

Presentation for – Assessing the reach of adverts and diagnosing the performance of the adverts within proven re-callers

Prepared for: Mint

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December 2009



Research Objective

- The objectives of research were –
 - To assess the proven recall of adverts and also to diagnose performance on key rational and emotional parameters such as:
 - Brand Reach
 - Likeability
 - Credibility

Research Methodology

■ Centers & Sample Sizes

- Face to face interviews were conducted in:
 - Delhi 311
 - Mumbai 301
 - Bangalore 301
- Total Sample size covered was 913

■ Target Respondents

- CWE and Housewives/ working women
- Age of 18–40 years
- SEC A & B
- C&S Households

Detailed Diagnostics

Advertisement - Awareness & brand recall

Brand	Awareness (%)	Brand Recall (%)
Fevicol	67	97
BBCWorld	38	0
IDBI Bank	56	87
Indian Bank	26	58
Kellogs	65	82
Kalash Oil	13	0
Alpenlibe	57	35
Nestle Eclair	64	81
Tata Insurance	49	98
Vodafone	85	97
Maruti SX4	24	71
Virgin Mobile	56	63
Toyota Innova	56	96
SonaChandi	47	58
Nescafe	34	91
Nestle Polo	77	97

Base

230

MQ1 Different people have different perceptions. I would like to tell the description of some advertisements. Please tell me whether you have seen this advertisement - **AWARENESS**

MQ 1a Could you please tell me the brand related to this advertisement? – **BRAND RECALL**

Advertisement - Awareness & brand recall

Brand	Awareness (%)	Brand Recall (%)
Nescafe	55	82
Nestle Polo	64	99
Vodafone	54	52
Godrej-Ezee	46	90
Wipro- Safewash	51	76
Tata Docomo	68	96
Dominos	43	85
Krack	36	92
Parachute	33	89
Parle Chips	41	86
GoodKnight	45	73
Tata Insurance	50	83
Nescafe	47	90
Kelloges	50	86
Nestle Eclair	41	82
Vodafone	34	75

Base

228

MQ1 Different people have different perceptions. I would like to tell the description of some advertisements. Please tell me whether you have seen this advertisement - **AWARENESS**

MQ 1a Could you please tell me the brand related to this advertisement? – **BRAND RECALL**

Advertisement - Awareness & brand recall

Brand	Awareness (%)	Brand Recall (%)
ICICI Investment	65	71
Tanishqe	38	30
Bournvita	47	18
Dabur	48	0
Nestle-Polo	55	74
Tata Docomo	35	58
Virgin Mobile	42	67
Maggi soup	49	24
McDonalds	34	50
Vodafone Mobile	54	44
Tata insurance	55	86
Nestle-Eclair	47	58
Toyota.Innova	31	4
Emami	48	35
SonyVaio	69	68
Kalash	31	31

Base

229

MQ1 Different people have different perceptions. I would like to tell the description of some advertisements. Please tell me whether you have seen this advertisement - **AWARENESS**

MQ 1a Could you please tell me the brand related to this advertisement? – **BRAND RECALL**

Advertisement - Awareness & brand recall

Brand	Awareness (%)	Brand Recall (%)
Vodafone mobile	98	97
Boroplus moisturizer	8	39
Axis mutual funds	44	56
Nerolac paints	51	17
Tata Sky	77	88
Mahindra scooters	36	12
Vivel shampoo	16	30
Bingo	81	82
Breeze Soap	37	79
Lifebuoy	53	82
Sprite	82	88
Raymonds suitings	50	88
Mahindra trucks	42	81
JSW	5	0
LG washing machine	8	0
Vodafone mobile	98	97

Base

226

MQ1 Different people have different perceptions. I would like to tell the description of some advertisements. Please tell me whether you have seen this advertisement - **AWARENESS**

MQ 1a Could you please tell me the brand related to this advertisement? – **BRAND RECALL**

Advertisement - Likeability – Believe - Claimed

Brand	Likeability (%)	Enjoyed (%)	Believe (%)	Claimed (%)
Fevicol	99	93	84	93
BBC World	93	77	84	83
IDBI Bank	97	86	82	88
Indian Bank	98	86	78	78
Kellogs	99	82	86	93
Kalash Oil	97	86	86	93
Alpenlibe	93	82	86	86
Nestle Eclair	97	89	86	83
Tata Insurance	96	91	92	94
Vodafone	96	90	89	96
Maruti SX4	98	85	85	100
Virgin Mobile	95	83	88	89
Toyota Innova	97	90	91	91
Sona Chandi	96	88	94	93
Nescafe	97	87	82	87
Nestle Polo	95	88	88	90

