



ACCRETIVE
— MEDIA —

Amazon Alexa
Brand Study



Study Approach & Methodology

Accretive Media utilized a mobile survey-based approach to determine the impact the ReachTV campaign had on consumer awareness, consideration, and recommendability of Amazon Alexa in the airport

The survey was in field from May 16th and June 27th and followed a validated test and control methodology. Upon final recruitment, both the test and control cells consisted of 100 consumers

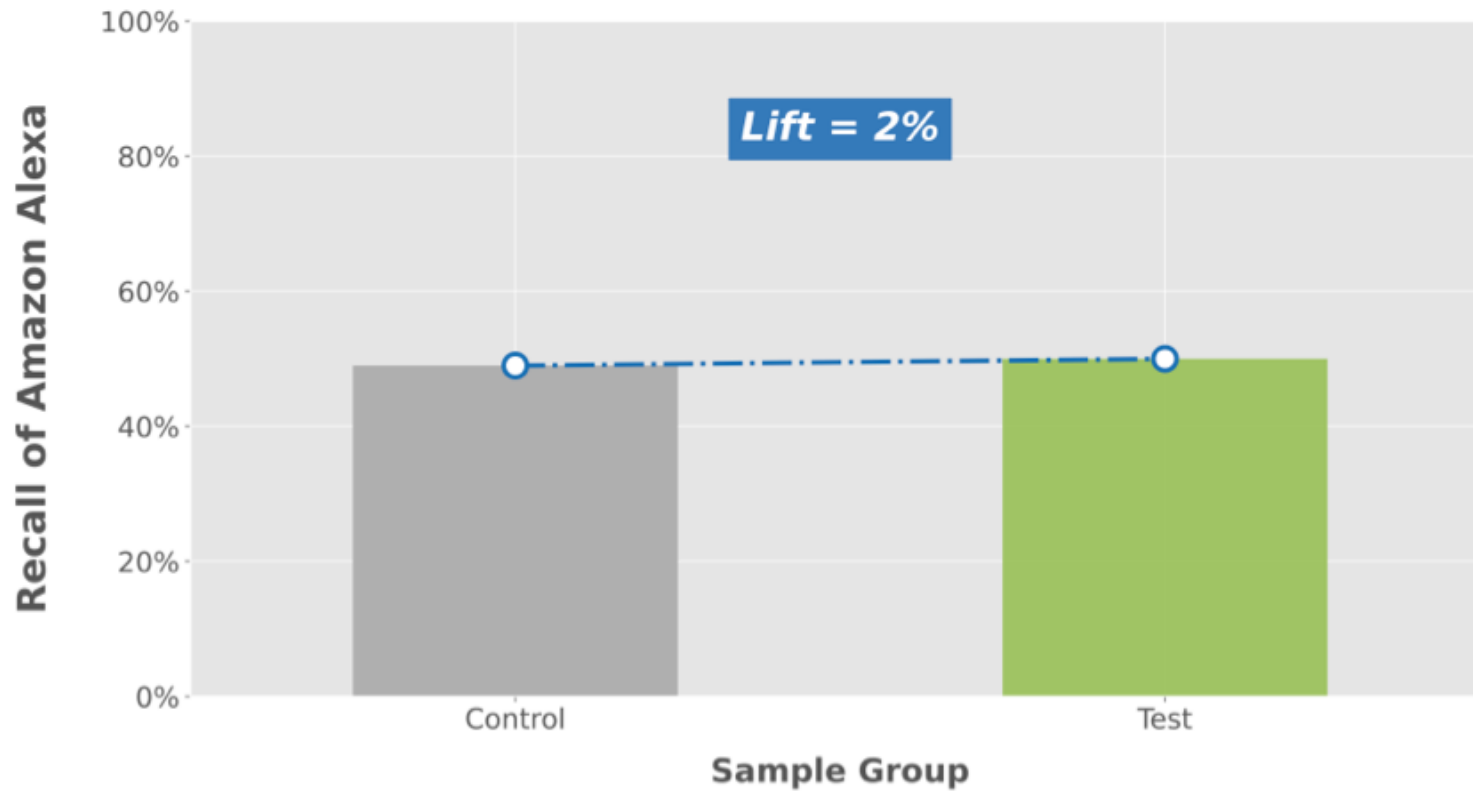
The following results are broken up into distinct sections:

- Ad Recall & Attitude
- Brand Awareness
- Recommendability and Intent
- Summary & Key Findings

Brand Awareness

Amazon Alexa Brand Awareness Lift Across Survey Sample

QUESTION OOHABA: Select the virtual assistants brands that you have heard of.



