

Online advertising campaigns effectiveness Portal Yandex.Music

August 2011

Prepared for

The Yandex logo is presented within a white arrow-shaped graphic pointing to the right. The letter 'Y' is red, and the remaining letters 'andex' are black.

Yandex

The Nielsen logo is displayed inside a white circle. The word 'nielsen' is written in a lowercase, blue, sans-serif font, with a horizontal line of seven dots positioned directly below it.

nielsen



Details of Advertising Campaigns
Research Methodology

Results: influence of advertising
on the key brand indicators

Portal Yandex.Music:
visitors, the frequency of visits

Main summary

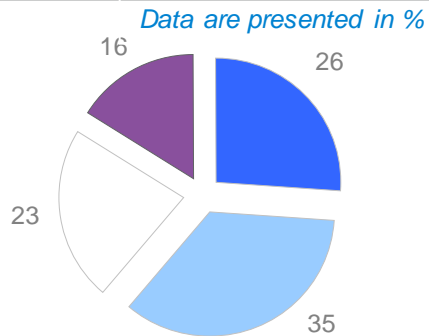
Advertising campaigns on the portal Yandex.Music

Research Methodology



- Yandex considers the possibility of launching a new advertising format on the Yandex.Music web-portal
- As a part of promo advertising campaigns held in different categories, Nielsen evaluated the effectiveness of advertising campaigns in the following categories:
 - Auto
 - Insurance companies
 - Chewing gum
 - Deodorants for men
 - Laptops
- Dates of advertising campaigns:
 - June-July 2011

- **Fieldwork period:**
 - **July 2011**
- **Target Audience :**
 - **Male/Female (50%/50%)**
 - **18-54 y.o. (Quotas for age represent Internet users in Russia)**
 - **Middle and High income (scale of self-identification)**



- **The sample consists of two subgroups:**

- **Exposed group:** people who visited Yandex.Music portal during advertising campaigns
- **Control group:** non visitors of the portal
- ~500 respondents interviewed in each group

The influence of advertising campaigns on key brand indicators



(1) BRAND AWARENESS

Spontaneous brand awareness

When thinking about (CATEGORY), which brands comes to your mind?

SPONTANEOUS

Aided brand awareness

Look at the list of brands (CATEGORY), which of these brands do you know?

SHOW BRANDS` LIST

(2) ONLINE ADVERTISING AWARENESS

Spontaneous advertising awareness

Which brands (CATEGORY) have you seen advertised online in the past 30 days?

SPONTANEOUS

Aided advertising awareness

Which of the following brands (CATEGORY) have you seen advertised online in the past 30 days?

SHOW BRANDS` LIST

(3) BRAND FAVOURABILITY

How would you describe your overall opinion about each of the following brands (CATEGORY)? Which of the following brands you like or dislike?

(4) BRAND RECOMENDATION

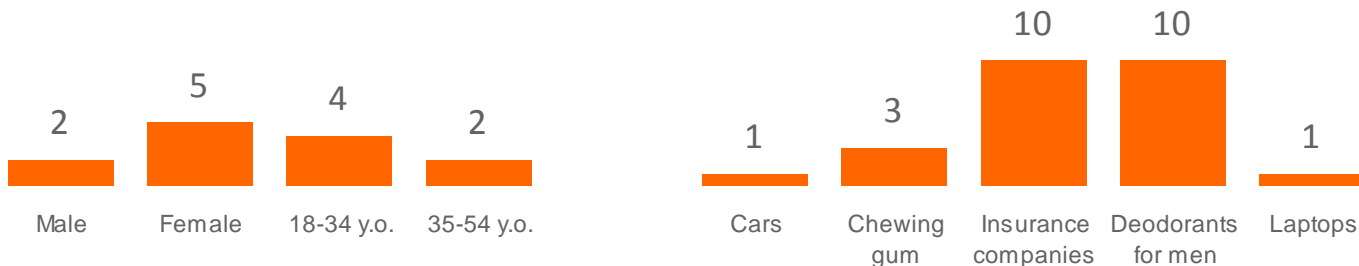
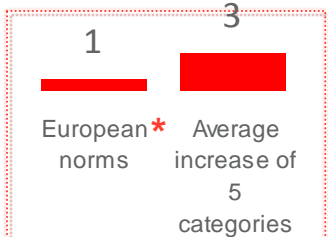
How likely are you to recommend or not to recommend each of the following brands (CATEGORY)?

