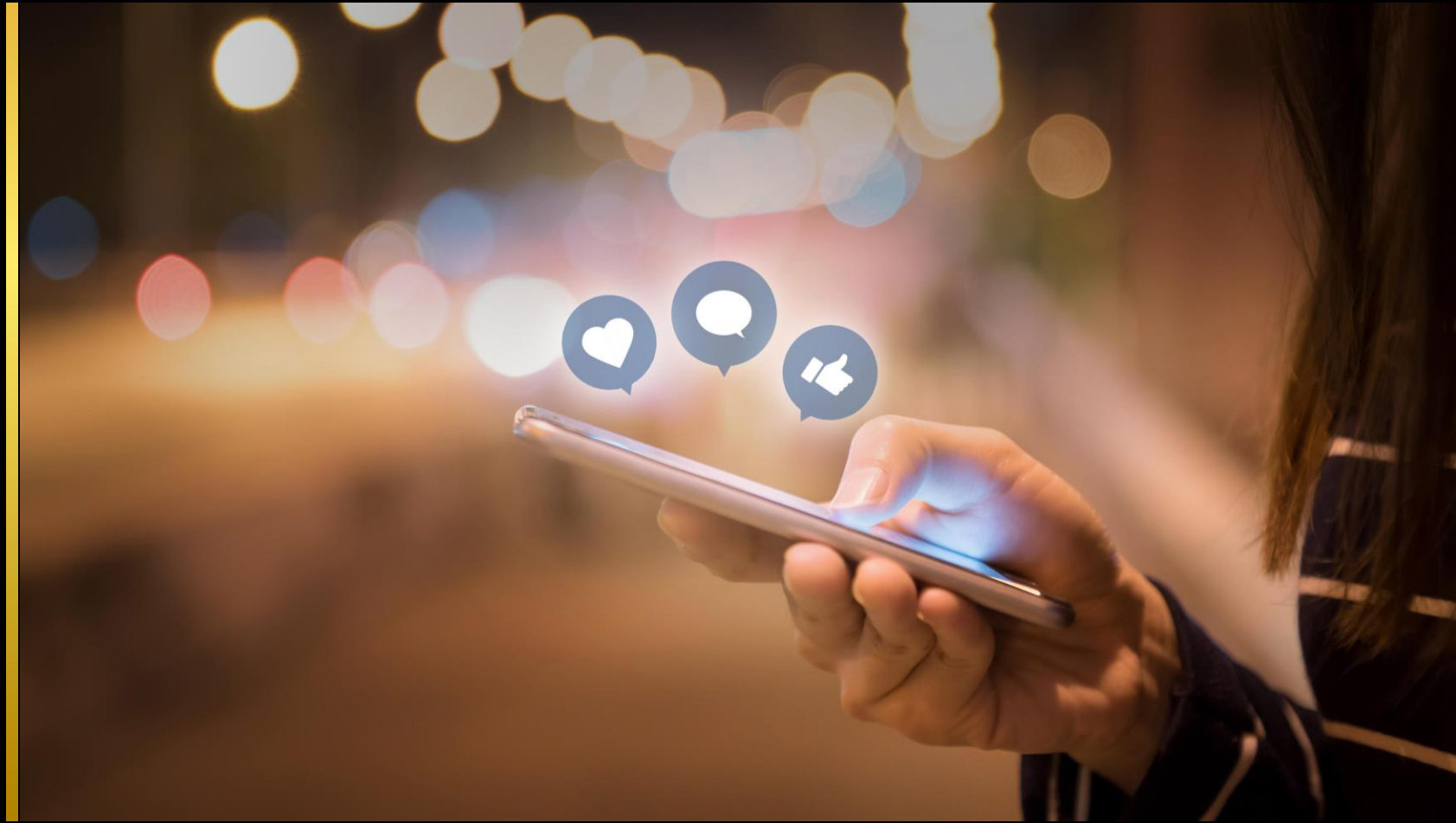# KANTAR

Brand Lift Insights: Campaign Evaluation Report

Disney+ hotstar   -   Mamaearth

Campaign Background

- Mamaearth ran a campaign on Disney+ Hotstar across Connected TV via a 15-sec and 30-sec video creative

