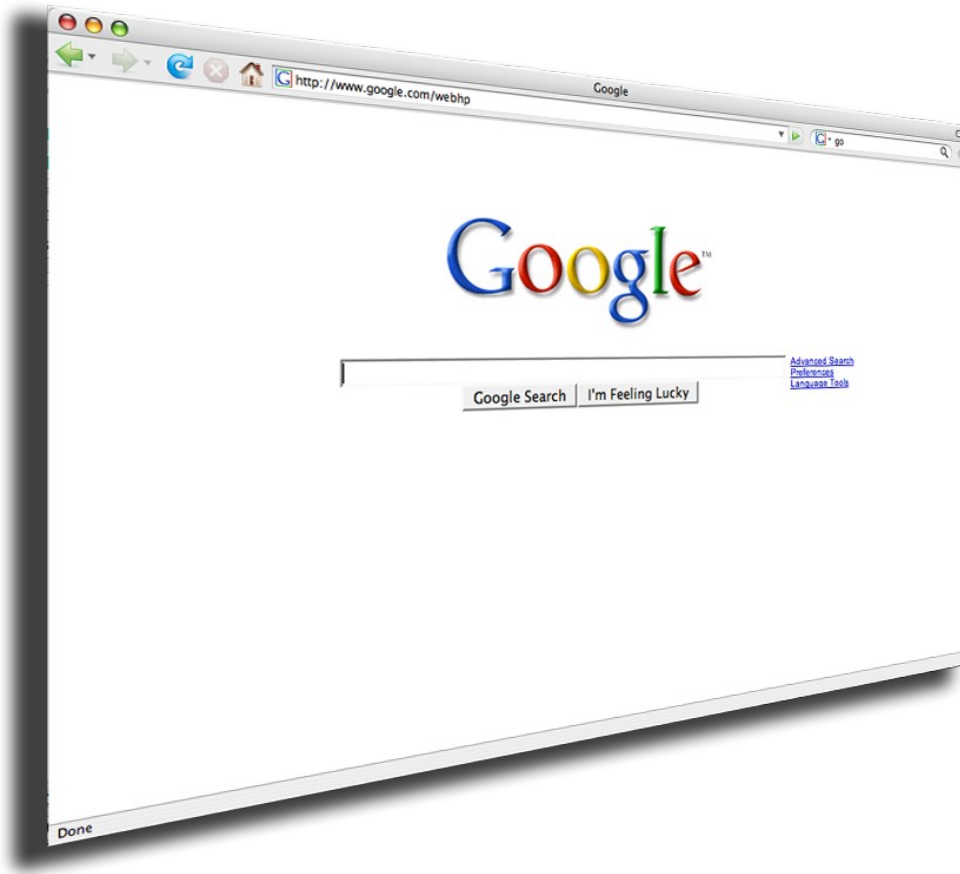


Search as a Brand Tool

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Objective

Can search help build brands?

To understand the relative efficacy of both paid and organic results on a Google SERP and to quantify the branding and multiplier effect of paid (ppc) advertising.

Methodology



The Study was undertaken by Enquiro Research in partnership with Ipsos Mori.



All fieldwork took place online.

Respondents randomly assigned to matched test groups of n=250 each cell created was representative of the online population.

Respondents each given identical search tasks.

Exposure to search listings was controlled – Each cell was exposed to a different combination of listings.

Duration of exposure was not limited and controlled by user click thru on the page.

Respondents were then asked a questionnaire to ascertain their awareness, liking, purchase consideration and take out of relevant test brands.

Web Images Maps News Shopping Mail more Sign in

Google flight new york Search: the web pages

Top sponsored

Web results 1 - 10 of about 85,400,000 for flight new york. (0.32 seconds)

Sponsored Links

Flights to New York
Virgin-Atlantic.com For great deals to New York, book online with Virgin Atlantic!

