@udience

Campaign Details

This section of the Campaign Measurement displays the campaign details as provided by the Advertiser.

Campaign Name: KIA AU Open Campaign 2013

Campaign Description:

Client Name: ESPN STAR Sports

Product, Brand, Promotion Name: KIA Brand Campaign

Country: South East Asia

Publisher: "FOX SPORTS ASIA"

Impressions Purchased: 10,000,000

Campaign Identifier
DB7539F4D9

Report Identifier
100010170

Date Range
**Jan 01, 2013 to
Mar 28, 2013**

Target Markets, Demographic Profile

This section of the Campaign Measurement report details the targeted market for the campaign and the total internet market under a subset of publishers within the country as measured by Effective Measure. The numbers are in Unique Browsers.

Total Market: 599,389

Target Market: 84,292

Age:
21-24, 25-30, 31-34, 35-40, 41-44, 45-50, 51-54, 55-60, >60

Gender:
Male

Was your present household vehicle bought new from the dealer?:
Yes

effectivemeasure

Target Market

Age: 21-24, 25-30, 31-34, 35-40, 41-44, 45-50, 51-54, 55-60, >60

Gender: Male

Was your present household vehicle bought new from the dealer?: Yes

Country: South East Asia
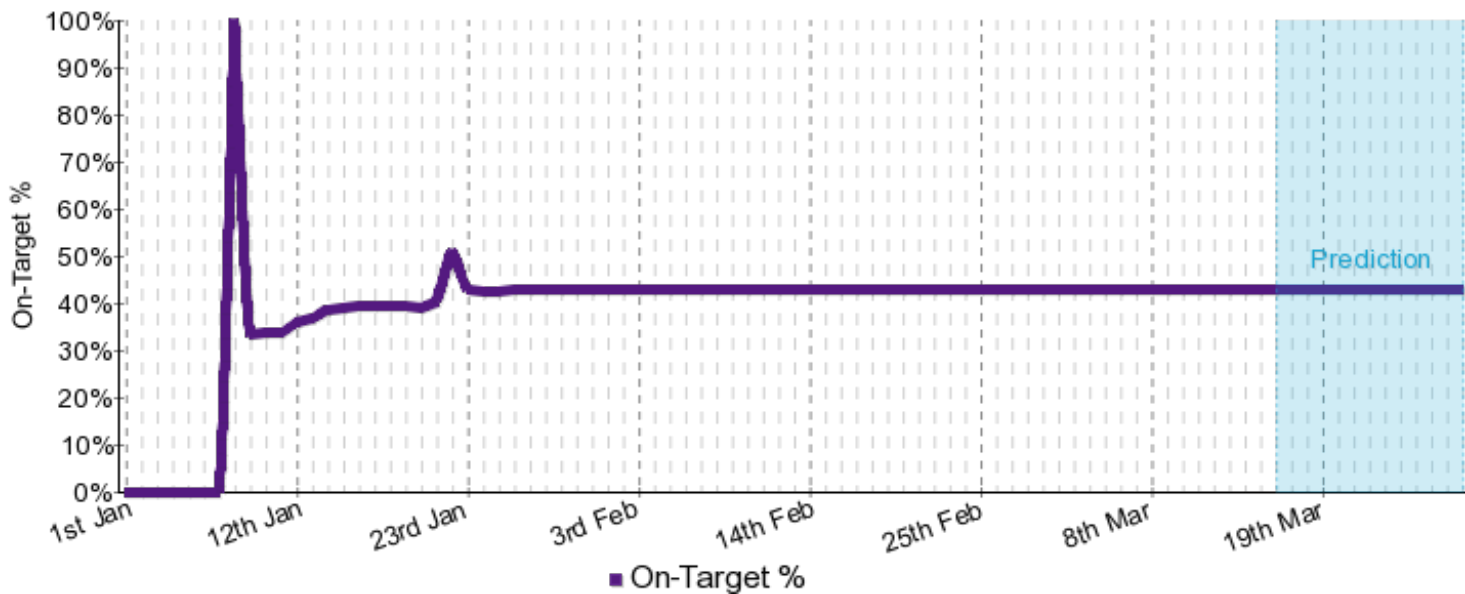
Publisher: "FOX SPORTS ASIA"

Campaign Performance Summary

This section of the Campaign Measurement Report details the Campaign performance.

Total Impressions	14,683,722
Exposed Unique Browsers	1,647,096
On-Target %	43%
Frequency	9
Gross Rating Points	387

Cumulative On-Target %

This section of the Campaign Measurement report details the on-target percentage and the projected on-target percentage over the specified duration of the campaign.

a)udience

Target Market

Age: 21-24, 25-30, 31-34, 35-40, 41-44, 45-50, 51-54, 55-60, >60

Gender: Male

Was your present household vehicle bought new from the dealer?: Yes

**Country:** South East Asia

Publisher: "FOX SPORTS ASIA"

Targeted Impressions

This chart provides an overview of the Campaign impressions that were exposed to the Target Market (On-target Impressions) and those that were not (Off-target Impressions)

44%

56%

☐ Off-target Impressions
■ On-target Impressions
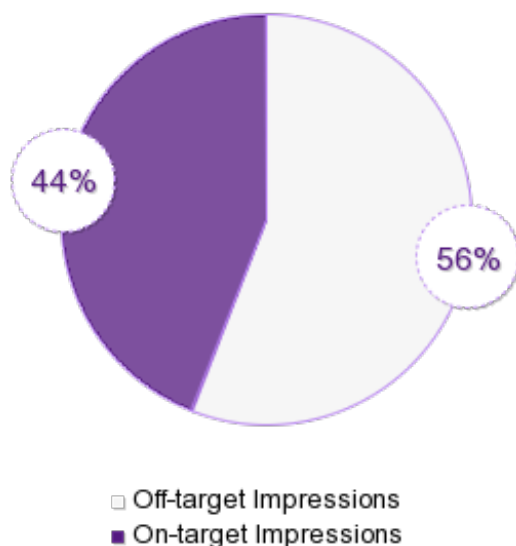
Device type Impressions

This chart provides an overview of the Campaign impressions that were exposed to Laptop/Desktops and those that were exposed to Tablets or Mobile Devices

16%

84%

☐ Exposed to Tablet or Mobile Device
■ Exposed to Laptop/Desktop
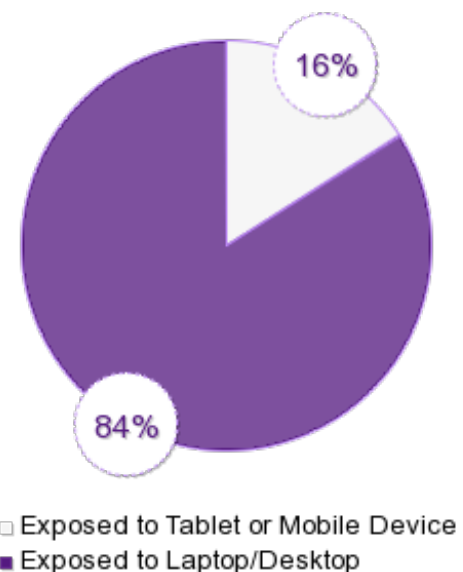
Campaign Impact

This section shows the overall Campaign Impact

People who were exposed the Campaign: 0%

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Topline Demographic Breakdown
This is the detailed profile of the market as reached by your campaign.

