

COOLMEDIA

Campaign Effectiveness Study

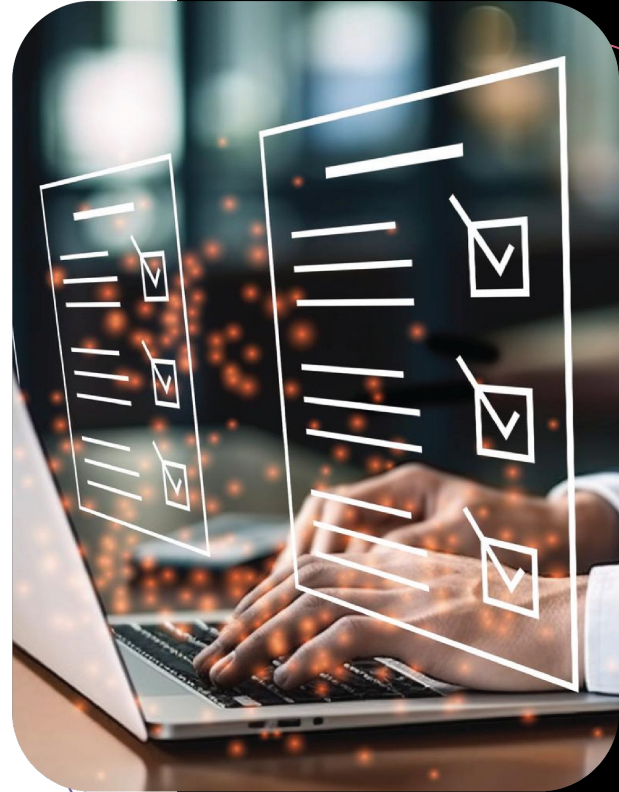
Suzuki BVOD CES



CM | Questionnaire

Appends known age and gender data (421 Respondents)

- Thinking about cars, what is the first brand that comes to mind?
- Which of the following brands have you recently seen advertising for?
- Thinking about each of these brands, using a scale from 0-10 where 0 means very unfavourable and 10 means very favourable, please rate your overall feelings towards each brand
- Where do you recall having seen this advertisement recently?
- What do you remember most about the ad that you saw?
- Who do you think is responsible for this advertising?
- Which of the following best describes how the ad made you feel about Suzuki after seeing the ad?
- Having seen the ad, how likely are you to consider Suzuki the next time you consider purchasing a car?
- Why do you say that?



CM | Questionnaire *(continued...)*

- Please can you indicate whether you agree or disagree with the following words/phrases and how they apply to Suzuki overall?
- If you were intending to buy a car and you had a choice, which would you choose first?
- Why do you say?
- When are you next intending to purchase a car?
- Thinking about your next car purchase, which of the following options would you consider using?
- Thinking about your next car purchase, what price range would you consider paying?
- Do you currently own your own car?
- How frequently do you usually drive your, or someone else's car?
- Which, if any, of the following factors do you consider to be most important to you when considering purchasing a car, whether it be new or used?





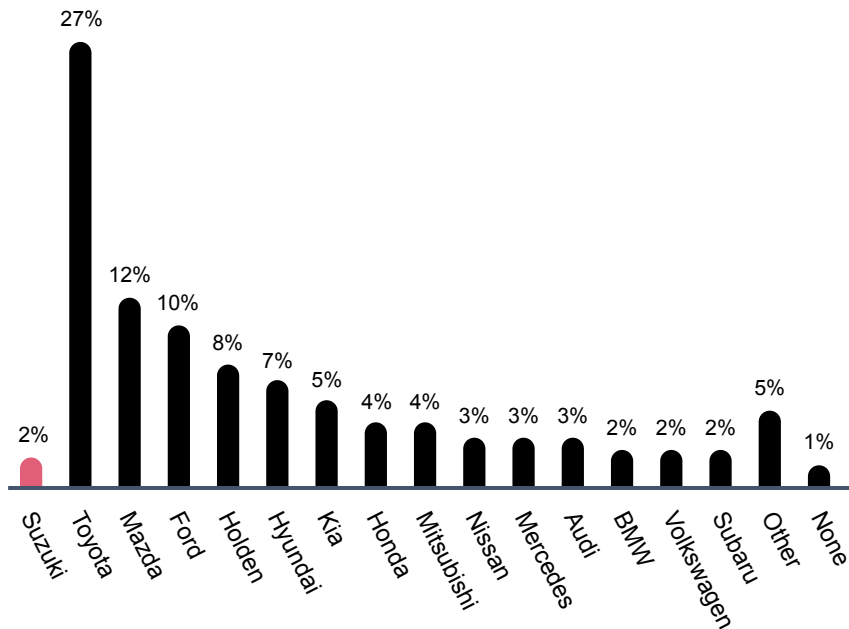
Thinking about cars, what is the first brand that comes to mind?

