



## How Integrated Targeting can help increase a brand campaign's awareness and recall.

**Background:** Fittkau & Maaß Consulting carried out a copy test in order to evaluate the effectiveness of a campaign for a family vehicle of an international car manufacturer. The customer defined the target group as "family oriented people". Together with wunderloop, Fittkau & Maaß Consulting wanted to assess to what extent Integrated Targeting could influence the campaign's ad awareness and recall amongst their target group.

### The Fittkau & Maaß/wunderloop Partnership

The copy test took place from 22 August to 16 September 2007 and was developed as a pre- and post-test approach: before the start of the campaign the customer's ad awareness was measured with the use of a control group. In the next step the target groups "IT Interest", "Family Oriented" and "Lifestyle Interest" were defined. The campaign's ad recall and ad awareness were measured by target group and compared to the results of a non-behaviourally targeted group.

Fittkau & Maaß used the wunderloop technology in order to run the copy test.

### The benefits to the Car Manufacturer

The copy test shows that wunderloop's Integrated Targeting Technology increased the ad awareness and recall of the car manufacturer's campaign up to 113% depending on target group.

#### Post-test-results:

	Without Targeting	With Targeting		
		IT-Interest	Family Oriented	Lifestyle
<b>Ad Awareness</b>				
Result	10%	15%	10%	13%
Uplift		50%	±0%	30%
<b>Ad Recall</b>				
Result	15%	32%	20%	26%
Uplift		113%	33%	73%

Even though the advertised car is positioned in the family segment, the ad recall and awareness were higher in other target groups. Consequently the car manufacturer knows they should change the creative of their ad to make it more attractive to family oriented people. This test campaign has not only proven that the use of Behavioural Targeting can significantly increase both ad awareness and recall, but it has also shown how Integrated Targeting can successfully be used to evaluate the acceptance of a campaign's creative in the target group.

It works because it's wunderloop