

Advertising / Brand Tracking Study

Is Your Advertising Working?

The Wealth Insights Advertising / Brand Tracking Study provides you with the means to regularly monitor the effectiveness of your advertising and marketing programmes.

In testing your advertising effectiveness, key brand measures from your annual Wealth Insights Brand Tracking Study are tracked, providing you with a comparison to over 20 of Australia's leading wealth management companies.

Advertising Cut-through

- ▶ **Awareness: Has your advertising been seen / noticed by advisers?**

Advisers are shown an unbranded version of one of your print advertisements and asked if they have seen it.

- ▶ **Attribution: Do advisers correctly identify you as the advertiser?**

After viewing an unbranded advertisement, advisers are asked to indicate the company / brand that is being advertised.

Test Your Key Messages

- ▶ **Customise questions to determine whether your specific advertising messages have impact.**

The objectives of your advertising are unique to your company. That's why this study allows you to include your own customised questions in the tracking survey to ensure your business and marketing needs are met. This enables you to determine whether your advertising is having the impact you desire.

Your annual subscription includes one customised tracking question repeated each survey. You also have the option of including additional questions.

We will assist you in developing questions that will measure your specific advertising messages.

- ▶ **Possible applications include:**

- Determine and monitor the perceived message of your advertising
- Test different effects of your advertising
- Test new advertising ideas

For example, if your key advertising proposition was your outstanding performance in a particular asset class, we could craft a question to determine how advisers rate your performance in that asset class. This question could be tracked over time to measure the extent to which advisers were seeing/registering this message.

Or, for example, if you were launching a new fund that was the focus of your advertising, we could craft a question to track the awareness of the fund over time compared to key competitors in that asset class.

Brand Insights

To determine how effective your advertising really is we track how well advisers feel they know your company and products, what they think of you, and how likely they are to place business with you. Comparison will be made between those who have seen your advertising and those who have not.

► **Familiarity: How well do advisers know you?**

Brand awareness is a key driver for advisers' choice of brands that they currently use and those they are considering for future use.

► **Brand Equity: Do advisers have a favourable opinion of you?**

Brand equity measures the degree to which advisers identify companies as 'one of the worst' through to 'one of the best'. This is a general measure of advisers' opinions of a company and is often influenced by the level of advertising investment. Historically, flows are directed to those companies that advisers consider being 'above average' or 'one of the best'.

► **Likely Use: Will advisers place business with you?**

Your advertising investment is geared to ultimately increase use of your products among advisers.

The likelihood that advisers will use you in the next six months provides a lead indicator of actual future use.

Reporting

Results will be supplied in a customised report (both hard and soft copy). Responses for each question will be cross-tabulated against a number of different demographic variables.

Survey Methodology

All surveys are conducted via the internet. Advisers are randomly recruited and incentives are offered to elicit adviser participation.

The sample size will be a minimum of 225 advisers for each round of the study.

This study will be conducted five times a year with the results delivered in February, May, July, October and December. Please contact Wealth Insights for schedule and pricing details.

► **Non-Replacement Sampling:**

Non-replacement sampling techniques are used, where once a respondent participates in a tracking study they are removed from the sample population for a minimum of six months. This method ensures that self-selection bias is minimised and awareness levels are not biased as a result of either advertising exposure via repeated survey completions or due to heightened awareness of advertisements between surveys.

Experience You Can Count On

Wealth Insights is Australia's premier researcher in the wealth management industry. Our promise is to give our clients a comprehensive advantage through deeper insights. We do this by offering more than just pure market research. Our foundations are firmly in the research industry, however, our exclusive focus on the wealth management industry and our breadth and depth of research in the industry means that, as a client, you get added value from the expertise we have developed by conducting over 20,000 interviews and interactions with financial planners.

Contact Details

If you would like more information about the Wealth Insights Advertising/Brand Tracking Study contact:

Vanessa McMahon

Phone: (02) 9994 8966

Email: vanessa@wealthinsights.com

Website: www.wealthinsights.com