Advertising effect on Yandex.Music

Spontaneous Brand awareness: advertising campaign influenced positively on the awareness rate (increase is higher than the European norms).

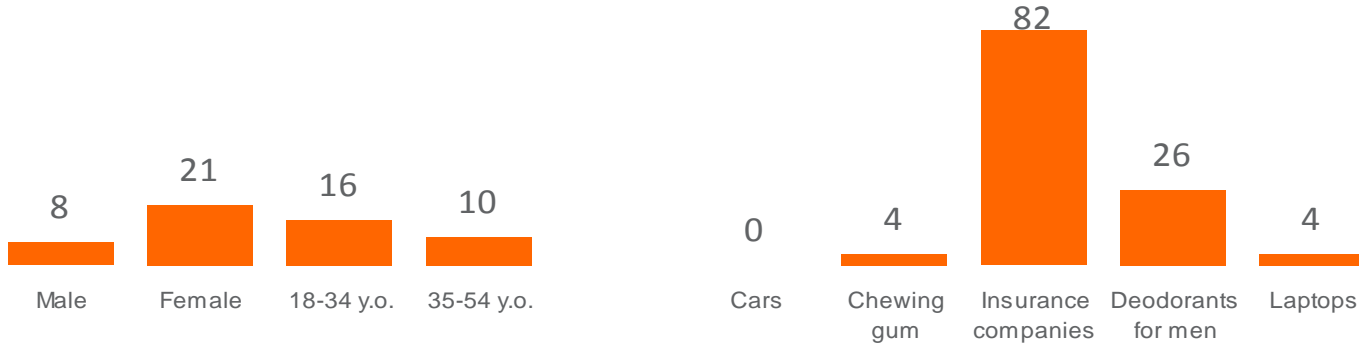
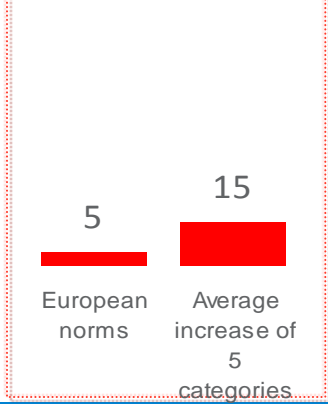
Difference between indicators in exposed and control group

The average difference (expressed in % points) = % on indicator in exposed group - % on indicator in control group



Percentage indicators increase in exposed group

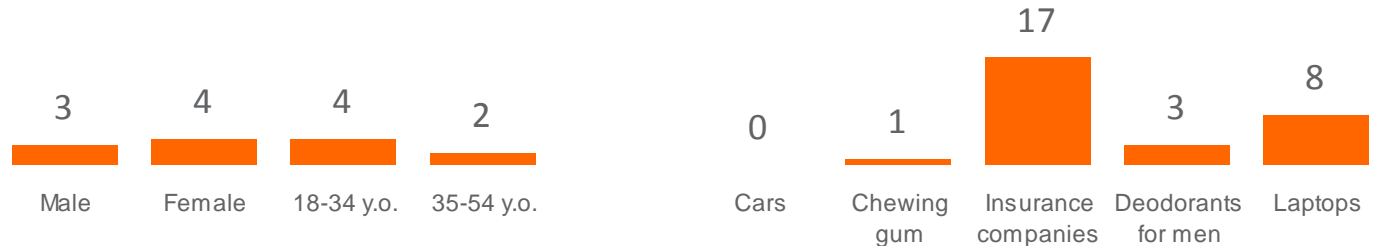
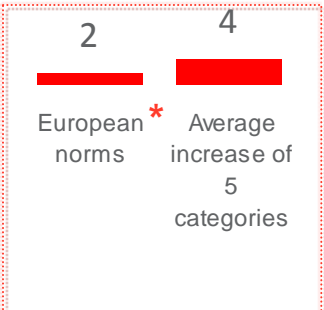
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The increase of **aided brand awareness** is not as significant as spontaneous brand awareness knowledge due to high initial awareness rates.

