TRESemmé

CAMPAIGN EFFECTIVENESS

June 2016

CAMPAIGN EFFECT

Time Inc.

Agenda

- Research Methodology

- Campaign Impact

- Messaging Effects

- Consumer Behaviour

- Summary

Time Inc.

Research methodology

- Recruitment from the Time Inc. customer database & online panel

- Fieldwork ran at the end of the campaign

- Survey carried out amongst:

LOOK   **marieclaire**
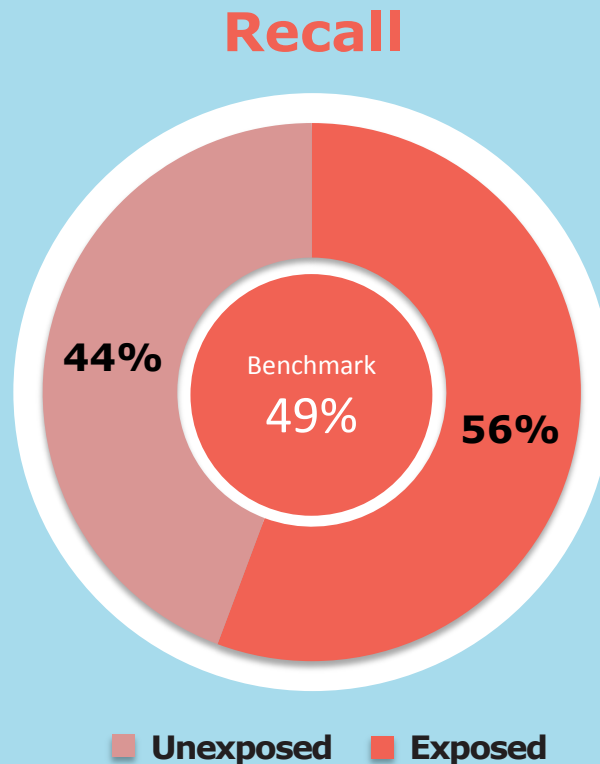
- Unexposed (sample 384) Vs. Exposed (sample 482)

NB – Exposed to print, digital

Campaign Impact

The activity drove good levels of recall.
Recall = 56%

Ad recall

Recall

44%

Benchmark
49%

56%

■ Unexposed ■ Exposed

Base: all respondents (866)
Q. Have you seen any magazine / online / social media / video features/advertisements/advertorials like this for TRESemmé before?

Time Inc.

The advertising is well-thought-of by readers

BENCHMARK 80 %

17%	10 – Excellent
18%	9
27%	8
20%	7
11%	6
5%	5
1%	4
1%	3
0%	2
0%	1 – Very poor

93% rated campaign as 6+

Base: all exposed respondents (482)

Q. On average, what is your overall impression of the feature(s) you have seen? How would you rate it/them on a scale of 1-10, where 10 is "excellent" and 1 is "very poor"?

Time Inc.

Considering the nature of the activity it's good to see that it was informative and relevant

Benchmark 48%

67% enjoyed the ads

73% found the features informative

Benchmark 56%

66% found the ads relevant

Benchmark 44%

Base: all exposed respondents (482)

Q. Here are some statements that people may/may not have said about the advertising campaign for TRESemmé, how much do you agree or disagree with each statement?

The activity increased consideration and general impressions/knowledge of the brand

"The ads are very informative, high quality and believable. They are unique and very different from other similar products."

"It made me like them more and consider them more when looking to buy hair care products."

TRESemmé

"It was very informative and was pleased to read it."

"They were informative and have made me consider buying TRESemmé next time I buy shampoo and conditioner."

"Eye catching and informative. Definitely made me want to buy."

Base: all exposed respondents (482)