Survey Responses :

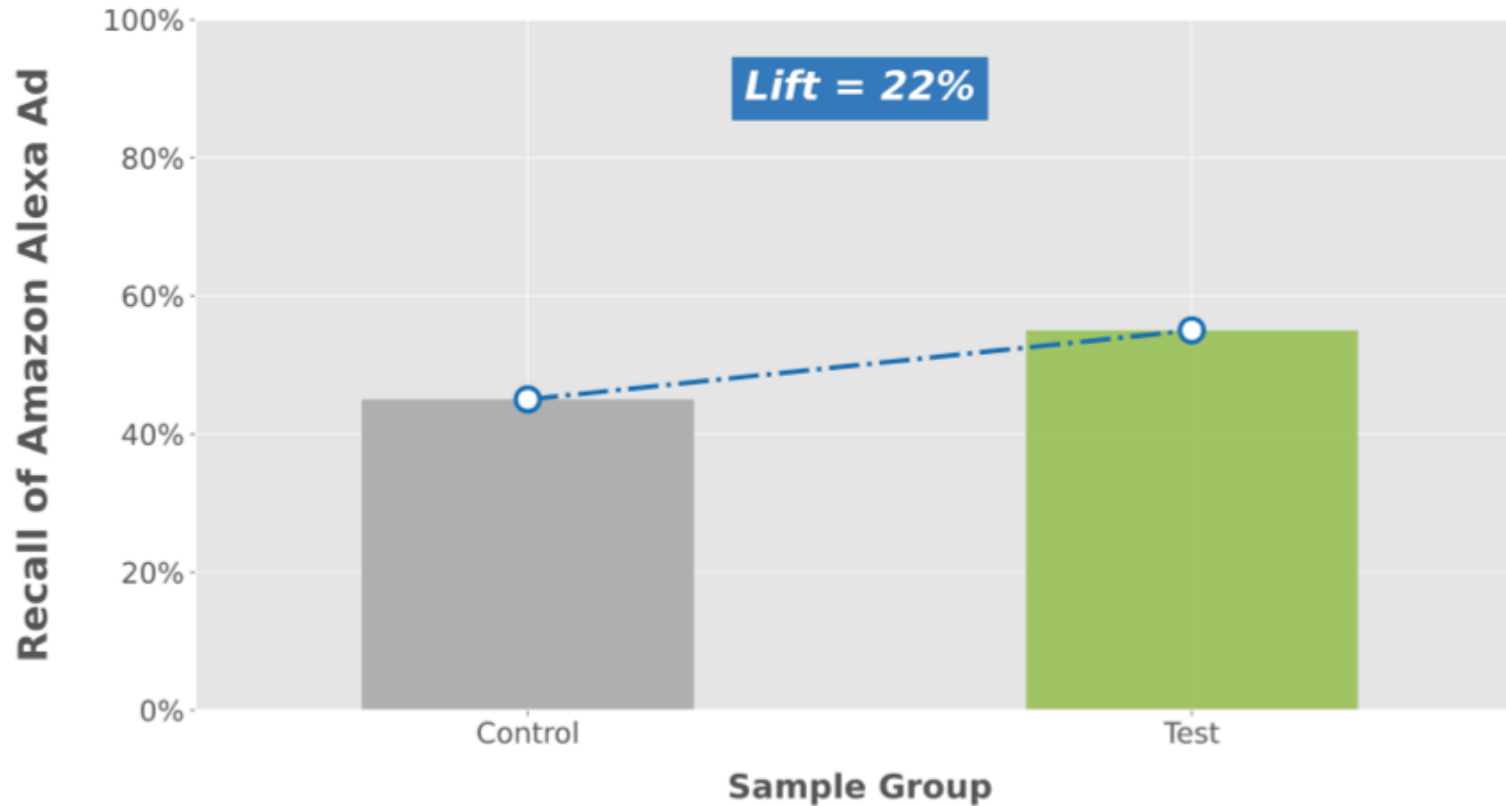
(ranked by popularity)

