



# SOCIAL BRANDED CONTENT CAMPAIGN ANALYSIS

FEBRUARY 2023

PRESENTED IN PARTNERSHIP WITH AMP

# THE SHADE ROOM x AMP BRANDED CAMPAIGN



01

OVERVIEW

02

KEY METRICS RESULTS

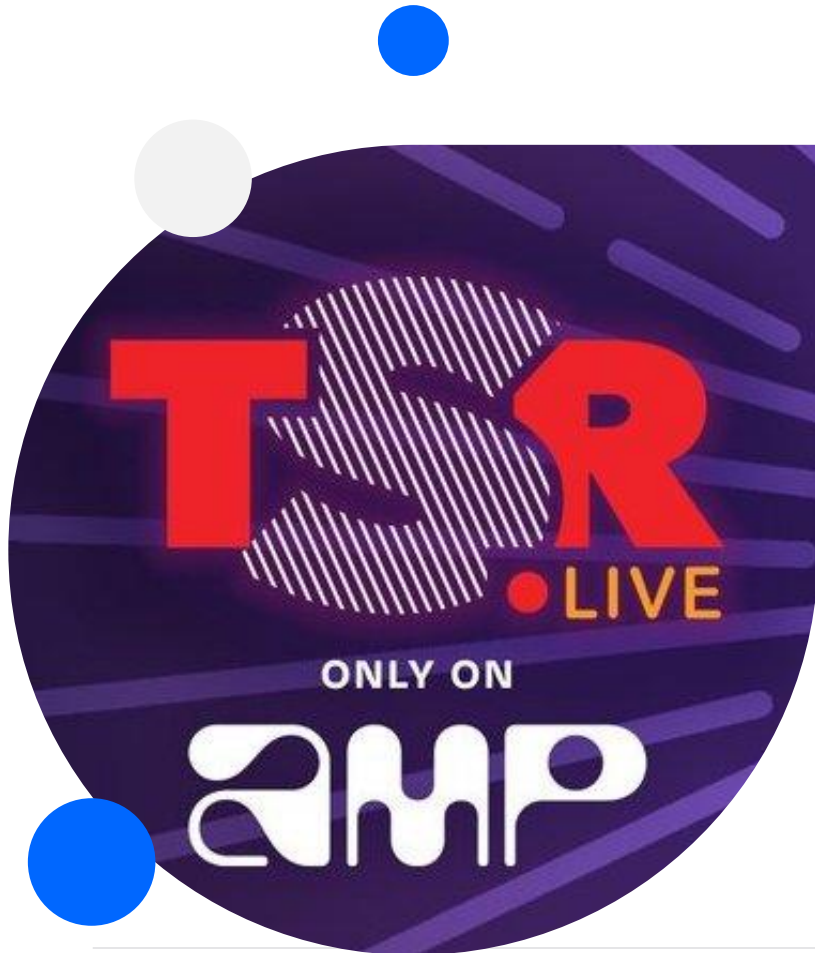
03

SURVEY DEEP DIVE

04

ADDITIONAL DATA VIEWS

# THE SHADE ROOM x AMP BRANDED CAMPAIGN



01

**GOAL OF THE STUDY:** This study is designed to gain insights into how the campaign affected the opinions and behaviors of the social audience towards Amp.

02

**SELECTION CRITERIA:**

- Adults 18-64

03

**RESPONDENT GROUPS:**

- Total Completed: n = 450
- Exposed: n = 225
- Non-Exposed: n = 225

04

**CAMPAIGN LENGTH:**

- Start date: 12/1/2022
- End date: 12/28/2022

05

**PLATFORMS:**





# SURVEY RECRUITMENT

A brief overview on Comscore's post engagement recruitment methodology



01

## AUDIENCE ACTIVATED:

A person watches/engages with branded content on social media



02

## IN-FEED RECRUITMENT:

The person sees and/or Exposed with a recruitment ad to share their opinions about a recent piece of branded content



03

## COMPLETED SURVEY:

This individual completes a survey off-social regarding their opinions



04

## AUDIENCE ANALYSIS:

Results are analyzed for awareness, favorability, consideration, purchase intent, ad recall and other brand KPIs

# BRANDED CAMPAIGN RECRUITMENT



01

**Comscore** uses an “Exposed / Non-Exposed” approach for social surveys as opposed to a “control / exposed” methodology.

02

**The Exposed** users are those social users who took an action on any one of the branded campaign posts on social media.

- ❑ On Facebook, this would mean that they liked (reaction emoticons), commented, shared the post.
- ❑ On Instagram, any person who loved or commented on one of the branded Media in the campaign.
- ❑ On Twitter, this would mean that the person Liked, Retweeted or Replied to one of the branded Tweets in the campaign.

03

**The Non-Exposed** users are recruited depending on campaign targets, among consumers who did not engage with the campaign on social media BUT fit the demographic and behavioral patterns of the Exposed group.

- ❑ This group is measured as a benchmark against the socially Exposed; determining the overall success of a campaign or content associated with the campaign.

# KEY CAMPAIGN TAKE AWAYS



01

## THE SHADE ROOM PARTNERSHIP IMPROVES AWARENESS & EQUITY

- Key upper funnel awareness metrics improved vastly with a majority of the exposed audience indicating that they were familiar with Amp, and even more expressing a favorable opinion of the brand.
- Brand perception also saw a strong lift with 89% of those exposed expressing increased interest in the brand after its campaign with The Shade Room.

