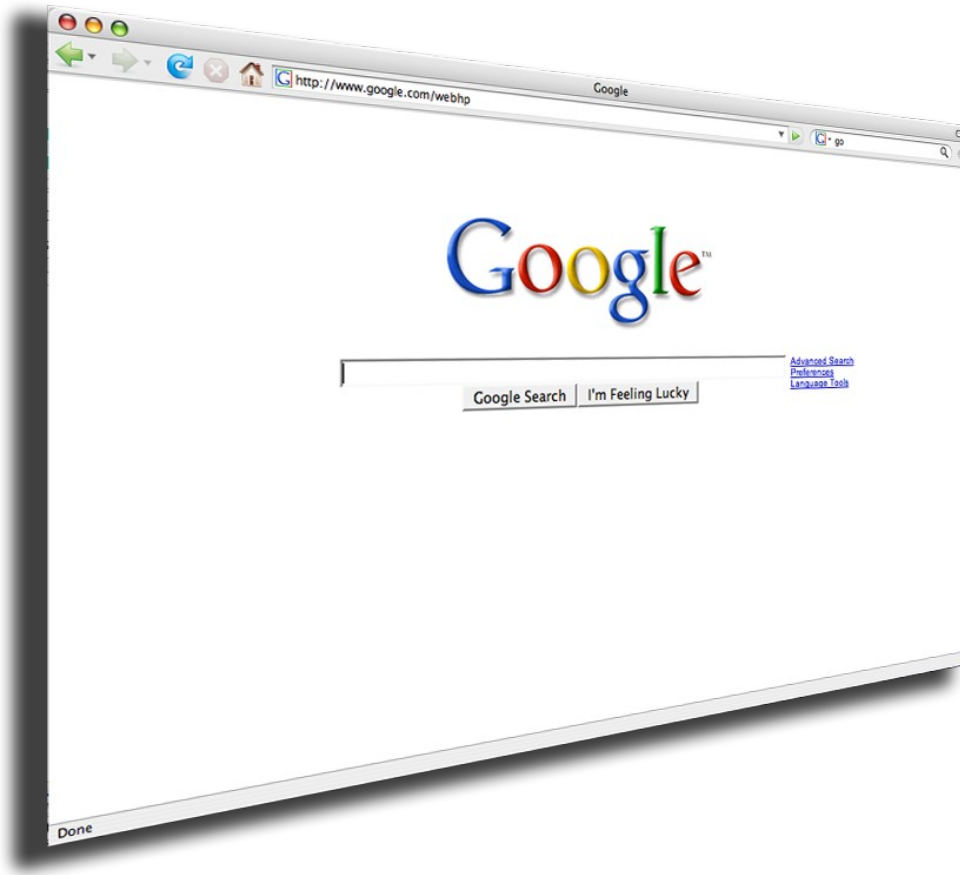


Search as a Brand Tool

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Objective

Can search help build brands?

To understand the relative efficacy of both paid and organic results on a Google SERP and to quantify the branding and multiplier effect of paid (ppc) advertising.

Methodology



The Study was undertaken by Enquiro Research in partnership with Ipsos Mori.



All fieldwork took place online.

Respondents randomly assigned to matched test groups of n=250 each cell created was representative of the online population.

Respondents each given identical search tasks.

Exposure to search listings was controlled – Each cell was exposed to a different combination of listings.

Duration of exposure was not limited and controlled by user click thru on the page.

Respondents were then asked a questionnaire to ascertain their awareness, liking, purchase consideration and take out of relevant test brands.