Total Market: 599,389

Target Market: 84,292

Gender

Male	99%

Age

25-29	26%
20-24	23%
30-34	17%
35-39	9%
40-44	7%
60+	5%
45-49	5%
50-54	5%
55-59	3%

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Occupation

Professional	24%
Full time student	18%
Middle manager	11%
Senior manager	11%
Associate Professional and Technical	7%
Other	5%
Executive / Other White Collar	4%
Director, CEO, COO, CFO, Large Company Owner	4%
Sales and Customer Service	3%
Administrative and Secretarial	3%
Unemployed	3%
Retired	2%
Skilled Trade	2%

Household Makeup

Parent	32%
Wife/husband/partner	20%
Brothers and sisters (18+ years)	18%
Your children (2-18 years)	11%
Your children (18+ years)	4%
Friends	4%
Other relatives	3%
None, I live on my own	3%
Other	2%
Students	2%
Colleagues	1%
Employer and their family	1%
Your children (<2 years)	0%

Brothers and sisters (<2 years)	0%
Brothers and sisters (2-18 years)	0%

Country of Residence

India	61%
Malaysia	9%
Indonesia	6%
Nepal	5%
Philippines	3%
Pakistan	2%
United Arab Emirates	2%
Bangladesh	2%
Singapore	1%
Bhutan	1%
Viet Nam	1%

China	1%

Accessing From

Home	45%
Work	26%
Smart Phone (iPhone, Blackberry, Android, Other)	12%
Tablet (iPad, Galaxy, Other)	5%
Education Facility / Library	4%
Friend's or family place	3%
Internet cafe	3%
Other place	2%

Are you the main user of the device you are accessing the internet with now?

I am the main user	87%
I am not the main user	13%

Monthly Household Income ($US)

Prefer not to say	15%

Dependent - No income - Don't work	12%
$0 - $500	11%
$501 - $1,000	9%
$1,001 - $1,500	8%
$2,001 - $3,000	8%
$1,501 - $2,000	5%
$4,001 - $5,000	5%
$3,001 - $4,000	4%
$5,001 - $7,500	4%
$7,501 - $10,000	4%
$15,001 - $20,000	3%
$10,001 - $15,000	2%
$35,000+	1%

Occupation Industry

Information Technology & Telecommunications	21%

Personal & other Services	14%
Professional, Scientific & Technical Services	13%
Financial and Insurance Services	10%
Manufacturing	10%
Health Care & Social Assistance	7%
Retail Trade	4%
Advertising, Arts & Media	4%
Accommodation & Food Services	3%
Education & Training	3%
Construction	3%
Agriculture, Forestry and Fishing	2%
Administrative & Support Services	2%
Electricity, Gas, Water & Waste Services	1%

Education Level

University or other Tertiary - (Under)graduate	48%

University or other Tertiary - Postgraduate	36%
Technical College - Certificate / Diploma / Adv Diploma	8%
Secondary	7%

People in Household

2	30%
1	21%
3	16%
4	11%
0	11%
5	4%
8 or more	3%
6	2%

Primary Language

Indian - All Dialects	37%

English	35%
Other	11%
Bahasa Malaysia	6%
Bahasa Indonesia	5%
Chinese	3%
Filipino	1%

Residential Location

Capital City	43%
Large City	42%
Rural / Countryside	15%

Access Internet from Mobile Phone?

Yes	61%
No	39%

Purchase Decision - Grocery and Consumables

Joint decision maker	51%

Someone Else	30%
Main decision maker	19%

Marital Status

Single	53%
Married	43%
Others (live-in relationship)	3%
Divorced	1%

Number of children

0	33%
1	30%
None	25%
2	7%
3	3%
More than 5	1%

4	1%

No. of credit cards

0	38%
1	25%
None	25%
2	13%

Credit Card Brands

Visa	67%
Mastercard	17%
Other	17%
American Express	0%
Diners	0%

Main Card Level

Gold	43%

Other	29%
Platinum	14%
Standard	14%

Credit Limit

$27,001 or more	30%
$2,701 to $5,400	20%
$5,401 to $13,600	10%
$1,901 to $2,700	10%
$800 to $1,300	10%
$1,301 to $1,900	10%
Less than $800	10%

Which of these products or services do you currently use/have?

Savings account	20%
Offshore banking	15%

Current cheque account	15%
Auto/car loan (financed by a bank)	10%
Investment services (Mutual funds or share)	10%
None of the above	10%
Overdraft	5%
Personal loan	5%
Islamic banking products	5%
Childrens account /Head start	5%
Mortgage or home loan	0%

Sites Ranking - High Performing Sites

High performing sites are ranked by On-Target %.
* Only sites with more than 250 impressions will be listed below

	Site	On-Target %	Frequency	GRPs	Impressions
	ssindia.espnstar.com	45%	8	360	8,098
	espnstar.com	43%	9	387	13,694,499
	footballmanager.foxsportsasia.com	42%	12	504	35,680
	footballmanager.espnstar.com	40%	12	480	489,185
	espnstar.co.id	39%	5	195	14,957
	foxsports.my	34%	16	544	54,450
	foxsports.co.id	33%	29	957	8,924
	live.espnstar.com	31%	1	31	9,955
	espnstar.my	30%	9	270	349,791
	beta.espnstar.com	29%	21	609	12,955
	superselector.espnstar.com	0%	3	0	1,177
	beta.espnstar.my	0%	27	0	3,214
	cms.espnstar.com	0%	34	0	372

Sites Ranking - Low Performing Sites

Low performing sites are ranked by On-Target %.
* Only sites with more than 250 impressions will be listed below

	Site	On-Target %	Frequency	GRPs	Impressions
	cms.espnstar.com	0%	34	0	372
	beta.espnstar.my	0%	27	0	3,214
	superselector.espnstar.com	0%	3	0	1,177
	beta.espnstar.com	29%	21	609	12,955
	espnstar.my	30%	9	270	349,791
	live.espnstar.com	31%	1	31	9,955
	foxsports.co.id	33%	29	957	8,924
	foxsports.my	34%	16	544	54,450
	espnstar.co.id	39%	5	195	14,957
	footballmanager.espnstar.com	40%	12	480	489,185
	footballmanager.foxsportsasia.com	42%	12	504	35,680
	espnstar.com	43%	9	387	13,694,499
	ssindia.espnstar.com	45%	8	360	8,098

Responses from Control and Exposed groups

This section of the Campaign Impact report shows the response rate and overall impact of this campaign.

Control Response: 30/150 = 20%   **Exposed Response: 29/150 = 19%**

People who were   *People who were*
NOT exposed the Campaign   *exposed the Campaign*

CONTROL   EXPOSED

0   0%

Baseline   Campaign Impact

a)udience

Survey Questions Summary

This section of the Campaign Impact report shows the summary of survey questions asked for this campaign.

★ **1. Are you a fan of..**   **N/A**

★ **2. And how do you engage? Please choose as many as apply.**   **N/A**

★ **3. Which of the following automobile brands are you aware of? Please select all that apply.** **N/A**

★ **4. We would like to know your impression of each automobile brand. Please select all that apply**

↳ 4.1. Ford   N/A

↳ 4.2. Honda   N/A

↳ 4.3. Nissan   N/A

↳ 4.4. Toyota   N/A

↳ 4.5. KIA   N/A

★ **5. To what extent do you agree/disagree with the following statements: KIA is...**

↳ 5.1. Stylish   N/A

↳ 5.2. Fun   N/A

↳ 5.3. Dynamic/Vibrant   N/A

↳ 5.4. Trustworthy/Reliable   N/A

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⤷ 5.5. Innovative	N/A
⤷ 5.6. Advanced	N/A
⤷ 5.7. Distinctive	N/A

em: effectivemeasure

★ **6. Based on your impressions of KIA and its recent advertising and communication campaigns, to what extent do you agree/disagree with the following statements:**

↳ 6.1. KIA is a progressive automotive company that sponsors sporting events   N/A

↳ 6.2. KIA's "Feel the Beat" 2013 campaign is exciting and relevant to sports fans like me and my friends   N/A

↳ 6.3. KIA's "Feel the Beat" 2013 campaign has made me more interested in KIA's cars   N/A

↳ 6.4. As a tennis fan, I appreciate brands like KIA that sponsor events of my favourite sport Tennis, like the Australian Open   N/A

↳ 6.5. I have discussed and shared KIA's "Feel the Beat" 2013 campaign with my friends and family   N/A

★ **7. Please do tell us what your overall impression of KIA's advertising and communication is. If there is anything else you wish to add, please let us know.**   **N/A**

★ **8. Do you or your family...**

↳ 8.1. ...currently own a car?   N/A

↳ 8.2. ...plan on buying a car in the next 12 months?   N/A

↳ 8.3. (if yes) Which brand(s) are you considering?   N/A

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Survey Questions asked for this Campaign Impact Report
The data point will be marked by a (*) sign.