Sponsored Links

Cheap Flights to New York City, USA - Compare New York City flight ...
New York - the city that never sleeps, be sure to visit Time Square, The Statue of Liberty and Central Park. Search and compare cheap flights to New York ...
www.cheapflights.co.uk/flights/New-York/ - 21k - Cached - Similar pages

Cheap flights to New York City from Heathrow (LHR)
Search and compare prices on cheap flights to New York City from Heathrow to find the latest deals from all major airlines and travel agents.
www.cheapflights.co.uk/flights/New-York/Heathrow/ - 187k - Cached - Similar pages

Top sponsored & Top organic

Cheap flights to New York City, New York (LGA) - TripAdvisor
Flights to New York City: Enter your dates once and have TripAdvisor search multiple sites to find the best prices on New York City flights.
www.tripadvisor.com/Flights-g60763-New-York_City_New_York-Cheap_Discount_Airfares.html - 56k - Cached - Similar pages

Google Co-Founder Books a Space Flight - NYTimes.com
11 Jun 2008 ... Space Adventures plans to buy a Soyuz flight in 2011, with the option of buying more. One of the passengers will ... FROM THE NEW YORK TIMES ...
www.nytimes.com/2008/06/11/technology/11soyuz.html - Similar pages

Expedia Travel: Cheap Airfare, Hotels, Car Rental, Vacations & Cruises
Expedia Links: home| flights| hotels| cars| cruises| activities| earn ThankYou Points| Elite Plus| Expedia Corporate Travel| site map ... Show stock quote for EXPE
www.expedia.com/ - 45k - Cached - Similar pages

Side sponsored

Flights to New York
Cheap flights fr £289 inc tax
Book now 0800 368 0300
www.crystaltravel.co.uk

Flights to New York
Fly to New York - From £120-£220
DialAFlight™ 5yrs Travel Experience
DialAFlight.com

Flight new york
15% off Economy Flights to New York
Exclusively with MasterCard!
www.mastercard.com/uk/travel

Cheap Flights To New York
Great Deals On Flights To New York
Sale Now On Call Our Sales Team
www.WorldWideFlights.com/New_York

Us Cheap Flight
Discounted US Airways Tickets
Get Our Lowest Fares from the UK
www.usairways.co.uk

Flight new york
Search & Compare Over 130
Airlines. Book Online & Save!
www.airline-network.co.uk

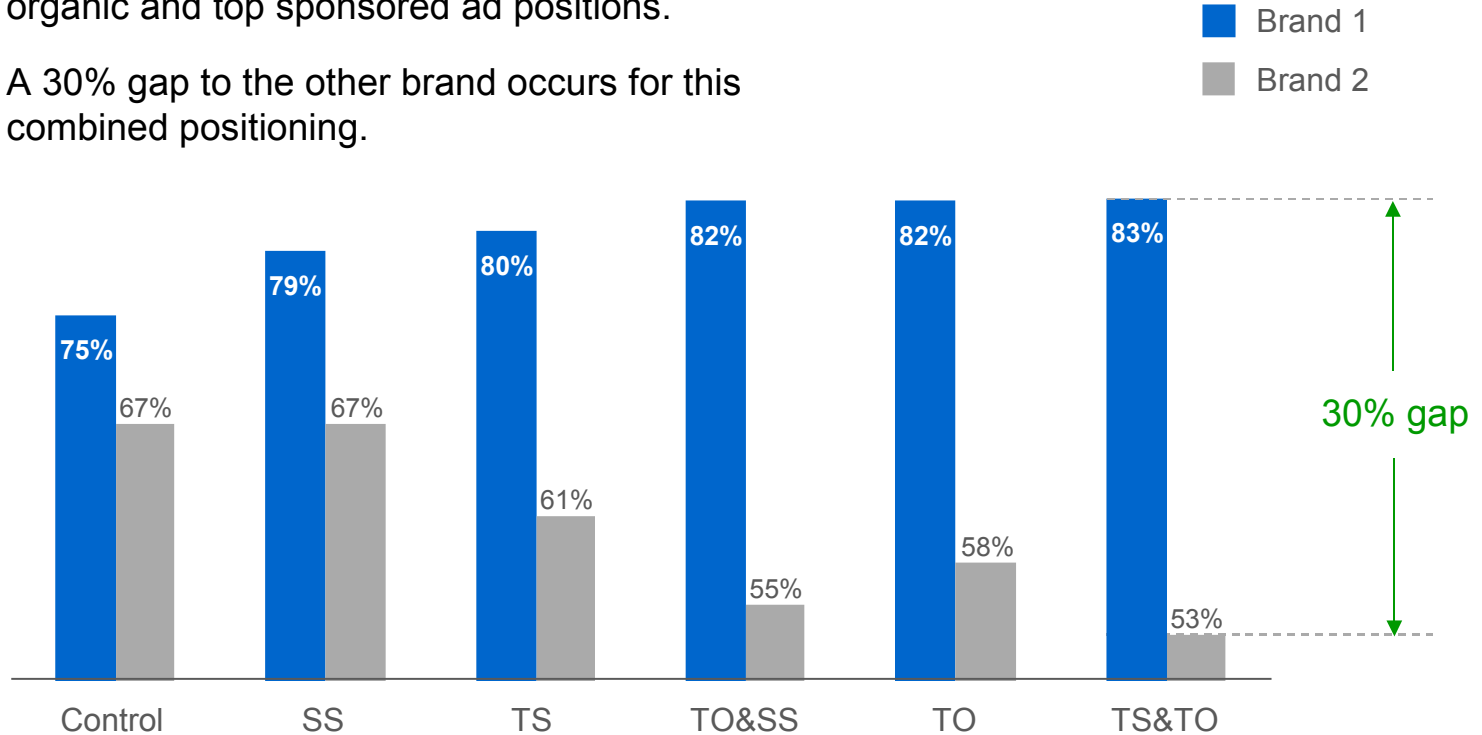
Cheap Flights To New York
Cheap Flights To New York!
Find Cheap Flights at 120+ Sites
www.Kayak.com

