Measuring the Effectiveness of Public Education Programs

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Rocket x

APEC IPR Public Education and Awareness Platform

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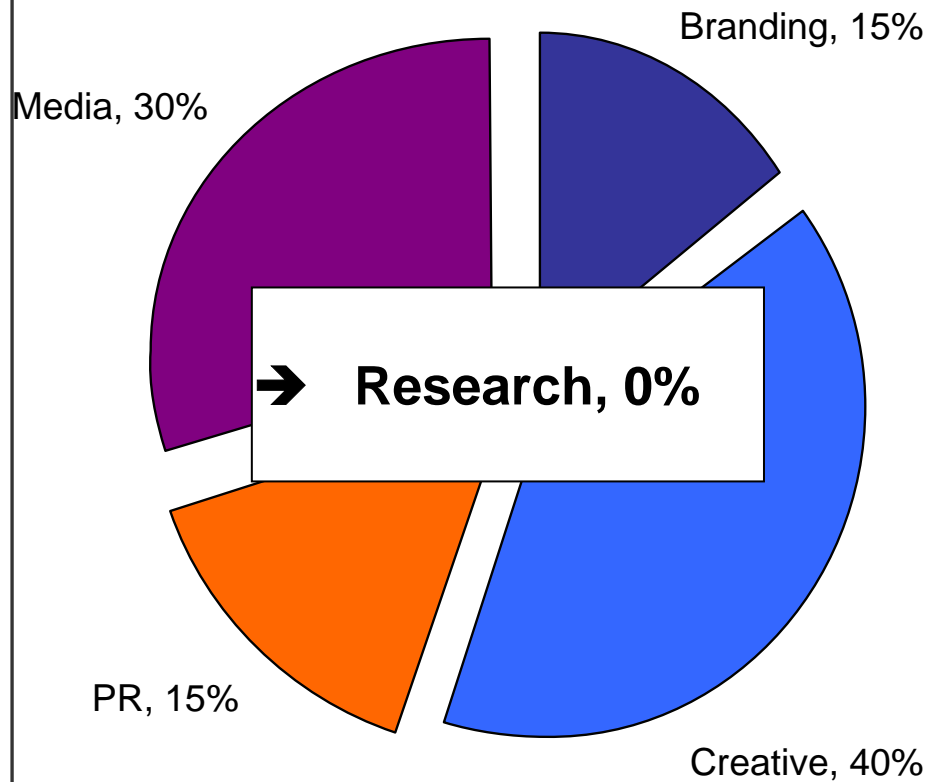
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Public Education Campaigns

Issue

Limited budgets and a desire to maximize your impact.

Inclined to spend all your money on content, production and media. But you leave out research at your peril.

Branding, 15%

Media, 30%

➔ **Research, 0%**

PR, 15%

Creative, 40%

Integrated Marketing Campaign

TV	8%
Radio	2%
Print	1%
Outdoor	4%
Online	3%
Direct Mail	1%
Events	2%
Roadshows	4%
Endorsement	4%
Concept	5%
Total	40%

Why should you conduct research?

