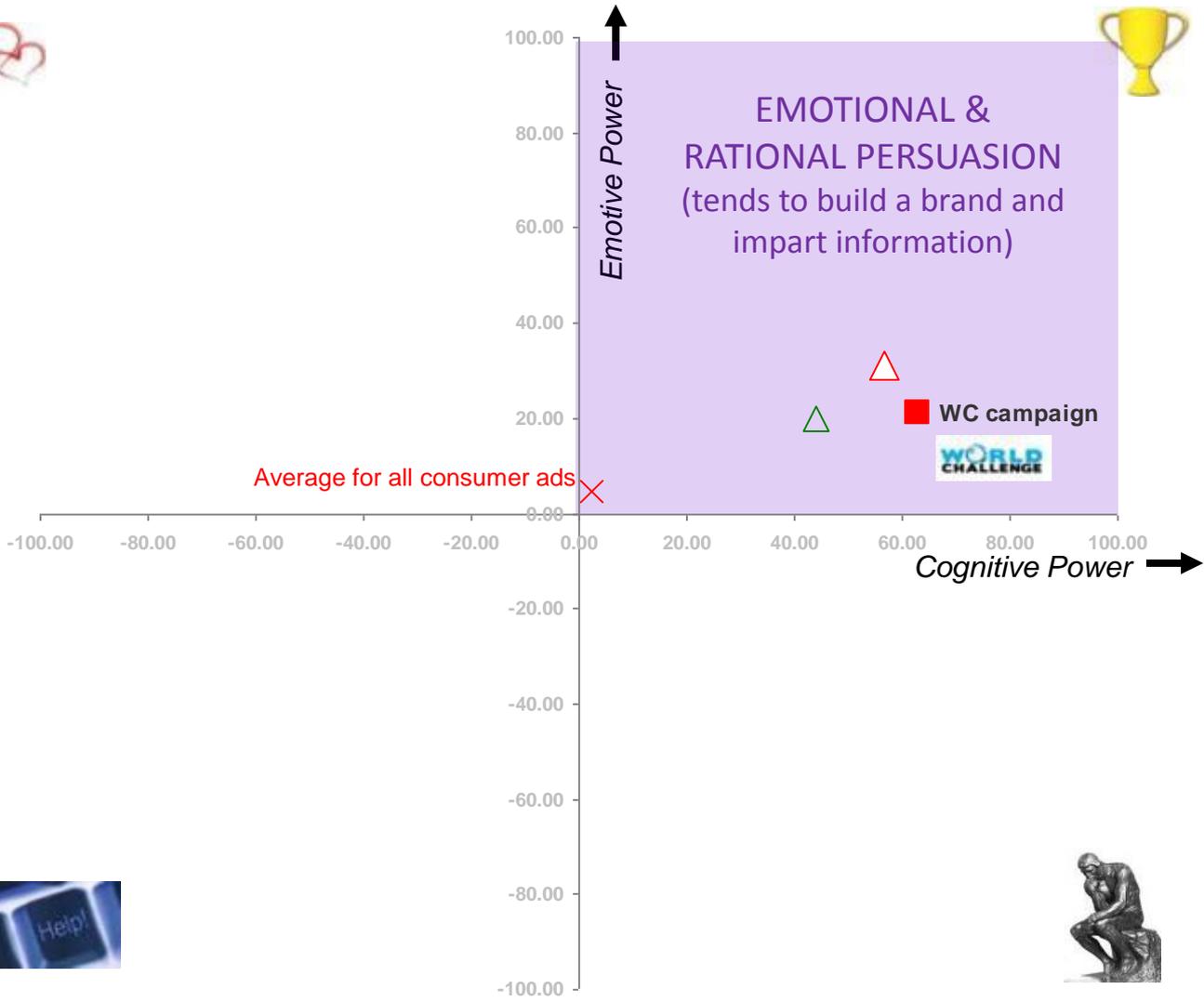


In traditional TV advertising the brand needs to be central to the story and the message – 'brand as hero' – to get both cognitive and emotional power

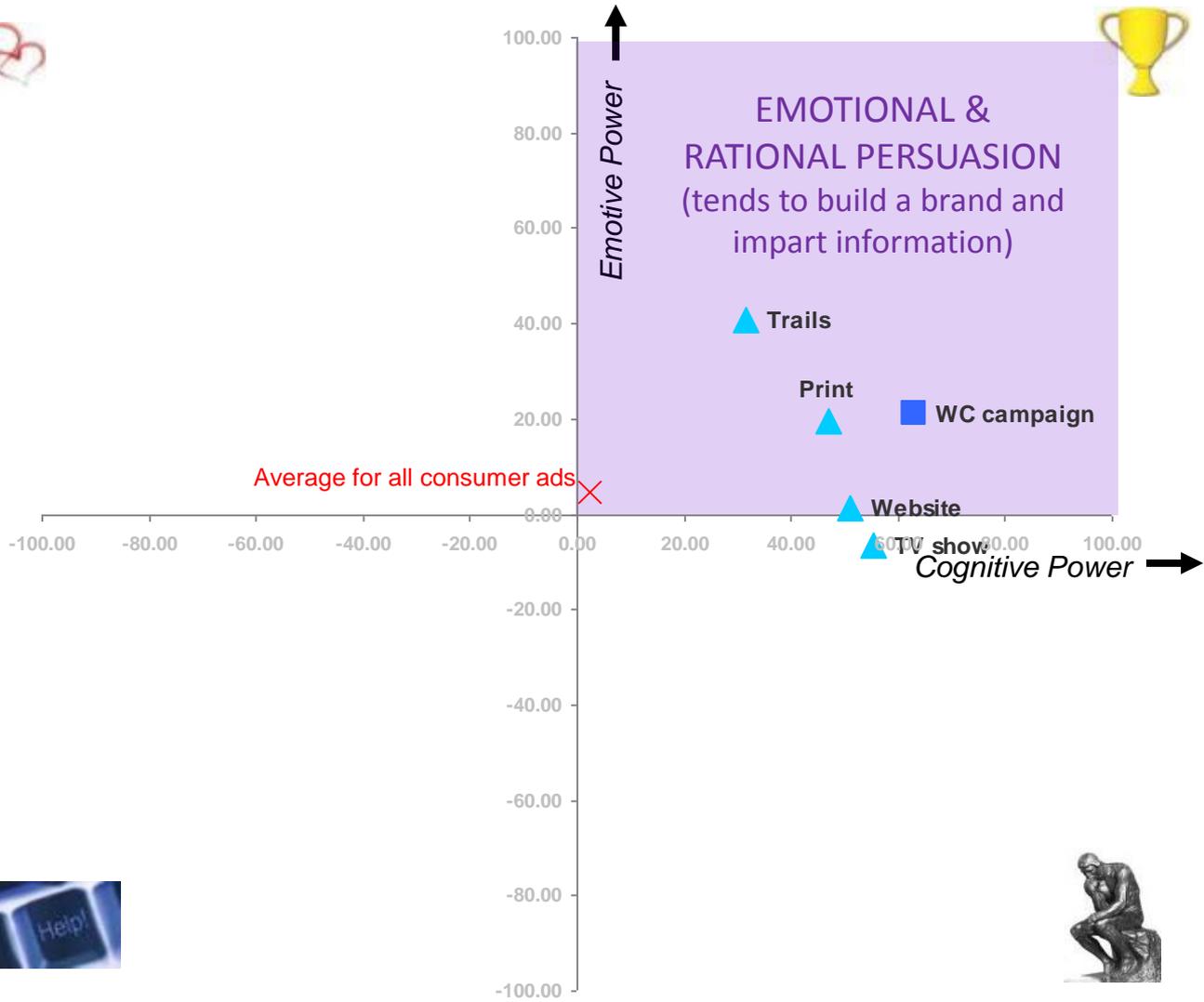
Benchmarks from other branded content campaigns we've tested, both showing rational and emotional persuasion