Q. Please let us know what you thought about the features/ads. Did it change what you thought about TRESemmé?
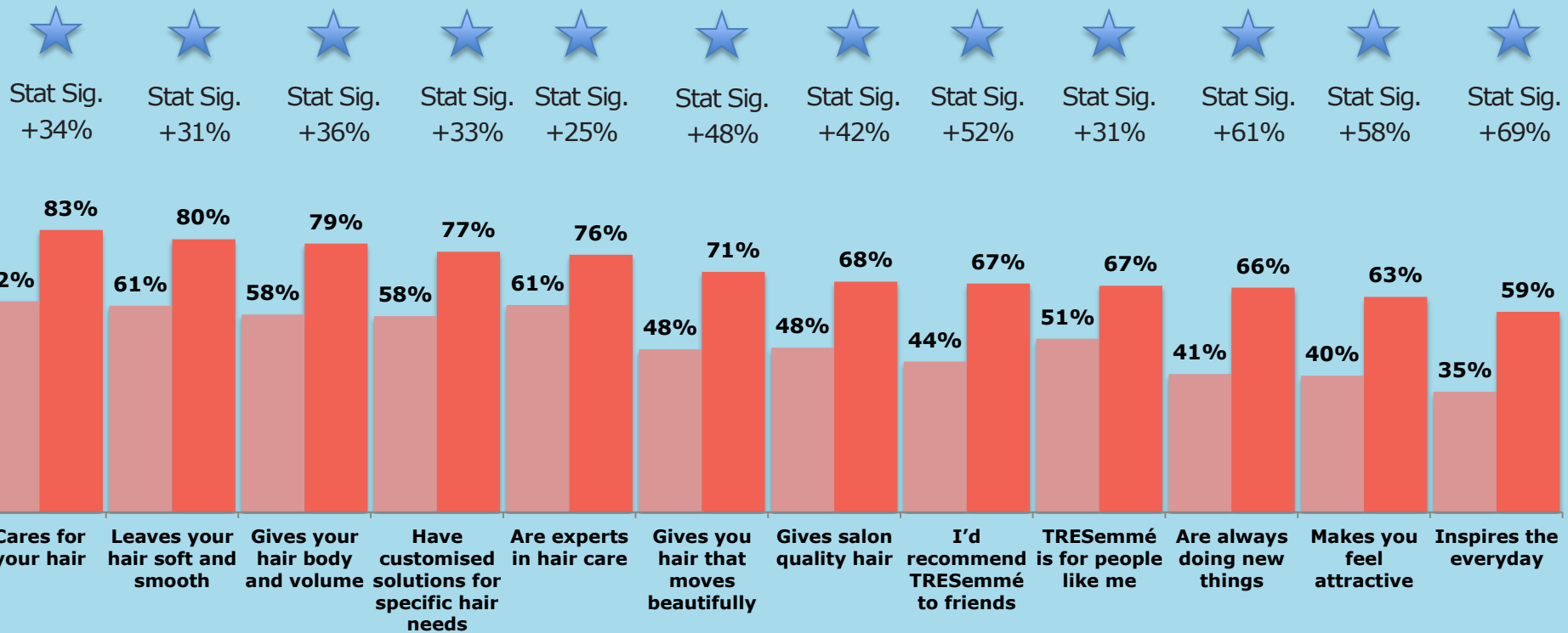
Time Inc.

Messaging Effects

Time Inc.

Awareness of TRESemmé is high, though it is the same for both those unexposed and exposed.

Unexposed ▮   Exposed ▮

	Pantene	L'Oréal Elvive	TRESemmé	Herbal Essences	John Frieda	Aussie
Unexposed	96%	95%	92%	93%	90%	77%
Exposed	95%	94%	92%	92%	86%	75%

Base: all unexposed (384) & exposed (482) respondents

Q. Which of the following brands, if any, have you heard of?

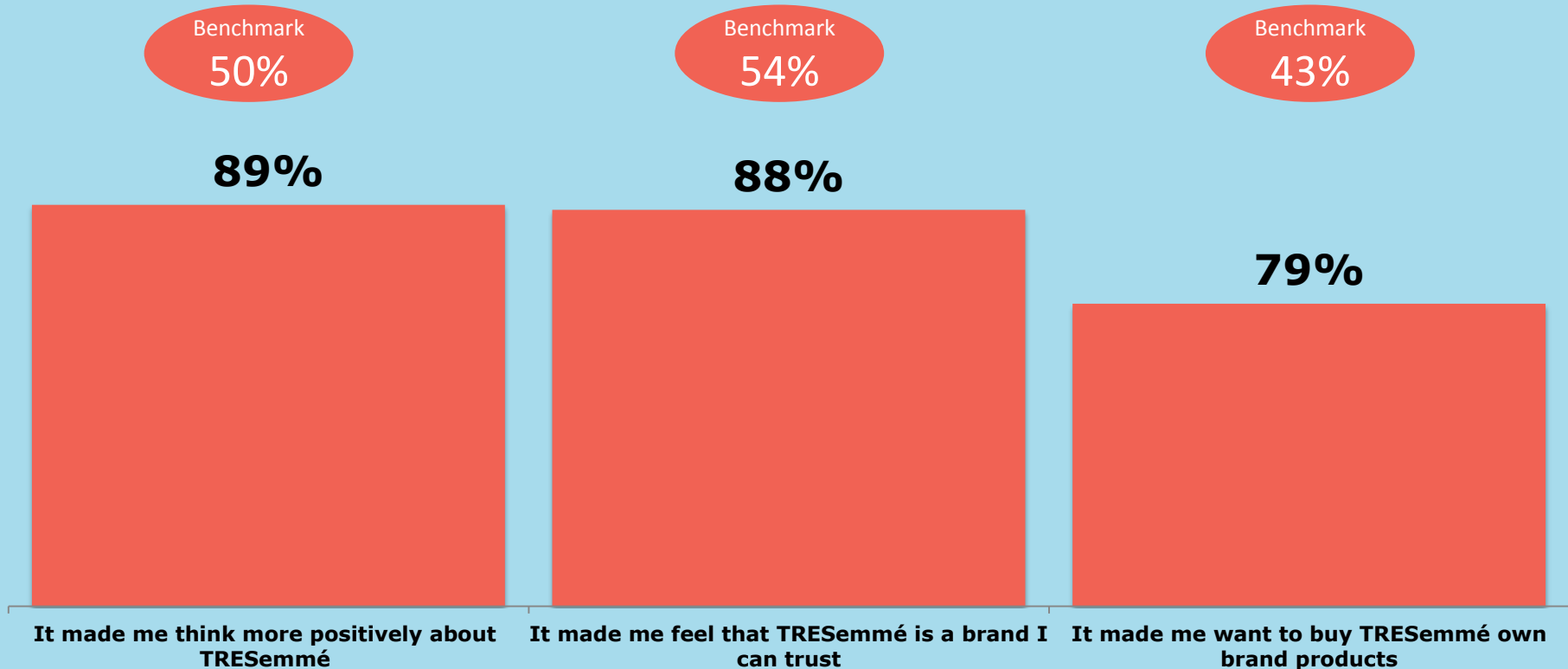# The campaign significantly improved perceptions of TRESemmé