1. Amazon Alexa
2. Google Assistant
3. Apple Siri
4. Microsoft Cortana
5. Bixby

Aided Recall of Ads

Amazon Alexa Ad Awareness Lift Across Survey Sample

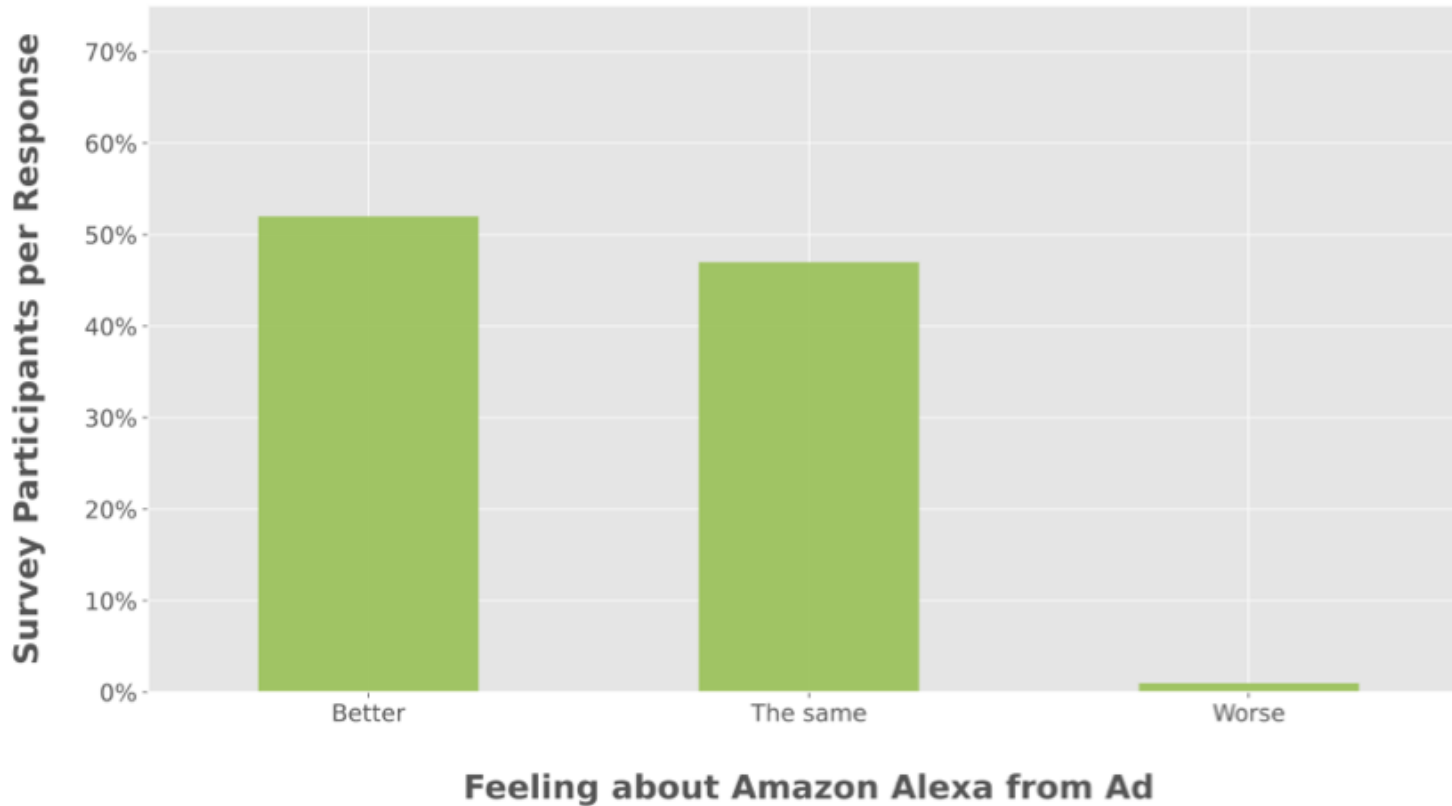
QUESTION OOHUAA: Select the brands that have you seen advertising for around the city.



Attitude Toward Ads & Ad Understanding

Feeling Towards Amazon Alexa Ad Across Test Sample

QUESTION OOHABO: How did the Ad impact your feeling about Amazon Alexa?

