

Advertising Effectiveness Study in Mexico: Yahoo! México and Factor TG

July 5, 2007 -- Study reveals that Internet advertising strengthens campaign impact and notably improves brand perceptions.

Internet advertising effectiveness studies are being conducted in Mexico. But they rarely become public. For this study, participants allowed publication of some numbers and key facts. The industry appreciates this.

Nowadays, the media mix is not complete without including the Internet. A study conducted by Yahoo! Mexico and Factor TG for the most recent Banco Santander campaign demonstrated that interactive advertising generates major impact among consumers and improves brand position.

The Internet offers more specific targeting than any other medium; it can deliver the right consumer at the right time; and its marketing programs are so accurate that they show how many users click on an ad, where they come from and how they arrived there.

But in most cases, advertisers want information that goes beyond the number of clicks, and their goals are no longer limited to driving consumers to a web site. Brands want their clients to remember them, to prefer them over the competition and, most of all, to buy their products. Can an online network measure all this and also the amount of brand impact? A study prepared by Yahoo! Mexico and Factor TG demonstrated that it can.

With a methodology based on control/exposed methodology - that tracks and compares the responses of consumers exposed to a campaign, with those who have not seen it - Factor TG analyzed Banco Santander's most recent interactive campaign. The above-mentioned campaign was carried out across Yahoo! Mexico with the goal of improving consumer perceptions of and preference for the brand.

In general, Santander wanted to raise the metrics of four important brand-building factors:

- Top-of-mind. The degree to which consumers remember the brand and mention it first.
- Brand preference. The degree to which consumers choose a brand and prefer it above its competitors.
- Brand perception. How consumers understand and describe the brand.
- Purchase intention. The tendency of the consumers to buy the products or services that a brand offers.

Factor TG's analyses revealed that people exposed to the Santander and Yahoo! Mexico campaign had a better impression of the bank, remembered it more and felt more inclined to use its services. The numbers showed that top-of-mind grew 3 percentage points for consumers who saw the Internet ads. Brand preference also increase due to the online campaign; it increased 6 points for the total audience and 9 points for the target audience. The same happened with brand perception; for the general public as well as the target audience, the concept that "Santander is a passionate bank" increased by five per cent. And, of course, purchase intent must be mentioned; this increased 6 per cent thanks to banners Santander placed in various Yahoo! channels (News, Mail, Finance, Real Estate, Astrology, etc.).

Emilio Güemez, Banco Santander's Director of Internet, mentioned that the interactive advertising campaign allowed them to reach 77 per cent of his target audience. Also, added Güemer, the online promotion "showed that the majority of people exposed to the campaign perceived Santander as an innovative bank".

But wouldn't Santander have achieved the same results with traditional advertising alone? The percentage of target consumers reached by the online campaign from Santander demonstrates that, very probably, the majority of the bank's potential clients are online and that finding them without using the Internet could be complicated or even impossible.

On the other hand, although traditional advertising could achieve the same impact, it would take a much longer time period and, therefore, the campaign would be much more expensive. As Yahoo! Mexico's General Manager Rafael Jiménez explained, "Internet advertising is a highly efficient and profitable way to build brands".

Advertising campaigns cannot dispense with traditional media, as television and print continue to be important communication channels. But neither should advertisers forget that today's audiences tend to use multiple media and, increasingly over time, incorporate Internet into the mix. If advertisers want to reach consumers, they should not omit Internet from their advertising media mix.