⭐	⭐	⭐	⭐	⭐	⭐	⭐	⭐	⭐	⭐	⭐	⭐
Stat Sig. +34%	Stat Sig. +31%	Stat Sig. +36%	Stat Sig. +33%	Stat Sig. +25%	Stat Sig. +48%	Stat Sig. +42%	Stat Sig. +52%	Stat Sig. +31%	Stat Sig. +61%	Stat Sig. +58%	Stat Sig. +69%

Statement	Unexposed	Exposed
Cares for your hair	62%	83%
Leaves your hair soft and smooth	61%	80%
Gives your hair body and volume	58%	79%
Have customised solutions for specific hair needs	58%	77%
Are experts in hair care	61%	76%
Gives you hair that moves beautifully	48%	71%
Gives salon quality hair	48%	68%
I'd recommend TRESemmé to friends	44%	67%
TRESemmé is for people like me	51%	67%
Are always doing new things	41%	66%
Makes you feel attractive	40%	63%
Inspires the everyday	35%	59%

Base: all unexposed (384) & exposed (482) respondents

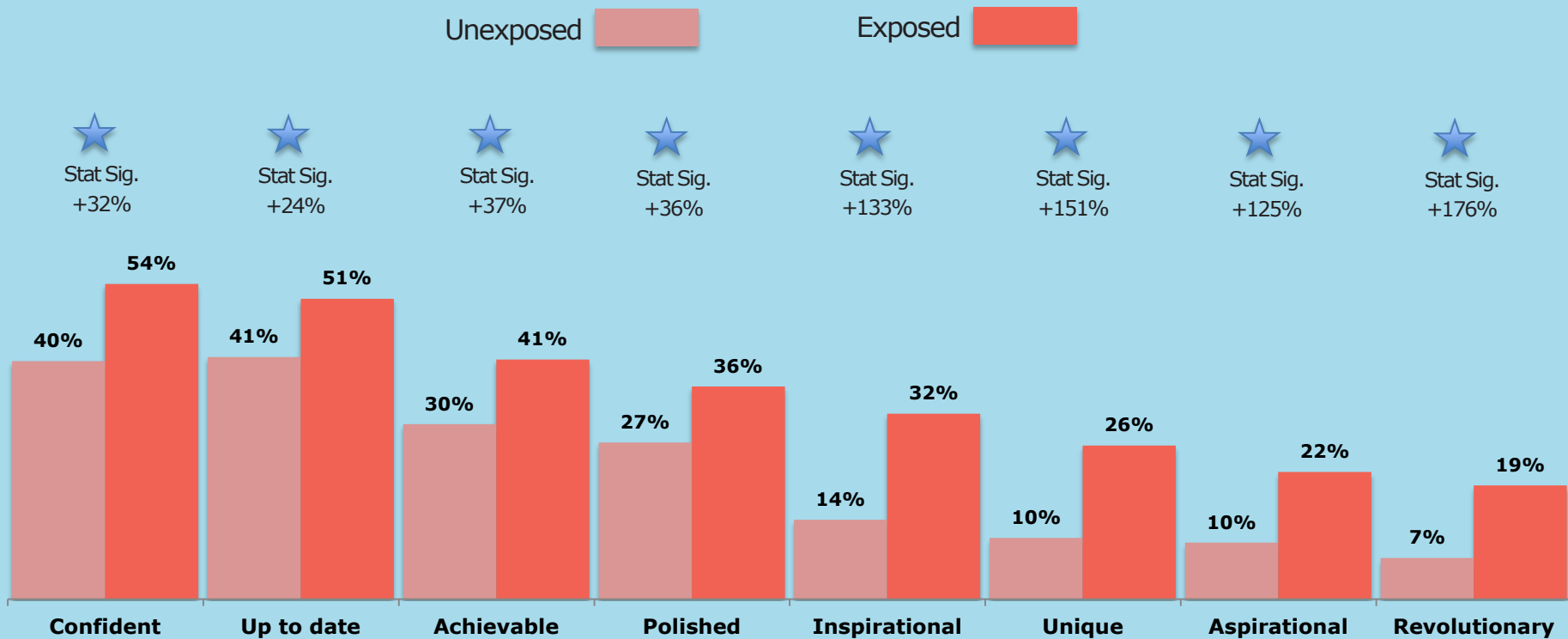Q. How much do you agree with the following statements about TRESemmé.