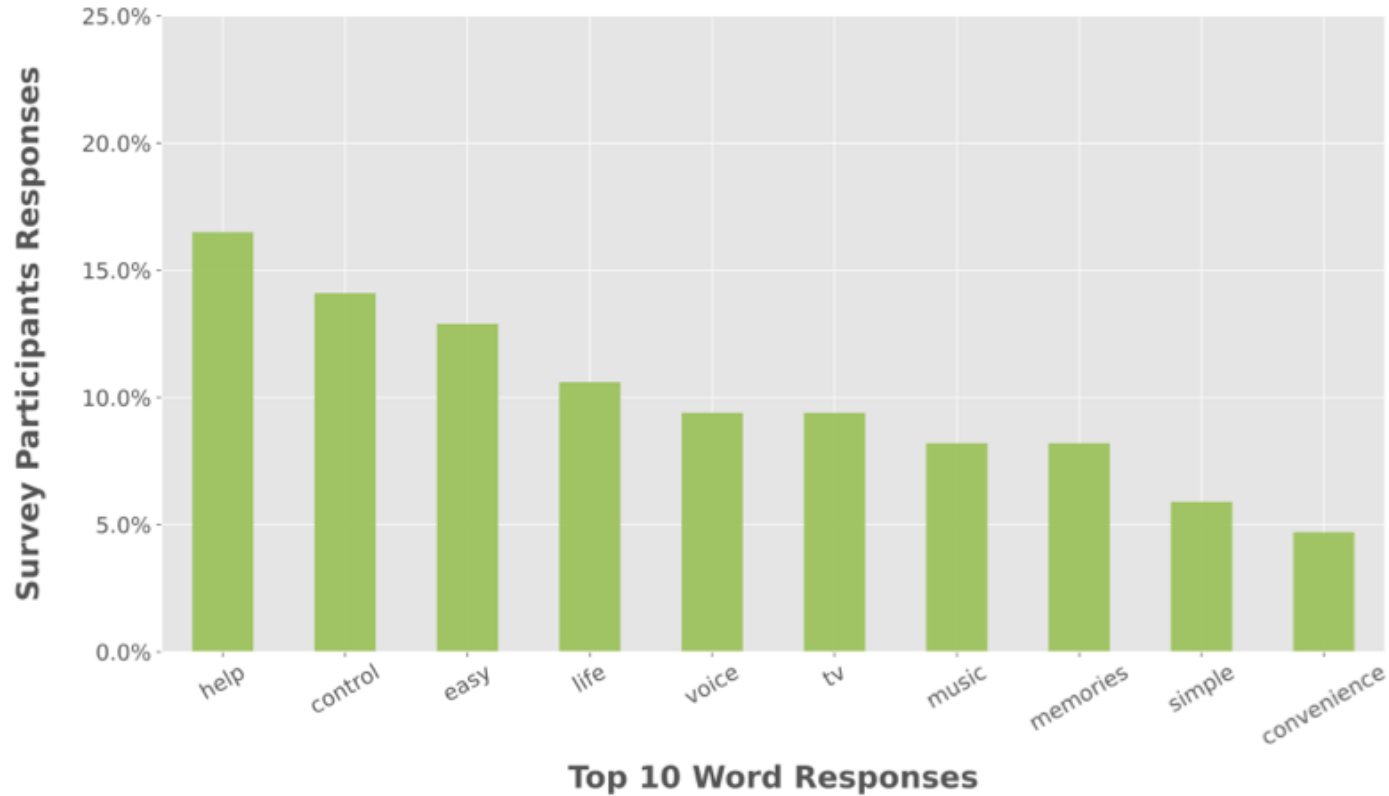


Over half of the respondents felt the ad positively impacted their association with the brand.

Attitude Toward Ads & Ad Understanding

Amazon Alexa Ad Understanding Across Test Sample

QUESTION OOHMM: What was the main message of the Amazon Alexa Ad?

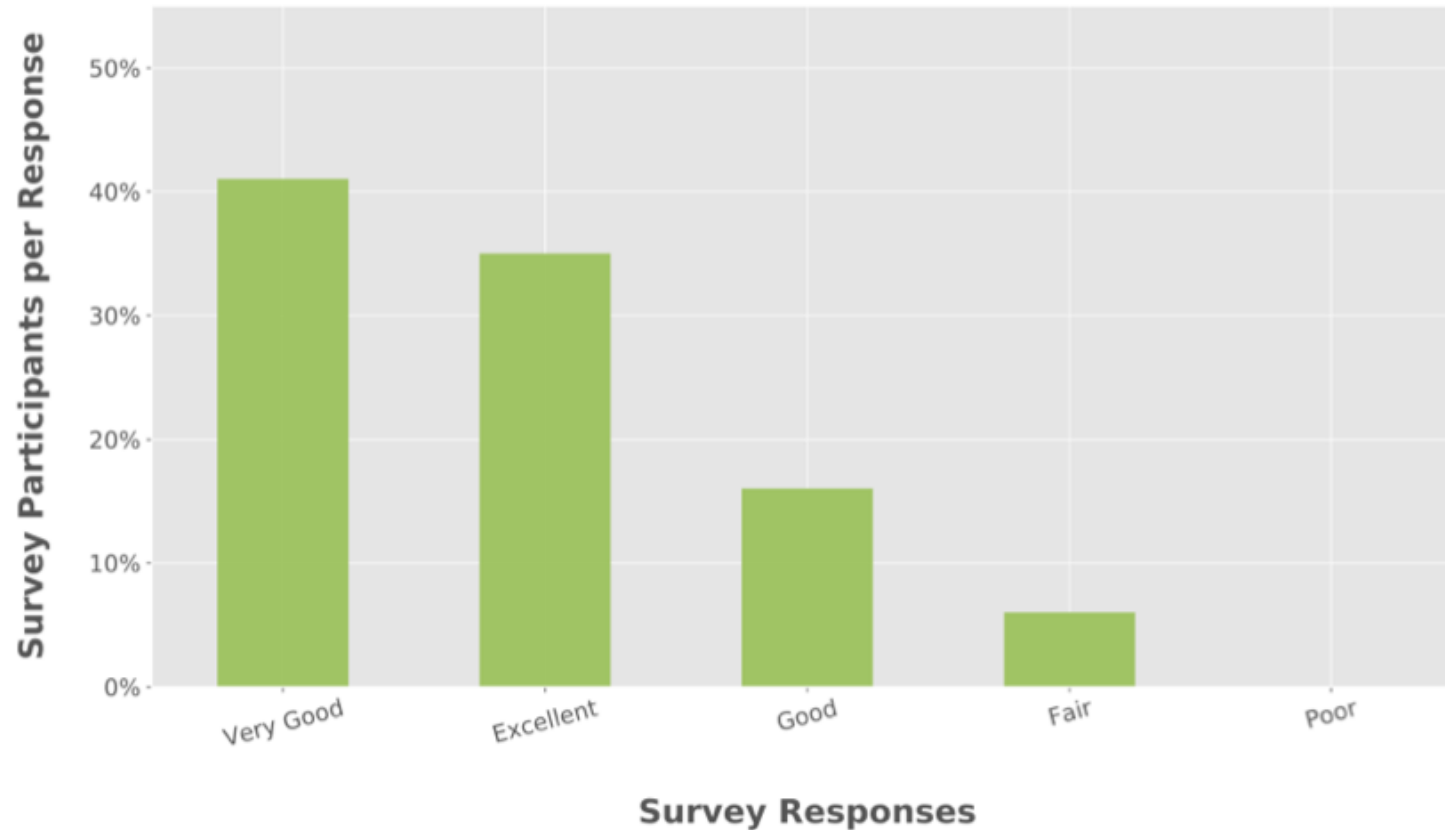


things made easier voice command gives you what you want
built in alexa that alexa can help you in different ways
alexandra is always there for you in all phases of your life
alexandra will help you live a better life
to get it done alexa helps
alexandra is completely hands free i'm not sure
listening i have eyes only for you subtitles dim lights
true love that alexa could be helpful. try alexa
not sure easy to use make life easier
listen from anywhere alexandra responding to demands
voice activated sub-titles hands free control
to keep in touch

Brand Sentiment

Amazon Alexa Brand Sentiment from Ads Recall

QUESTION OOHBO: How would you rate the Amazon Alexa brand?