1. Review your of advertising effectiveness (the reflective view)

2. Look for prescriptive insight into how advertising strategies and media placement can be improved in future campaigns

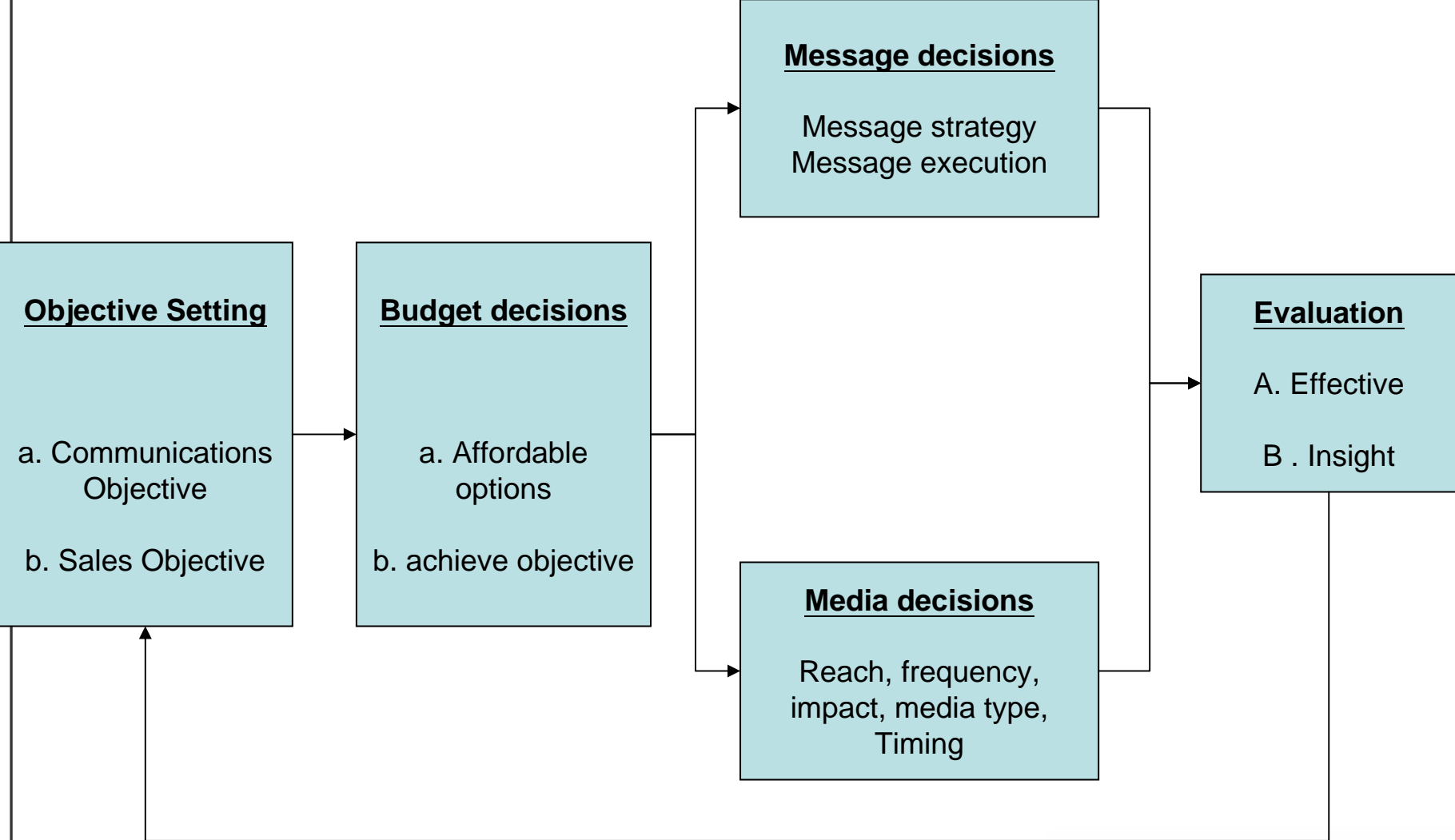3. Collect and share data. Among yourselves. With other public education groups.

What are we trying to do?

COMMUNICATIONS EFFECT

Activity	*Advertising, PR, Events, outreach..*	
Awareness	*"I saw an ad"*	
Effect	*"I saw a great ad that made me act."*	

- **Communications Effect**: degree to which consumers go beyond just recalling advertising and become influenced by it. It is more than just awareness

- The advertising must engage consumers at an emotional level and encourage them to participate or interact with the product or message.

- If it does the result is **Motivational Advertising:**

  – Advertising that creates positive change in behavior.

Decision process

Message decisions

Message strategy
Message execution

Objective Setting

a. Communications Objective

b. Sales Objective

Budget decisions

a. Affordable options

b. achieve objective

Evaluation

A. Effective

B . Insight

Media decisions

Reach, frequency, impact, media type, Timing

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Setting research objectives

➔ Is my advertising motivating my audience to change its behaviour?

Four step Process:

➔ Set macro goals

➔ Set expectations for marketing activity

➔ Test: What does the market think

➔ Repeat from above

1. Set (realistic) goals

MACRO:

Where are we?	Short term	Medium term	Long term

"Inter property… what?"

"It's not a crime, no one's getting hurt"

"I buy em cause its easy and cheap"

"I can't afford the real one"

"I hate Bill Gates".

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1. Set (realistic) goals

MACRO:

Where are we?	**Short term**	Medium term	Long term

"It means intellectual property, right?"

"I like that ad where that funny guy sings that dumb song "

"it might be a crime but seriously, who cares"

Short Term Goals: Have recall of the campaign, recognition of the issue (message take out), and likeability

➔ Examine persuasiveness, involvement, relevance and entertainment factor.

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1. Set (realistic) goals

MACRO:

Where are we?	Short term	Medium term	Long term

"Intellectual Property is kinda important"

"wow, I might get caught downloading"

"There are other options available to me other than stealing"

Medium Term Goals: Have a sense of accountability or responsibility for the issue.
- ➔ Measure the emotional effect created by the advertising
- ➔ Examine whether the target audience identifies with the message in terms of values, tone, volume

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1. Set (realistic) goals

MACRO:

Where are we?	Short term	Medium term	Long term

"I respect the creative industry and pirating hurts"

"it's a serious crime. People go to jail"

"There's nothing like the real thing"

"but I still hate Bill Gates".

Long Term Goals: Target market is internalising the issue, making it a value system

➔ Measure the degree to which people agree or disagree with the ads

➔ Examine whether the target audience dissents with the messaging

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2. Set expectations for each activity

Activity	Expectation
ATL: TV, Radio, Print, Outdoor	Create awareness. Teaser, launch, sustain, Provide emotional connection with the message
Online	Draw people to educational resource, allow for interaction, fun, information resource, build CRM
BTL: Direct Mail	Engage the consumer, promote, respond.
PR	Provide un biased reporting on issue, reinforce the key message in non emotional way

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3. Test

A. **Qualitative Analysis:**

What are the prevailing attitudes towards my brand?