MQ 2a Do you like this advertisement? - Likeability

MQ 2b Do you enjoy seeing this advertisement ? - Enjoyed

MQ 2c Do you believe this advertisement? - Believe

MQ 2d Is the claimed message in this advertisement believable? - Claimed

Advertisement - Likeability – Believe - Claimed

Brand	Likeability (%)	Enjoyed (%)	Believe (%)	Claimed (%)
Nescafe	100	90	78	83
Nestle Polo	98	90	79	83
Vodafone	99	93	70	84
Godrej- Ezee	96	94	74	75
Wipro- Safewash	95	83	71	68
Tata Docomo	98	90	74	77
Dominos	98	89	75	80
Krack	96	90	61	65
Parachute	97	80	56	65
Parle Chips	99	94	84	87
GoodKnight	96	87	63	70
Tata Insurance	97	93	78	77
Nescafe	98	92	80	84
Kelloges	96	84	69	68
Nestle Eclair	99	96	80	51
Vodafone	97	90	82	87

MQ 2a Do you like this advertisement? - Likeability

MQ 2b Do you enjoy seeing this advertisement ? - Enjoyed

MQ 2c Do you believe this advertisement? - Believe

MQ 2d Is the claimed message in this advertisement believable? - Claimed

Advertisement - Likeability – Believe - Claimed

Brand	Likeability (%)	Enjoyed (%)	Believe (%)	Claimed (%)
ICICI Investment	98	93	93	89
Tanishqe	94	83	90	89
Bournvita	90	73	78	78
Dabur	98	90	95	87
Nestle-Polo	94	86	87	86
Tata Docomo	95	89	90	88
Virgin Mobile	96	92	90	82
Maggi soup	93	87	88	80
McDonalds	91	78	83	81
Vodafone Mobile	93	87	81	77
Tata insurance	95	88	86	75
Nestle-Eclair	94	85	92	81
Toyota.Innova	87	80	84	76
Emami	94	82	85	73
SonyVaio	92	80	86	81
Kalash	79	66	67	59

MQ 2a Do you like this advertisement? - Likeability

MQ 2b Do you enjoy seeing this advertisement ? - Enjoyed

MQ 2c Do you believe this advertisement? - Believe

MQ 2d Is the claimed message in this advertisement believable? - Claimed

Advertisement - Likeability – Believe - Claimed

Brand	Likeability (%)	Enjoyed (%)	Believe (%)	Claimed (%)
Vodafone mobile	100	100	97	96
Boroplus moisturizer	100	89	78	94
Axis mutual funds	99	98	76	79
Nerolac paints	99	97	83	83
Tata Sky	99	98	92	93
Mahindra scooters	99	98	72	70
Vivel shampoo	97	97	89	95
Bingo	99	99	93	93
Breeze Soap	100	96	82	87
Lifebuoy	99	97	86	92
Sprite	99	98	90	88
Raymonds suitings	98	96	79	83
Mahindra trucks	99	98	66	63
JSW utilities	100	100	100	100
LG washing machine	95	89	11	89
Vodafone mobile	100	99	96	96

MQ 2a Do you like this advertisement? - Likeability

MQ 2b Do you enjoy seeing this advertisement ? - Enjoyed

MQ 2c Do you believe this advertisement? - Believe

MQ 2d Is the claimed message in this advertisement believable? - Claimed

Marketers Dream

- *The advert should be able to break the clutter & reach my set of target group.*
- *They should be able to connect my brand within the target group.*

Therefore the acid test used for short listing the top ads has been basis

- *The consumer should recall seeing the advertisement - A*
- *Should be able to Recall the brand - B*
- *Basis the above we have created a Reach Index*
 - *Proportion of $(A \times B)/100$ – Reach Index*

Marketers Objective of Breaking the Clutter – Reach Index

Top Ads	Brand	Awareness (%) (A)	Brand Recall (%) (B)	Reach Index of the advert ((AxB)/100)
1	Vodafone mobile	98	97	95
2	Vodafone mobile	98	97	95
3	Vodafone	85	97	82
4	Nestle Polo	77	97	75
5	Sprite	82	88	72
6	Tata Sky	77	88	68
7	Bingo	81	82	66
8	Tata Docomo	68	96	65
9	Fevicol	67	97	65
10	Nestle Polo	64	99	63
11	Toyota Innova	56	96	54
12	Kellogs	65	82	53
13	Nestle Eclair	64	81	52
14	IDBI Bank	56	87	49
15	Tata Insurance	49	98	48
16	Tata insurance	55	86	47
17	SonyVaio	69	68	47
18	ICICI Investment	65	71	46
19	Nescafe	55	82	45
20	Raymonds suitings	50	88	44



Contd...

