# What is AdScore?

AdScore is a global online study, designed to measure the effectiveness of advertising campaigns on BBC World News and BBC.com.
The study is conducted by BDRC Continental, an independent research agency, who manage the fieldwork and data processing.

## CONTROL

### Did not see the ad
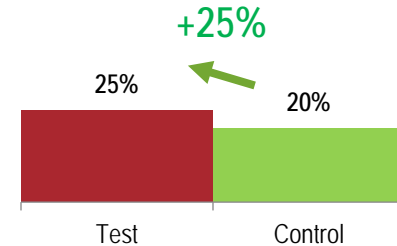
## EXPOSED/ TEST

### Seen the ad

VS

✓ *WATCH BBC WORLD NEWS AND VISIT BBC.COM LESS THAN 3 TIMES A MONTH*

✓ *WATCH OR VISIT ANY **NON BBC CHANNEL/SITE** 2-3 TIMES OR MORE A WEEK OR MORE*

✓ *WATCH BBC WORLD NEWS/ VISIT BBC.COM 2-3 TIMES A WEEK OR MORE*

We ask both groups the same sets of metrics and compare the DIFFERENCE IN SCORES

### Brand Awareness

+25%

25%        20%

Test        Control

Both groups should be **demographically matched** – therefore difference in scores can be attributed to the CAMPAIGN/ AD

BBC WORLD NEWS
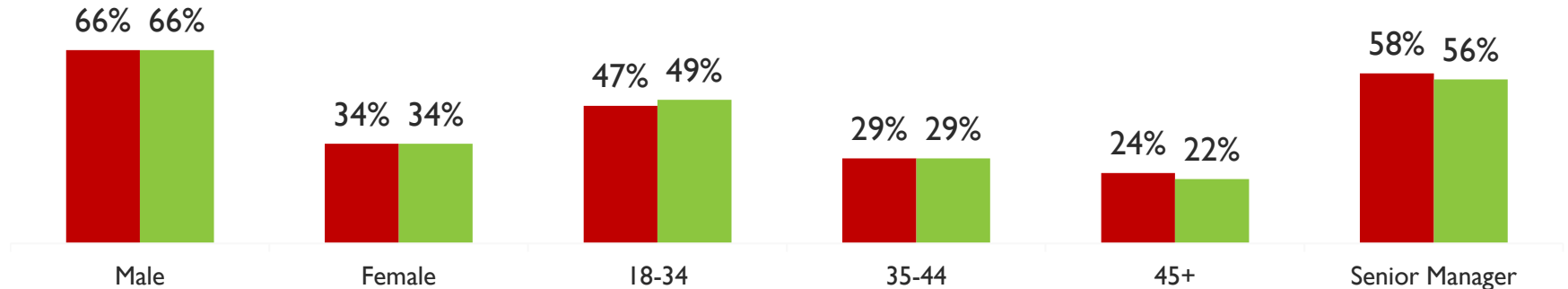
BBC .com

*Romania*
*Journey to the Wild Side*

# Sample: Test and Control matched on demographics

Market = North America, Europe, Middle East

Test = Engage with BBC 2-3 times a week, sample =404

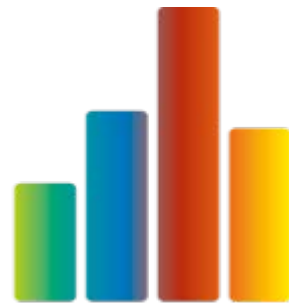Control = Consume international news in English at least 2-3 times a week not on the BBC, sample = 301

■ Test  ■ Control

| | Male | Female | 18-34 | 35-44 | 45+ | Senior Manager |
|---|---|---|---|---|---|---|
| Test | 66% | 34% | 47% | 29% | 24% | 58% |
| Control | 66% | 34% | 49% | 29% | 22% | 56% |

BBC WORLD NEWS   BBC.com   Romania Journey to the Wild Side   ADSCORE
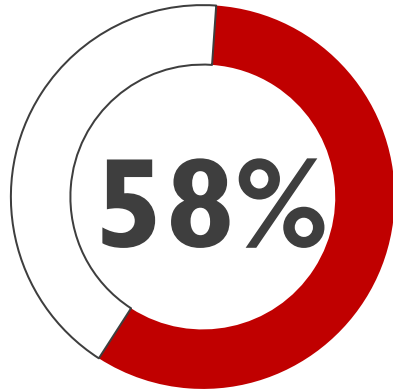
# RESULTS

