13. Measure Brand Performance

Ensure the brand is working the way it is intended. Measure not only awareness, but also important brand attributes. This may include statements such as: is a brand I trust, is a brand for someone like me, etc.

EXCELLENT ✓✓✓

A program that is excellent will measure not only brand awareness, but also brand attributes that the implementer has identified as important for the brand (such as, it is a brand I trust, X brand is a brand for me, it is modern and relevant, etc.).

GOOD ✓✓

Based on qualitative or anecdotal evidence, it seems that the program had the intended results on brand measures, including the attribute measures described under the excellent section.

Or

Only some brand measures were achieved (such as brand awareness).

AVERAGE/POOR ✓

Brand measures were not achieved or there was no evaluation of brand measures.

13. MEASURE BRAND PERFORMANCE

No available data. Best practice not evaluated.

13. MEASURE BRAND PERFORMANCE

Airbnb conducted a brand tracker at baseline (April 2016) and after program launch (July 2016); awareness grew between 5 - 15% among the target audience, accompanied by shifts in desired brand attributes, such as "makes me feel like I am part of a community."

Shift in Aided Awareness
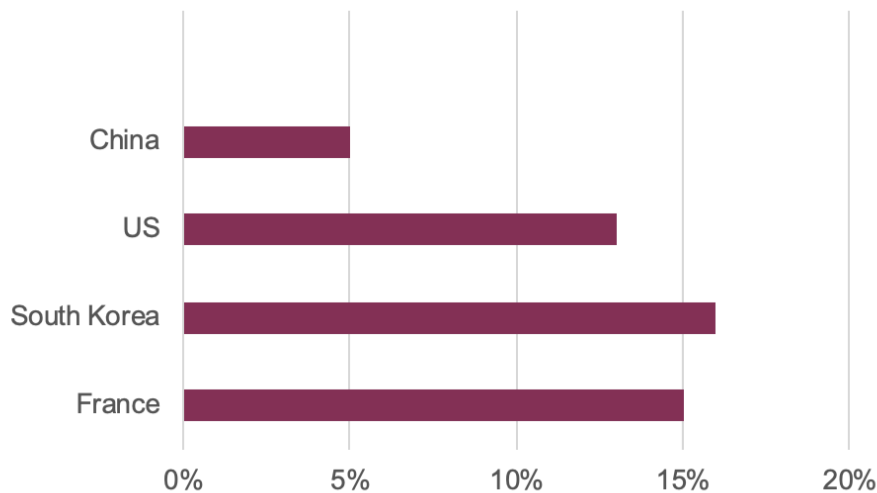
Shift in brand attributes
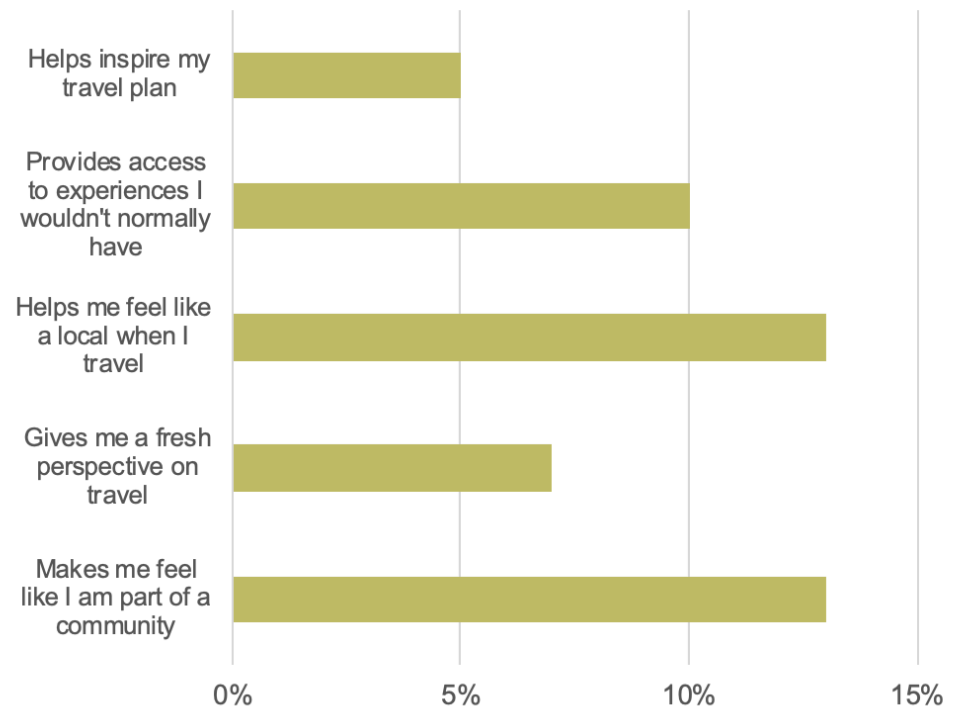
13. MEASURE BRAND PERFORMANCE