Unexposed ▮   Exposed ▮

Time Inc.

The ads made respondents feel more positively about TRESemmé

Benchmark
50%

Benchmark
54%

Benchmark
43%

89%

88%

79%

It made me think more positively about
TRESemmé

It made me feel that TRESemmé is a brand I
can trust

It made me want to buy TRESemmé own
brand products

Base: all exposed respondents (482)

Q. And as a result of seeing the campaign for TRESemmé , how much do you agree with the following statements.

Time Inc.

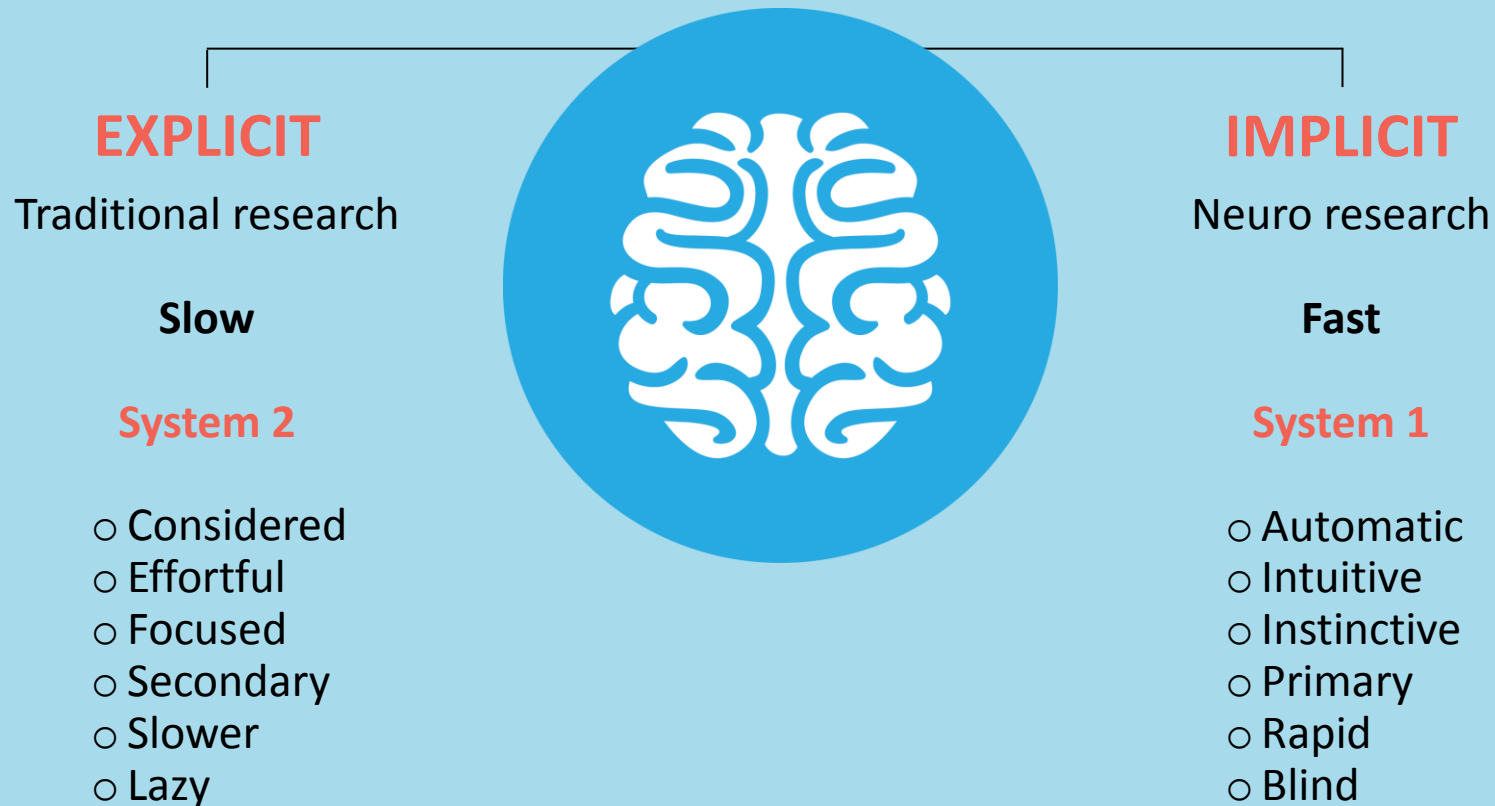# Those who have been exposed to the activity have significantly higher association with the selected adjectives

Unexposed ▭   Exposed ▭

★ Stat Sig. +32%   ★ Stat Sig. +24%   ★ Stat Sig. +37%   ★ Stat Sig. +36%   ★ Stat Sig. +133%   ★ Stat Sig. +151%   ★ Stat Sig. +125%   ★ Stat Sig. +176%

Adjective	Unexposed	Exposed
Confident	40%	54%
Up to date	41%	51%
Achievable	30%	41%
Polished	27%	36%
Inspirational	14%	32%
Unique	10%	26%
Aspirational	10%	22%
Revolutionary	7%	19%

Base: all unexposed (384) & exposed (482) respondents

Q. Which, if any, of the following words do you associate with TRESemmé?

Implicit metrics

Background (system 1 thinking)

EXPLICIT

Traditional research

Slow

System 2

o Considered
o Effortful
o Focused
o Secondary
o Slower
o Lazy

IMPLICIT

Neuro research

Fast

System 1

o Automatic
o Intuitive
o Instinctive
o Primary
o Rapid
o Blind

This technique used cognitive neuroscience and psychological techniques to understand consumers' emotional reactions and engagement to the TRESemmé activity. It taps in to the non-conscious (implicit) area of the brain (System 1 thinking) measuring the strength of brand image associations (and any shifts in these as a result of the campaign activity).

