



Case Study

Understanding the drivers of brand love for Volkswagen

Using advanced measurement technology to evaluate cross-media campaign performance and reveal granular brand lift insights.

Introduction

In today's fragmented media landscape, accurately measuring brand lift is more complex than ever. Add to this the challenge of walled gardens, understanding audience overlap and cross-media combinations, and it's no wonder that clarity can seem elusive.

On Device worked with Volkswagen and PHD to help them cut through this complexity. Using our cross-media measurement system, we revealed the drivers of both brand lift and sentiment – providing a clear understanding of how each media contributed to campaign performance and findings that can inform future media planning decisions to maximise ROI.



Challenge

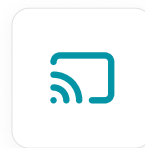
Volkswagen's YourWagen campaign had the objective of increasing brand likeability and consideration among car buyers and drivers. The campaign's effectiveness needed to be evaluated across the following media channels:



Social



DOOH



VOD



TV

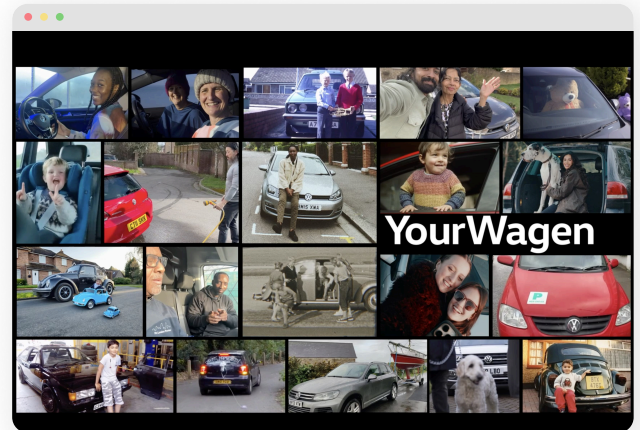
The primary aim of the brand lift measurement was to assess the contribution of each channel in driving key brand metrics, such as awareness, consideration, and purchase intent, while determining the return on investment (ROI) for future planning and media optimisation.

Independently and accurately measuring the effectiveness of advertising within the walled garden environments of social media was a key focus for Volkswagen. The role of social media was to drive incremental reach among a younger audience, with takeover formats and high-performing executions used across Meta and TikTok.

Objectives

Through their new creative platform 'The People's Car', Volkswagen aimed to:

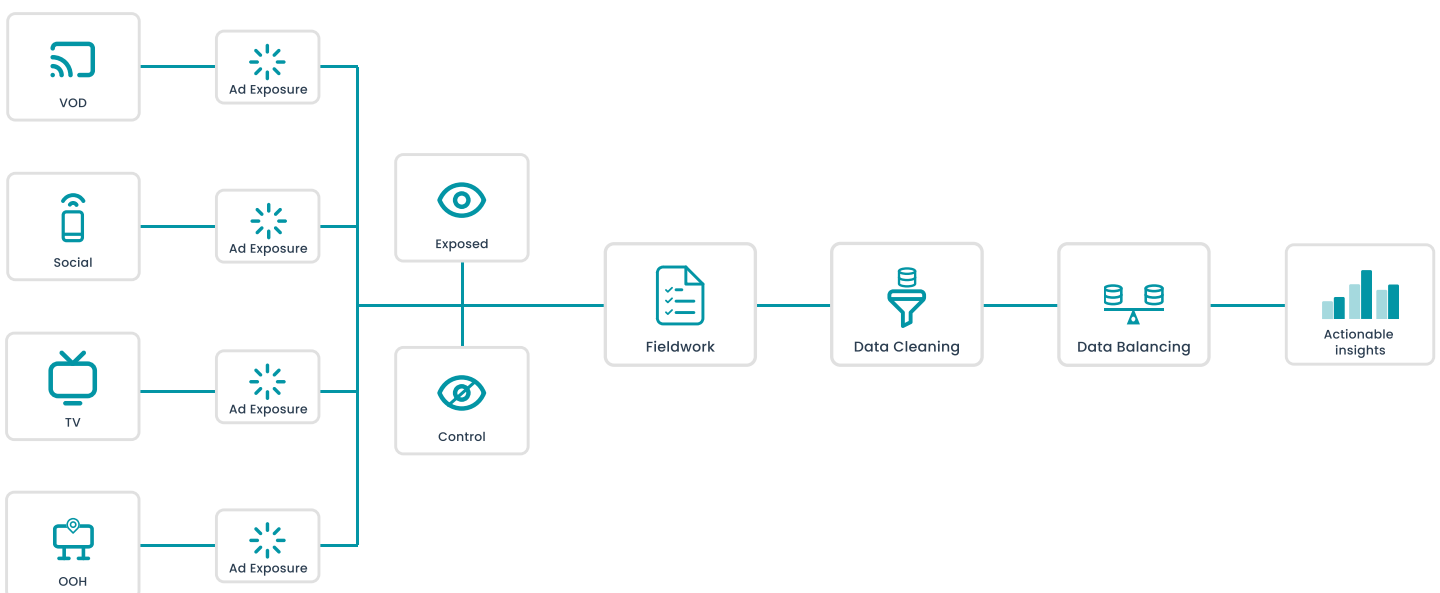
- ✓ Increase Volkswagen's brand likeability and consideration by transforming mass-popularity and presence into brand love for Volkswagen.
- ✓ Recruit the next generation of Volkswagen drivers, by celebrating the loyalty and enthusiasm of existing owners.