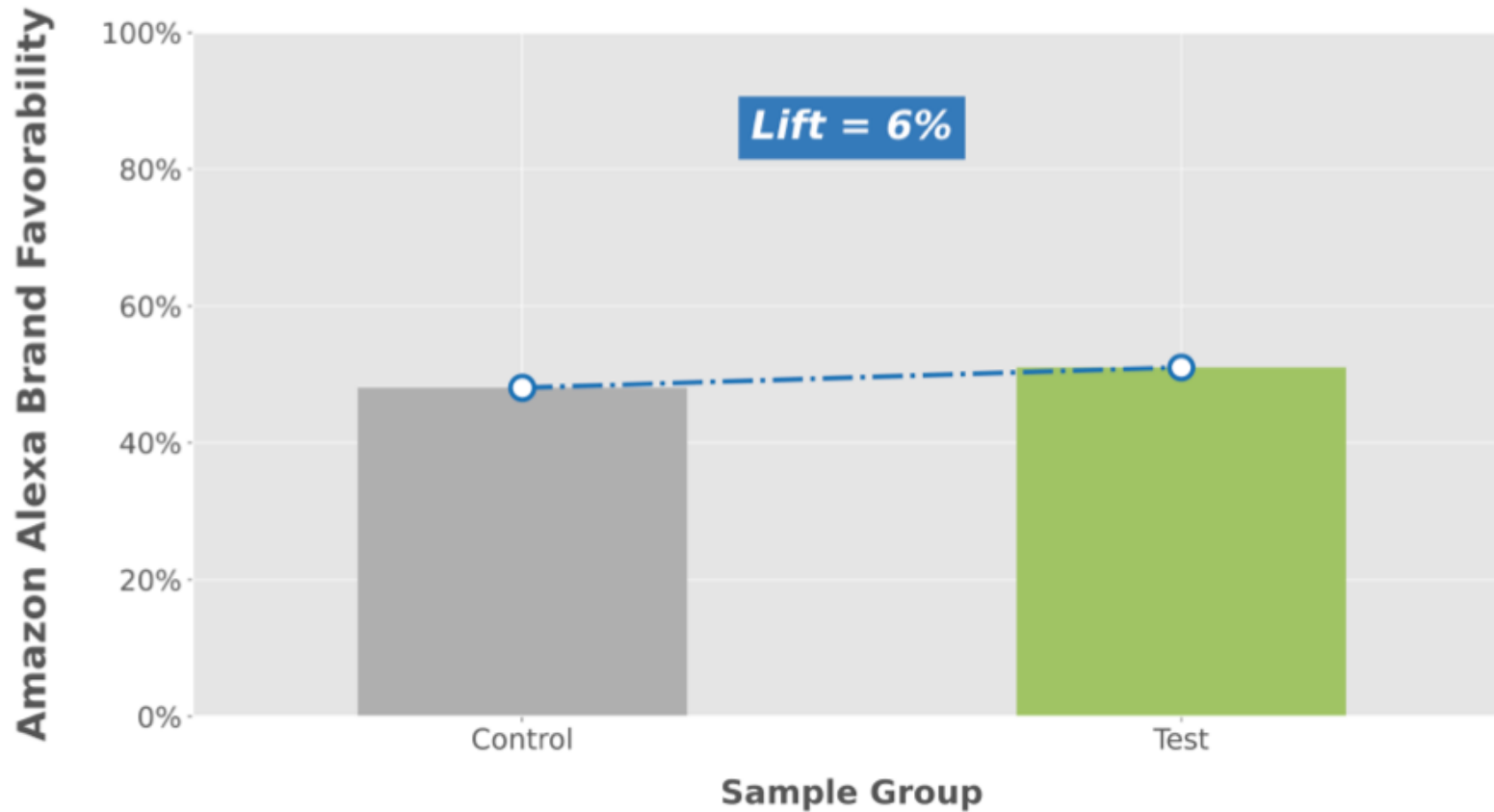


Nearly 95% of respondents had a positive impression of the Amazon Alexa brand

Favorability Lift

Amazon Alexa Brand Favorability Sentiment Across Survey Sample

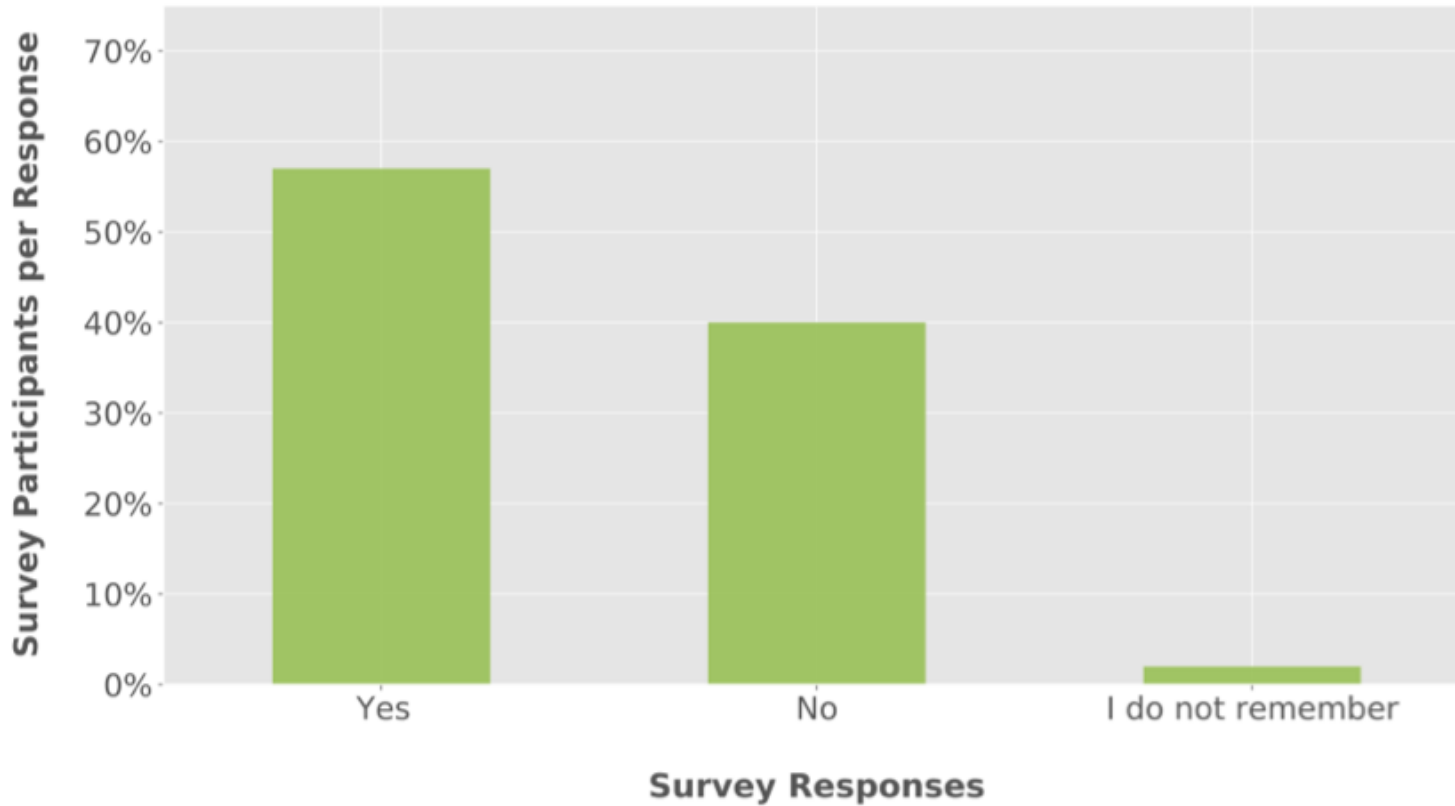
QUESTION OOHBO: Based on what you've seen, heard, or read about Amazon Alexa, how would you rate the brand?



Usage History Recall

Amazon Alexa History Recall

QUESTION OOHPEXP: Have you ever used Amazon Alexa before?

