

# Lockdown Lessons

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# brand metrics

at a glance

## SEVEN YEARS OF SERVICE



**Anders Lithner**  
long time entrepreneur in the global insight space with a background in media research



**Anette Hallgren**  
have managed customer relations since the first ever measurement



**Elwin Gastelaars**  
long time digital media expert. Ex MD, EMEA at SpotX, leading the Brand Metrics way in Benelux



**Johan Hasselström**  
knows anything tech but also knows what the tech needs to do to make media audiences happy



**Amber Metini**  
joining experience from the financial industry with ongoing conquests in tech development



**Mikael Larsson**  
bringing executive experience from working as sales director within big media corporations



**Sean Adams**  
insight expert, who has led both insight firms and insight teams. Ex head of insight at News UK



**Rutger Maree**  
Previously top level at RTL and SpotX, handling Brand Metrics in the DACH Region



**Martin Molin**  
Full stack developer bringing experience from the business IT industry



**Alexander Autio**  
entrepreneur and tech architect in the media space, also chairing the company board



**Tom Jenen**  
experienced business and startup growth leader. Ex Google and much more



**Sumran Kaul**  
insight and effectiveness expert. Ex-insight at News UK and much more



**Taylor Sturtevant**  
Ex Marketing Evolution now taking care of customer success in the US



**Shakir Syed**  
a wizard when it comes to joining a powerful backend to a business focused frontend



**Magnus Klockare Rossby**  
ex Kantar with decades devoted to campaign data; actively working on the company board



**Joakim Antonsson**  
the architect behind some of the prominent tech stacks in the European media space



**Marc Burgess**  
product and tech professional with +20 years in online media, ad tech and c-level leadership



**Gavin Merwood**  
global media technology specialist and ex Fairfax, working across the APAC Region



**Tony Fideke**  
Experienced tech developer specialized in building system support for the insight industry



**Antonio Pepe**  
Heading the partnership between Brand Metrics and Italian reseller SenseMakers



**Johanna Silfwerbrand Bendroth**  
methodology expert with a background in key media corporations



**Ian Burman**  
systems security professional, long time tech specialist and pilot



**Akito Sato**  
Ad tech, media and SaaS veteran that represents Brand Metrics in Japan