Solution

The campaign was measured using On Device's Cross-Media Brand Lift product, covering TV, Social & Video On Demand (VOD), and Out-Of-Home (OOH).

On Device's cross-media measurement system made it possible to measure advertising exposure across the diverse channel mix - all passively, from a single-source.



The media targeting was integral to achieving the objectives. To be "The People's Car", the targeting needed to be broad:

- **TV:** targeted ABC1's
- **BVOD:** targeted to mimic TV but pick up lighter users
- **Social:** targeted ABC1 and 18 plus
- **OOH:** target of premium locations with high dwell time.

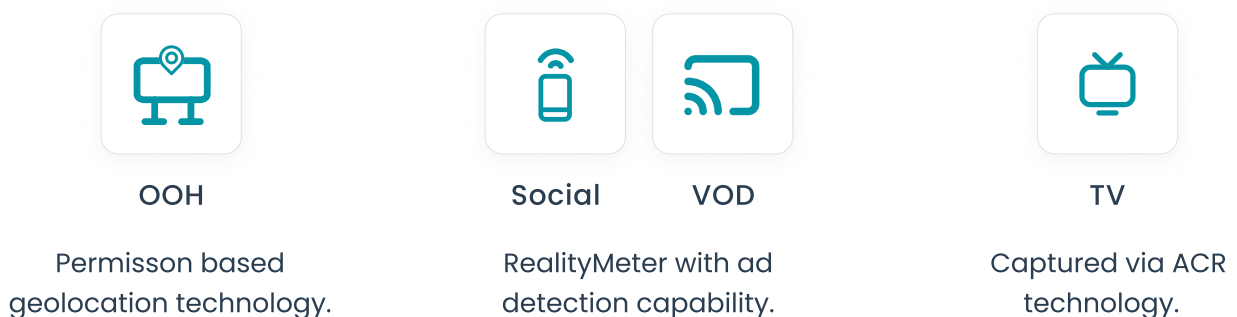
Central to the measurement of walled-garden social media and VOD was On Device's MAX research panel. MAX utilises RealityMine's RealityMeter technology, overlaid with On Device's proprietary ad detection capability, to passively track advertising exposure. This enables new, independent insights into consumer exposure behind traditionally restricted "walled-garden" advertising environments.

On Device matched advertising exposures across all media channels to its first-party consumer panel, facilitating de-duplication and isolation of individual channel impacts. The cross-media measurement system enabled a passive, apples-to-apples solution, solving the industry-wide methodological inconsistencies in previous cross-media evaluation.

The study was conducted among ABC1 adults aged 18+, with a total sample of 1,400 respondents (700 control and 700 exposed). The sample was split as follows:

	 TV	 VOD	 DOOH	 Facebook	 Instagram	 TikTok
Control	150	150	100	100	100	100
Exposed	150	150	100	100	100	100

On Device used a variety of passive tracking technologies to measure exposure across the required media channels:

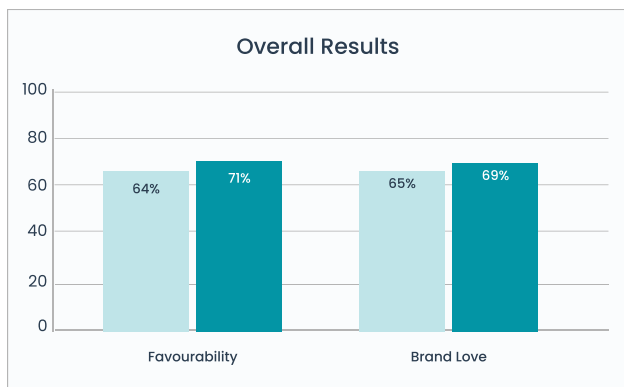


Once the campaign was live, surveys were sent to panellists within 24-48 hours of exposure to measure brand lift against key brand metrics. A control group was formed by identifying demographically matched panellists who had not been exposed to ensure a like-for-like comparison and accurately isolate the campaign's impact.