Results

Toyota had the highest top of mind recall with 27% of respondents mentioning them as the first brand of cars that came to mind. Just eight respondents (2%) mentioned Suzuki first.

What All This Means

This data clearly suggests that overall top of mind unprompted awareness for Suzuki is considerably low in the auto category with only 8 respondents out of 421 recalling Suzuki first. This result places Suzuki equal 13th as the first auto brand people can remember. To us it highlights the need for ongoing brand activity.





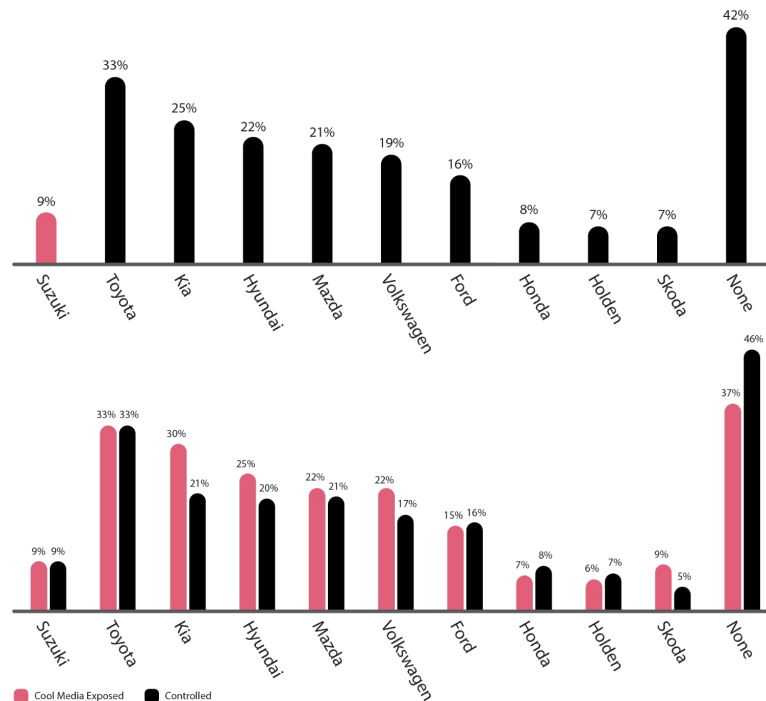
Which of the following brands have you recently seen advertising for?

Results

Prompted recall for recent advertising exposure saw the highest recall for Toyota, followed by Kia and Hyundai. Respondents in the Cool Media exposed group were equally likely to have recalled seeing an ad for Suzuki as those in the controlled group.

What All This Means

Whilst quite low, a 9% brand recall benchmark can be used as a starting point for future studies to build on. Whilst we can't comment on the level of activity brands ahead of Suzuki were doing at the same time, or budgets that were spent, brand alignment to events, shows, we would suggest running another study within 2-3 months to again measure performance.





