

Campaigns evaluation

**- in a quantitative and
qualitative perspective**

- Jakob Slej Mikkelsen

VisitDenmark

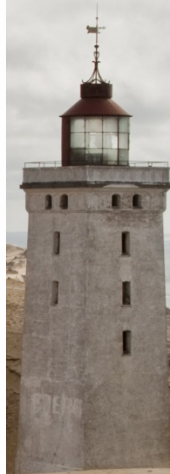
Key Performance Indicators

Key Performance Indicators for Danish tourism

- Bed nights
- Revenue
- Export
- Market share
- Nation Brand Index/World tourism competitiveness index
- Preference for Denmark as holiday destination

Key Performance Indicators for VisitDenmark

- Campaign effects
- Tourism effects
- Press/editorial coverage
- Investments and partners
- Effective organization
- Return on investment
- Partner satisfaction
- Partner investment percentage
- International communication platform
- Employee satisfaction
- Social media buzz
- Corporate media coverage in Denmark



Marketing excellence model

Two purposes:

1. Impact measurement
2. Continuous learning



Everybody wants something different!

Stakeholders

The Ministry of Business and Growth →

Board of Directors/Management →

VisitDenmark project managers →

Private partners →

Regional partners →

Need for results

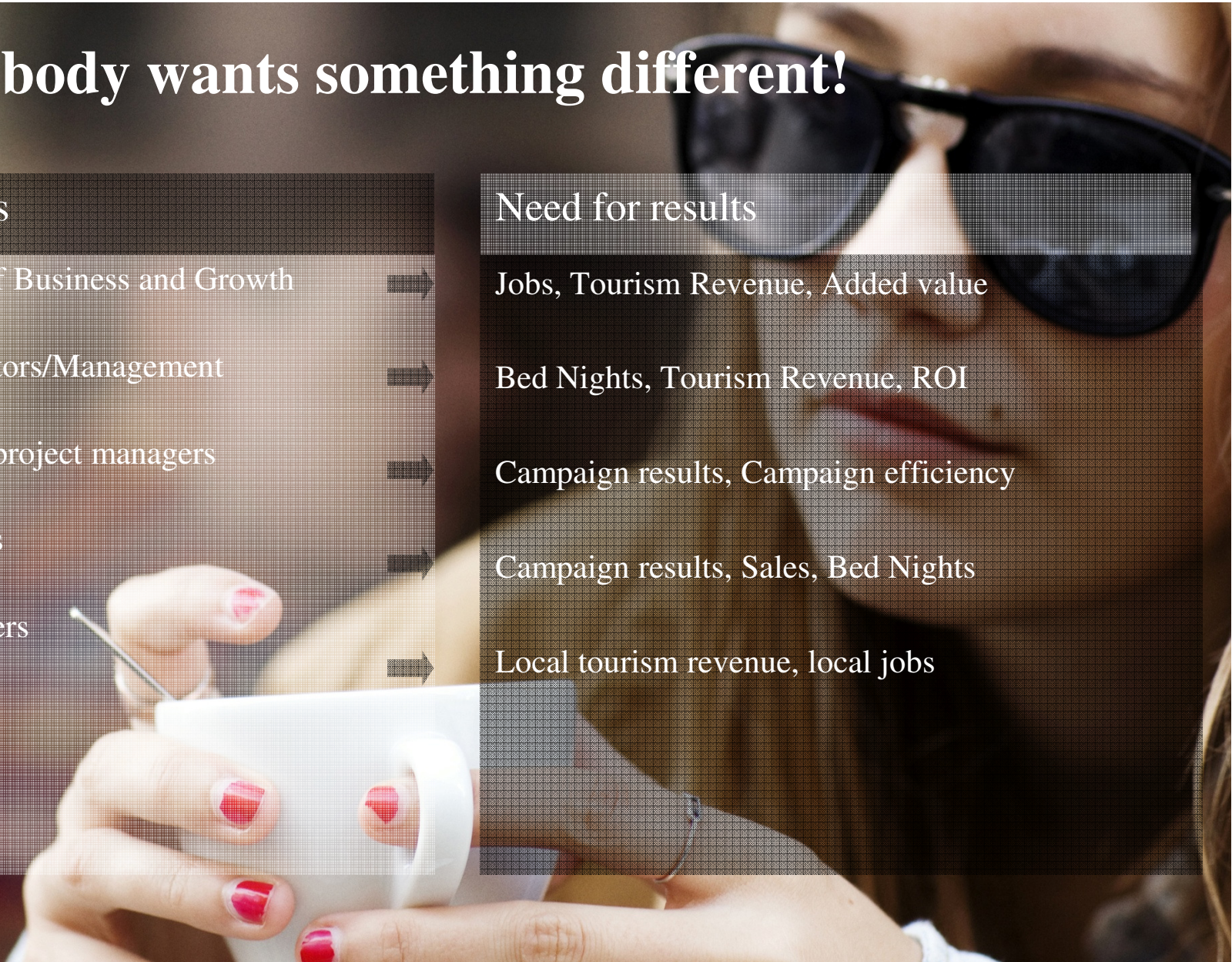
Jobs, Tourism Revenue, Added value

Bed Nights, Tourism Revenue, ROI

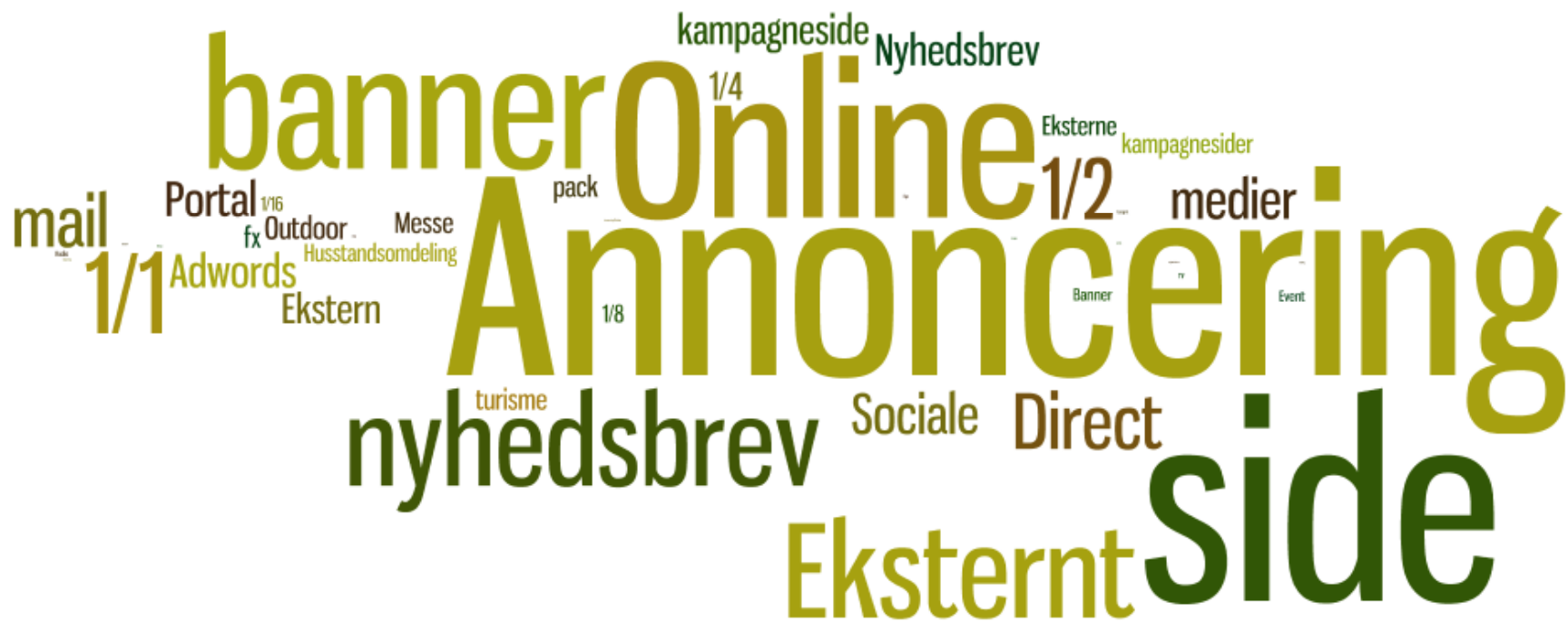
Campaign results, Campaign efficiency

Campaign results, Sales, Bed Nights

Local tourism revenue, local jobs

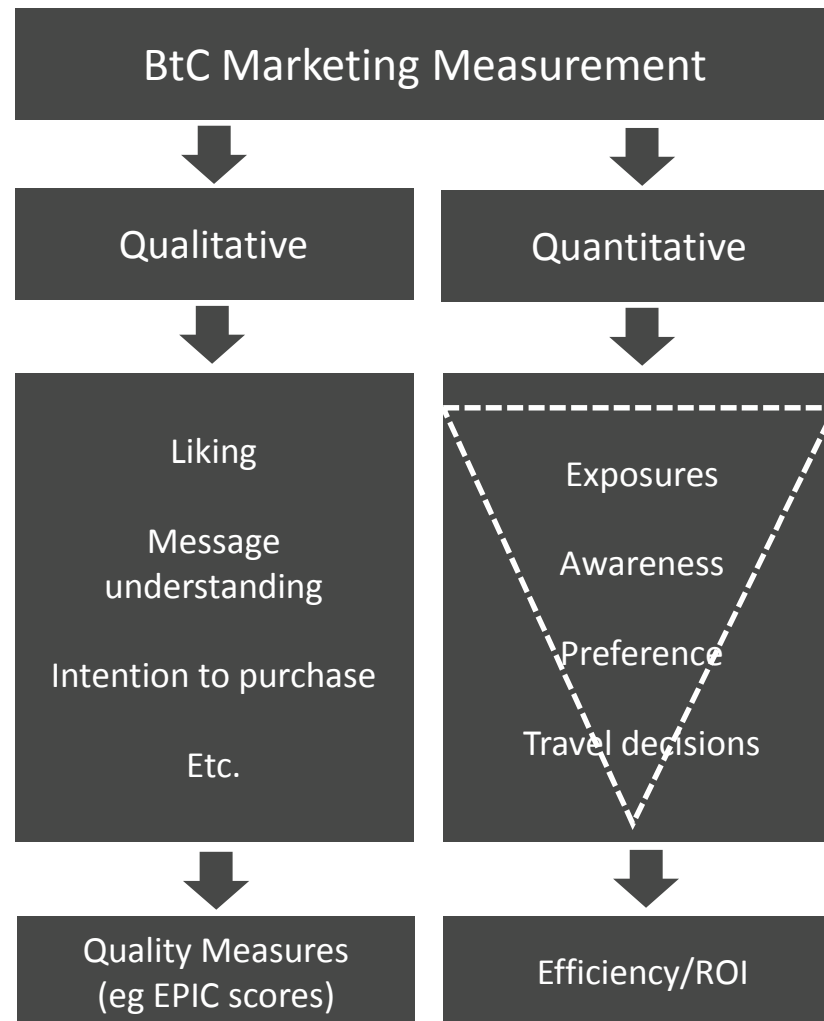


+ 550 BtC activities, + 200 BtC projects

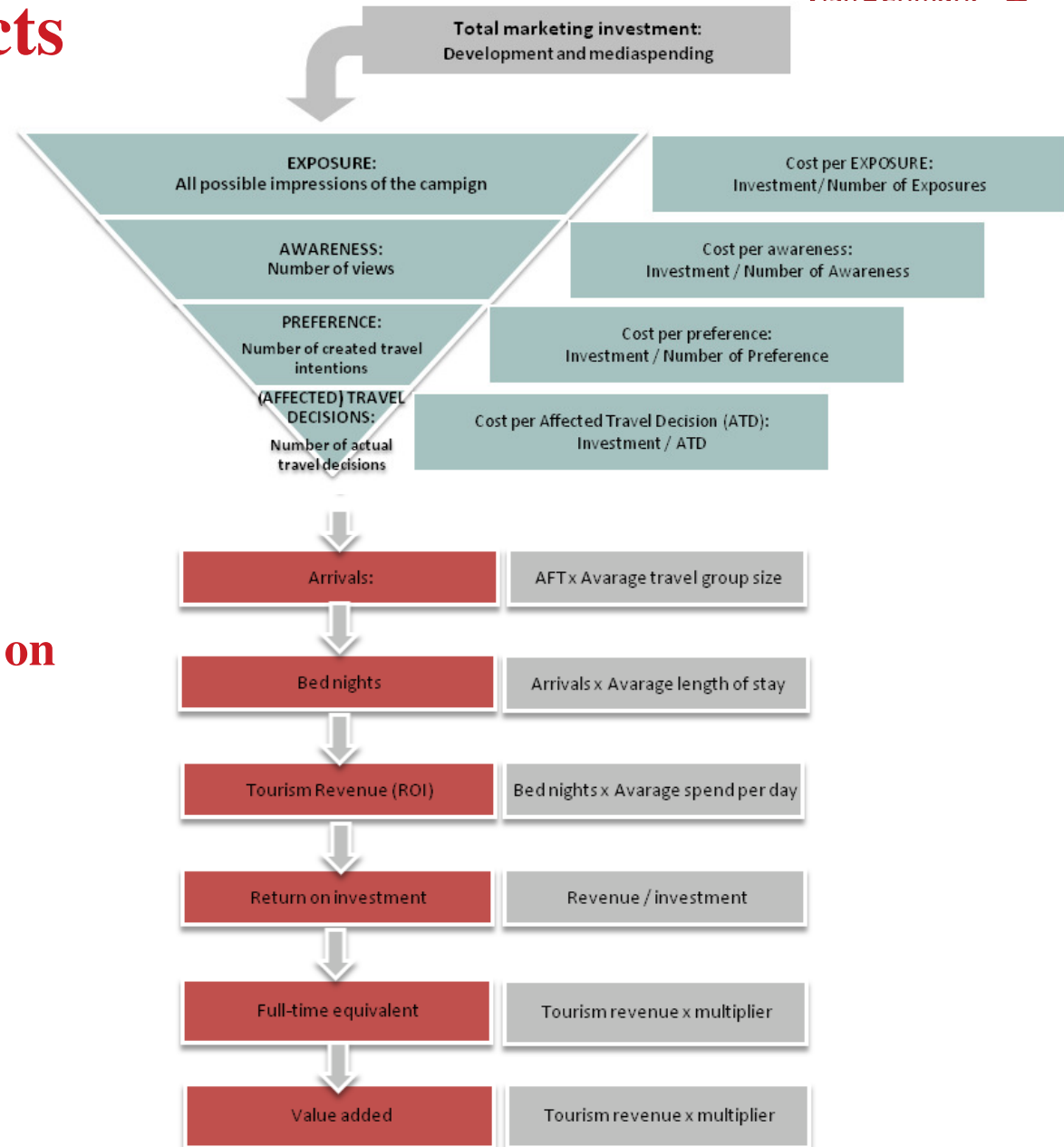


+ 20 markets, 3 main target groups