⭐ **1. Are you a fan of..**

To be continued on the next page.

audience
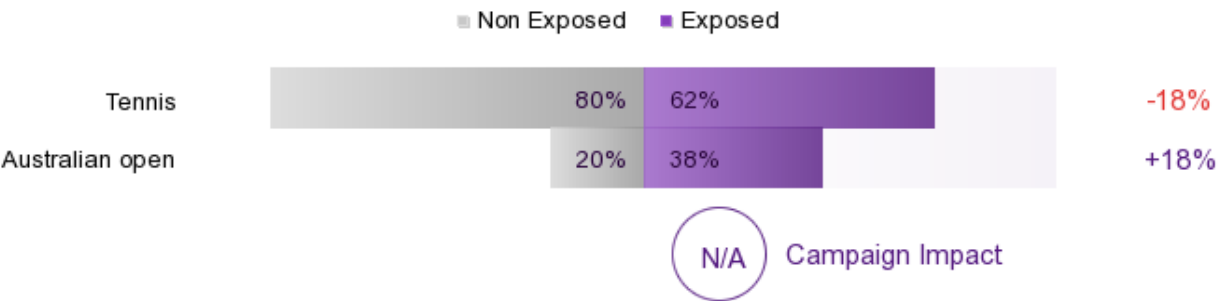
The data point(s) will be marked by a (*) sign where appropriate.

⭐ **2. And how do you engage? Please choose as many as apply.**

■ Non Exposed ■ Exposed

Engagement	Non Exposed	Exposed	Impact
Watch all/most of it on TV	60%	69%	+9%
Watch highlights	63%	45%	-18%
Watch it live online (internet, broadband)	20%	17%	-3%
Watch clips online	10%	10%	0%
Read online	40%	38%	-2%
Participate/play	13%	7%	-6%
Blog, Comment, Share news, information, link with friends	3%	10%	+7%
Attend the event live		3%	+3%
Fantasy League	7%	14%	+7%
Others (Please specify)	10%		-10%

(N/A) Campaign Impact

To be continued on the next page.

em effectivemeasure
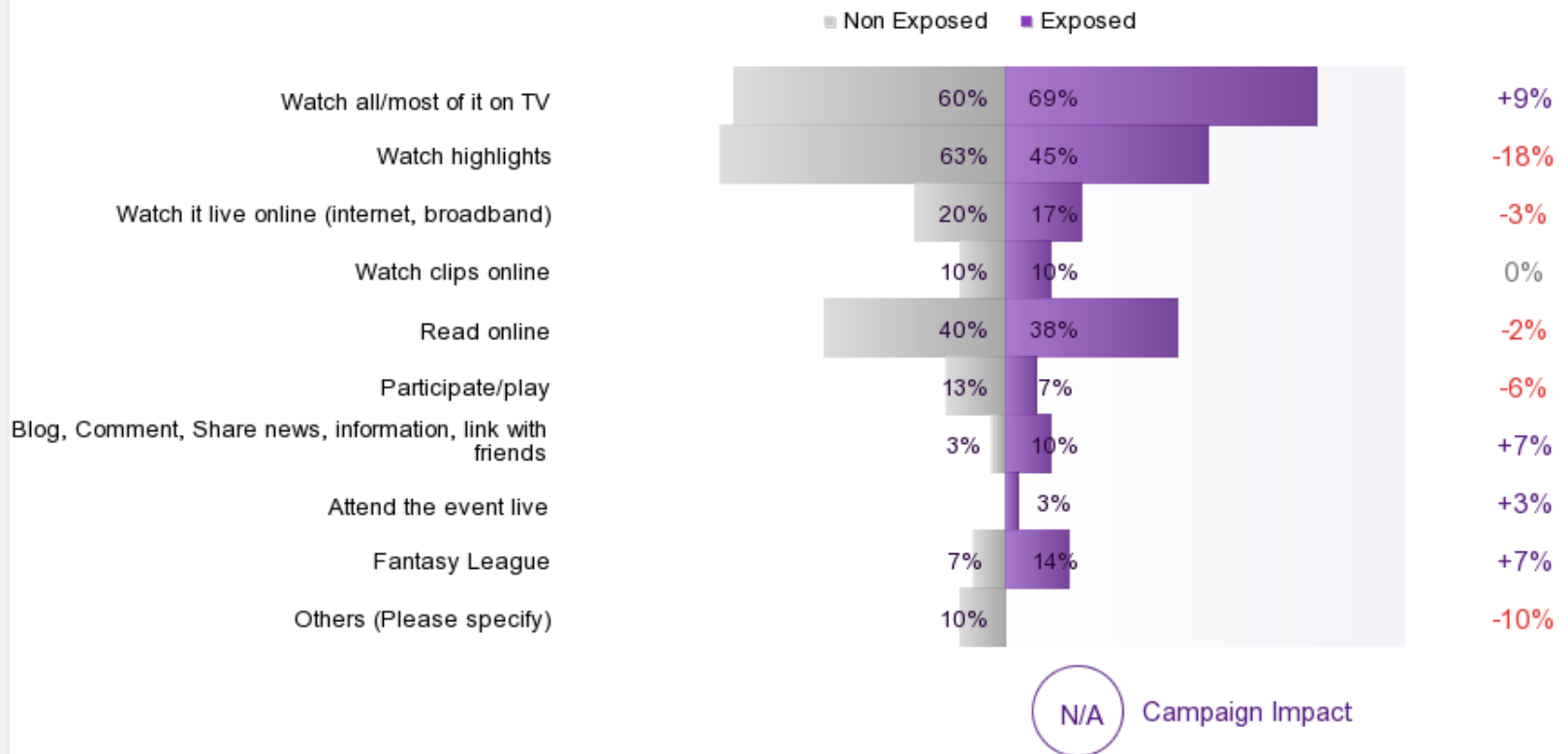
The data point(s) will be marked by a (*) sign where appropriate.

★ **3. Which of the following automobile brands are you aware of? Please select all that apply.**
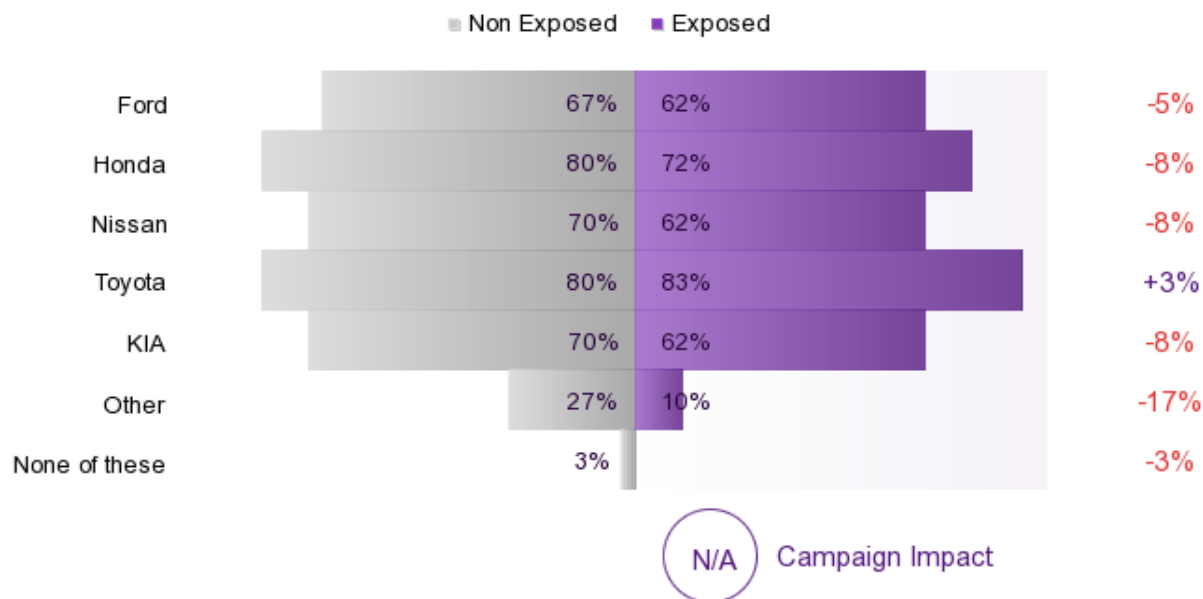
Non Exposed ■ Exposed