- The campaign was run with an average frequency of 3.9 on CTV and XXXXX impressions were delivered on Mobile

- The objective was to decipher the impact created by the CTV campaign in driving Awareness and Purchase Intent for the Brand

Research Objectives

Measuring the impact of the Brand's campaign on the following brand metrics:

❑ *Aided Awareness*

❑ *Online Ad Awareness*

❑ *Message Association*

❑ *Purchase Intent*

Approach for Mamaearth Ubtan Face wash campaign

1

Cross-platform **BrandLift** Insights® (BLI + PME) for CTV campaign measurement

2

Standard **BrandLift** Insights® (BLI) for viewers of Disney+ Hotstar on Mobile / Desktop

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Approach for CTV evaluation

For this study, we deployed a Probabilistic Mobile Exposure (PME) methodology appended to the Brand Lift Insight tool:
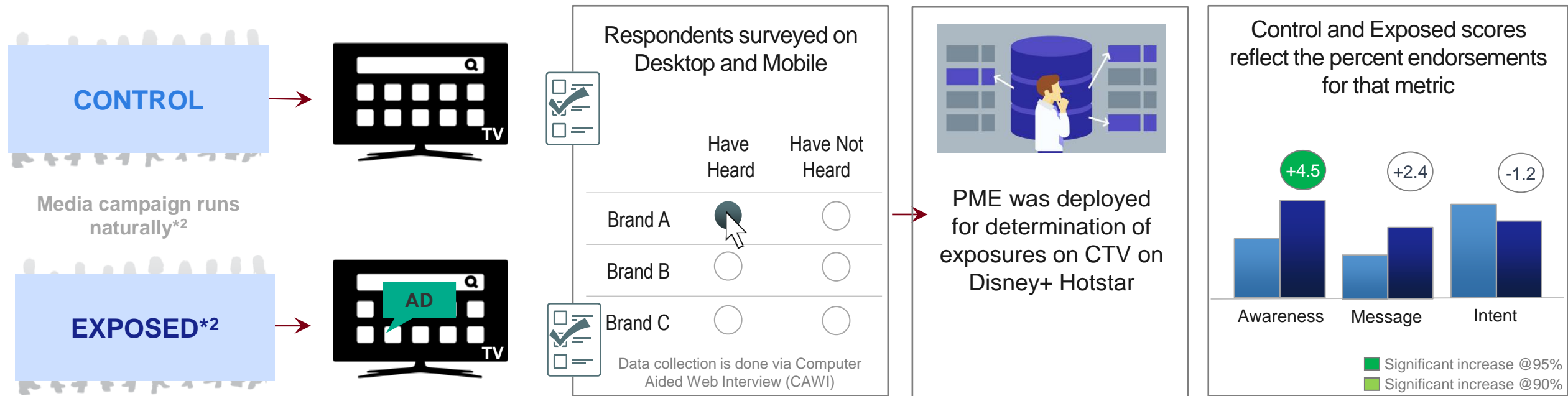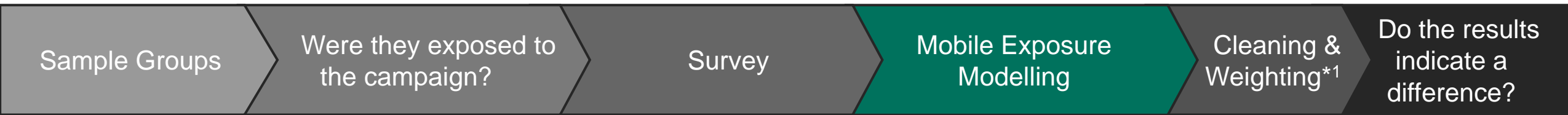
Control Audiences:	Audiences who do not own a CTV or Smart TV
Exposed Audiences:	Audiences who watch Disney+ Hotstar on CTV or Smart TV and have a higher probability of exposure to the campaign

- A Control – Exposed research design was implemented in which the we reached out to the audiences with the help of panel recruitment.

- PME was appended to BLI. The PME modelling requires to add two additional questions to the survey* to gauge the heaviness of usage of a platform and map it against the day-wise impressions spent.

