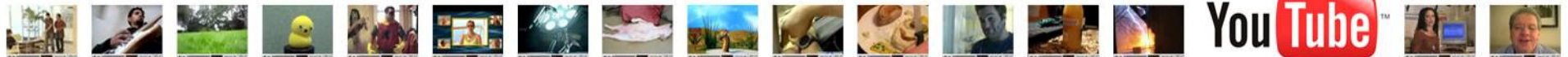


Evian 'Live Young'

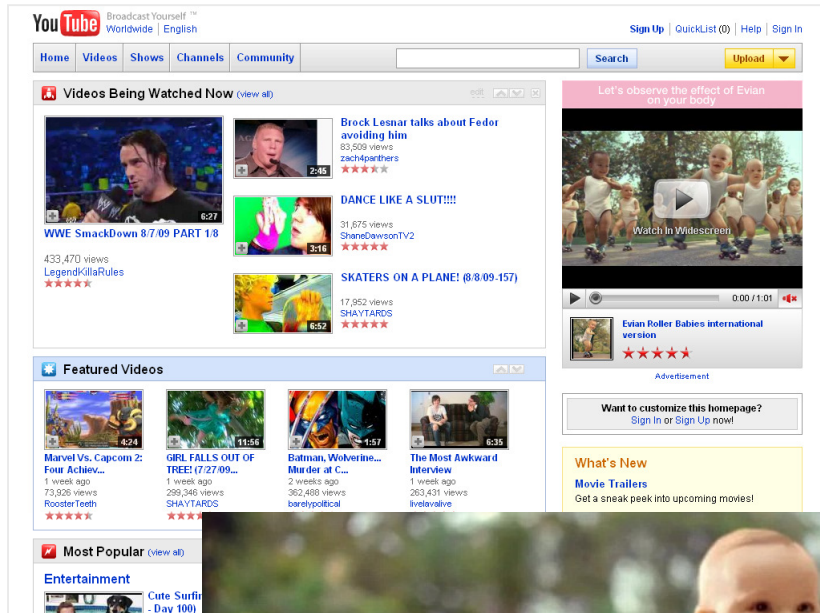
Ad Effectiveness: UK

August 2009

Agenda



Campaign Details: UK

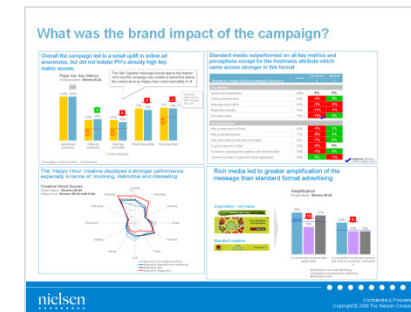


- Campaign:
 - Evian 'Live Young'
- Campaign dates:
 - 3rd July 2009
- Campaign Sites:
 - You Tube homepage takeovers
 - Planned Impressions:
 - 9 million

Nielsen's Online Ad Effectiveness Approach



Program	Start	End	Length	Spots	Spots/Sec	Spots/Min	Spots/Hour	Spots/Day	Spots/Week	Spots/Month	Spots/Quarter	Spots/Year
24/7	01:00	02:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	02:00	03:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	03:00	04:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	04:00	05:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	05:00	06:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	06:00	07:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	07:00	08:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	08:00	09:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	09:00	10:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	10:00	11:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	11:00	12:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	12:00	13:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	13:00	14:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	14:00	15:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	15:00	16:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	16:00	17:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	17:00	18:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	18:00	19:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	19:00	20:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	20:00	21:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	21:00	22:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	22:00	23:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
24/7	23:00	00:00	30	1	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03



Tag Online Ad Creative

Nielsen tag inserted into ad creative. Those exposed to the ad picked up on the Nielsen behavioural & Research Now survey panels

Email survey to Research Now panel

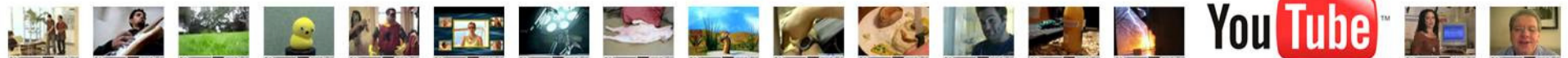
Exposed (and control) panelists are sent a survey 24 hours post exposure to determine the brand impact

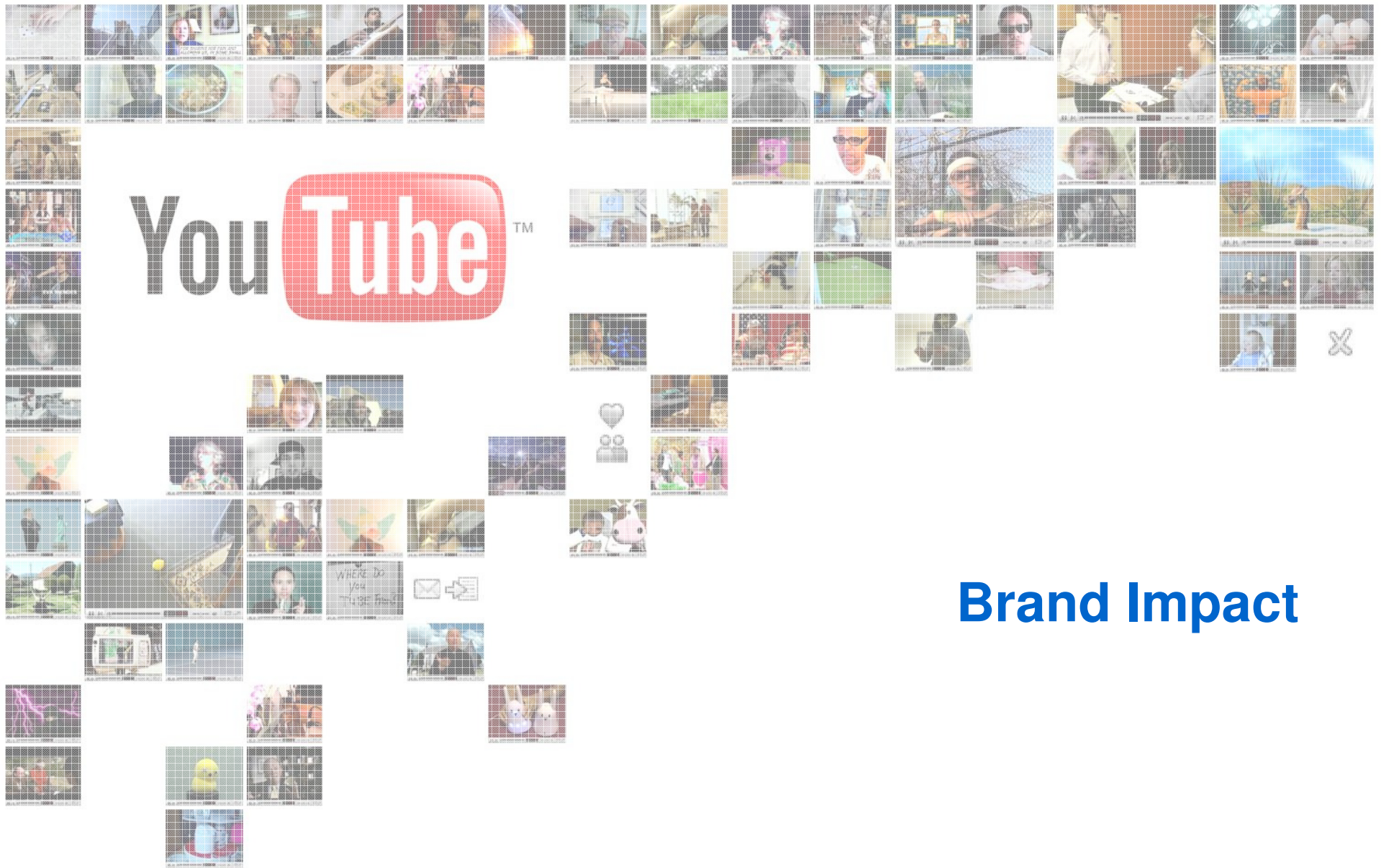
Passively observe behaviours on Nielsen meter

This allows us to calculate the audience/demos, the contribution of media selected, creative used & post exposure behaviours

Nielsen provides executive summary / consultation

Clients receive top-line performance summaries to evaluate campaign and creative performance





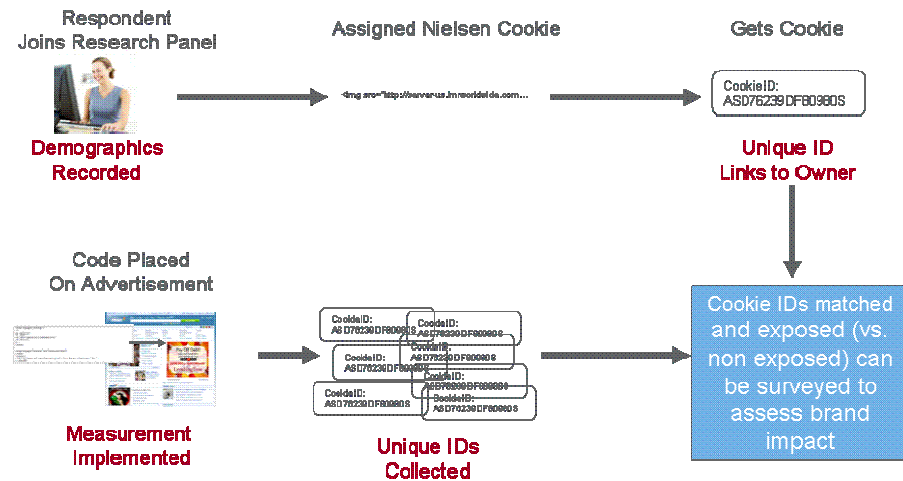
Brand Impact



Methodology

The Nielsen Methodology

- For the brand effectiveness surveys we utilise our partnership with Research Now, Europe's leading research panel provider, to utilise those panellists that have agreed to have the Nielsen cookie placed on their PC's
- This enables the Nielsen cookies to be matched when the panelists are exposed to tagged Evian ad units allowing us to identify respondents who have been exposed to the advertising and emailing them to participate in the survey
- Survey fielded on a 5 days post the campaign to evaluate the ad potency / latency of the Evian campaign / creative**



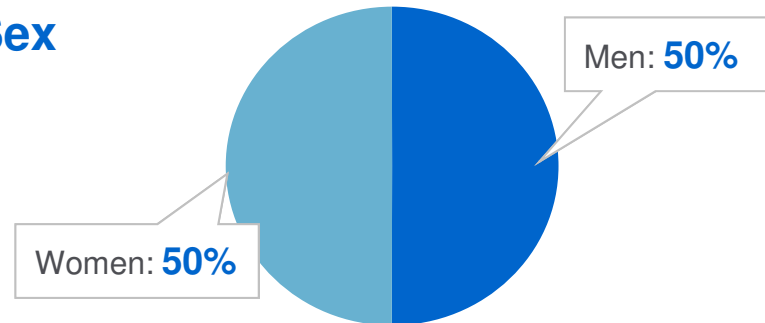
Benefits of Empanelment

- Utilises a fully representative sample
- Cookies continually refreshed
- Enables target able samples
- Does not interrupt the user experience or create visitor fatigue due to multiple research projects
- Achieves excellent response rates (23-36%)

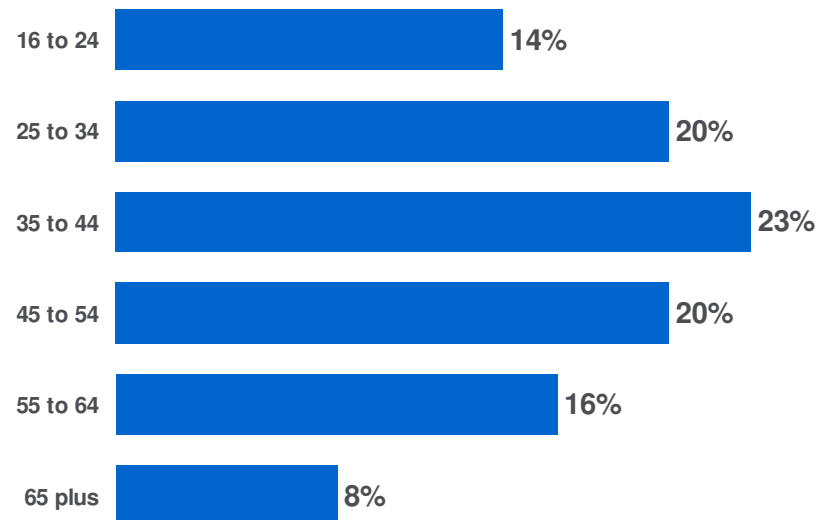
UK Research Sample Profile

- Fieldwork conducted:
 - 8th – 12th July 2009
 - Fieldwork was conducted 5 days following campaign homepage takeovers
- Total sample of Adults aged 16+: **1,007**
 - Test (T): **607**
 - Control (C): **400**
- Results:
 - Test & control weighted to match NetView Active Internet Universe (July 2009)

Sex



Age



UK Research Sample Profile

Sex

	All Control	All Exposed
Unweighted Total	400	607
Men	200 50%	304 50%
Women	200 50%	303 50%

Age

	All Control	All Exposed
Unweighted Total	400	607
16 to 24	56 14%	85 14%
25 to 34	78 20%	119 20%
35 to 44	90 23%	137 23%
45 to 54	81 20%	122 20%
55 to 64	63 16%	96 16%
65 plus	32 8%	48 8%



Results

Brand effect of exposure to “roller babies”