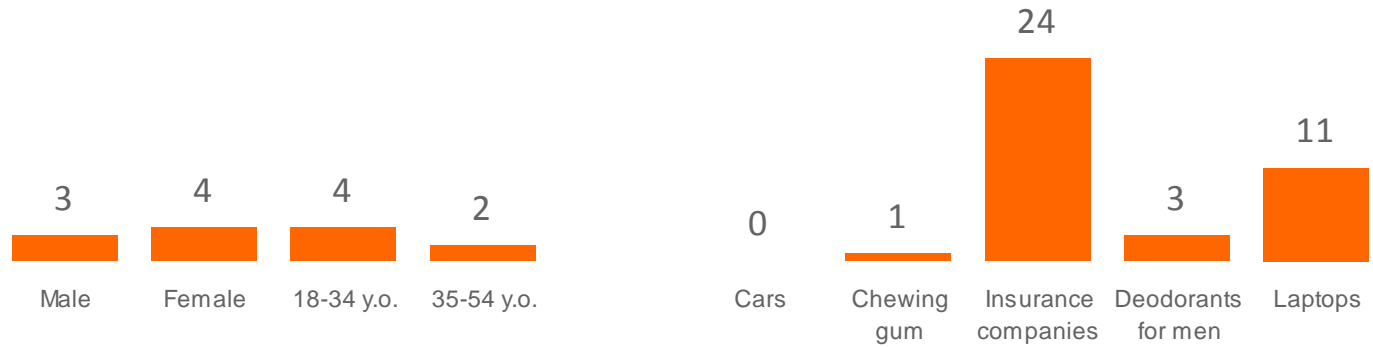
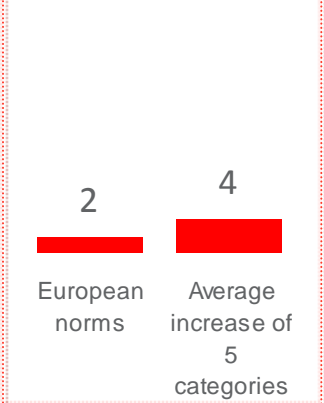
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Percentage indicators increase in exposed group

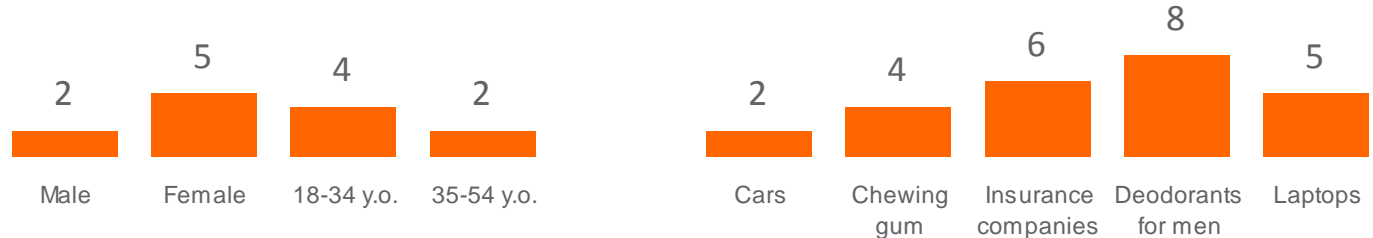
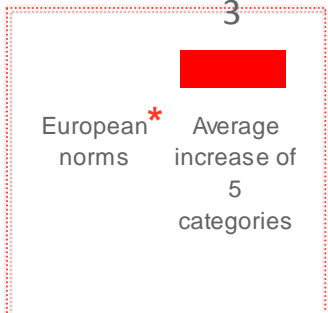
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The positive impact of advertising campaign on **spontaneous online advertising awareness** practically is repeating the same trends of spontaneous brand awareness.