- Based on the media consumption pattern, the model assigns probabilities of exposures for a particular respondent that helps in narrowing down to our Exposed audience set.

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*Questions to determine heaviness of usage for Disney+ Hotstar:
  A. Which of the following Devices do you use to watch content on Disney+ Hotstar? (owners of Smart TV / Connected TV)
  B. How often do you usually watch content on Disney+ Hotstar on your Connected TV / Smart TV?

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Research Methodology for CTV evaluation

In the BLI Methodology, brand parameters are probed amongst control and exposed audience sets. The observed Deltas (differences) between the two sets of individuals are then reported, to decipher the impact of the campaign on specific brand parameters

Sample Groups	Were they exposed to the campaign?	Survey	Mobile Exposure Modelling	Cleaning & Weighting*1	Do the results indicate a difference?

CONTROL

Media campaign runs naturally*2

EXPOSED*2

Respondents surveyed on Desktop and Mobile

	Have Heard	Have Not Heard
Brand A	●	○
Brand B	○	○
Brand C	○	○

Data collection is done via Computer Aided Web Interview (CAWI)

PME was deployed for determination of exposures on CTV on Disney+ Hotstar

Control and Exposed scores reflect the percent endorsements for that metric

+4.5   +2.4   -1.2

Awareness   Message   Intent

■ Significant increase @95%
■ Significant increase @90%

*2 We included additional questions to the survey:

*1 Control and Exposed groups are matched by weighting on the basis of Age

A. Which of the following Devices do you use to watch content on Disney+ Hotstar? (owners of Smart TV / Connected TV)
B. How often do you usually watch content on Disney+ Hotstar on your Connected TV / Smart TV?
C. On average, how much time do you spend watching content on Disney+ Hotstar during each visit on Connected TV / Smart TV?

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Research Methodology for Mobile evaluation

The brand parameters are probed amongst control and exposed audience sets. The observed Deltas (differences) between the two sets of individuals are then reported, to decipher the impact of the campaign on specific brand parameters.
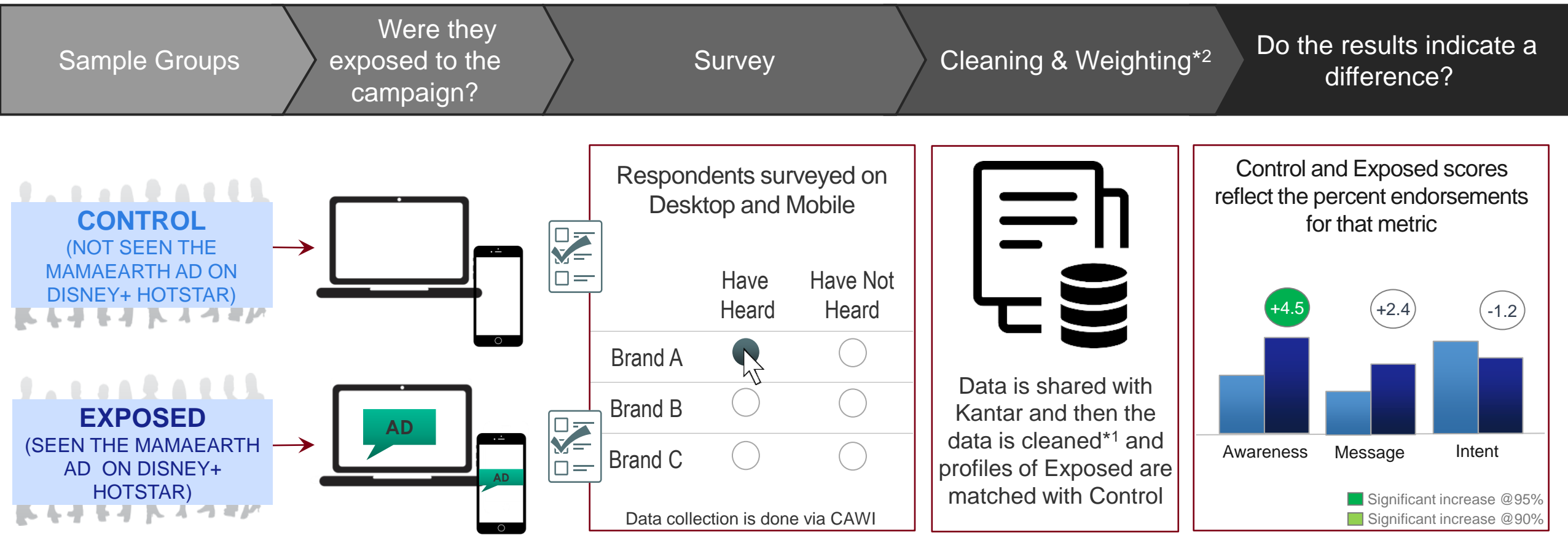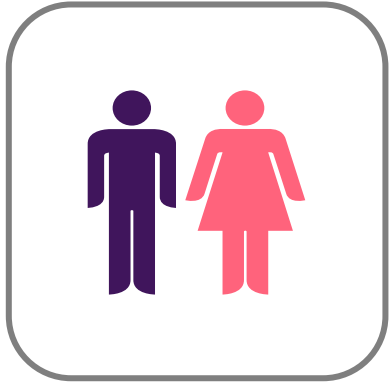
Sample Groups	Were they exposed to the campaign?	Survey	Cleaning & Weighting*²	Do the results indicate a difference?