Bottled Water Drinkers By Brand

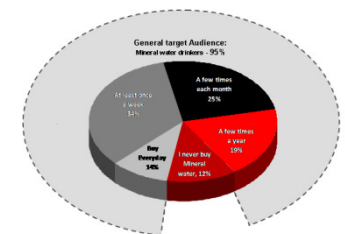
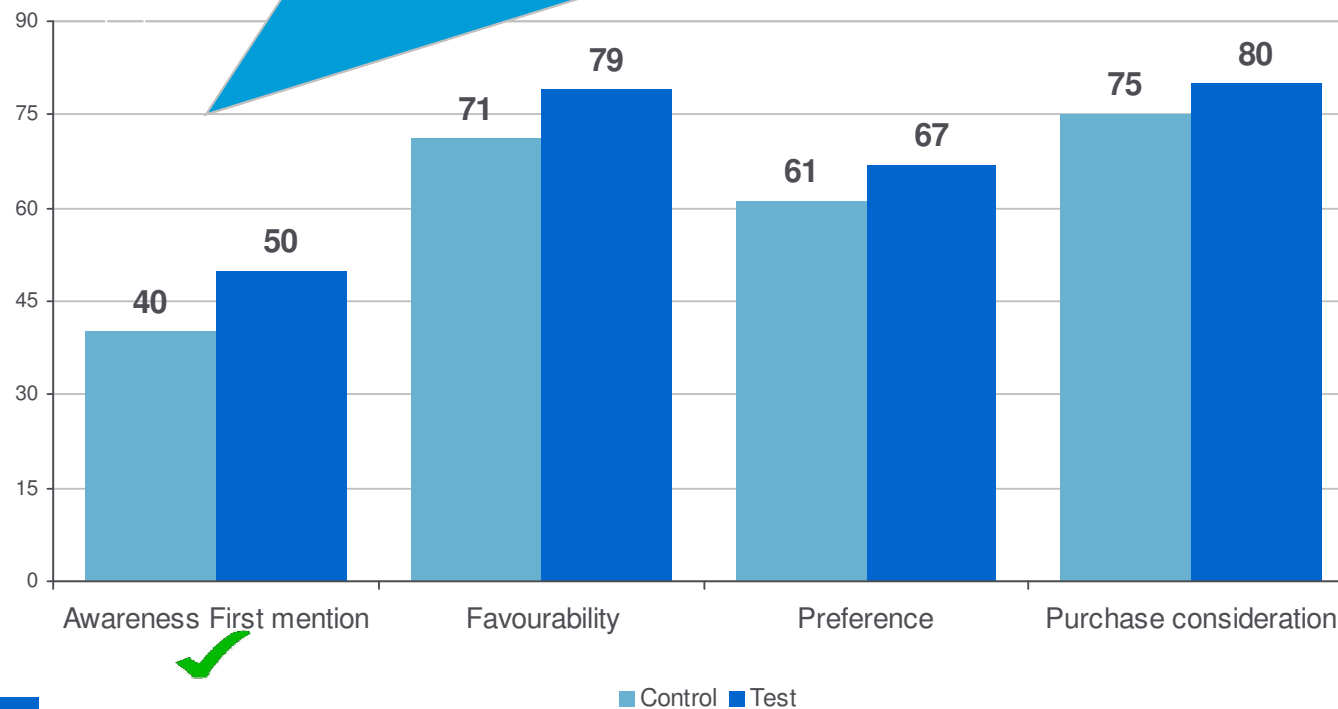


✓ Significant difference at 95% confidence limit



Evian
Share %

Those exposed to the campaign were **30% more likely** to spontaneously mention Evian first than those who were not exposed



Base: bottled water drinkers



Key Findings

The campaign had a **significant impact** on spontaneous brand awareness both at a total and first mention level

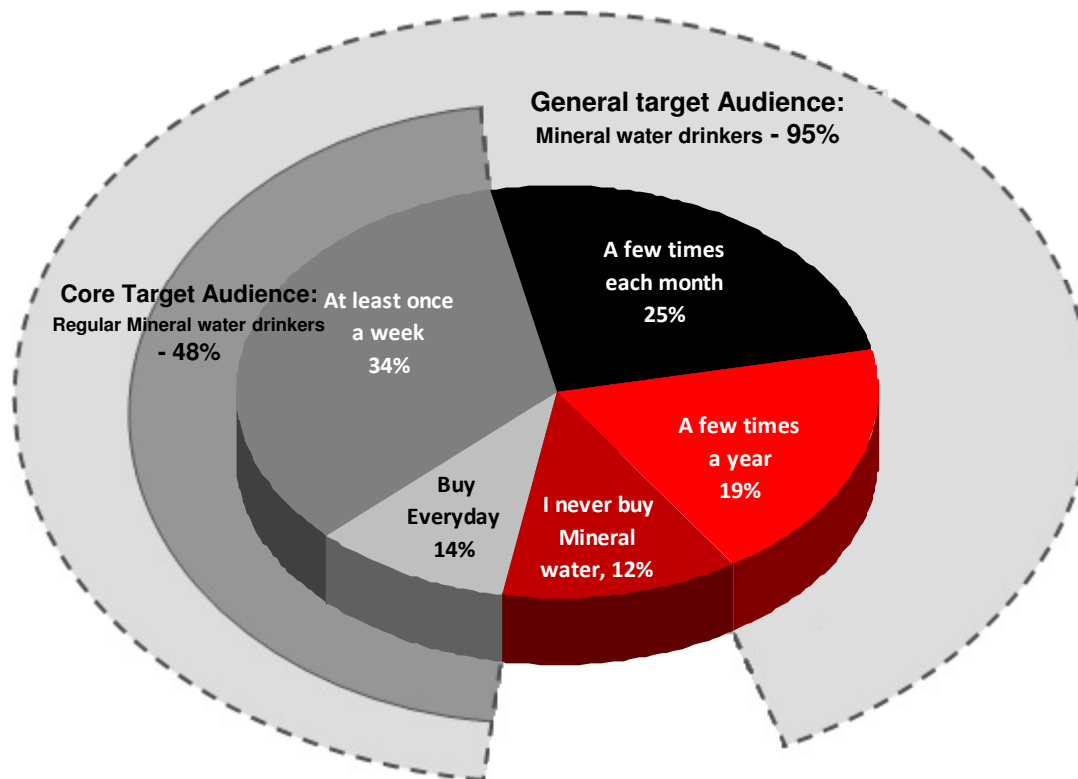
Evian online advertising recall increased by **27%** overall and **55%** at a 2 exposures

Evian has **strong** favourability scores especially following exposure (**a significant 6% point increase** test v control)

Purchase consideration for Evian **increased** by **4% points** following exposure to the campaign

Target Audience(s)

Large majority of sample buy mineral water. 2 distinct target audiences – the broad target and the core target of regular buyers of mineral water.



Unlike France the core target group do not respond differently to the broader target. This perhaps due to the prevalence of mineral water consumption being significantly higher in France

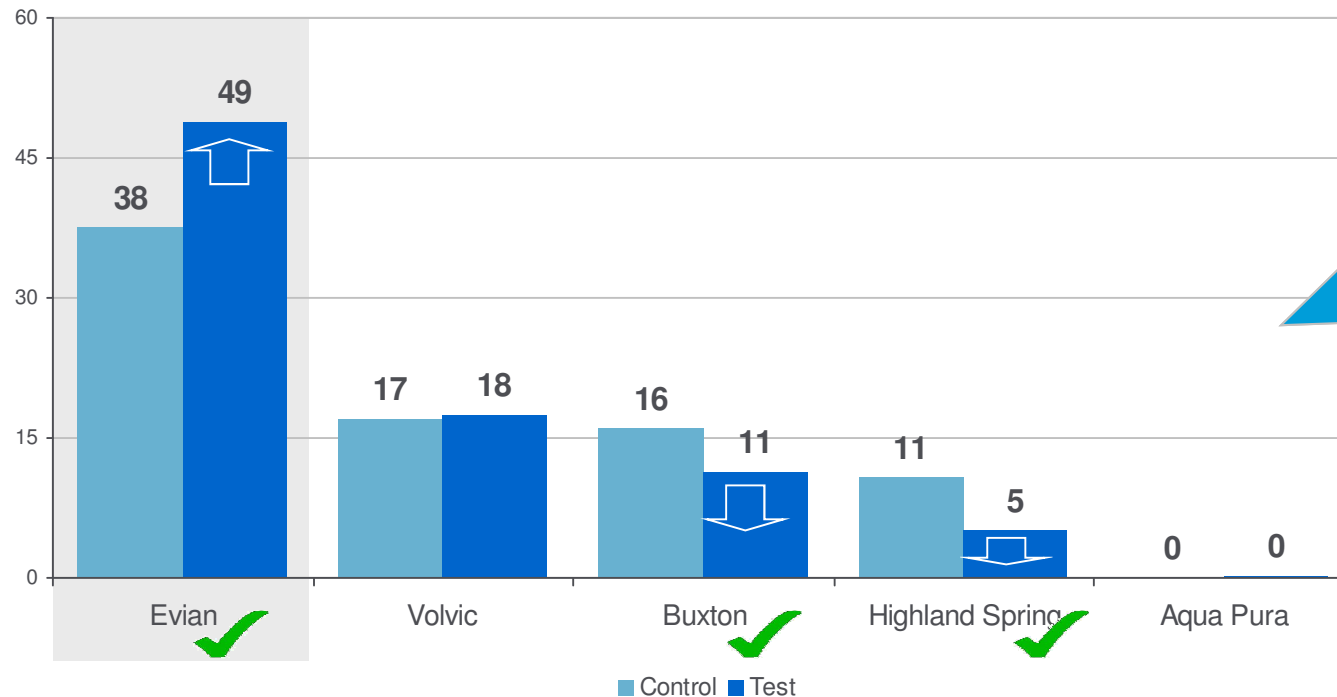
Spontaneous Brand Awareness



✓ Significant difference at 95% confidence limit

First Mentions

Share %



Those exposed to the campaign were **30% more likely** to spontaneously mention Evian first than those who were not exposed



Q4. When thinking about plain still water brands, which brands/companies come to mind?

First Mentions: Control 400, Test 607



Spontaneous Brand Awareness

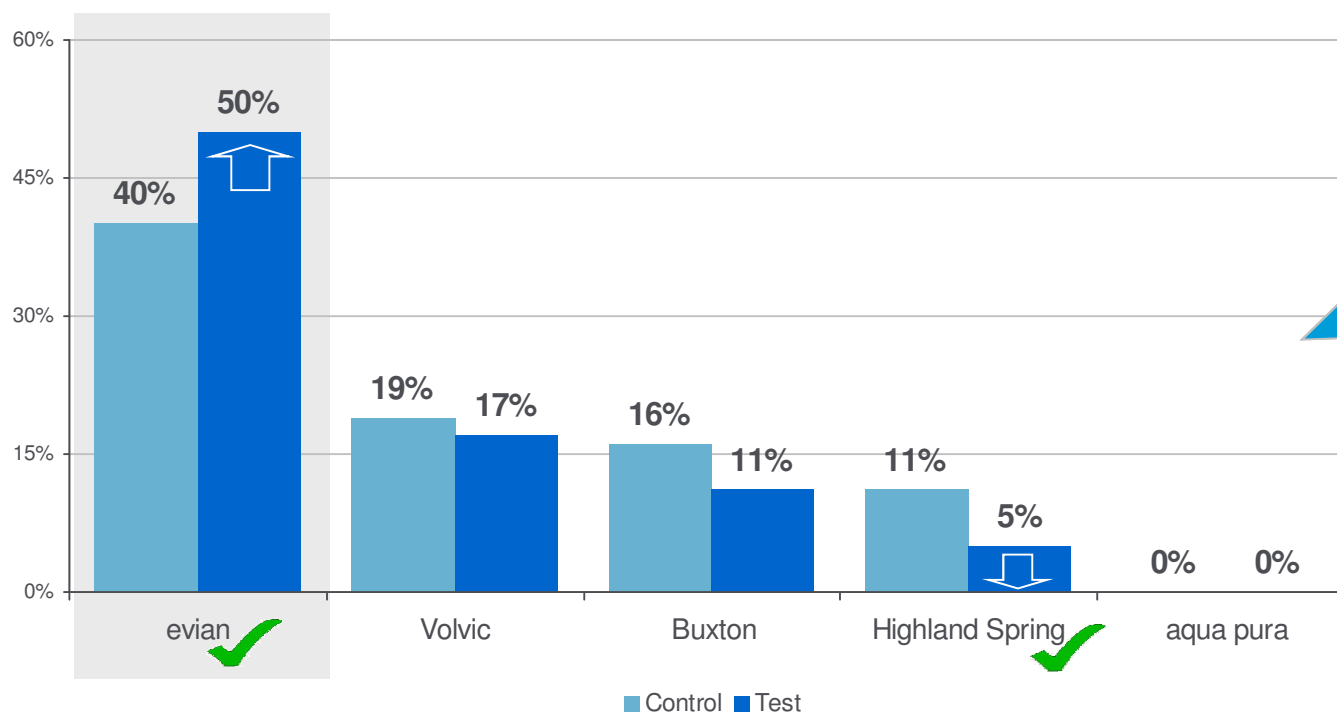
Bottled Water Drinkers By Brand



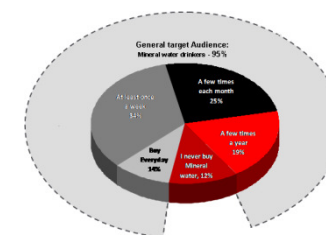
✓ Significant difference at 95% confidence limit

First Mentions

Share %



Those exposed to the campaign were **27% more likely** to spontaneously mention Evian first than those who were not exposed. A **significant increase**.



Q4. When thinking about plain still water brands, which brands/companies come to mind?

Sample Sizes: Control 346, Test 559

Base: Bottled Water Drinkers



Spontaneous Brand Awareness

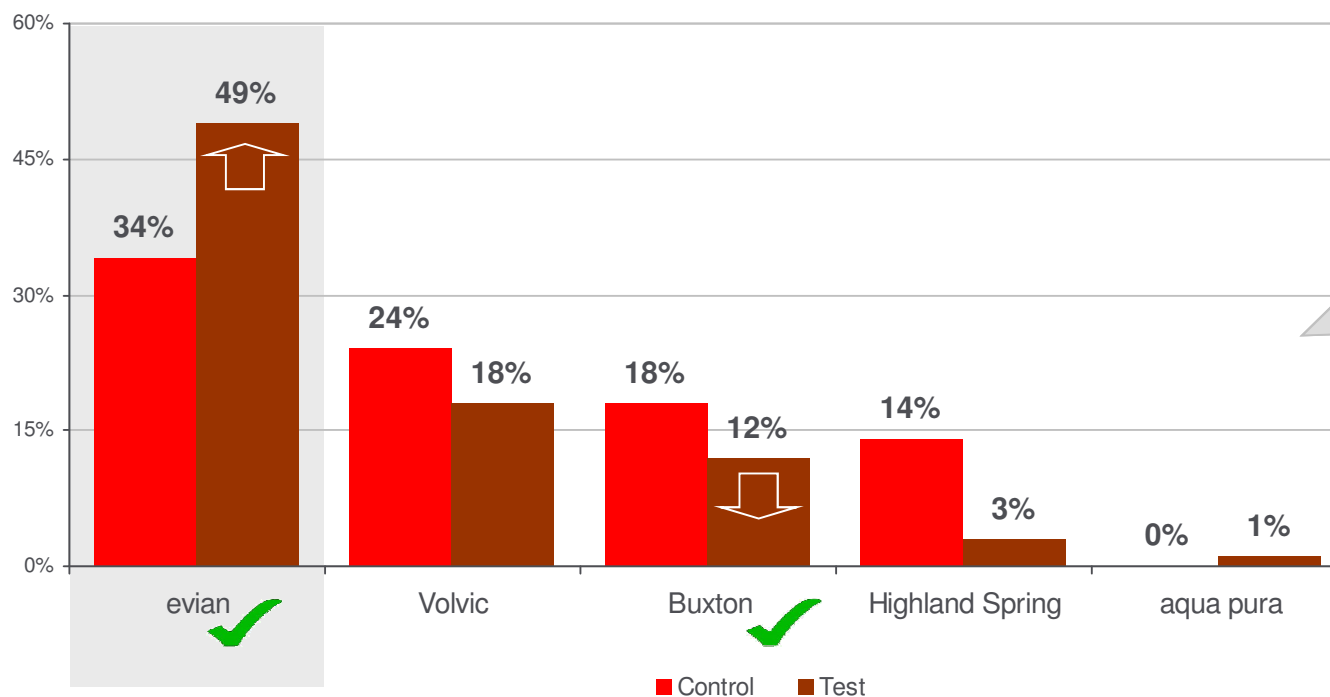
Regular Bottled Water Drinkers By Brand



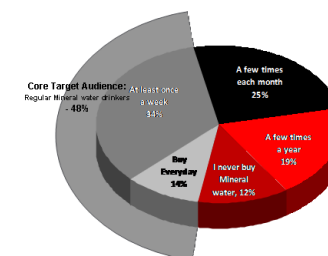
✓ Significant difference at 95% confidence limit

First Mentions

Share %



Those exposed to the campaign were **45% more likely** to spontaneously mention Evian first than those who were not exposed. A **significant increase**.