Measures non-conscious associations in the mind

The stronger the association between the brand and the statement, the easier the respondent finds the sorting task

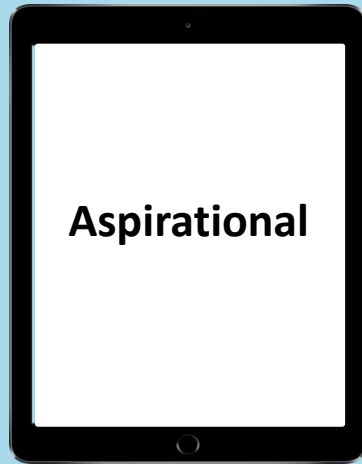**QUICKER RESPONSE TIMES = STRONGER ASSOCATIONS**

Concepts that are more closely associated in your mind are stored more closely together

*e.g. a brand (*TRESemmé*) and the feelings about that brand (Aspirational)*

Shampoo

TRESemmé

Aspirational
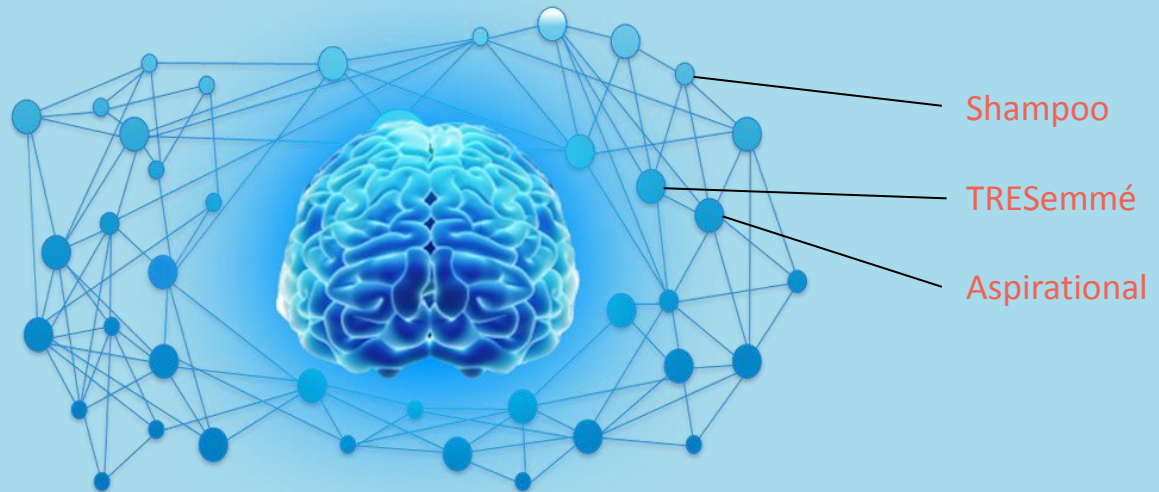
Implicit Association Research: How it works

First, a brand statement is displayed

Aspirational

Then a brand appears that needs to be correctly sorted

Not TRESemmé

TRESemmé
USED BY PROFESSIONALS

TRESemmé

Response time is recorded as an implicit measure of the association between the statement and the brand

Not TRESemmé

TRESemmé
USED BY PROFESSIONALS

TRESem

Time Inc.