CONTROL
(NOT SEEN THE MAMAEARTH AD ON DISNEY+ HOTSTAR)

EXPOSED
(SEEN THE MAMAEARTH AD ON DISNEY+ HOTSTAR)

AD

AD

Respondents surveyed on Desktop and Mobile

	Have Heard	Have Not Heard
Brand A	●	○
Brand B	○	○
Brand C	○	○

Data collection is done via CAWI

Data is shared with Kantar and then the data is cleaned*¹ and profiles of Exposed are matched with Control

Control and Exposed scores reflect the percent endorsements for that metric

+4.5   +2.4   -1.2

Awareness   Message   Intent

■ Significant increase @95%
■ Significant increase @90%

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Research Design

Target Audience
Males & Females
18 – 44 years
Geos: PAN India

Platform
Disney+ Hotstar
Connected TV
&
Mobile

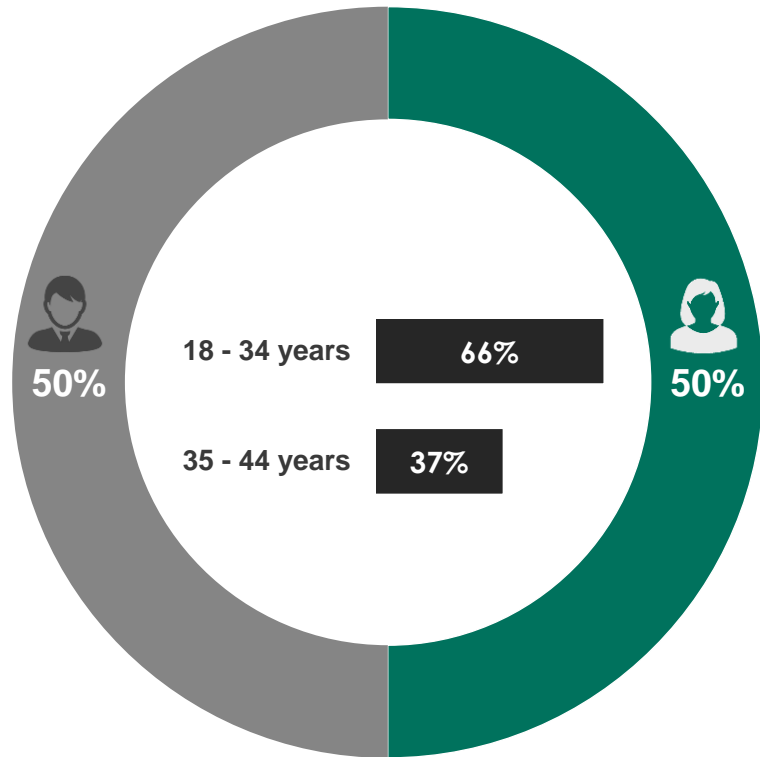### Campaign Duration
10th Mar – 8th Apr 2022