As part of the TestaBoy campaign evaluation, the team measured brand awareness, including recognition of the logo, association of the logo with Brothers for Life, and understanding of what Brothers for Life means. We scored this best practice as "good": brand awareness and understanding were measured and well understood; there may be an opportunity to better track other brand-related measures, such as resonance, trust, etc.

The majority of respondents had seen the logo and most knew what it stood for

76% (weighted n = 12,5 million) had seen the logo in the past 12 months.

Of those who had seen this logo, **67% (weighted n = 8,4 million)** knew that it represented Brothers for Life

n=2,992

Brothers for Life means…

Men taking responsibility for their actions	31%
Getting tested for HIV	23%
Don't know	19%
Men and women testing together	17%
Men going for circumcision	10%
Men using condoms	8%
Making informed choices	6%
Having only one partner	6%
Not hitting or abusing women	3%
Not drinking a lot	1%

G: | 49

n=2,351; restricted to those that had heard/seen Brothers for Life

Source: Cadre, 2017

13. MEASURE BRAND PERFORMANCE

No available data. Best practice not evaluated.

13. MEASURE BRAND PERFORMANCE

No available data. Best practice not evaluated.

13. MEASURE BRAND PERFORMANCE

No available data. Best practice not evaluated.

13. MEASURE BRAND PERFORMANCE

We assume strong brand performance based on the show's reach and success; however, we did not score this best practice, as we did not have data on the MTV Shuga brand measures. Furthermore, since Shuga borrows from the overall MTV brand, it would be important to look at overall MTB brand measures as well.

720M ESTIMATED PEOPLE REACHED WORLDWIDE

179 CHANNELS AIRED ON GLOBALLY, INCLUDING IN 96% OF SUB-SAHARAN COUNTRIES

118M PEOPLE REACHED THROUGH SOCIAL MEDIA

35% OF YOUNG NIGERIANS WHO WATCHED MTV SHUGA WERE MORE LIKELY TO GET TESTED FOR HIV IN THE PAST SIX MONTHS

MTV Staying Alive Foundation Impact Report 2016

13. MEASURE BRAND PERFORMANCE

The program measured brand exposure (exposure to either "Get It Together" or "NURHI") but did not measure brand specific attributes ("this is a brand I trust, this is a brand for someone like me" etc.). Endline results indicate that overall exposure (as measured by recall) to NURHI and GIT messages was generally high, ranging from 10-80% across the 6 states. We evaluated this best practice as 'good' because GIT mainly measured reach and recall and not other measures of brand performance. We also note that the evaluation was not conducted among the various life stage target audiences, so it is not possible to understand program effectiveness among the intended target audiences.