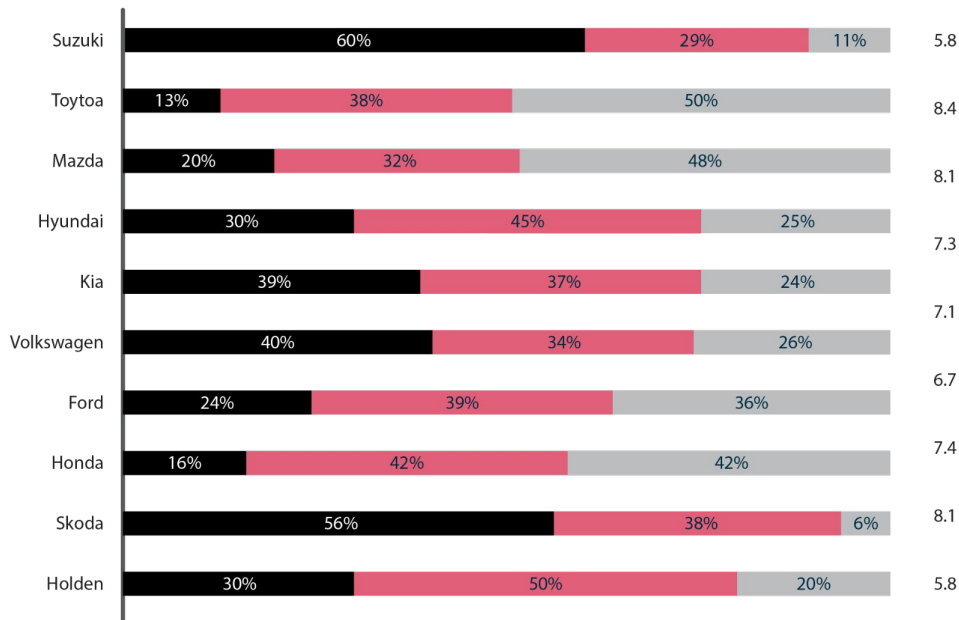
Thinking about each of these brands, please rate your overall feelings towards each brand.

Results

When we asked participants to rate their feelings towards the brands they had recently seen advertising for, Toyota ranked first with an average score of 8.4/10. Suzuki received an average score of 5.8. 11% of the 376 respondents asked, rated Suzuki either a 9 or 10 out of 10.

What All This Means

While your overall brand sentiment score is 5.8, we would be re- engaging the 60% of respondents who rated you 0-6 with a follow up question in your next study as to why they felt this way about your brand. We would also suggest you ask about people's overall feelings towards brands like Toyota, Mazda, Hyundai, Kia as they seem to be the main competitors scoring well & with highest brand & message recall.





CES Results: Ad Recall

Where do you recall having seen this advertisement recently?

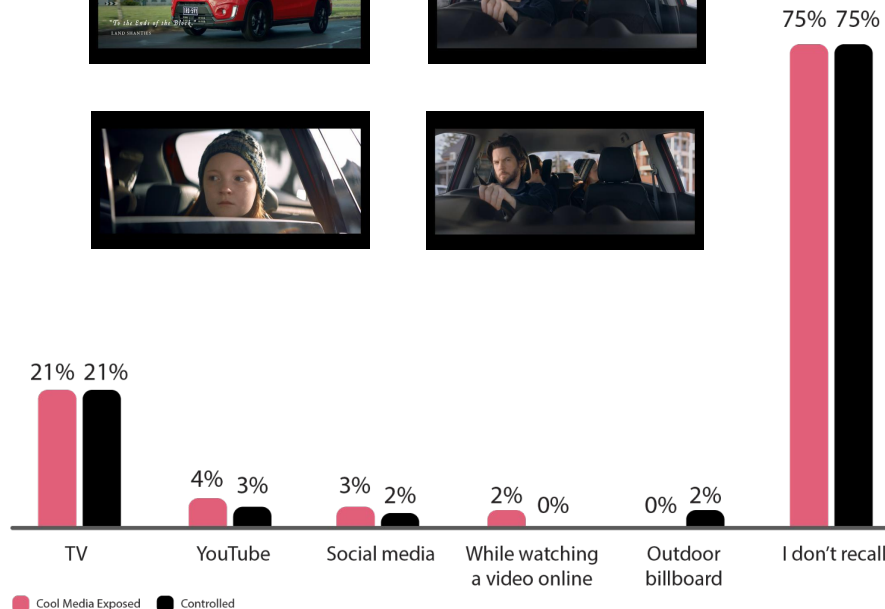
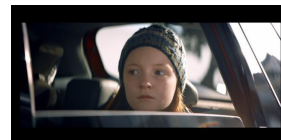
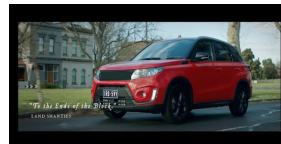
Results

21% of the Cool Media exposed audience recall seeing the ad across TV/Catch Up TV.