Total Sample Size
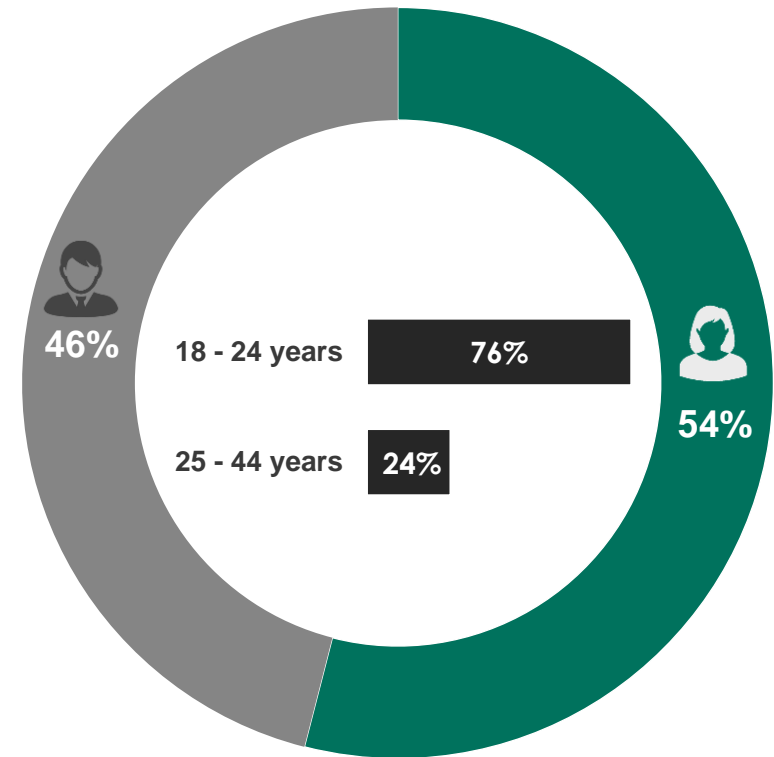CTV:
Control: 150, Exposed: 268

Mobile:
Control: 201, Exposed: 440

Respondent Profile

CTV

150	268

Males 50% | **Females 50%**

| 18 - 34 years | 66% |
| 35 - 44 years | 37% |

Mobile

201	440

Males 46% | **Females 54%**

| 18 - 24 years | 76% |
| 25 - 44 years | 24% |

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Base for CTV: 418 respondents
Base for Mobile: 641 respondents

Control   Males
Exposed   Females

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Overall Campaign Performance

A quick look at the video creative

15-sec creative

30-sec creative

Simple Clear and Direct Messaging — YES

Integrated the Brand Early — YES*

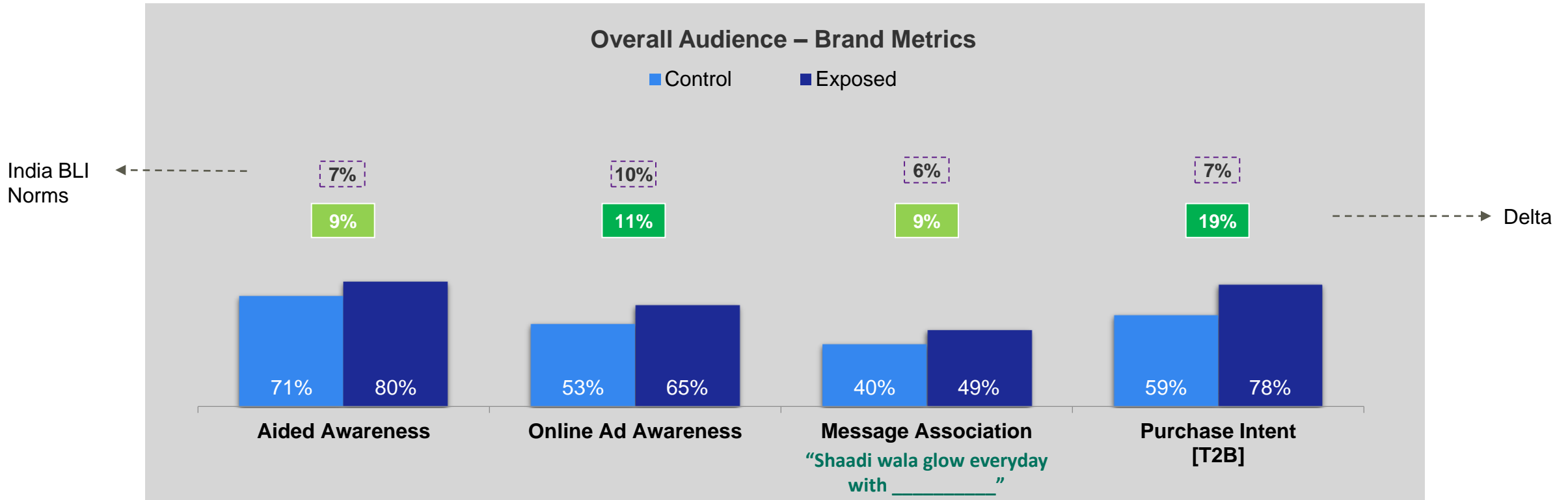The brand is only integrated early in the first 5-secs of the video creative across the 15-sec creative format