# The advertising achieved good cut through

*Q. Have you seen this advertisement on TV?*

**TV Ad recall (%)**

**58%**

NORM: 55 %

**Example of Campaign Ad**



*Discover Romania*

00:59

BBC WORLD NEWS

BBC.com
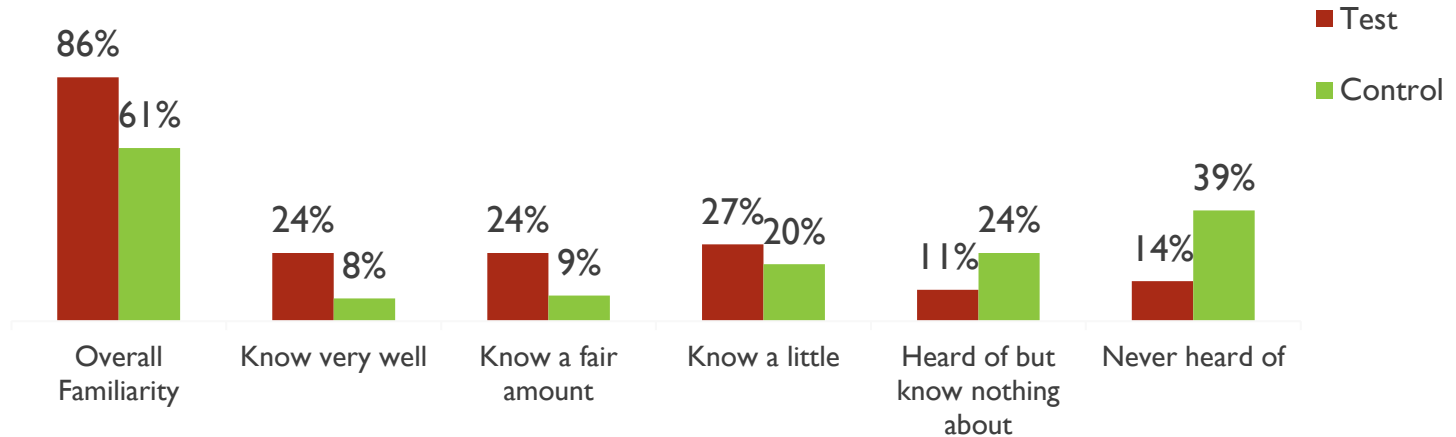
*Romania Journey to the Wild Side*

ADSCORE

= Significant uplift

# And was able to drive familiarity with Romania strongly

*Q. How familiar are you with each of brands, organisations, products or destinations listed below?*

## Familiarity With Romania (%)

Uplift vs control **+41 %** 🔺 **+200 %** 🔺 **+167 %** 🔺 **+35 %**

■ Test
■ Control

**Overall Familiarity**
- 86% (Test)
- 61% (Control)

**Know very well**
- 24% (Test)
- 8% (Control)

**Know a fair amount**
- 24% (Test)
- 9% (Control)

**Know a little**
- 27% (Test)
- 20% (Control)

**Heard of but know nothing about**
- 11% (Test)
- 24% (Control)

**Never heard of**
- 14% (Test)
- 39% (Control)

BBC WORLD NEWS    BBC.com    Romania *Journey to the Wild Side*

ADSCORE

🔺 = Significant uplift

# Also resulting in significant increases in recommendation and consideration

*Q. How likely are you to recommend each of the brands, organisations, products or destinations listed below?*

*Q. How likely are you to consider using, purchasing or visiting each of the brands, organisations, products or destinations listed below?*