More Sponsored Links >

Brand Awareness - Generic Keyword Query

Which companies from the list below are you aware of?

- Similar to results for other countries, the brand awareness for generic queries is highest for top organic and top sponsored ad positions.
- A 30% gap to the other brand occurs for this combined positioning.



...and also drives a significant lift in brand recall



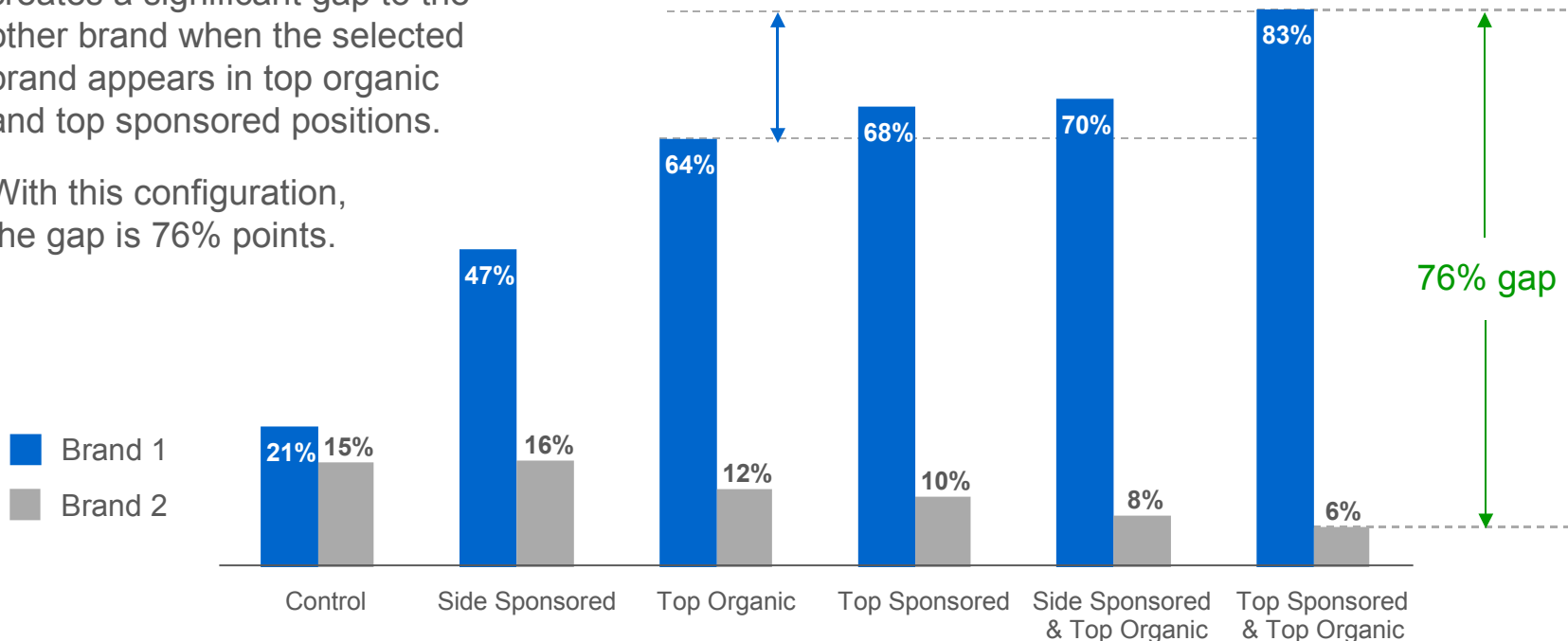
Brand recall - Generic Keyword Query

Which of the following brands do you remember seeing on the search results

page you just viewed?