In this context the WC campaign performs strongly; it has the highest Cognitive (message-based) Power of those we've tested, and is also fairly effective for Emotive power



The trails and print drive the Emotive Power in the campaign; whilst TV and the web help impart the Cognitive information about the comp





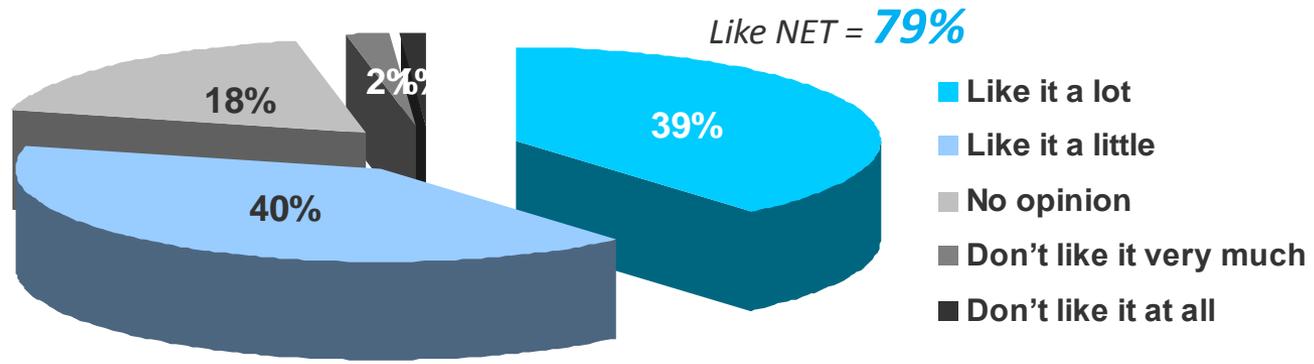
The campaign content is well liked by most respondents, and over half of ECCs like it a lot. Scores are well ahead of our BCMA benchmarks



Likeability of World Challenge campaign content



Liking (top box) benchmark = **26%**
Liking (top 2 box) benchmark = **54%**



% liking full campaign	ECC	Non-ECC
Like 'a lot'	53%	35%
Like 'a little/a lot'	91%	75%

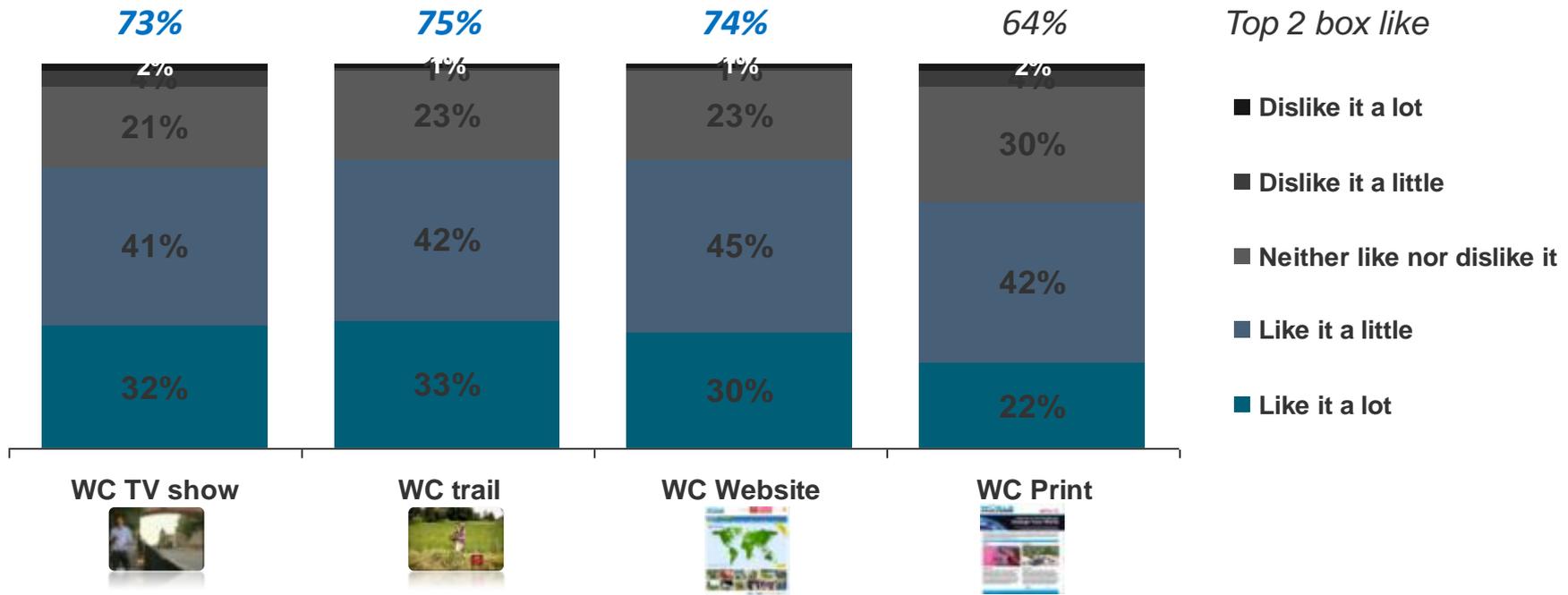
Significant differences at 95% confidence are highlighted in blue

Q10: Overall, what do you think of the content? Sample = 300 seeing full campaign

All elements of the campaign are well liked by over 60% of respondents; top box likability skews to ECCs and those over 35



Likeability of each element



% liking a lot	Male	Female	18-34	35-54	55+	ECC	Non-ECC
TV show	34%	31%	28%	34%	40%	46%	29%
WC trail	35%	30%	28%	38%	35%	45%	30%
WC Website	25%	35%	22%	34%	39%	58%	23%
WC Print	21%	23%	17%	23%	32%	38%	18%