- Market surveys: measuring perception and understanding.
- Random Sampling – questionnaires (online, on the street, email)
- One to one interviews
- Focus groups

B. **Quantitative Benchmarking:**

- sales, losses, volumes, market share
- Frequency of infractions
- Arrests, raids or otherwise

3. Testing – research companies

- Tracking studies: Offer periodic examinations of consumer reactions to the brand and its advertising

- Provides:
  - Measurement of Effectiveness
  - Diagnostics necessary to improve

- Measured progressively. Static data is not useful

3. Tracking vs Dipstick Approach

- It is only when you track through a campaign can determine the true effect of the activity - The TV activity drove up awareness of the campaign, the radio maintained the heightened levels, but the print failed to have any desired impact
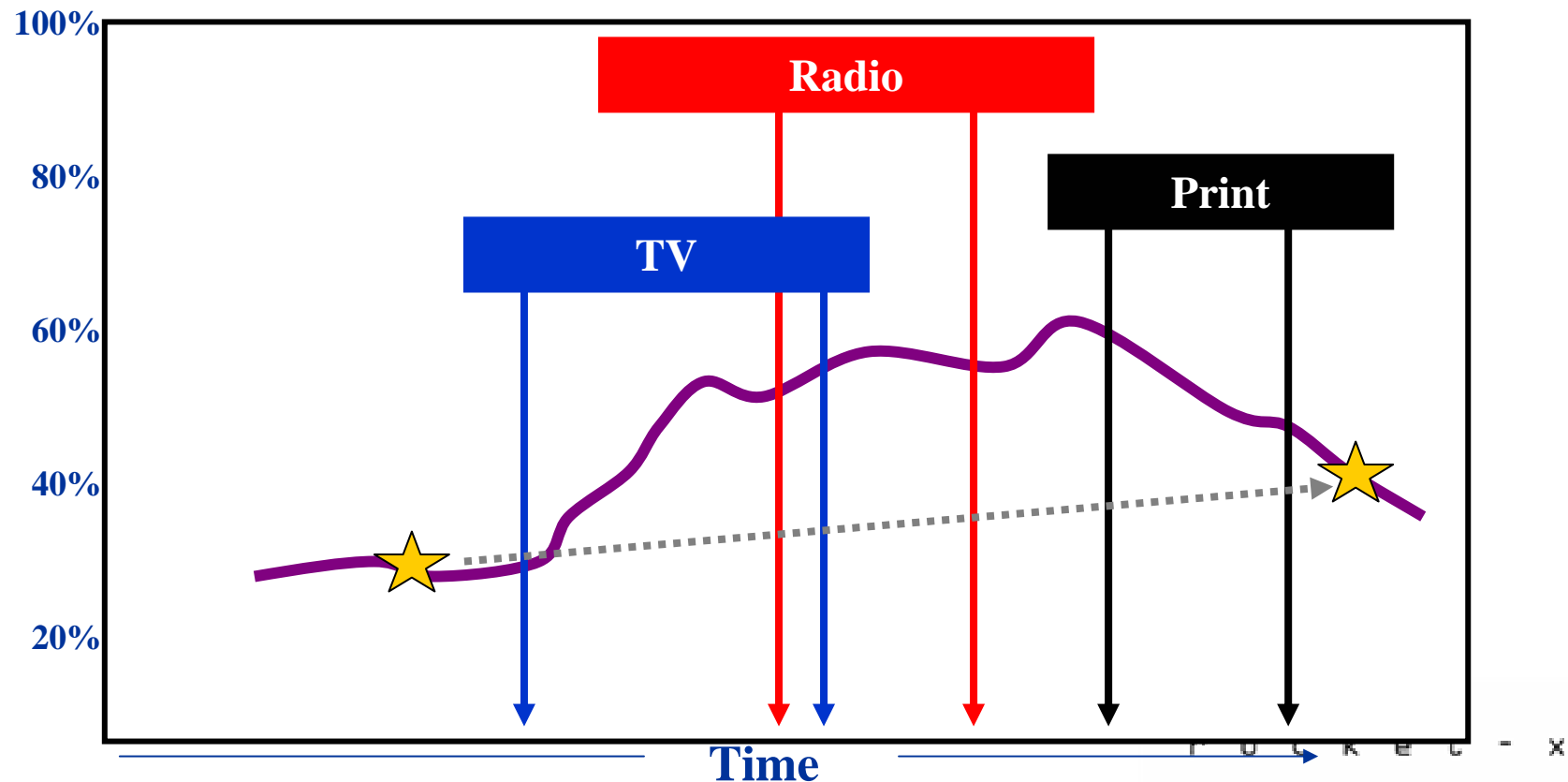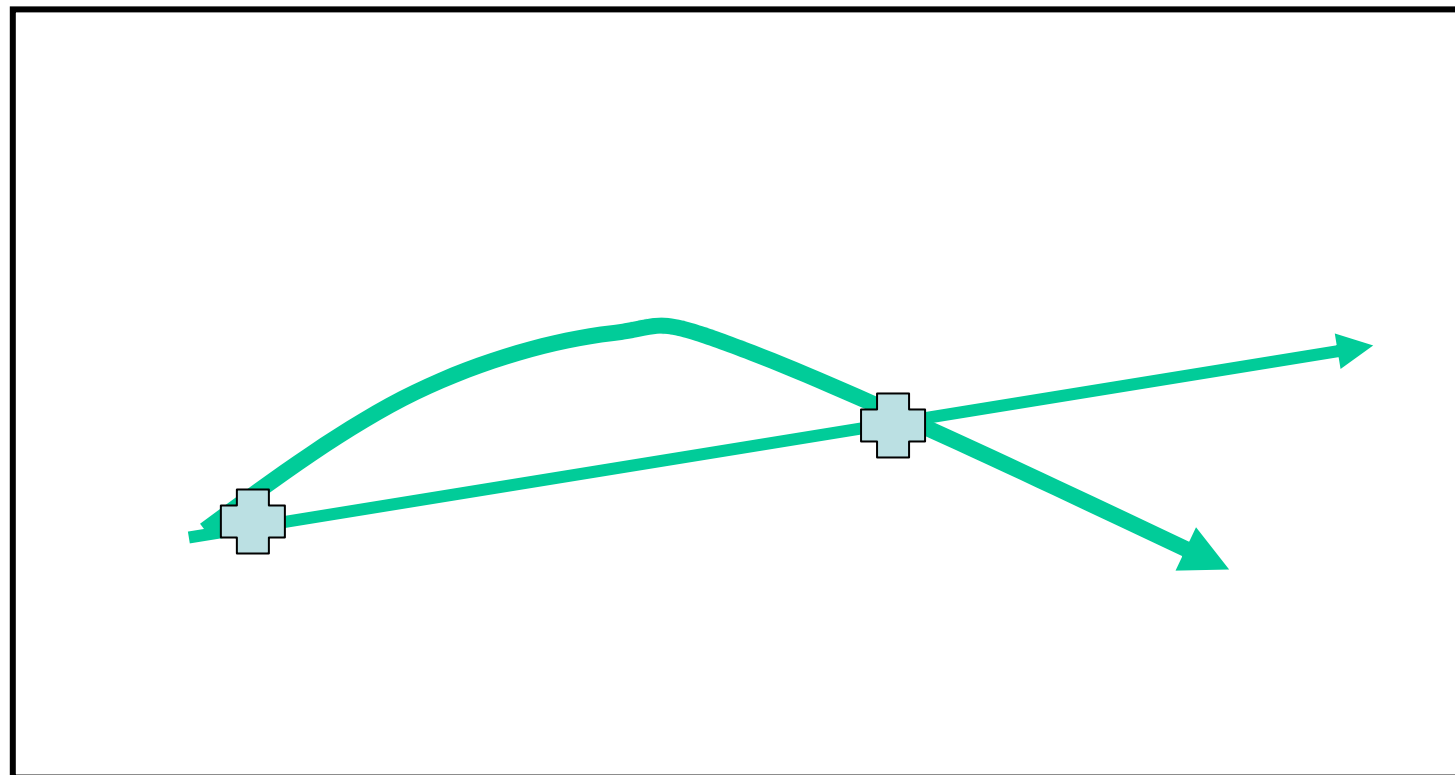
3. Relationships: Tracking Vs. Dipstick