- Brand recall for generic queries reaches the highest number and creates a significant gap to the other brand when the selected brand appears in top organic and top sponsored positions.
- With this configuration, the gap is 76% points.

- Very significant difference between Top Organic and Top sponsored and Top organic.
- Sponsored listing increases recall in the test brand by 20%
- The presence of a sponsored link also halves competitor recall



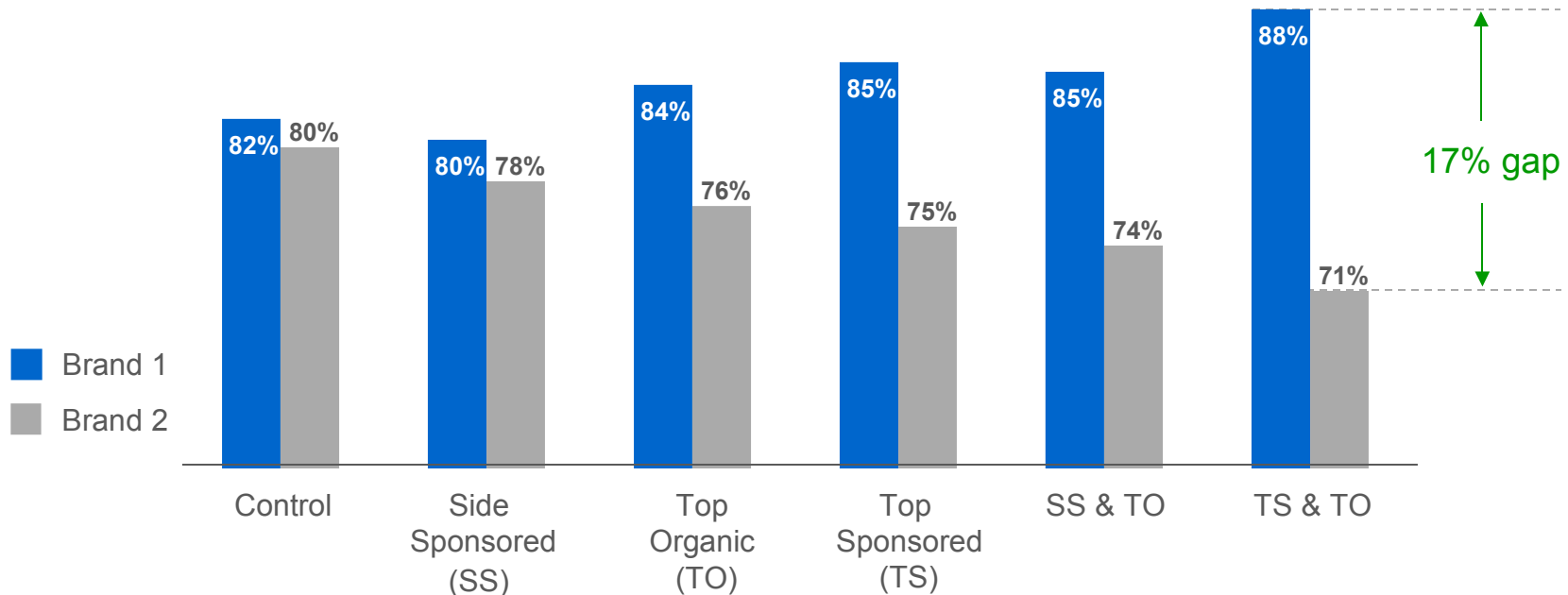
In addition to awareness and recall search can drive significant shifts in brand affinity



Brand affinity - Generic Keyword Query

Please indicate how much you like each of the following brands (5 point scale)?% data from top 2 box shown

