

# *Tetley Red Tea*

An Online + Print Ad Effectiveness Case Study:  
Driving Success for Tetley Red Tea



**Dynamic Logic**

A Millward Brown Company

# Client Challenge

Tetley Red Tea, along with their media agency, Mediacom, partnered with IAB Canada and Dynamic Logic to measure the effectiveness of a multimedia campaign. Through print and online advertisements, Tetley hoped to achieve growth in the red tea category and build awareness of the brand. Tetley sought to understand the cost efficiency of the campaign by individual medium, and in combination. They also explored how the online medium, specifically, impacted Awareness and Intent to Purchase the brand.

Mediacom's interest lied in understanding how portal sites compared to vertical/contextual sites within the Tetley online media schedule.

# Our Approach

*The study explored the impact of the individual and combined communication channel efforts at different points in the purchase funnel and against different product usage segments of the target population.*

In total, 2,045 respondents within the target, women ages 25-54, were surveyed online, divided into two groups (control and exposed) and their responses compared. Pre-control group was recruited before the campaign launched to ensure no chance of seeing campaign ads.

Recruitment of respondents that had an opportunity-to-see (exposed) Tetley Red Tea ads on either or both media began at the same time as the media campaign. Another control group was recruited at the same time as this exposed group, which was made up of individuals not exposed to any advertising, or exposed to ads on one medium but not the other. Pre-control and control respondents were treated as the baseline, against which all media exposure groups were compared.

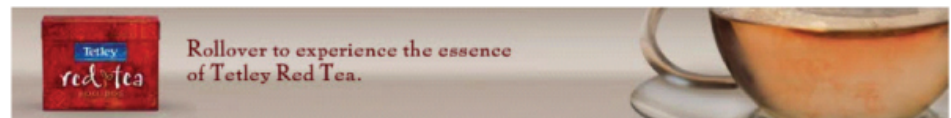
## Big Box



## Video Pre-roll



## Leaderboard

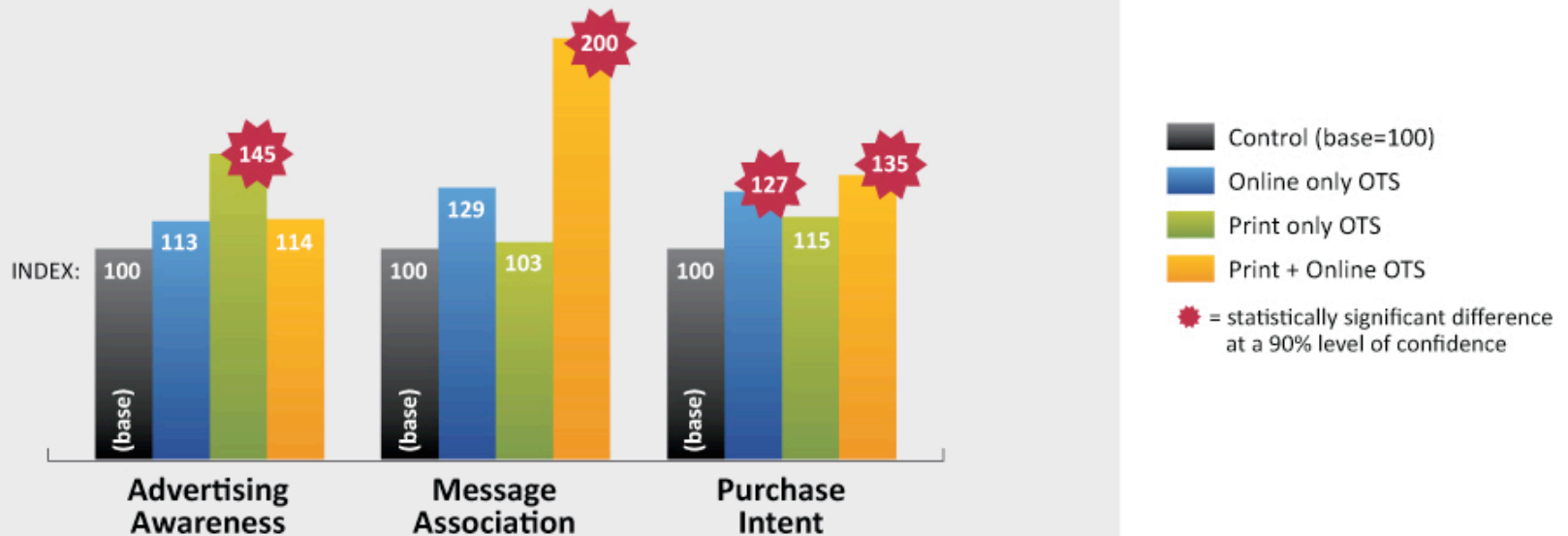


# Our Findings

**Multimedia Brand Impact:** Multimedia advertising campaign had a positive impact for Tetley Red Tea among the target group. The Print and Online ads were important at different levels of the consumer purchase funnel.

Print, in isolation and combined with Online, proved best able to cost-effectively drive Awareness and Message Association. Online, in isolation and combined with Print, was most cost effective at driving lower funnel metrics – Attribute Agreement, Brand Favorability and Intent to Purchase.

Contribution of each media channel individually and in combination (Women 25-54)



# Research Insights

**Online Media Analysis:** While portals exposed the ads to an audience less familiar with Tetley Tea, increasing Awareness, contextual websites enhanced consumers' ability to accurately associate the brand message with Tetley Red Tea.

## Online 'Reach' vs. 'Contextual' Website Group Contributions

### STAGE

### FUNNEL

### ONLINE OTS DRIVERS

**Upper Funnel**  
(awareness / association)



**Lower Funnel**  
(perceptions)



AWARENESS

Reach Websites

MESSAGE ASSOCIATION

Contextual Websites

ATTRIBUTES

FAVORABILITY

Reach + Contextual

BEHAVIOR  
INTENT

Reach + Contextual

# Business Outcome

“ *This study is an important step forward in our exploration of campaigns integrating Online. We have suspected a multiplier effect between traditional and digital media similar to that experienced in traditional media mixes, and it is now supported by research. This in-depth analysis will allow us to apply learning against specific business goals for a better communication plans and ROI in the future.* ”

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People first, better results

**Jeanne Northcote**  
Managing Director  
**MEDIACOM**  
People first, better results