Brand	Non Exposed	Exposed	Impact
Ford	67%	62%	-5%
Honda	80%	72%	-8%
Nissan	70%	62%	-8%
Toyota	80%	83%	+3%
KIA	70%	62%	-8%
Other	27%	10%	-17%
None of these	3%		-3%

N/A Campaign Impact

★ **4. We would like to know your impression of each automobile brand. Please select all that apply**

↳ 4.1. Ford

Non Exposed ■ Exposed

	Non Exposed	Exposed	Impact
Offers high quality, reliable automobiles	60%	52%	-8%
Offers exciting, innovative automobiles	37%	48%	+11%
Offers automobiles that are good value for money	37%	34%	-3%
Offers automobiles with advanced technology	37%	31%	-6%

N/A Campaign Impact

To be continued on the next page.

audience
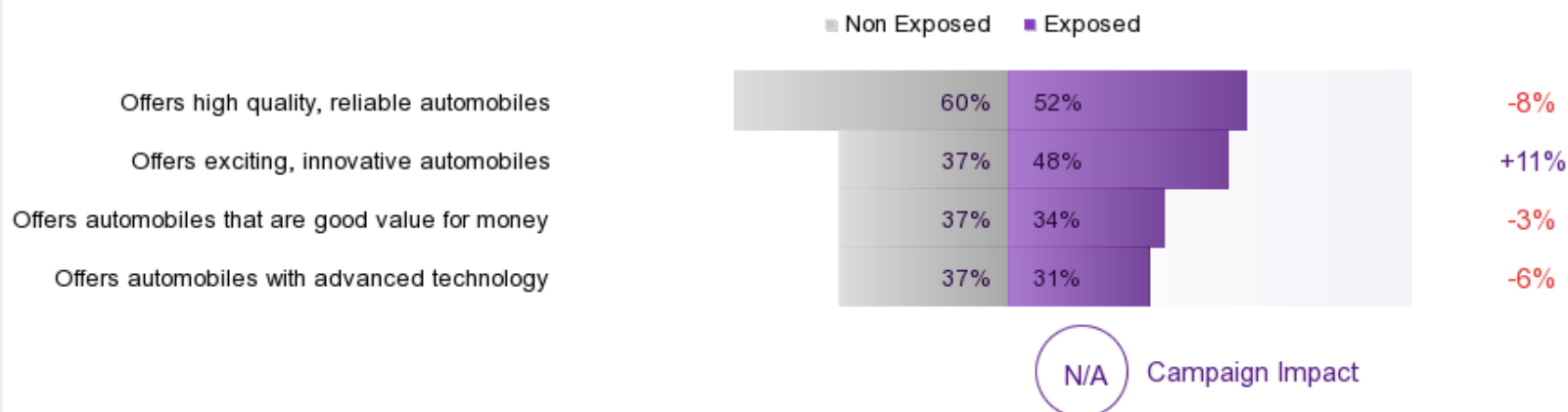
The data point(s) will be marked by a (*) sign where appropriate.

↳ 4.2. Honda

■ Non Exposed   ■ Exposed

	Non Exposed	Exposed	Impact
Offers high quality, reliable automobiles	57%	69%	+12%
Offers exciting, innovative automobiles	40%	52%	+12%
Offers automobiles that are good value for money	43%	45%	+2%
Offers automobiles with advanced technology	37%	45%	+8%

(N/A) Campaign Impact

↳ 4.3. Nissan

■ Non Exposed   ■ Exposed

	Non Exposed	Exposed	Impact
Offers high quality, reliable automobiles	43%	34%	-9%
Offers exciting, innovative automobiles	50%	48%	-2%
Offers automobiles that are good value for money	30%	45%	+15%
Offers automobiles with advanced technology	37%	28%	-9%

(N/A) Campaign Impact

To be continued on the next page.

em: effectivemeasure

The data point(s) will be marked by a (*) sign where appropriate.

> 4.4. Toyota

	Non Exposed	Exposed	
Offers high quality, reliable automobiles	63%	69%	+6%
Offers exciting, innovative automobiles	37%	41%	+4%
Offers automobiles that are good value for money	50%	59%	+9%
Offers automobiles with advanced technology	43%	52%	+9%

N/A Campaign Impact

> 4.5. KIA

	Non Exposed	Exposed	
Offers high quality, reliable automobiles	30%	28%	-2%
Offers exciting, innovative automobiles	40%	59%	+19%
Offers automobiles that are good value for money	50%	52%	+2%
Offers automobiles with advanced technology	30%	41%	+11%

N/A Campaign Impact

To be continued on the next page.

(a)udience

The data point(s) will be marked by a (*) sign where appropriate.

★ **5. To what extent do you agree/disagree with the following statements: KIA is...**
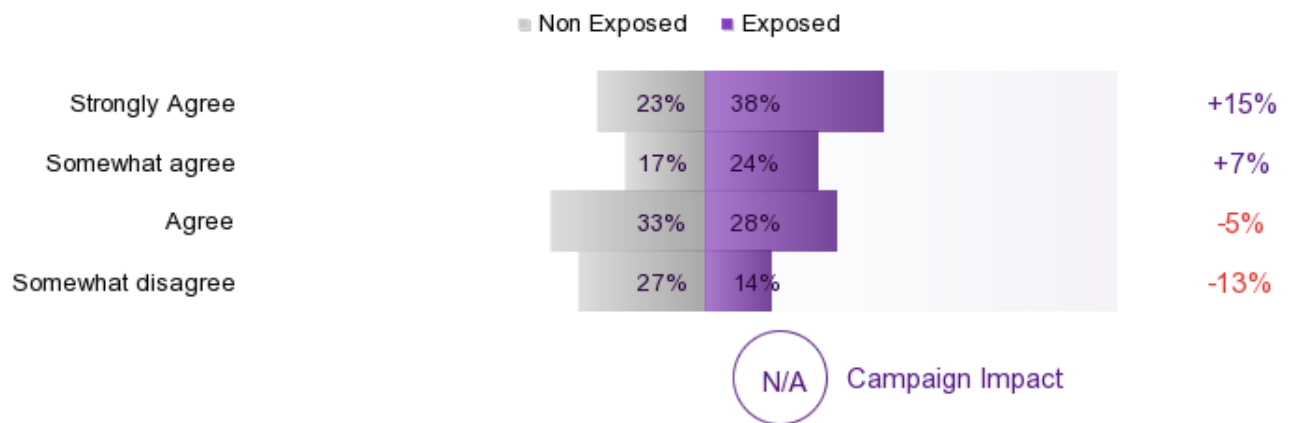
↳ 5.1. Stylish

▫ Non Exposed ▪ Exposed

	Non Exposed	Exposed	
Strongly Agree	23%	38%	+15%
Somewhat agree	17%	24%	+7%
Agree	33%	28%	-5%
Somewhat disagree	27%	14%	-13%

(N/A) Campaign Impact

↳ 5.2. Fun

▫ Non Exposed ▪ Exposed

	Non Exposed	Exposed	
Strongly Agree	13%	24%	+11%
Somewhat agree	27%	31%	+4%
Agree	37%	31%	-6%
Somewhat disagree	23%	14%	-9%

(N/A) Campaign Impact

To be continued on the next page.