- Again there is strong evidence of search delivering absolute gains
- Additionally position relative to competitors is also very significant

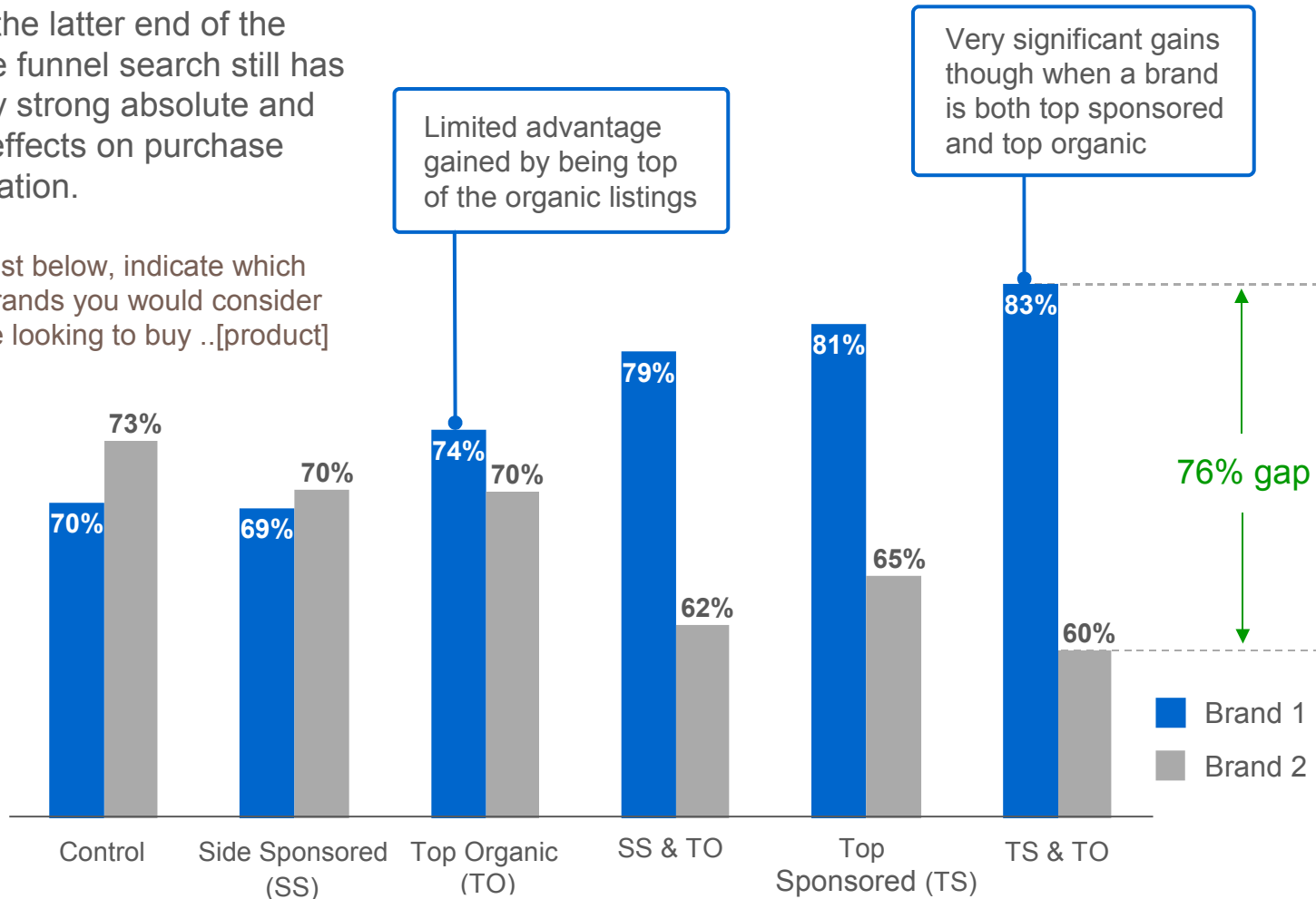


...and most significantly also drives a increased purchase consideration

Purchase consideration - Generic Keyword Query

Even at the latter end of the purchase funnel search still has both very strong absolute and relative effects on purchase consideration.

