



The Brand Value of Search

Consumer Packaged Goods Industry Study

July 2008

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Background and Objectives

Background

Search is great for direct response...But does it have value as a branding tool?

Objectives

Measure brand impact of paid search ads on ***generic search terms*** (e.g., drinks, make-up, etc.) for four product categories in CPG:

- Cosmetic
- Beverage
- Food/Snack
- Household Cleaning/Laundry

Search Engine Results Page (SERP)

The image shows a Google search results page for the query "healthy snacks". The search bar at the top contains the text "healthy snacks" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the text "Web" is on the left and "Results 1 - 10 of about 1,510,000 for healthy snacks. (0.14 seconds)" is on the right. The main content area is divided into two columns. The left column contains several search results, each with a blue title, a brief description, and a URL. The right column contains a "Sponsored Links" section with three sponsored results, each with a blue title and a brief description. Three red rectangular boxes are overlaid on the page: one on the "Test Brand" text in the top-left result, one on the "Test Brand" text in the top-right sponsored result, and one on the "Test Brand" text in the second result in the left column.

Google [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 1,510,000 for [healthy snacks](#). (0.14 seconds)

Test Brand

Test Brand

Test Brand

[Smart Snacking](#)
Healthy snacks are essential for busy teens. Read this article to find out how eating small, nutritious meals throughout the day can keep your energy level ...
kidshealth.org/teen/food_fitness/nutrition/healthy_snacks.html - 23k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Snacks: How they fit into your weight-loss plan - MayoClinic.com](#)
Snacks — Discover creative and healthy ways to satisfy your hunger. ... Eating a healthy snack of low-fat crackers or fruit may stop you from taking second ...
www.mayoclinic.com/health/healthy-diet/HQ01396 - 30k - [Cached](#) - [Similar pages](#) - [Note this](#)

[A Visual Guide to 15 Healthy Snacks](#)
Most vending machines are stocked full of junk food. With a bit of planning it is possible to replace those snacks with foods that will nourish your body.
www.diet-blog.com/archives/2007/06/04/a_visual_guide_to_15_healthy_snacks.php - 57k - [Cached](#) - [Similar pages](#) - [Note this](#)

[\[PDF\] Healthy School Snacks](#)
File Format: PDF/Adobe Acrobat - [View as HTML](#)
directors, and parents for serving healthy snacks and beverages to children in the classroom, in after-school programs, at soccer games, and elsewhere. ...
www.cspinet.org/healthysnacks/ - [Similar pages](#) - [Note this](#)

[Healthy Snack Store](#)
We offer a healthy line of snacks that are a great alternative to the sugary and preservative based filler snacks found on most grocers shelves.
www.healthysnackstore.com/ - 30k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

[Planters® NUT-rition®](#)
Discover Planters NUT-rition Today.
Built For Your Healthy Lifestyle!
www.nutnutrition.com

[Grape-Nuts Cereal](#)
Genuine Cereal for Genuine Men.
Visit Us to Get Back to Basics.
www.NoGrapesNoNuts.com

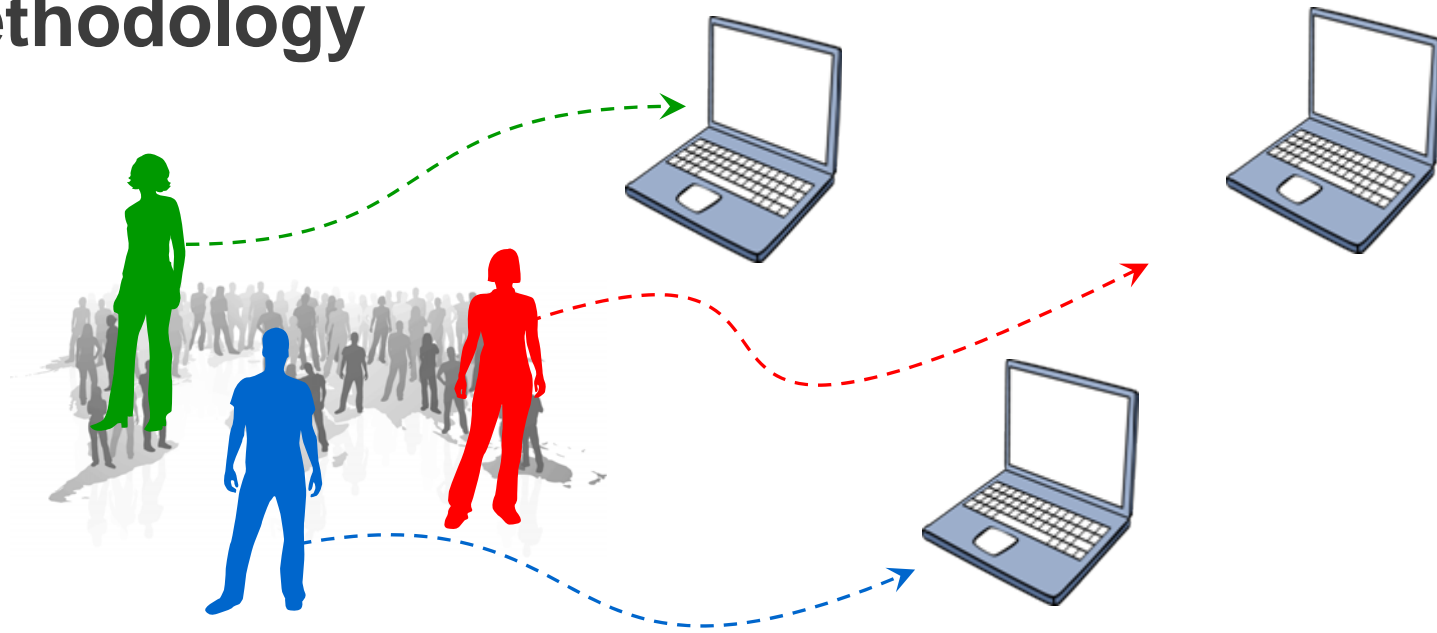
[Healthy Snacks](#)
Lowfat Baked Goods, Healthy Chips
Wide Assortment - Order Online Now!
www.SnacksForLife.com