em: effectivemeasure
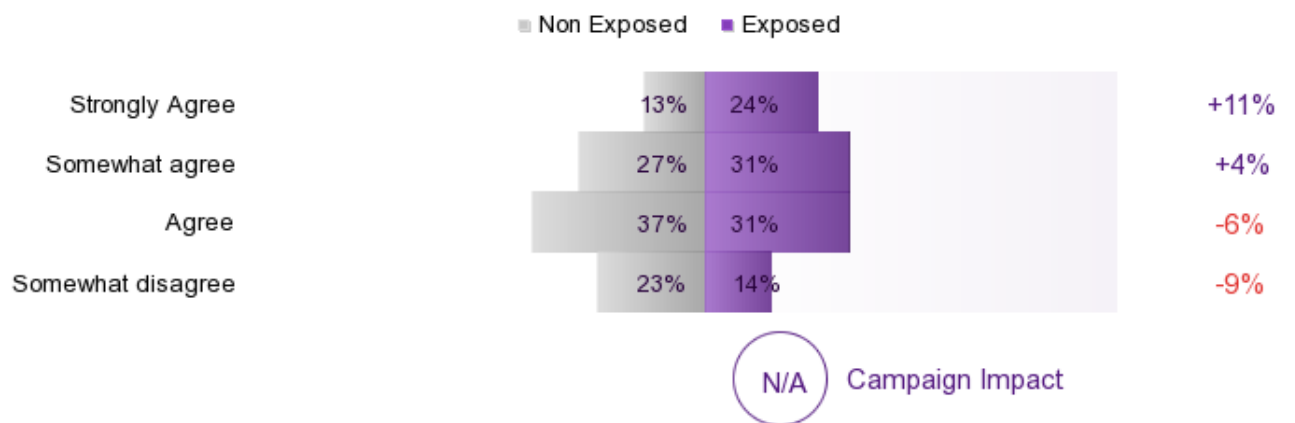
The data point(s) will be marked by a (*) sign where appropriate.

↳ 5.3. Dynamic/Vibrant
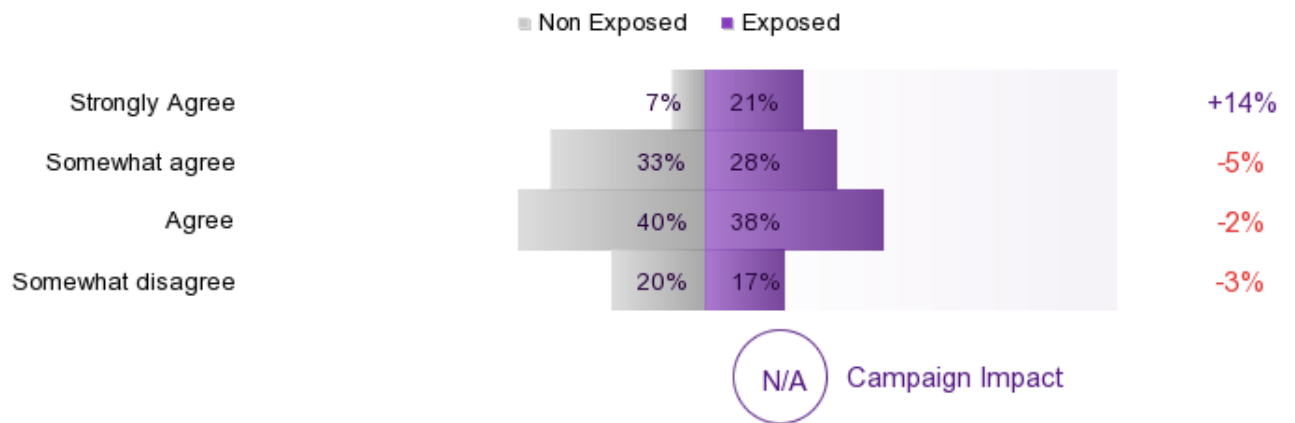
	Non Exposed	Exposed	
Strongly Agree	7%	21%	+14%
Somewhat agree	33%	28%	-5%
Agree	40%	38%	-2%
Somewhat disagree	20%	17%	-3%

N/A Campaign Impact

↳ 5.4. Trustworthy/Reliable

	Non Exposed	Exposed	
Strongly Agree	13%	10%	-3%
Somewhat agree	23%	21%	-2%
Agree	40%	48%	+8%
Somewhat disagree	23%	21%	-2%

N/A Campaign Impact
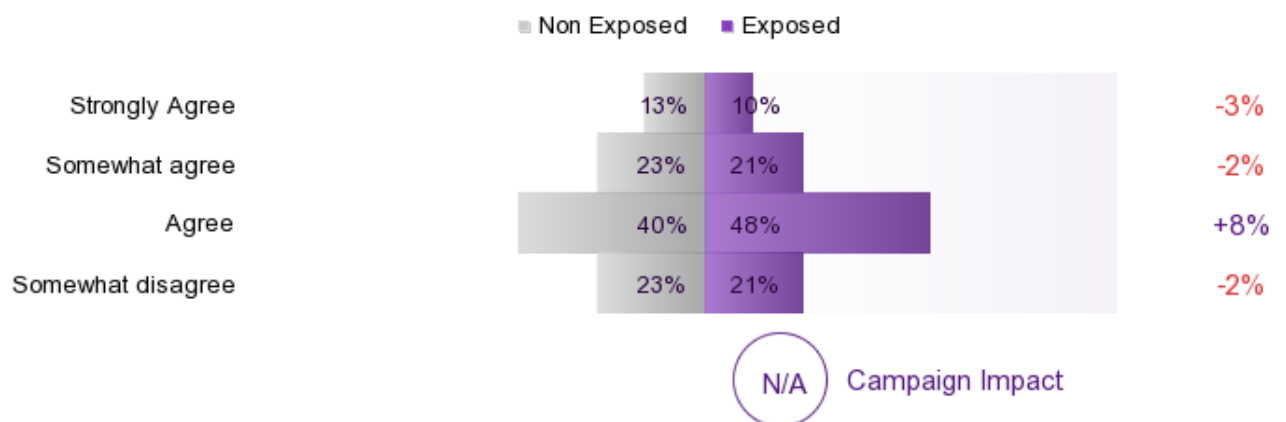
To be continued on the next page.

The data point(s) will be marked by a (*) sign where appropriate.

↳ 5.5. Innovative
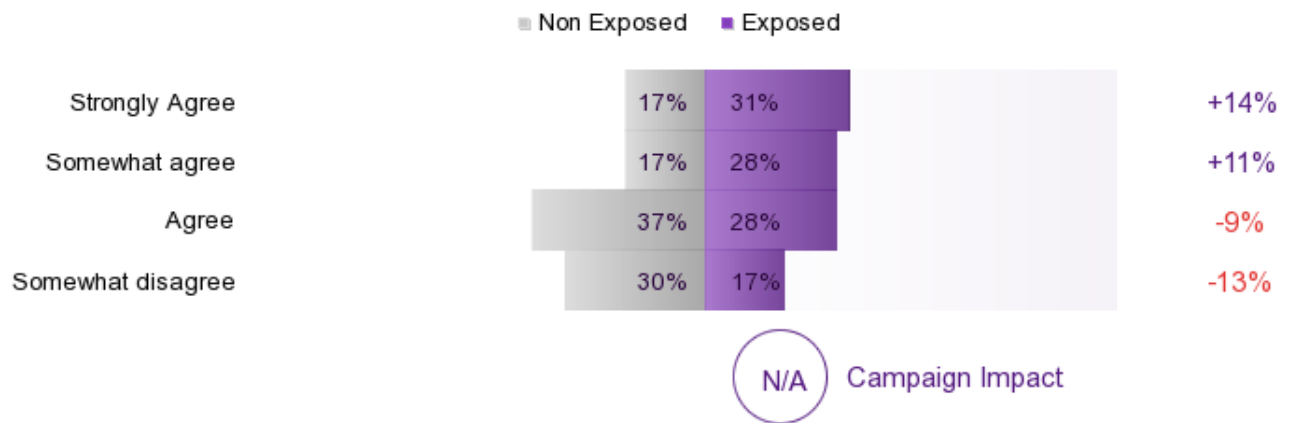
	Non Exposed	Exposed	
Strongly Agree	17%	31%	+14%
Somewhat agree	17%	28%	+11%
Agree	37%	28%	-9%
Somewhat disagree	30%	17%	-13%

(N/A) Campaign Impact

↳ 5.6. Advanced

	Non Exposed	Exposed	
Strongly Agree	17%	28%	+11%
Somewhat agree	23%	28%	+5%
Agree	40%	31%	-9%
Somewhat disagree	20%	17%	-3%