Significant differences at 95% confidence are highlighted in blue

Q10: Overall, what do you think of the content Sample = 300 seeing each element

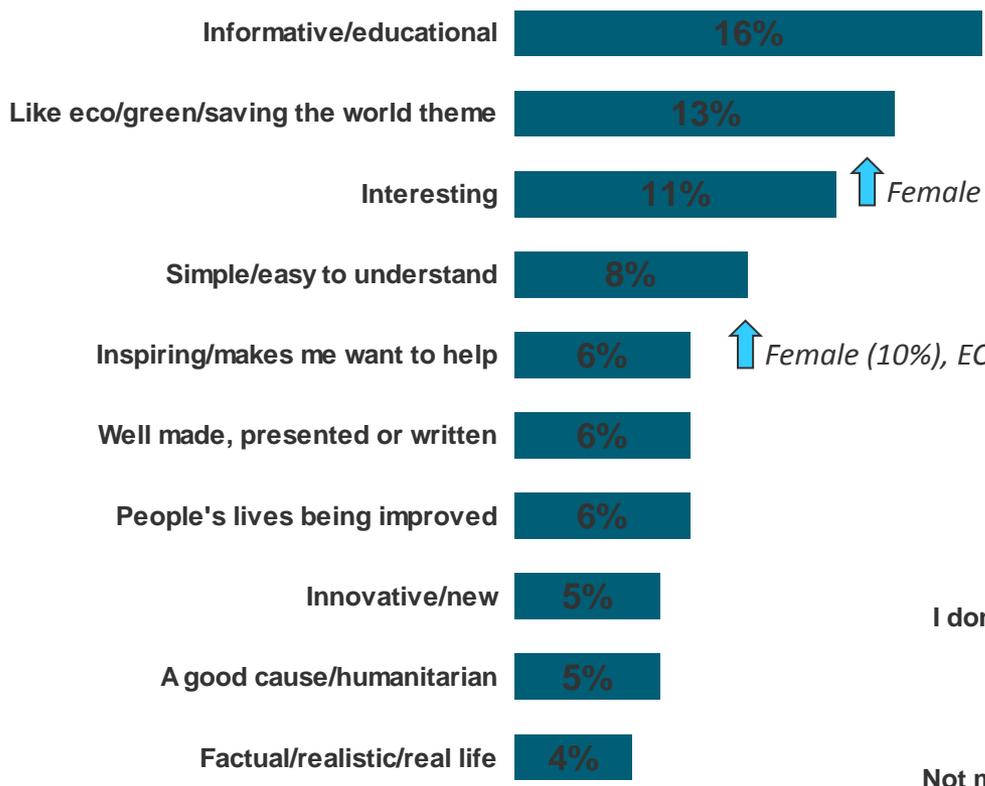
In line with CEP scores, the rational information is strongly communicated and consumers particularly like the informative and sustainable values of the comp. The emotive 'inspiring' values cut through strongly for females & ECCs



What do they like/dislike about the campaign?



Top 10 Likes

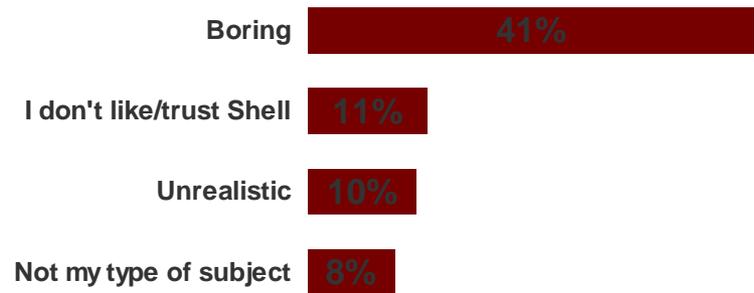


↑ Female (16%), Over 55 (21%)

↑ Female (10%), ECCs(14%)



Top dislikes (nb low base=10)

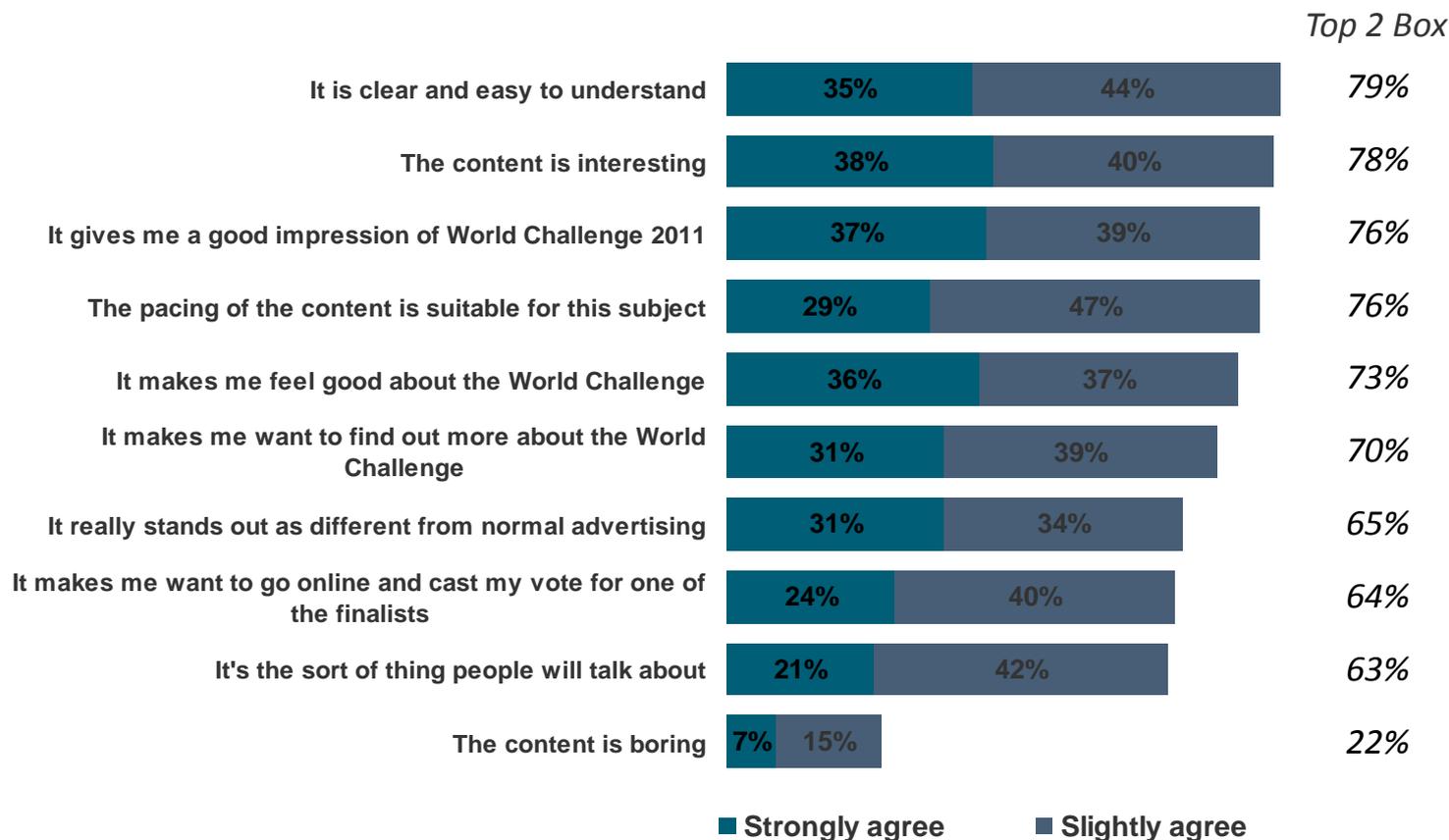


Q11: What do you like [IF CODE 1-2 AT Q10] / dislike [IF CODE 4-5 AT Q10] about the content? Please write in all the aspects you can think of. Sample = 249 liking in full campaign, 10 disliking