Ensured a clear role of the Brand in the story — YES

Human/ Celebrity presence — YES

The CTV campaign has effectively driven all the key metrics for Mamaearth

Overall Audience – Brand Metrics

■ Control ■ Exposed

India BLI Norms ← - - - - - - -

	Aided Awareness	Online Ad Awareness	Message Association	Purchase Intent [T2B]
India BLI Norms	7%	10%	6%	7%
Delta	9%	11%	9%	19%
Control	71%	53%	40%	59%
Exposed	80%	65%	49%	78%

- - - - - - → Delta

Message Association
"Shaadi wala glow everyday with _____"

Q. Which of the following Brands of Facewash have you heard of? **– Aided Awareness**
Q. Which of the following Brands of Facewash have you seen advertised online in the past 4 weeks? **– Online Ad Awareness**
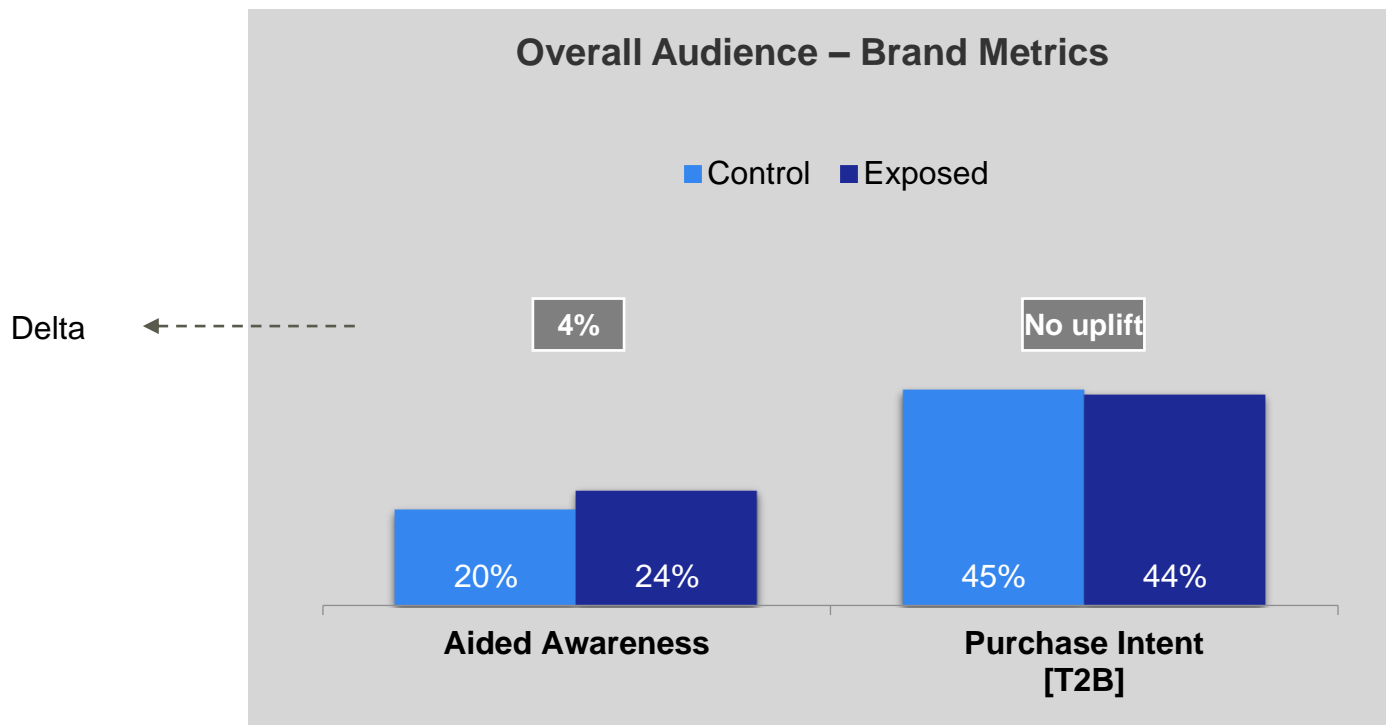Q. Which of the following Brands of Facewash, if any, uses the following message in its advertising? – **Message Association**
   Very Favorable | Somewhat Favorable | Neutral | Somewhat Unfavorable | Very Unfavorable
Q. Next time you are looking to buy a Facewash, how likely are you to consider 'Mamaearth Face products'? **– Purchase Intent**
   Very Likely | Somewhat Likely | Neutral | Somewhat Unlikely | Very Unlikely