What All This Means

This is a great result for BVOD as it demonstrates as a branding platform respondents had much higher ad recall compared YouTube, Social, OLV and Out-Of-Home.

This result also exceeds our internal ad recall benchmarks across BVOD by 8%, which sits at an average of 13%



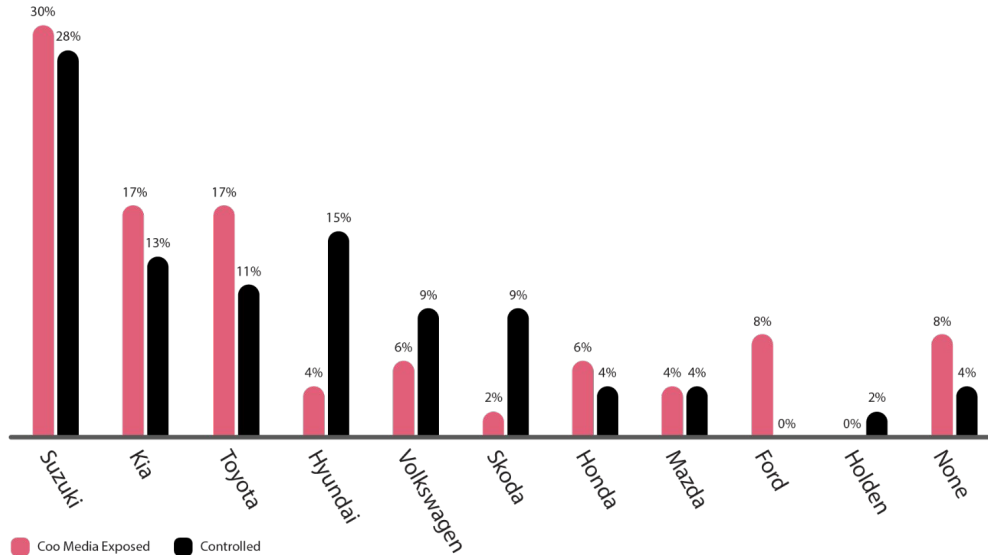


CES Results: Ad Recall

Who do you think is responsible for this advertising?

What All This Means

30% of respondents exposed to your activity recalled this campaign was for Suzuki. It also means that 70% of people do not recall it was ad for Suzuki. This insights would be good to use as a benchmark to build on for future campaigns.



[illegible]

The linking dialogues to reach a destination

Almond milk and the bad singing

Sponsorship of The Block and the contestants use the cars

Driving around to different places to get mik

The red car

The song matching in with Vitara

That it was a Suzuki ad. It showed the versatility of the vehicle, that it could be a family car, the safety features and the 'feel-good' feeling it had.

The interaction between the dad and child

Suzuki red SUV

A very catchy tune was played while he was driving his Vitara

The singing by the driver

Talking like a Viking

A red car with father and two children

I loved the song

Not much, just the red car

The terrible song

Suzuki with music playing in the background

That the man had to go back and get almond milk but he didn't mind because he likes driving his car