02

## PARTNERSHIP WITH THE SHADE ROOM DRIVES KEY LOWER FUNNEL METRICS

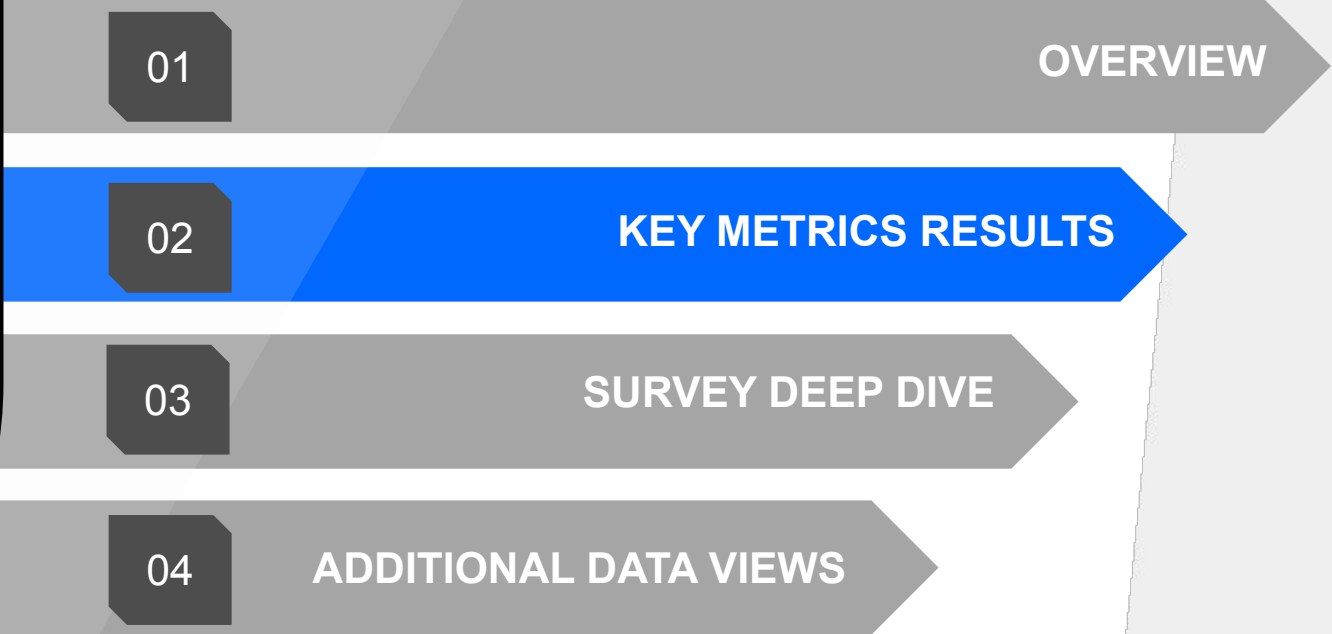
- The partnership with Amp lifted key lower funnel metrics across the board, with the strongest lifts throughout all key metrics in consideration and recommendation.

03

## AMP'S STRONG REPUTATION GAINS GROUND

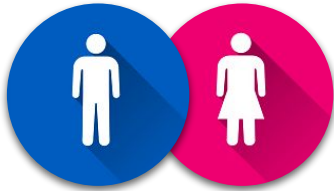
- Over half of the exposed audience agreed with each brand statement, with the strongest agreeance and lift from the non-exposed audience stemming from "Amp is reimagining radio – and bringing on a new cultural experience into live audio", indicating that the campaign created a strong sense of relevancy and authenticity for the brand.

# THE SHADE ROOM x AMP BRANDED CAMPAIGN



# DEMOGRAPHIC BREAKOUT

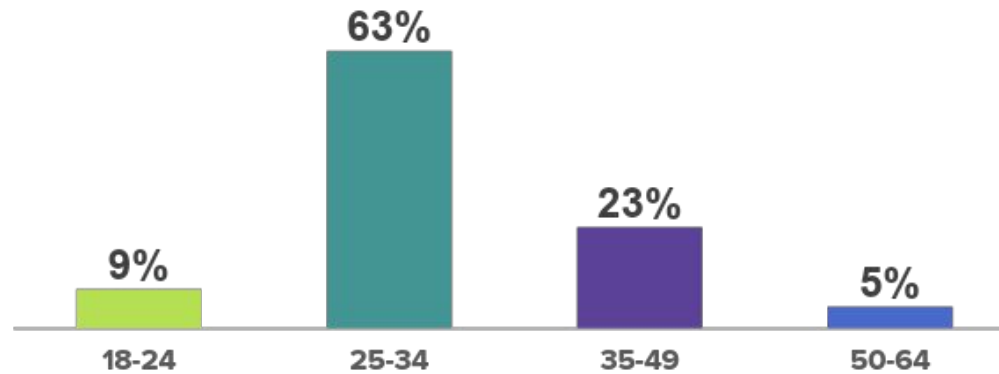
## Gender



34% Male

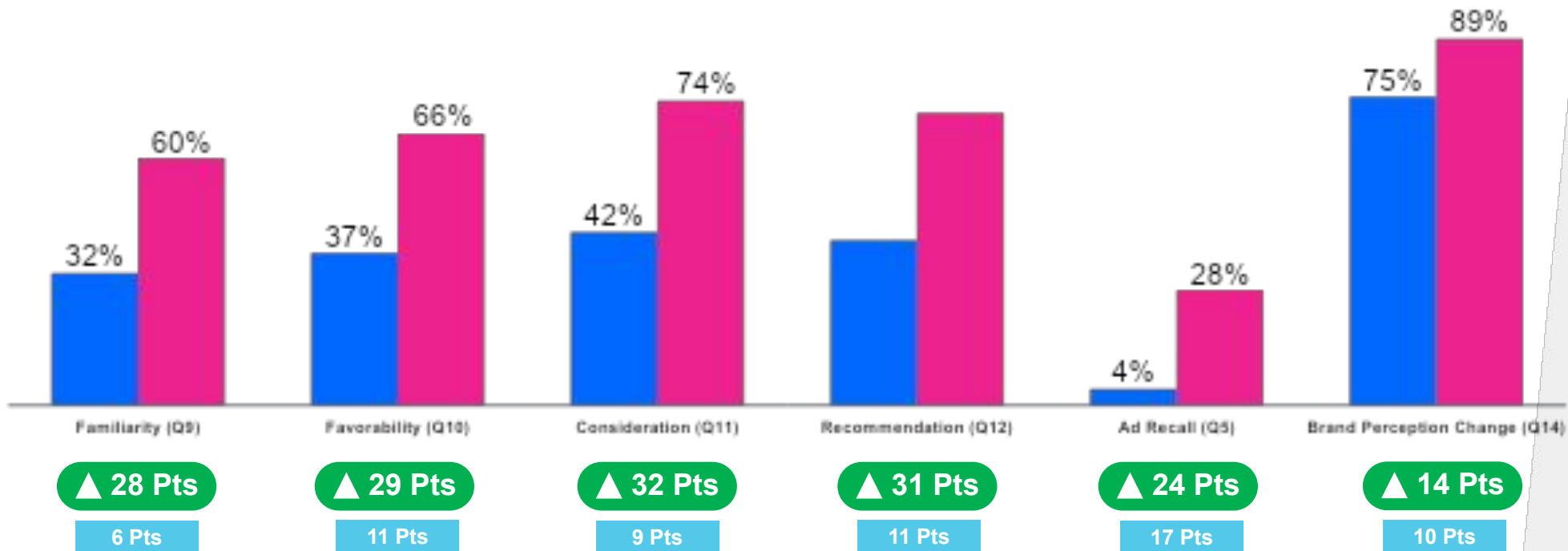
66% Female

## Age





# KEY PERFORMANCE METRICS SUMMARY



● Amp saw the strongest lift for the exposed group among the competitive set for every question. Consideration saw the strongest shift (+32 pts).