Base: Core Audience Regular Bottled Water Drinkers



Q4. When thinking about plain still water brands, which brands/companies come to mind?


Sample Sizes: Control 147, Test 307

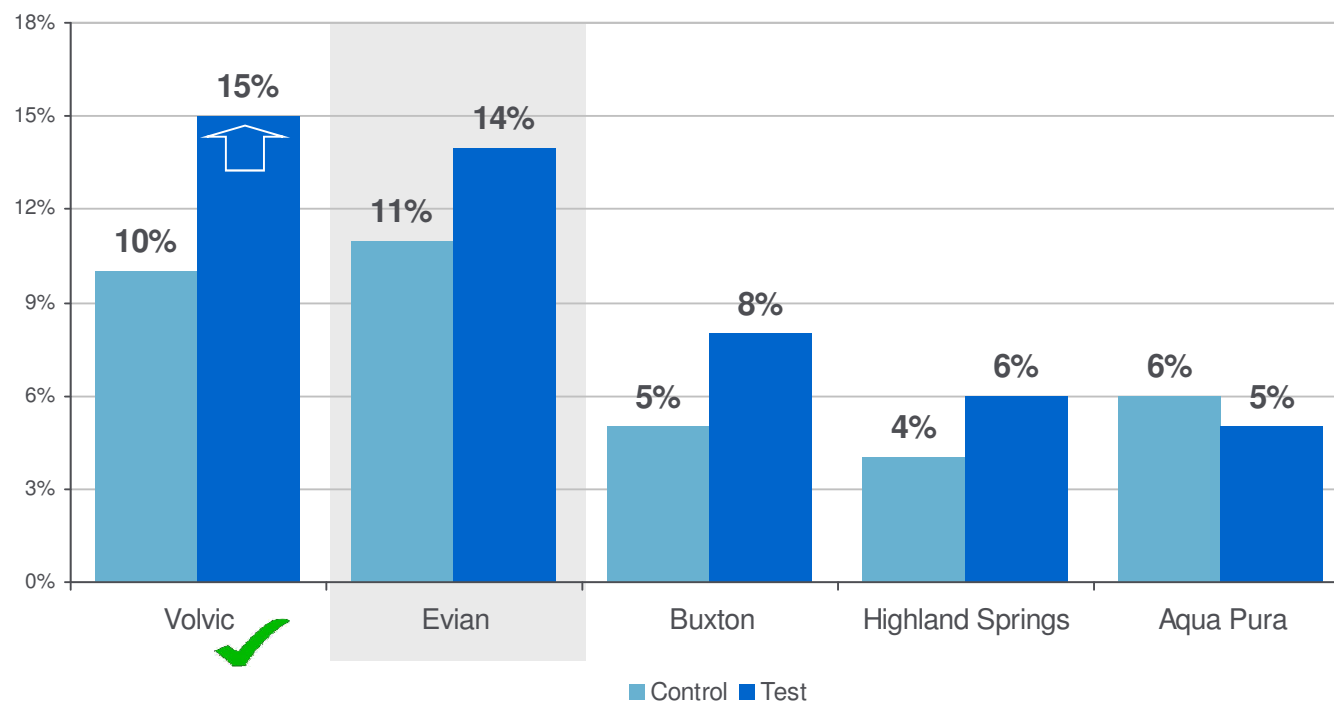


Aided Online Ad Awareness

By Brand



 **Significant** difference
at 95% confidence limit



Q6: Which of the following have you seen advertised online in the past 30 days?

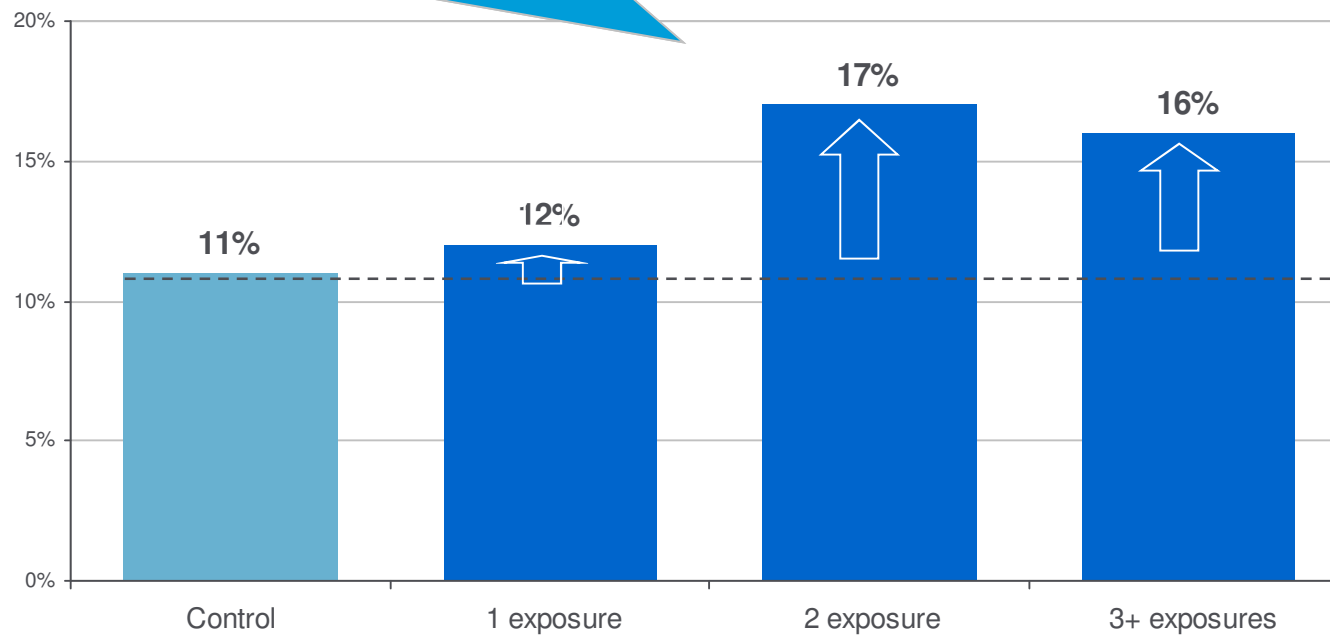
Sample Sizes: Control 400, Test 607



Aided Online Ad Awareness

By Exposures

Evian online advertising awareness peaks at **2 exposures**

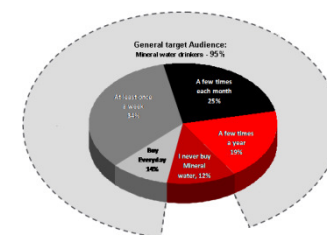
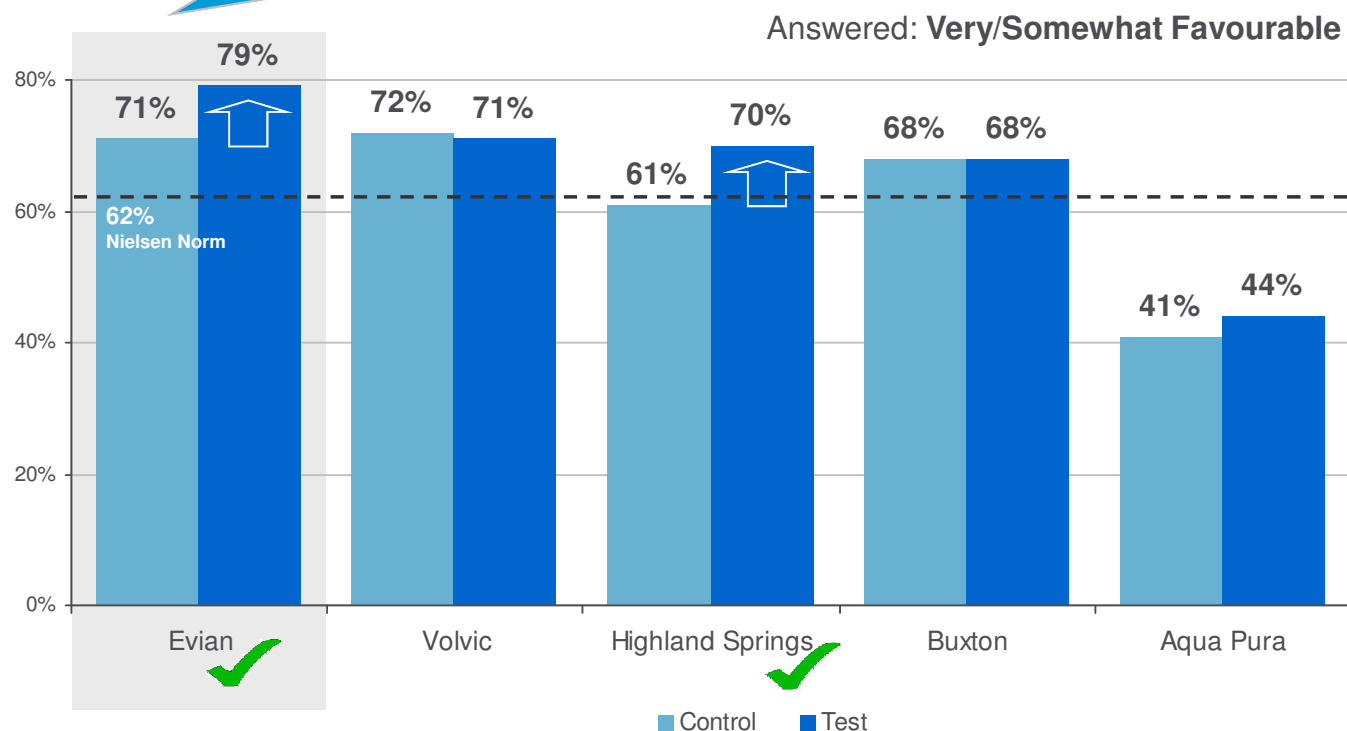


Brand Favourability

Bottled Water Drinkers By Brand

✓ Significant difference at 95% confidence limit

Evian has **strong favourability scores** especially following exposure (8% point increase). A significant increase.

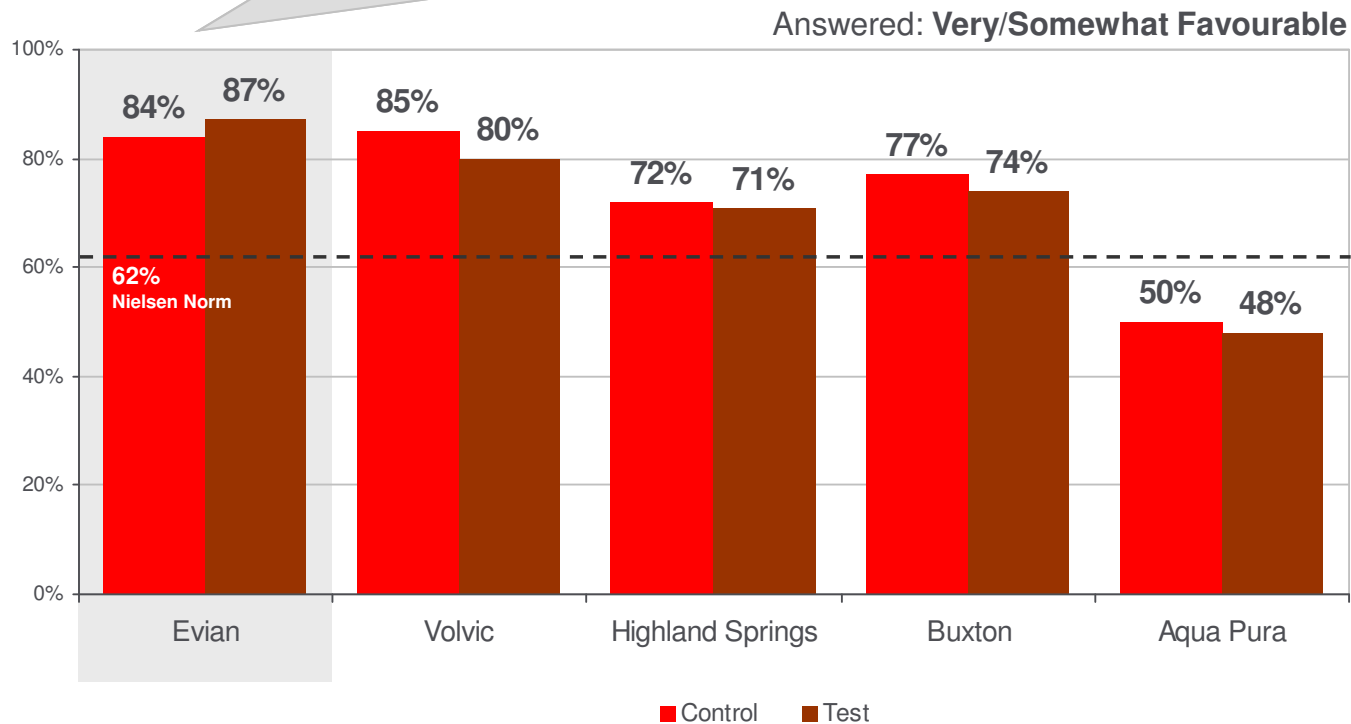


Base: bottled water drinkers

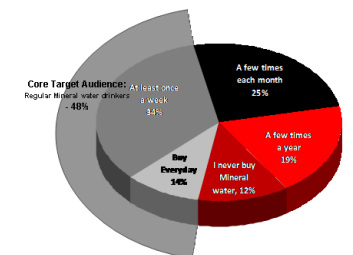
Brand Favourability

Regular Bottled Water Drinkers By Brand

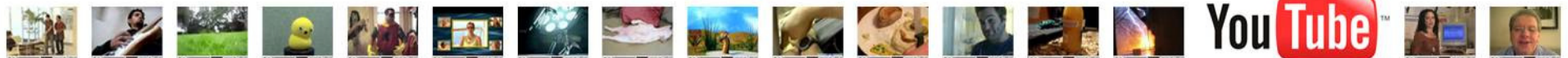
Evian has strong favourability scores especially following exposure (3% point increase) but still faces strong competition from Volvic.



