

# Brand Studies Case Study

Source: Facebook Business, Nielsen

American vacuum manufacturer Shark wanted to understand how combining TV and social media could improve brand awareness. ①

To provide a comprehensive assessment, they chose to measure a range of supporting brand metrics such as ad recall and purchase intent. ②

Shark built a poll upfront to assess their audience's likelihood to be exposed to its TV campaign. This provided a key input to the design of a robust, exposed / non exposed measurement framework. ③

Shark conducted a pre and post campaign brand lift survey. By comparing the exposed and non exposed groups they were able to isolate the incremental brand effect of advertising in each channel.

A post-campaign total audience rating estimate was also deployed to provide a sense check of the targeting efficiency of the campaign's TV and social media investments. ④

Shark's measurement approach identified that the largest incremental brand lift came when audiences were exposed to a combined TV and social media campaign.

This information allowed Shark to design a media strategy that most effectively combined the wide audience reach of TV with social's targetability and cost efficiency. ⑤

① Defined Objectives



② Reflective KPIs



③ Prepared Data



④ Integrated Tools



⑤ Test and Learn



## Brand metrics % lift after ad exposure