(N/A) Campaign Impact
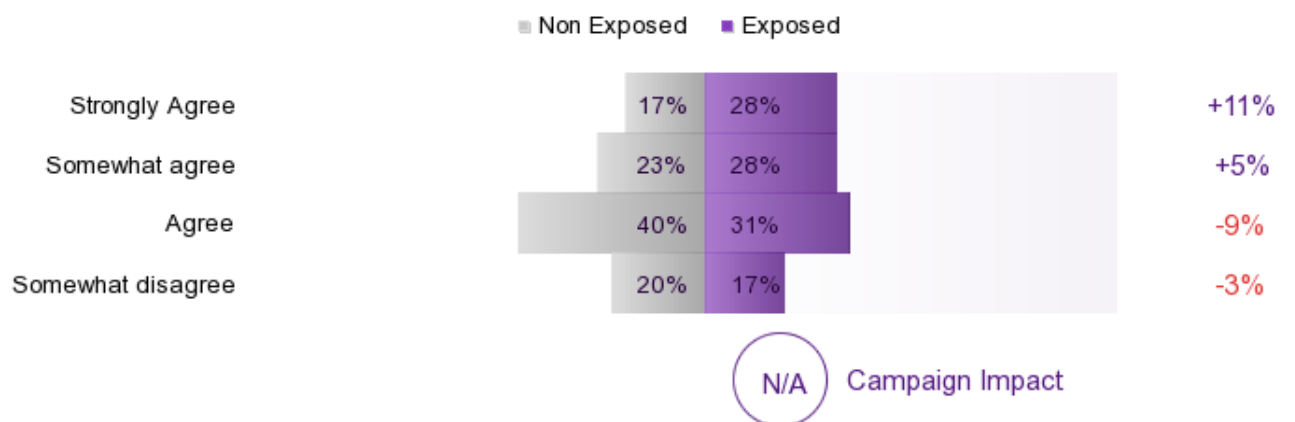
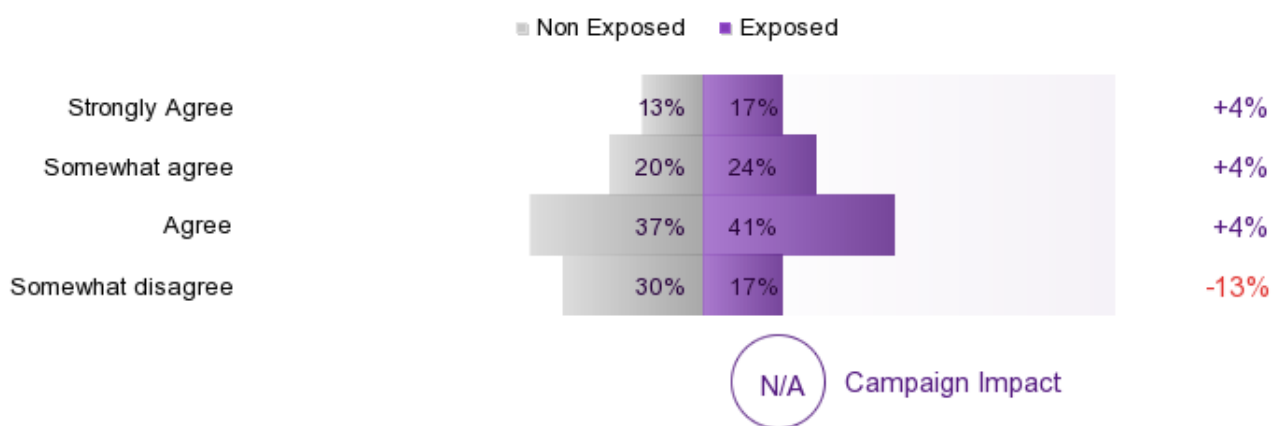*To be continued on the next page.*
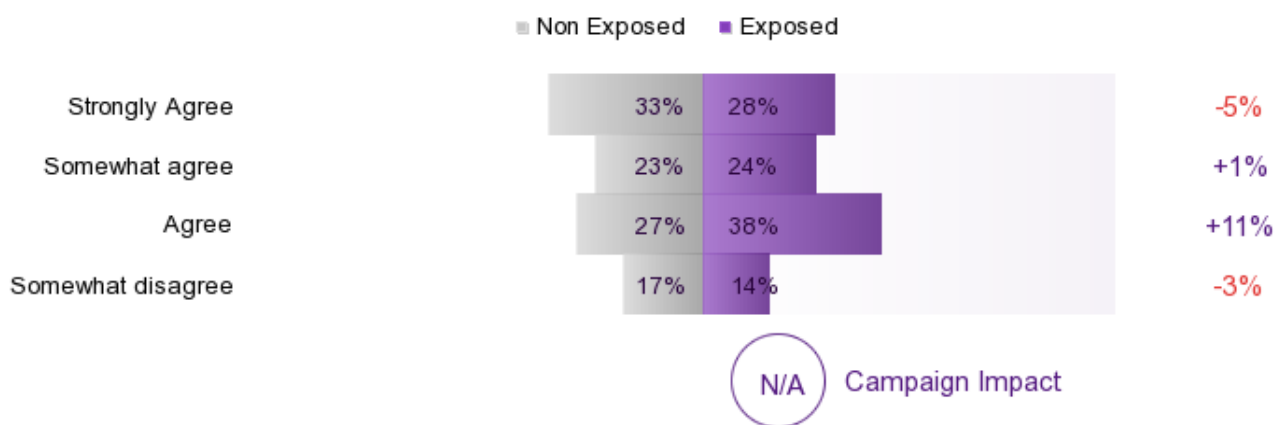
The data point(s) will be marked by a (*) sign where appropriate.

↳ 5.7. Distinctive

<table>
<thead>
<tr><th></th><th colspan="2">▪ Non Exposed   ▪ Exposed</th><th></th></tr>
</thead>
<tbody>
<tr><td>Strongly Agree</td><td>13%</td><td>17%</td><td>+4%</td></tr>
<tr><td>Somewhat agree</td><td>20%</td><td>24%</td><td>+4%</td></tr>
<tr><td>Agree</td><td>37%</td><td>41%</td><td>+4%</td></tr>
<tr><td>Somewhat disagree</td><td>30%</td><td>17%</td><td>-13%</td></tr>
</tbody>
</table>

(N/A) Campaign Impact

6. Based on your impressions of KIA and its recent advertising and communication campaigns, to what extent do you agree/disagree with the following statements:

↳ 6.1. KIA is a progressive automotive company that sponsors sporting events

<table>
<thead>
<tr><th></th><th colspan="2">▪ Non Exposed   ▪ Exposed</th><th></th></tr>
</thead>
<tbody>
<tr><td>Strongly Agree</td><td>33%</td><td>28%</td><td>-5%</td></tr>
<tr><td>Somewhat agree</td><td>23%</td><td>24%</td><td>+1%</td></tr>
<tr><td>Agree</td><td>27%</td><td>38%</td><td>+11%</td></tr>
<tr><td>Somewhat disagree</td><td>17%</td><td>14%</td><td>-3%</td></tr>
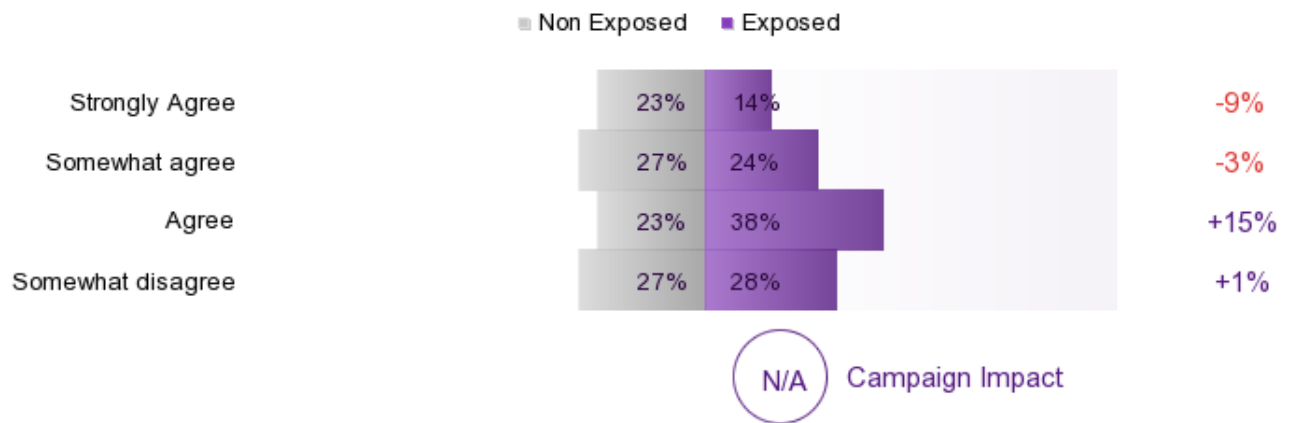</tbody>
</table>

