



Measuring Advertising Effectiveness

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Abstract

Evaluation of advertising or advertising effectiveness refers to the managerial exercise aimed at relating the advertising results to the established standard of performance and objectives so as to assess the real value of the advertising performance. This evolution exercise is also known as advertising research. It is an attempt to know whether the message designed properly has reached the greatest number of prospects at the least practical cost. It is an attempt to measure whether the time, talent and the treasure invested in the creative activity has resulted in attaining the goals of profit maximization to the advertiser and satisfaction to the consumers at large. In order to measure the effectiveness of advertising copy, pre-tests, post tests and concurrent tests can be undertaken. The research paper helps to understand the techniques and methods to measure the effectiveness of the advertising copy. This paper also highlights the importance of measuring the advertising effectiveness and essentials of effective advertising testing. Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited.

Keywords: Advertising, Advertising Effectiveness, Pre-tests, Post tests, Advertising Research.

Introduction

Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customers. Advertising is important for the society. Advertising helps educating people. There are some social issues also which advertising deals with like child labour, liquid consumption, smoking, family planning education, etc. thus, advertising plays a very important role in society.

Advertising effectiveness pertains to how well a company's advertising accomplishes the intended. Small companies use many different statistics to measure their advertising effectiveness. These measurements can be used for all types of advertising, including television, radio, direct mail, and internet advertising [1].

Ad effectiveness evaluation is a research activity and by its very nature, it is to establish the cause and effect relation between the efforts and the results. This ad effectiveness is to be seen in five areas namely, markets, motives, messages, media and overall results. The types of tests applied in advertisement evaluation are:

- Pre-Testing
- Concurrent Testing
- Post Testing.

Objectives of the Study

- To study the concept of Advertising Effectiveness.
- To know the importance of measuring the Advertising Effectiveness.
- To understand the techniques and methods to measure the effectiveness of the advertising.
- To know the Essentials of effective Advertising testing.

Research Methodology

This study is based on secondary sources of data or information.

The paper is prepared with the help of secondary data by analyzing the different research papers, articles and journals. Different books, newspapers and relevant websites have been consulted in order to make the study effective one.

Review of Literature

Bendixen [2] developed an advertising effectiveness model and some practical sets of propositions that relates to long-term consumer behaviour and have profound practical implications for the management of the advertising function. Keshari et al. [3] in their research explored the factors viz. attractive visuals, believability, informational content, relevance, memorability and persuasiveness that make service print advertisement more effective.

Measuring Advertising Effectiveness

All advertising efforts are directed mainly towards the achievement of business, marketing and advertising objectives i.e., to increase the sales turnover and thus to market the maximum profit. The advertiser spends millions in to this advertising activity. In the background of all these efforts, is an attempt to attract the customer towards the product through advertising. As soon as the advertising campaign is over, a need is generally arisen to measure the effectiveness of the campaign. Whether, it has achieved the desired results i.e. desired sales profitability or results in terms the change in customer behaviour in favor of the company's product which will naturally, affect the future sale of the product.

In order to measure the effectiveness of advertising copy, two types of tests pre-tests and post-tests can be undertaken. Pre-tests are generally conducted in the beginning of the creation process or at the end of creation process or production stage. There are several pre and post tests techniques to measure the effectiveness of the advertising copy.

The effectiveness of advertising in a particular media may also be measured in any of the following ways;

- By giving different addresses to different media,
- Different newspapers may be selected for advertisements of different departments,
- Coupon blank etc. may be provided with the advertisement or
- Enquiry from consumers should mention the name of the source of information.

The technique is known as keying the advertising. Thus in **measuring advertising effectiveness** we include measuring of the effectiveness of advertising campaign, advertising copy and the effectiveness of individual media.

Importance of Measuring the Advertising Effectiveness

- **It acts as a Safety measure:** Measuring advertising effectiveness helps in finding out ineffective advertisement and advertising campaigns. It facilitates timely adjustments in

advertising to make advertising consumer oriented and result oriented. Thus waste of money in faulty advertising can be avoided.

- **Provides feedback for remedial measures:** Measuring advertising effectiveness provides useful information to the advertisers to take remedial steps against ineffective advertisements.
- **Avoids possible failure:** Advertisers are not sure of results of advertising from a particular advertising campaign. Evaluating advertising effectiveness helps in estimating the results in order to avoid complete loss.
- **To justify the Investment in Advertising:** The expenditure on advertisement is considered to be an investment. The investment in advertising is a marketing investment and its objectives should be spelt out clearly indicating the results expected from the campaign. The rate and size of return should be determined in advance. If the expected rate of return is achieved in terms of additional profits, the advertisement can be considered as effective one.
- **To know the Communication Effect:** The effectiveness of the advertisement can be measured in terms of their communication effects on the target consumers or audience. The main purpose of advertising is communicated the general public, and existing and prospective consumers, various information about the product and the company. It is therefore desirable to seek post measurements of advertising in order to determine whether advertisement have been seen or heard or in other words whether they have communicated the theme, message or appeal of the advertising.
- **Compare two markets:** Under this procedure, advertising is published in test markets and results are contrasted with other. Markets – so called control markets – which have had the regular advertising program. The measurements made to determine results may be measurements of change in sales, change in consumer attitudes, changes in dealer display and so on depending upon the objectives sought by the advertiser [4].