Q8: How would you describe your overall opinion about each of the following?
Sample Sizes: Control 147, Test 307



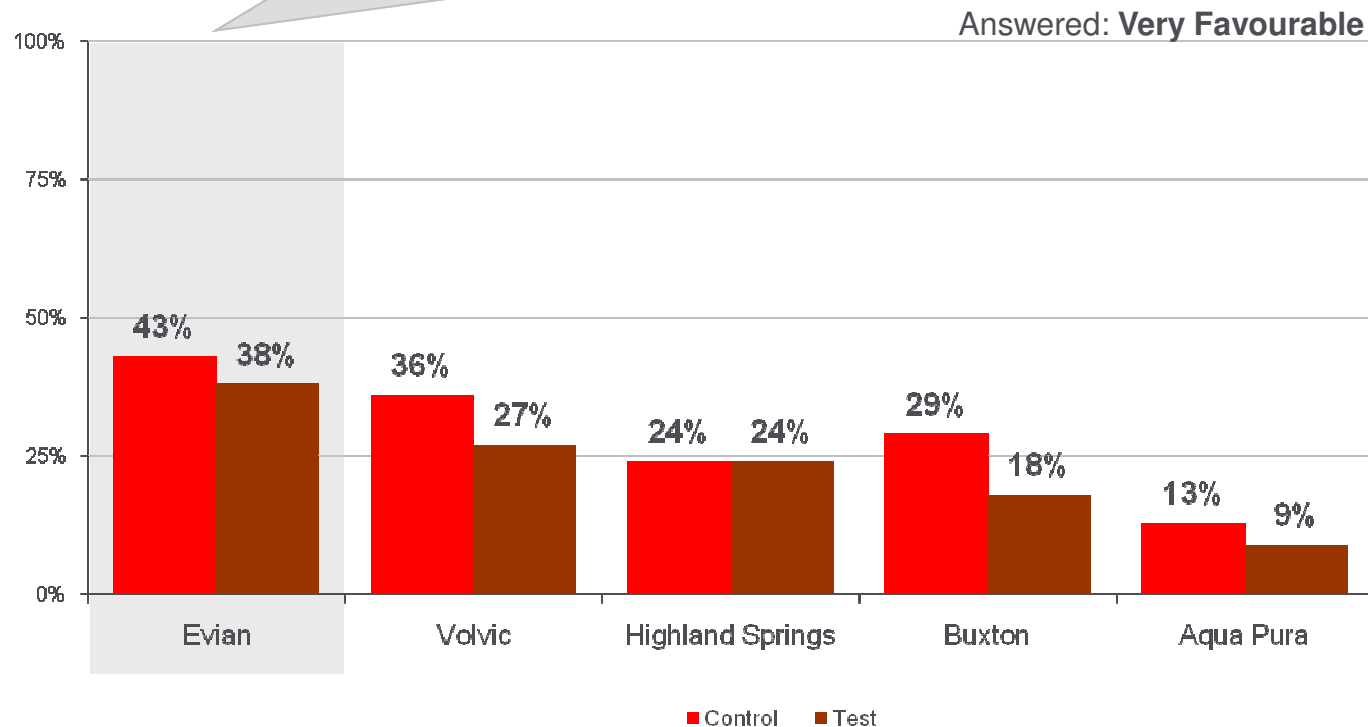
Base: Core audience regular bottled water drinkers



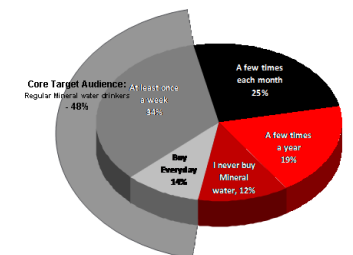
Brand Favourability

Regular Bottled Water Drinkers By Brand

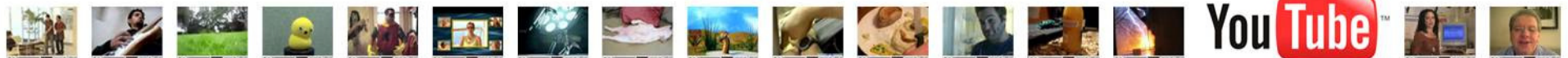
Evian has the highest favourability score at the 'very favourable' level compared to its brand competitors



Q8: How would you describe your overall opinion about each of the following?
Sample Sizes: Control 147, Test 307



Base: Core audience regular bottled water drinkers



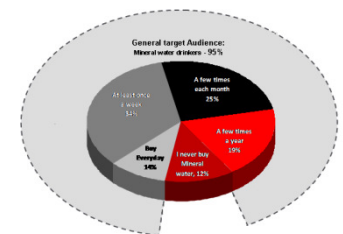
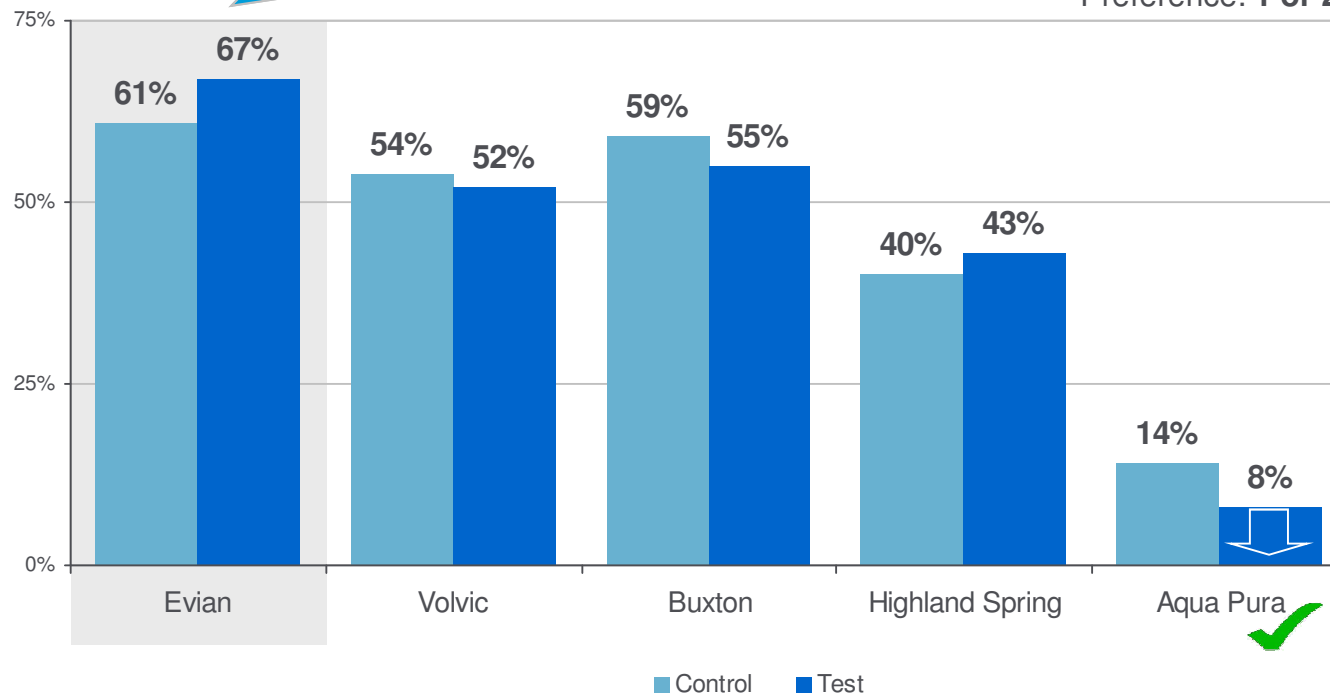
Brand Preference

Bottled Water Drinkers By Brand

67% chose Evian as one of their first two preferences, a 6% point increase post exposure. 39% chose Evian as their **first preference**, up by 5% following exposure.

✓ Significant difference at 95% confidence limit

Preference: 1 or 2



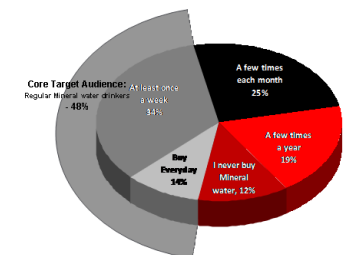
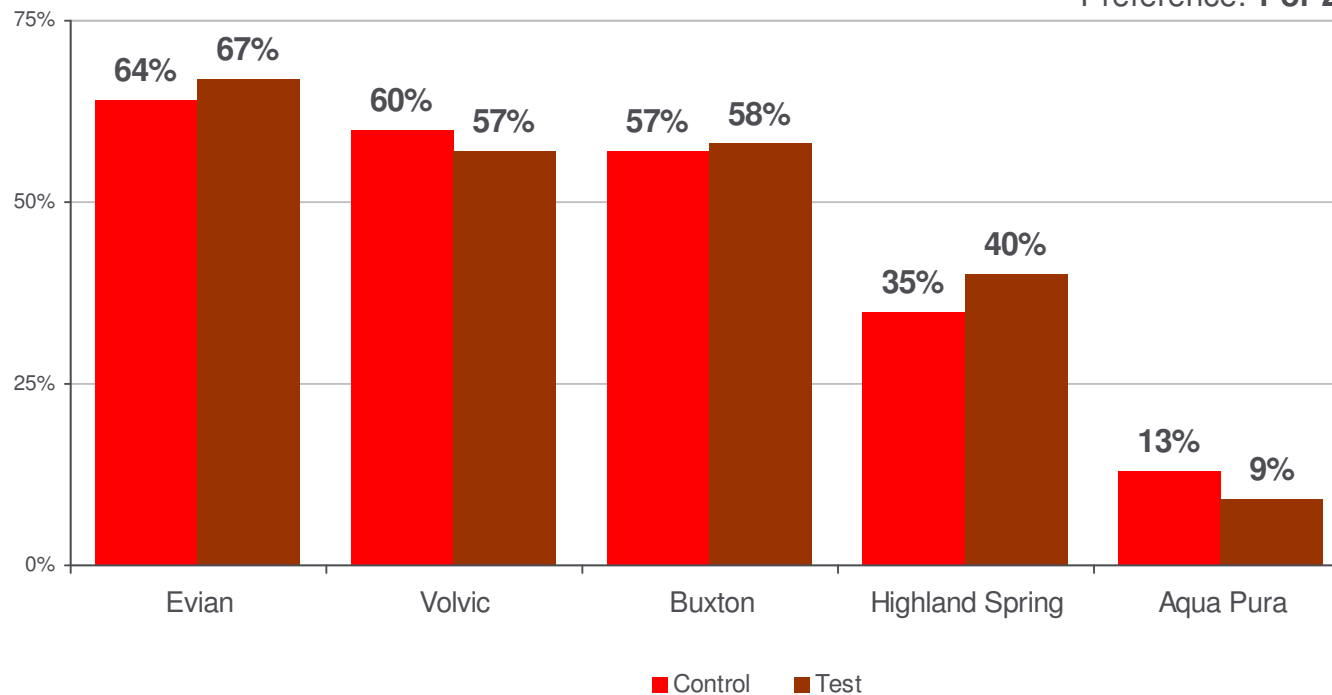
Base: bottled water drinkers

Brand Preference

Regular Bottled Water Drinkers By Brand

Similar pattern amongst the core audience

Preference: 1 or 2

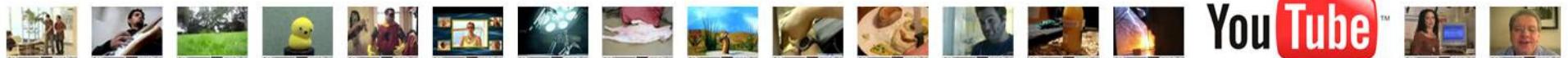


Base: Core audience regular bottled water drinkers



Q8b: Please place these brands in order of your preference.

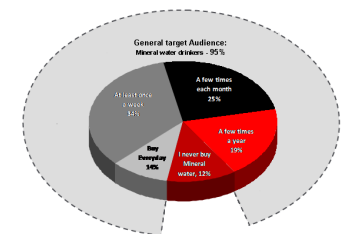
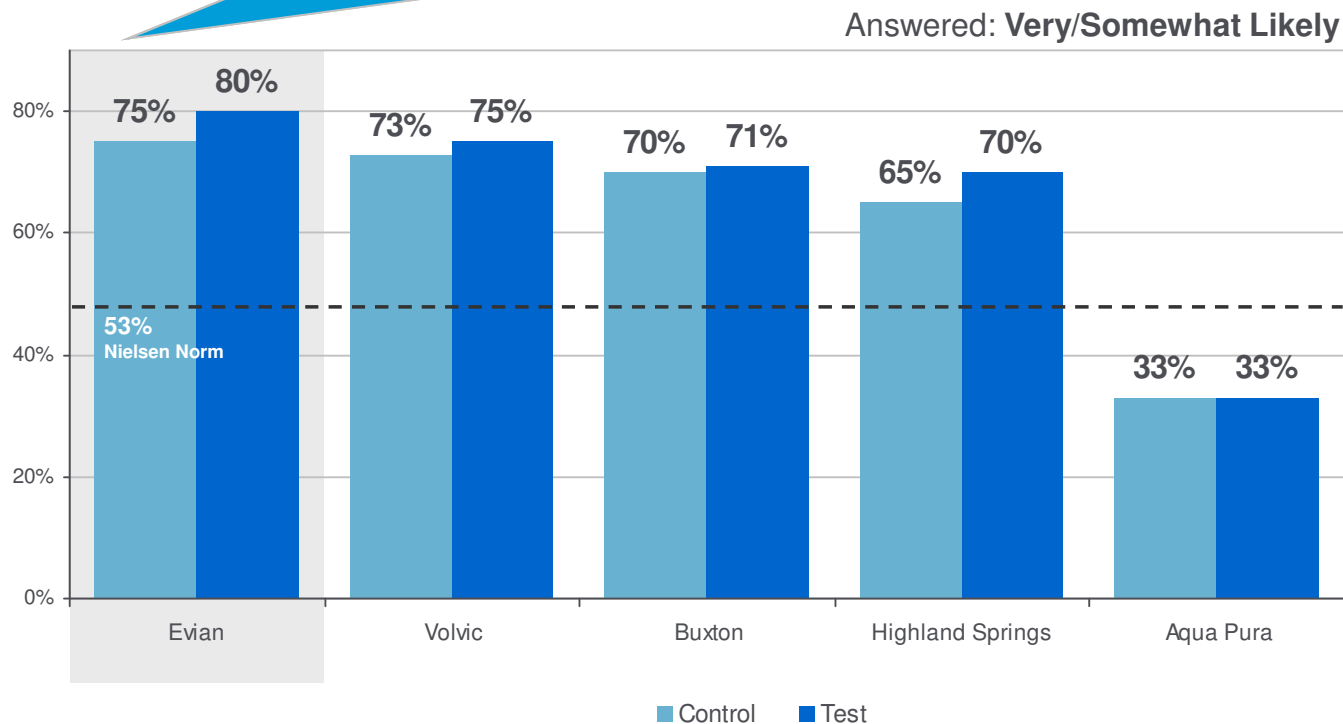
Sample Sizes: Control 147, Test 307



Purchase Consideration

Bottled Water Drinkers By Brand

Purchase consideration for Evian **increased by 5% points** following exposure to the campaign.



