

## Effective Advertising to Re-launch a Brand

### Objective

Our objective was to help our client, a leader in personal care, optimize communication for the re-launch of a skin care brand.

### Background

After more than two years on the market, the brand had not achieved the desired rate of trial and was being re-launched with a new campaign. This new campaign was intended to appeal to consumers on a rational level by communicating product efficacy. To be consistent with the brand's overall strategy, the tone of the new ad needed to be gentle. The client had some concern that the gentle tone would prevent the advertisement from being noticed and achieving its communications objectives.

### Analysis

The advertisement was pre-tested using Millward Brown's Link™ copy-testing methodology, and the results demonstrated conclusively that the gentle tone of the ad did not interfere with its effectiveness.

Millward Brown predicts an ad's impact – its ability to break through and be noticed – with a measure called the Awareness Index (AI). The AI combines scores on Branding (the ability to make viewers aware of the brand being advertised), Enjoyment, and Involvement. While the skincare ad was below average on Involvement, it achieved above-average levels on branding and enjoyment. The strength of those two measures compensated for the relatively low score on involvement, and the ad achieved an above-average AI of 5. (The country average was 3.)

The ad also successfully achieved its communication objectives. Above-average scores on understanding, differentiation, relevance, and credibility confirmed that the product benefits were conveyed clearly. The calm, rational presentation of the product's benefits also contributed to the ad achieving a higher than average level of persuasion.

### Recommendations

Millward Brown recommended that the ad be aired. Furthermore, because the ad performed strongly on both Impact and Persuasion, Millward Brown predicted that it was likely to generate a short-term sales increase for the brand.

### Action

The client chose to air the ad.

### Results

Actual market share data confirmed Millward Brown's prediction that the ad would produce an increase in sales. Market value share increased by 40% during the time the ad was on air. The successful integration of the brand into clear and convincing product demonstrations helped make this low-key ad a success.