

REDICE

INTERNET CHANNEL EFFECTIVENESS SOLUTION



With increased spend on online and digital market, it has become even more important for businesses to understand how their online media mix is performing. RED ICE from RED C provides your business with clear and defined impact on your online advertising effectiveness.

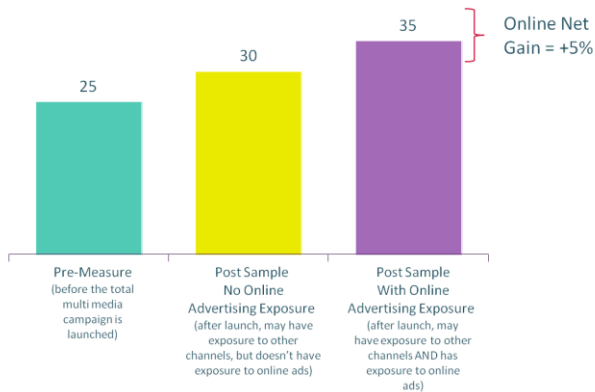
RED ICE insight helps business plan more confidently and effectively, for future spend allocation to the online medium, by analysing the isolated impact of online communication over and above other media in the mix.

It allows businesses to answer key questions such as:

- / Whether to add online to your media mix and how much to spend?
- / What point is tipping point for online spend in terms of return on Investment?
- / What is the impact of the online channel in your media mix?

Isolating the Impact of Online Media

An example using Brand Affinity Measure



- / Those exposed to the campaign BUT who have had no exposure to the online ads - Brand affinity = 30%
- / Those who also are exposed to the campaign, PLUS online exposure - Brand affinity = 35%
- / NET GAIN of Online ad = +5%

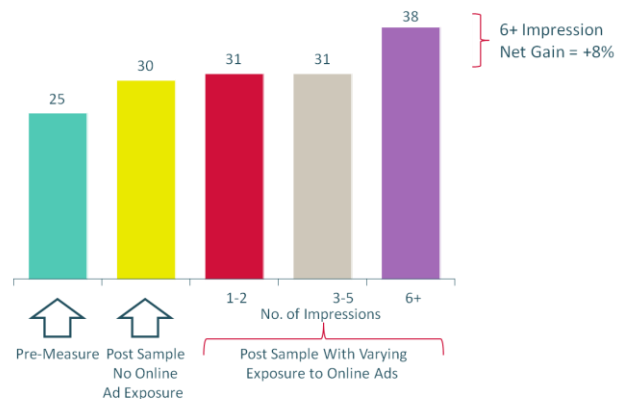
Test and control sampling method used to isolate the specific IMPACT of online over and above other media in the mix. Allows us to analyse ratings among those exposed and not exposed at all to the online ads. In so doing we can isolate the impact of the online media over and above any other media used in the campaign.

New advances in online panel management allows us to conduct this important analysis. Opt in to cookie technology among panel member, allows us to track their exposure to pre-determined ad campaigns. For any new online campaign we can supply a tag to your online media supplier that is embedded in the ads. Whenever the panel member is exposed to the ad, this will be registered on their account.

As such we can identify panel members that have been exposed to the advertising and invite these members to take part in our survey. It also allows us to quota on how frequently they have been exposed to the ads. So we can sub sample among those with only 1-2 impressions vs. those with say 3-5 impressions vs. those with 6+ impressions, and so understand the tipping point for significant impact of our campaigns.

Isolating the Impact by Number of Impressions

An Example Using Brand Affinity Measure



- / Among those exposed to 1-2 impressions of the ad he impact is only 1%
- / The same is the case for those exposed to 3-5 impressions of the ad
- / It is only when we get 6+ impressions that the impact is much greater with a Net gain of +8%

REDC

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