

PREACHING TO THE CONVERTED

Detecting Attitudinal Changes That Predict Increased Buying
Among Your Current Brand Franchise

by
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for

The ARF Brand Equity Research Day

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That Predict Increased Buying
Among Your Current Brand Franchise

Today I will share two things with you. First, briefly I will demonstrate how Mapes and Ross standard preference questions have been used in monitoring changes in brand equity over time.

Second, and more importantly, I will demonstrate, using case study data, how Mapes and Ross has built upon our standard service to enable advertisers to determine the impact of their advertising on their core franchise.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

- IS IT POSSIBLE TO DETERMINE WHICH ATTITUDINAL MEASURES WILL PREDICT INCREASED BUYING AMONG YOUR EXISTING BRAND FRANCHISE?
- IS IT POSSIBLE TO USE ACTUAL BUYING BEHAVIOR AS THE BASIS FOR IDENTIFYING THESE ATTITUDES?
- IS IT POSSIBLE TO CONFIRM THAT THESE MEASURES ARE RESPONSIVE TO ADVERTISING?

In undertaking research projects designed to investigate this issue, Mapes and Ross, and the clients with whom we work, have asked these three questions.

1. Is it possible to determine attitudinal measures that predict increased buying among your existing franchise?
2. Is it possible to use actual buying behavior as the basis for identifying these attitudes?
3. Is it possible to confirm that these measures are responsive to advertising?

As you will see in a few moments, our answer to these questions is “Yes!”

STANDARD BRAND PREFERENCE
CHANGE QUESTIONING

- A. Which of the following statements best expresses the way you feel about
- One brand of is the very best.
- No single brand is best, but 2 or 3 brands are better than others.
- All brands are about the same.
- B. (If one brand is best, ask) What brand is that?
(If 2 or 3 brands are better, ask) What brands are they?

For much of the advertising research which Mapes and Ross has been conducting since its founding over twenty years ago, the same sequence of questions has been used to detect the effectiveness of advertising in persuading consumers toward the advertised brand.

For those less familiar with our standard testing method, Mapes and Ross tests are designed to allow natural exposure to your advertising. Respondents see the ad or commercial as they read a magazine or watch television in their own homes.

At the time of recruitment, levels of preference for the brands in your category are taken using these questions. The first question asks respondents to indicate whether they feel one brand is best, 2 or 3 are better than others, or all brands are about the same. This initial question has substantial value in cataloging the equity of individual brands in a category. Then, brand names that are felt to be best or better must be provided by the respondent.

On the day following exposure, the same sequence of questions are asked; consequently for the purpose of our normal testing, we are able to determine, by comparing the pre and post responses, the extent to which the test commercial has successfully shifted attitudes toward the advertised brand.

However, for today's discussion, a secondary use of data collected with this question prior to commercial exposure is of interest. By compiling data for a given category and comparing responses over time, it is possible to monitor the evolution of attitudes toward brands in a given category and to witness brand equity evolving.

BEVERAGE CATEGORY ATTITUDES

	1982 - 1985	1986 - 1989	1990 - 1993
One brand is best	42.8%	43.5%	36.6%
No brand is best, but 2 or 3 are better than others	27.2	30.6	36.3
All brands are about the same	29.9	26.0	27.2

For example, in this beverage category, it is possible to see the evolution of a category. Prior to 1986, it was relatively quiet on the new product front. It then went through a period of new product introduction which initially helped to create interest in the category and greater levels of preference for specific brands, but in recent years, it has been characterized by an explosive proliferation of line extensions that have served to blur qualities that previously served to make each brand unique.

