



*Study on:*

# Post-Launch Campaign Evaluation

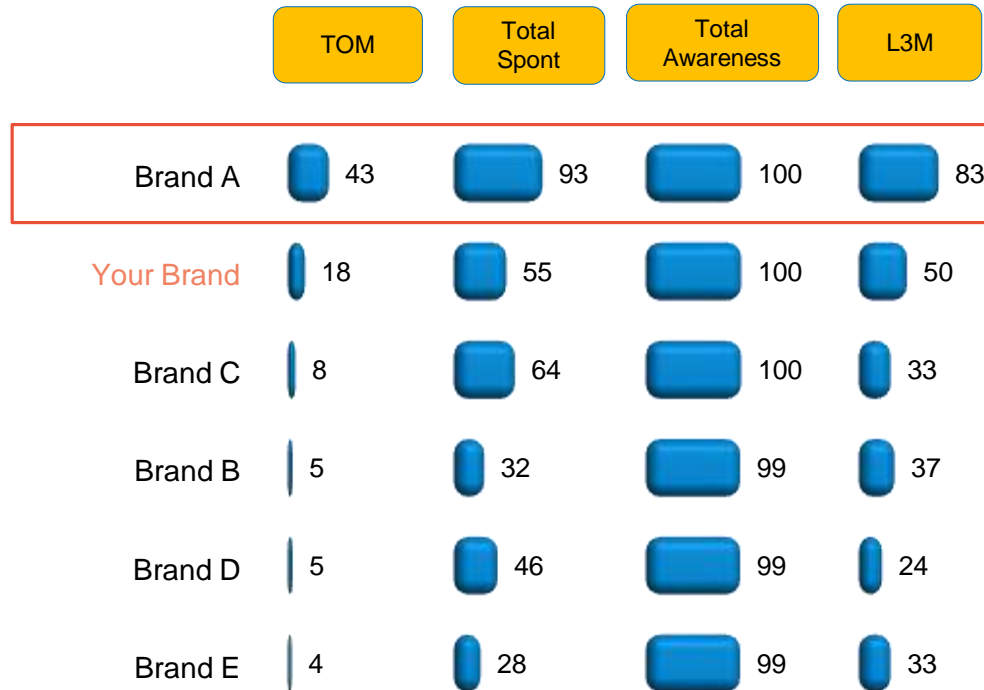
Client : Company PQR,  
From : Cogentix Research , Bangalore