Measuring marketing activities in a quantitative and qualitative perspective



Quantitative effects



**Calculations based on
Tourist survey and
Tourism Satellite
Account**

Conversion table – very much ceteris paribus

Sweden					
Media used	Gross exposure	Net eksposure/Net Coverage	Awareness	Preference	Affected travel decisions
Adwords (Google)	100%	-	0,27%	15%	13%
Print advertisement 1/1 page	100%	44%	46%	17%	11%
Print advertisement 1/16 page	100%	44%	9%	3%	2%
Print advertisement 1/2 page	100%	44%	30%	11%	7%
Print advertisement 1/4 page	100%	44%	20%	7%	5%
Print advertisement 1/8 page	100%	44%	13%	5%	3%
Direct mail	100%	-	64%	26%	17%
Campaign site	100%	50%	85%	15%	13%
Newsletter	100%	-	32%	15%	13%
Event	100%	-	75%	31%	22%
Google Network	100%	-	0,27%	15%	13%
Household distributed	100%	-	32%	17%	11%
Exhibition	100%	-	25%	28%	19%
Non turism (fx on pack)	100%	-	10%	5%	2%
Online banner	100%	-	0,20%	15%	13%
Outdoor	100%	15%	15%	5%	5%
Radio	100%	20%	25%	5%	3%
Social media (views ,freinds, etc.)	-		100%	15%	13%
TV	100%	25%	50%	17%	11%
Other (Average)	100%	30%	10%	5%	2%

Definition of measuring point (for media-specific definition of exposure and knowledge see the overview *Definition of exposure and knowledge* in media)

All exposures

All exposures divided by the frequency. This means people who may have seen the advertising.

All people who have seen/heard/participated in the advertising.

All people who have gained preference for Denmark because of the advertising.

All affected decisions about travelling to Denmark on vacations.