● Recommendation (+31 pts), Favorability (+29 pts), and Familiarity (+28 pts) were also very strong, showcasing the effectiveness of the campaign in driving brand awareness and advocacy.

- Non-Exposed
- Exposed
- Benchmarks



N = 450 Total Respondents  
N = 225 Non-Exposed, N = 225 Exposed

# KEY PERFORMANCE METRICS SUMMARY VS COMSCORE BENCHMARKS



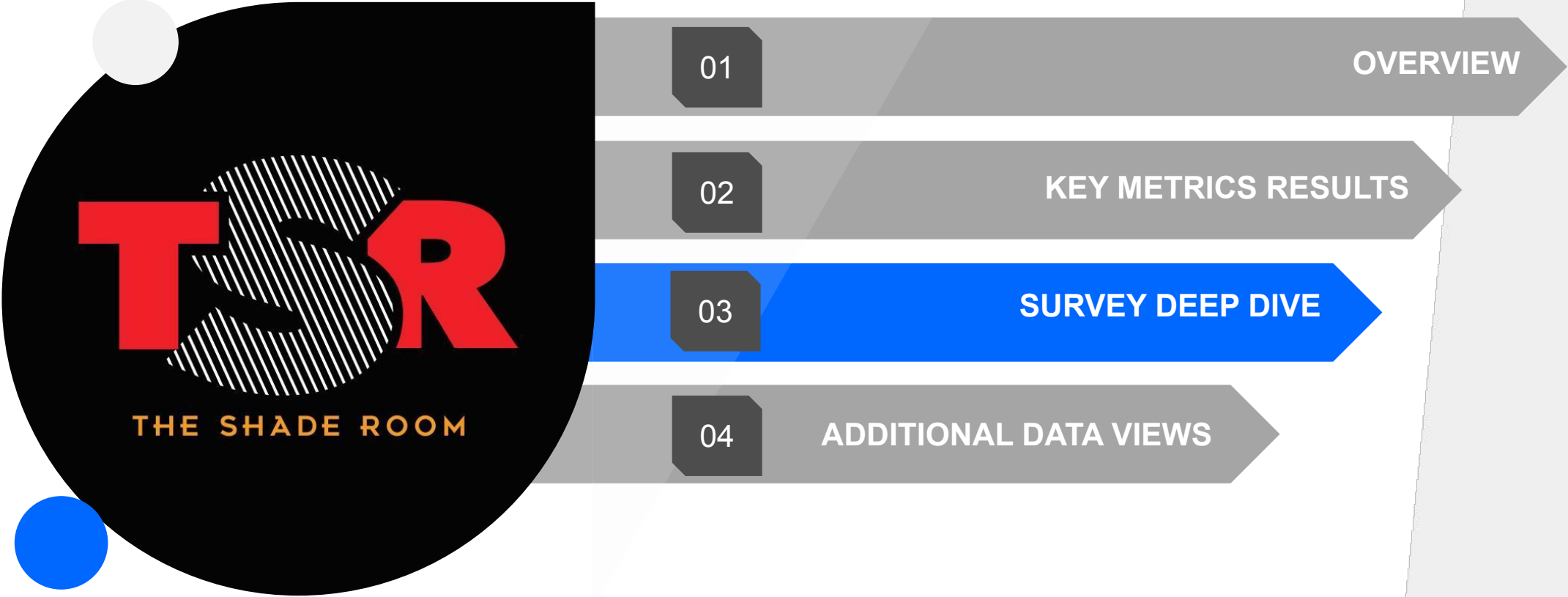
Amp's performance surpassed every Comscore benchmark, with the most significant outperformances measured for Consideration (+23 Pts), Familiarity (+22 Pts), and Recommendation (+20 Pts).