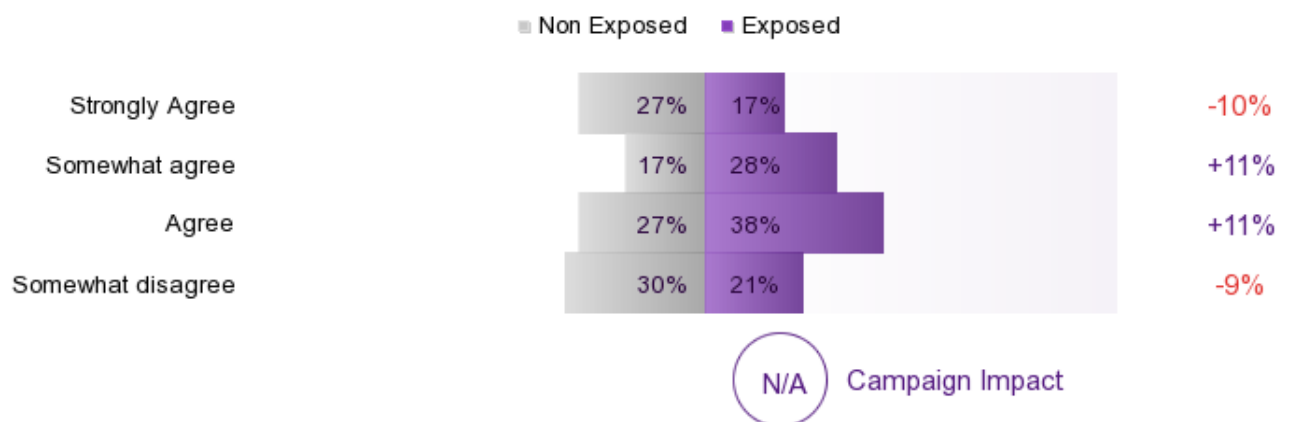(N/A) Campaign Impact

To be continued on the next page.

The data point(s) will be marked by a (*) sign where appropriate.

6.2. KIA's "Feel the Beat" 2013 campaign is exciting and relevant to sports fans like me and my friends

Non Exposed Exposed

	Non Exposed	Exposed	
Strongly Agree	23%	14%	-9%
Somewhat agree	27%	24%	-3%
Agree	23%	38%	+15%
Somewhat disagree	27%	28%	+1%

N/A Campaign Impact

6.3. KIA's "Feel the Beat" 2013 campaign has made me more interested in KIA's cars

Non Exposed Exposed

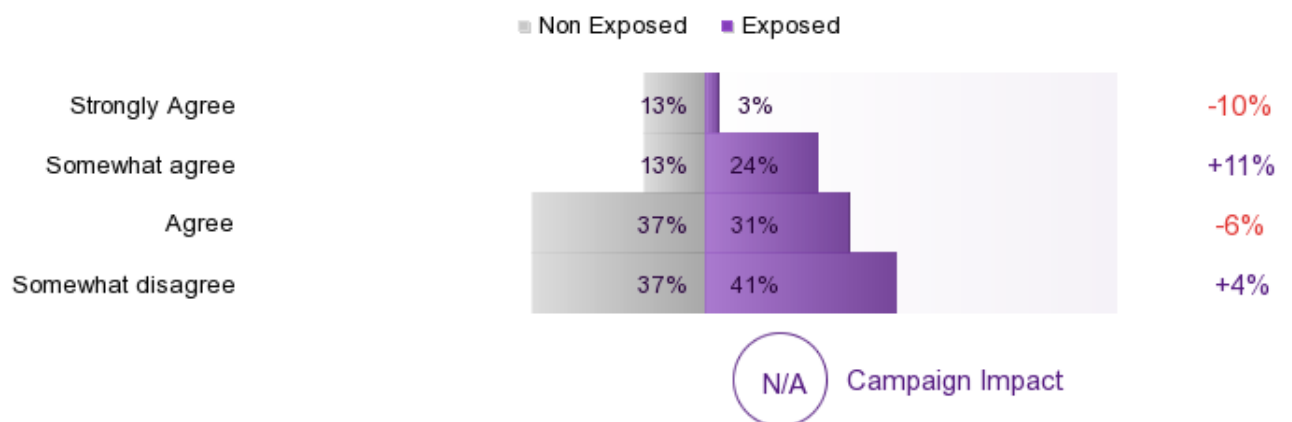|	Non Exposed	Exposed	
Strongly Agree	27%	17%	-10%
Somewhat agree	17%	28%	+11%
Agree	27%	38%	+11%
Somewhat disagree	30%	21%	-9%

N/A Campaign Impact

To be continued on the next page.

The data point(s) will be marked by a (*) sign where appropriate.

⤷ 6.4. As a tennis fan, I appreciate brands like KIA that sponsor events of my favourite sport Tennis, like the Australian Open
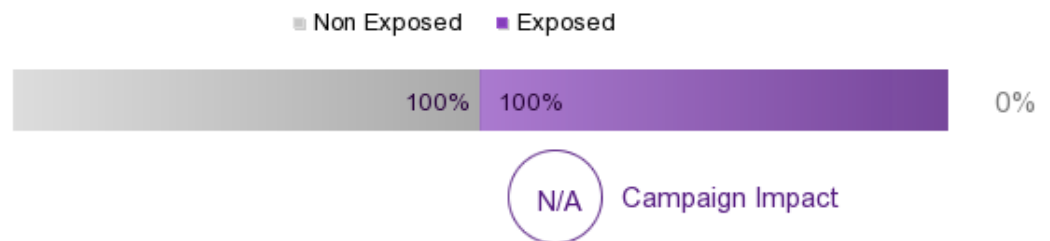
	Non Exposed	Exposed	
Strongly Agree	40%	38%	-2%
Somewhat agree	17%	28%	+11%
Agree	20%	24%	+4%
Somewhat disagree	23%	14%	-9%

(N/A) Campaign Impact

⤷ 6.5. I have discussed and shared KIA's "Feel the Beat" 2013 campaign with my friends and family

	Non Exposed	Exposed	
Strongly Agree	13%	3%	-10%
Somewhat agree	13%	24%	+11%
Agree	37%	31%	-6%
Somewhat disagree	37%	41%	+4%

(N/A) Campaign Impact
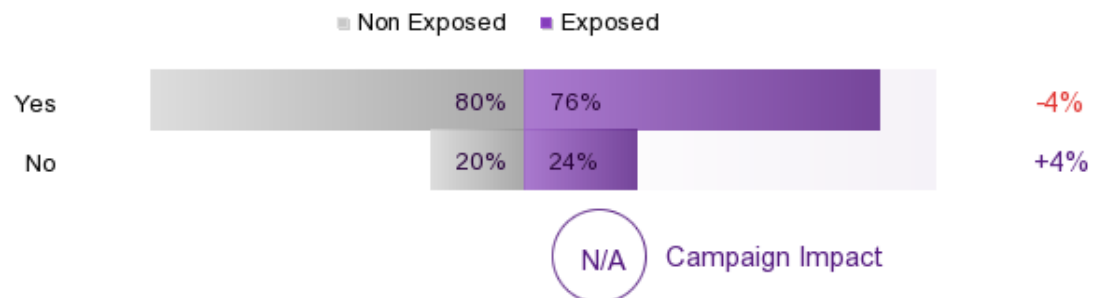
To be continued on the next page.