56% truth

Measured vs. Estimated	Exposure	Awareness	Preference	Travel decision
Measured activities	550	306	54	3
Estimated activities	0	244	496	547
BtC activities in 2011	550	550	550	550
Share measured	100%	56%	10%	1%
Share estimated	0%	44%	90%	99%

Qualitative campaign measurement – Nielsen EPIC model

- National/geographical representative online interviews.
- Between 1.000 and 2.000 interviews.
- Interviews conducted online through Nielsen's online panels.
- Comparison to Nielsen's International benchmark
- Comparison VisitDenmark's internal benchmark
- The campaign is scored in relation to 4 basic elements of advertisements



Empathy

- *Liking!*
- *Do they like the advertisement? Does it speak to them personally?*

Persuasion

- *Intention to purchase!*
- *Are they more inclined to travel to Denmark?*
- *Does it strengthen their engagement?*

Impact

- *Does it break through the communication noise!*
- *Does it stand out from other advertisements?*
- *Is it unique?*




Communication

- *Do they understand the message!*
- *Do they remember the message?*

Defining success via benchmarks

- Quantitative benchmarks are based on 72 campaigns.
 - Qualitative benchmarks are based on 8 surveys conducted in 2011 and 2012
 - The benchmarks are adjusted quarterly
-
- Qualitative and quantitative results are classified red, yellow or green according to the VisitDenmark benchmark!

Gennemsnitligt Investering pr. kampagner i 2012		
Gennemsnitlig investering		1.340.960 kr.
Kvantitative benchmarks - gennemsnit af 72 kampagner		Effektivitet
Visninger	33.000.000	0,05 kr.
Kendskab	475.000	2,82 kr.
Præference	61.000	22 kr.
Påvirkede rejsebeslutninger	5.300	254 kr.
Kvalitative bechmarks - gennemsnit af 8 kampagner		EPIC
Empathy		2,98
Persuasion		3,14
Impact		2,52
Communication		3,21
EPIC total snit		2,96

Farvekoder - kvalitative og kvantitative kampagneresultater	
	RØD - Væsentligt dårligere VDK 2011 gennemsnit
	GUL - På/omkring VDK 2011 gennemsnit
	GRØN - Væsentligt bedre end VDK 2011 gennemsnit

Example: Satisfaction Web film Norway (Partner: Colorline)



Quantitative results

Investment (VisitDenmark and partner):

- 957.000 DKK.

Exposures:

- The campaign created more than 12 mill. exposures.
- Cost per exposure: 0,08 DKK. Right on VDK benchmark.

Awareness:

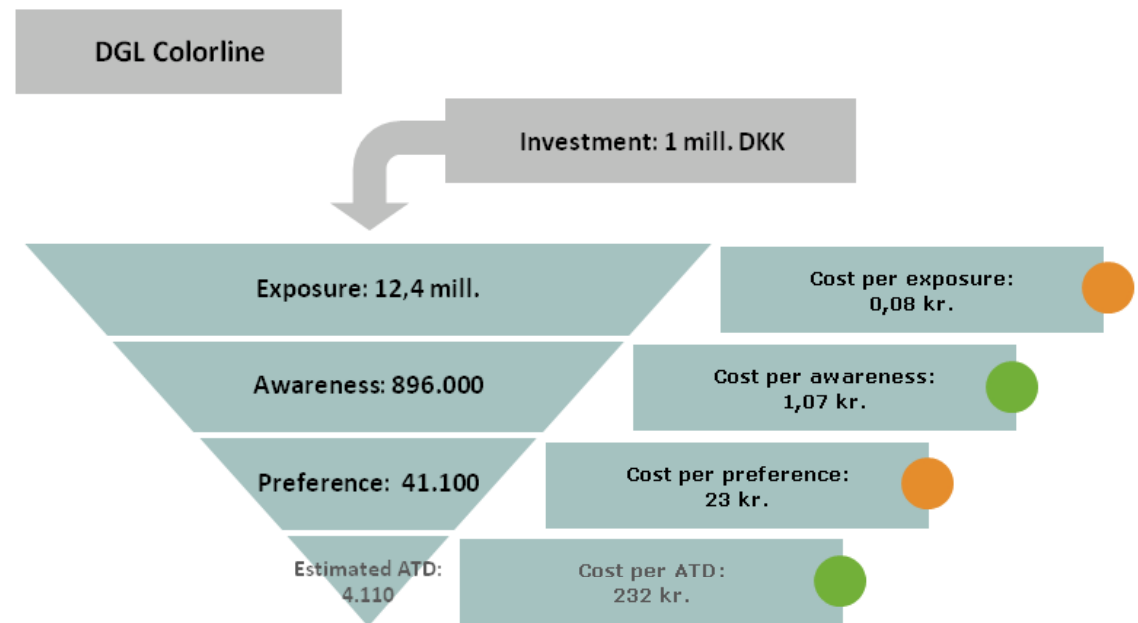
- The campaign was seen almost 900.000 times.
- Cost per awareness: 1,07 DKK., - much better than VDK benchmark.