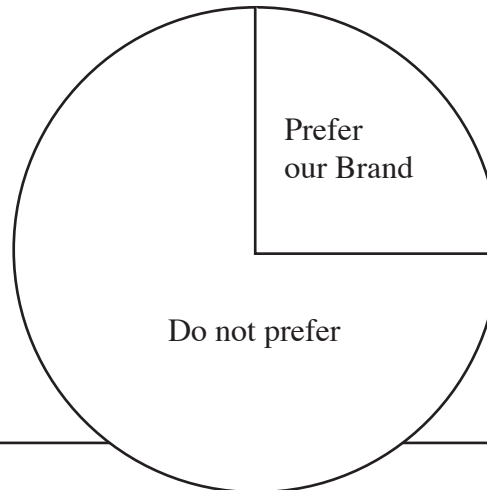
HOUSEHOLD PRODUCT CATEGORY ATTITUDES

	1975 - 1982	1983 - 1988	1989 - 1993
One brand is best	58.9%	52.5%	42.8%
No brand is best, but 2 or 3 are better than others	16.2	21.1	26.7
All brands are about the same	24.9	25.0	30.5

This household product example, however, should be of greater concern to each of us here today. The category has been dominated by two brands since its inception. Declining levels of advertising support and the introduction and growth of store brands have combined to weaken brand preference within the category.

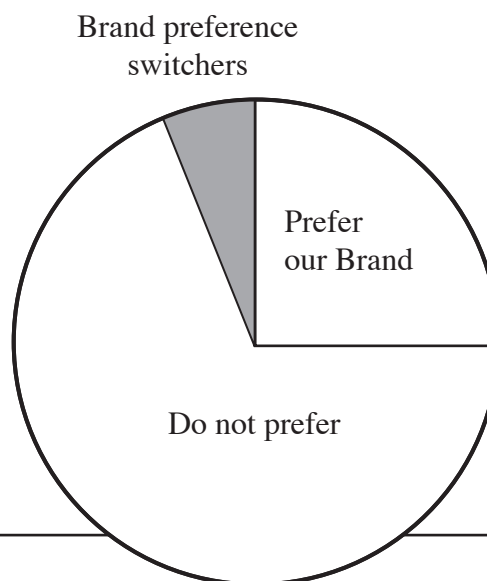
As these two examples indicate, when brand equity is lost, it is not an overnight phenomenon. The contributing factors are numerous and have been well documented elsewhere. It is our mission, not just as researchers but as business people, to develop the resources to stem the erosion in brand equity and to help turn the tide. I will devote my remaining time to sharing some of Mapes and Ross' experience in achieving these objectives with you.

MOST CURRENT PERSUASION MEASURES BEGIN BY
SEGMENTING SAMPLE INTO THOSE WHO PREFER
OUR BRAND AND THOSE WHO DO NOT.