Only regular tracking can identify true relationships
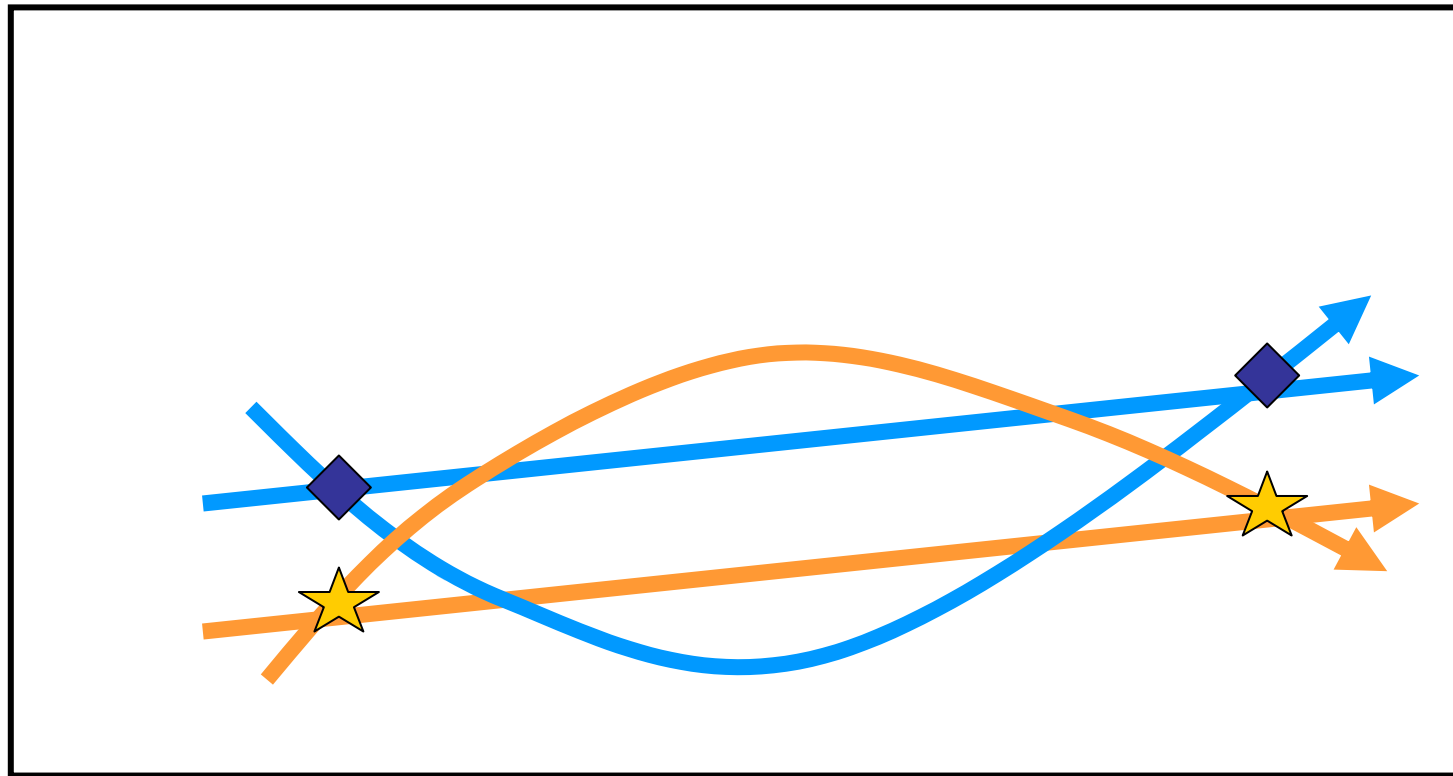