Perceptions of the campaign are positive with around 3 in 4 thinking it's interesting, clear and makes them feel good. Two in three think it stands out from normal advertising, and only one in five are bored by it



% agreeing with this statement about World Challenge (after seeing full campaign)



Q12: We are going to show you some phrases that have been used to describe this content for the World Challenge 2011 competition. For each phrase, please indicate on the scale how strongly you agree or disagree with it. Sample = 300 seeing full campaign

ECCs have the most positive perception of the campaign



<i>% agreeing (top box) with each statement:</i>	ECC	Non-ECC
The content is interesting:	57%	33%
It gives me a good impression of World Challenge 2011:	58%	32%
It makes me feel good about the World Challenge:	57%	30%
It is clear and easy to understand:	55%	29%
It makes me want to find out more about the World Challenge:	49%	27%
It really stands out as different from normal advertising:	39%	29%
The pacing of the content is suitable for this subject:	48%	24%
It makes me want to go online and cast my vote for one of the finalists:	39%	20%
It's the sort of thing people will talk about:	31%	19%
The content is boring:	7%	7%

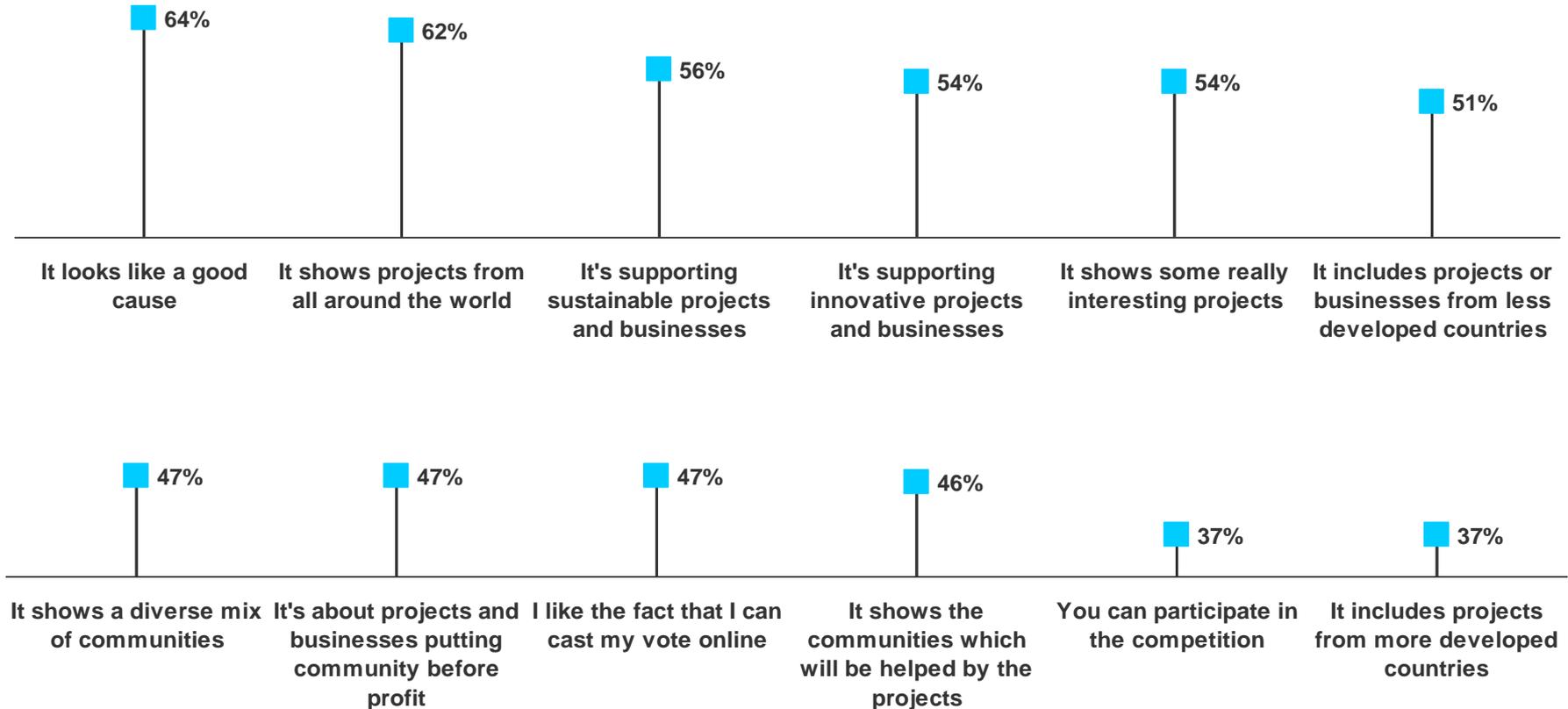
Significant differences at 95% confidence are highlighted in blue

Q12: We are going to show you some phrases that have been used to describe this content for the World Challenge 2011 competition. For each phrase, please indicate on the scale how strongly you agree or disagree with it. Sample = 300 seeing full campaign

And when prompted with a list, the key take outs (for over 60%) are that the competition is a good cause and is global; over half also say it's about supporting sustainable enterprise and innovation



Key take outs from watching **WORLD CHALLENGE** campaign



Q13: Based on everything we have shown you today, which of the following statements would you say apply to the World Challenge 2011? You can choose as many or as few as you feel apply. Please select all that apply.
 Sample = 300 seeing full campaign

Again over 35s and especially ECCs are more likely to pick up on all aspects of the comp, indicating their high engagement with the campaign



Biggest take outs after seeing full campaign	Male	Female	18-34	35-54	55+	ECC	Non-ECC
It looks like a good cause:	64%	64%	57%	66%	78%	79%	60%
It shows projects from all around the world:	58%	67%	52%	69%	74%	81%	57%
It's supporting sustainable projects and businesses:	57%	55%	50%	60%	63%	71%	52%
It's supporting innovative projects and businesses:	52%	57%	48%	56%	67%	70%	51%
It shows some really interesting projects:	50%	59%	50%	56%	64%	72%	50%
It includes projects or businesses from less developed countries:	50%	53%	41%	55%	71%	62%	48%
It shows a diverse mix of communities:	43%	52%	44%	47%	56%	57%	45%
It's about projects and businesses putting community before profit:	45%	49%	42%	46%	60%	58%	44%
I like the fact that I can cast my vote online:	45%	49%	39%	49%	62%	57%	44%
It shows the communities which will be helped by the projects:	38%	56%	38%	50%	59%	54%	44%
You can participate in the competition:	36%	38%	27%	44%	45%	54%	32%
It includes projects from more developed countries:	33%	42%	30%	39%	50%	48%	34%