Preference:

- 41.100 a preference for holiday in Denmark was created.
- Cost per preference 23 DKK. - Right on VDK benchmark.

Affected Travel Decisions:

- Estimated will 4.110 decide to travel to Denmark on holiday with family, friends or alone.
- Cost per ATD 232 DKK., 22 DKK. better than VDK benchmark.



Conclusion:

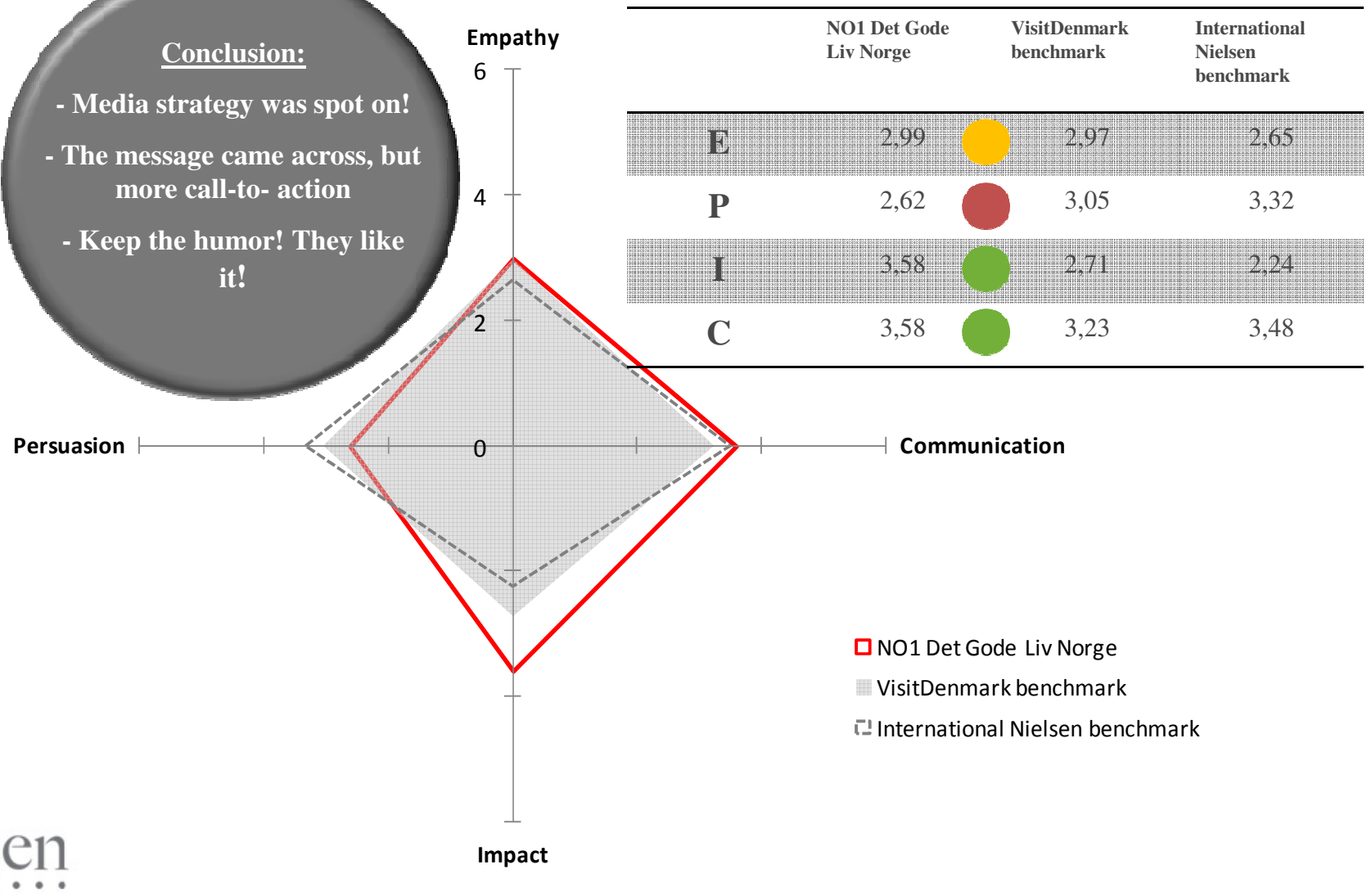
- Cost effective awareness creation
- The campaign's main objective was met effectively