**Cmscore  
Overall  
Benchmark**

**Campaign  
Performance  
(Change)**

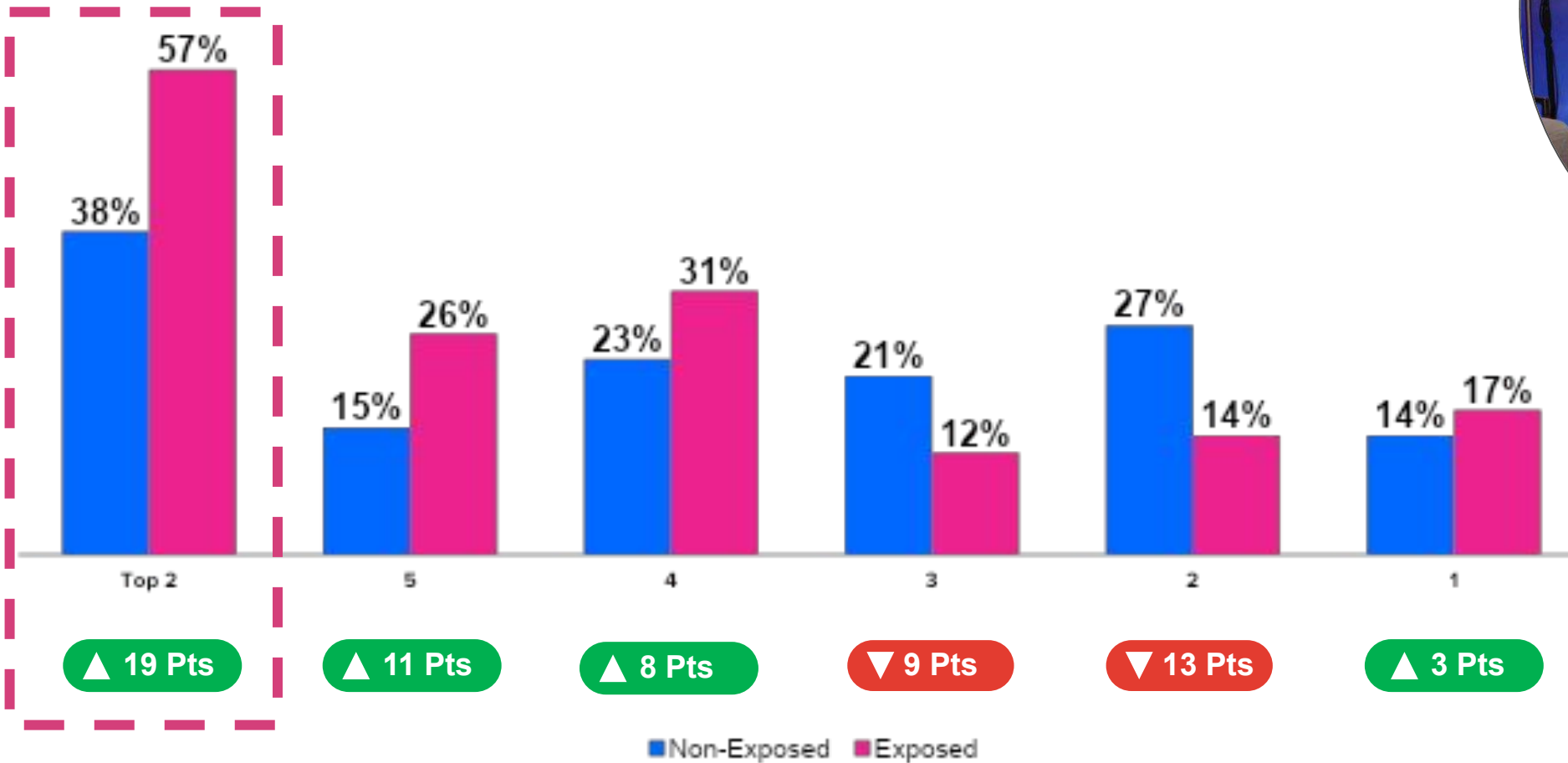
**Benchmark readout:** This campaign saw a +34 pt lift in Familiarity. That is a +25 pts higher lift than the +9 pt Comscore Overall Benchmark

# THE SHADE ROOM x AMP BRANDED CAMPAIGN



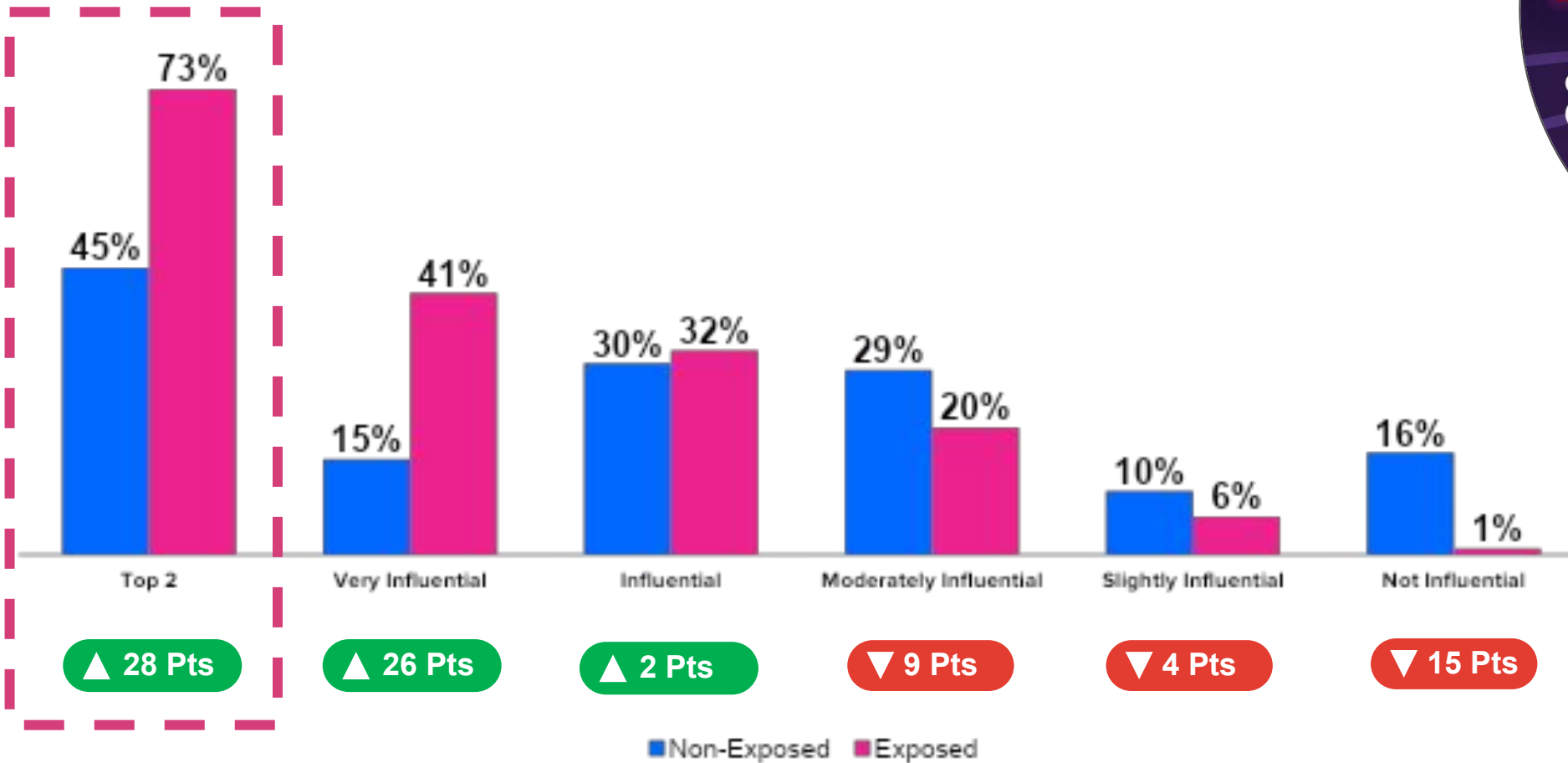
# #TSRLIVEONAMP / #LIVEONAMP

Over half of the exposed audience indicated a high level of enjoyment from #TSRLiveOnAmp or #LiveOnAmp content on social, a +19 pt increase compared to the non-exposed audience. This proves that the campaign content was successful in entertaining viewers and creating a strong sense of memorability for the partnership.