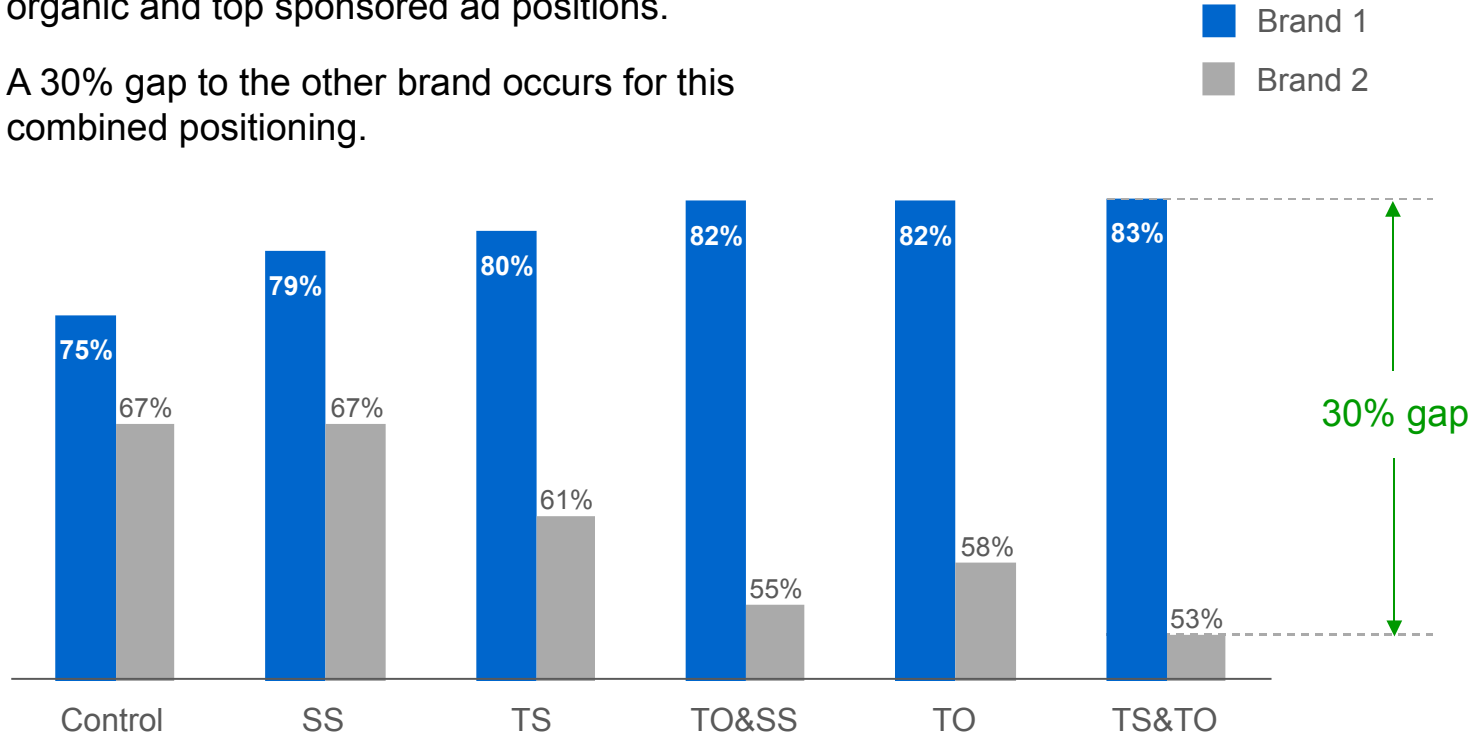
The screenshot shows a Google search for "flight new york". The search results are categorized into "Sponsored Links" and "Organic Results".

- Top sponsored:** A box labeled "Top sponsored" points to the first sponsored link: "Flights to New York" by Virgin-Atlantic.com.
- Top sponsored & Top organic:** A box labeled "Top sponsored & Top organic" points to the first organic result: "Cheap Flights to New York City, USA - Compare New York City flight ..." by cheapflights.co.uk.
- Side sponsored:** A box labeled "Side sponsored" points to a sponsored link in the right-hand sidebar: "Flights to New York" by crystaltravel.co.uk.

Brand Awareness - Generic Keyword Query

Which companies from the list below are you aware of?

- Similar to results for other countries, the brand awareness for generic queries is highest for top organic and top sponsored ad positions.
- A 30% gap to the other brand occurs for this combined positioning.



