



# ABCS Insights

Making Media More Valuable

## Social Case Studies

Attached are blinded cases studies of actual studies conducted by ABCS Insights.

These are being shared with permission from our client or media partner.

To learn more about our approach to measuring cross-channel, full funnel media, including instore media, contact:

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# Digital and Social Media Increased Brand Awareness & Perceptions of Alcohol Brand

ABCS Insights was asked to measure the effectiveness of a **spirit brand's** campaign in driving brand effect at retail. The campaign included **4 forms of media**:

- Article on newyorker.com
- Banner post on Facebook
- Video post on Facebook
- Banner post on Instagram.

We used experimental design to match households exposed to the ads with a similar control group of households. We custom designed the survey with our client and surveyed households from our 20M U.S. opt-in panel to better understand consumer perceptions.

## The campaign delivered the following results:

**+25.1%**

UNAIDED AWARENESS

Norm: 15.8%

**+5.1%**

FAVORABILITY

Norm: 4.4%

**+5.4%**

CONSIDERATION

Norm: 4.3%



# Forced Exposure Media Campaign for Luxury Jewelry Brand Increases Brand Awareness and Perceptions

ABCS Insights was asked to independently measure the performance of a **luxury jewelry brand's** media campaign for the MET Gala. The campaign included **4 forms of media**:

- Article on vogue.com
- TikTok video #1
- TikTok video #2 (most significant impact)
- Instagram video

ABCS Insights used a forced exposure experimental design to match households exposed to the ads with a similar control group of households; thereby associating any changes in brand perception to the media campaign. We utilized a brand survey to measure brand effect.

## The campaign delivered the following results:

**+32.3%**

UNAIDED BRAND  
AWARENESS LIFT

**+5.6%**

AIDED BRAND  
AWARENESS LIFT

**+6.2%**

AGREEMENT  
LIFT WITH BRAND  
STATEMENT

**+12.9%**

CONSIDERATION  
(FROM TIKTOK VIDEO 2)