Significant differences at 95% confidence are highlighted in blue

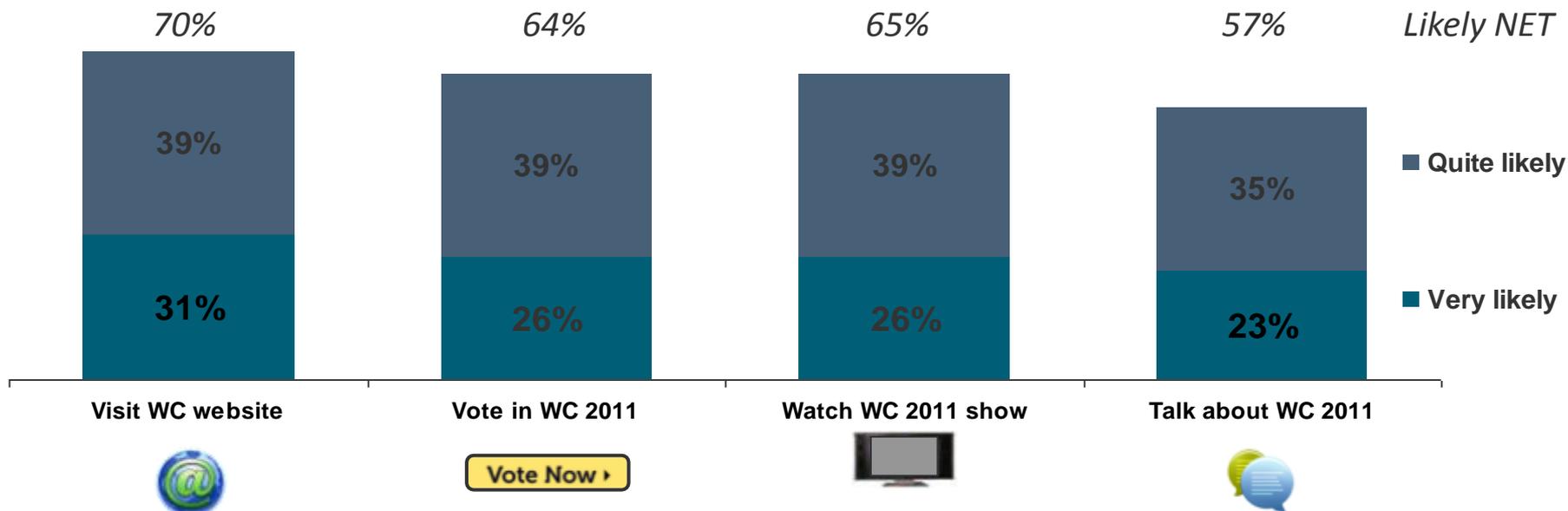
Q13: Based on everything we have shown you today, which of the following statements would you say apply to the World Challenge 2011? You can choose as many or as few as you feel apply. Please select all that apply.

Sample = 300 seeing full campaign

The campaign is motivational, strongly for ECCs, with around two in three saying it makes them likely to visit the website, vote on it or watch the show



% very/quite likely to do this after seeing full campaign



% very likely to do:	ECC	Non-ECC
Visit website	48%	26%
Vote on website	38%	23%
Watch WC TV show	42%	22%
Talk about WC	43%	18%

Significant differences are highlighted in blue

Q14: After seeing this content, how likely would you be to do the following things? Sample = 300 seeing full campaign

The campaign also promotes relatively high motivation for social media activity, as the strong reach scores for this platform suggest. Top box motivation for Facebook interaction is significantly higher amongst ECCs



% likely to do this after seeing full campaign

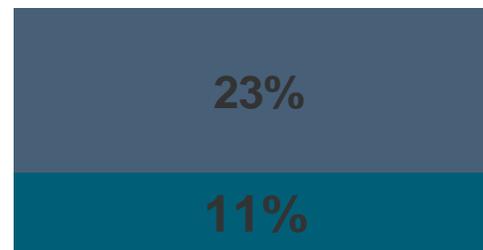
47%

34%

Likely NET

■ Quite likely

■ Very likely



Visit or 'Like' WC on Facebook



Follow the WC 2011 on Twitter



% likely to do (top 2 box)	ECC	Non-ECC
Visit/like on Facebook	30%	16%
Follow on Twitter	15%	10%

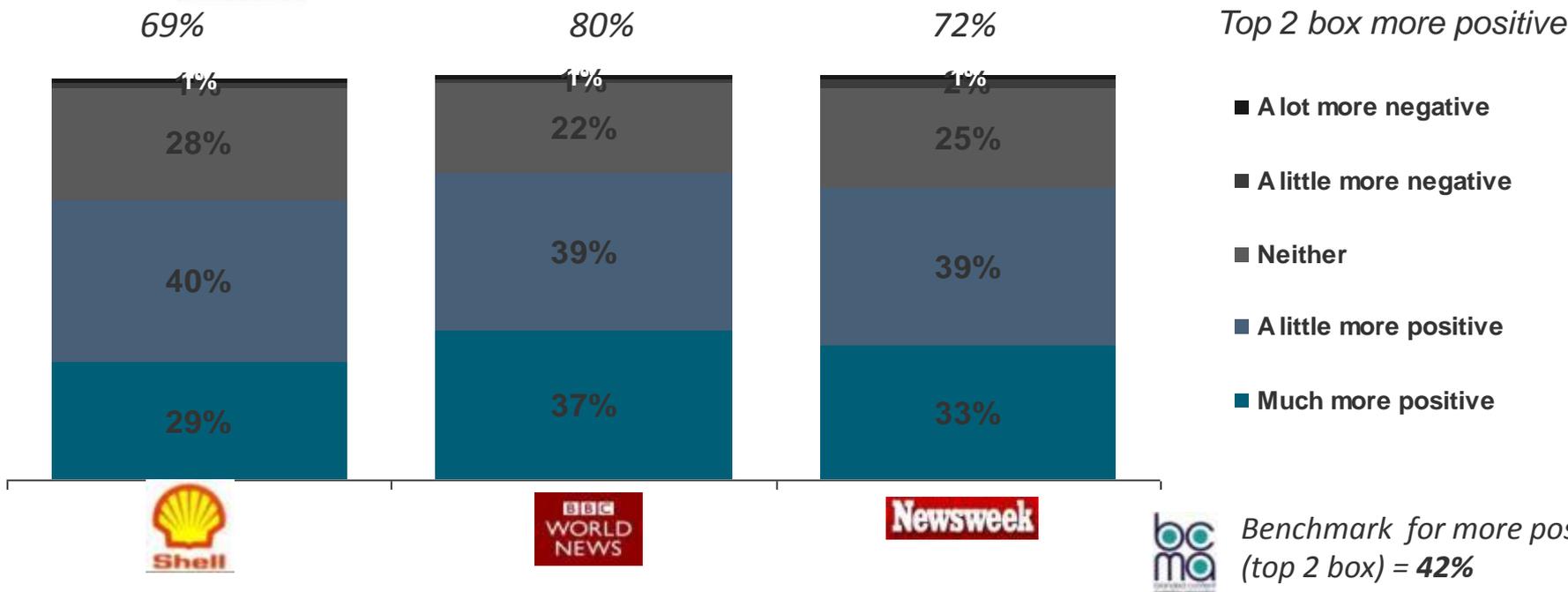
Significant differences are highlighted in blue

Q14: After seeing this content, how likely would you be to do the following things? Sample = 300 seeing full campaign

As well as being motivating, exposure to the campaign also brings strong 'transference' of the competition's positive values onto the sponsors and partners; it is especially positive amongst over 35s



Brand effect of full exposure to campaign



% positive (top box)	Male	Female	18-34	35-54	55+	ECC	Non-ECC
Shell	26%	33%	24%	32%	37%	39%	27%
BBC World News	32%	43%	30%	42%	44%	51%	33%
Newsweek	31%	36%	25%	43%	34%	46%	30%

Significant differences at 95% confidence are highlighted in blue

Q16: How does [INSERT BRAND 1, IN BOLD TEXT]'s involvement with the World Challenge affect the way you feel about [INSERT BRAND 1]?