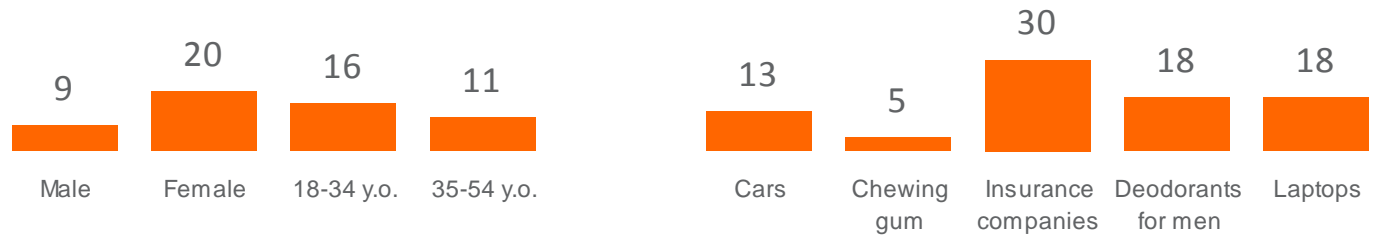
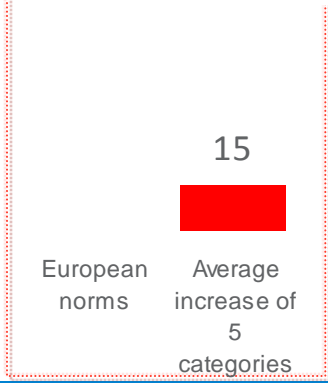
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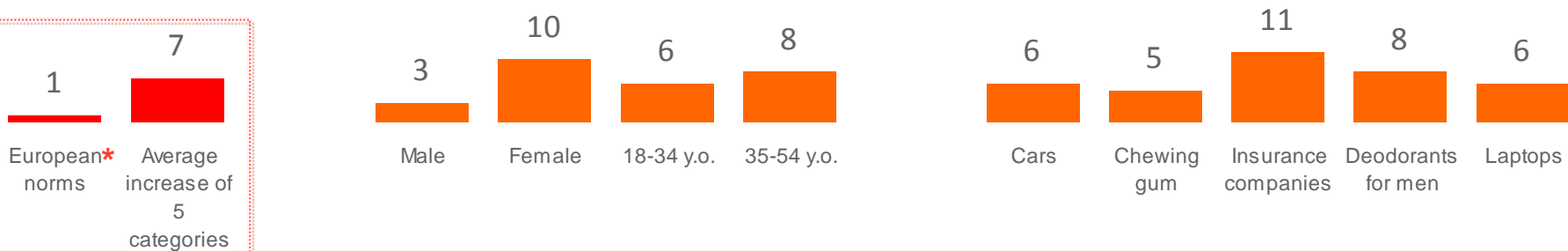


The advertising campaigns on Yandex.Music had the high impact on Aided online advertising awareness.



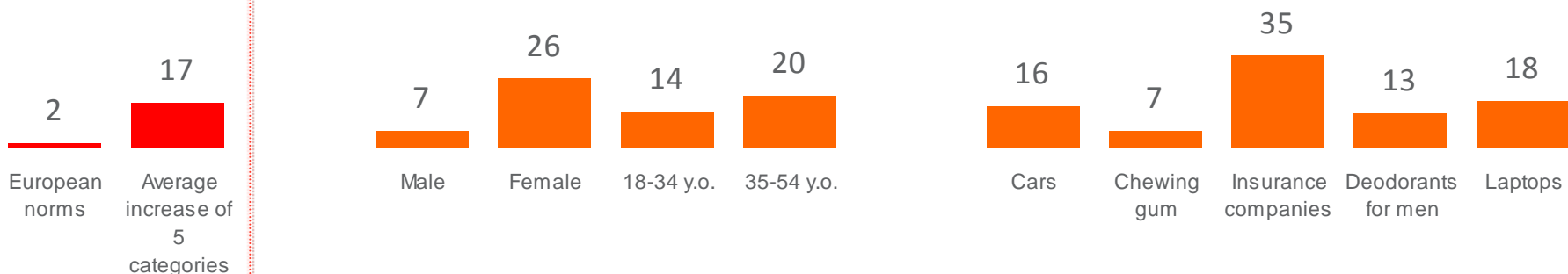
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Percentage indicators increase in exposed group