Exposure to NURHI/Get It Together

Figure 7.1 Exposure to NURHI program messages in the previous year at midterm and endline among all women
Nigeria 2012, 2014
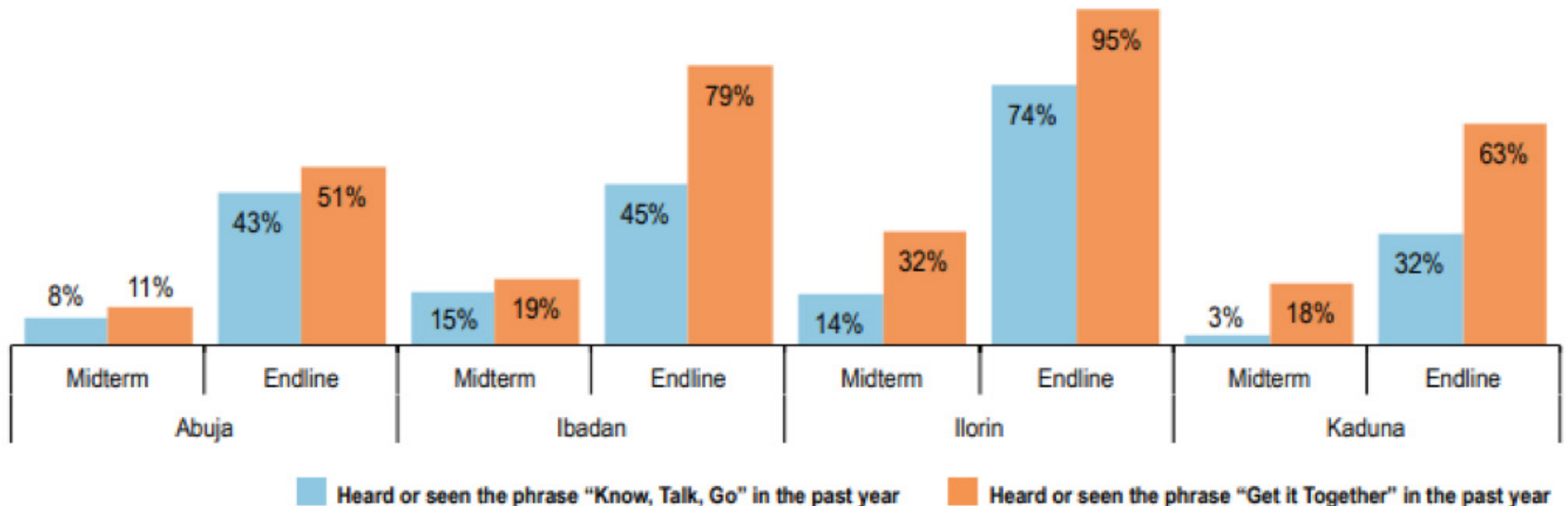
Source: Measurement, Learning and Evaluation (MLE) Project; National Population Council (NPC); Data, Research and Mapping Consult, Ltd; Measurement, Learning & Evaluation of the Urban Reproductive Health Initiative Nigeria 2014 Endline Survey. [TWP2-2015]. Chapel Hill, NC, USA: Measurement, Learning and Evaluation Project; 2015

13. MEASURE BRAND PERFORMANCE

Based on data from a Gallup poll, the campaign drove strong awareness and perceptions of Candidate Obama. Other data show that Obama had the highest favorability (53%) of any first term presidential candidate in the prior 28 years.1 He went from a relatively unknown name to one which was not only well-known by April 2008, but also was associated with the ideals of his campaign.

Obama		McCain	
Favorable impression	Unfavorable impression	Favorable impression	Unfavorable impression
53%	33%	36%	45%

NYT/CBS News poll Oct 2008

TABLE 2 Candidate MBE Brand Equity and Intention to Vote Mean Scores

Candidate	N	Brand equity Mean	SD^a	Intention to vote Mean	SD^a
(D) Obama	254	3.70	0.90	3.22	1.46
(D) Clinton	256	3.62	0.96	3.15	1.60
(R) McCain	242	3.11	0.98	2.41	1.54
(R) Huckabee	222	2.54	0.82	1.51	1.02

Candidate total brand equity score values are the total sample mean of the combined Multi-dimensional Brand Equity scale (MBE) items reported on 5-point scales and intention to vote values are total sample means reported on a 5-point scale. [a]Standard deviation.