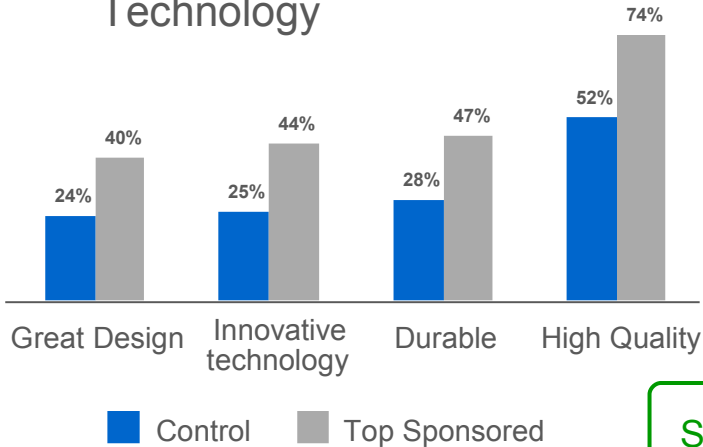
From the list below, indicate which of these brands you would consider if you were looking to buy ..[product]



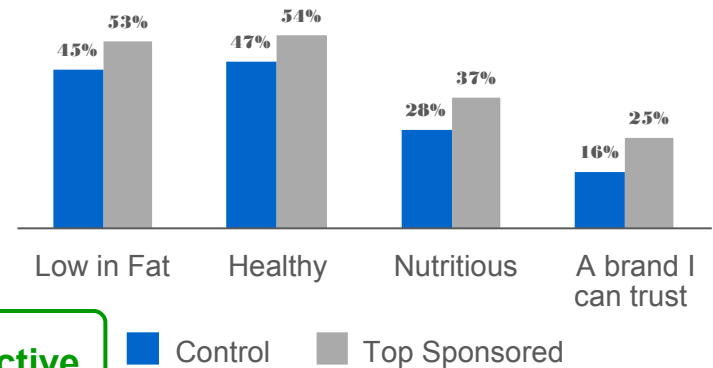
Search can help reinforce brand qualities



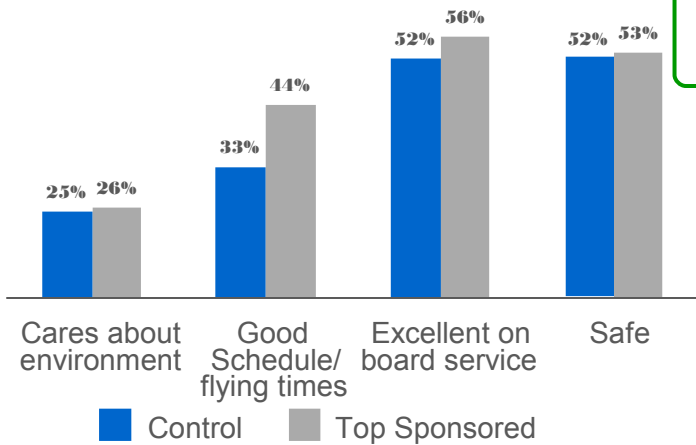
Technology



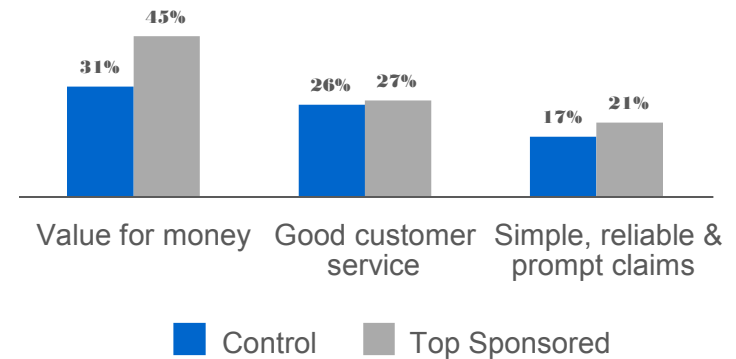
FMCG



Travel



Finance



Search can be effective in brand communication by being the key which unlocks the cognitive bank that consumers have about brands

1 Search can **drive traditional brand metrics** across all stages of the purchase funnel

2 The **greater the equity** on the search engine results page the **greater potential lift in brand metrics**

3 The adaptability of Paid search lets you **communicate brand qualities** throughout the purchase process

4 Beyond the absolute gains - **relative gains against competitors should be the most compelling argument** for advertisers to adopt search as a brand channel