



CASE STUDY:
Mystery Evaluation
of Below the Line
Marketing Campaigns

BACKGROUND

Every year marketing and brand managers come up with creative strategies to communicate the benefits of their products and services. But **how does one measure** whether these techniques really achieve their business objectives?

Ultimately the goal of any advertising campaign is to **increase sales**, but this is a very high level and long term result which is very difficult to link to a specific campaign.

Some approximate measures are available for established media like TV and radio, but increasingly brands are turning to **below-the-line activations** to reach consumers at the point of sale, while waiting in line for a taxi, or somewhere else that traditional media does not reach. Investing in these kinds of campaigns makes logical sense, but to make business sense their **effectiveness needs to be measured**.

WHAT ARE MYSTERY EVALUATIONS?

Mystery Evaluation studies are starting to play a vital role in the design of a campaign.

A Mystery Evaluation study is a field based research technique whereby independent, trained field workers pose as consumers to gather specific information about a product or service and report back on **how it actually feels** to be the recipient of marketing communications.

Using this technique we can **determine the effectiveness** of the implementation of marketing communications (did that promotion at the taxi rank really happen, and was anyone there to see it?) as well as track the extent to which the consumers targeted by the campaign have actually learned something about the product or had their **opinions changed**.

MILK SA CASE STUDY

BACKGROUND



Milk SA was targeting the South African consumer market (primarily LSM 3 – 7) at clinics in Johannesburg through Wellness TV.

Wellness TV was hosted at approximately 50 clinics showing over 300 spots per clinic per month.

As Milk SA wanted to ensure that their funds were being invested cost-effectively, an instrument to track the effectiveness and success of this initiative was required.

MQ Market Intelligence conducted 10 mystery evaluation and interviewed 150 consumers.

MILK SA CASE STUDY

OBJECTIVES OF STUDY

The objective was to **measure the success of the Wellness TV campaign.**

DEFINITION OF SUCCESS

The primary measure of success of the campaign was **the increase in dairy consumption per capita** over time. However, this high level measure does not give a good indication as to the success of the marketing campaign initiatives.

MARKETING MEASUREMENTS



Opinion and **learning** of the target market (consumer) perspective

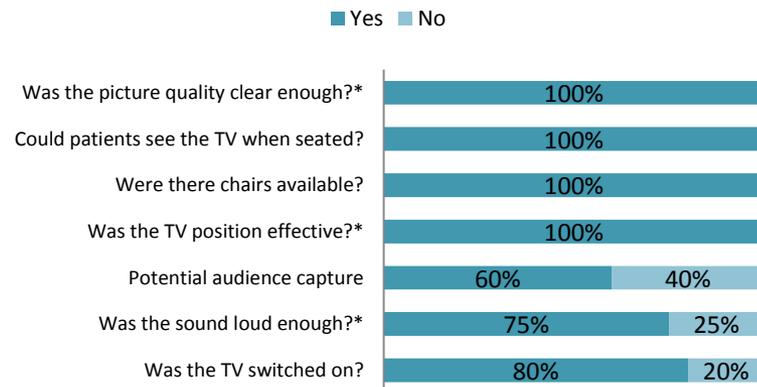


Effectiveness of **implementation** of the initiatives

MILK SA CASE STUDY

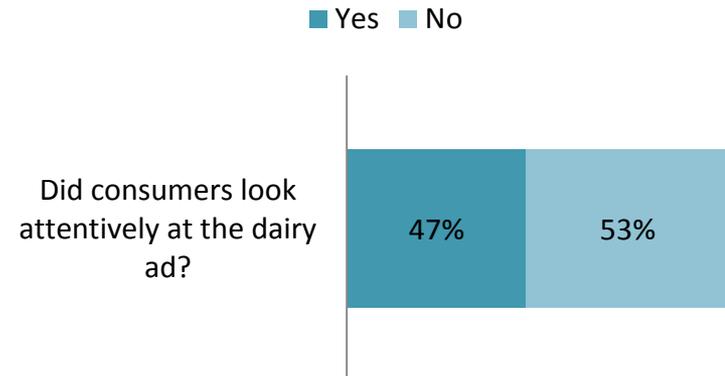
SET-UP EVALUATION

10 clinics were randomly identified where an evaluator spent 4 hours conducting a variety of evaluations. The study allowed the client to gain a good understanding of the **context** in which their message was seen and the extent to which consumers were actually able to receive the message.



OBSERVED AUDIENCE CAPTURE RATE

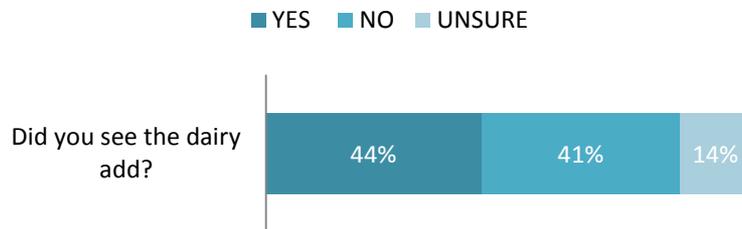
The evaluators observed the total audience and recorded their behaviour every 30 minutes. For example, the evaluators recorded how many people were **actively looking** at the TV and how many people were talking, reading or doing something else.