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Overall Base – Control: 150, Exposed: 268
India – Overall BLI Norms, N = 432 studies [Source: Kantar MarketNorms]

■ Significant increase @95%
■ Significant increase @90%

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And, the Mobile campaign has helped in maintaining impact across Awareness and Purchase Intention for Mamaearth

Overall Audience – Brand Metrics

■ Control ■ Exposed

Delta ← — — — — — — — | 4% | | No uplift |

| 20% | 24% | | 45% | 44% |

Aided Awareness   **Purchase Intent [T2B]**

Q. Which of the following Brands of Facewash have you heard of? **– Aided Awareness**
Q. Next time you are looking to buy a Facewash, how likely are you to consider 'Mamaearth Face products'? **– Purchase Intent**
Very Likely | Somewhat Likely | Neutral | Somewhat Unlikely | Very Unlikely

KANTAR   Overall Base – Control: 201, Exposed: 440

■ Significant increase @95%
■ Significant increase @90%   mamaearth™   12

Across CTV viewers, Intention to Purchase the Brand was driven strongly amongst the 18 – 34 year old audience set. And, audiences in the age group of 35 – 44 years showed a stronger resonance with the campaign with significant uplifts across all metrics…

Results by Age Group

Metrics	18 – 34 years old			35 – 44 years old		
	Control	Exposed	Δ	Control	Exposed	Δ
Aided Awareness	72%	76%	**4%**	71%	87%	**16%**
Online Ad Awareness	55%	61%	**6%**	50%	70%	**20%**
Message Association **"Shaadi wala glow everyday with** _____ **"**	39%	42%	**3%**	43%	62%	**19%**
Purchase Intent [T2B]	58%	75%	**16%**	59%	83%	**24%**
Base:	106	170		44	98	

Significant increase @95%
Significant increase @90%

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… as Mamaearth was first launched as a baby care Brand

- We observe the higher number of existing users of 'Mamaearth' across the 35 – 44 year old audience segment

	18 – 34 years	35 – 44 years
Brand usership	30%	45%
Base	170	98

- Hence, based on past brand experience, older age group audiences are predisposed to Mamaearth and showcase a steep movement across key metrics

MADE SAFE
www.madesafe.org
MADE WITH SAFE INGREDIENTS

mamaearth™
BEST NATURAL CARE FOR YOUR BABY

We observe a similar trend even in the 25 – 44 year old audiences exposed to the Mobile campaign with a high impact on Awareness and Purchase Intention

Results by Age Group

Metrics	18 – 24 year old			25 – 44 year old		
	Control	Exposed	Δ	Control	Exposed	Δ
Aided Awareness	23%	24%	**1%**	14%	27%	**13%**
Purchase Intent [T2B]	No uplift			36%	48%	**12%**
Base:	154	319		47	121	