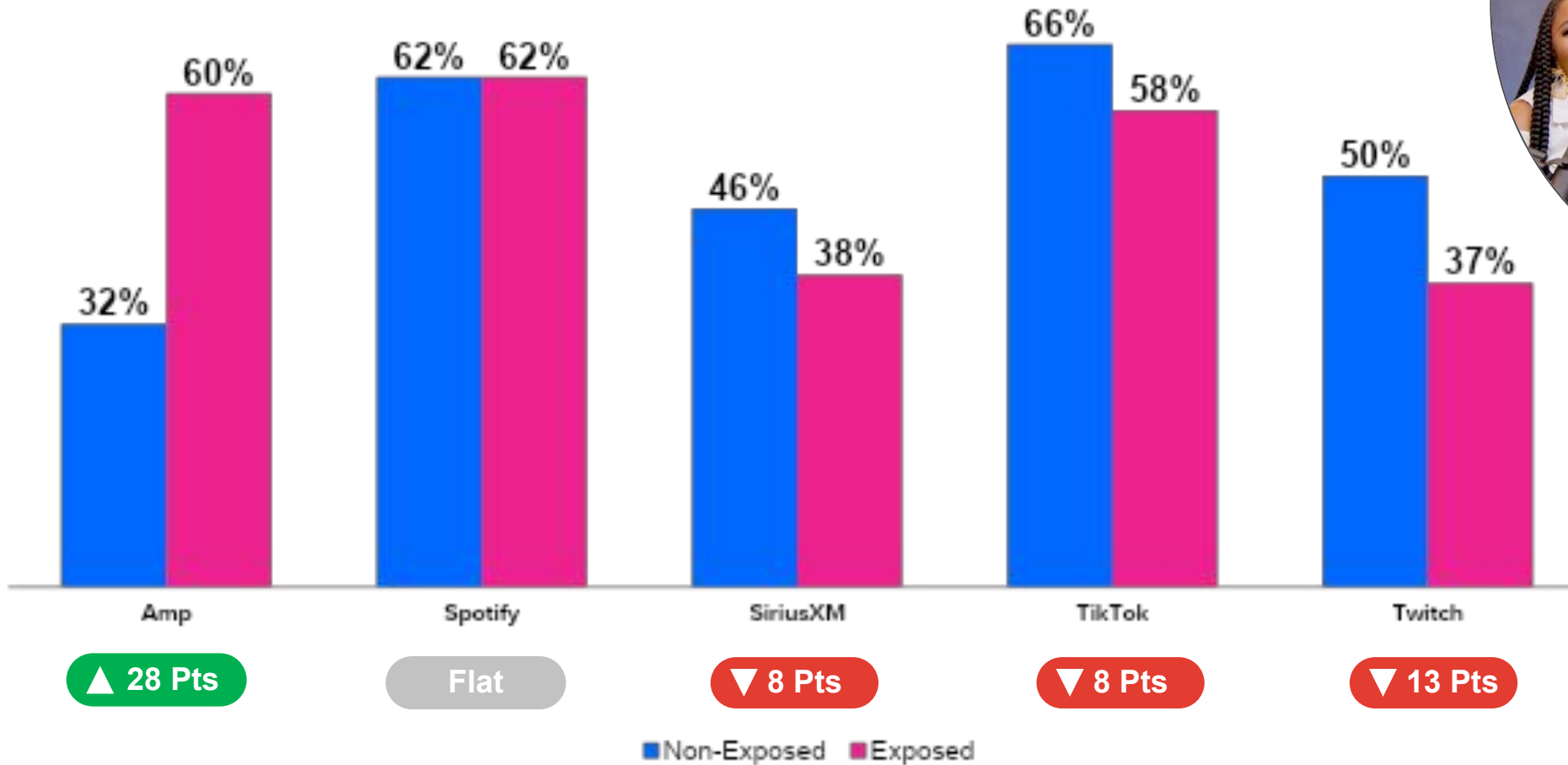
# CONTENT INFLUENCE

The exposed audience considers social media an important aspect in their product/brand consideration, with about 3/4 of the exposed audience expressing it as influential/very influential (+28 pt lift from non-exposed audience).