## Recommendation And Consideration For Romania (%)

Uplift vs control     **+97 %** 🔺          **+81 %** 🔺



■ Test
■ Control

67%          34%          65%          36%

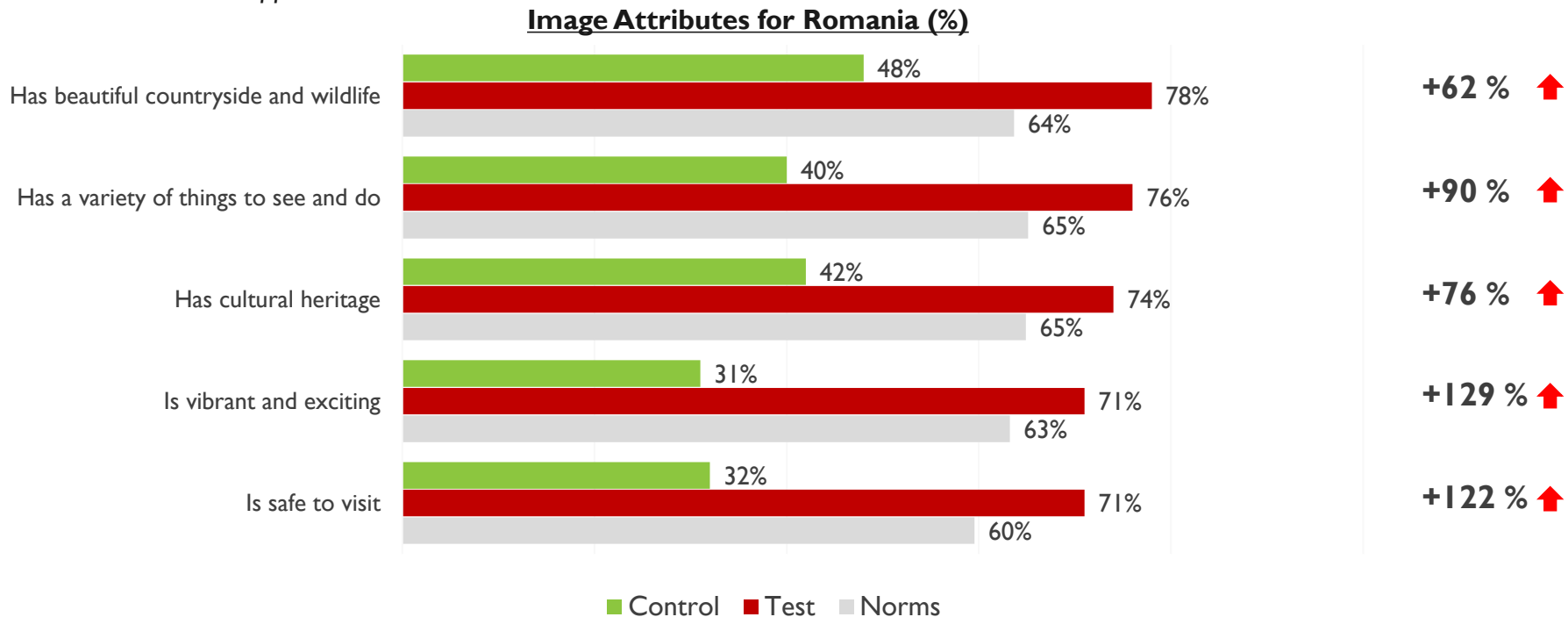Recommendation          Consideration

ADSCORE

🔺 = Significant uplift

# Improving brand image significantly

*Q. Thinking about the brand, organisation, product or destination, to what extent do you agree that each of the statements below applies?*

## Image Attributes for Romania (%)

**Uplift vs control**

| Attribute | Control | Test | Norms | Uplift |
|-----------|---------|------|-------|--------|
| Has beautiful countryside and wildlife | 48% | 78% | 64% | **+62 %** ↑ |
| Has a variety of things to see and do | 40% | 76% | 65% | **+90 %** ↑ |
| Has cultural heritage | 42% | 74% | 65% | **+76 %** ↑ |
| Is vibrant and exciting | 31% | 71% | 63% | **+129 %** ↑ |
| Is safe to visit | 32% | 71% | 60% | **+122 %** ↑ |