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Correlation of spontaneous brand awareness and advertising awareness: high recall of advertising leads to a significant growth brand awareness

SPONTANEOUS BRAND AWARENESS

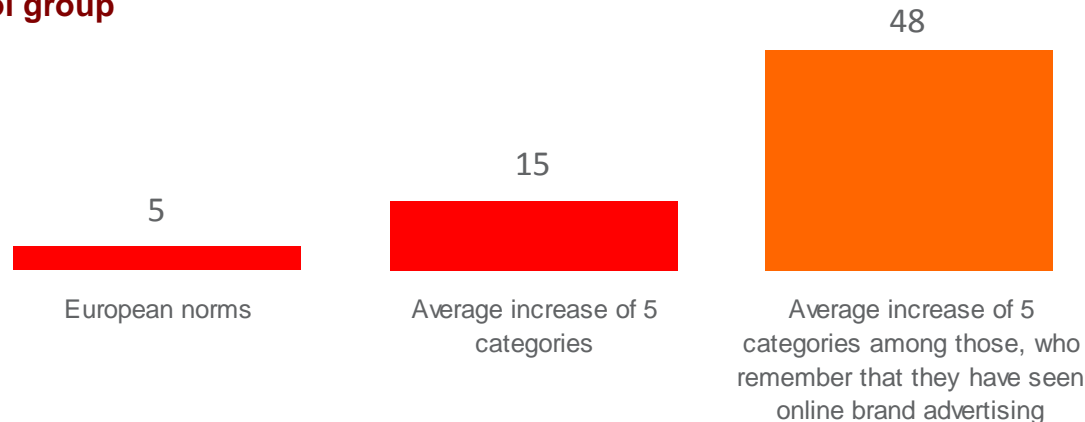
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Percentage indicators increase in exposed group

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**Yandex.Music:
reasons and visiting frequency.
visitors profile: main occupation and income**



Portal Yandex.Music: the average rate of visiting the portal is 9 times per month. 63% of respondents visit the portal once a week and more. The main actions are music search and listening.