**Patrik Brink**  
IT and development veteran with an entrepreneurial background in the market research industry



**Julia Smith**  
Heading the partnership between Brand Metrics and the PR agency The Digital voice



S W E D E N



G R E A T B R I T A N



U N I T E D S T A T E S



G E R M A N Y



J A P A N



N E T H E R L A N D S

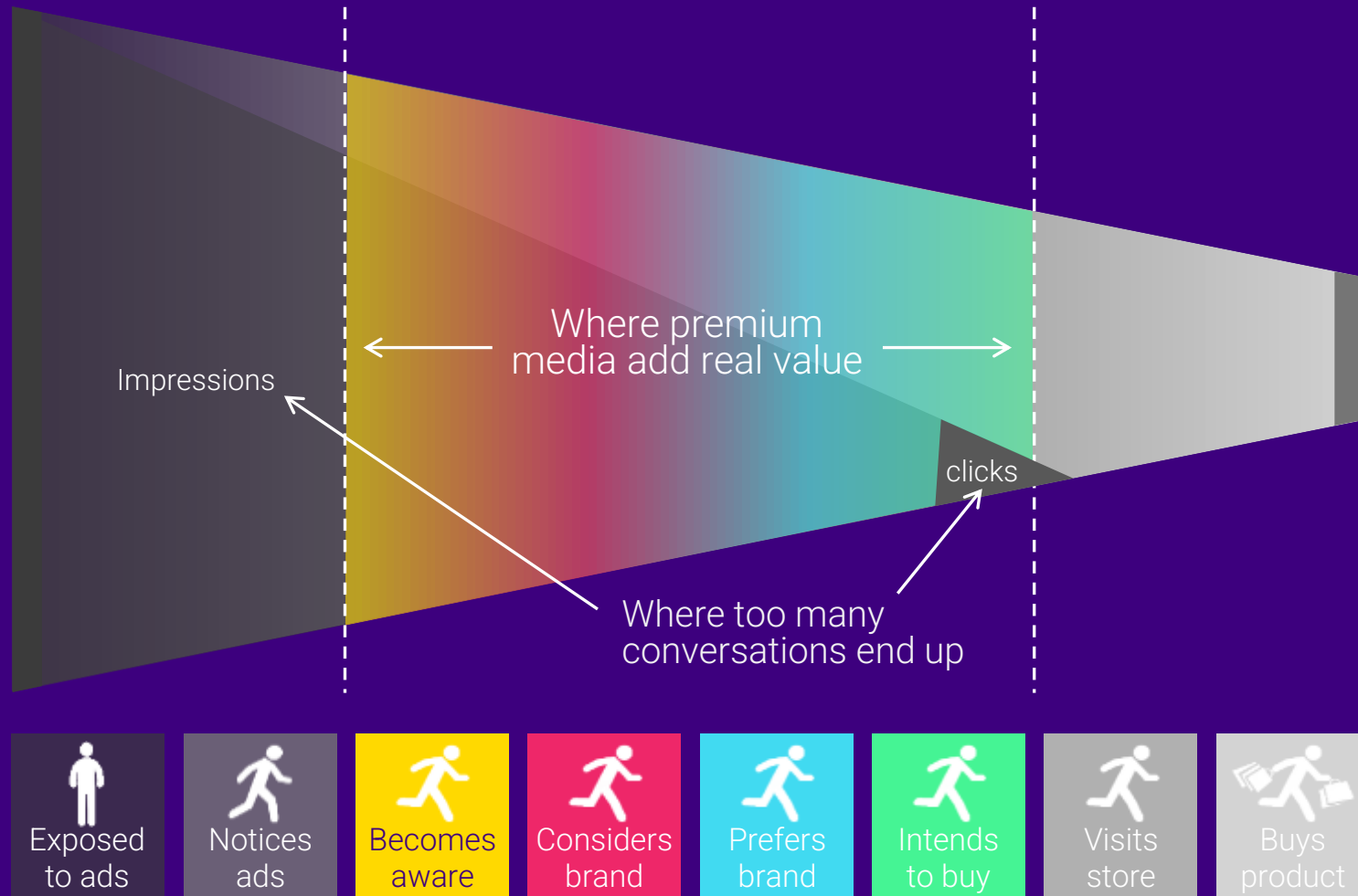


I T A L Y

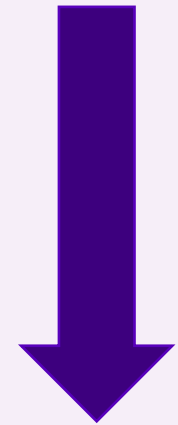


A U S T R A L I A

# We help measure metrics that matter more



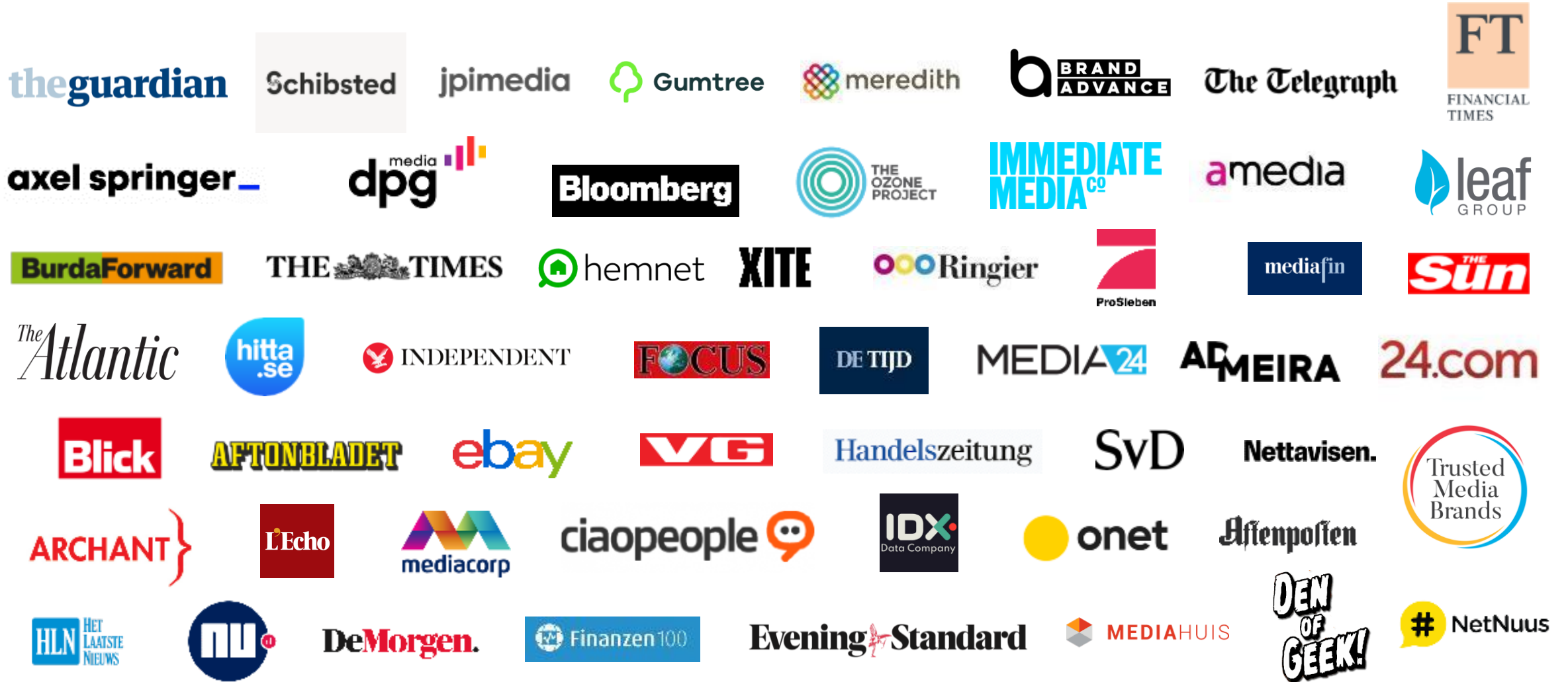
Impressions & Clicks



Brand uplift & Action intent

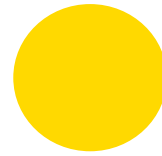


# Working with premium media worldwide

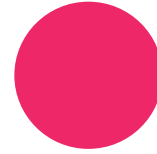


# Smart approach, consistent metrics, extensive benchmarks

- Single survey question
- Served on publisher's site
- Cookieless & pixelless
- Any digital ad type
- Continuous measurement



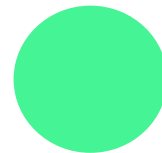
Awareness



Consideration



Preference



Action Intent



# We delved into our benchmark database to explore five areas

**12k**

Measurements

**50+**

Publishers

**5k+**

Brands

**120+**

Sub-categories

- 1) Advertising during a recession
- 2) Brand decay
- 3) Short term category trends
- 4) Longer term effectiveness 'truths'
- 5) Branding vs Activation