The quality and reliability of the research panel was vital for accurate measurement. On Device's permission-based measurement approach ensured there were a sufficient number of their first-party panellists who had activated all required tracking technologies to generate robust sample sizes across each media channel. Achieving this was essential to maintaining methodological integrity for Volkswagen's research.

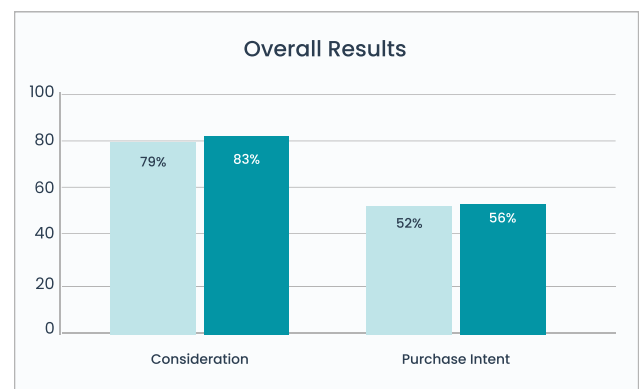
Results

The campaign successfully achieved its goal, translating into approximately 2.8 million more consumers agreeing they loved the Volkswagen brand. Social media emerged as the best performing channel across core objectives, reinforcing Volkswagen as the "people's car", whilst also activating favourability and preference towards the brand.



Overall, the results demonstrated success across the entire purchase funnel. The campaign resulted in a +7% points increase in favourability for the Volkswagen brand and brand love also increased by +4% points.

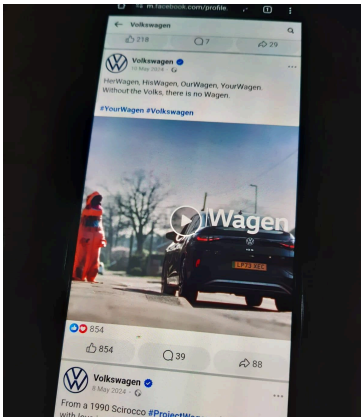
Alongside these impressive gains was a +4% points increase in consideration and +4% points increase in purchase intent. These are almost double the On Device benchmark scores for the automotive category, which shows averages of +2% points and +2.6% points respectively.



"The campaign's success was owed in part to a well-designed, delivered and synergised plan, with all elements given clear objectives to fulfill. The channels worked well, both separately and in combination, reinforcing and refreshing memory structures."

Jamie Warren, Research Director at On Device

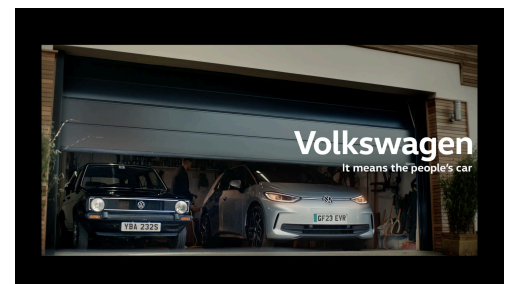
The combination of channels provided the synergy for the campaign to reinforce itself across the entire day, fitting into consumers' lives wherever they may be. The broad OOH targeting, focussed on high dwell time locations, caught consumers when they were out and about and TV and BVOD provided the reminder when at home.



Social was the star performing channel, owing its success to having the broadest targeting strategy deployed in this campaign. It helped drive significant reach and impressions, alongside a mix of formats and great creative, which was perfectly suited to the environment. This enabled it to create momentum and deliver on awareness and association with *"The People's Car"*, better than any other channel.

Summary

On Device, working in partnership with PHD, measured the Volkswagen campaign using the On Device cross-media measurement system. The combination of first-party panellist data and sophisticated exposure measurement technologies allowed clear audience segmentation for the precise delivery of post-exposure surveys to the exposed and control audiences.



By isolating the impact of each media channel on key brand metrics, On Device could provide an accurate view of how each media channel contributed to brand lift – both individually and in combination. The brand lift study assessed the ROI of the media investment using ROBI analysis, finding the campaign was cost-effective in achieving key favourability objectives for Volkswagen.



"On Device enabled us to passively measure advertising exposure across each media channel and isolate effectiveness at every stage of the purchase funnel."



PHd

Get in touch!

Do you want to measure and enhance the effectiveness of your brand advertising campaigns?

We help our partners optimise their media plans with Advanced Brand Lift Measurement – to unlock the full potential of their media investments, maximise ROI and grow faster.