Base: bottled water drinkers



Q9. How likely are you to consider buying/using each of the brands in the near future?

Sample Sizes: Control 346, Test 559

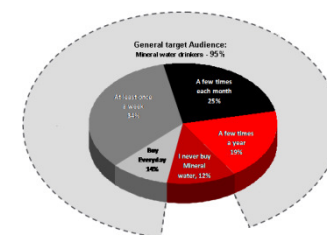
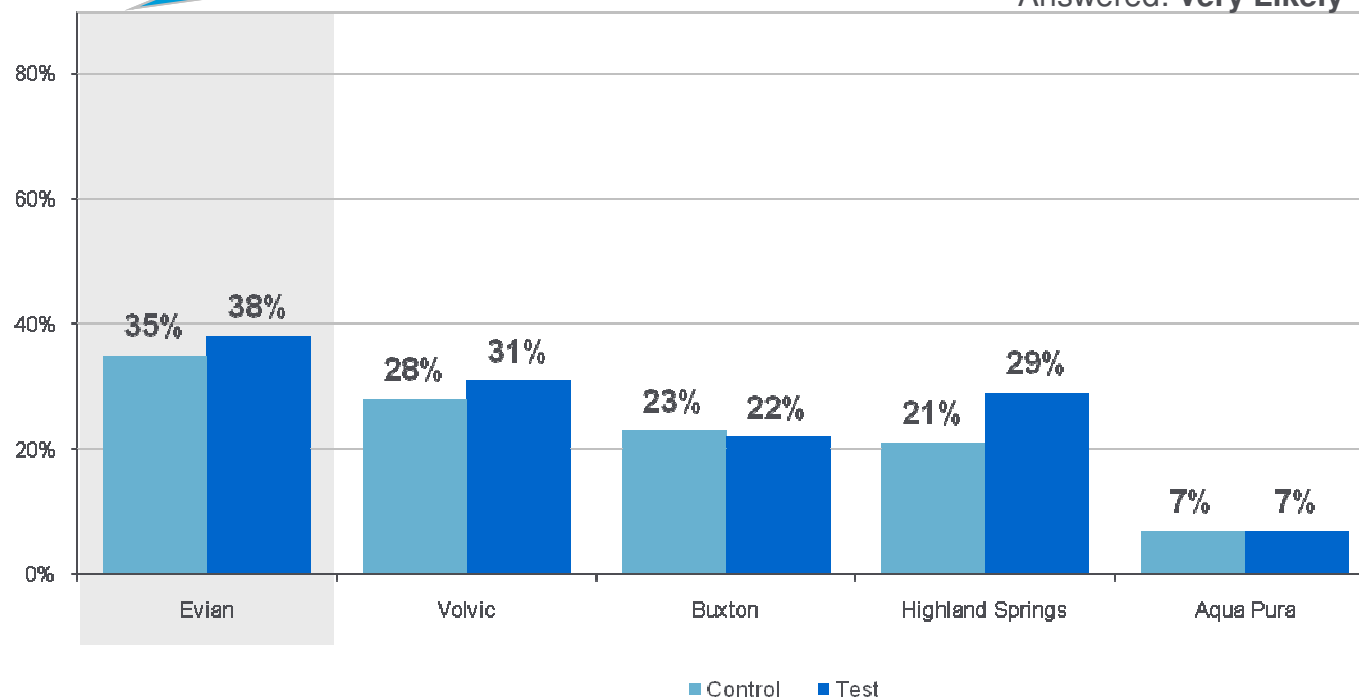


Purchase Consideration

Bottled Water Drinkers By Brand

Purchase consideration for Evian **increased by 3% points** following exposure to the campaign.

Answered: **Very Likely**



Base: bottled water drinkers



Q9. How likely are you to consider buying/using each of the brands in the near future?

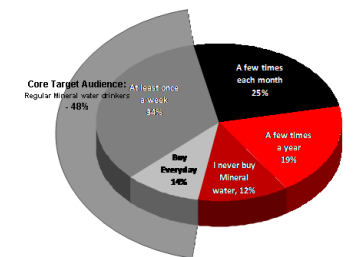
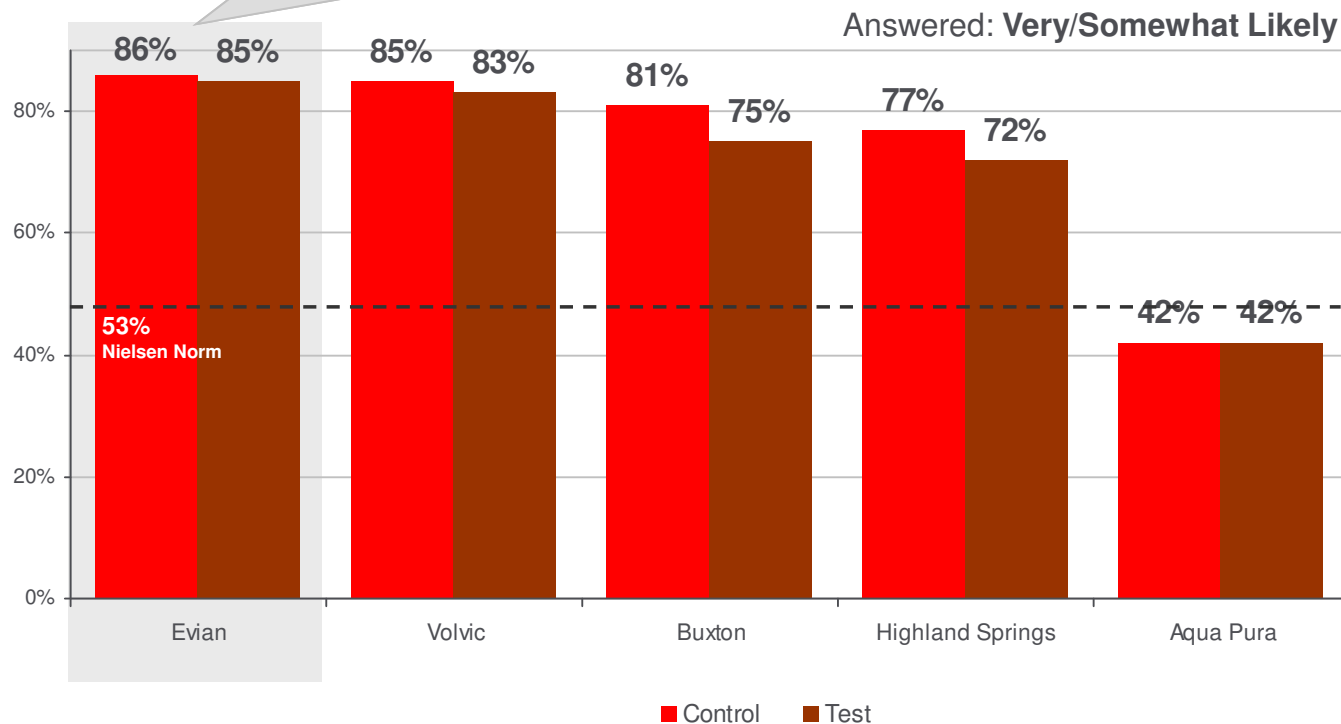
Sample Sizes: Control 346, Test 559



Purchase Consideration

Regular Bottled Water Drinkers By Brand

However amongst regular buyers of bottled water there was seemingly very little impact on purchase consideration



Base: Core audience regular bottled water drinkers



Q9. How likely are you to consider buying/using each of the brands in the near future?

Sample Sizes: Control 147, Test 307

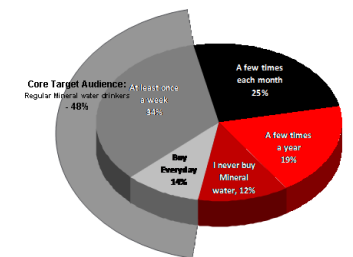
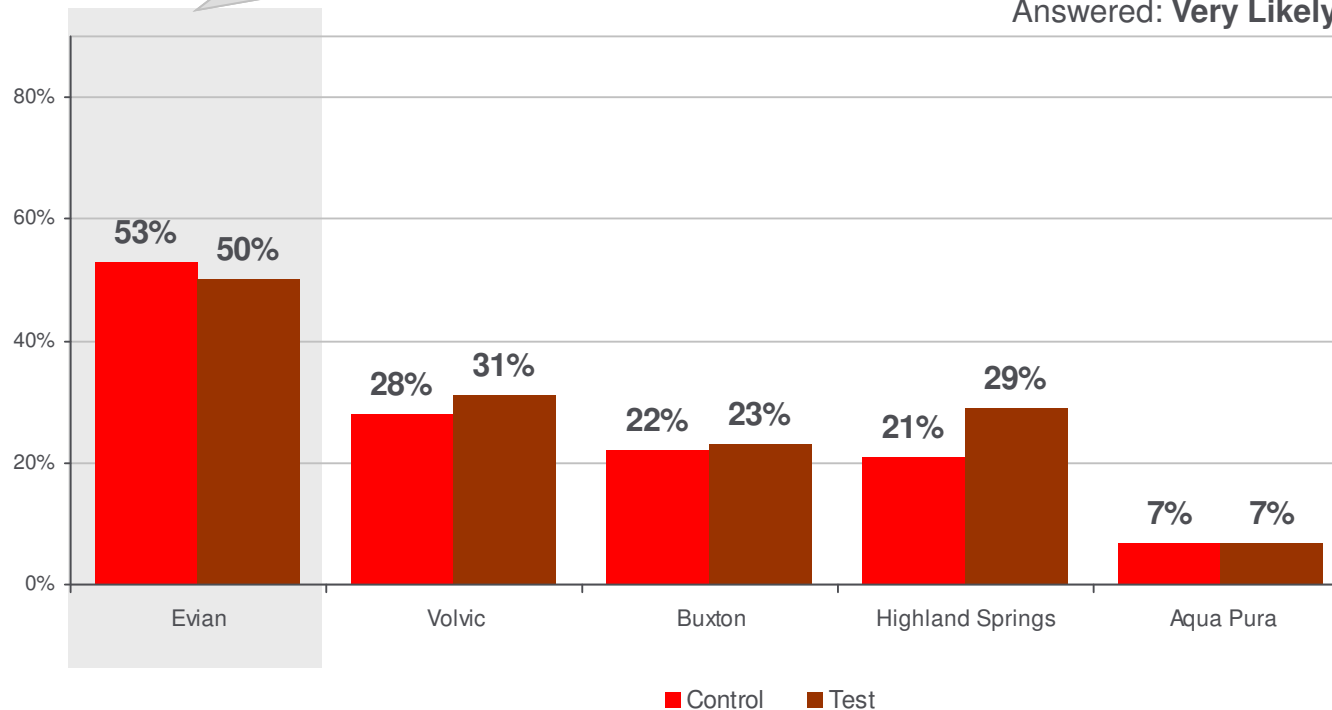


Purchase Consideration

Regular Bottled Water Drinkers By Brand

Evian has the highest purchase consideration score at the 'very likely' level

Answered: **Very Likely**

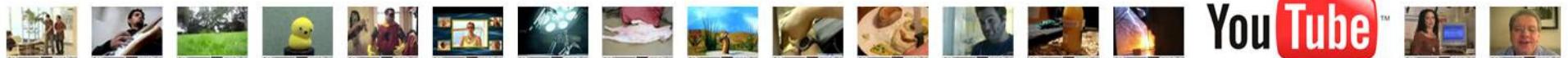


Base: Core audience regular bottled water drinkers



Q9. How likely are you to consider buying/using each of the brands in the near future?

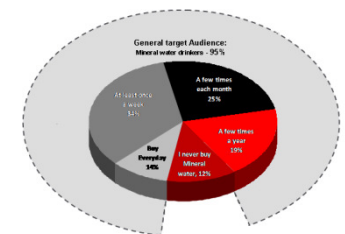
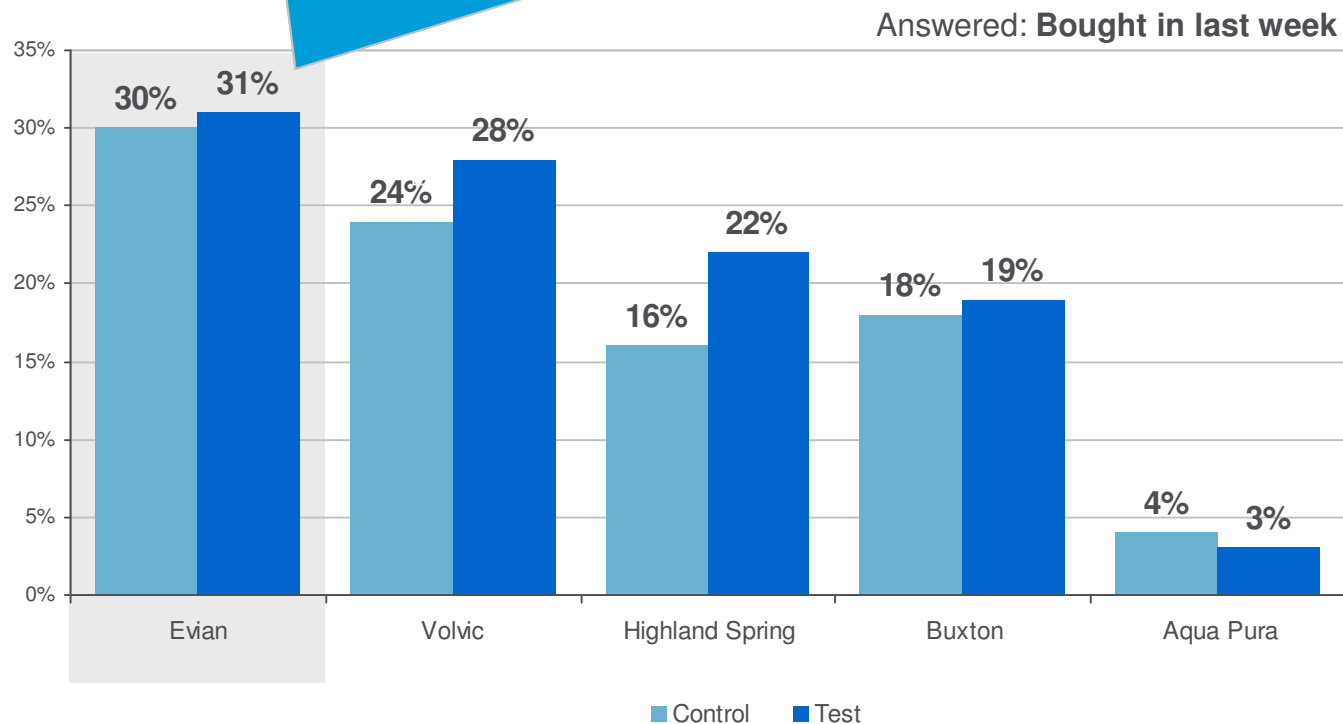
Sample Sizes: Control 147, Test 307



Purchase Behaviour

Bottled Water Drinkers By Brand

Evian was the brand of plain still water most purchased in the last week.
Little uplift seen on actual purchase.