■ Control  ■ Test  ■ Norms

↑ = Significant uplift

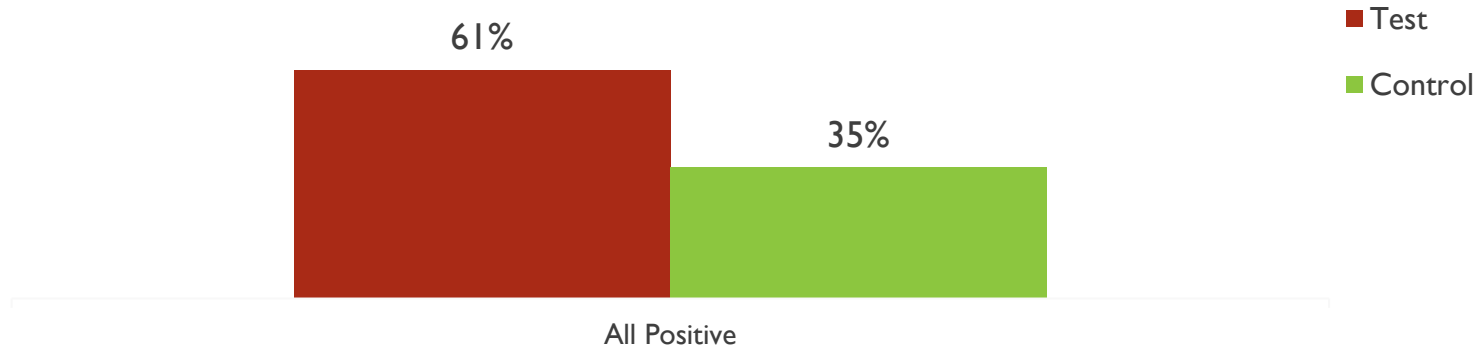BBC WORLD NEWS   BBC.com   Romania *Journey to the Wild Side*   ADSCORE

# Consumers also displayed enhanced positivity

*Q. How positive or negative do you feel towards each of the brands, organisations, products or destinations listed below?*

## Positivity towards Romania (%)

Uplift vs control      **+74 %** 🔺

■ Test

■ Control

61%

35%

All Positive

BBC WORLD NEWS    BBC .com    Romania *Journey to the Wild Side*
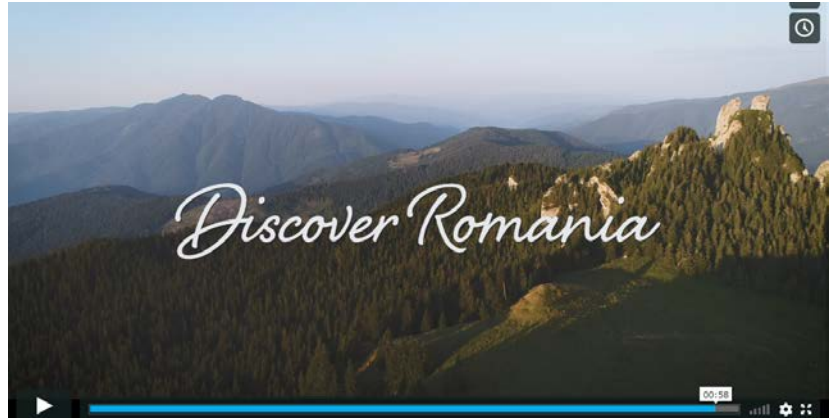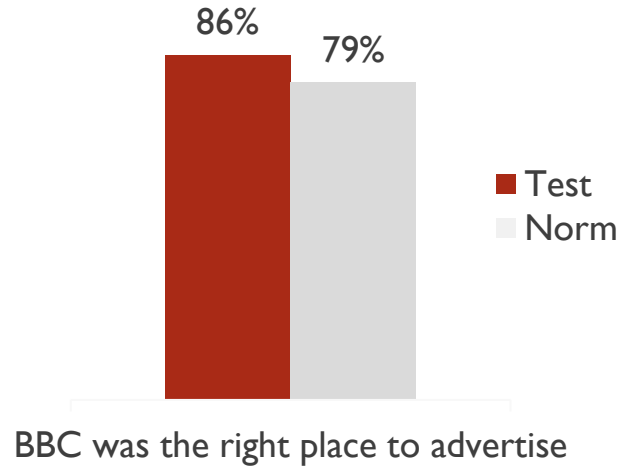
ADSCORE