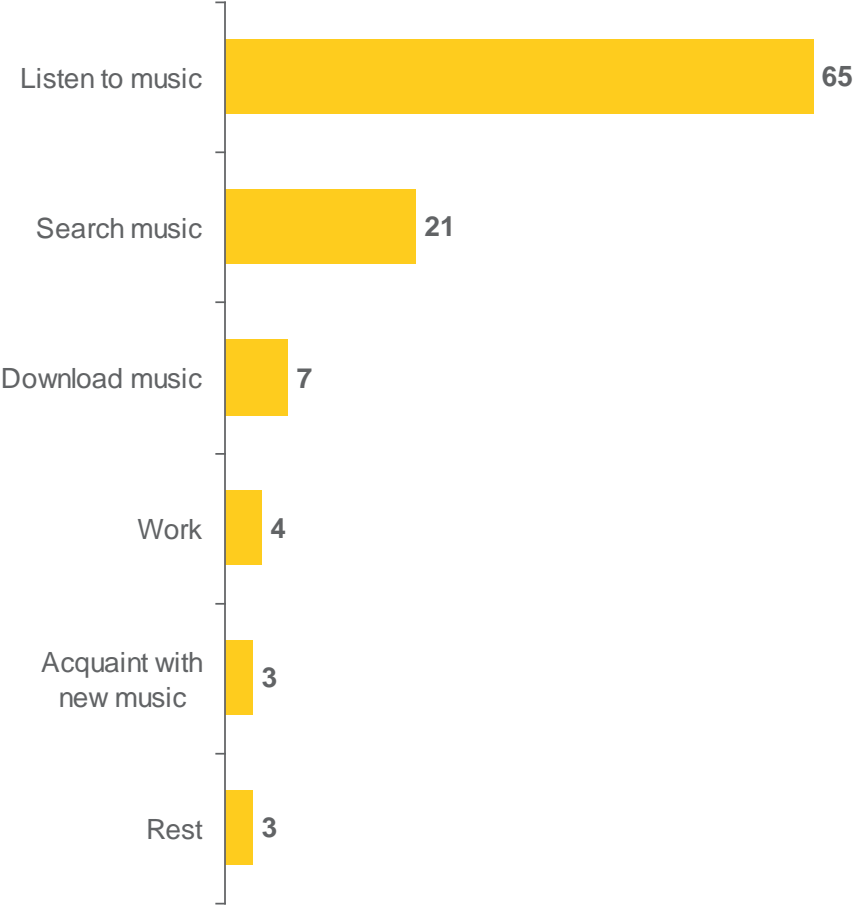
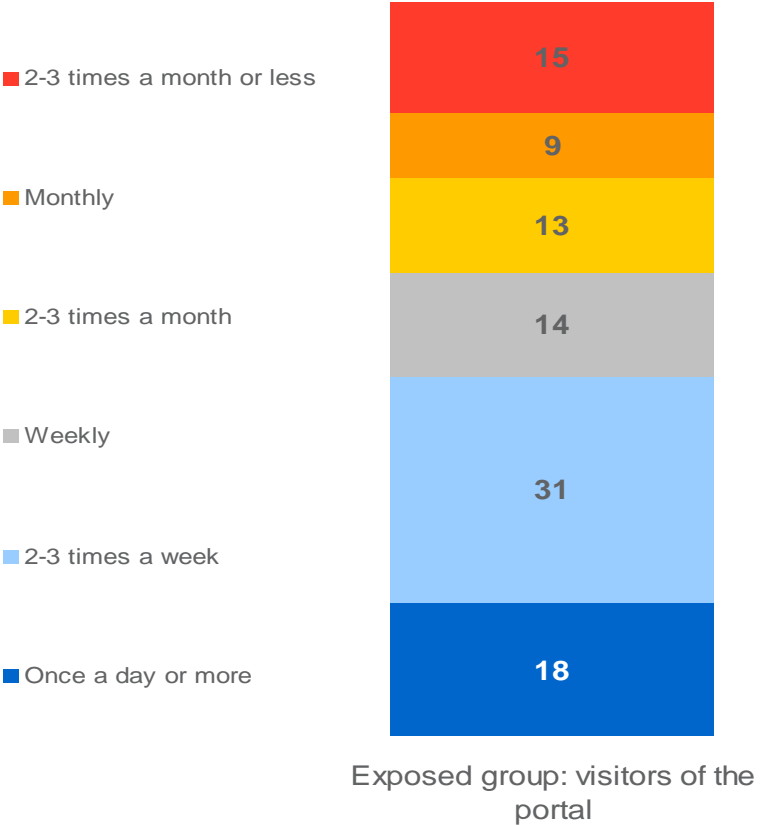