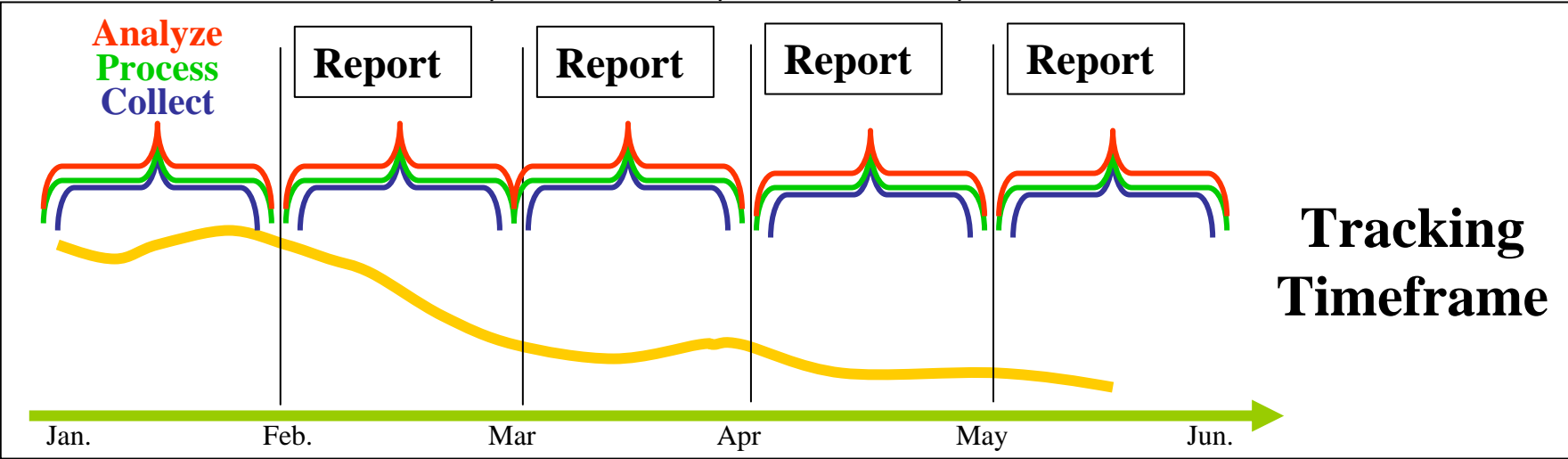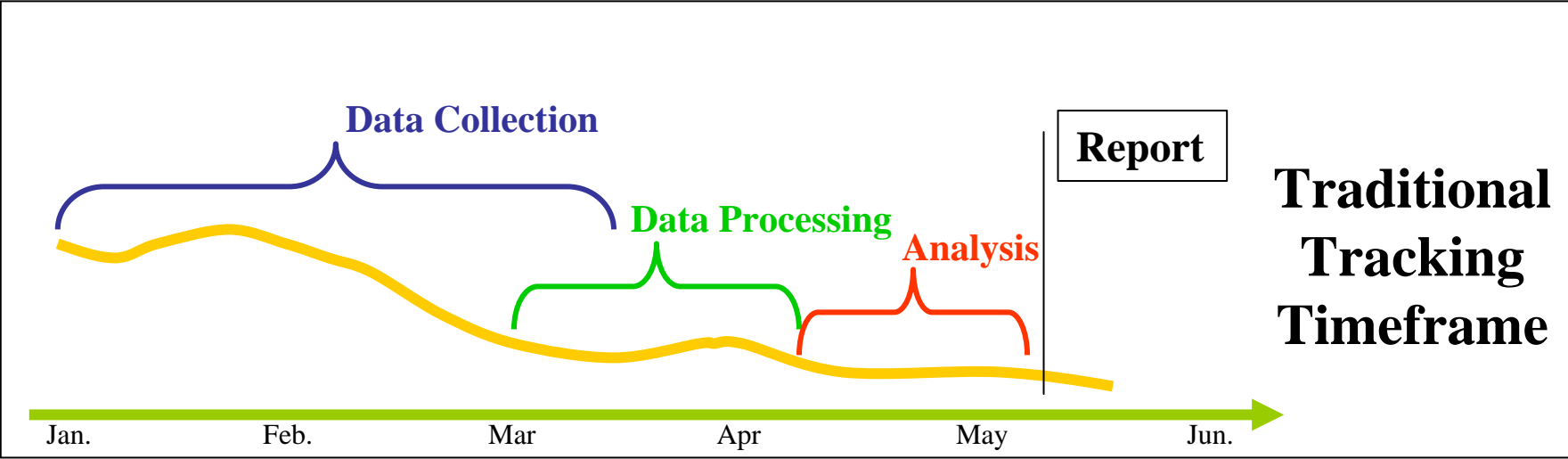