# FAMILIARITY

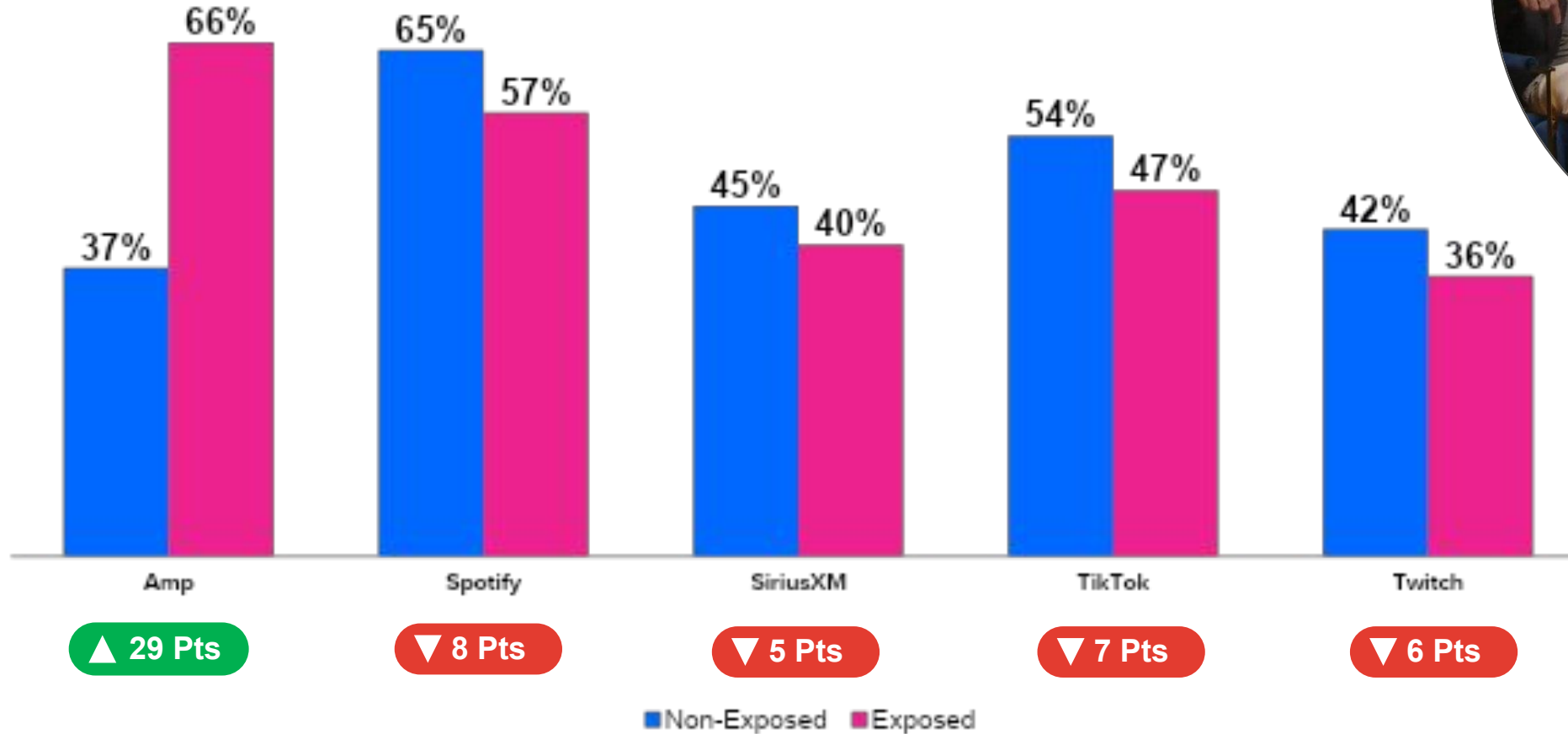
3 in 5 viewers were familiar with Amp. Additionally, Amp saw the strongest and only positive lift among the competitive set with +28 pts in Familiarity between the exposed and non-exposed audience. This exceeded Comscore's Familiarity benchmark by more than 4x.



Comscore Benchmark  
+6 pts

# FAVORABILITY

Amp saw the largest and only positive lift among the set of +29 pts in Favorability, over double the standard Comscore Favorability benchmark. 2/3 of the exposed audience had a favorable opinion of Amp, the highest favorability level among the competitive set, and therefore demonstrating that The Shade Room's social audience largely reaches the right target for the brand.

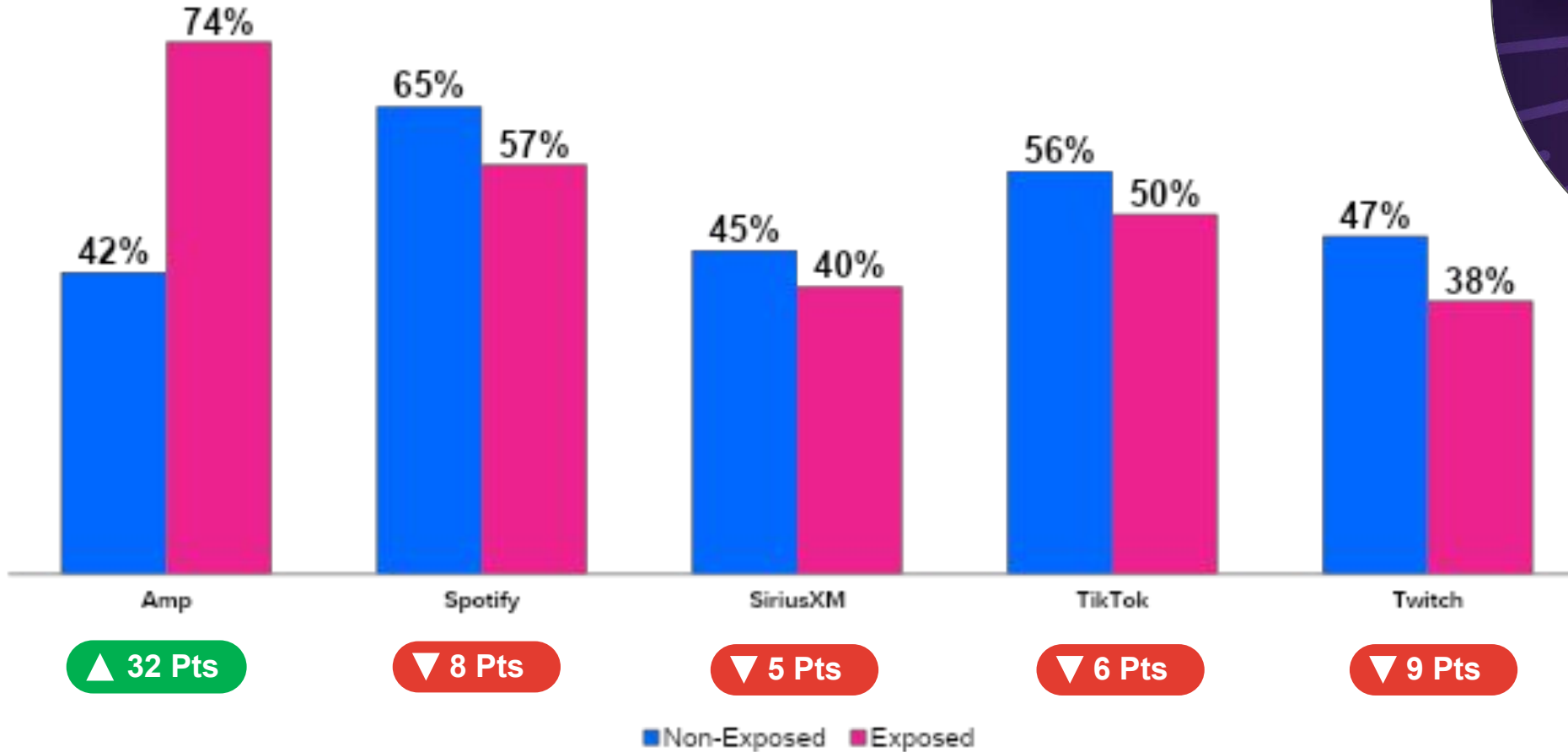


Comscore Benchmark

+11 pts

# CONSIDERATION

About 3/4 of the exposed audience indicated that they would consider using Amp's services, the highest percentage among the set and effectively taking share from competitors. Amp saw a lift of +32 pts in Consideration, the only positive lift among the competitive set and outperforming Comscore's benchmark by over 3x.