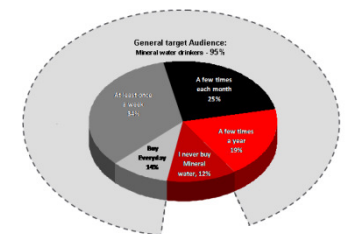
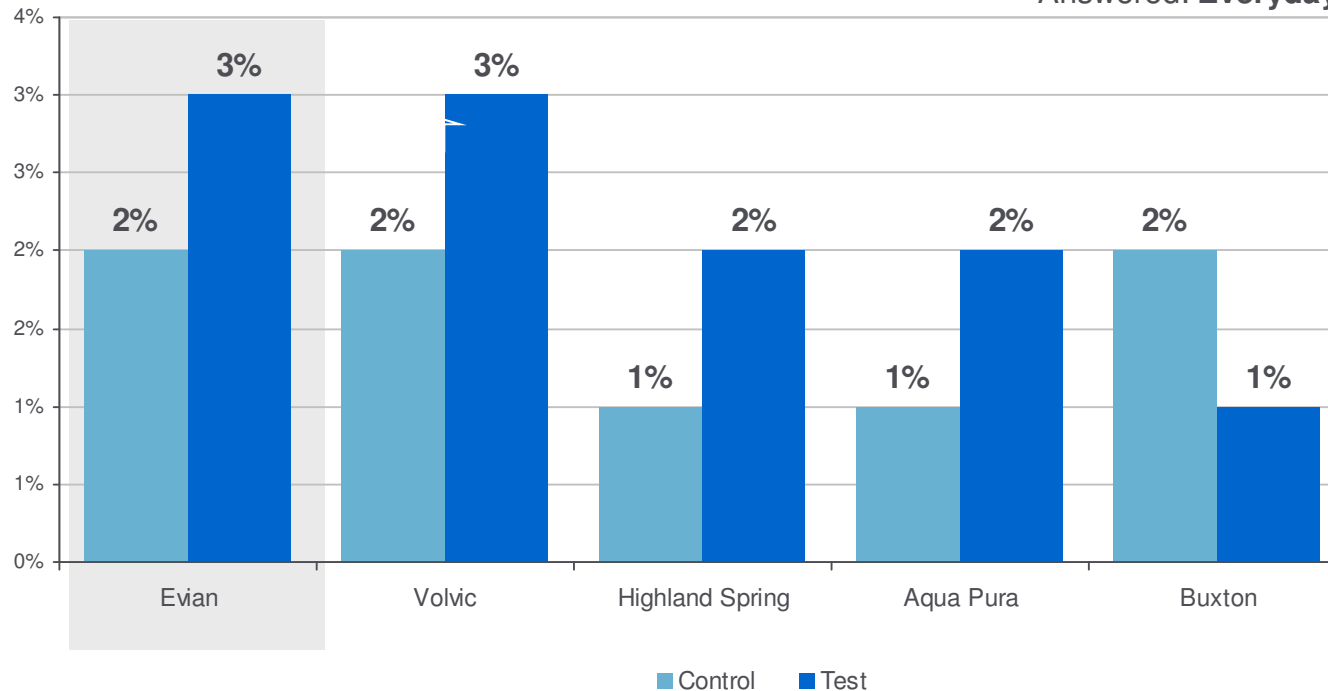


Base: bottled water drinkers

Purchase Behaviour

Bottled Water Drinkers By Brand

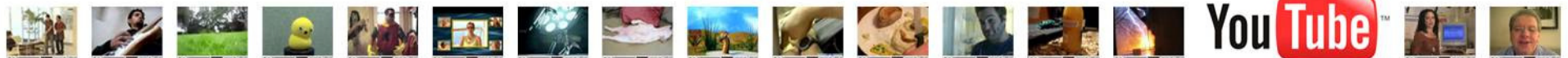
Answered: **Everyday**



Base: bottled water drinkers



Q5c How often do you buy each of the following brands?
Sample Sizes: Control 346, Test 559

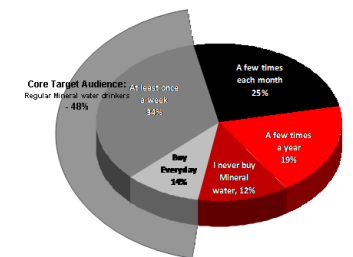
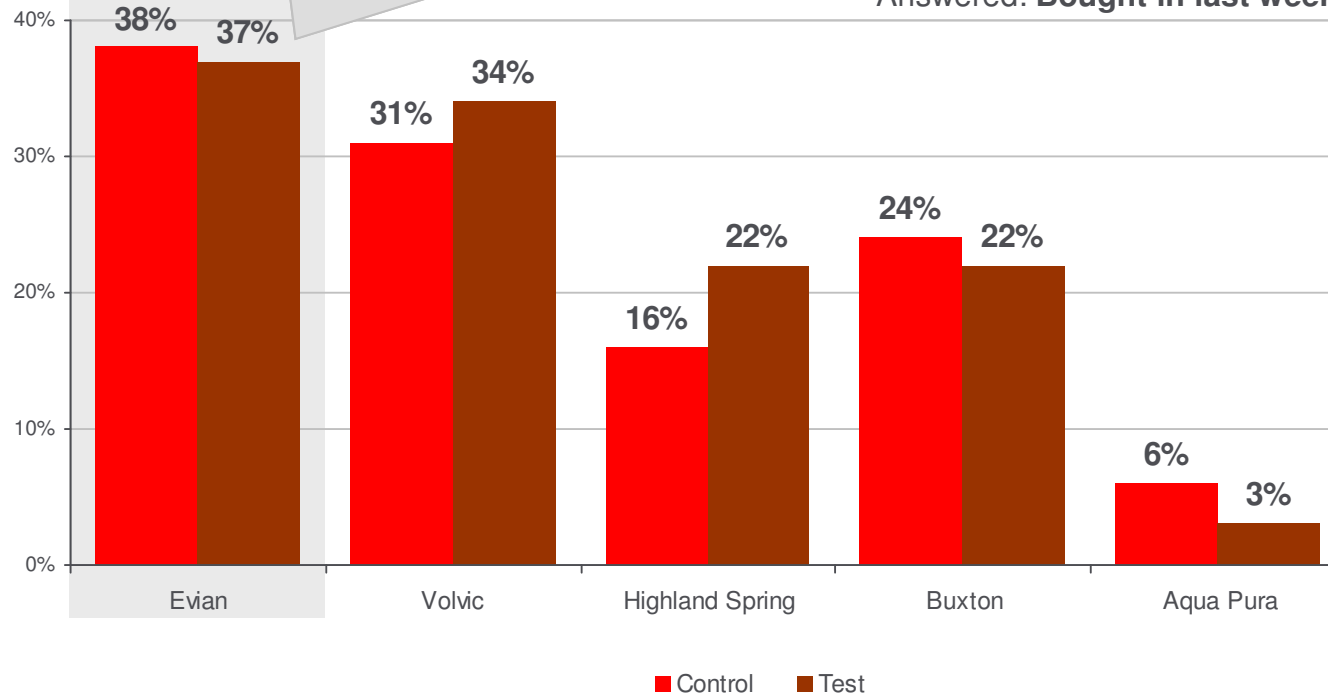


Purchase Behaviour

Regular Bottled Water Drinkers By Brand

Even amongst the core audience, no evidence of a short term purchase response

Answered: **Bought in last week**



Base: Core audience regular bottled water drinkers

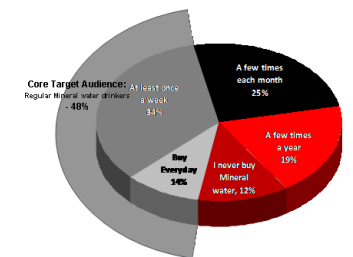
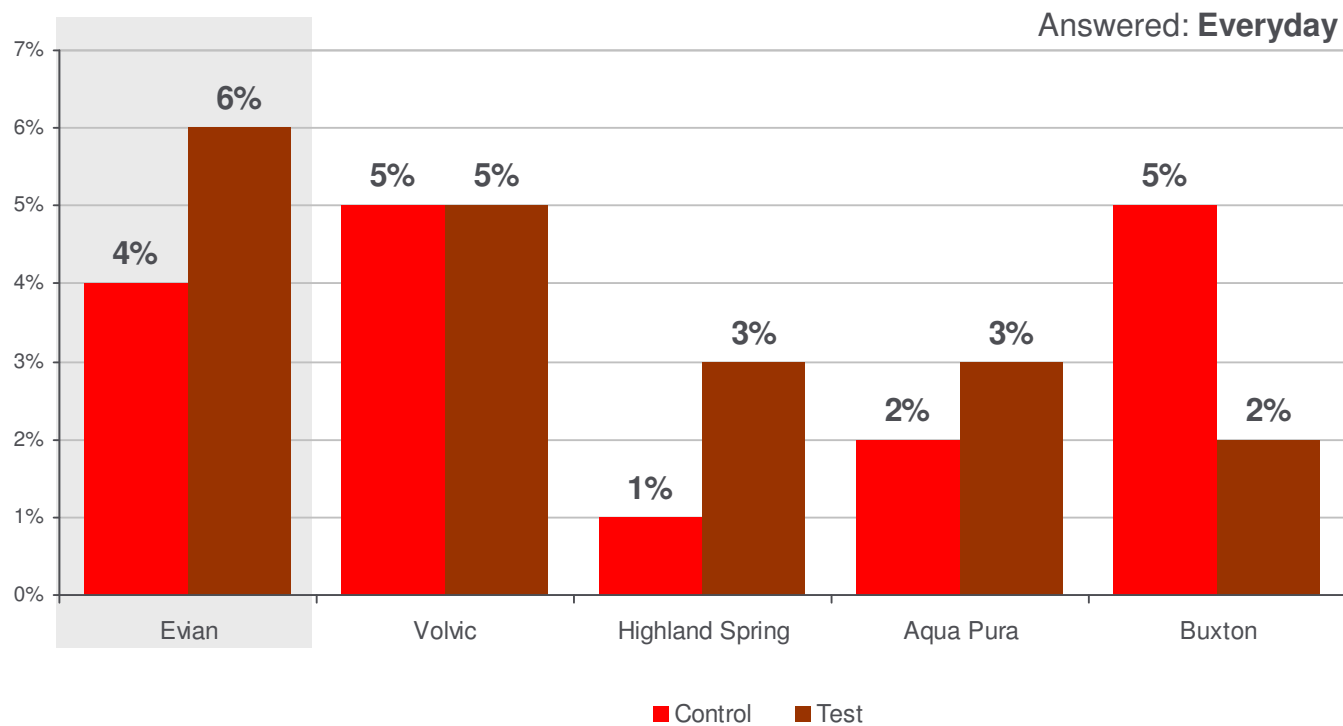


Q5d And have you bought any of the below brands in the last week?
Sample Sizes: Control 147, Test 307



Purchase Behaviour

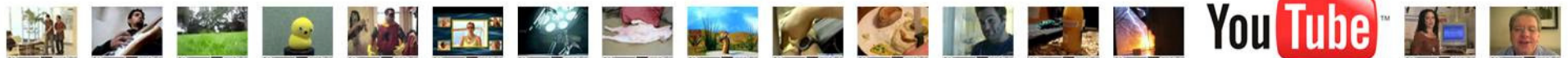
Regular Bottled Water Drinkers By Brand



Base: Core audience regular bottled water drinkers




Q5d And have you bought any of the below brands in the last week?
Sample Sizes: Control 147, Test 307

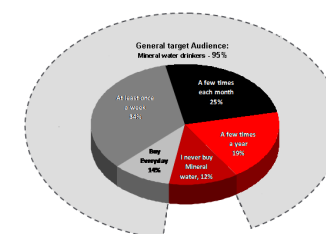


Brand Attributes

Bottled Water Drinkers: **Evian**
 Answered: **Strongly/somewhat agree**



 **Significant difference**
 at 95% confidence limit



Base: bottled water drinkers



Q11: Please indicate how strongly you agree or disagree with the following statements?