Different brands and different statements were tested

Achievable

Aspirational

Confident
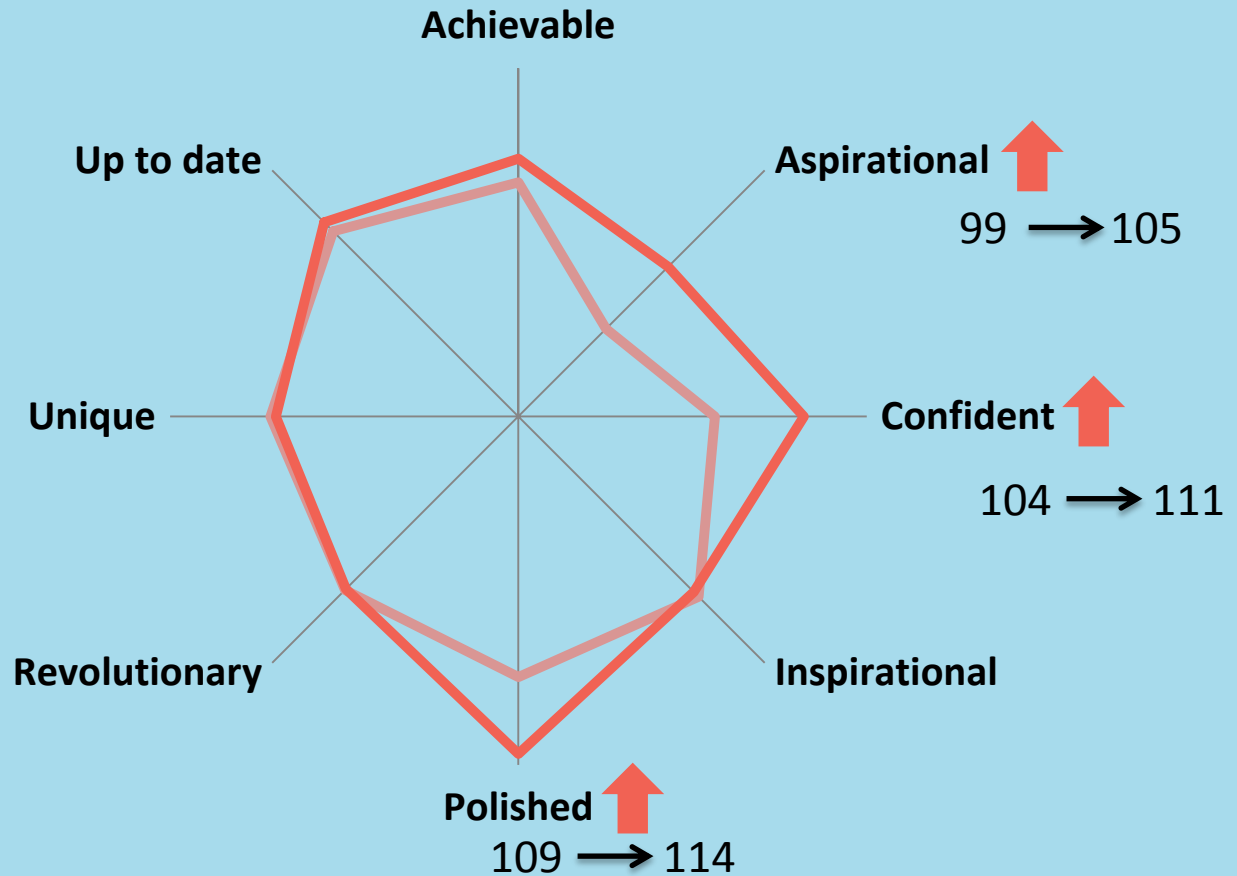
Inspirational

Polished

Revolutionary

Unique

Up to date

Time Inc.

Exposure to the ad campaign strengthens implicit brand associations

TRESemmé USED BY PROFESSIONALS

■ Exposed

■ Unexposed

From previous research conducted by the agency we know that any movements in index that is +4 or more is a significant change in strength of association


Achievable

Aspirational
99 → 105

Confident
104 → 111

Inspirational

Polished
109 → 114

Revolutionary

Unique

Up to date

Base: all unexposed (384) & exposed (482) respondents

Q. Strength of implicit association (stronger associations = further from the centre of the chart)

= significant increase

Time Inc.

Overall Pantene Pro-V appears to be the most heavily associated with these perceptions

