



Advertising Benchmarks

Using Adtrack, Consumer Insight has tracked advertisements in Kenya from as far back as 1999. Through this, we have developed norms against which specific commercials are measured.

Adtrack's most notable revelation when you compare pre and post 2003 advertisements is the huge fall in advertising recall norms. Before 2003, advertisement recall norm stood at 30%. Currently, it is at 13%. This means that a typical TVC is 57% less effective than it was in 1999. This might have the creatives worried, though they aren't to blame.

| | Noting (%) | |
|-------|------------|-----------|
| | Pre 2003 | Post 2003 |
| TV | 29.3 | 12.6 |
| Radio | 13.0 | 7.6 |

An increase in channels both on TV and radio, and a rise in the number of commercials one is bombarded with daily, are guilty for the drop in recall norms. An increasing number of TV and radio channels give one a wide choice of what to watch or listen to unlike in the past when choice was limited and channel surfing impossible. The increase in number of ads in any given ad break clutters the viewer or listener's mind, making it more difficult for advertisements to attract or retain attention.

When it comes to noting, TV commercials beat radio commercials by 5-points, though, given the difference in airtime costs, radio commercials could be more efficient.

The liking norms for TV commercials are at 6.7 out of 10, down from 7 out of 10 pre-2003. Radio's norms have risen marginally from 6.5 before 2003, to 6.7 out of 10 at the present. Behind the figures, this shows that though recall is lower, enjoyment levels for TV and radio commercials have remained the same.

When we break it down to categories, toothpaste commercials have the highest noting form, followed by communications, beverages and financial institutions, in that order. 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



Data source: **ADTRACK**

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