Measuring the Impact of a Brand Campaign

Techniques that work in this era of accountability and optimization

Measuring success is a critical part of any marketing campaign. But many marketers find it difficult to measure the effectiveness of a linear television buy, especially when the goal of the campaign is improving brand favorability and not transactional measurements.

The Sponsorship Group for Public Television (SGPTV) has solved this problem for many of our PBS sponsors through the use of a **brand lift study** — a research study that runs in conjunction with a PBS or PBS KIDS sponsorship and **measures changes in brand perception across metrics** that are important to a client.

Our brand lift study employs audience surveys to measure the effect of a PBS sponsorship on metrics such as:

- Brand awareness
- Ad recall
- Brand favorability
- Purchase consideration

**Methodology**

SGPTV’s brand lift studies utilize two different methodologies:

- **Pre/Post Analysis:** Two surveys fielded to the PBS program audience
  - First survey: Fielded before sponsorship begins to obtain a benchmark against relevant brand metrics
  - Second survey: Fielded 6 – 12 months after sponsorship is launched and measures changes in brand metrics

- **Exposed vs. Control Analysis:** Recommended when it’s not possible to do a pre-launch survey
  - Surveys a sample of the PBS program audience (exposed) and a sample of non-viewers (control)

**Brand Lift Case Studies**

Here are some examples of the brand lift studies commissioned by our sponsors:

<table>
<thead>
<tr>
<th>BRAND CATEGORY</th>
<th>PBS SERIES</th>
<th>STUDY RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large mobile communication company</td>
<td><strong>AMERICAN EXPERIENCE</strong></td>
<td>Brand favorability &amp; purchase consideration DOUBLED</td>
</tr>
</tbody>
</table>
| Leading children's educational curriculum company | **PBS KIDS**    | Brand favorability increased +22%
  Purchase consideration increased +30%     |
| Large financial services company            | **MASTERPIECE** | Brand awareness increased +59% (year 1) and +121% (year 2)
  Purchase consideration increased +61% (year 1) and +129% (year 2) |
| Large luxury cruise line                    | **MASTERPIECE** | Added brand awareness was 5X higher
  Purchase consideration was 3X higher      |

Continued
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Measuring Specific Attributes
Additionally, SGPTV can measure an audience’s attitudes towards:
- Creative messaging
- Brand characteristics
- Hot-button issues such as diversity or the environment

Brand Attribute Case Studies
Here are some examples of the attributes we have measured using these commissioned surveys:

<table>
<thead>
<tr>
<th>BRAND CATEGORY</th>
<th>PBS SERIES</th>
<th>VALUABLE PRIMARY RESEARCH INSIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online advanced learning company</td>
<td>NOVA</td>
<td>What the audience liked/disliked about a sponsor’s creative</td>
</tr>
<tr>
<td>Large retail store</td>
<td>PBS KIDS</td>
<td>Audience perception of the retailer’s impact on the local community due to their PBS KIDS sponsorship</td>
</tr>
<tr>
<td>Hot-button issue</td>
<td>PBS primetime</td>
<td>Which societal issues the PBS primetime audience values, e.g., DEI and the environment, and how these issues affect consumer behavior.</td>
</tr>
</tbody>
</table>

If you are interested in learning more about brand lift studies, and how they can be used in conjunction with a PBS or PBS KIDS sponsorship, contact us. Let’s start a conversation.

Contact us
The Sponsorship Group for Public Television represents the best sponsorships on PBS, with national inventory from GBH Boston and other quality public media content across all genres. For more information on this or other PBS sponsorship opportunities, contact the Sponsorship Group for Public Television at 800.886.9364, email SGPTV@wgbh.org or visit SGPTV.org.

Sources:
1. KANTAR Media/SGPTV Viewer Attitudes & Behaviors Study, April 27 – May 16, 2020 (AMERICAN EXPERIENCE viewers vs. adults that don’t watch AMERICAN EXPERIENCE)
2. KANTAR Media/SGPTV Viewer Attitudes & Behaviors Study, April 27 – May 16, 2020 (parents of young children that watch PBS KIDS vs. don’t watch PBS KIDS)
3. SGPTV Brand Equity Study, August 2021
4. SGPTV Brand Equity Study (Company Confidential): October 2021 (vs. next closest competitor)
5. 2022 Brand Equity Survey (1st wave), 4/14/22 – 4/28/22
6. KANTAR Media/SGPTV Viewer Attitudes & Behaviors Study, April 27 – May 16, 2020
7. 2022 Brand Equity Survey (1st wave), 4/14/22 – 4/28/22

Sponsor brand lift studies can be commissioned as part of a PBS or PBS KIDS sponsorship package.