Sample Sizes: Control 400, Test 607




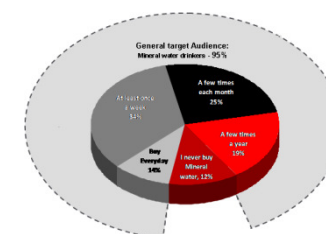
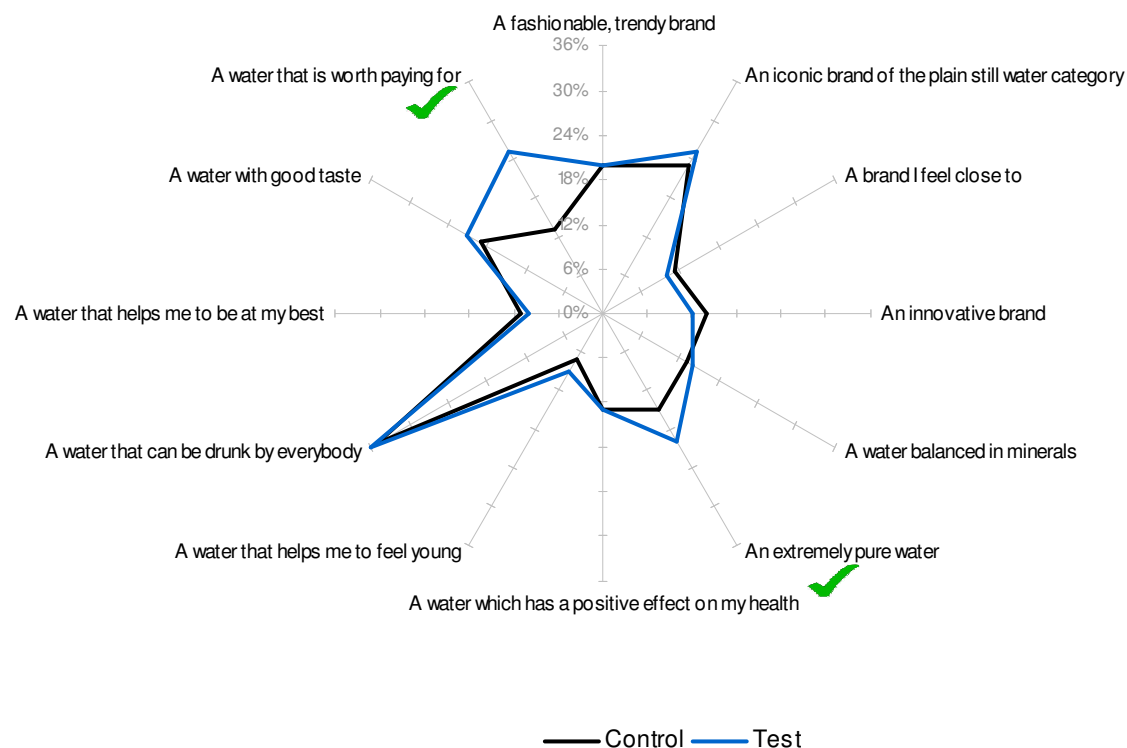
Brand Attributes

Bottled Water Drinkers: **Evian**

Answered: **Strongly agree**



 **Significant difference**
at 95% confidence limit

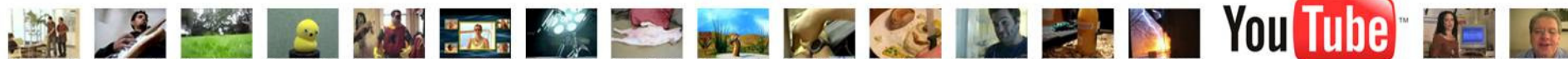


Base: bottled water drinkers



Q11: Please indicate how strongly you agree or disagree with the following statements?

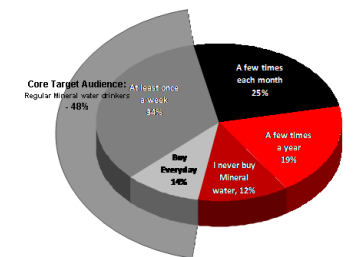
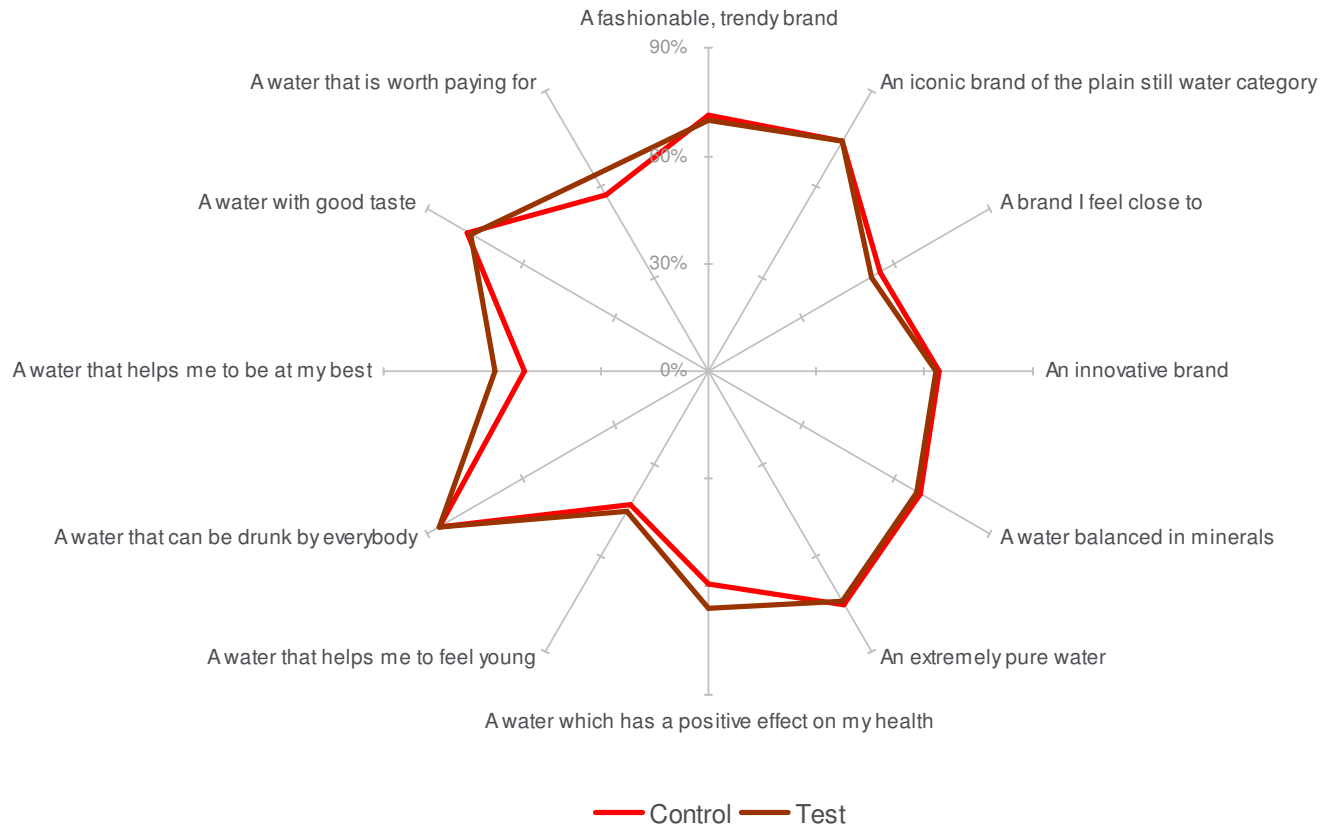
Sample Sizes: Control 400, Test 607



Brand Attributes

Regular Bottled Water Drinkers: **Evian**

Answered: **Strongly/somewhat agree**

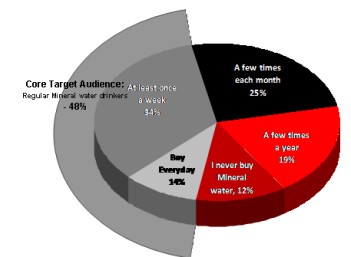
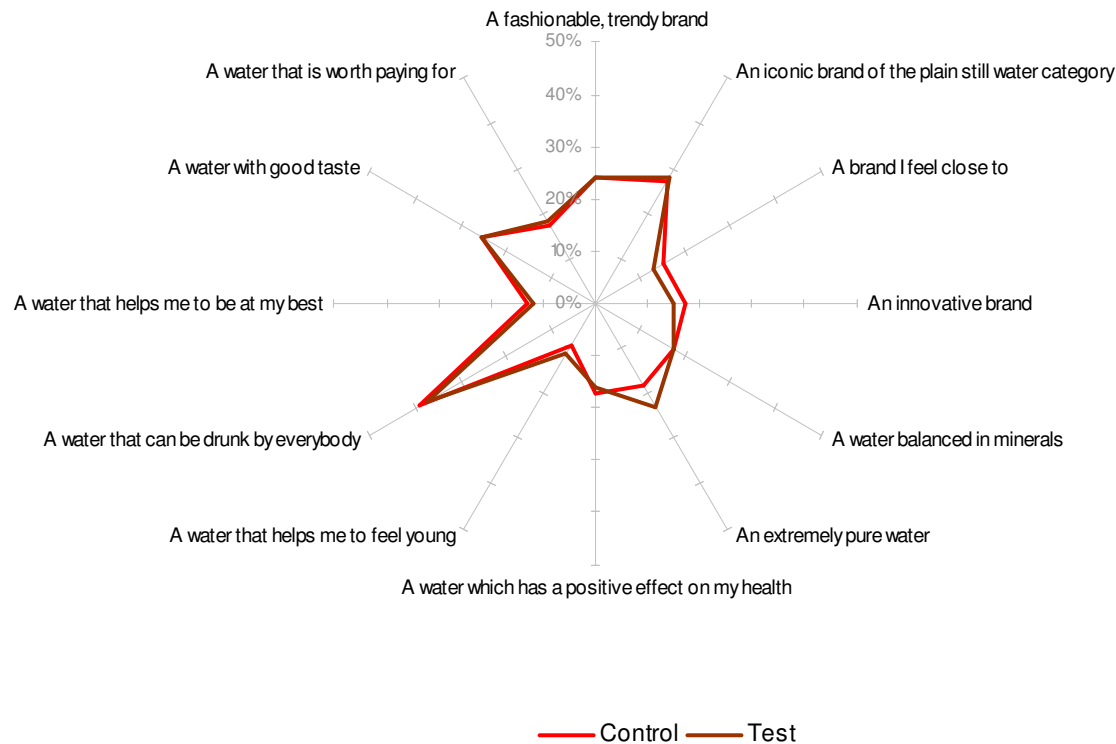


Base: Core audience regular bottled water drinkers

Brand Attributes

Regular Bottled Water Drinkers: **Evian**

Answered: **Strongly/somewhat agree**



Base: Core audience regular bottled water drinkers



Creative Diagnostic

Key Findings: Creative

Likeability scores were **strong** especially for women and under 45s

2/3s would definitely remember the ad was for Evian and they found it **imaginative** and **amusing**

The online campaign **drove** Evian's association with 'Live Young'

The creative led to **amplification of the message**: they wanted to talk about it and share it with others

Since seeing the campaign **25%** will definitely / probably drink Evian more often

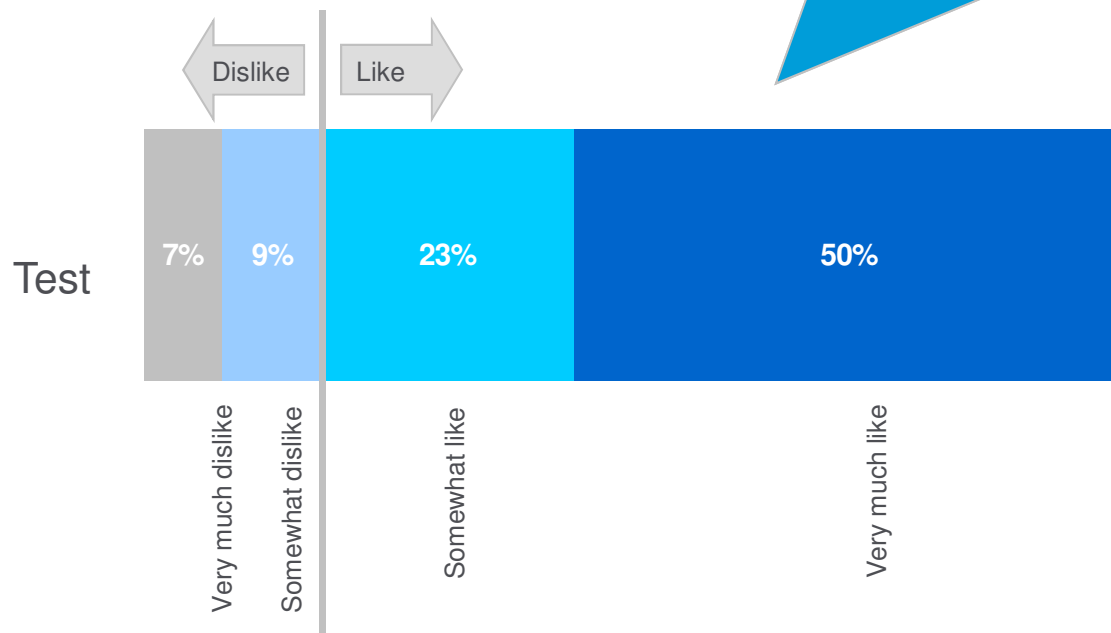
Ad Likeability



Creative shown

Nielsen Norm for
Likeability: 59%

Likeability scores for the Evian advertisement
was **strong**.
Women liked the advert more than men and it
appealed to the **young** more than the old.



Q13. Overall, how much do you like this ad?

Sample Size: Test 567

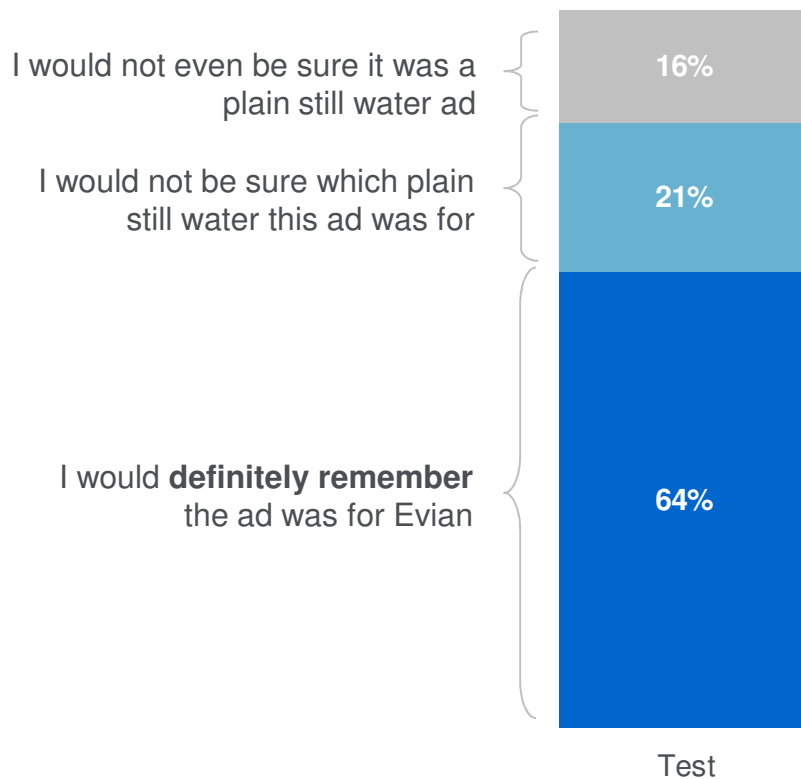


Ad Cut-Through



Creative shown

Nielsen Norm for
Cut-Through: 65%



Two thirds would definitely remember the ad was for Evian. More **women** than men stated that they would recall it and more **under 45s** compared to over 45s.