Time

3. Trends: Tracking Vs. Dipstick

Only regular tracking can reveal accurate trends

Time

3. Timeliness

3. Testing Effectiveness - Surveys

- Recommended: use Statistically relevant random sampling of target groups

- Bare Minimum: find a group of people from outside your office: go to the coffee shop. Ask friends. Use students.

- Collect both Qualitative and Quantitative Data
  - Do you know about this campaign?
  - Do you like the ads you've seen?
  - What percent of the market know what IPR is?

- Use Open Ended and Close ended questions
  - Is this a good ad?
  - Why?

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3. Testing Effectiveness – Focus Group

- Excellent for pre market testing.
- Ask the question: Is this going to meet my expectation.
- For education campaigns, focus groups are your best options.
- Can hire professionals, or conduct yourselves.
- Group size 4 to 6 people
- Typical session: Warm up Exercise, develop familiarity, testing, discussion, debate, conclusion.

- Observe result. Fishbowl, Video,
- Issues to be aware of:
  - Dominating personalities
  - Group think

3. Testing – Online

Great quantifiable data in terms of:

- Visits
- Page Views
- Registrations
- Entry points
- Exit points
- Time on site
- Repeat visits
- Cost of customer acquisition

▪ Not so great in terms of evaluating emotional understanding

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3. Evaluate Results

- Aggregate data
- Examine effectiveness of messaging
- Examine effectiveness of media channel
- Respond accordingly

4. Start Again

Four step Process:

➔ Set macro goals

➔ Set expectations for marketing activity

➔ Test: What does the market think

➔ Repeat from above

Parting comment

- If you're not sure -Just go for it.

Thank you

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Consulting, SMB/Partnering Research