Data is represented in %

Frequency of visits

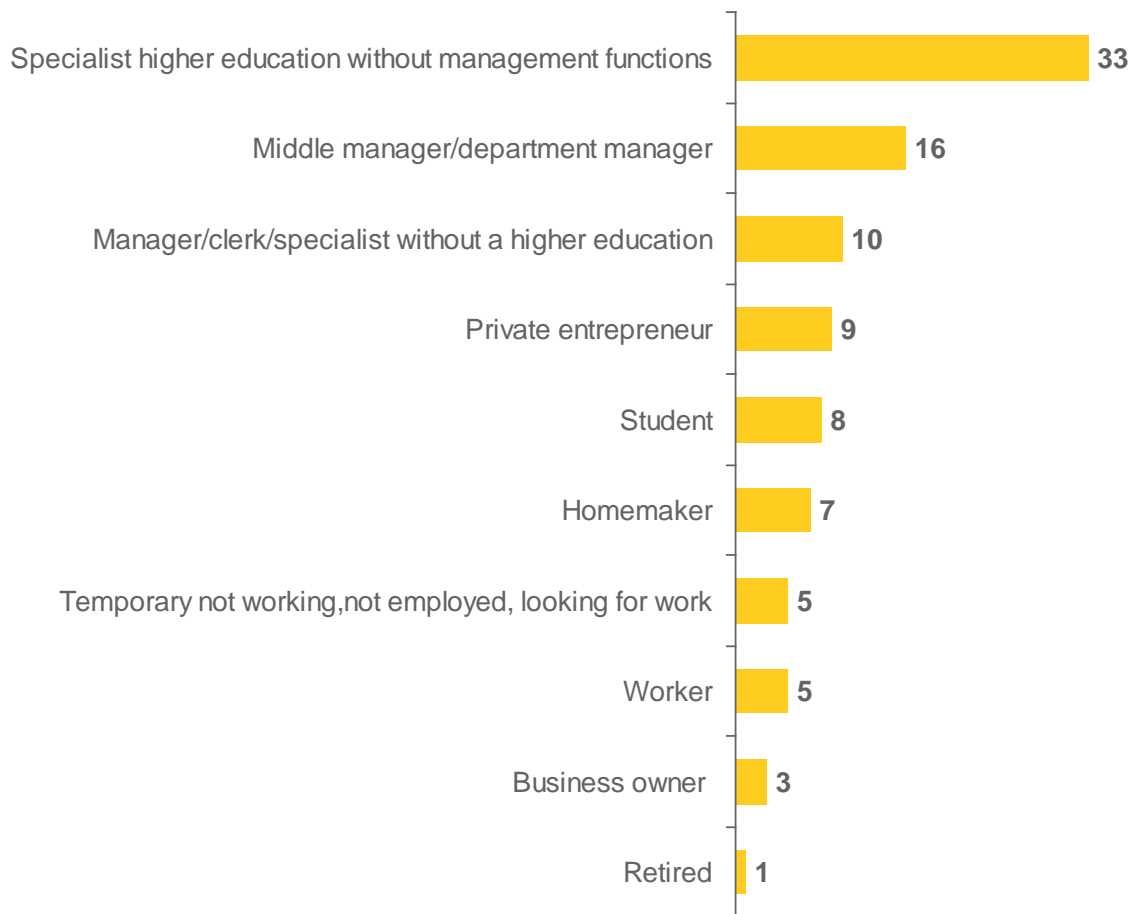
Key actions when visiting the portal

Average frequency : **9,6 times a month**



Visitors profile Yandex.Music: main occupation

Data is represented in %



Visitors Profile Yandex.Music: the average income of portal visitors is higher than the average income of non-visitors