Top Ads	Brand	Awareness (%) (A)	Brand Recall (%) (B)	Reach Index of the advert ((AxB)/100)
21	Lifebuoy	53	82	43
22	Kelloges	50	86	43
23	Nescafe	47	90	42
24	Tata Insurance	50	83	42
25	Godrej-Ezee	46	90	41
26	Nestle-Polo	55	74	41
27	Wipro- Safewash	51	76	39
28	Dominos	43	85	37
29	Virgin Mobile	56	63	35
30	Parle Chips	41	86	35
31	Mahindra trucks	42	81	34
32	Nestle Eclair	41	82	34
33	Krack	36	92	33
34	GoodKnight	45	73	33
35	Nescafe	34	91	31
36	Parachute	33	89	29
37	Breeze Soap	37	79	29
38	Virgin Mobile	42	67	28
39	Vodafone	54	52	28
40	SonaChandi	47	58	27

Contd...

Top Ads	Brand	Awareness (%) (A)	Brand Recall (%) (B)	Reach Index of the advert ((AxB)/100)
41	Nestle-Eclair	47	58	27
42	Vodafone	34	75	26
43	Axis mutual funds	44	56	25
44	Vodafone Mobile	54	44	24
45	Tata Docomo	35	58	20
46	Alpenlibe	57	35	20
47	Maruti SX4	24	71	17
48	McDonalds	34	50	17
49	Emami	48	35	17
50	Indian Bank	26	58	15
51	Maggi soup	49	24	12
52	Tanishqe	38	30	11
53	Kalash	31	31	10
54	Nerolac paints	51	17	9
55	Bournvita	47	18	8
56	Vivel shampoo	16	30	5
57	Mahindra scooters	36	12	4
58	Boroplus moisturizer	8	39	3
59	Toyota.Innova	31	4	1
60	BBCWorld	38	0	0

Contd...

Top Ads	Brand	Awareness (%) (A)	Brand Recall (%) (B)	Reach Index of the advert ((AxB)/100)
61	Kalash Oil	13	0	0
62	Dabur	48	0	0
63	JSW	5	0	0
64	LG washing machine	8	0	0

Softer Issues of the Adverts –Adverts of Surf Excel, Adani, Rin, Lakme, Airtel & Ariel being liked the most

Brand	Likeability (%)	Enjoyed (%)	Believe (%)	Claimed (%)	*Ad diagnostics
JSW	100	100	100	100	100
Vodafone mobile	100	100	97	96	98
Vodafone mobile	100	99	96	96	98
Bingo	99	99	93	93	96
Tata Sky	99	98	92	93	96
Vivel shampoo	97	97	89	95	95
Sprite	99	98	90	88	94
Lifebuoy	99	97	86	92	94
Tata Insurance	96	91	92	94	93
ICICI Investment	98	93	93	89	93
Vodafone	96	90	89	96	93
SonaChandi	96	88	94	93	93
Dabur	98	90	95	87	93
Fevicol	99	93	84	93	92
Toyota Innova	97	90	91	91	92
Maruti SX4	98	85	85	100	92
Breeze Soap	100	96	82	87	91
Parle Chips	99	94	84	87	91
Kalash Oil	97	86	86	93	91
Tata Docomo	95	89	90	88	91

* Average of Likeability, Enjoyment, Believe and Claimed

Contd...

Brand	Likeability (%)	Enjoyed (%)	Believe (%)	Claimed (%)	*Ad diagnostics
Nerolac paints	99	97	83	83	91
Nestle Polo	95	88	88	90	90
Boroplus moisturizer	100	89	78	94	90
Kellogs	99	82	86	93	90
Virgin Mobile	96	92	90	82	90
Vodafone	97	90	82	87	89
Tanishqe	94	83	90	89	89
Raymonds suitings	98	96	79	83	89
Nestle Eclair	97	89	86	83	89
Virgin Mobile	95	83	88	89	89
Nescafe	98	92	80	84	89
IDBI Bank	97	86	82	88	88
Nescafe	97	87	82	87	88
Nestle-Polo	94	86	87	86	88
Nestle-Eclair	94	85	92	81	88
Axis mutual funds	99	98	76	79	88
Nescafe	100	90	78	83	88
Nestle Polo	98	90	79	83	88
Maggi soup	93	87	88	80	87
Alpenlibe	93	82	86	86	87

Contd...

