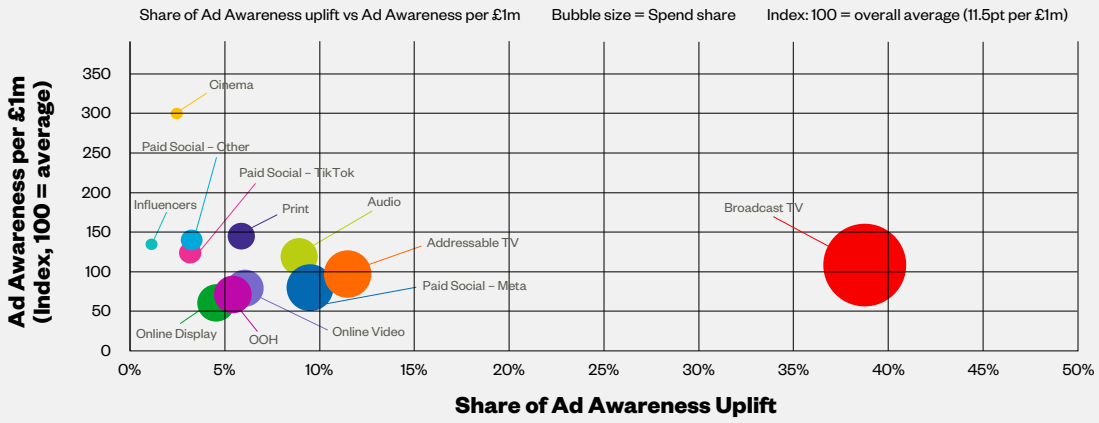
The Awareness Effect

How advertising awareness unlocks everything else

IN A NUTSHELL

Ad awareness is a vital and easy-to-track early warning system for how brand consideration is likely to change, giving a clear read on future advertising effectiveness. Different media influence ad awareness in different ways, but TV advertising accounts for half of all ad awareness uplift. The Awareness Effect highlights the positive impact of evaluating advertising success through the lens of ad awareness rather than simple engagement metrics such as likes and clicks.