Q14. Thinking about the ad you've just seen for Evian which one of the phrases below applies to this ad?
Sample Size: Test 567



Ad Reactions

Creative shown



The advertisement was described as **amusing** and **imaginative**

62%

Imaginative

16%

Irritating

14%

Attractive

6%

Exciting

3%

Boring

74%

Amusing

15%

Irrelevant

4%

Instructive

3%

Credible

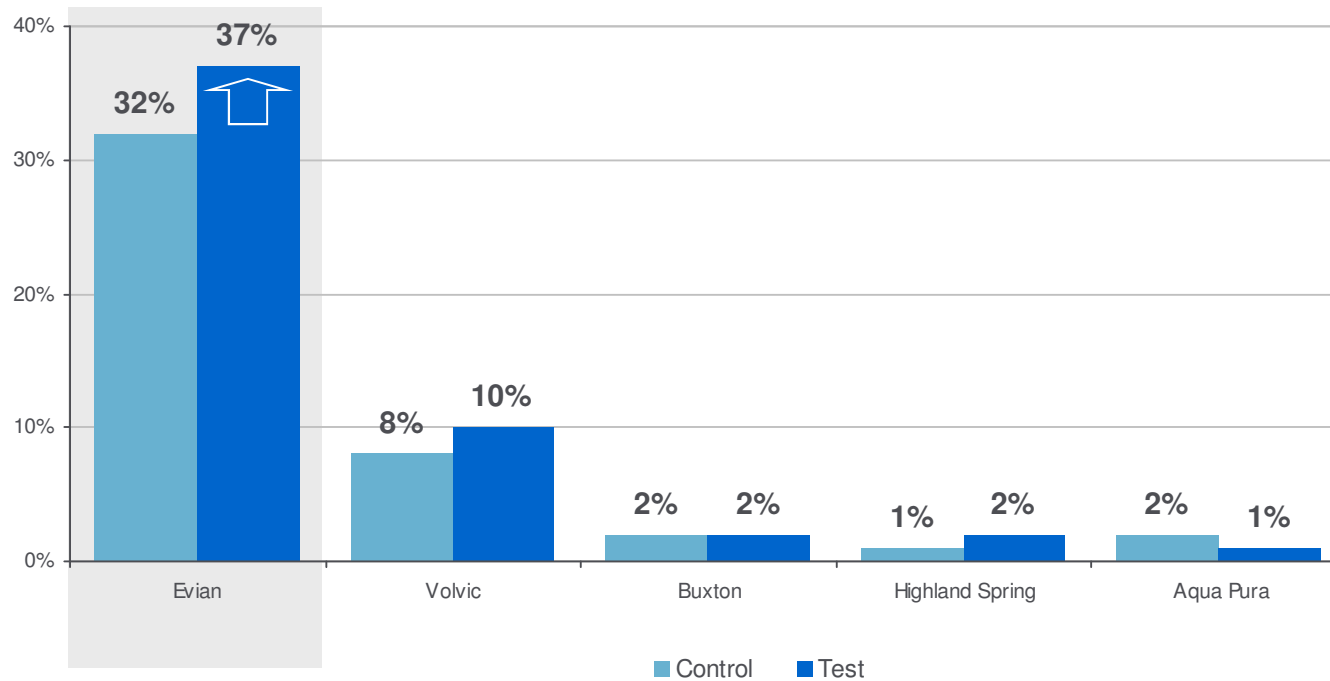
3%

Confusing

Message Takeout

No creative prompting

The online campaign **drove the association** between Evian and the key message 'Live Young'.



Q10. Which of the following brands, if any, uses the following message in its advertising?

Sample sizes: Control 400, Test 607



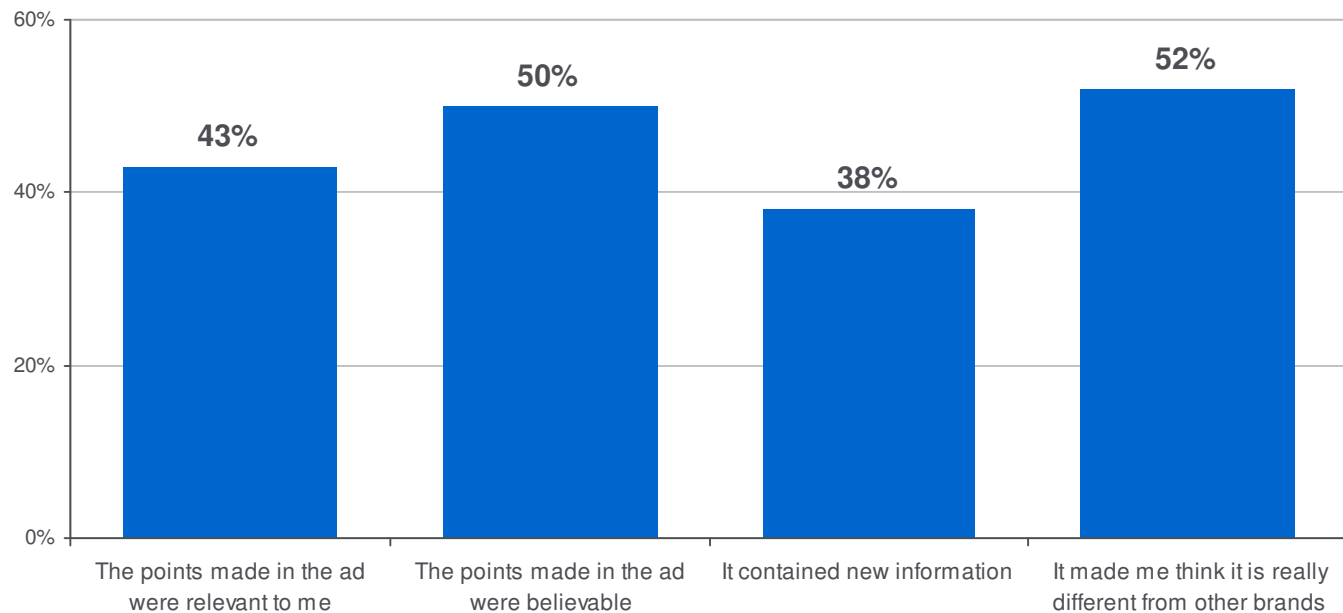
Ad Reaction

Creative shown

The Evian creative scored **well** against all metrics

Answered: **Agreed**

Nielsen Norm for
Relevant: 54%
Believable: 66%
Different: 41%



Q16: Again, thinking about the ad you've just seen for Evian, please indicate whether you agree or disagree with each of the following statements
Sample Size: Test 567



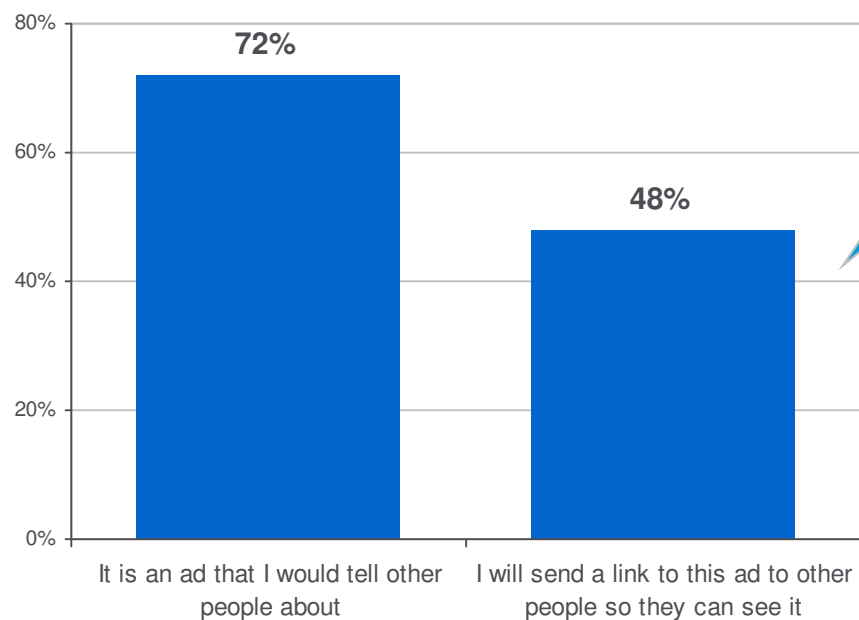
Amplification



Creative shown

Nielsen Norm
for Tell: 50%
Send: 44%

Answered: **Agreed**



The Evian creative had great talk-ability and people wanted **share** it with others **amplifying** the message



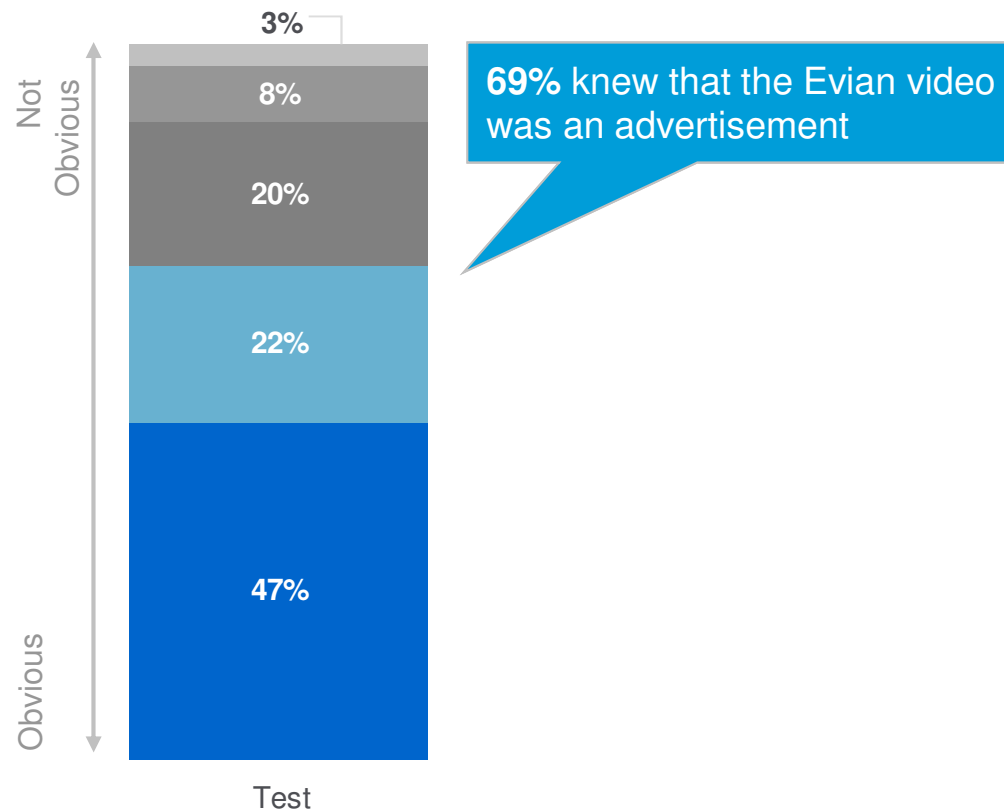
Q16: Again, thinking about the ad you've just seen for Evian, please indicate whether you agree or disagree with each of the following statements
Sample Size: Test 567



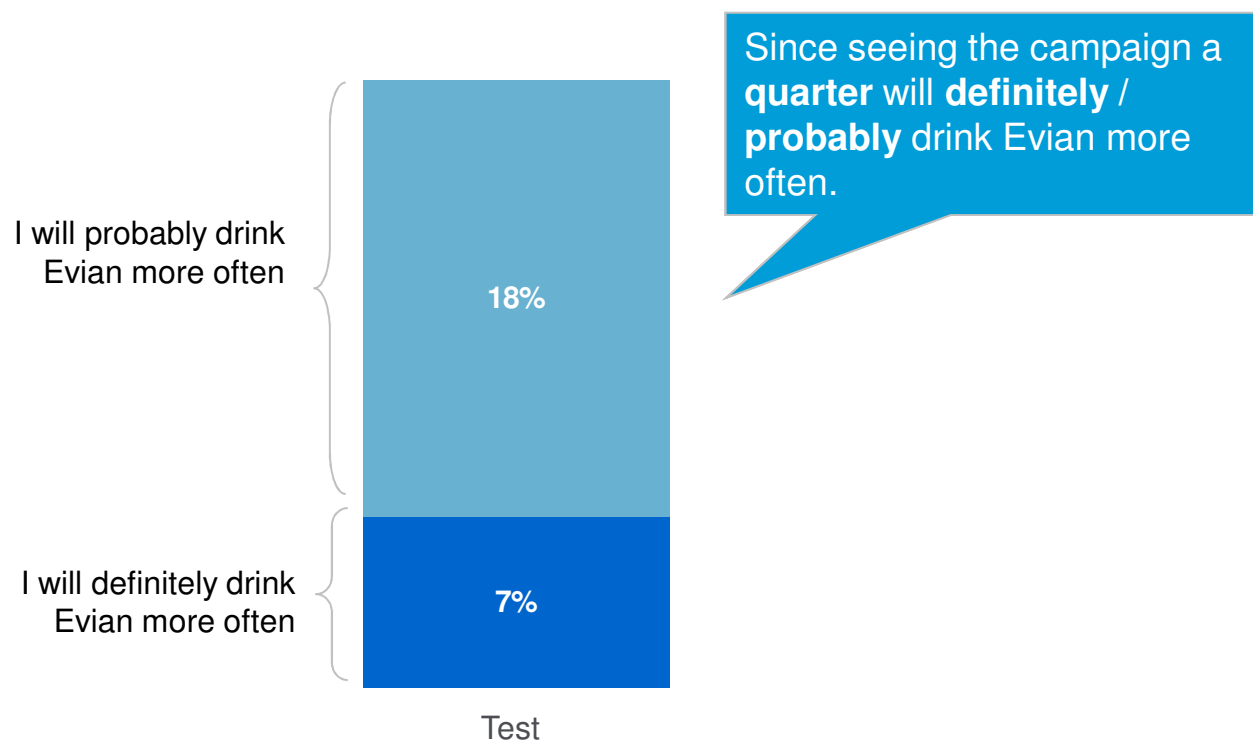
Video Ad?

Creative shown

To what extent do you believe this video to be an advertisement?



Ad Impact



Q16c. After seeing this advertisement, I will...

Sample Size: Test 567





Evian 'Live Young'

Ad Effectiveness: UK

August 2009