



Millward Brown
IntelliQuest

online
time results
experience
brand image

BrandImpact™

Clickthrough reports don't give you a full assessment of your online advertising, which is why we developed BrandImpact™. Whatever your ad format — gif, rich or streamed media — BrandImpact will tell you whether your online ad worked, how it worked, how those who did not clickthrough reacted, who saw your ad, whether the format was effective and give feedback on your online ROI.

BrandImpact is a customized research tool that can be used on a number of languages and is available online as your ad goes live.

How can I measure my online advertising?

- Increase in brand awareness resulting from ad exposure
- How ad exposure has influenced brand perception
- Increase in purchase intent due to ad exposure

What about diagnostics?

BrandImpact also provides a diagnosis of how your ad was effective, gives input to future development and profiles who saw your ad to help assess the accuracy of targeting.

How does it work?

BrandImpact is the standard.

No one knows how to research online ads better than we do. Millward Brown has been evaluating online ads since 1996—before our competitors realized the

Time is money.

A BrandImpact study can be implemented and scheduled in less than 15 minutes. Reports are available online shortly after the study goes live.

Knowledge is power.

There's much more to understanding how your online ads are performing than just clickthrough rates. BrandImpact measures your online ad on four different levels:

- 1 The impact of the creative
- 2 The increase in brand awareness resulting from ad exposure
- 3 How the ad exposure has influenced brand perceptions
- 4 How the ad exposure has influenced purchase intent

Each level is reviewed in the comprehensive report, along with details on who saw the ad, what they remembered and more.

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