🔺 = Significant uplift

# The BBC was the right environment for the advertising

*Q.To what extent do you agree or disagree that the words or phrases below apply to this advertisement?*
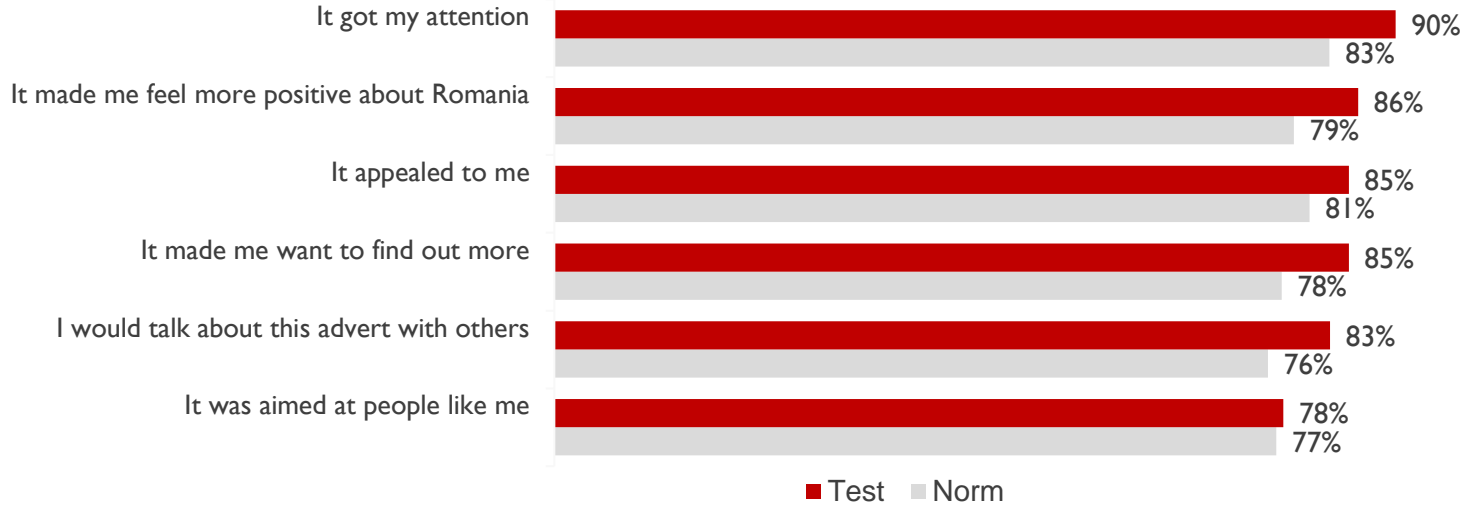
**Advertising Environment For Romania (%)**

86%   79%

■ Test
□ Norm

BBC was the right place to advertise

ADSCORE

# The advertising worked hard, scoring well across key attributes

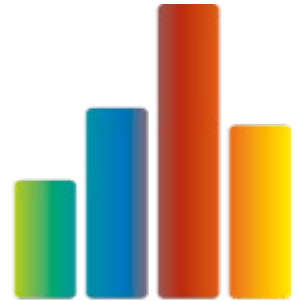*Q.To what extent do you agree or disagree that the words or phrases below apply to this advertisement?*

### Advertising Attributes Romania (%)

| Attribute | Test | Norm |
|---|---|---|
| It got my attention | 90% | 83% |
| It made me feel more positive about Romania | 86% | 79% |
| It appealed to me | 85% | 81% |
| It made me want to find out more | 85% | 78% |
| I would talk about this advert with others | 83% | 76% |
| It was aimed at people like me | 78% | 77% |

■ Test  ■ Norm

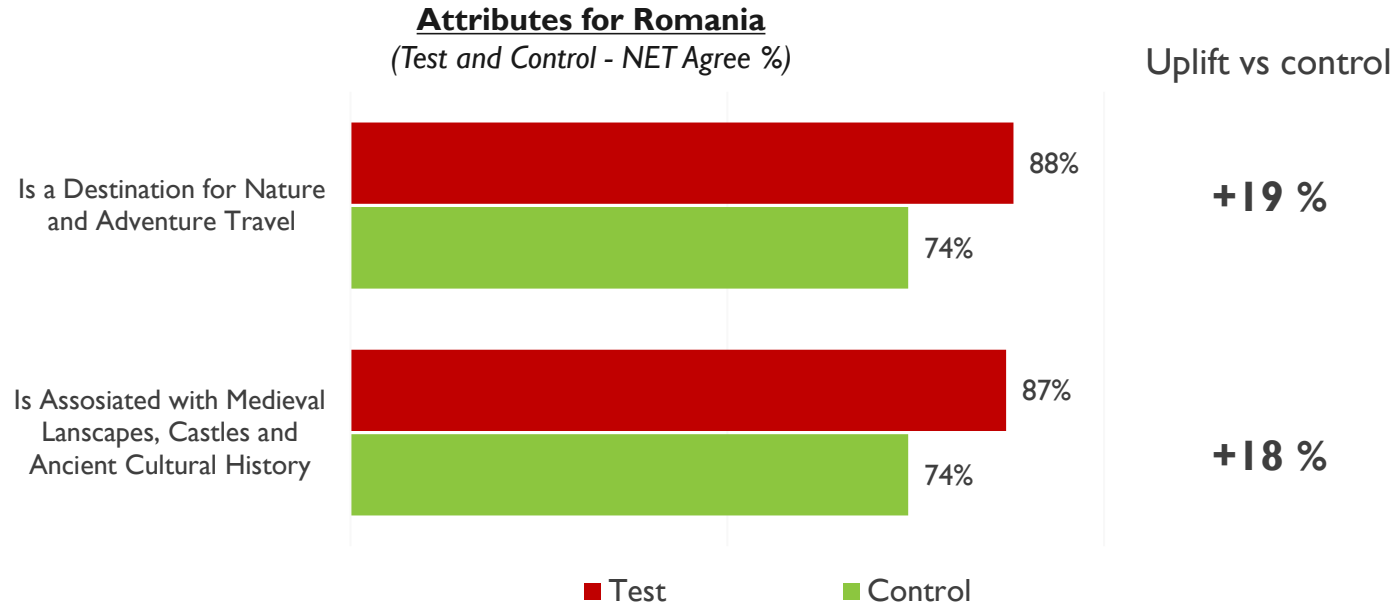BBC WORLD NEWS   BBC.com   Romania *Journey to the Wild Side*