...and also drives a significant lift in brand recall



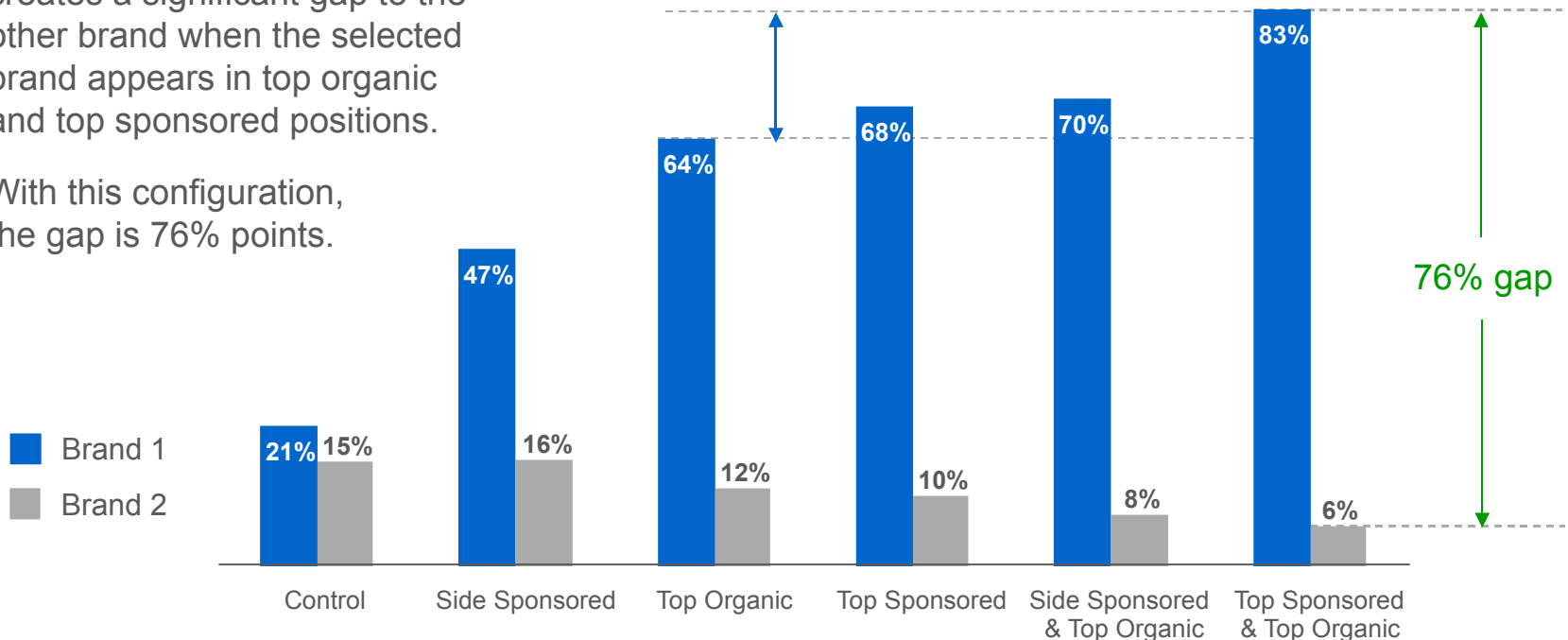
Brand recall - Generic Keyword Query

Which of the following brands do you remember seeing on the search results

page you just viewed?

- Brand recall for generic queries reaches the highest number and creates a significant gap to the other brand when the selected brand appears in top organic and top sponsored positions.
- With this configuration, the gap is 76% points.