Sample = 300 seeing full campaign



Key findings & recommendations



Key findings – Creative evaluation



- After exposing respondents to the creative in the media reel, the full campaign cuts through strongly in most markets, with over 60% (ahead of the norm) spontaneously recalling it in four of the six markets. The branding for Shell cuts through particularly strongly
- As well as standing out well, the TV and website elements are recognised by over 50%. For the TV show bumper this rises to 70%, with half of these (34% overall) spontaneously identifying the Shell branding. The print and MPU elements have somewhat lower recognition – and less strong branding
- Exposure to the full branded campaign brings about a significant uplift in brand favourability towards Shell amongst females (+13% top 3 box) and especially ECCs (+21%). The campaign also has a positive impact on the ‘softer’ brand metrics; it makes respondents significantly more likely to think Shell is ‘actively addressing future energy needs’, and there are positive directional uplifts elsewhere
- In line with it being impactful on brand metrics, the campaign performs strongly in our CEP® test, being very strong for Cognitive (informational) Power, as well as having some Emotive (brand-building) Power. The trail and print elements work well Emotively, whilst the TV show and website dial-up the Cognitive information about the competition
- Unsurprisingly, therefore, likeability scores for the campaign are high (at over 70% top 2 box), and over half of ECCs like it ‘a lot’. The campaign is most often praised for being ‘informative or educational’, and some also like the eco/sustainability themes. The more emotive, inspiring aspects of the competition have more affect on females and ECCs, for whom the content generally has more impact for the Shell brand

Key findings – Creative evaluation cont'd



- The majority (70%+) perceive the World Challenge content to be interesting, easy to understand and gives them a good impression of the competition. Similarly, two out of three think it stands out from normal advertising – one of the key benefits of branded content
- The main message they get from the content is that the World Challenge is about promoting green, sustainable projects around the world; 60% say they think it's 'for a good cause'. ECCs register the highest interest and engagement with the content
- The campaign is motivational (strongly so for ECCs) with around two in three saying it makes them likely to visit the website, vote on it, or watch the BBC TV show. They also help to increase motivation for social media activity, particularly for visiting the WC Facebook page
- Full exposure leads to a positive 'halo' effect on all brands involved in the competition; 29% say they feel 'a lot' more positive about Shell after seeing it, 37% for BBC World News, and 33% for Newsweek. There is minimal negative effect on any of the three sponsors or partners – suggesting that involvement in this competition is a safe bet for any brand

Recommendations



- Social media, in particular Facebook, has played an important role in reaching wider audiences (who also engage well with the competition through this platform); so it will be essential to maintain and build on these new media elements
- Both the TV (not shown in UK) and Print (not shown in US) elements of the campaign are key drivers of reach, explaining why reach is significantly lower in the UK and US. Including these elements in all markets – for instance by including the advertorials in the US version of Newsweek – would help to increase overall reach and visibility
- To optimise branding for Shell in the online videos (on the website and/or Youtube), we would recommend including a branded bumper, as for the TV show which has the strongest branding for Shell
- The elements of the campaign which worked particularly well for having emotive, brand-building power – the TV trails and print advertorial – were also ones which featured more community-focussed projects combined with emotional music and motivational slogans
- We would therefore recommend incorporating into the TV show and online videos the emotive music from the TV trails, to highlight the ‘good cause’ aspect of the competition; and on the website by including the motivational strapline of the print’s ‘Change *your* world’. This should boost emotional engagement with the content, as well as increasing participation and thereby maximising brand impact
- Finally, we would suggest that for future competitions some of the key aspects in the creative – for instance the music, branded bumper and the strapline – should be as consistent as possible across all media touchpoints. This should create a more holistic and instantly recognisable campaign



Thank you.

For more info contact:

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or

Sam Porter (sam.porter@ipsos.com)



Appendix

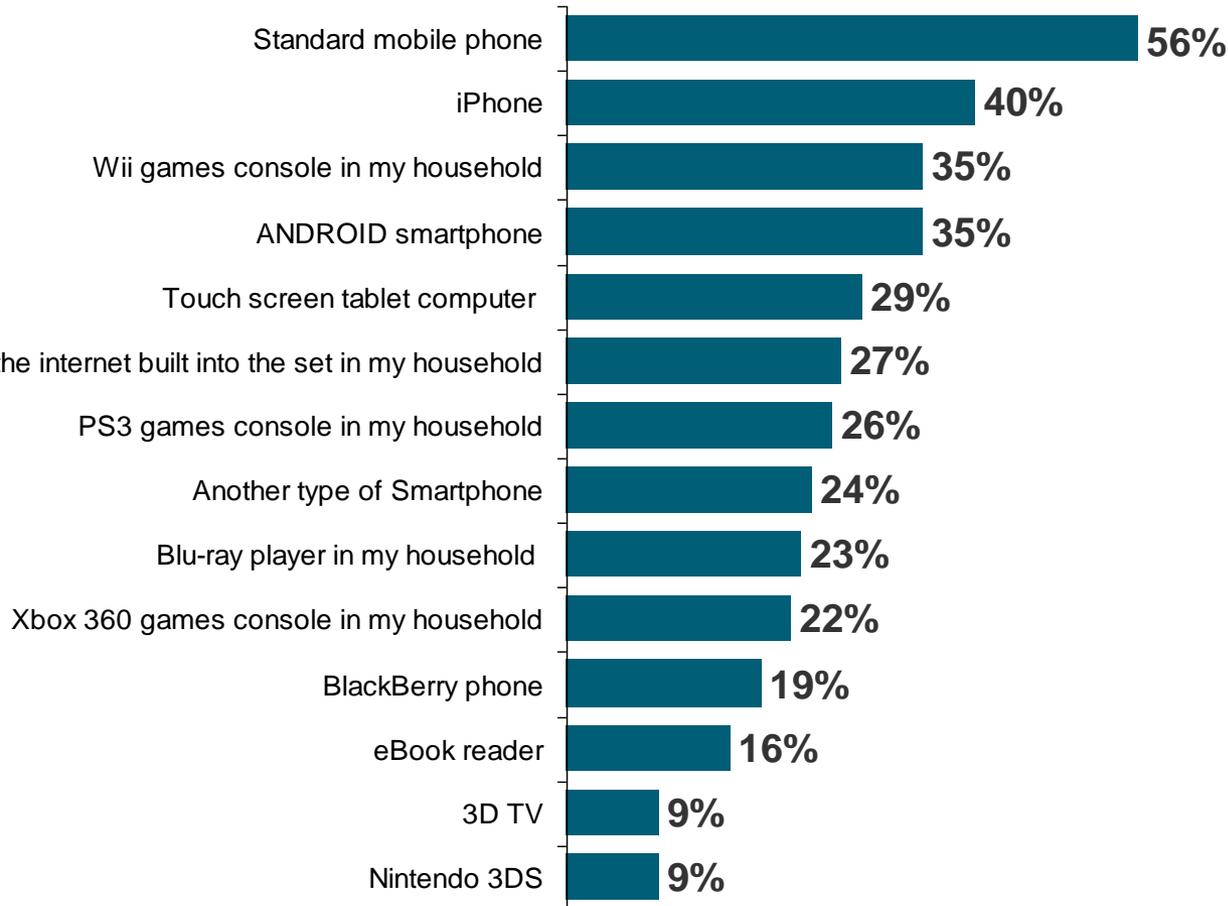


An editorial initiative by   In association with 

Profile - device ownership



Device ownership



C1a: Which of the following devices do you own? Please mention all that apply. Base = 2158 18-70s