Date: 19<sup>th</sup> February, 2024



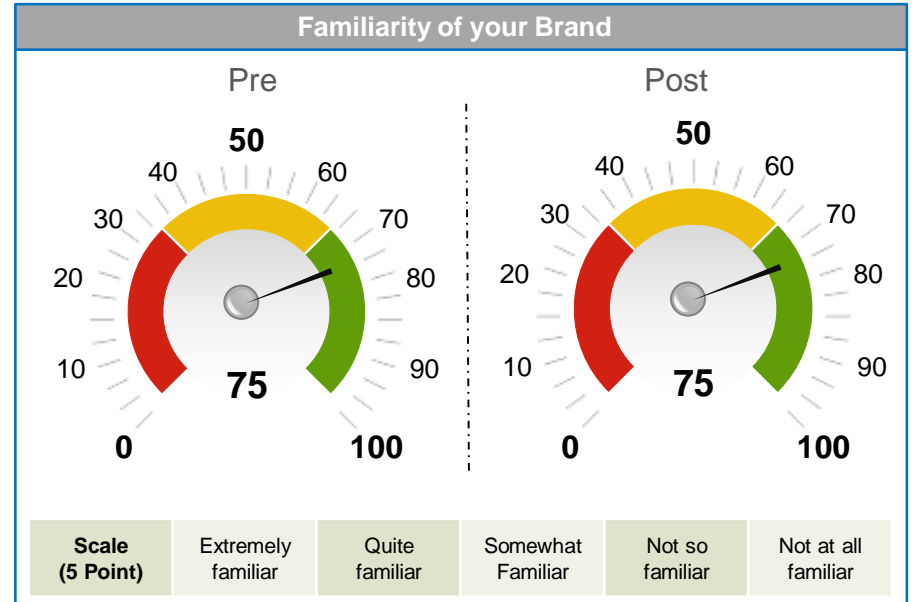
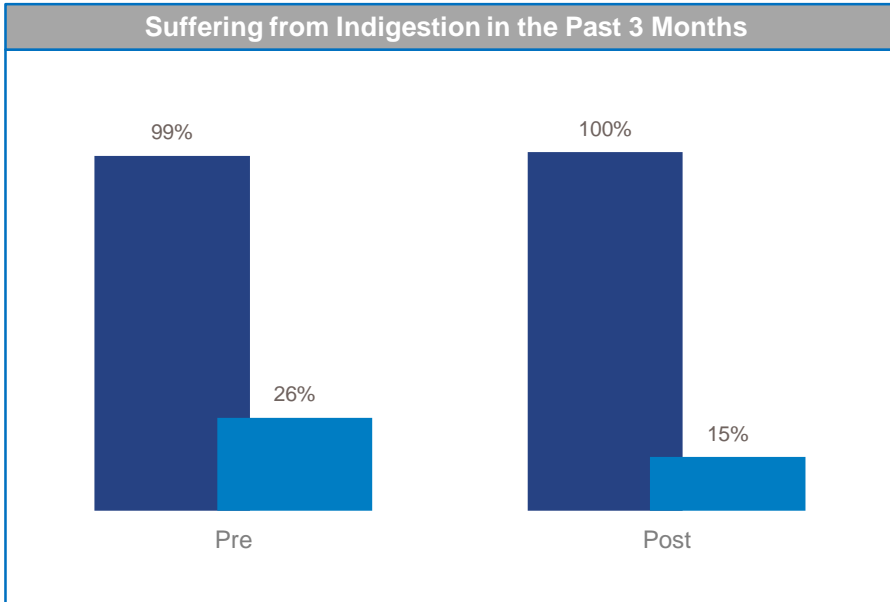
# Brand Evaluation

# Brand Awareness & Usage – Overall

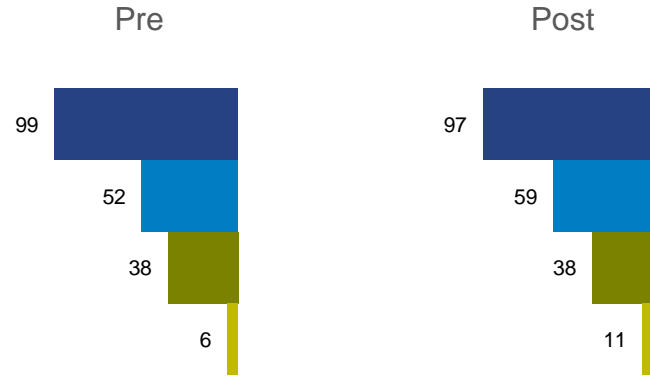
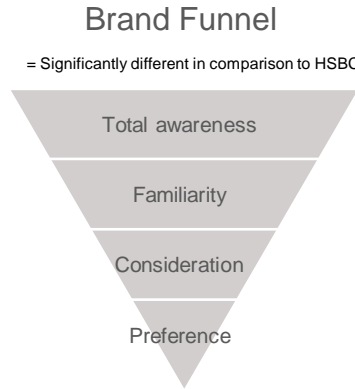


All figs in %

# Brand Awareness & Past 3 Months Usages



# Building Brand Awareness: Our Strategic Funnel



## Conversion rates

Low conversion: 5 points or more behind market average  
 High conversion: 5 points or more ahead of market average

Awareness	Familiarity	53%	61%
Awareness	Consideration	38%	39%
Consideration	Preference	16%	29%

Sample base: total sample

Questions: **A1a.** Which banks come to mind when thinking about [Solving any indigestion or gastritis Problems]. IF TG4, Which products/ Brands do you choose? / **A2.** Have you heard of the following brand? / **A3** How familiar are you with the products of <BRAND>? / **CON1** Which product/brand would be your first choice? / Which of these Product / Brands would you also consider? / And lastly, which of these would you not consider?



