The Marketing Scientist Group is developing a new branded content testing product called contentFX designed to help marketers and media owners understand the impact of branded content.

contentFX uses a **forced exposure methodology**. In this study roughly half the respondents saw the content (the ‘Exposed’ group) as part of the survey experience, while the other half didn’t see related content (the ‘Control’ group). This forced exposure enables us to investigate the short-term impact on key brand metrics.

The data was collected in November 2019 using a third-party research panel.
Study Overview:

[This is where the campaign objectives would go]

Total Sample = 203

Eligibility Criteria:

- Nationally representative sample of Australians aged 18 to 69
- Sample collected in November 2019
Included Creative:

The study included 2 x two-minute branded videos for Brand X.
Key Results
All brand metrics improved after exposure to the creative, and the total purchase intent improved 33%.

Total Brand Metrics: Control vs. Exposed

- **Awareness**
  - Control: 78%
  - Exposed: 84%

- **Consideration**
  - Control: 68%
  - Exposed: 78%

- **Purchase Intent**
  - Control: 37%
  - Exposed: 49%

SOURCE: contentFX – Test Data.

* Based on total sample (weighted score)
Brand X saw the greatest percentage-point gain, relative to competitors, after the content exposure

Total Purchase Intent*: Control vs. Exposed

Sorted by Control Group

SOURCE: contentFX – Test Data.
* Based on total sample (weighted score)
Men and non-buyers of the category saw above-average uplifts, when exposed to the content ...

Change in Key Brand Metrics: % difference from Exposed vs. Control

... and while there were inconsistent results for age, older (50 to 69) consumers had notably higher consideration and purchase intent.

SOURCE: contentFX – Test Data.
Brand Metrics

This section explores the differences in the brand metrics for those exposed to the content, versus a control group.
Brand Favourability and Purchase Intent saw the largest uplift amongst the exposed group

**Key Brand Metrics**: Control vs. Exposed

<table>
<thead>
<tr>
<th>Metric</th>
<th>Control</th>
<th>Exposed</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prompted Awareness</td>
<td>78%</td>
<td>84%</td>
<td>+7%</td>
</tr>
<tr>
<td>Brand Favourability*</td>
<td>11%</td>
<td>28%</td>
<td>+153%</td>
</tr>
<tr>
<td>Consideration**</td>
<td>86%</td>
<td>93%</td>
<td>+8%</td>
</tr>
<tr>
<td>Purchase Intent***</td>
<td>47%</td>
<td>58%</td>
<td>+24%</td>
</tr>
</tbody>
</table>

*Based on prompted list  **Based on aware  ***Based on considerers (weighted score)

SOURCE: contentFX – Test Data.
Brand X was ranked #4 in awareness for the control but improved to #2 in the exposed group

**Prompted Brand Awareness:** Control vs. Exposed

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Exposed</th>
<th>Control</th>
<th>Change</th>
<th>Sorted by Control Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitor A</td>
<td>97%</td>
<td>95%</td>
<td>+2%</td>
<td></td>
</tr>
<tr>
<td>Competitor B</td>
<td>82%</td>
<td>83%</td>
<td>-2%</td>
<td></td>
</tr>
<tr>
<td>Competitor C</td>
<td>81%</td>
<td>82%</td>
<td>-1%</td>
<td></td>
</tr>
<tr>
<td>Brand X</td>
<td>84%</td>
<td>78%</td>
<td>+7%</td>
<td></td>
</tr>
<tr>
<td>Competitor D</td>
<td>36%</td>
<td>46%</td>
<td>-20%</td>
<td></td>
</tr>
<tr>
<td>Competitor E</td>
<td>4%</td>
<td>8%</td>
<td>+104%</td>
<td></td>
</tr>
</tbody>
</table>

**SOURCE:** contentFX – Test Data.
Brand Favourability was a staggering 153% higher amongst the exposed group

Most Favourable*: % Most Favourable for Control vs. Exposed

- **Control**
  - Brand X: 11%
  - Other Brands: 79%
  - None of these: 10%

- **Exposed**
  - Brand X: 28%
  - Other Brands: 69%
  - None of these: 3%

% Most Favourable vs. Control: +153%

SOURCE: contentFX – Test Data.

*Based on prompted list (selection available based on aware)
There were only minor changes in consideration for all category brands ...

**Consideration**: Control vs. Exposed (amongst those aware)

- Competitor A: -4%
- Brand X: +8%
- Competitor B: +6%
- Competitor C: +1%
- Competitor D: -3%
- Competitor E: 0%

... although, Brand X had the largest consideration change at +8%
Amongst ‘considerers’, Brand X purchase intent improved 24% when exposed to the video

Purchase Intent*: Control vs. Exposed (amongst considerers)

Sorted by Control Group

SOURCE: contentFX – Test Data.

* Based on those who would consider purchasing (weighted score)
Creative Impact

This section looks at the key impact metrics, and focuses more on those exposed to the content
Likeability for the branded content was greater than the control content we tested

Likeability: % Like / Dislike for Brand X vs. Other content

Other content*
- Like it a lot: 4%
- Like it: 22%
- Neither: 74%

Brand X
- Like it a lot: 20%
- Neither: 3%
- Dislike it a lot: 79%

+7%
% Like vs. other content

SOURCE: contentFX – Test Data.

* The same metrics were used to test different content. This is the average for that content, amongst the control group identified earlier in the survey.
The highest agreement was for ‘Statement A’ and ‘Statement B’...

Campaign Message: % Agree / Disagree (Exposed only)

... but ‘Statement C’ statement had the highest uplift versus the control group

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
<th>% Disagree</th>
<th>% Neither</th>
<th>% Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand X - Statement A</td>
<td>2%</td>
<td>22%</td>
<td>75%</td>
<td>+33%</td>
</tr>
<tr>
<td>Brand X - Statement B</td>
<td>0%</td>
<td>25%</td>
<td>75%</td>
<td>+44%</td>
</tr>
<tr>
<td>Brand X - Statement C</td>
<td>7%</td>
<td>32%</td>
<td>61%</td>
<td>+59%</td>
</tr>
</tbody>
</table>

SOURCE: contentFX – Test Data.
For those exposed, the key ad metrics were higher for men, but lower for non-buyers of the category...

Average Key Ad Metrics: % difference from average (exposed only)

...and again, the differences for the age groups were inconsistent.

SOURCE: contentFX – Test Data.
Compared to the other content tested, Brand X had higher uplifts for sharing and consuming more ...

**Key Action Metrics**: Brand X vs. Other content

<table>
<thead>
<tr>
<th></th>
<th>Have better opinion</th>
<th>Would share</th>
<th>Would consume more</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand X</strong></td>
<td>78%</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td><strong>Other content</strong>*</td>
<td>78%</td>
<td>63%</td>
<td>54%</td>
</tr>
</tbody>
</table>

* The same metrics were used to test different content. This is the average for that content, amongst the control group identified earlier in the survey.
All brand metrics improved after exposure to the creative, and the total purchase intent improved 33%. It had the greatest percentage-point gain in total purchase intent, relative to competitors.

In terms of purchase intent changes, men, older consumers (50 to 69) and non-buyers of the category saw the greatest uplift amongst the key profile groups.

In terms of individual brand metrics – Brand Favourability (+153%) and Purchase Intent (+24%) were the areas that saw the largest uplift amongst the exposed group.
Further information:

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