A Gallup poll from April 2008 shows that the campaign significantly decreased the percentage of Americans who were unfamiliar with the candidate (from 30 to 5%) and increased perceptions related to the campaign's overall vision (from 7 to 13%).

A study conducted among registered voters in urban areas during the primaries found that Obama had the highest level of Brand Equity as well as Intention to Vote among the study population. Brand Equity in this study was a composite assessment of candidate awareness-association strength, perceived quality, and loyalty scale items. While survey respondents were generally more familiar with Hillary Clinton, the results show that Obama's brand vision was already earning him points even in the early days of the campaign.

Jones, J, Top-of-Mind Candidate Percetions in-Depth. Gallup Poll. April 2008

Parker, B. Candidate Brand Equity Valuation: A Comparison of U.S. Presidential Candidates During the 2008 Primary Election Campaign
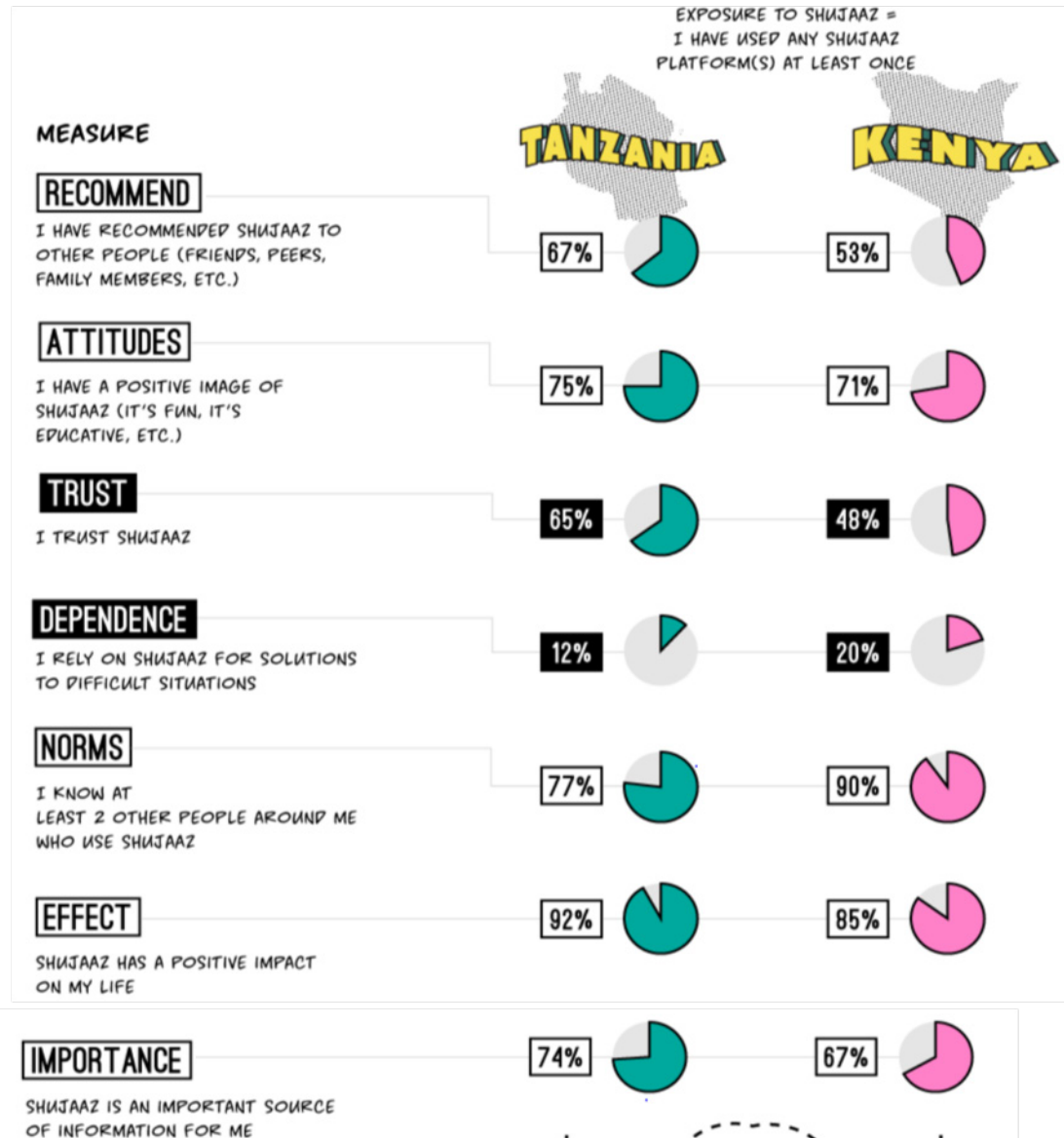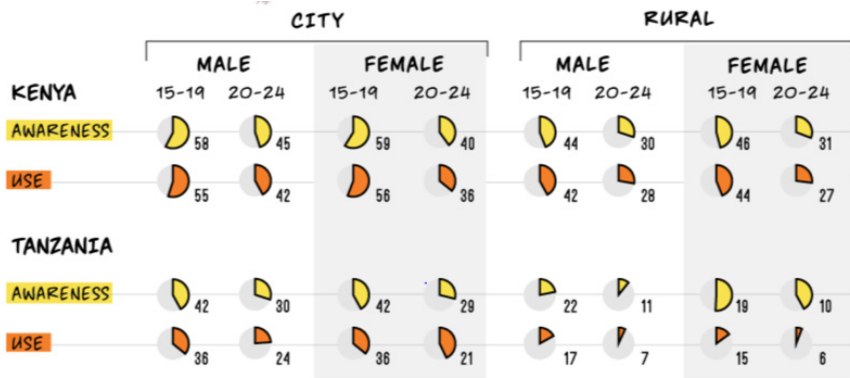
13. MEASURE BRAND PERFORMANCE