Methods of Measuring Advertising Effectiveness [5]

I. Pre-testing Methods:

- **Check-list test:** A check-list is a list of good qualities to be possessed by an effective advertisement. A typical check- list provides rating scale or basis for ranking the ads in terms of the characteristics. These characteristics may be honesty, attention getting, readability, reliability, convincing ability, selling ability and the like. The ad that gets highest score is considered as the best.
- **Opinion test:** Opinion test or consumer jury test is one that obtains the preference of a sample group of typical prospective consumers of the product or the service for an ad or part of it. The members of the jury rate the ads as to their head-lines, themes, illustrations, slogans, by direct comparison.
- **Dummy magazine and port-folio test:** Dummy magazines are used to pre-test the ads under conditions of approximation resembling normal exposure. A dummy magazine contains standard editorial material, control ads that have been already tested and the ads to be tested. The sample households receive these magazines and the interviews are conducted to determine recall scores. Port-folio test is like that of dummy magazine test except that the test ads are placed in a folder that contains control ads. The respondents are given these folders for their

reading and reactions. The test scores are determined in the interview. The ad with highest score is taken as the best.

- **Inquiry test:** It involves running two or more ads on a limited scale to determine which is most effective in terms of maximum inquiries for the offers made. These inquiry tests are used exclusively to test copy appeals, copies, illustrations, and other components.
- **Mechanical tests:** These mechanical tests are objective in nature unlike the one already explained. These help in provide good measures as to how respondent are eyes and emotions reaching a given advertisement. The most widely used mechanical devices are: Eye Movement Camera, Perceptoscope, Psycho-galvanometer and Tachistoscope.

II. Concurrent Testing Methods:

- **Co-incidental surveys:** This is called as coincidental telephone method also whereby a sample of households is selected, calls are made during the time programme broadcast, the respondents are asked whether their radio or television is on, and if so, to what station or programme it is tuned? The results of the survey are used to determine the share of response for the advertisement or the programme.
- **Consumer diaries:** This method involves giving the families selected in advance of diary or individual diaries to the members of the family. The selected families and individual respondents are asked to record the details about the programme they listen or view. The diaries are collected periodically to determine the scores.
- **Mechanical devices:** The mechanical devices used to measure the ad differences concurrently are more common to broadcast media. These are:
 - Audio meters
 - Psychogalvanometer
 - Tachistoscope
- **Traffic counts:** Traffic counts are of special applicability to outdoor advertising. One can get good deal of information through traffic counts. This counting is done by independent organizations may be private or public. This work is also undertaken by advertising agencies. For instance, how many automobiles and other vehicles were exposed to a bulletin board or a poster or a wall painting and how many times? Can be determined.

III. Post-testing Methods:

- **Inquiry tests:** It is controlled experiment conducted in the field. In inquiry test, the number of consumer inquiries produced by an advertising copy or the medium is considered as to the measure of its communication effectiveness. Therefore, the number of inquiries is the test of effectiveness which can be produced only when the ad copy or the medium succeeds in attracting and retaining reader or viewer attention. To encourage inquiries, the advertiser offers to send something complimentary to the reader or the viewer, if he replies.
- **Split-run test:** A split-run test is a technique that makes possible testing of two or more ads in the same position, publication, issued with a guarantee of each ad reaching a comparable group of readers. It is an improvement over the inquiry test in that the ad copy is split into elements like appeal layout headline and so on. Here also, the readers are encouraged to reply the inquiries to the keyed or the given address.



- **Recognition tests:** Recognition is a matter of identifying something as having seen or heard before. It is based on the memory of the respondent. It attempts to measure the ad effectiveness by determining the number of respondents who have read or seen the ads before. To arrive at the results, readership or listenership surveys are conducted.
- **Recall tests:** Recalling is more demanding than recognizing as a test of memory. It involves respondents to answer as to what they have read, seen or heard without allowing them to look at or listen to the ad while they are answering. There are several variations of this test. One such test is Triple Association Test which is designed to test copy themes or the slogans and reveals the extent to which they have remembered.
- **Sales tests:** Sales tests represent controlled experiment under which actual field conditions than the simulated are faced. It attempts to establish a direct relationship between one or more variables and sales of a product or service. It facilitates testing of one ad against another and one medium against another.

Essentials of Effective Testing

- ❖ Establish communication objectives.
- ❖ Use a consumer response model.
- ❖ Use both pre tests & post tests.
- ❖ Use multiple measures.
- ❖ Understand and implement proper research [6].

Conclusion

To sum-up, advertising effectiveness testing is a must to avoid costly mistakes, to select the best alternative from the apparently equal alternatives, to resolve the differences of opinion and to add to the store of knowledge having deep bearing on advertising effectiveness and efficiency. Advertising effectiveness testing can be at three levels namely, prior to, during and after the release of an advertising. There are many methods to choose. The final results depend on the validity, reliability and the relevance of each method employed. Testing, if done in good faith, can payout its costs and rich dividends too.

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