[Healthy Tailgating Snacks](#)
Visit AOL Health, Formerly AOL Body
Find Health, Diet, & Fitness Tips!
www.AOLHealth.com

["How I Lost 55 Pounds"](#)
Amazing Chinese Weight Loss Secret
As Seen On CNN, NBC, CBS & Fox News
www.Wu-YiSource.com

[Shape Healthy Snacks](#)
Start Eating Right Today -
Snacks, Healthy Recipes & More!
www.Shape.com

Methodology



- Survey respondents were only exposed to one *generic search term* (e.g., *drinks, make-up, etc.*) SERP in one of four product categories – *Beverage, Cosmetic, Food/Snack, Household Cleaning/Laundry* – followed by a brand survey designed to measure brand impact:
 - Aided brand awareness
 - Unaided brand awareness
 - Purchase consideration
 - Purchase intent

Beverage Category

Key Findings: Beverage Test Brand

When the **beverage** test brand appears in paid search positions, **unaided awareness** and **purchase intent** increases for the brand



Brand Measures	Control	Measured Lift of Test Brand over Control				
		Organic	Top Spnd.	Side Spnd.	Top Organic + Top Spnd.	Top Organic + Side Spnd.
Unaided Awareness	89%	+ 6 pts	+ 10 pts	+ 5 pts	+ 11 pts	+ 10 pts
Aided Awareness	98%				+ 2 pts	
Purchase Consideration	86%			+ 3 pts		
Purchase Intent	64%	+ 6 pts	+ 5 pts	+ 6 pts	+ 6 pts	

Blue square denotes stat. sig. difference against the Control at a 95% confidence level

Light Blue square denotes stat. sig. difference against the Control at a 80% confidence level

Base*: Beverage Buyers (N=2410)

*Ns for treatment groups vary

Key Findings: Competitive Brands

When the **beverage** test brand appears in paid search positions, **unaided** and **aided awareness decrease** for other brands



Brand Measures	Control	Measured Drop for Competitive Brands* over Control				
		Organic	Top Spnd.	Side Spnd.	Top Organic + Top Spnd.	Top Organic + Side Spnd.
Unaided Awareness	79%		- 6 pts			
Aided Awareness	100%		- 1 pts	- 2 pts	- 2 pts	- 1 pts
Purchase Consideration	86%					- 7 pts
Purchase Intent	62%					

Red square denotes stat. sig. difference against the Control at a 95% confidence level

Pink square denotes stat. sig. difference against the Control at a 80% confidence level

Base*: Beverage Buyers (N=2410)
*Ns for treatment groups vary

*Competitive brands excludes one competitive brand that appeared on SERP

Food/Snack Category

Key Findings: Food/Snack Test Brand

When the **food/snack** test brand appears in paid search positions, **unaided awareness** and **purchase consideration** increase for the test brand



Brand Measures	Control	Measured Lift of Test Brand over Control				
		Organic	Top Spnd.	Side Spnd.	Top Organic + Top Spnd.	Top Organic + Side Spnd.
Unaided Awareness	4%	+ 32 pts	+ 14 pts	+ 3 pts	+ 31 pts	+ 30 pts
Aided Awareness	92%					+ 3 pts
Purchase Consideration	46%	+ 7 pts	+ 11 pts		+ 7 pts	+ 9 pts
Purchase Intent	26%		+ 6 pts			