Data is represented in %

Household income

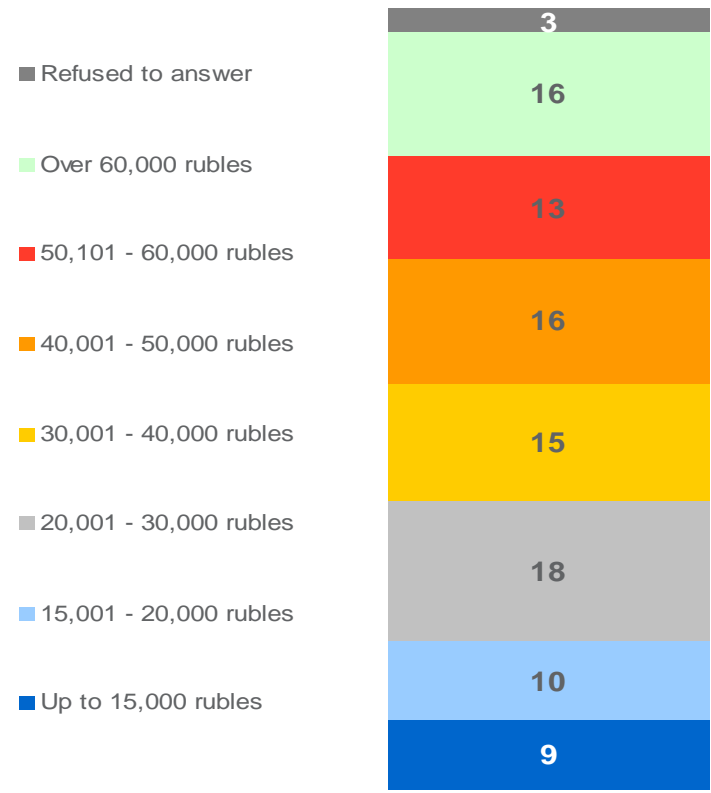
Personal income

The average income: **37,9 thousand Rubles in a month**

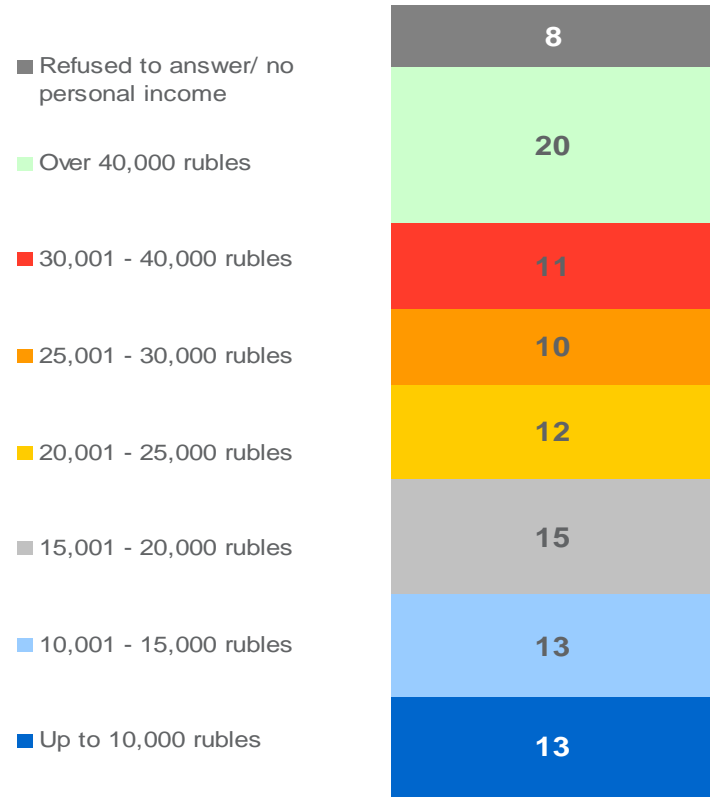
The average income: **26,5 thousand Rubles in a month**

For comparison the average household income among non visitors of the portal is **34,8 thousand Rubles in a month**

For comparison the average personal income of non visitors of the portal is **24,7 thousand Rubles in a month**



Visitors of the portal



Non-visitors of the portal



P9. Please, tell me what the total monthly household income ?
Please add up the salaries, scholarships, pensions, benefits of all family members living with you.
P10. And what is your total PERSONAL monthly income?

Base:
Exposed group: those who have visited the portal
Control group: those, who have not visited the portal

(1) In general the advertising campaigns on the Yandex.Music portal made a positive impact on the key brand health indicators:

- ✓ the average growth rates for 5 studied categories was **12%**.

(2) The most positive influence on brand awareness and online advertising awareness was marked in such categories as:

- ✓ **Insurance** – spontaneous brand awareness increased by **82%** and spontaneous advertisement awareness increased by **30%**
- ✓ **Deodorants for men** (probably due to a successful creative component of this brand campaign) – spontaneous brand awareness increased by **26%** and spontaneous advertising awareness increased by **30%**

(3) Aided brand awareness indicator made very positive impact on advertising campaigns on Yandex.Music, confirming the ability of the new ad format to make it more memorable.