

MSN's "Better with the Butterfly" Campaign Reaches New Heights Online

Study Finds Online Ads Increase Brand Awareness by Over 40%

"Avenue A enabled us to quantify the revenue directly tied to our online campaign. Additionally, they enabled us to better understand our customers. We got more from the online ad campaign than we ever expected."

Heather Stratz, MSN

"We were surprised by the insights revealed in the web analysis. When we leveraged applicable online findings offline, the overall campaign improved. That's clear evidence of the power of Internet advertising."

Lisa Marsh, MSN

Background

In October 2002, MSN launched a multi-million, multi-channel campaign to create excitement about and awareness of MSN 8, its new Internet access service and software product. To enhance the impact of its offline efforts, MSN included a major online component.

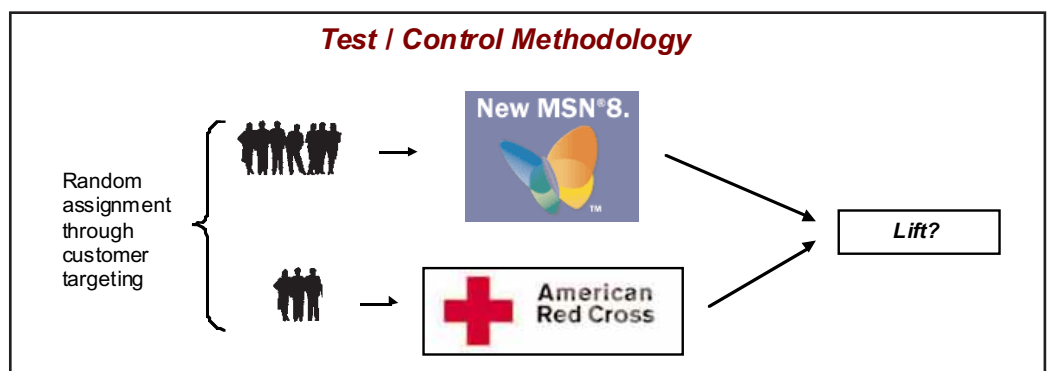
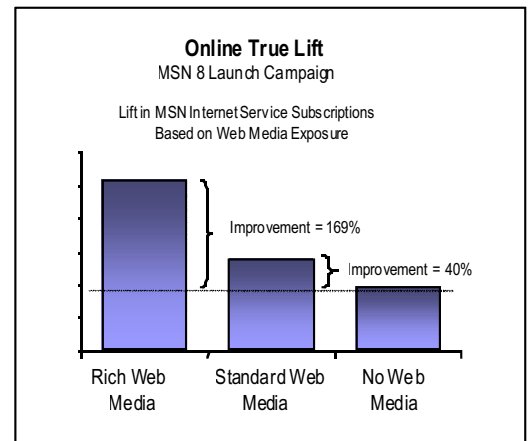
Challenge

MSN wanted concrete evidence of the attitudinal and behavioral changes resulting uniquely from its online campaign. "Since most of our customers and potential customers are online, we believed that the investment we made on the Internet would be tremendously positive.

We needed real, scientific methods to quantify our net improvements in awareness and subscription rates," said Heather Stratz of MSN. "Avenue A executed a media plan and measurement methodology that beat expectations on both counts."

Avenue A Solution

Avenue A used randomized online test and control groups to isolate the net impact of online ads on purchase rates. Using the same methodology, Avenue A delivered an online survey to gauge brand lift due to online advertising.



This methodology gave MSN a high degree of statistical confidence in quantifying the role that online advertising played in building awareness and driving subscriptions.



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Results

MSN reached over 90% of the Internet population in five days, and in the process, observed significant changes in attitudes and behaviors among the exposed audience. Not only did Internet advertising contribute incremental sales, it generated buzz around MSN's brand:

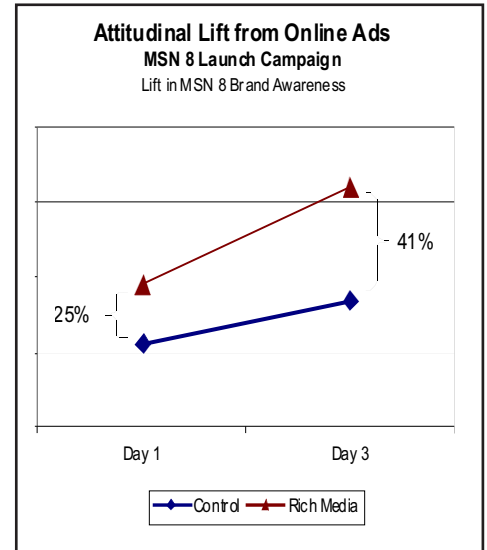
- **Rich Media Increased Brand Awareness by 41%:** In the first two days of the online campaign, the online survey revealed that awareness for MSN 8 increased by 41% over the control group, which saw no online ads.

Key Insights

The online survey provided MSN surprising insights into the attitudes and preferences of its audience. By creating a two-way channel, MSN used customer feedback to identify the product features that were most important to its target market.

On the fly, MSN accomplished the following based upon the in-depth data analysis of the online survey:

- **Refined Online Messaging:** The survey results showed that the initial messaging needed to be refined; in doing so, **MSN increased response rates by 23%.**
- **Modified Offline Messaging:** The web survey results spilled over into offline media, driving specific MSN 8 feature pushes in the TV messaging.



Collecting and analyzing customer responses quickly identified the campaign elements that worked, and those that did not. MSN rapidly applied these findings to its online and offline campaigns and enhanced the results of its overall product launch.

About Avenue A

Avenue A is the interactive agency that helps leading marketers get closer to their customers. Since 1997, we've combined online media expertise with data-driven insight to deliver brilliant results for clients.

For more information about Avenue A, visit www.avenuea.com.