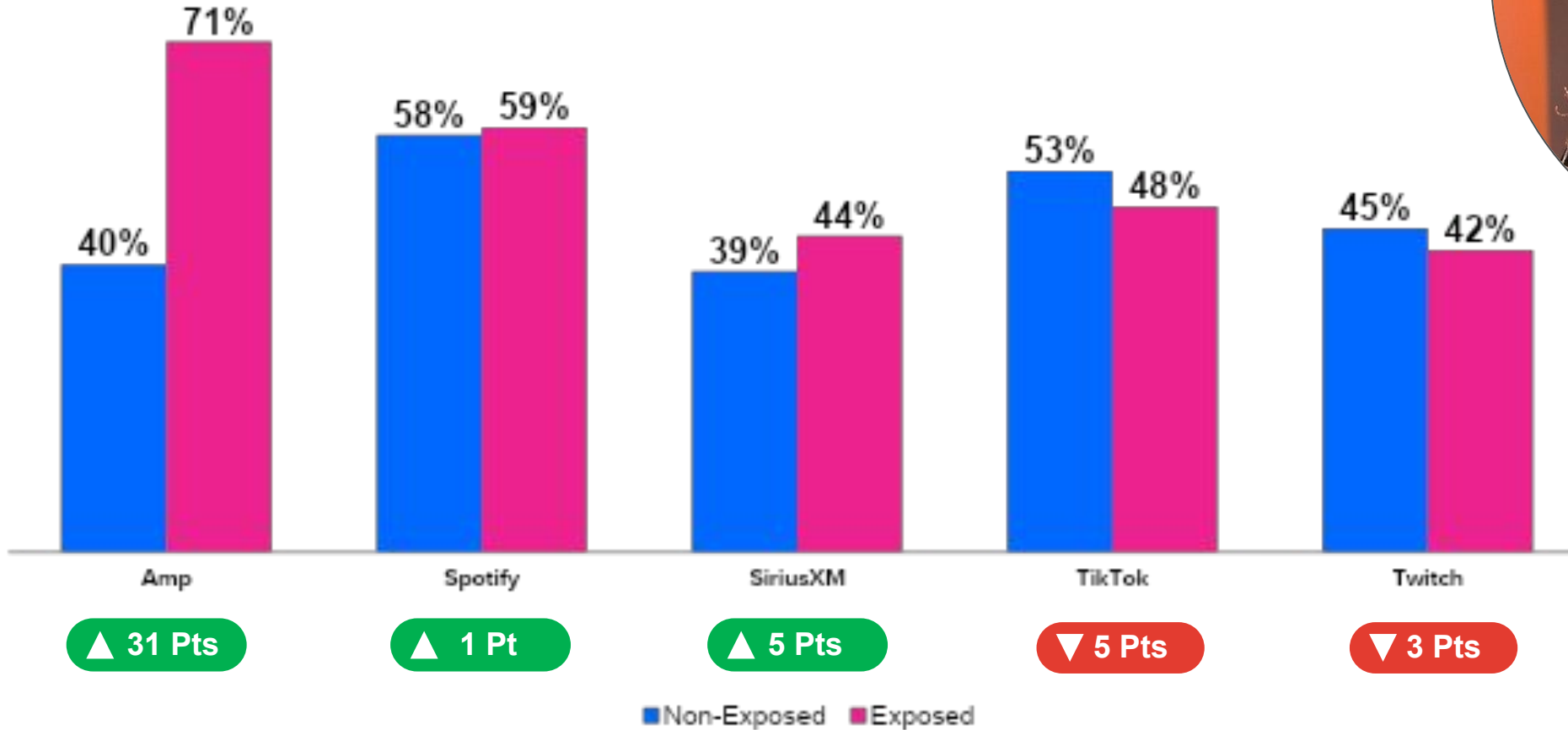


**Comscore Benchmark**  
+9 pts



# RECOMMENDATION

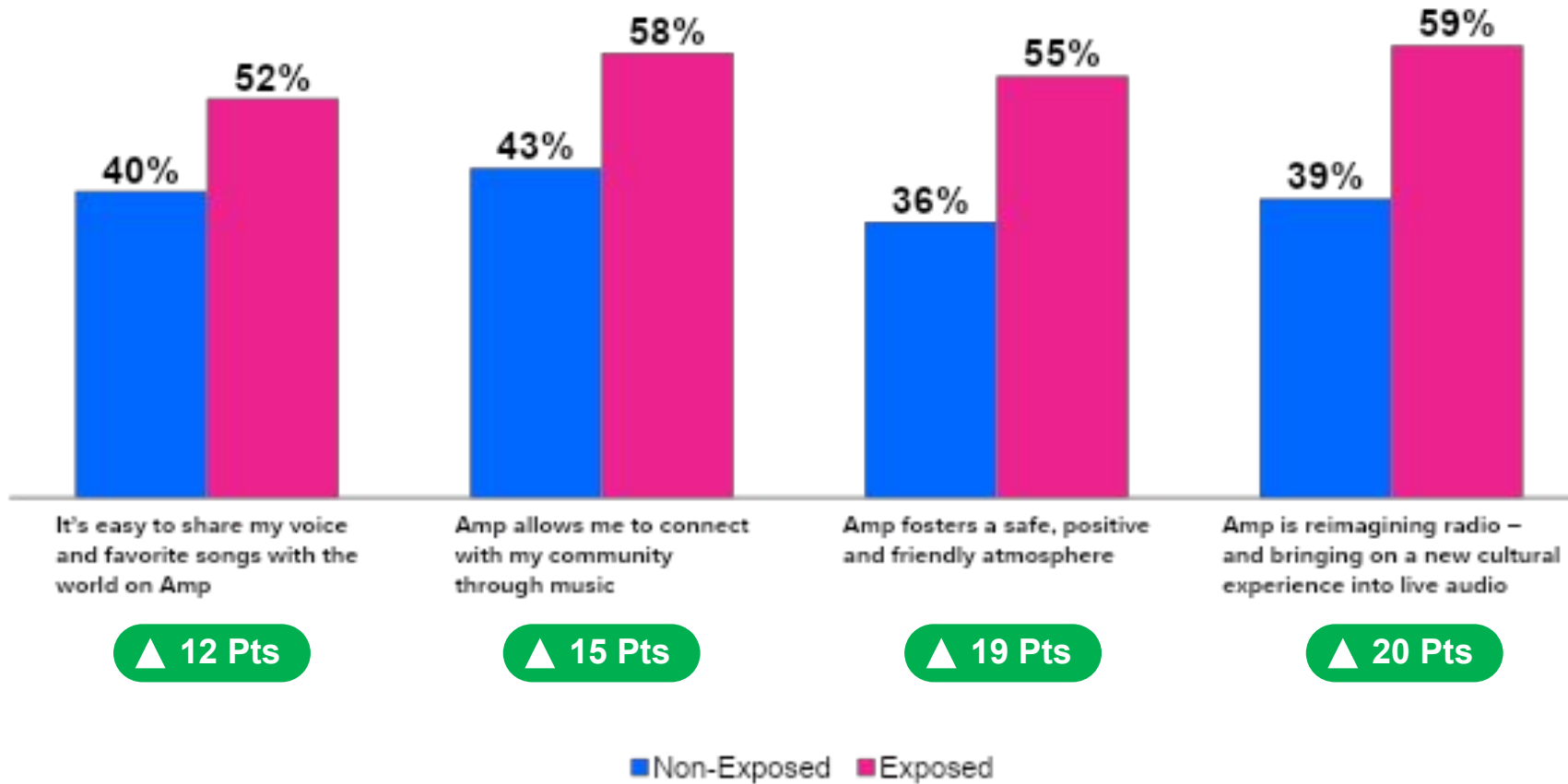
Amp saw the strongest lift (+31 pts) in Recommendation, with 71% of the exposed audience likely to recommend Amp to others. This was the largest exposed percentage among the set, showing that the campaign helps convert viewers into brand advocates.



Comscore Benchmark  
+11 pts

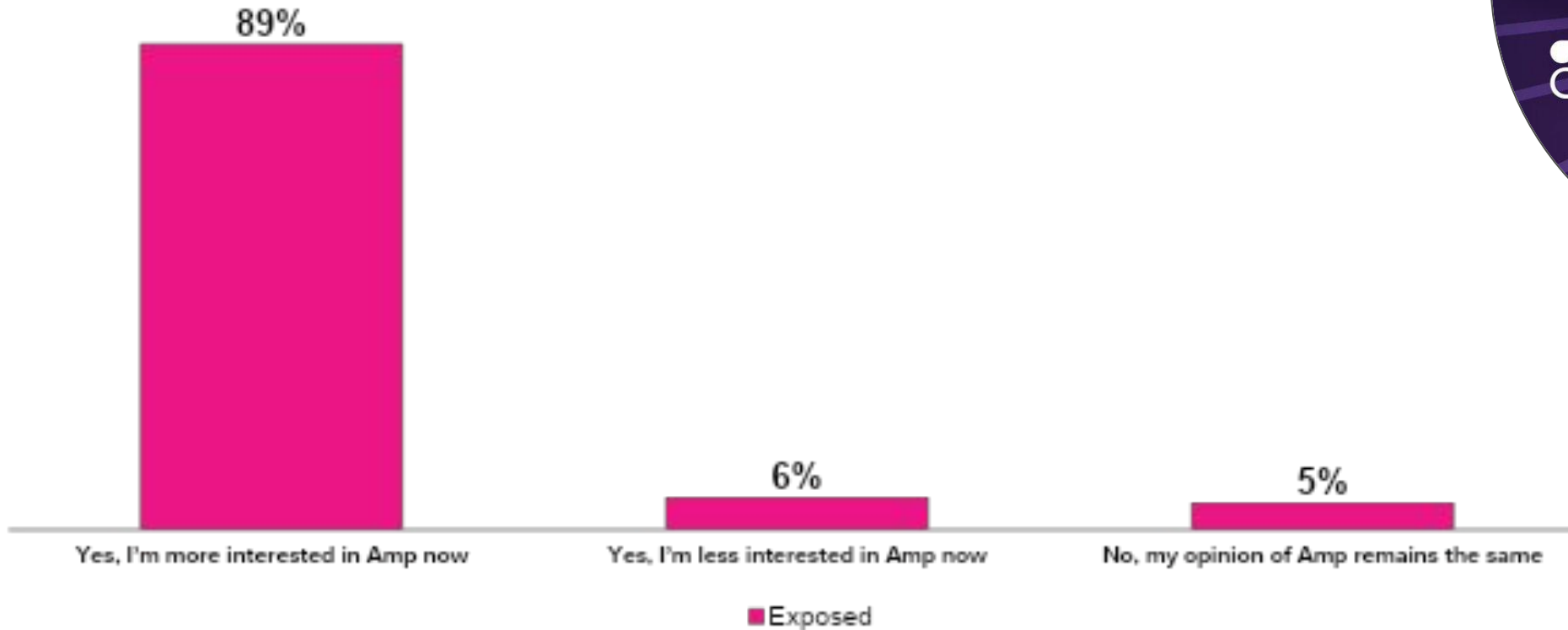
# BRAND STATEMENTS

Over half of the exposed audience agreed with each statement about Amp, showing a strong understanding and liking of its services. The most significant lift (+20 pts) came from viewers agreeing that “Amp is reimagining audio and bringing on a new cultural experience into live audio”.



# BRAND PERCEPTION CHANGE

89% of the exposed audience indicated that they had an increased interest in Amp after seeing The Shade Room's show there.



# THE SHADE ROOM x AMP BRANDED CAMPAIGN