 Blue square denotes stat. sig. difference against the Control at a 95% confidence level

 Light Blue square denotes stat. sig. difference against the Control at a 80% confidence level

Base*: Food/Snack Buyers (N=2409)

*Ns for treatment groups vary


Key Findings: Competitive Brands

When the **food/snack** test brand appears in paid search positions, **unaided awareness** and **purchase intent decreases** for other brands



Brand Measures	Control	Measured Drop for Competitive Brands* over Control				
		Organic	Top Spnd.	Side Spnd.	Top Organic + Top Spnd.	Top Organic + Side Spnd.
Unaided Awareness	89%	- 7 pts	- 5 pts	- 4 pts	- 4 pts	- 9 pts
Aided Awareness	100%					- 1 pts
Purchase Consideration	100%					
Purchase Intent	79%	- 4 pts		- 5 pts	- 4 pts	- 8 pts

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 Pink square denotes stat. sig. difference against the Control at a 80% confidence level

Base*: Food/Snack Buyers (N=2409)
*Ns for treatment groups vary

*Competitive brands excludes one competitive brand that appeared on SERP

Cosmetic Category

Key Findings: Cosmetic Test Brand

When the **cosmetic** test brand appears in paid search positions, **unaided** and **aided awareness** increase for the test brand



- In addition, **purchase consideration** is impacted when the brand appears in organic and top-sponsored positions

Brand Measures	Control	Measured Lift of Test Brand over Control				
		Organic	Top Spnc	Side Spnd.	Top Organic + Top Spnd.	Top Organic + Side Spnd.
Unaided Awareness	26%	+ 39 pts	+ 28 pts	+ 17 pts	+ 47 pts	+ 45 pts
Aided Awareness	93%		+ 4 pts	+ 5 pts	+ 4 pts	
Purchase Consideration	59%				+ 7 pts	
Purchase Intent	33%					

 Blue square denotes stat. sig. difference against the Control at a 95% confidence level

 Light Blue square denotes stat. sig. difference against the Control at a 80% confidence level


Base*: Cosmetics Buyers (N=2407)
*Ns for treatment groups vary

Key Findings: Competitive Brands

When the **cosmetic** test brand appears in paid search positions, **unaided** and **aided awareness decreases** for **other brands**



Brand Measures	Control	Measured Drop for Competitive Brands* over Control				
		Organic	Top Spnd	Side Spnd.	Top Organic + Top Spnd.	Top Organic + Side Spnd.
Unaided Awareness	87%	- 6 pts	-3 pts	- 3 pts	- 3 pts	- 5 pts
Aided Awareness	100%	- 1 pts	- 1 pts			
Purchase Consideration	99%	- 2 pts			- 2 pts	
Purchase Intent	77%					

 Red square denotes stat. sig. difference against the Control at a 95% confidence level

 Pink square denotes stat. sig. difference against the Control at a 80% confidence level

Base*: Cosmetics Buyers (N=2407)
*Ns for treatment groups vary

*Competitive brands excludes one competitive brand that appeared on SERP


Household Cleaning/Laundry Category

Key Findings: Household Cleaning Test Brand

When the household cleaning/laundry test brand appears in paid search positions, **unaided awareness** and **purchase intent** increase for the brand



Brand Measures	Control	Measured Lift of Test Brand over Control				
		Organic	Top Spnd	Side Spnd.	Top Organic + Top Spnd.	Top Organic + Side Spnd.
Unaided Awareness	83%	+ 9 pts	+ 6 pts		+ 10 pts	+ 9 pts
Aided Awareness	98%					
Purchase Consideration	72%				+ 4 pts	
Purchase Intent	47%		+ 5 pts	+ 6 pts		+ 5 pts

 Blue square denotes stat. sig. difference against the Control at a 95% confidence level

 Light Blue square denotes stat. sig. difference against the Control at a 80% confidence level

No noticeable declines in competitive brand metrics.

Base*: Household Cleaning Buyers (N=2409)

*Ns for treatment groups vary

All Categories

Category Impact Summary

Among category buyers, when the test brand appears in paid search positions, there is a consistent **“lift”** for test brand across several brand measures



- Particularly **unaided awareness** and **purchase intent**

Lift for Test Brand

When Test Brand Appears in Paid Search Only*

Categories	Unaided Awareness	Aided Awareness	Purchase Consideration	Purchase Intent
Beverage	+		+	+
Food/Snack	+		+	+
Household Cleaning	+			+
Cosmetics	+	+		

* Changes in brand measures denotes statistically significant differences in top-sponsored and side-sponsored positions only, and does not include any organic position effects, against the Control at least at a 80% confidence level