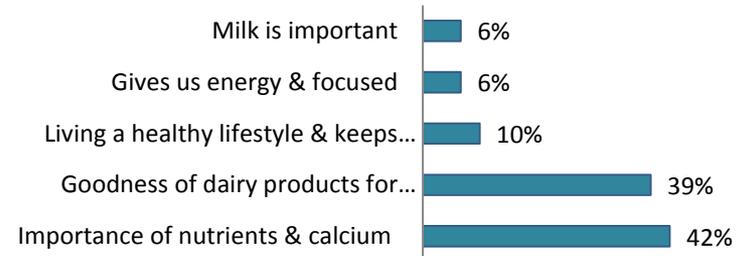
MILK SA CASE STUDY

RECALL RATE

150 people were asked if they had seen and could recall the particular TV commercial. This resulted in an audience recall rate which is a very meaningful measure as it gives some indications as to the suitability of the commercial to **reach the target market**.



WHAT SPECIFICALLY HAVE YOU LEARNED?



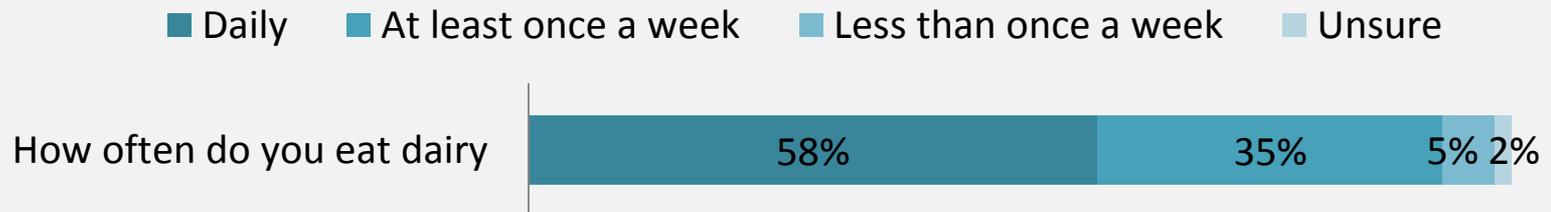
50 consumers, who both saw and could recall the TV commercial, were interviewed in-depth. The interviewers started by asking open ended questions about what the consumers saw on the TV, what they could recall and what they found most interesting. This was designed to give a good overview of how well the particular TV commercial in question was **competing with other commercials** that were shown on the TV. Then the interviewers asked a number of very specific questions to test the level of learning of the specific intended messages.

MILK SA CASE STUDY

HOW OFTEN DO YOU EAT DIARY?

Consumers were also asked some behaviour and attitude questions as well as some personal questions such as their age, marital status and residential area. This kind of information made the results more rich and meaningful as the results could be linked to a **demographic profile of the target market.**

After the evaluations, some consumers were contacted as a way to back check on the interviewer as well as to say 'thank you' to the respondents. Then all the data was analysed and the findings presented back to the client.



MILK SA CASE STUDY

RECOMMENDATIONS TO CLIENT

1. **Continue** with the Wellness TV concept
2. **Negotiate a defect rate** with supplier
3. Suggestions for the next ad:
 - It should have **fewer themes**
 - **Keep the 'writing on the screen'**
 - **'Value for money'** could play a bigger role for this market
4. Conduct **mystery evaluations over a longer period** to establish an accurate defect rate over time and to monitor the learning rate of consumers on an on going basis

MILK SA CASE STUDY

CONCLUSION OF CASE STUDY AND CLIENT BENEFITS

In this case the **client was clearly able to see that the strategy was working.**

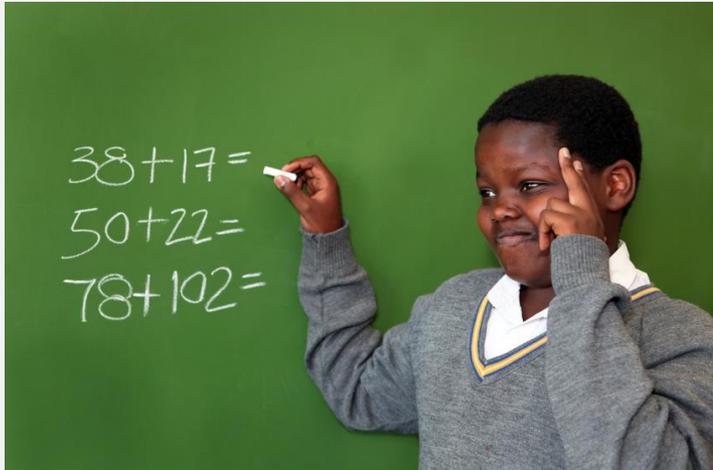
Consumers were seeing the message, recalling it, and forming the desired attitudes and opinions towards the product.

At the same time, the client was able to identify areas in which **operational implementation** of the campaign **could be improved** so that even better returns could be generated.

The proverbial “shot in the dark” had been transformed into a clear and logical sequence of cause and effect that allowed the client to make **more informed decisions about its marketing spend.**

MORE CASE STUDIES

SCHOOL ACTIVATION



STOKVEL PROMOTION



MQ MARKET INTELLIGENCE CONTACT



market
intelligence

customized research solutions

Contact Sabine Frielinghaus

T +27 21 553 5292
M +27 84 563 6111
E sabine@mqmi.net

www.mqmi.net