The silly music

Man in car going out for something he forgot to buy

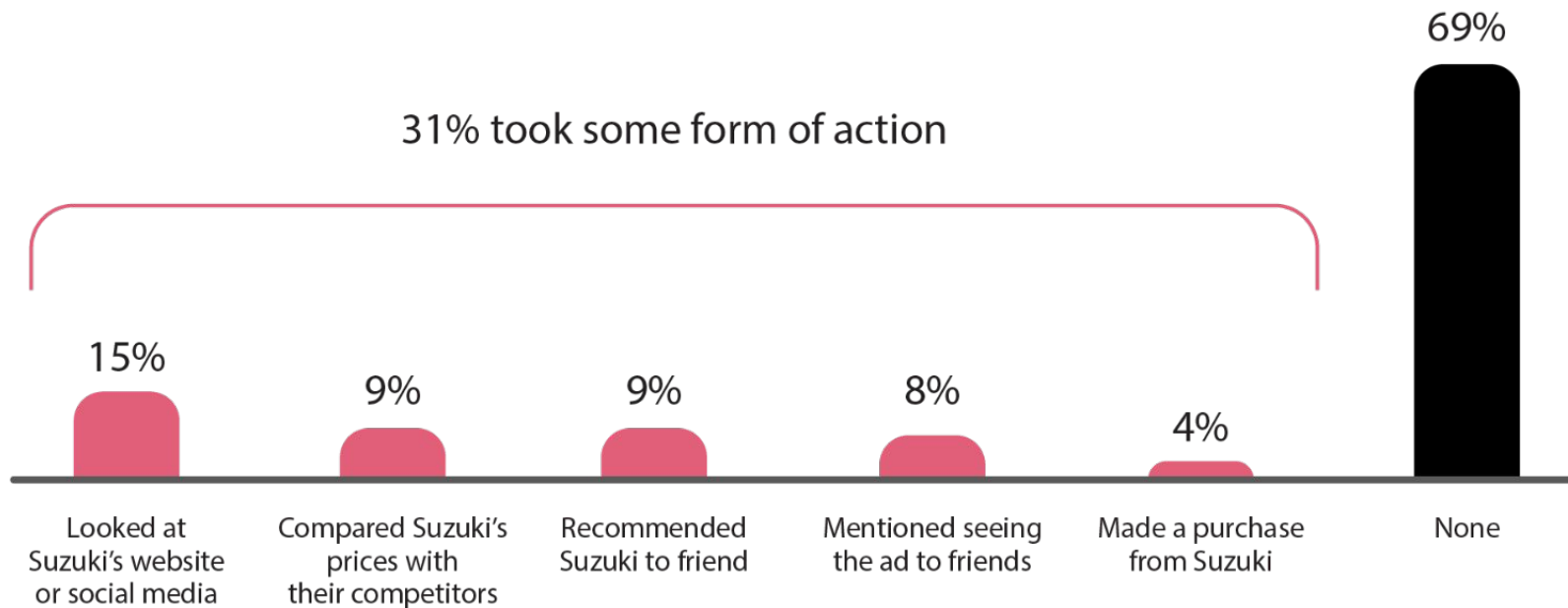
Car looks good

Red car and a very serious looking guy in his late 30's



CES Results: Ad Consideration

After seeing the ad, have you...





CES Results: Ad Recall & Action Taken

After seeing the ad, have you ...

by Where do you recall having seen this advertisement recently?

	On TV/ Catch up TV (n=88)	On YouTube (n=16)	Social media (n=11)	While watching a video online (n=5)	Outdoor Billboard (n=5)
Looked at Suzuki's website or social media	8%	38%	45%	40%	60%
Compared Suzuki's prices with their competitors	9%	31%	18%	20%	0%
Recommended Suzuki to friends/ family/ colleagues	9%	31%	27%	40%	20%
Mentioned seeing the ad to friends/ family/ colleagues	7%	25%	27%	20%	20%
Made a purchase from Suzuki	3%	0%	0%	20%	0%
None of the above	76%	31%	27%	40%	20%