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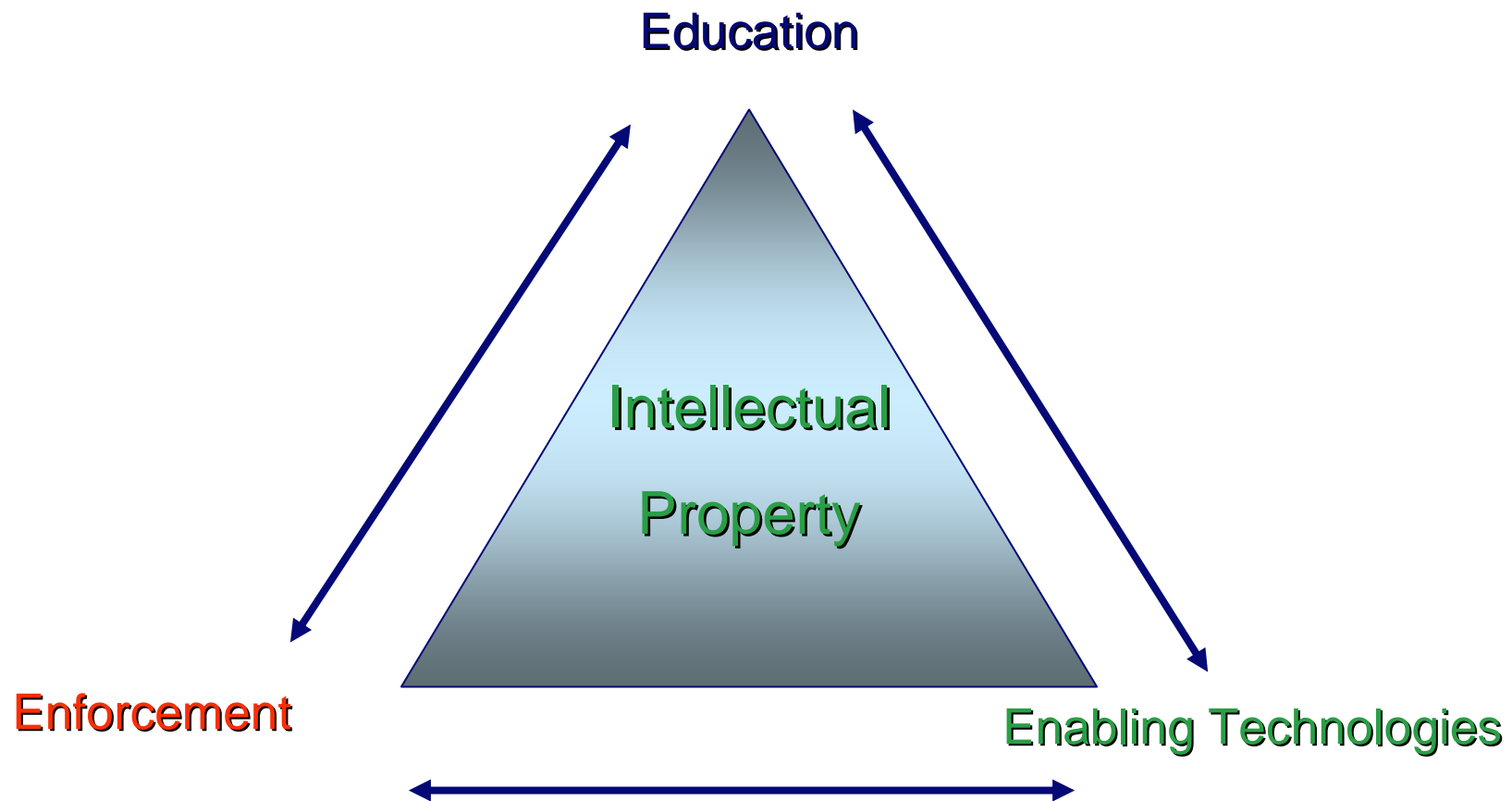www.idc.com

IDC
Analyze the Future

Who is IDC?

- Over 850 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends.

- IDC maintains local presence in 14 major Asian markets, providing our clients with the local presence and knowledge combined with the worldwide focus that is necessary to completely understand the market.