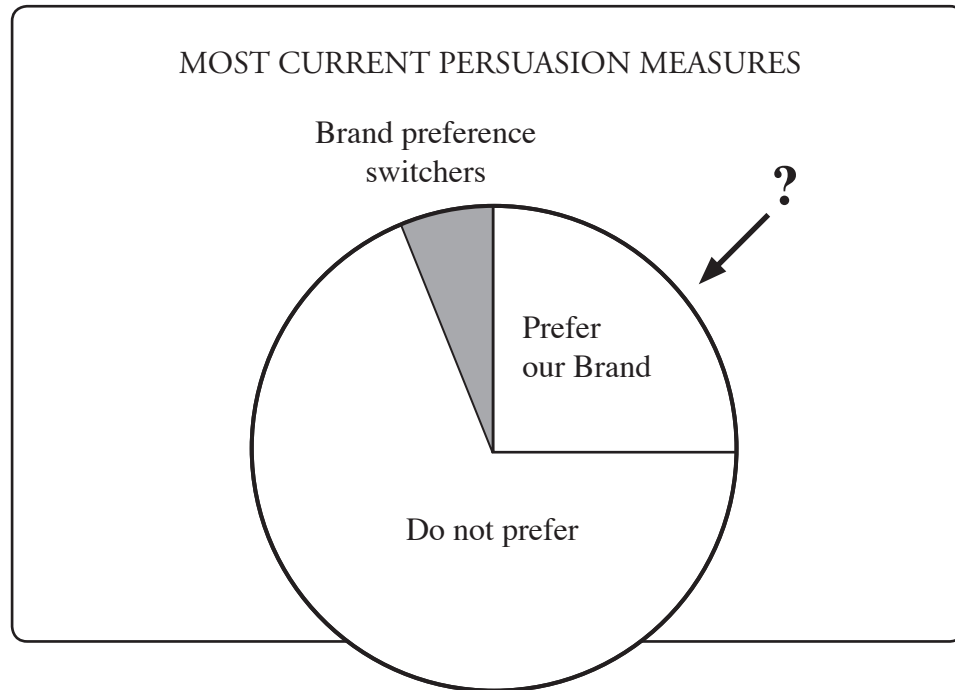


Most current persuasion measures replicate real-world conditions; beginning with segmenting the target group into those who prefer our brand and those who do not.

MOST CURRENT PERSUASION MEASURES



Conventionally, data analysis focuses on the non-performers to determine how successfully the test advertisement convinced them to switch preference to the test brand.



While these measurement systems serve us well to evaluate the ability of commercials to encourage competitive users to switch brands, they tell us less about the advertising's impact on those consumers who already prefer our brand - the basis for much of our brand's equity.

In conjunction with some of our clients, Mapes and Ross has undertaken a series of projects designed to detect when attitudinal changes occur that predict increased buying among a brand's most loyal users. In other words, to learn how to preach most effectively to the converted.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

- TEST (EXPOSURE) vs. CONTROL (NON-EXPOSURE)

These “equity maximization” projects involve a test versus control design. The test cell is exposed to a test advertisement under natural exposure conditions while the control cell is not exposed to the advertisement.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

- TEST (EXPOSURE) vs. CONTROL (NON-EXPOSURE)
- ALL RESPONDENTS QUALIFIED AS HAVING PREFERENCE FOR THE TEST BRAND PRIOR TO EXPOSURE

The sample requirements are unique. All respondents are qualified as having preference for the test brand at the time of recruitment.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

- TEST (EXPOSURE) vs. CONTROL (NON-EXPOSURE)
- ALL RESPONDENTS QUALIFIED AS HAVING PREFERENCE FOR THE TEST BRAND PRIOR TO EXPOSURE
- PRE/POST ATTITUDINAL MEASURES OBTAINED FROM BOTH TEST AND CONTROL CELLS
 - BRAND PREFERENCE
 - VARIETY PREFERENCE
 - USAGE INTENTION
 - LOYALTY
 - CATEGORY CONSTANT SUM
 - LIKABILITY
 - CLAIMED RECALL
 - PROVEN RECALL
 - ETC.

Brand and category attitudes are obtained using a variety of experimental measures both at the time of recruitment as well as on the following day.

For test cell respondents, the initial interview measures attitudes prior to exposure to the advertising; the next day interview measures attitudes following exposure.

The control cell interviews occur at the same times, but in the absence of advertising.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

- PRIOR TWO-WEEK CATEGORY BRAND PURCHASE/USAGE DATA OBTAINED AT TIME OF RECRUITMENT
- AN ADDITIONAL FOLLOW-UP SURVEY IS CONDUCTED TWO WEEKS LATER TO PROVIDE POST-EXPOSURE PURCHASE/USAGE

Category and brand usage information for the prior two weeks are also obtained at the time of recruitment. Importantly, an additional follow-up survey is conducted two weeks after the completion of each test to provide post-exposure usage data.

This design provides both pre/post attitudinal and pre/post behavior among both exposed and unexposed samples.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

OBJECTIVE: IDENTIFY ATTITUDINAL CHANGES THAT
ARE ASSOCIATED WITH INCREASED BUYING
CAUSED BY THE ADVERTISING

ANALYSES: 1. USE BEHAVIORAL CHANGE IN TEST CELL TO
IDENTIFY THOSE ATTITUDE MEASURES
ASSOCIATED WITH INCREASED PURCHASING

After the data are collected, Mapes and Ross conducts two analyses consistent with the research objective of identifying attitudinal changes that are associated with increased buying caused by advertising.