- Very significant difference between Top Organic and Top sponsored and Top organic.
- Sponsored listing increases recall in the test brand by 20%
- The presence of a sponsored link also halves competitor recall



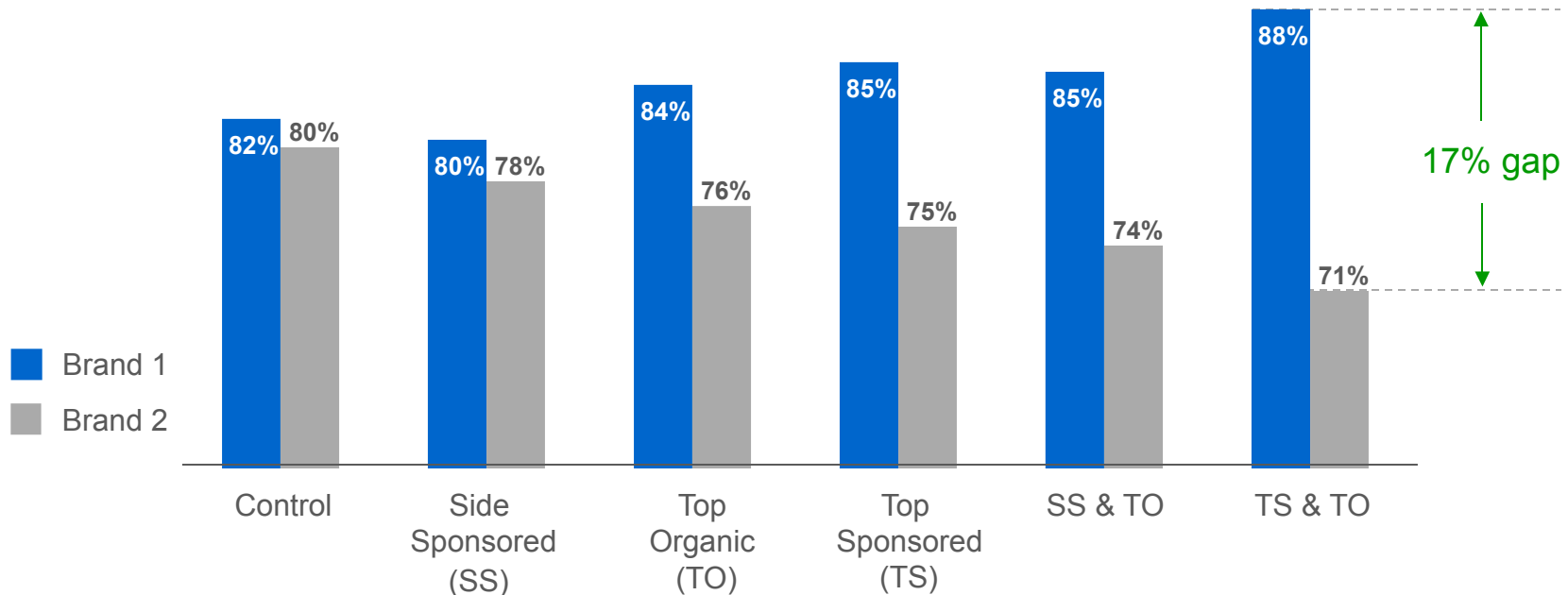
In addition to awareness and recall search can drive significant shifts in brand affinity



Brand affinity - Generic Keyword Query

Please indicate how much you like each of the following brands (5 point scale)?% data from top 2 box shown

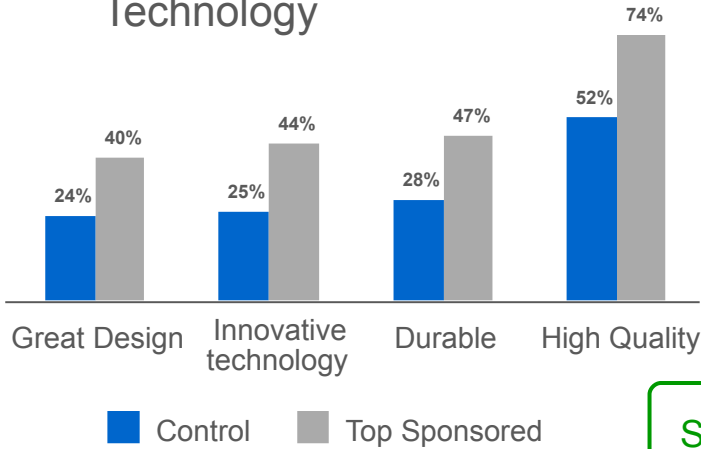
- Again there is strong evidence of search delivering absolute gains
- Additionally position relative to competitors is also very significant