TRESemme

Pantene Pro-V

L'Oreal Elvive

Radar chart with axes: Achievable, Aspirational, Confident, Inspirational, Polished, Revolutionary, Unique, Up to date
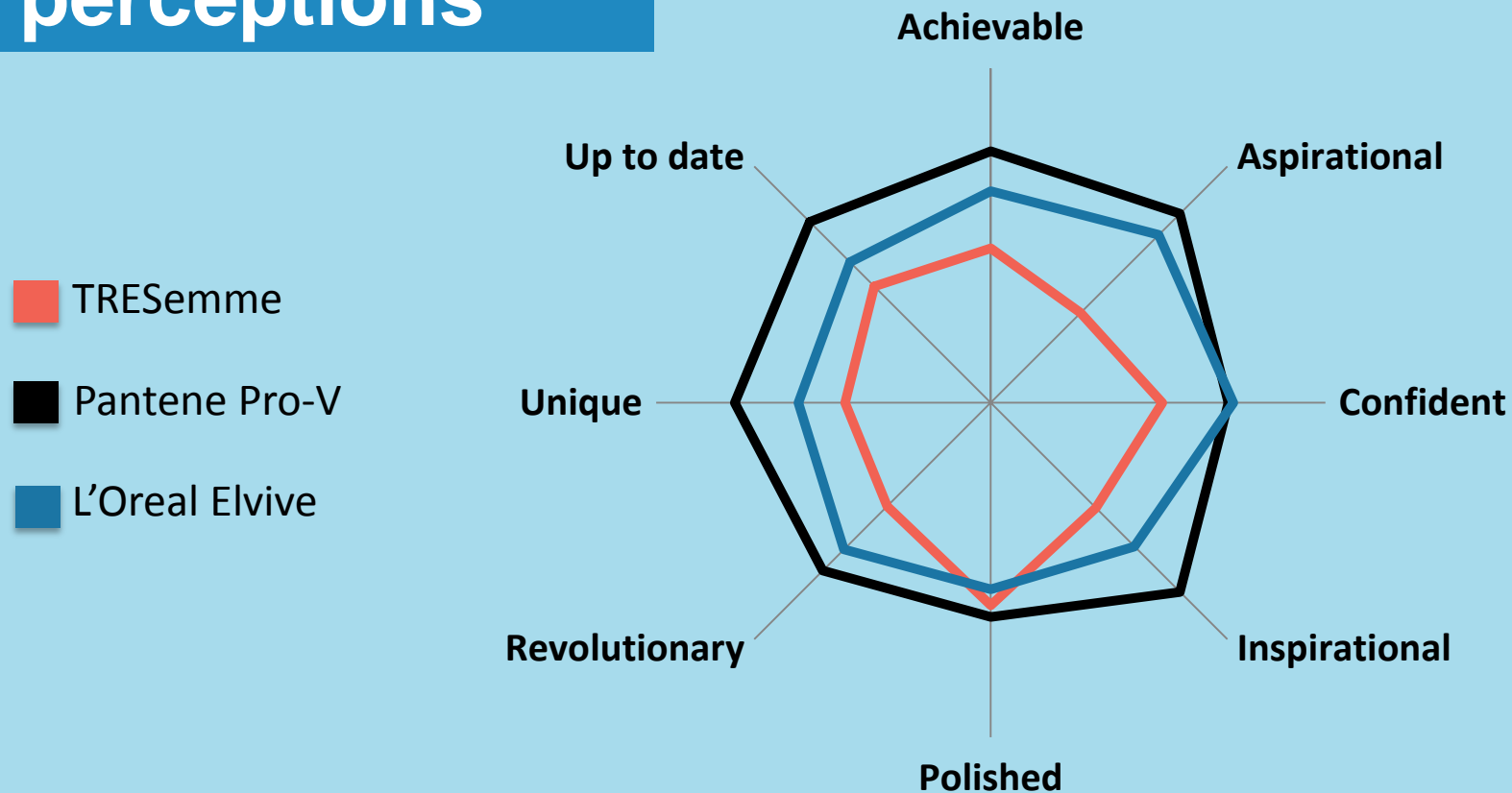
Base: all exposed (482) respondents

Q. Strength of implicit association (stronger associations = further from the centre of the chart)

Consumer Behaviour

Time Inc.

The campaign spread word of mouth

Benchmark

36%

39%

54%
Recommended TRESemmé to someone

55%
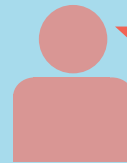**Talked to someone about the campaign**

Base: all exposed respondents (482)
Q. Which, if any, of the following did you do / intend to do after seeing the adverts/features/advertorials for TRESemmé?

Time Inc.

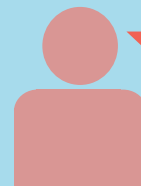# It sparked interest in the campaign

54% visited the TRESemmé website

75% Looked for TRESemmé in store

33% Followed TRESemmé on social media
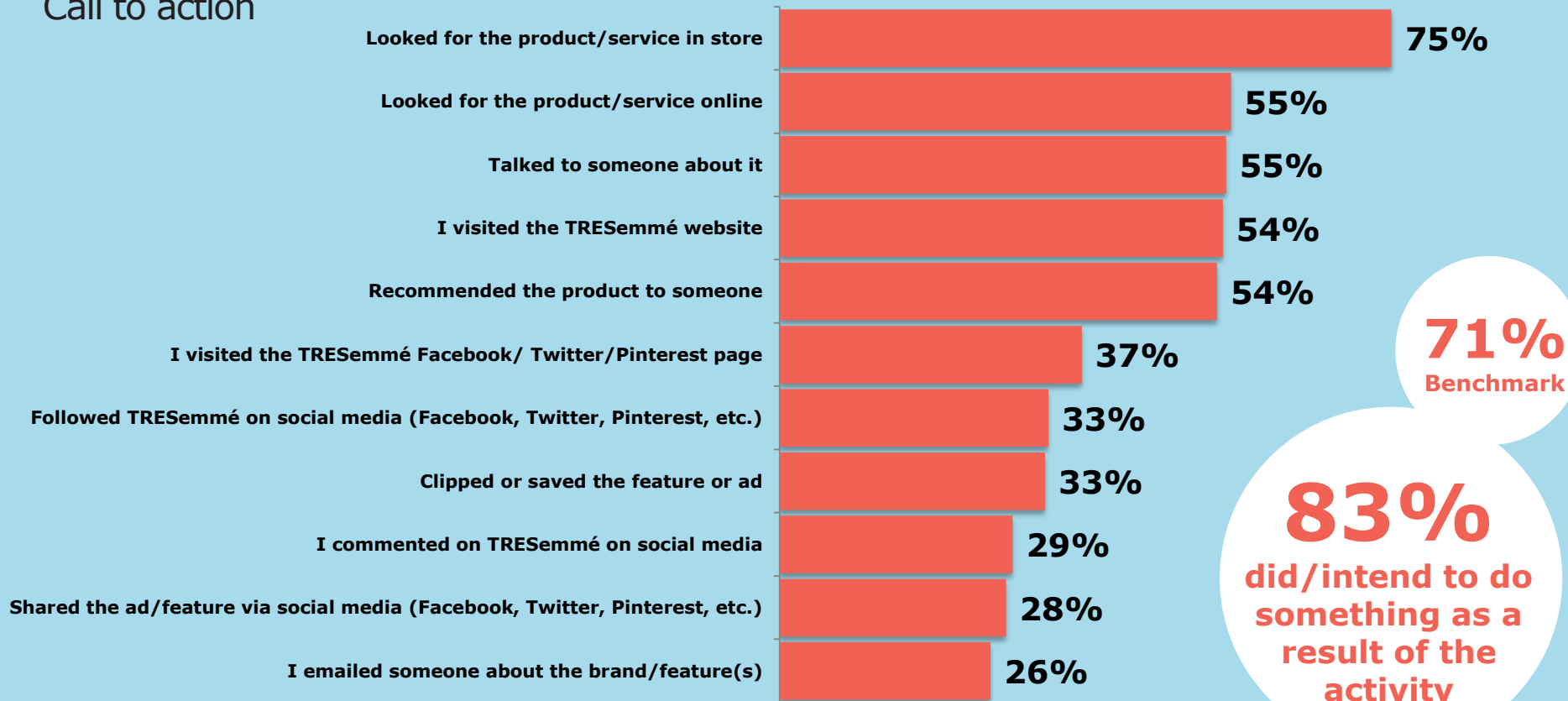
"Well made ads and very convincing."