Given the short tenure of the program, there are limited marketing executions and therefore limited brand and campaign assessments. Based on the 2016 evaluation of the "Zinc/ORS Kacchua" campaign, the team measured awareness (approximately 33% of target households, meaning those households with children <5 years old, were exposed to the campaign) and some brand attributes, including effectiveness (more effective than home remedies, doubly effective, and fast-acting) and credibility (recommended by others in my community, recommended by health providers). We scored this best practice as "good"; there is limited data on which to base a strong brand performance assessment.

ORS and zinc is more effective than home remedies	14.3
ORS and zinc is recommended by others in my community	1.3
ORS and zinc is recommended by health providers	11.4
ORS and zinc is fast at helping my child recover from diarrhea	10.0
ORS and zinc is doubly effective for treating diarrhea	15.0
ORS and zinc is the best treatment for diarrhea	45.2

n=841

Source: Impact Evaluation of Mass-Media "Kacchua" Campaign to Promote ORS & zinc among Caregivers in Uttar Pradesh," February 2016

13. MEASURE BRAND PERFORMANCE

Shujaaz has strong awareness and brand attribute scores (positive image, trusted, I would recommend Shujaaz).

	CITY				RURAL			
	MALE		**FEMALE**		**MALE**		**FEMALE**	
	15-19	20-24	15-19	20-24	15-19	20-24	15-19	20-24
KENYA AWARENESS	58	45	59	40	44	30	46	31
USE	55	42	56	36	42	28	44	27
TANZANIA AWARENESS	42	30	42	29	22	11	19	10
USE	36	24	36	21	17	7	15	6

EXPOSURE TO SHUJAAZ = I HAVE USED ANY SHUJAAZ PLATFORM(S) AT LEAST ONCE

MEASURE | TANZANIA | KENYA

RECOMMEND
I HAVE RECOMMENDED SHUJAAZ TO OTHER PEOPLE (FRIENDS, PEERS, FAMILY MEMBERS, ETC.)
67% | 53%

ATTITUDES
I HAVE A POSITIVE IMAGE OF SHUJAAZ (IT'S FUN, IT'S EDUCATIVE, ETC.)
75% | 71%

TRUST
I TRUST SHUJAAZ
65% | 48%

DEPENDENCE
I RELY ON SHUJAAZ FOR SOLUTIONS TO DIFFICULT SITUATIONS
12% | 20%

NORMS
I KNOW AT LEAST 2 OTHER PEOPLE AROUND ME WHO USE SHUJAAZ
77% | 90%

EFFECT
SHUJAAZ HAS A POSITIVE IMPACT ON MY LIFE
92% | 85%

IMPORTANCE
SHUJAAZ IS AN IMPORTANT SOURCE OF INFORMATION FOR ME
74% | 67%

13. MEASURE BRAND PERFORMANCE

PS Kenya regularly tracks brand performance. Trust scores well (based on data from 2017 brand equity study) across several brand attributes, including important category drivers such as "trusted" and "high quality."

Attributes based on importance	Trust
Is trusted	70
Is a brand of the highest quality	63
Enhance pleasure during sex	61
Is used by people like yourself	65
My partner likes this particular brand	63
Is modern and up to date	65
Has been around for a long time	78
I s a brand for the youth	62
Is your ideal male condom brand	64
Is a male condom brand for everyone	66
Is an innovative brand	66

Trust Communication strategy re-fresh brief June 2017 (unpublished)

13. MEASURE BRAND PERFORMANCE

In 2016 a brand equity scale was developed and added to the Truth Longitudinal Cohort in the third and fourth wave of data collection in 2015 and 2016. The study was conducted to evaluate Truth brand equity and determine if brand equity demonstrated smoking attitudes and beliefs. The study showed brand equity strength in key areas -- brand personality, brand awareness, and "that brand equity … predicts increased anti-tobacco attitudes and reduced tobacco use behavior over time (at six months).1" The study also demonstrates an opportunity to strengthen overall brand resonance (approximately 38% of respondents agree that "Truth is for people like me" and fewer than 30% agree that "People who follow Truth are just like me.")

Brand equity scale	Individual brand equity items	Wave 3	Wave 4
	How much do you agree or disagree with the following?	% agree/strongly agree (A/SA)	% A/SA
Brand loyalty	I'd like to help truth end smoking in my generation	42.8	40.1
	I'd defend truth on social media if someone were putting it down	36.9	35.9
	I'd follow truth on social media	33.4	30.0
	I would be part of a movement to end smoking.	48.2	44.1
Leadership/popularity	Truth is helping my generation end smoking.	56.2	59.3
	Truth is for people like me	37.5	38.5
Brand personality	How much do you agree or disagree with the following? Truth is….		
	Inspired	72.6	73.0
	Powerful	67.5	67.8
	In control of their own decisions	77.4	78.1
	Independent	72.4	73.8
	Honest	75.9	77.4
	Innovative	66.1	66.4
	People that follow truth are just like me	25.4	27.9
	People that follow truth are like the friends I hang out with	26.4	28.8
Brand awareness	When you think of truth, you think…?		
	Fewer and fewer young people today smoke cigarettes	55.9	59.4
	Tobacco companies lie	71.1	71.8
	The tobacco industry tries to get young people to smoke other products like hookah	54.8	60.3
	Tobacco company ads are a joke	51.1	53.8
Tobacco attitude/use outcomes	ATS Index	3.6 SD = 0.6	3.6 SD = 0.6