CES Results: Brand Awareness

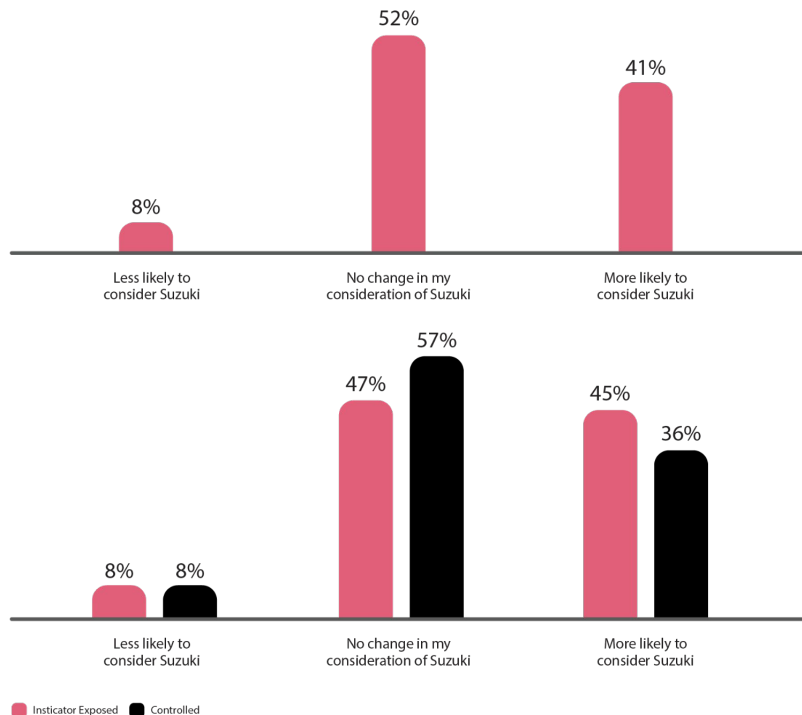
How likely are you to consider Suzuki the next time you consider purchasing a car?

Results

45% of the COOL Media Exposed respondent group who recalled seeing the advertisement said they were more likely to consider Suzuki the next time they consider purchasing a car.

What All This Means

A favourable result here with almost 1 in every 2nd respondent who was exposed to your ad saying they are more likely to consider Suzuki the next time they're in the market for a new car.





CES Results: Ad Recall & Action Taken

How likely are you to consider Suzuki the next time you consider purchasing a car?

COOL Media Exposed

They have good premium cars at affordable price

Never driven a Suzuki and have never considered ownership

I'm not ready to purchase a new car as yet but when I am, I will consider Suzuki Vitara and Jimny

They're a good brand and the car looks good. I would do more research on it

I had a Suzuki before and did not have a good experience with it, but I am open to changing my opinion about them

As it's a good brand of car and can be convenient to use and get around in

I have owned a number of Suzukis and the ad reminded me of the fun I had in those cars

Never thought about Suzuki before

Suzuki is more modern then I remember it

I am happy with my Honda and too old to buy another car

I already have a Suzuki and I love them but would like to try something different next time

The ad made the car more appealing and gave me something to think about

Controlled

It depends on the actual product, not an ad

It looks like it could be a good choice

I have never really looked at Suzuki and I didn't remember what car brand was being advertised

I look at all brands before I make my decision

Not planning a new purchase but if I was not sure Suzuki would be a brand I would consider

I'd weigh up all options and comparisons with other brands

Why would it? It's advertising - it's trying to get you to buy it. Advertising doesn't sway me at all. Research is required with any purchase

The new models look sporty and appealing

Didn't really convince me to investigate/like Suzuki any more

Have previously owned a Suzuki

I would base my purchase of a Suzuki on price mainly, not what is purported in an ad

The ad doesn't tell anything about the brand



CES Results: Key Learnings

Biggest result, or surprise, was the current level of brand awareness within the Auto category and where you currently sit for unprompted Brand Recall. 2% is a low base, but it gives you benchmark to improve this result with further studies.

Positive outcomes from the study was that one in every three respondents took some form of action after seeing your ad (with four people buying a car!). The other positive was how well your BVOD activity performed with respondent's ad recall.

Key Takeaways & Future Recommendations

- **Frequency:** Results from the BVOD media campaign alone delivered a reach of 226k across all devices plus a frequency of 1.85
- **Creative & Benchmarks:** Results from the creative recall and brand association question indicate that people who were exposed to your ad did remember it was for Suzuki.
- **Recommendation:** Moving forward we highly recommend an always-on approach to ensure you raise your (unprompted) awareness and Brand Recall levels. Based on what channels delivered strong recall levels, BVOD is a must include for all brand campaigns. We also suggest setting and measuring benchmarks around the following: **Awareness & Brand Recall**





Ben Lynch

**Group Media Director,
Noisy Beast**

Client Testimonial

“COOL Media's dashboard is setting a standard few other outlets are reaching right now. We found the insights it provided to be extremely helpful - and using the dashboard itself to be a snap.”

COOLMEDIA

Contact us today
To learn more about
'How We Work'

