Digital Advertising Also Works for Brand Awareness and Recognition

LJUBLJANA, 14 February 2018

> **With programmatic media buying in digital media, the concept of distributing »the right ad to the right user at the right time« is applied more and more often. However, we often forget that the role of advertising is not just to drive purchases but also to raise brand awareness.**

Miloš Suša, Digital Media Specialist, iPROM

It's in the DNA of digital advertising that all online activities are measurable, which is why digital advertising has been linked to performance-based advertising in the past. Today, as digital media is becoming the primary source of information for the always-on consumers, we know that digital channels are also relevant for raising and building brand awareness.

Driving sales or improving brand awareness?

This puts advertisers in a difficult spot: do you choose a high performance campaign with measurable results or a creative campaign with the goal of improving brand awareness. The answer is simple – **both**. Effective advertising in the digital ecosystem requires a comprehensive approach. We are no longer talking about activating the web as a channel, instead we consider integrating all channels or touch points between the consumer and ourselves. We can use modern analytical tools to equally effectively measure the results of both types of campaigns.
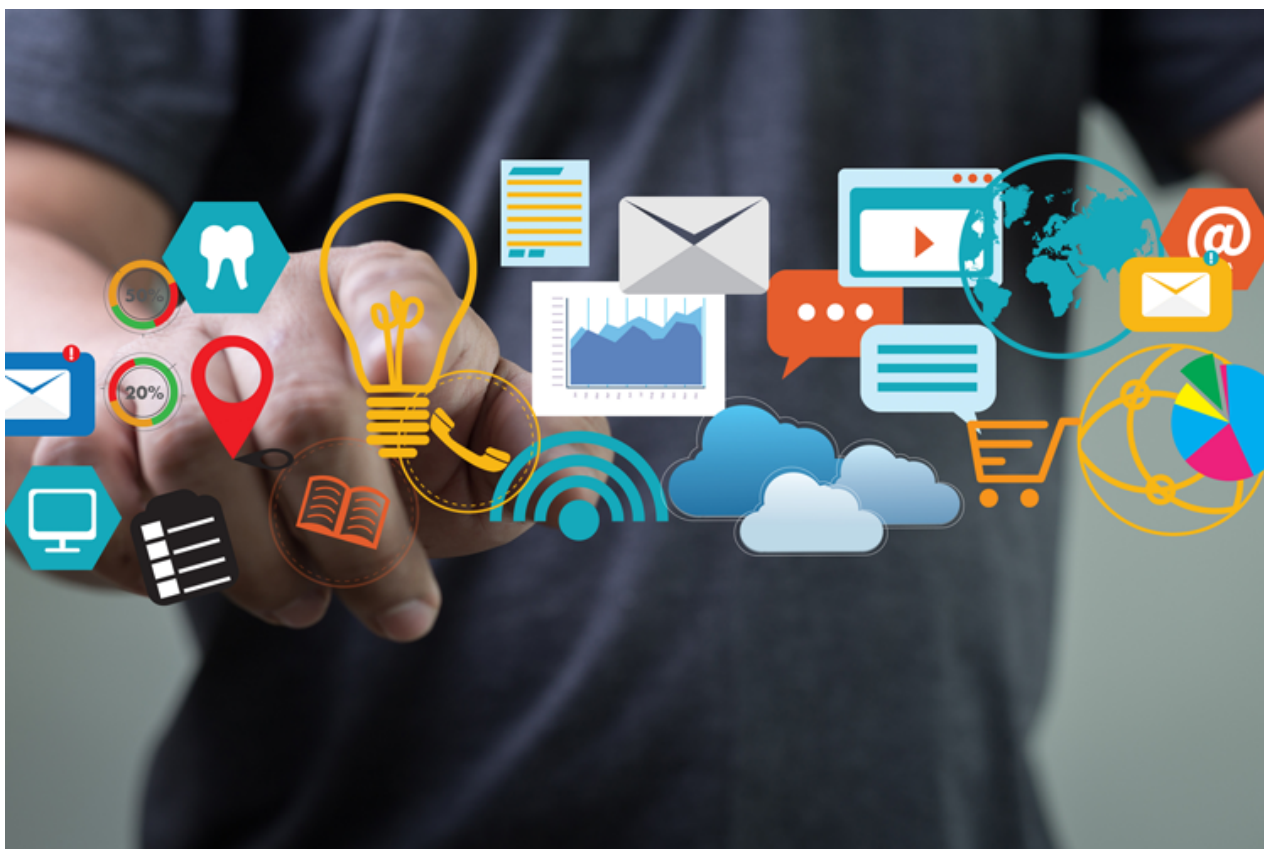
The results of digital advertising campaigns can be more accurately measured than ever before. This motivates advertisers to invest a significant share of their resources into programmatic advertising with the goals of showing »the right ad at the right time«, hoping that clicks will direct customers to their web site and push them further along the purchase funnel to successful conversion. They are aware that online advertising with specific goals for consumer feedback, such as making an online purchase, downloading a brochure and registering for a test drive ensures an immediate and measurable response much more effectively than other advertising channels. It often happens that excellent measurability and immediate effectiveness drive advertisers to use online advertising campaigns for sales campaigns only. Consequently, some brands that are not recognizable and have no relationships with consumers skip several steps that are required to make a successful sale.