# Campaign Evaluation

# Reach & Recall Evaluation



All figs in %

## Your Ads



### Recall

No	Yes
9	91

Base : All - 1483

## Recalled Brand

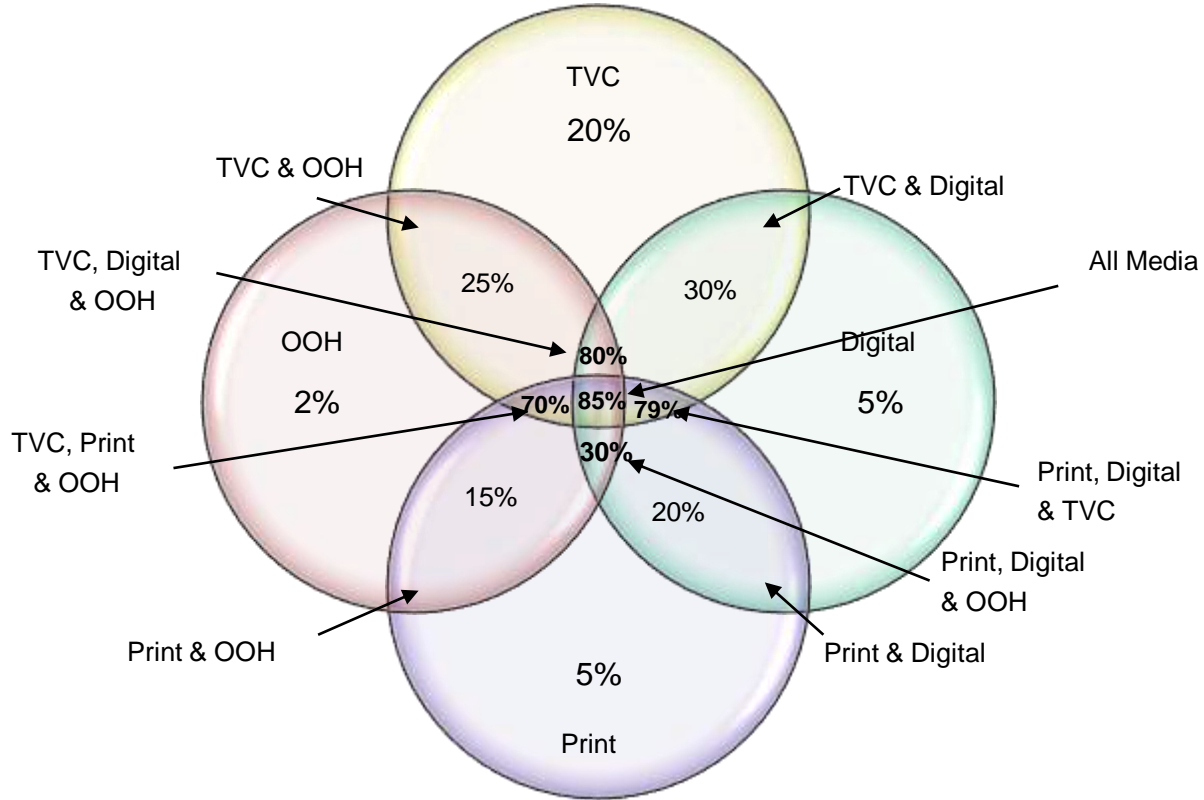
Base : All those who recognized as Seen this Ad - 140

Brand A	37
Your Brand	29
Brand B	5
Brand C	3

## Ad KPI

Uniqueness	24
Motivates	11
Looks great	8
Relevance	6
Easy to understand	

# Reach Of The Various Medium Used In The Campaign





# Incremental Reach With Various Media Combination