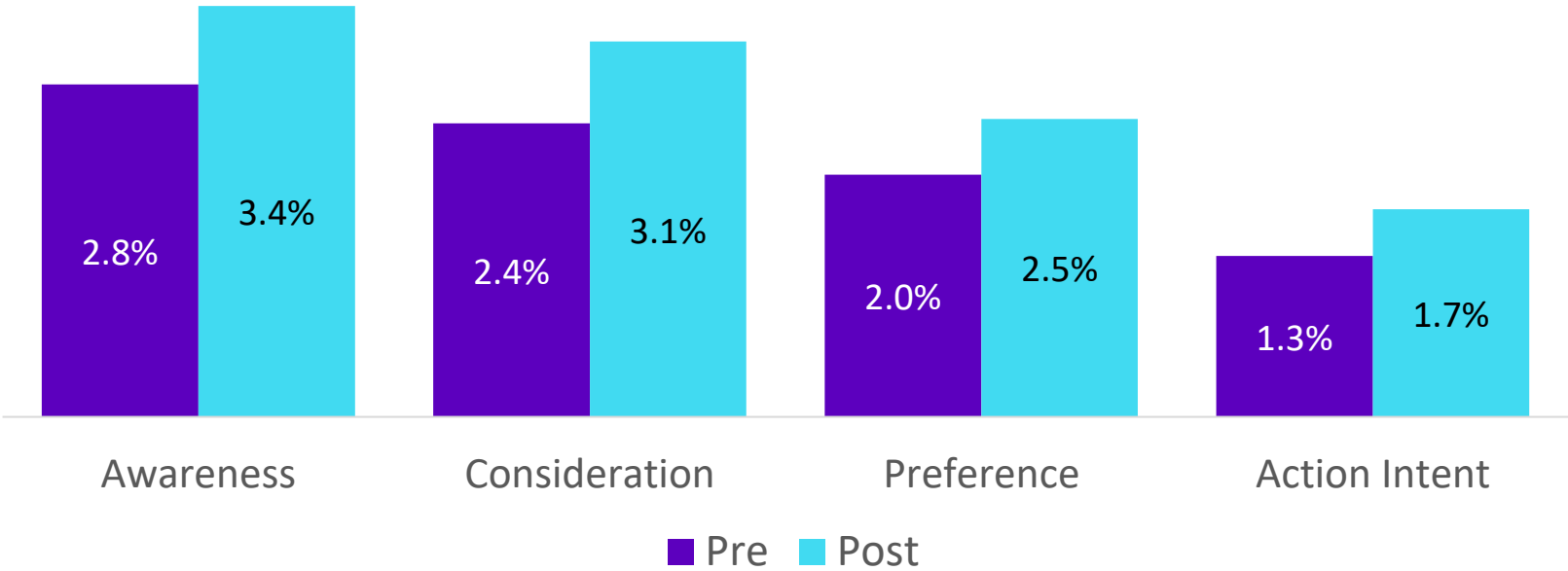


# Average total brand uplifts are 26% higher than pre-pandemic levels

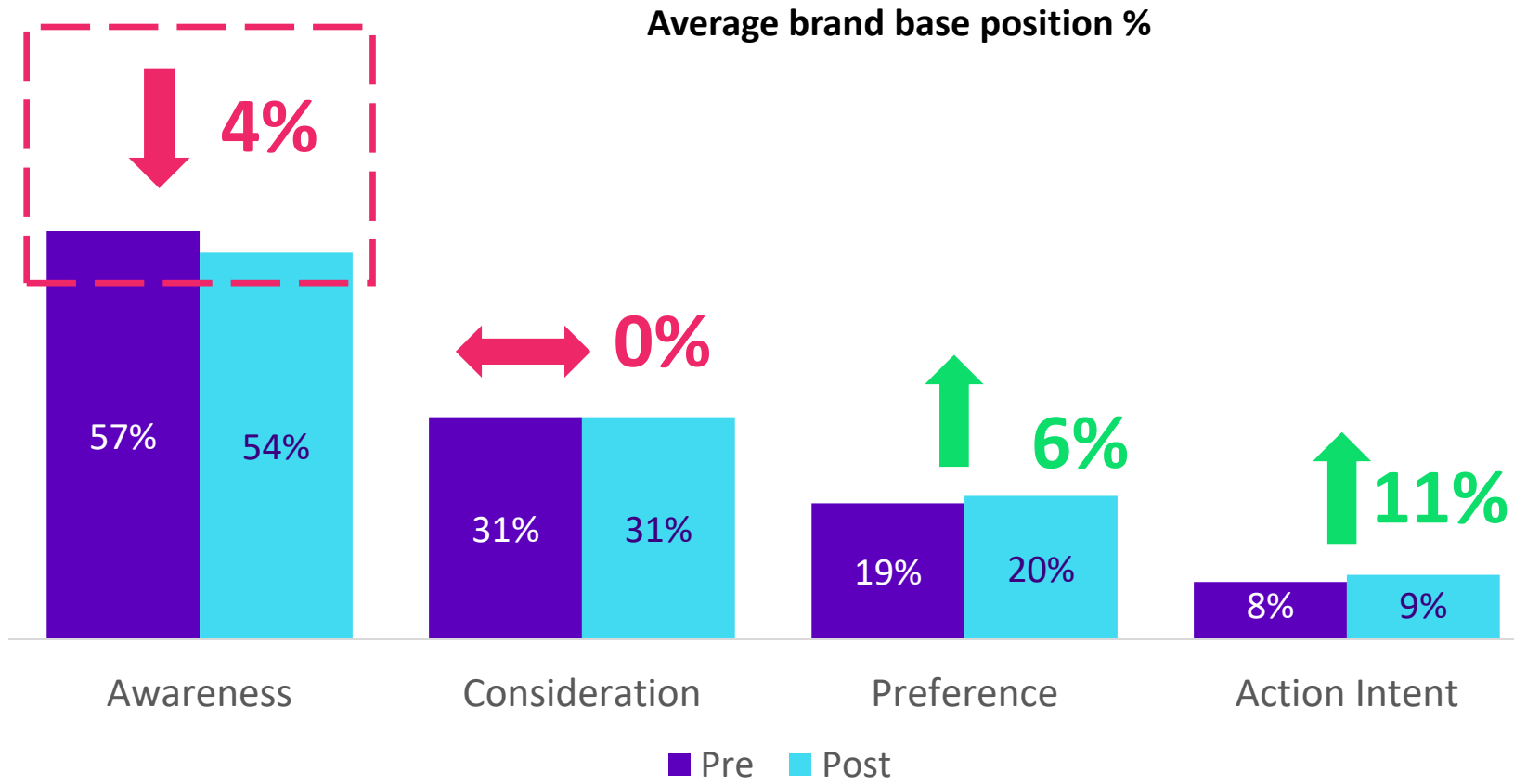
**+26%**

Total brand uplift  
Post 10.8% vs Pre 8.6%

Average campaign brand uplift %



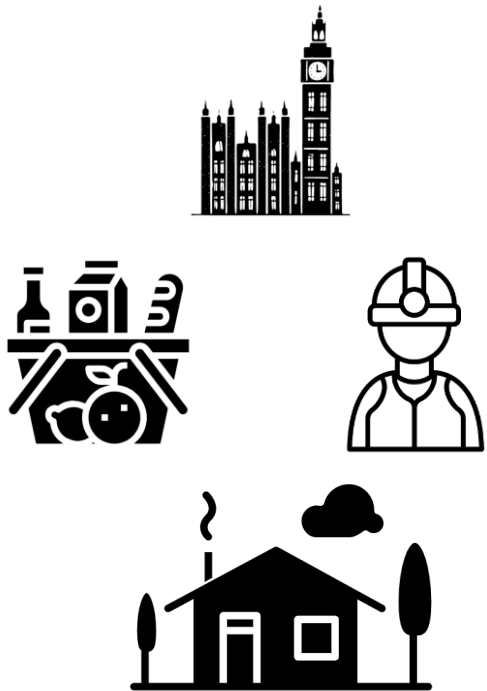
# However, overall base brand awareness levels have fallen -4%