  - Australia
  - China
  - Hong Kong
  - Indonesia
  - India
  - Japan
  - Korea
  - Malaysia
  - New Zealand
  - Philippines
  - Singapore
  - Taiwan
  - Thailand
  - Vietnam
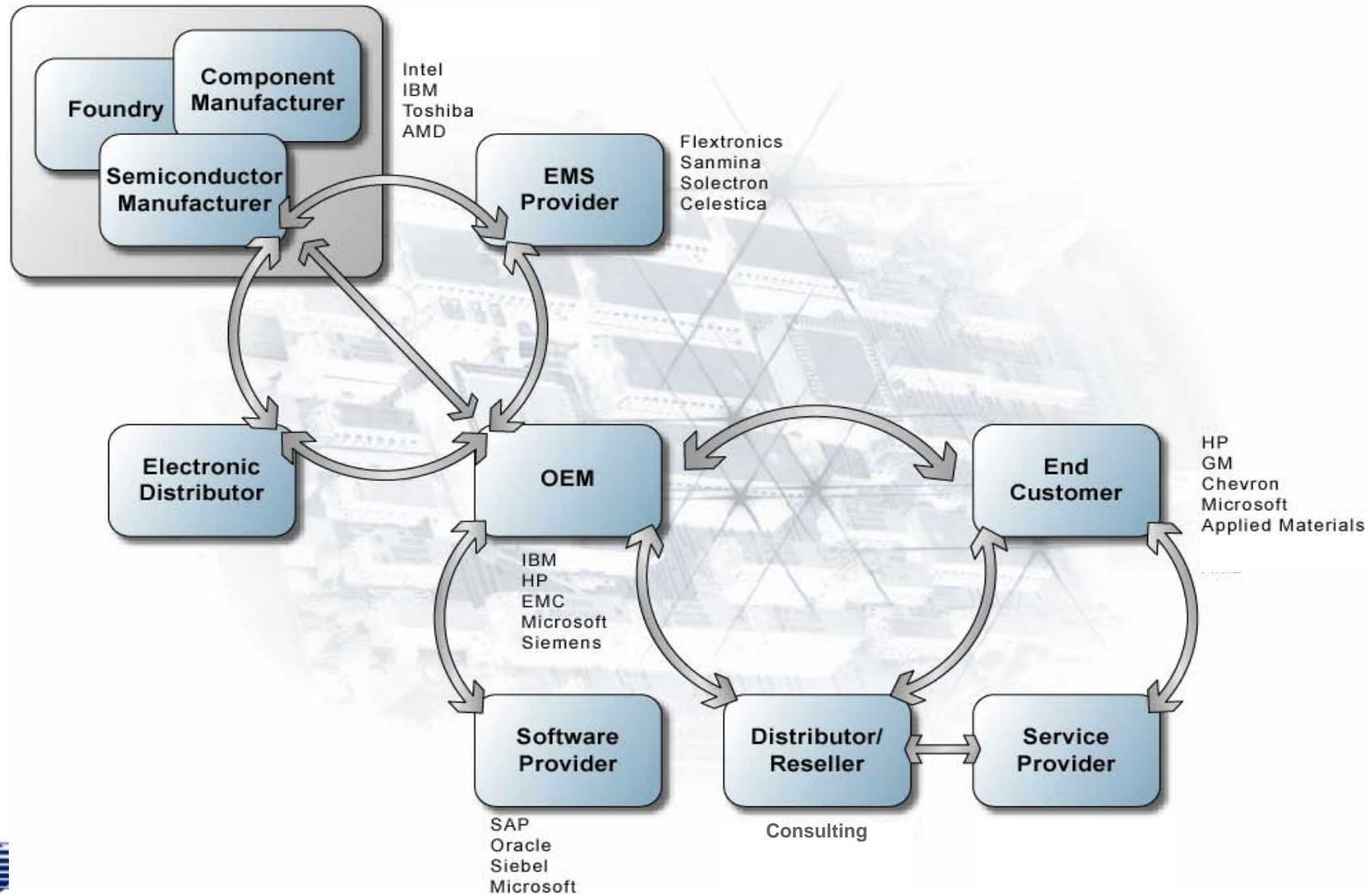

IDC
Analyze the Future

Who is IDC?

- For more than 42 years, IDC has provided strategic insights to help our clients achieve their key business objectives.

- IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

- Founded in 1964, IDG had 2005 revenues of $2.68 billion and has 13,600 employees worldwide.

- IDG offers the widest range of media options which reach more than 120 million technology buyers in 85 countries representing 95% of worldwide IT spending.

- IDG's diverse product and services portfolio spans six key areas including: print publishing, online publishing, events and conferences, market research, education and training, and global marketing solutions.

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The IP 'bermuda' triangle

Education

Intellectual Property

Enforcement

Enabling Technologies

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The High-Tech eco-system: where is value created?

3 Hypotheses (or questions) regarding the current situation surrounding IP protection

1. That the law and/or practices that have been enacted to protect IP have fallen a step or two behind the advances in technology.
   - Ease and quality of 'copying' devices touted by hardware manufacturers
   - Breadth of distribution versus value creation
   - The birth of the 'internet' generation, where P2P interaction is everything

2. That there is self-correction occurring in the industry to correct the instability (*Innovation is the best protector of Intellectual Property*):
   - The Google Effect with Software as a Service (and change of business model)
     - A return back to the days of 'broadcasting' and 'telco' services
   - The Lenovo Effect and software becomes embedded
     - In the past, software is embedded:
       - Calculator (software is embedded)
       - Japanese Wordprocessors (software is embedded)
   - Is the disequilibrium that created ISVs and IHVs now creating a new set of value chain players?

3. That 'Education' has to be both downstream to <u>users</u> of IP as well as upstream, to <u>creators</u> of IP, in-order to achieve equilibrium in a constant sea of change.

"Measuring Effectiveness"

- What is the end objective?
  - That there is protection of IP or that there is creation of wealth?

- If the end-objective is the creation of wealth
  - Measurements have to consider:
    – Improvements in 'value-add' in the economy
    – Acceleration of 'innovation'
    – Improvement in the overall economy and distribution of wealth
    – Is wealth protected which would otherwise be lost due to piracy?

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Tools in 'Measurement'

- Focus groups are extremely relevant and useful to uncover issues, concerns and perceptions
  - This tool is useful in fine-tuning strategies, plans and programs

- Surveys and Interviews
  - To obtain actual data and facts to assist in making critical decisions that impact the economy

- Modeling
  - A necessary alternative in cases whereby only the 'tip of the ice-berg' is visible

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