Profile - device ownership



Device ownership							M	F	18-34	35-54	55+	ECC	Non-ECC
Standard mobile phone:	66%	66%	58%	47%	54%	43%	56%	57%	51%	59%	64%	62%	55%
iPhone:	31%	24%	60%	62%	27%	29%	42%	37%	46%	39%	25%	28%	42%
Wii games console in my household:	26%	27%	48%	29%	44%	37%	33%	37%	39%	35%	23%	30%	36%
ANDROID smartphone:	37%	24%	54%	36%	26%	26%	37%	32%	40%	34%	21%	30%	36%
Touch screen tablet computer:	29%	20%	44%	36%	16%	22%	31%	26%	30%	32%	18%	25%	29%
TV set with the internet built into the set in my household:	43%	22%	29%	24%	21%	19%	28%	25%	28%	29%	20%	25%	27%
PS3 games console in my household:	28%	20%	34%	27%	25%	19%	30%	21%	34%	22%	12%	21%	27%
Another type of Smartphone:	31%	22%	38%	23%	12%	11%	25%	23%	28%	22%	18%	19%	25%
Blu-ray player in my household:	29%	23%	17%	23%	20%	29%	27%	19%	25%	24%	19%	23%	24%
Xbox 360 games console in my household:	21%	14%	26%	24%	25%	26%	25%	19%	26%	22%	12%	18%	23%
BlackBerry phone:	28%	11%	16%	17%	26%	19%	19%	19%	19%	21%	15%	19%	19%
eBook reader:	19%	11%	14%	12%	22%	23%	17%	16%	16%	18%	16%	19%	16%
3D TV:	14%	7%	12%	9%	8%	4%	11%	7%	12%	9%	3%	5%	10%
Nintendo 3DS (with 3D graphics):	7%	8%	18%	7%	10%	7%	9%	10%	12%	9%	3%	8%	10%
Standard mobile phone:	66%	66%	58%	47%	54%	43%	56%	57%	51%	59%	64%	62%	55%

C1a: Which of the following devices do you own? Please mention all that apply. Base = 2158 18-70s



Reactions to the Digital MPU



Around one in ten clicked on the WC MPU, but this rises to one in six ECCs. Placement on the page is key



8% clicked on the digital MPU overall



12% clicked on the digital MPU when shown on the BBC.com mock-up website (shown on right hand side of webpage)



5% clicked on TheDailyBeast.com/newsweek mock-up website (shown in middle, scroll-down section of webpage)

	ECC	Non-ECC
% clicking on MPU	17%	6%

Significant differences are highlighted in blue

CLK1: Sample = 300 seeing digital MPU (150 on BBC.com, 150 on thedailybeast.com/newsweek)



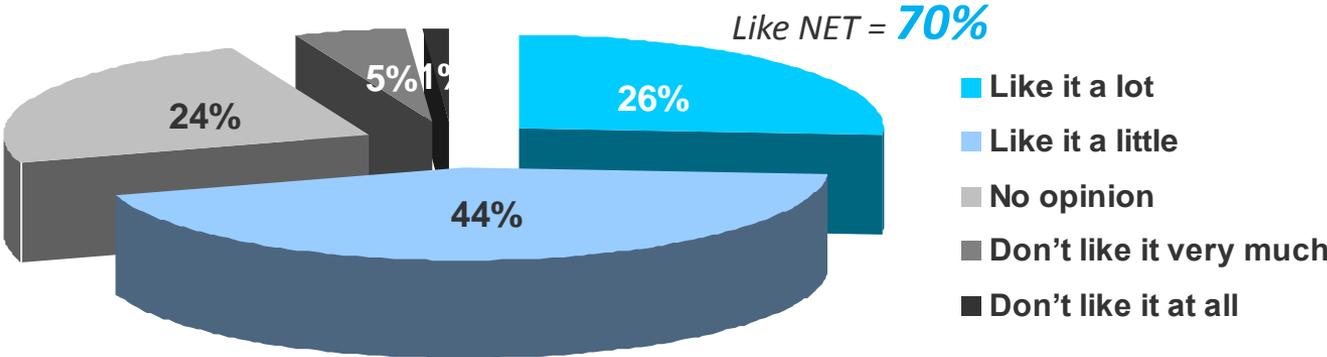
Reactions to the Down to Business web pages



The Down to Business pages of the website are also liked rather than loved; it has most appeal to ECCs



Likeability of Down to Business web pages



% liking web pages	ECC	Non-ECC
Like 'a little/a lot'	84%	67%

Significant differences are highlighted in blue

DTB2: Overall, what do you think of the content? Sample = 628 seeing DTB pages

The content and information about global/energy matters are what interest them. Amongst the small number disliking, some complain that there is too much content, and that it is cluttered and unengaging



What do they like/dislike about the Down to Business site?



Likes



“The site seems to have enough information, is very personable and makes me want to read the news contained therein” (Brazil)

Dislikes



“The information is not clear or engaging and the content is very dry” (UK)