# There remains significant variation in activity across sectors....

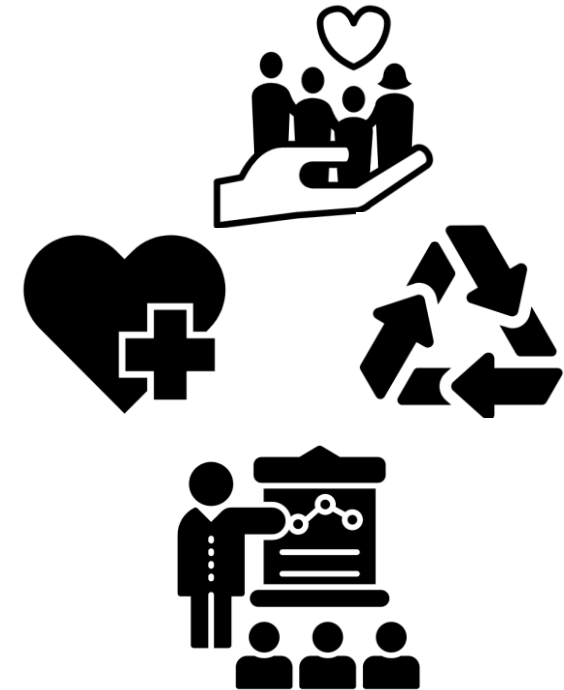
## The Past



## The Present



## The Future

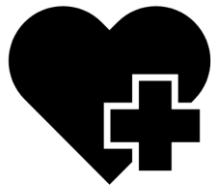


...with evidence of longer term shifts for certain industries

+34%



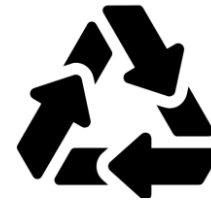
7



12%



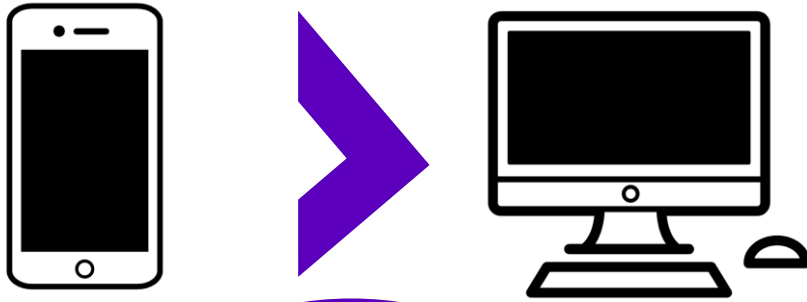
+212%



-32%



# Mobile uplifts +14% higher than Desktop; Video +17% vs Display



**+14%**

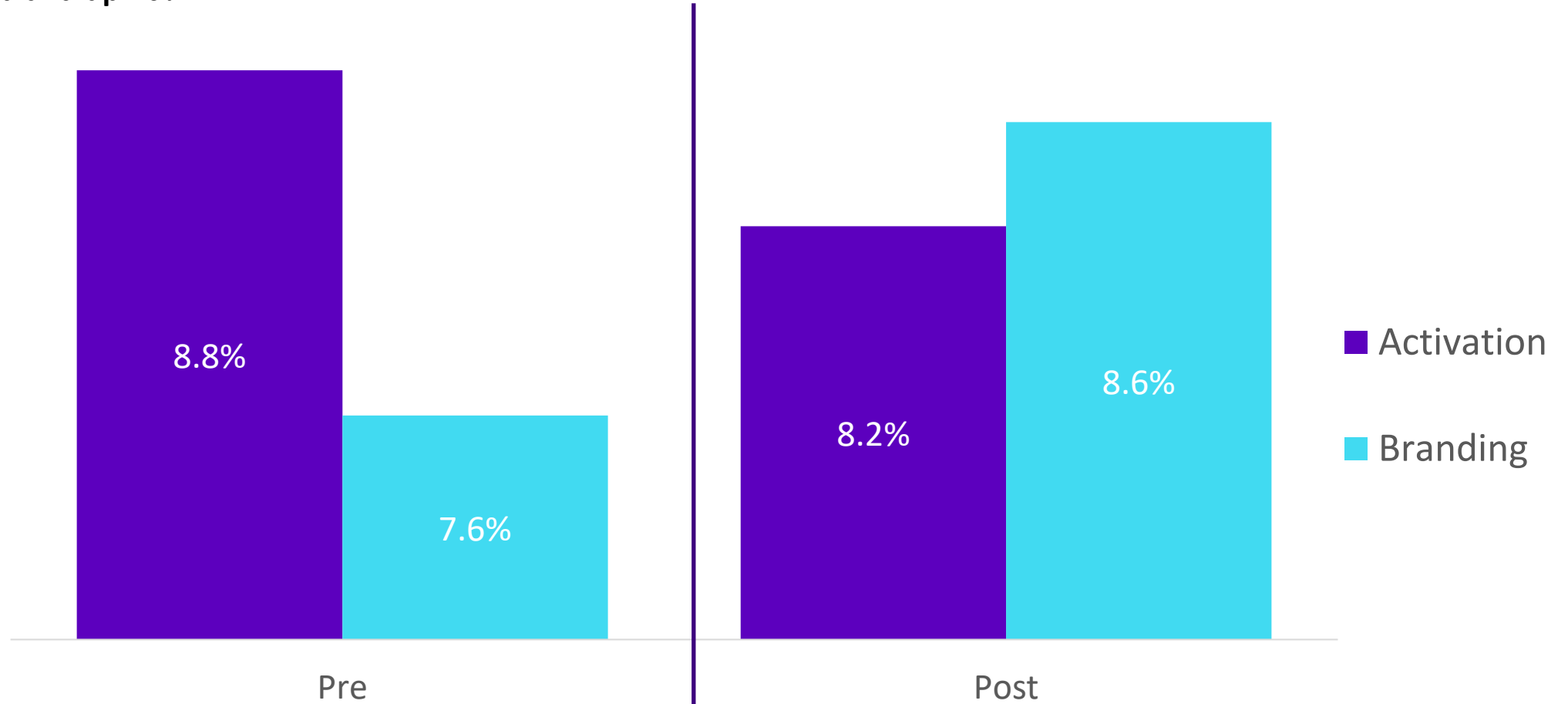


**+17%**



# Branding campaigns are outperforming Activation campaigns

Average campaign brand uplift %





Here are five takeaways....