Qualitative results - EPIC total

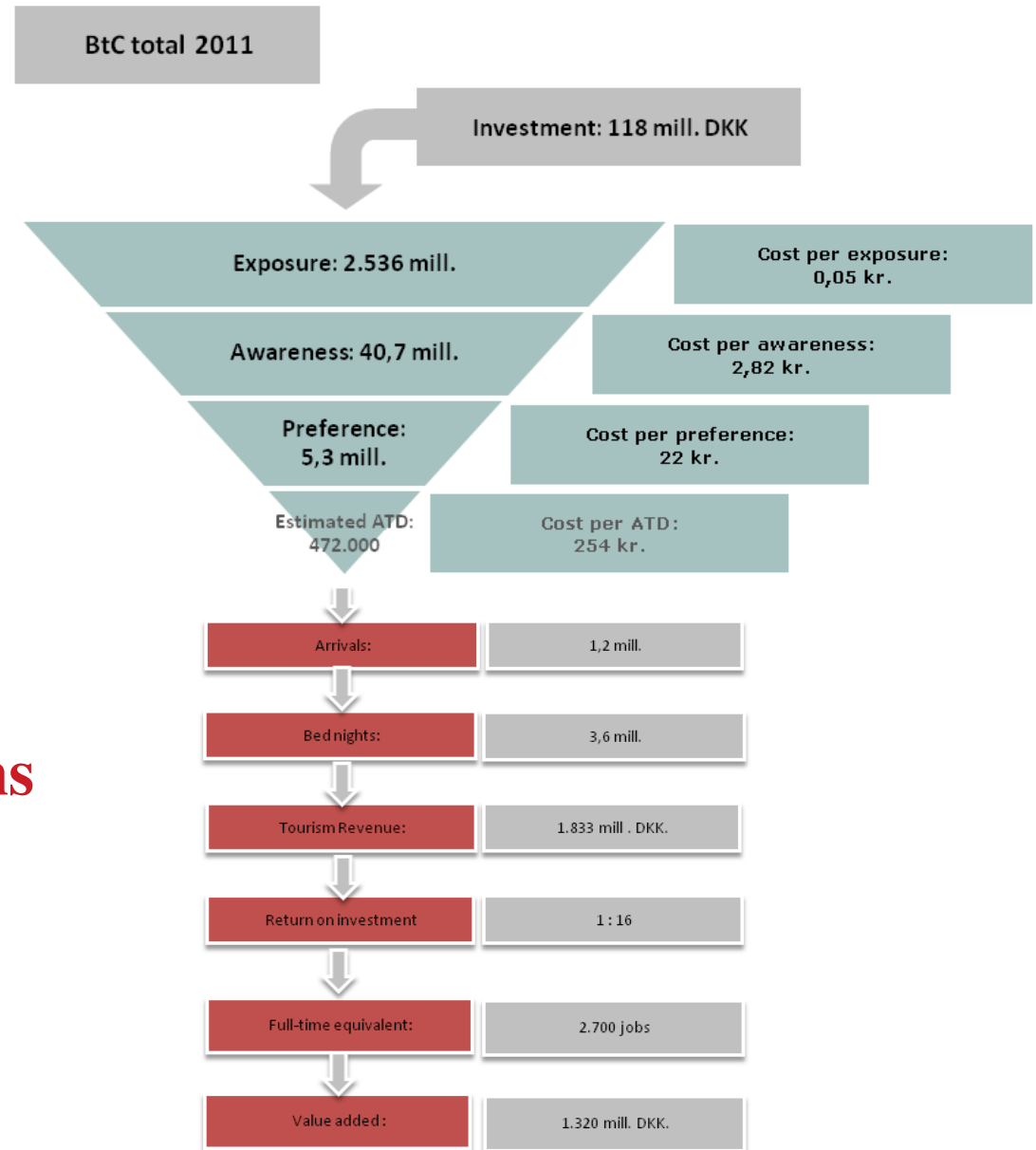
Conclusion:

- Media strategy was spot on!
- The message came across, but more call-to- action
- Keep the humor! They like it!