Category Impact Summary

Among category buyers, when the test brand appears in paid search positions, there is a corresponding **“drop”** for competitive brands across several brand measures



- Particularly **unaided** and **aided awareness**

Drop for Competitive Brand Metrics** When Test Brand Appears in Paid Search Only*

Categories	Unaided Awareness	Aided Awareness	Purchase Consideration	Purchase Intent
Beverage	—	—		
Food/Snack	—			—
Household Cleaning				
Cosmetics	—	—		

* Changes in brand measures denotes statistically significant differences in top-sponsored and side-sponsored positions only, and does not include any organic position effects, against the Control at least at a 80% confidence level

**Competitive brands excludes one competitive brand that appeared on SERP

Key Takeaways: Search Builds Brands



Brand presence **anywhere** on a search results page **positively** impacts key brand metrics

You have greater **control** over your message with **paid search**, especially on a **generic search term** SERP

Paid search as a branding vehicle:

- Drives **top of mind awareness** for your brand and **negatively impacts awareness** for your competitive set
- Impressions provide **“free”** brand lift, without the CPC investment



Appendix

Key Findings: Test Brand Impact

Across all categories, there is a consistent “lift” across several brand measures. . .

Brand Measures	Organic	Top Spnd.	Side Spnd.	Organic + Top Spnd.	Organic + Side Spnd.
Unaided Awareness					
Beverage	+ 6 pts	+ 10 pts	+ 5 pts	+ 11 pts	+ 10 pts
Food/Snack	+ 32 pts	+ 14 pts	+ 3 pts	+ 31 pts	+ 30 pts
Household Cleaning	+ 9 pts	+ 6 pts	-	+ 10 pts	+ 9 pts
Cosmetics	+ 39 pts	+ 28 pts	+ 17 pts	+ 47 pts	+ 45 pts
Aided Awareness					
Beverage	-	-	-	+ 2 pts	
Food/Snack	-	-	-		+ 3 pts
Household Cleaning	-	-	-		-
Cosmetics	-	+ 4 pts	+ 5 pts	+ 4 pts	-
Purchase Consideration					
Beverage	-	-	+ 3 pts	-	-
Food/Snack	+ 7 pts	+ 11 pts	-	+ 7 pts	+ 9 pts
Household Cleaning	-	-	-	+ 4 pts	-
Cosmetics	-	-	-	+ 7 pts	-
Purchase Intent					
Beverage	+ 6 pts	+ 5 pts	+ 6 pts	+ 6 pts	-
Food/Snack	-	+ 6 pts	-	-	-
Household Cleaning	-	+ 5 pts	+ 6 pts	-	+ 5 pts
Cosmetics	-	-	-	-	-

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Light Blue square denotes stat. sig. difference against the Control at a 80% confidence level

Key Findings: Competitive Brands Impact

...And there is a corresponding “drop” for competitive brands

Brand Measures	Organic	Top Spnd.	Side Spnd.	Organic + Top Spnd.	Organic + Side Spnd.
Unaided Awareness*					
Beverage	-	- 6 pts	-		
Food/Snack	- 7 pts	- 5 pts	- 4 pts	- 4 pts	- 9 pts
Household Cleaning			+ 3 pts		- 4 pts
Cosmetics	- 6 pts	- 3 pts	- 3 pts	- 3 pts	- 5 pts
Aided Awareness					
Beverage	-	- 1 pts	- 2 pts	- 2 pts	- 1 pts
Food/Snack	-	-	-	-	- 1 pts
Household Cleaning	-	-	-	-	-
Cosmetics	- 1 pts	- 1 pts	-	-	-
Purchase Consideration					
Beverage	-	-	-	-	- 7 pts
Food/Snack					
Household Cleaning	-	-	-	-	-
Cosmetics	- 2 pts	-	-	-	- 2 pts
Purchase Intent					
Beverage	-	-	-	-	-
Food/Snack	- 4 pts	-	- 5 pts	- 4 pts	- 8 pts
Household Cleaning	+ 5 pts	-	-	+ 5 pts	+ 5 pts
Cosmetics	-	-	-	-	-

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 Pink square denotes stat. sig. difference against the Control at a 80% confidence level

Methodology - SERPs

2400+ category buyers were exposed to one of six treatments of a search engine results page (SERP)

1. Control (n=402)

- No branding: Test brand does not appear on SERP

2. Top organic result only (n=402) (TO)

- Test brand appears in top organic result only

3. Side-sponsored ad only (n=402) (SS)

- Test brand appears in top side-sponsored ad position

4. Top-sponsored ad only (n=402) (TS)

- Test brand appears in top-sponsored ad position

5. Top organic result plus side-sponsored (n=401) (TO + SS)

6. Top organic result plus top-sponsored (n=400) (TO + TS)