Directional

KANTAR   Overall Base – Control: 201, Exposed: 440

Significant increase @95%
Significant increase @90%   mamaearth™

The CTV campaign has cut through the Female audiences better. Key Message and Purchase Intention was strongly driven across the Male audience segment

Results by Gender

Metrics	Males			Females		
	Control	Exposed	Δ	Control	Exposed	Δ
Aided Awareness	71%	72%	1%	71%	87%	16%
Online Ad Awareness	No uplift			52%	75%	23%
Message Association "Shaadi wala glow everyday with _____"	37%	49%	12%	42%	49%	7%
Purchase Intent [T2B]	60%	72%	12%	58%	84%	26%
Base	70	138		80	130	

Significant increase @95%
Significant increase @90%

Overall, higher frequencies have helped in delivering higher impact for Mamaearth. Even among 18 – 34 year audiences, frequency 'above 4' is effective in driving stronger impact

Frequency (Overall)	Aided Awareness	Purchase Intent
1-2	75.8%	73.6%
3-5	81.9%	81.2%
Above 5	85.9%	85.9%

Frequency (18 – 34 years)	Aided Awareness	Purchase Intent
1-4	77.2%	75.0%
Above 4	82.2%	82.0%
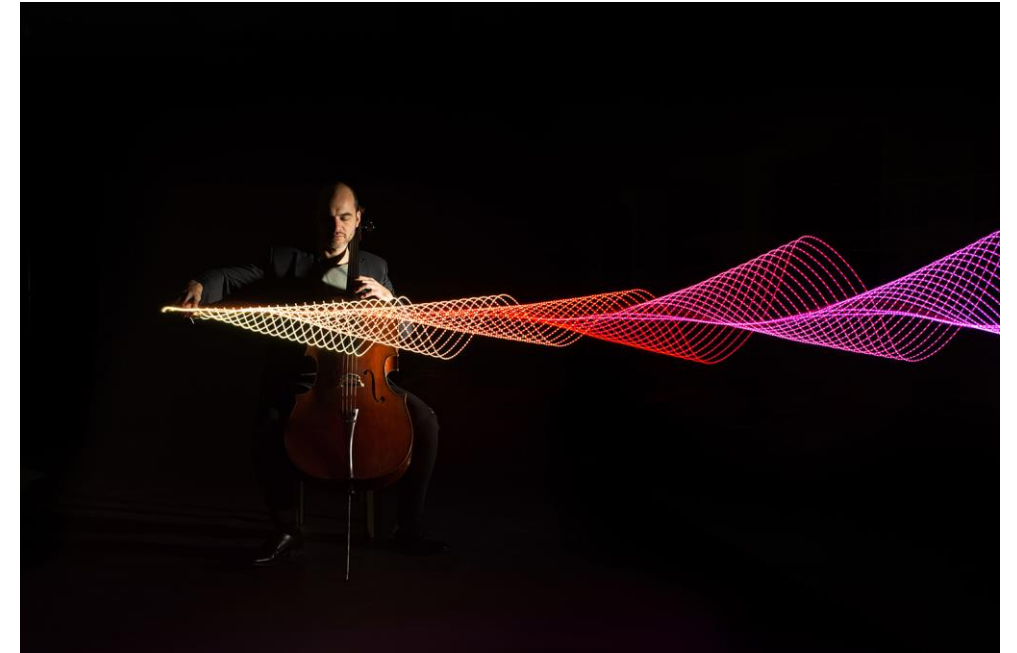
Summary

1   Overall, the CTV campaign has been effective in successfully driving all key metrics for Mamaearth.
And, the Mobile campaign has helped in maintaining impact for the brand measures.

2   Both CTV and Mobile campaigns have cut through audiences in the older age group more strongly with significant uplifts across all metrics

3   Female audiences have shown a stronger resonance with the CTV campaign with significant uplifts on both the Awareness metrics and Purchase Intention for the Brand

Way Forward

➡   Overall, higher frequencies deliver stronger impact
Above 4 frequency is more effective in driving the metrics amongst the younger audiences of 18 – 34 years

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THANK YOU