Media channels deliver ad awareness at different levels of scale and efficiency

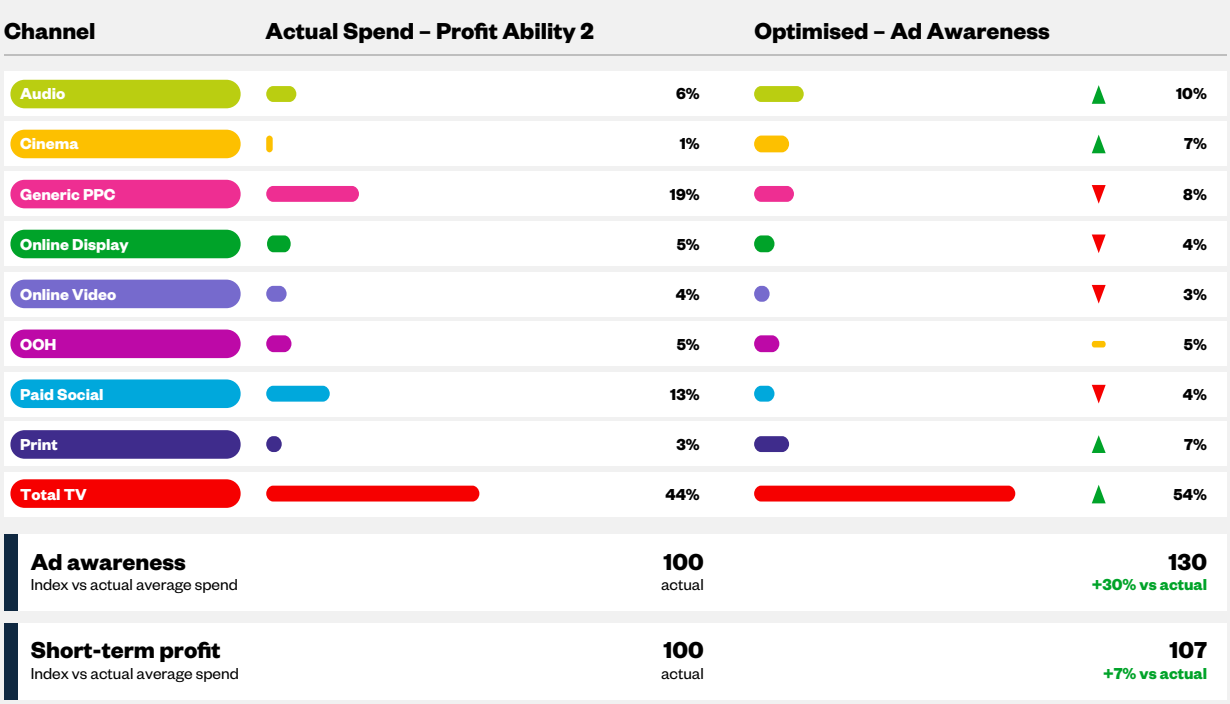


Source: The Awareness Effect – Thinkbox, Ebiquity, Gain Theory, WPP Media & YouGov

KEY FINDINGS

- **Ad awareness accounts for an average of 17% of brand consideration**, through direct (6%) and indirect (11%) effects.
- **Its influence varies significantly by category**. Ad awareness accounted for 69% of brand consideration in Quick Service Restaurant (QSR) Delivery, 62% in Lotteries, and 61% in Ride Hailing.
- **Ad awareness is a valuable early indicator of advertising effectiveness**. Unlike brand consideration, which changes slowly, ad awareness can be tracked daily.
- **TV is the biggest driver of ad awareness**. Total TV generates half of all ad awareness uplift, with broadcast TV alone responsible for 39%. Broadcast TV is the largest contributor in every sector studied.
- **Different media have different strengths**. Cinema and print, for example, are highly efficient at lower investment levels. Other channels perform well in specific sectors. Every channel sees diminishing returns as investment increases, so balance matters.
- **One size doesn't fit all**. Broadcast TV accounts for 71% of ad awareness uplift in financial services. Addressable TV generates 29–34% of awareness uplift in FMCG food and drink, while audio is particularly important in small retail and telecoms. Channel efficiency and the optimal media mix also vary by age group.
- **Not all impressions are equal**. Channels commanding higher attention – such as TV, cinema, and audio – are much more effective per impression. Lower attention channels like social media require significantly higher frequency to generate similar ad awareness.
- **Rebalancing media investment could deliver 30% more ad awareness and 7% more short-term profit**, by increasing investment in TV, cinema, audio, and print, and reducing paid social and online video.

Rebalancing the media mix unlocks +30% more Ad Awareness and lifts short-term profitability for zero extra spend



Index vs actual plan = 100

Source: The Awareness Effect – Thinkbox, Ebiquity, Gain Theory, WPP Media & YouGov
NB: Generic PPC is not modelled within the Ad Awareness models and therefore it has been allocated its optimal share based on optimising to short-term sales effects, remaining budget is then allocated to maximise ad awareness benefit. Based on £15m annual spend

HOW TO USE THIS RESEARCH

- **Make ad awareness a key marketing KPI**: it provides an earlier indication of effectiveness than slower-moving brand measures.
- **Demonstrate that advertising influences more than immediate consideration**: helping to build perceptions of quality, reputation, and value for money.
- **Challenge budget allocations**: the best mix depends on the category, target audience, and available budget.
- **Tailor campaign frequency**: set specific frequency caps per channel rather than relying on a blunt cross-media average.

HOW THEY DID IT

The study analysed four years of YouGov BrandIndex data covering 1,478 brands across more than 120 UK product sectors, alongside econometric modelling of £5.2 billion of advertising investment across 90 brands and 12 media channels, creating the world's first ad awareness benchmarking database.

WANT TO LEARN MORE?

Explore at **www.thinkbox.tv/awarenesseffect**

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