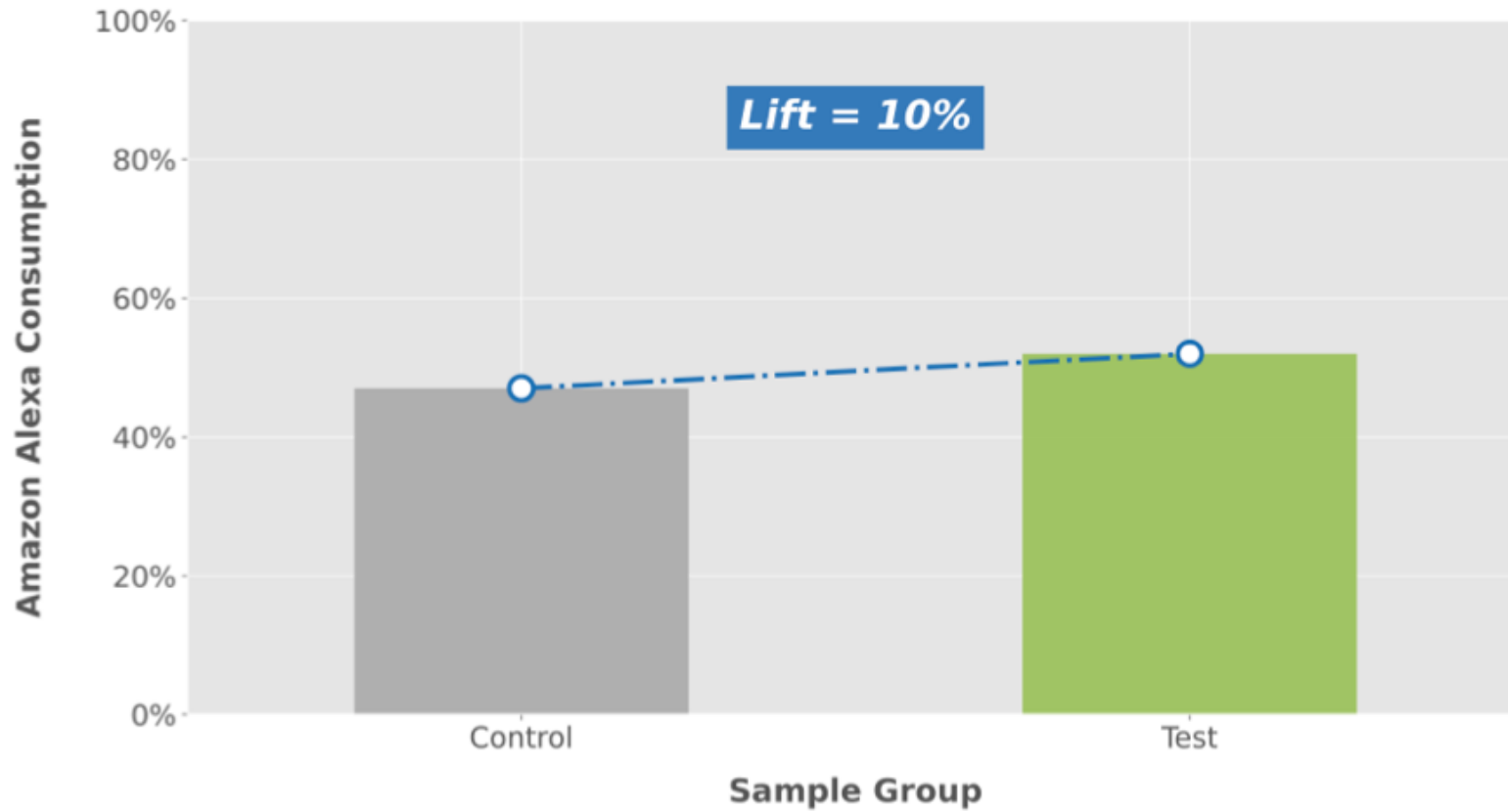


Recruitment base
comprised of both Alexa
users and non-users

Consideration/Consumption Lift

Amazon Alexa Consumption Lift Across Survey Sample

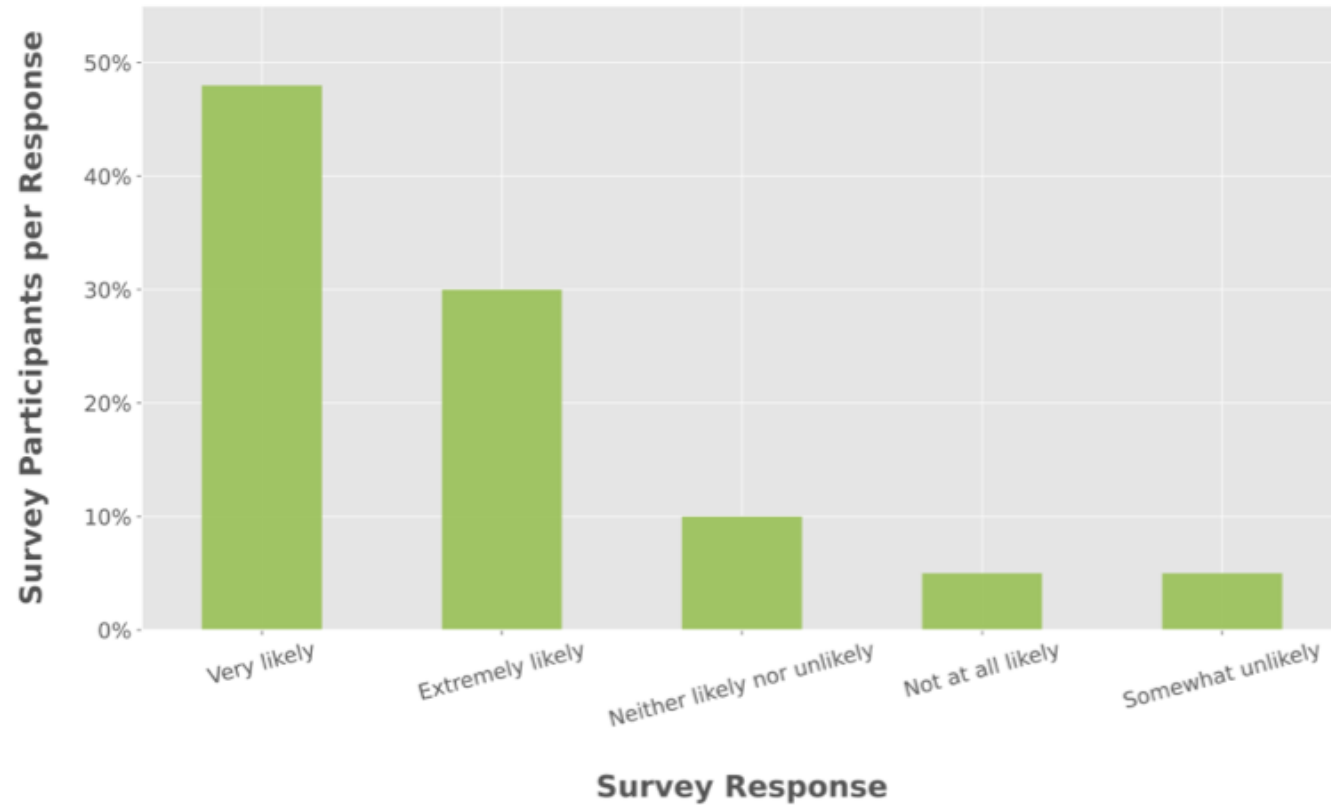
QUESTION OOHCON: How likely would you be to consider Amazon Alexa the next time you use a virtual assistant?