Total quantitative effects 2011

- 550 unique BtC marketing activities



...and the calculations can begin

Major challenges

- Inflexible definitions
- Estimates are ...ceteris paribus.... estimates
- EPIC surveys are costly
- Add on effect can seem arbitrary
- Defined measures define success!
- As much a process as an analysis



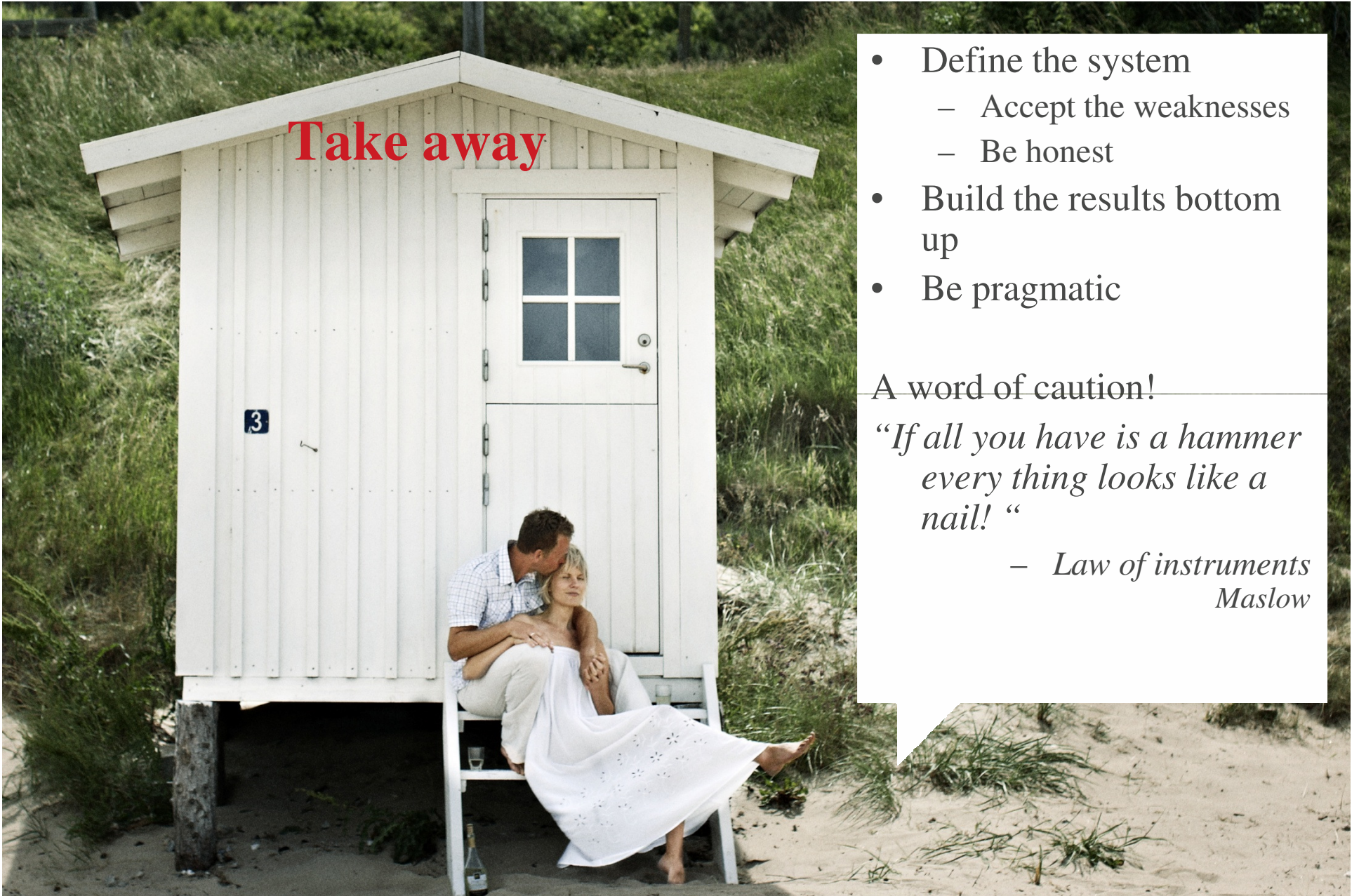
Take away

- Define the system
 - Accept the weaknesses
 - Be honest
- Build the results bottom up
- Be pragmatic

A word of caution!

“If all you have is a hammer every thing looks like a nail! “

*– Law of instruments
Maslow*



Thank you

Jakob Slej Mikkelsen

VisitDenmark

Senioranalytiker

E-mail jsm@visitdenmark.com

Tlf. +45 32 88 99 00

Dir. tlf. +45 32 88 99 24 / Mob. +45 22 18 54 73

Skype: vdk-jakob.slej.mikkelsen