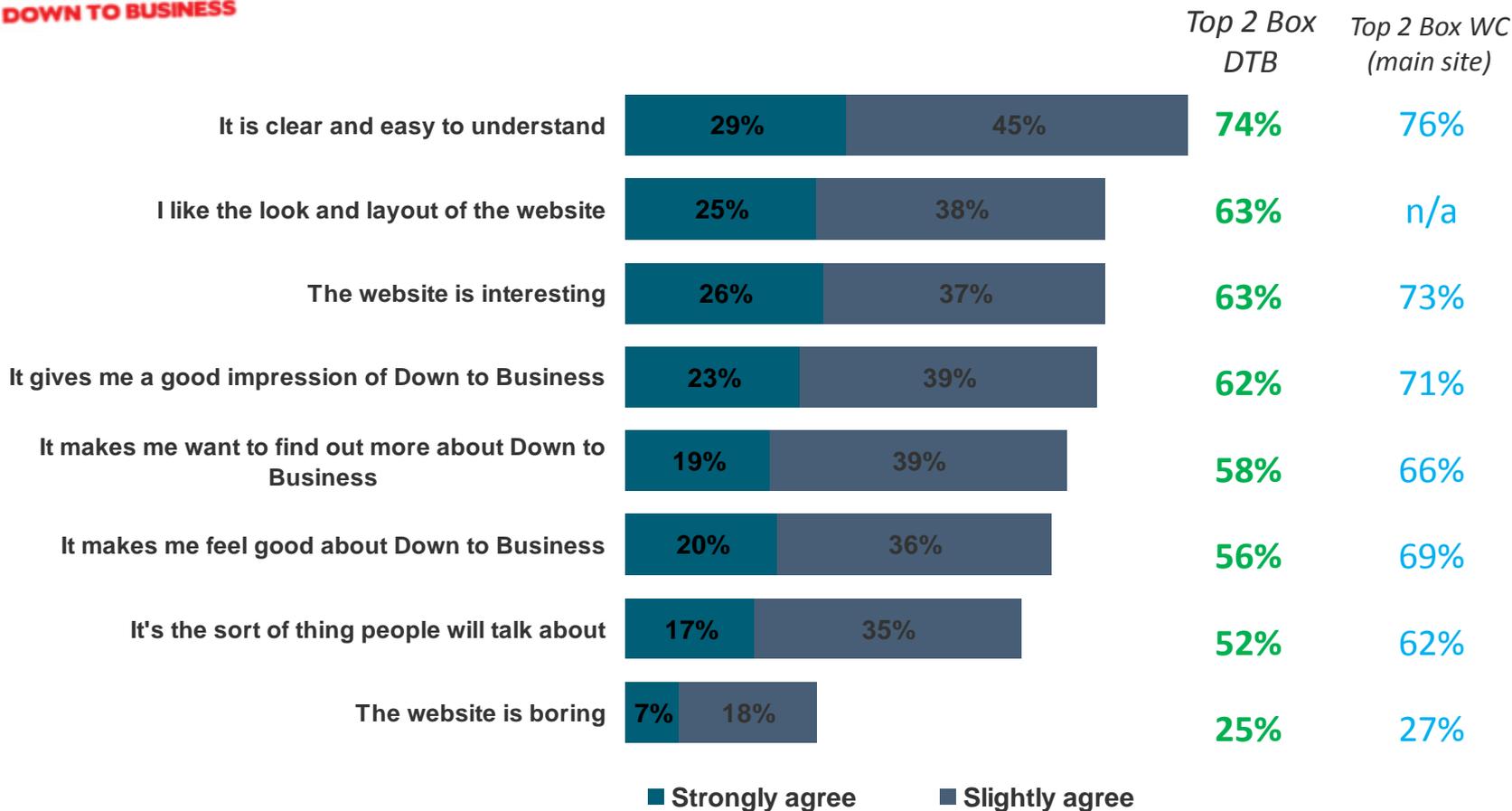


QDTB3: What do you like [IF CODE 1-2 AT Q10] / dislike [IF CODE 4-5 AT Q10] about the content? Please write in all the aspects you can think of. Sample = 440 liking the DTB pages, 36 disliking them

Over 60% perceive the content to be clear, like the layout and think it's interesting. However it's less likely to make them feel good or talk about the competition than the main website, and it's a little less interesting



% strongly agreeing with this statement about WC Down to Business (after seeing DTB pages)



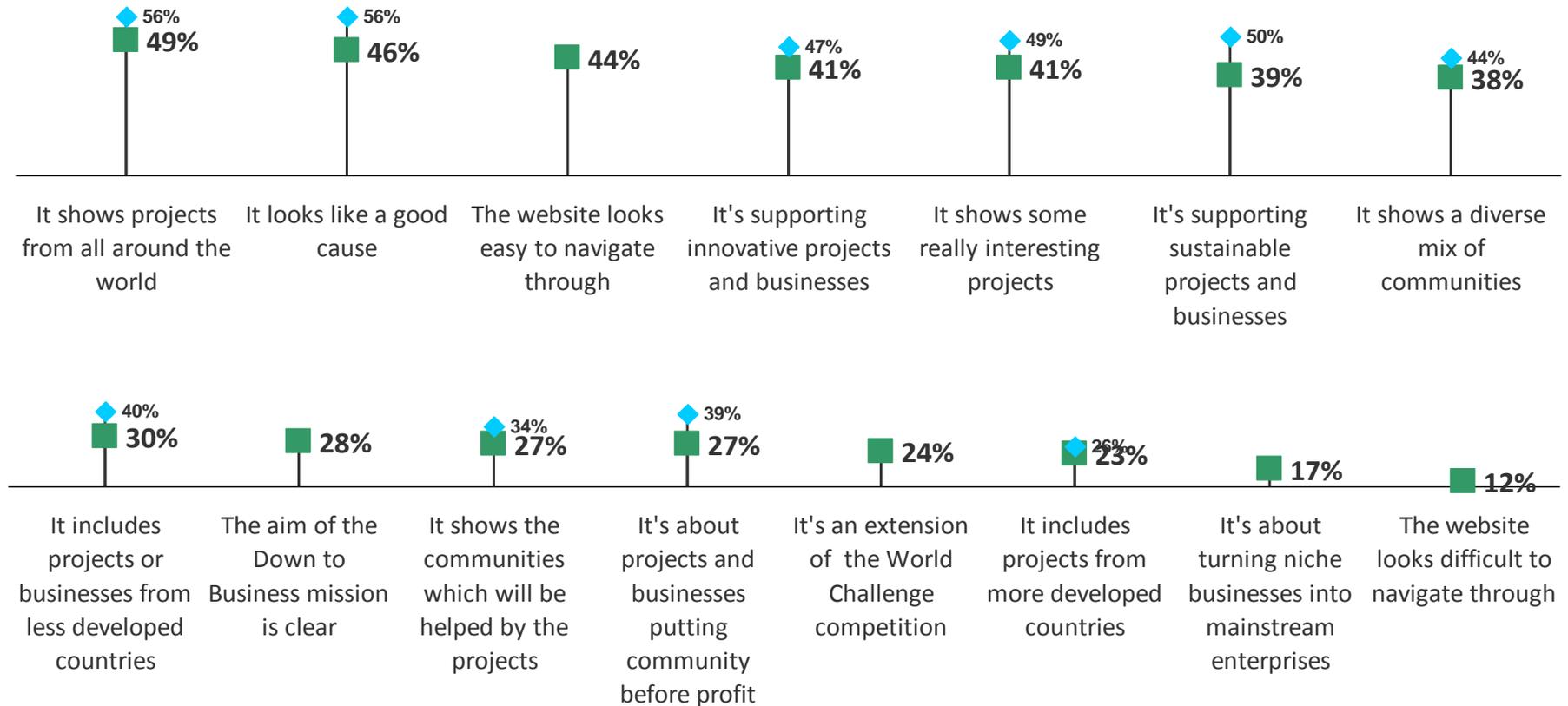
DTB4: We are going to show you some phrases that have been used to describe this content for Down To Business For each phrase, please indicate on the scale how strongly you agree or disagree with it. Sample = 628 seeing DTB pages / 300 seeing main website element only

And the main aim and values of the competition come across slightly less strongly on the DTB pages than they do for the main website



Key take outs from visiting **WORLD CHALLENGE DOWN TO BUSINESS** pages

Blue = WC (main website)
Green = Down to Business pages



DTB5: Which of the following statements would you say apply to the World Challenge 2011? You can choose as many or as few as you feel apply. Please select all that apply. Sample = 628 seeing DTB pages / 300 seeing main website element only