Intention to Recommend

Intention to Recommend the Amazon Alexa Brand

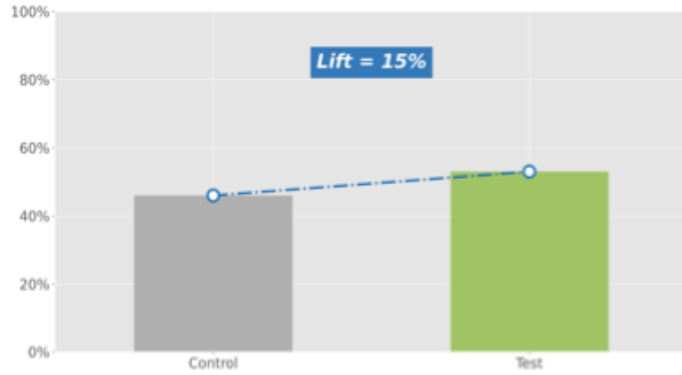
QUESTION OOHNPS: How likely are you to recommend the Amazon Alexa brand to a friend or family member?



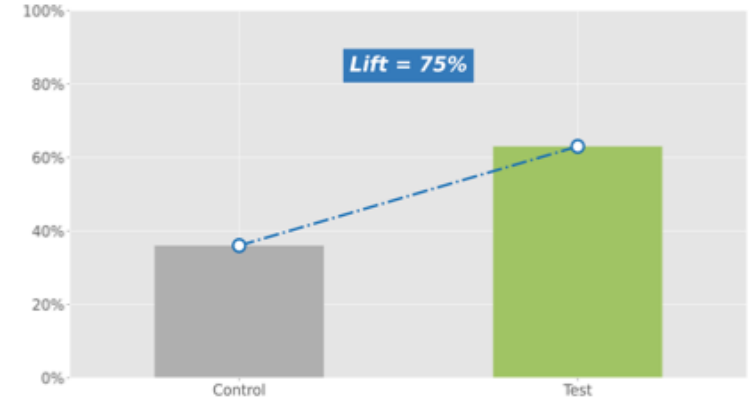
More than 75% of the surveyed audience is very likely or extremely likely to recommend Amazon Alexa

Notable Segment Lifts - Intent

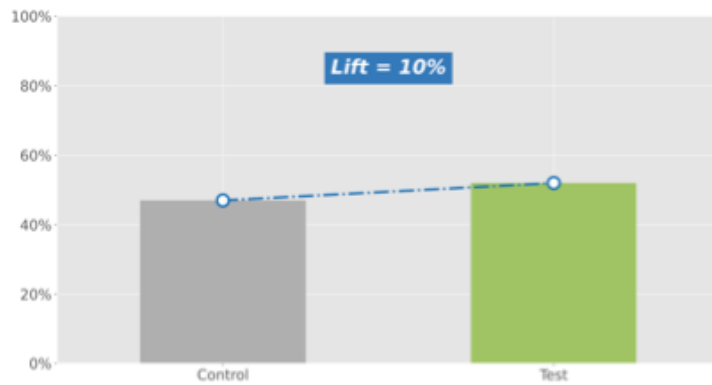
25 to 34 Years Of Age



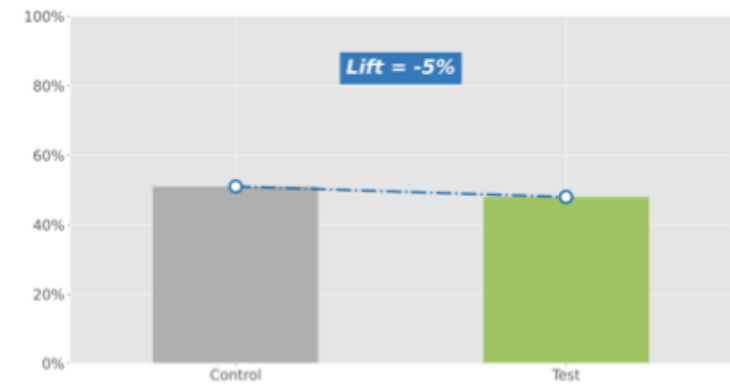
55+ Years Of Age



Asian



Hispanic



Summary & Key Findings

- While unaided awareness was relatively flat, aided awareness jumped 22% and Alexa was the top cited VA brand by respondents
- Over half of the respondents felt the ad positively impacted their association with the Alexa brand
- Roughly 95% of exposed respondents left with a positive impression of the Alexa brand
- Favorability was 6% higher among those exposed to the ad
- More than 75% of the consumers exposed to the ad were likely to recommend Alexa to family or friend (proxy for purchase)
- Campaign lifts overindexed among 25-34 and 55+ segments (creative influence?), Asians, while did not have great influence on Hispanics
- Overall, airport had positive impact on Amazon and Alexa

Thank You



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