



East or West, Local is Best

More and more foreign commercials are finding their way on to local TV stations as companies with operations across the globe lean towards the 'one sight, one sound, one brand' approach.

But are the savings made worth the reduced impact of your ads?

Adtrack, conducted by Consumer Insight shows that from over 1,200 TV and radio commercials aired over a 3-year period, locally produced commercials beat imported ones on recall, liking and comprehension. The list of top commercials affirms that local advertisers, advertising agencies and artists make a crucial difference in the effectiveness of advertisements.

Looking for an effective campaign? Look no further than home.

Data is sourced from **Adtrack**, an advertising tracking study conducted by **Consumer Insight** in East African; and has so far accumulated a database of more than 3,000 TV and radio advertisements.

About Adtrack:

An advertisement post tracking tool that measures:

- **Awareness**
 - Spontaneous
 - Prompted
 - Verified
- **Ad liking**
- **Spontaneous message take out**
- **Brand linkage**
 - Whether consumers can properly link your ad back to the brand

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Data source: **ADTRACK**

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