Brand	Likeability (%)	Enjoyed (%)	Believe (%)	Claimed (%)	*Ad diagnostics
Vodafone	99	93	70	84	87
Tata Insurance	97	93	78	77	86
Tata insurance	95	88	86	75	86
Dominos	98	89	75	80	86
Indian Bank	98	86	78	78	85
Godrej-Ezee	96	94	74	75	85
Tata Docomo	98	90	74	77	85
SonyVaio	92	80	86	81	85
Mahindra scooters	99	98	72	70	85
Vodafone Mobile	93	87	81	77	85
BBCWorld	93	77	84	83	84
Emami	94	82	85	73	84
McDonalds	91	78	83	81	83
Toyota.Innova	87	80	84	76	82
Nestle Eclair	99	96	80	51	82
Mahindra trucks	99	98	66	63	82
Bournvita	90	73	78	78	80
Wipro- Safewash	95	83	71	68	79
Kelloges	96	84	69	68	79
GoodKnight	96	87	63	70	79

Contd...

Brand	Likeability (%)	Enjoyed (%)	Believe (%)	Claimed (%)	*Ad diagnostics
Krack	96	90	61	65	78
Parachute	97	80	56	65	75
LG washing machine	95	89	11	89	71
Kalash	79	66	67	59	68

* Average of Likeability, Enjoyment, Believe and Claimed

Therefore the Overall Rating for the Top ads are as follows:

Top Ads	Brand	Awareness (%) (A)	Brand Recall (%) (B)	Reach Index of the advert ((AxB)/100)	*Ad diagnostics
1	Vodafone mobile	98	97	95	98
2	Vodafone mobile	98	97	95	98
3	Vodafone mobile	85	97	82	93
4	Nestle Polo	77	97	75	90
5	Sprite	82	88	72	94
6	Tata Sky	77	88	68	96
7	Bingo	81	82	66	96
8	Tata Docomo	68	96	65	85
9	Fevicol	67	97	65	92
10	Nestle Polo	64	99	63	88
11	Toyota Innova	56	96	54	92
12	Kellogs	65	82	53	90
13	Nestle Eclair	64	81	52	89
14	IDBI Bank	56	87	49	88
15	Tata Insurance	49	98	48	93
16	Tata insurance	55	86	47	86
17	SonyVaio	69	68	47	85
18	ICICI Investment	65	71	46	93
19	Nescafe	55	82	45	88
20	Raymonds suitings	50	88	44	89



Contd...** Average of Likeability,Enjoyment,Believe and Claimed*

Top Ads	Brand	Awareness (%) (A)	Brand Recall (%) (B)	Reach Index ((AxB)/100)	*Ad diagnostics
21	Lifebuoy	53	82	43	94
22	Kelloges	50	86	43	79
23	Nescafe	47	90	42	89
24	Tata Insurance	50	83	42	86
25	Godrej-Ezee	46	90	41	85
26	Nestle-Polo	55	74	41	88
27	Wipro- Safewash	51	76	39	79
28	Dominos	43	85	37	86
29	Virgin Mobile	56	63	35	89
30	Parle Chips	41	86	35	91
31	Mahindra trucks	42	81	34	82
32	Nestle Eclair	41	82	34	82
33	Krack	36	92	33	78
34	GoodKnight	45	73	33	79
35	Nescafe	34	91	31	88
36	Parachute	33	89	29	75
37	Breeze Soap	37	79	29	91
38	Virgin Mobile	42	67	28	90
39	Vodafone	54	52	28	87
40	SonaChandi	47	58	27	93

Contd...

* Average of Likeability,Enjoyment,Believe and Claimed

Top Ads	Brand	Awareness (%) (A)	Brand Recall (%) (B)	Reach Index ((AxB)/100)	*Ad diagnostics
41	Nestle-Eclair	47	58	27	88
42	Vodafone	34	75	26	89
43	Axis mutual funds	44	56	25	88
44	Vodafone Mobile	54	44	24	85
45	Tata Docomo	35	58	20	91
46	Alpenlibe	57	35	20	87
47	Maruti SX4	24	71	17	92
48	McDonalds	34	50	17	83
49	Emami	48	35	17	84
50	Indian Bank	26	58	15	85
51	Maggi soup	49	24	12	87
52	Tanishqe	38	30	11	89
53	Kalash	31	31	10	68
54	Nerolac paints	51	17	9	91
55	Bournvita	47	18	8	80
56	Vivel shampoo	16	30	5	95
57	Mahindra scooters	36	12	4	85
58	Boroplus moisturizer	8	39	3	90
59	Toyota.Innova	31	4	1	82
60	BBCWorld	38	0	0	84

Contd...

* Average of Likeability,Enjoyment,Believe and Claimed

Top Ads	Brand	Awareness (%) (A)	Brand Recall (%) (B)	Reach Index ((AxB)/100)	*Ad diagnostics
61	Kalash Oil	13	0	0	91
62	Dabur	48	0	0	93
63	JSW	5	0	0	100
64	LG washing machine	8	0	0	71

Our curiosity is all yours.

Thank you.