"These were visually stunning and engaging informative and gave the impression of a premium product"

Base: all exposed respondents (482)
Q. Which, if any, of the following did you do / intend to do after seeing the adverts/features/advertorials for TRESemmé?

Time Inc.

75% looked for the product in store and 55% talked to someone about it

Call to action

Action	Percentage
Looked for the product/service in store	75%
Looked for the product/service online	55%
Talked to someone about it	55%
I visited the TRESemmé website	54%
Recommended the product to someone	54%
I visited the TRESemmé Facebook/ Twitter/Pinterest page	37%
Followed TRESemmé on social media (Facebook, Twitter, Pinterest, etc.)	33%
Clipped or saved the feature or ad	33%
I commented on TRESemmé on social media	29%
Shared the ad/feature via social media (Facebook, Twitter, Pinterest, etc.)	28%
I emailed someone about the brand/feature(s)	26%

71% Benchmark

83% did/intend to do something as a result of the activity
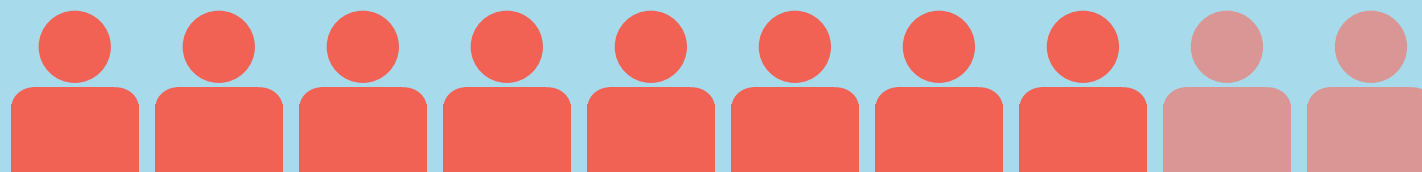
Base: all exposed respondents (482)
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Time Inc.
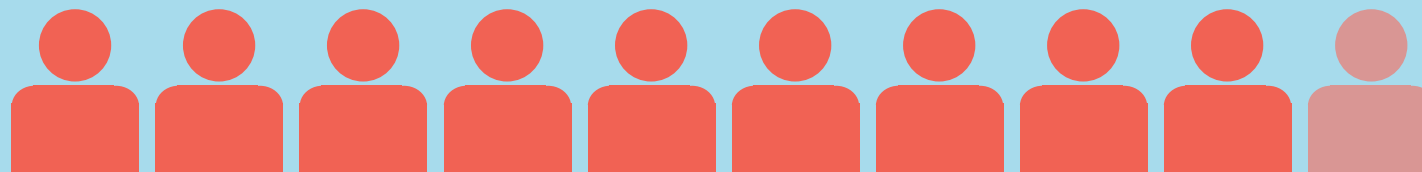
Consideration is significantly higher amongst exposed respondents

Stat Sig.

+27%
uplift
as a result of
the campaign

Unexposed
70%

Exposed
89%

72%
Benchmark

Base: all unexposed (384) & exposed (482) respondents

Q. How likely are you to consider buying TRESemmé for yourself or others in the future?

Time Inc.

SUMMARY

TRESemmé

56%
Recalled the ads

Good impression of campaign

Positive impression:
93%

Found the ads informative

Informing:
73%

Increased consideration

Would consider:
+27%

Influencing Word of Mouth

Have or will recommended the campaign:
54%

Sparked action

Took action:
83%

Time Inc.