Guide the buyer along the purchase path

If I illustrate the above with the purchase process that normally consists of 5 stages (identifying the need, looking for information, evaluating alternatives, purchase decision

📍 **iPROM, d.o.o.**
Šlandrova ulica 4 B, 1231 Ljubljana - Črnuče, Slovenia

📞 +386 1 511 07 50
🖨 +386 1 511 07 83

✉ info@iprom.eu
🌐 www.iprom.si · www.iprom.eu

and purchase, and behaviour during or after the purchase), some advertisers only focus on the penultimate stage. An example in digital advertising is an ad for a specific car that would include the product, price and call to action, e.g. »*Buy now!*« or »*Register for a test drive*«. In their desire to achieve immediate effects, advertisers often forget about creating a desire - why would a consumer want a specific car model of their brand. If we create a desire in the consumer to make this specific car their dream car that responds to all their identified and hidden needs, the consumer will register for a test drive sooner.

By skipping stages in the purchase journey and by focusing on the later stage we do chalk up some conversions in the short term (e.g. test drives). As a rule, however, these are from consumers that have shaped their awareness and interest in the car brand already, while we are not broadening the product awareness among uninformed target audience. To ensure your digital strategy is sucessful and effective, I advise you not to skip the initial stage of the AIDA (Awareness - Interest - Desire - Action) model. With an awareness campaign we tell a story about the brand, create long-term relationship between the brand and the consumers and ensure that the brand is always top of mind. This is why both types of advertising are tightly integrated in digital advertising as building a positive awareness and feelings towards brands is just as important as a firm call to action or purchase. Therefore, each advertiser must ensure the best combination of both types of advertising and adjust them to the stage of the purchase process. What changed in the digital ecosystem are improved tracking and measurements of campaign performance and improved cost optimization of advertising resources.

Consumer-friendly advertising

Consumers are not fond of irrelevant or mistargeted ads, which is why digital advertising campaigns require and enable lots of testing and modifications. With this, they deliver improved return on investment to the advertiser as they can quickly determine whether the ad message and format are successful and modify them on the fly.

Message and user experience can be even better adapted with new technologies that enable the brand to tell its story in a way that is modified to the needs and interests of individual consumers. In practice, we use two different technologies for creating programmatic ads that ensure effective dynamic segmentation - tools for creating ads and technologies for dynamic optimization of ads that enable you to test several thousand variations of an ad in minutes.

So, why are we not utilizing the potential of (digital) advertising for both types of campaigns? Sometimes it seems, that we are stuick in the mindset that marketing and sales are two different teams. That brand awareness and successful sales are two different things. Branding and creative campaigns that tell stories are usually the task of

📍 **iPROM, d.o.o.**
Šlandrova ulica 4 B, 1231 Ljubljana - Črnuče, Slovenia

📞 +386 1 511 07 50
📠 +386 1 511 07 83

✉ info@iprom.eu
🌐 www.iprom.si · www.iprom.eu

the creative agency, while sales campaigns are in the domain of a separate group of marketers who are less interested in the user experience and who care more about ROI. In practice, these two separate teams are hesitant in admitting that optimal results and resource utilization require cooperation and learning from one another.

At iPROM, we believe that the time is coming when the line separating the two worlds will become increasingly blurred. Also, it will be increasingly important that things interconnect and that data becomes the fuel of creative digital strategies. I believe that this is the only way to ensure successful development of (digital) advertising.

###

For more information contact:

Miloš Suša

Digital Media Specialist

✉ milos.susa@iprom.eu
📱 +386 41 335 681
📞 +386 1 511 07 82
📠 +386 1 511 07 83

About iPROM

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers and help them plan, execute and analyze their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful operations and stronger customer relationships.