For the first analysis, we use the behavioral change data from the test cell in order to identify which attitudes are associated with increased purchasing.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

OBJECTIVE: IDENTIFY ATTITUDINAL CHANGES THAT ARE ASSOCIATED WITH INCREASED BUYING CAUSED BY THE ADVERTISING

- ANALYSES:
1. USE BEHAVIORAL CHANGE IN TEST CELL TO IDENTIFY THOSE ATTITUDE MEASURES ASSOCIATED WITH INCREASED PURCHASING
 2. USE ALL RESPONDENTS WHO CHANGED ATTITUDES ON KEY MEASURES IN BOTH TEST AND CONTROL CELLS TO CONFIRM THAT PURCHASE BEHAVIOR INCREASED MORE IN THE TEST AS A RESULT OF ADVERTISING

Once these attitudinal measures are identified, then a second analysis is conducted. In this analysis, all respondents who changed attitudes on these key measures in both test and control cells are investigated to confirm that purchase behavior increased more in the test cell as a result of seeing the advertising.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

FIRST ANALYSIS: USE BEHAVIOR CHANGE TO IDENTIFY
KEY ATTITUDE MEASURES

ATTITUDINAL CHANGE MEASURE	TEST (EXPOSED) CELL	
	Bought more	Did not buy more
A	+9.3%	+2.0%
B	+13.1%	+4.4%
C	- 0.9%	+1.5%
D	- 0.9%	+1.2%
E	- 2.8%	+0.3%
F	+2.8%	+1.2%
G	+2.8%	+0.0%

 Indicates significance at the .90 confidence level

Allow me to show some case study data to demonstrate the effectiveness of these analyses. In this case study where over 1,600 interviews were conducted, seven experimental attitudinal measures were tested. When the test cell of respondents were segmented on the basis of whether or not purchases increased following exposure to the advertising, significant differences were identified in two of seven measures.

These two attitudinal changes are extremely important since they presage increased buying on the part of consumers who already prefer the test brand. As compared to standard “brand switching preference,” we might consider these attitudinal changes to represent “increased equity preference.”

A second analysis is necessary to confirm that “increased equity preference” is the result of the advertising. That is to say, that the attitudinal changes are linked with increased buying only in the test cell.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

SECOND ANALYSIS: USE ATTITUDINAL CHANGE TO CONFIRM THAT PURCHASE BEHAVIOR INCREASED IN RESPONSE TO ADVERTISING

2 Week post-exposure brand purchase activity	INCREASED EQUITY PREFERENCE		DID NOT INCREASE EQUITY PREFERENCE	
	Test	Control	Test	Control
Purchase incidence	76.2%	63.8%	61.4%	66.3%
Number units bought	4.2	3.7	3.5	3.3

[- -] → Indicates significance at the .80 confidence level

A test versus control comparison is made of post exposure test brand purchase activity among respondents who provided “increased equity preference.”

As you can see from this chart, purchase activity is significantly higher among respondents who indicated an “increased equity preference” following exposure to the test commercial while no difference exists among those without “increased equity preference.”

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

- IT IS POSSIBLE TO DETECT ATTITUDINAL CHANGES THAT PREDICT INCREASED BUYING AMONG YOUR CURRENT BRAND FRANCHISE
- ONCE IDENTIFIED, THESE MEASURES CAN BE ADDED TO STANDARD TESTS

As this case study demonstrates, it is possible to detect attitudinal changes that will predict increased buying among your current brand franchise.

Once these measures have been identified, they can be incorporated into future tests using standard sample sizes to provide a more complete picture of the persuasive effect of test advertising.

MAPES AND ROSS
EQUITY MAXIMIZATION RESEARCH DESIGN

		INCREASED EQUITY PREFERENCE	
COMMERCIAL	A	19.2%	(.88 Level of confidence)
COMMERCIAL	B	14.4%	

As this final chart shows, Mapes and Ross has successfully used “increased equity preference” to discriminate between alternative executions. The result is a powerful new decision making tool for your research arsenal which will enable you to identify advertising that reinforces your brand equity and stimulate your core franchise to buy more product.

Mapes & Ross

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