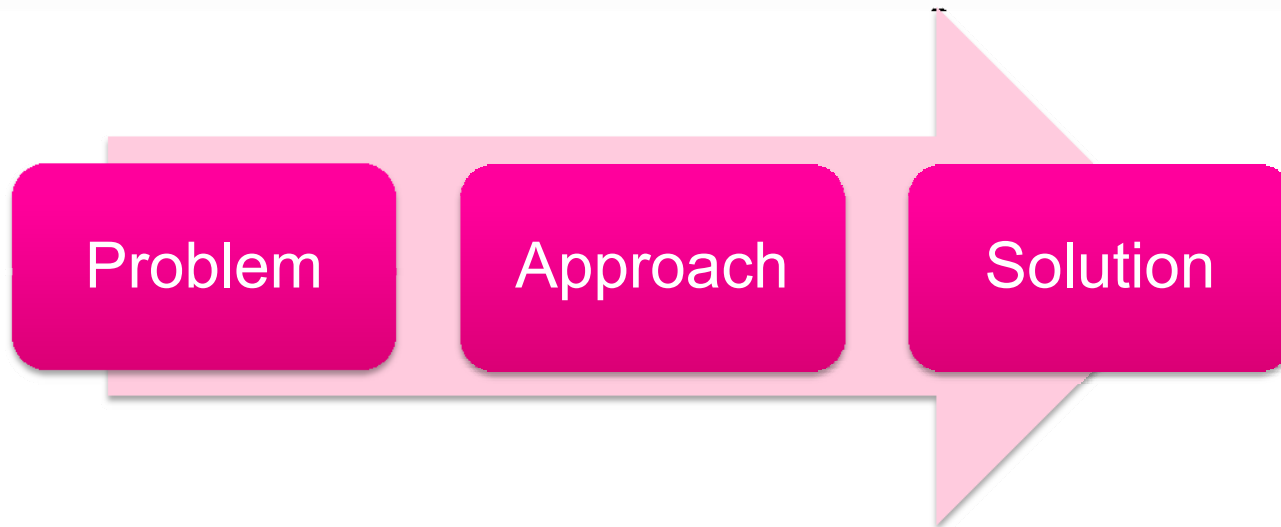


# Telecommunications 'Ad Tracking' Case Study



# Telecommunications 'Ad Tracking' Case Study

## Problem

- When a new wireless service provider was launched in Canada, TNS was tasked with conducting the advertising tracking across the country and to act as consultants, to measure and assess the success of the launch campaign. The key issue for the client was benchmarking performance and understanding how key ad tracking measures would trend over time.

# Telecommunications 'Ad Tracking' Case Study

## Approach

- A national continuous tracking study was implemented, drawing on the *TNS Interactive* (online) panel, to sample 150 households per week for ad recall, recall of main message, likeability, fatigue and likelihood to switch to the client's new service. The online methodology enabled actual ads to be shown to households across the country. The results were then delivered through TNS' *MIRIAD*<sup>™</sup>, an online web-based delivery system which allowed clients direct access to the data, and a tool to develop reports quickly.

# Telecommunications 'Ad Tracking' Case Study

Solution

- In addition to providing the client with a platform to deliver continuous tracking on a weekly basis, TNS was able to draw on a global database of ad tracking measures in order to advise the client on how the ads were performing and what they should expect at each phase during the launch campaign. The success of this partnership has ensured that the project is now in its third year, with TNS' client-service team continuing to develop and refine the campaign in conjunction with both the client and the advertising agency.