# Five more takeaways

1) Lockdown campaigns → highest uplifts

2) Average base awareness has fallen

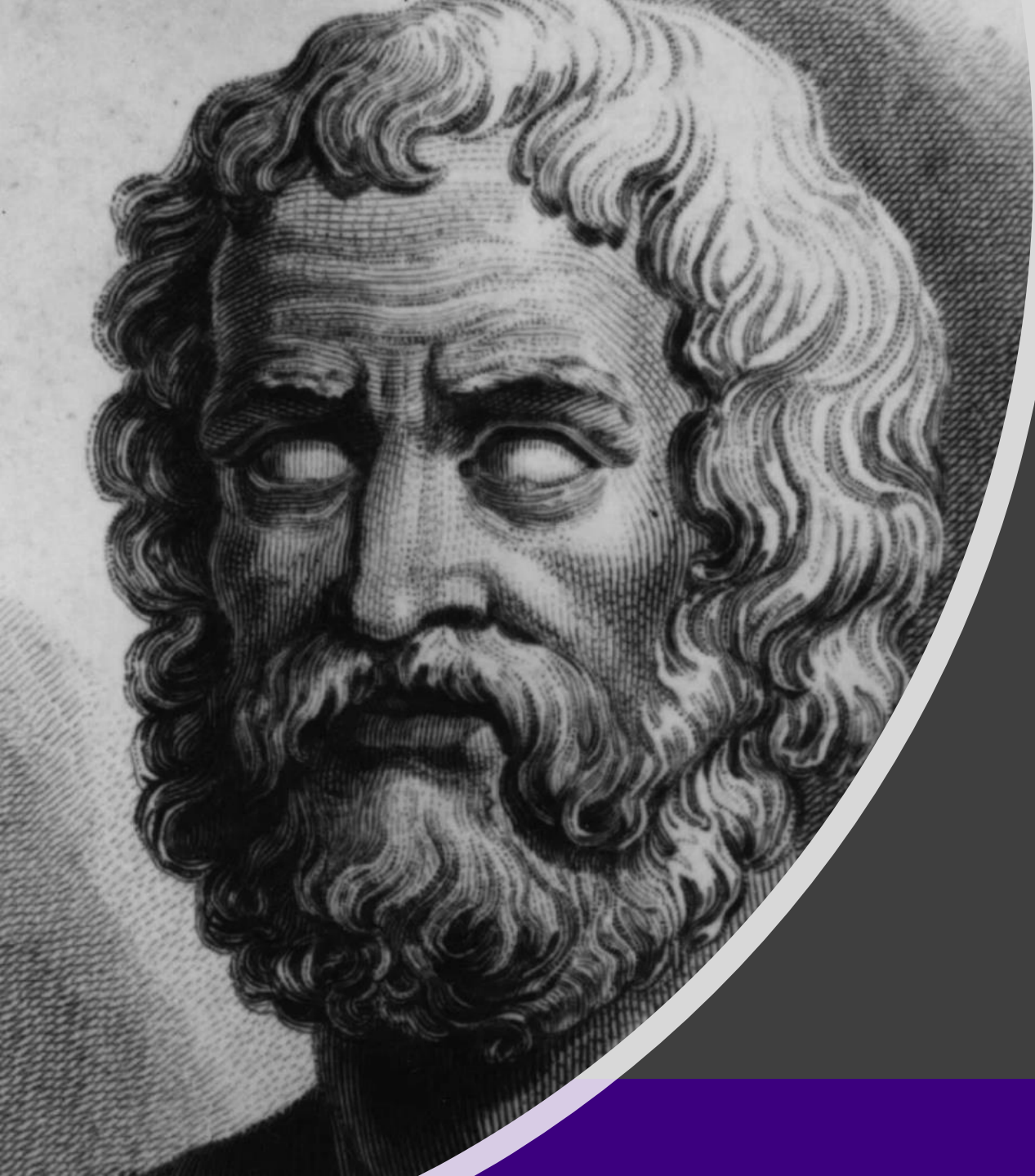
3) Structural category changes in motion

4) Branding > Activation

5) Brand Metrics like the colour Purple







*“If you add a little to  
a little and do this  
often, soon the little  
will become great”*

Hesiod, ancient Greek scholar , 750 BC



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