ADSCORE

Bespoke Questions

# The advertising enhanced Romania's association with Nature and History

*Q. How much do you agree or disagree that Romania is …?*

## Attributes for Romania
### (Test and Control - NET Agree %)

Uplift vs control

**Is a Destination for Nature and Adventure Travel**
- Test: 88%
- Control: 74%

**+19 %**

**Is Assosiated with Medieval Lanscapes, Castles and Ancient Cultural History**
- Test: 87%
- Control: 74%

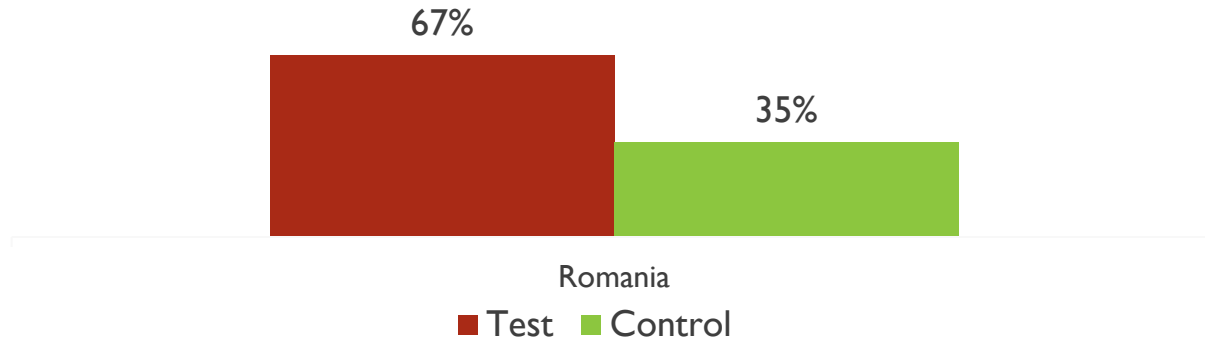**+18 %**

■ Test  ■ Control

ADSCORE

# The advertising significantly increased consideration to travel to Romania

*Q. Have you considered travelling to Romania in the near future?*

## Consideration to Travel to Romania
*(Test and Control - % Yes)*

⬆ **+91 %**  Uplift vs control

67%

35%

Romania

■ Test  ■ Control

ADSCORE

# Summary

### BBC THE RIGHT PLACE ☑

86% of exposed respondents agreed that the BBC was the right place for Romania to advertise

### AWARENESS ☑

The campaign increased awareness of Romania with an uplift of 41% in terms of overall familiarity

### BRAND IMAGE ☑

Romania showed significant uplifts across all key brand metrics

### POSITIVITY ☑

Positivity towards Romania experienced an uplift of 74% amongst BBC consumers

### RECOMMENDATION ☑

Likelihood of recommending Romania increased by 97% amongst BBC consumers

### CONSIDERATION ☑

Likelihood of considering Romania increased by 81% amongst BBC consumers.

BBC WORLD NEWS | BBC.com | Romania Journey to the Wild Side

ADSCORE