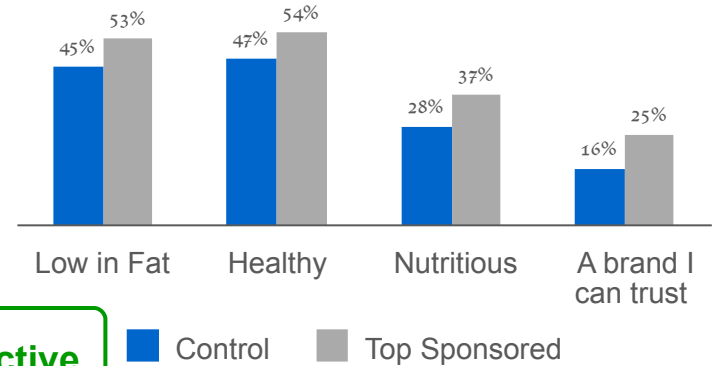
Search can help reinforce brand qualities



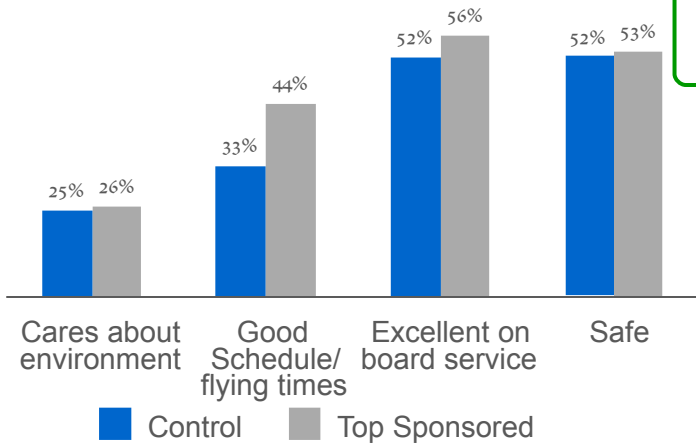
Technology



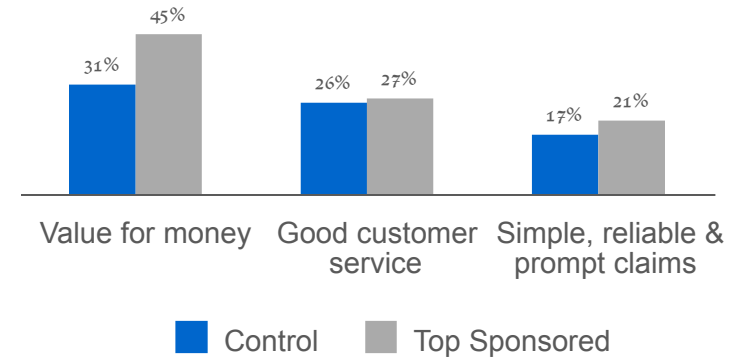
FMCG



Travel



Finance



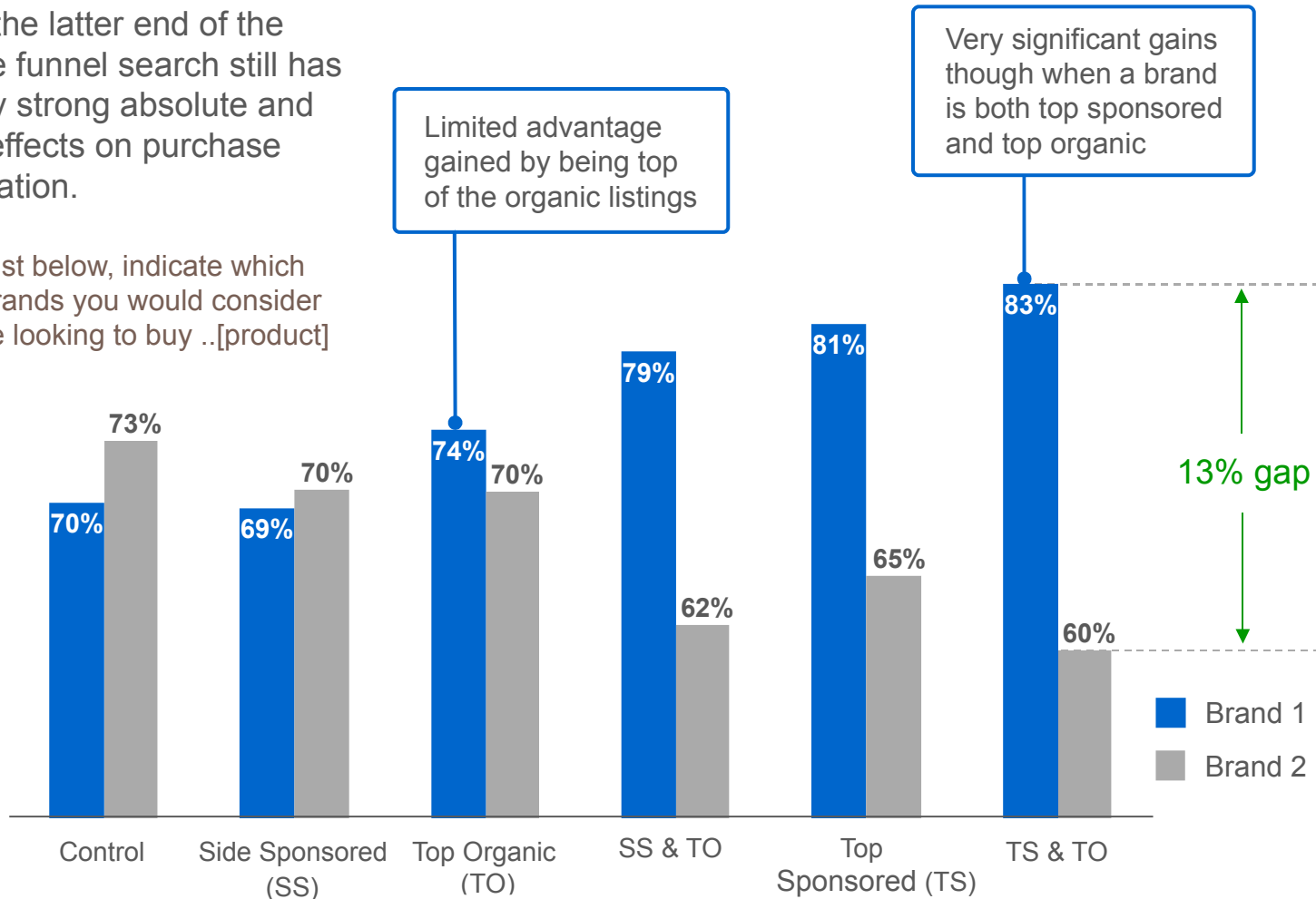
Search can be effective in brand communication by being the key which unlocks the cognitive bank that consumers have about brands

...and most significantly also drives a increased purchase consideration

Purchase consideration - Generic Keyword Query

Even at the latter end of the purchase funnel search still has both very strong absolute and relative effects on purchase consideration.

From the list below, indicate which of these brands you would consider if you were looking to buy ..[product]



- 1** Search can **drive traditional brand metrics** across all stages of the purchase funnel

- 2** The **greater the equity** on the search engine results page the **greater potential lift in brand metrics**

- 3** The adaptability of Paid search lets you **communicate brand qualities** throughout the purchase process

- 4** Beyond the absolute gains - **relative gains against competitors should be the most compelling argument** for advertisers to adopt search as a brand channel