

## THE IMPACT OF EXPOSURE

Measuring advertising effectiveness but not relying on recall – we use real exposure to your media plan.

## CONNECTED DATA

YouGovCampaignIndex connects the data we collect on our panel and overlays that onto your media plan.

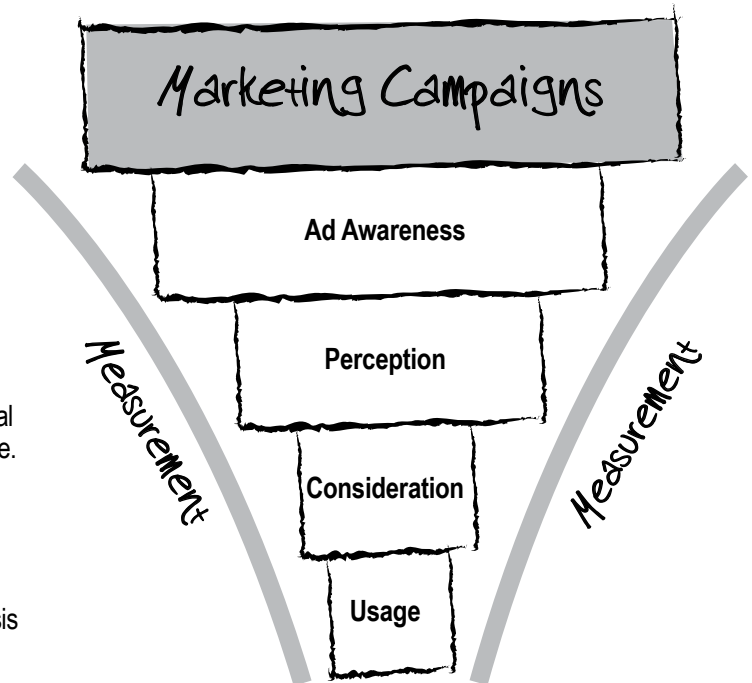
We collect our data from

- TV Consumption
- Print readership
- Radio listenership
- Digital usage
- Social interaction

This is done using our daily media consumption survey, our social media analysis tool, SoMA and our digital tracking tool, Pulse.

## WHAT IT MEANS FOR YOU

- Media consumption is collected on an episode and edition basis
- Data is connected between the demographic variables we regularly collect and your media campaign
- We know what our panel have been exposed to rather than relying on recall
- Analysis
  - Look at changes in brand perception
  - Look at changes in behaviours
  - By looking at those that have been exposed to the campaign and those that were not
  - Analysing by each channel & execution of the campaign
- Outcome - the ability to adapt creative and media plan to fulfill the campaign objective for the target audience, sales and revenue



## EXPOSURE

Traditional research relies on individuals recalling if they have seen or been exposed to a campaign. Through our connected data we KNOW if they have been exposed so can really tell you if your campaign has impacted the people you want to get it to.

