

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**
- **Spot 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:

BRAND CATEGORY	PBS SERIES	STUDY RESULTS
Large mobile communication company		Brand favorability & purchase consideration DOUBLED
Leading children's educational curriculum company		Brand favorability increased +22% Purchase consideration increased +30%
Large financial services company		Brand awareness increased +59% (year 1) and +121% (year 2) Purchase consideration increased +61% (year 1) and +129% (year 2)
Large luxury cruise line		Added brand awareness was 5X higher Purchase consideration was 3X higher

Measuring Specific Attributes

Additionally, SGPTV can measure an audience's attitudes towards:

- **Creative messaging**
- **Brand characteristics**
- **Hot-button issues such as cultural discourse or the environment**

Brand Attribute Case Studies

Here are some examples of the attributes we have measured using these commissioned surveys:

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

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.