



VOICES

True listening, better choices

TOURISM ROI:

MEASURING ROI FOR EQUITY ACTIVITY, (NOT SALES ACTIVITY)

THE ISSUE

Because it's part of a primarily psychological process, the impact of brand equity-building marketing activity is difficult to measure

- * A tourism body needed to justify continuing its expenditure into brand equity-based marketing activity as opposed to more retail-driven activity, which on the surface of things, looks like it generates more immediate sales than brand equity-based activity.
- * The Marketing team within the tourism organisation intuitively knew that their brand-equity-based activity was effective but they had no hard way of proving it. They therefore found it difficult to justify their continued media expenditure during a period of great upheaval within the organisation.
- * **Core question: How could we truly measure 1) the impact of the brand equity-based activity on consumers' perceptual shifts in relation to the tourism destination, then 2) translate that to sales over time?**



THE CORE CHALLENGE



Proving the hard-sales-value of brand equity-driven activity is notoriously difficult, nigh on impossible, because it involves understanding the ever-intangible UNCONSCIOUS consumer perceptual shifts first, then how such perceptual shifts translate into hard metrics.

THE INSIGHT

Using a very innovative, detailed and long-thought-out methodology that is truly able to quantify consumers' unconscious responses to marketing activity and then convert that to sales metrics, we:

- * Measured the impact of EACH of multiple brand equity-driven activities on core category and brand drivers
- * Understood the causal relationship between those drivers and sales over time
- * Developed a Return On Investment calculation for each piece of brand equity-driven activity in question
- * We therefore delivered those required 'hard' metrics to the Marketing team
- * Who could then justify on-going marketing expenditure.

We were also able to give the client quantified-emotive feedback on each of their creative executions - specifically the extent to which they delivered on core category and brand drivers - so they could refine and improve future campaigns.

In addition, we demonstrated how a key competitor destination's long-term brand equity-driven campaign was very effective in driving sales well beyond its time frame. This is because excellent, high quality brand-equity driven activity stays in the long-term memory and CONTINUES to work, well after its in-market period. As such, we demonstrated how the competitor destination was still reaping benefits from their activity that had been long off-air. This also gave the Marketing team crucial information to justify their expenditure - because their competitor had done it so well that if they didn't do it - the gap would continue to widen between them and their competitor.



THE SOLUTION - BRAND EQUITY ACTIVITY WORKS TO DRIVE SALES, NOT JUST EMOTIONS

The client has used the insights to justify their continued expenditure and refine more recent campaigns.