audience
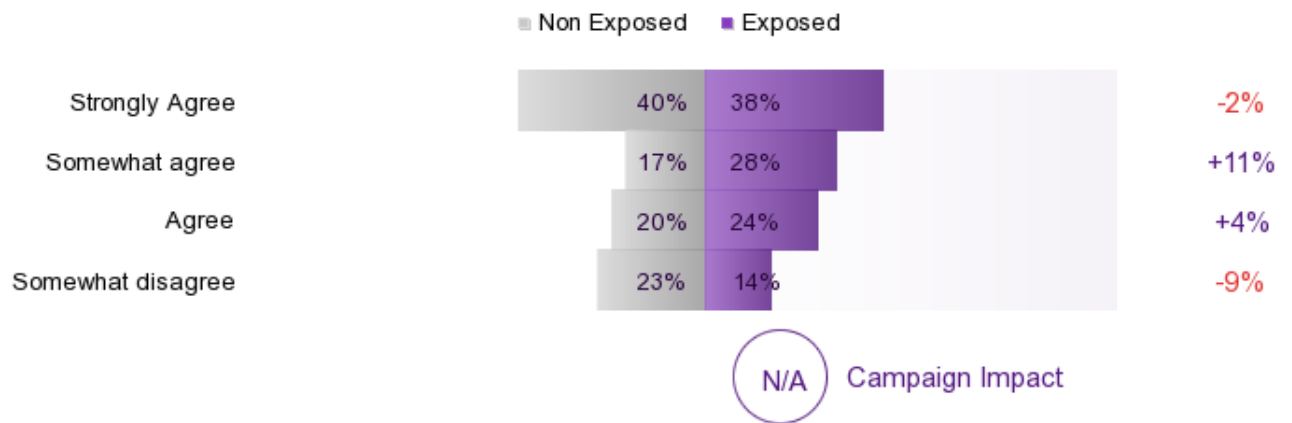
The data point(s) will be marked by a (*) sign where appropriate.

⭐ **7. Please do tell us what your overall impression of KIA's advertising and communication is. If there is anything else you wish to add, please let us know.**

■ Non Exposed   ■ Exposed

100%	100%	0%

N/A   Campaign Impact

⭐ **8. Do you or your family...**

↳ 8.1. ...currently own a car?

■ Non Exposed   ■ Exposed

Yes	80%	76%	-4%
No	20%	24%	+4%

N/A   Campaign Impact

To be continued on the next page.

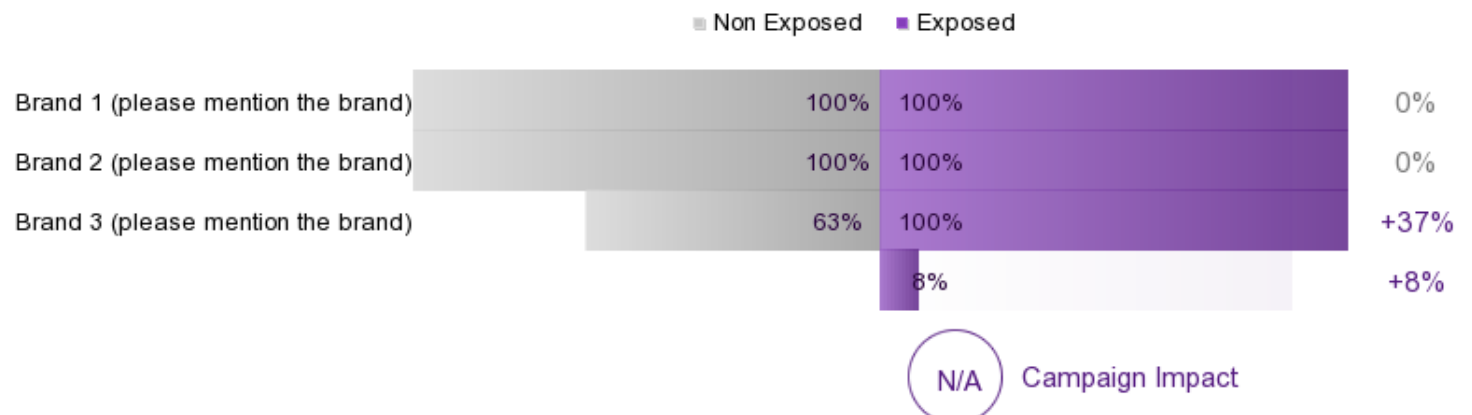**em: effectivemeasure**

The data point(s) will be marked by a (*) sign where appropriate.

8.2. ...plan on buying a car in the next 12 months?

◻ Non Exposed ◼ Exposed

	Non Exposed	Exposed	
Yes	27%	45%	+18%
Not decided	43%	41%	-2%
No	30%	17%	-13%

(N/A) Campaign Impact

8.3. (if yes) Which brand(s) are you considering?

◻ Non Exposed ◼ Exposed

	Non Exposed	Exposed	
Brand 1 (please mention the brand)	100%	100%	0%
Brand 2 (please mention the brand)	100%	100%	0%
Brand 3 (please mention the brand)	63%	100%	+37%
		8%	+8%

(N/A) Campaign Impact
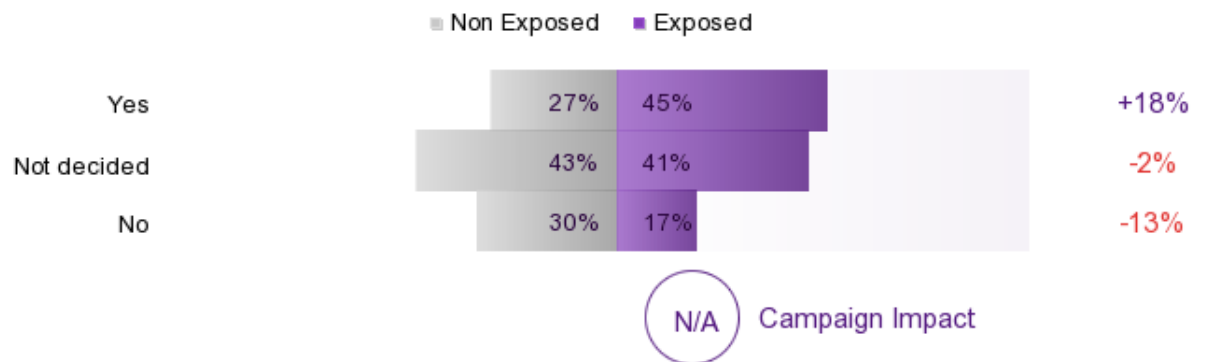
FAQ

Here is a list of Frequently Asked Questions about Campaign Measurement.

How are online Gross Ratings Points different than TV Gross Ratings Points?

Predicting online reach is very different from predicting reach on television or radio. In these traditional media, reach is simply the total number of viewers of a particular campaign. Online, the calculation is much more complicated. For example, a campaign of one million impressions on a site with one million unique browsers may reach only a small percentage of the population for the site. This is because these impressions compose a small fraction of the total monthly impressions on the site. This online media fragmentation makes it more difficult to achieve high or comparable online reach without sophisticated planning data, tools and relative budgets.

My GRP was well off my campaign objectives, am I planning properly?

There are a number of reasons why the GRP is lower than expected. As above the online fragmentation of Audiences can result in lower Reach. Potential reasons are that campaign planning may not have been done via Effective Measure, Effective Measure OpenView or the budget was simply to small. Irrespective of the reason the primary objective of a Campaign Measurement Report is to provide insight into campaign performance and assist with optimising the performance of future campaigns.

**Is GRP really relevant to digital campaigns?**

The notion of GRP is simply a currency summarising how many unique browsers were exposed to the campaign (Reach) multiplied by the times they were exposed to the campaign (Frequency). While the TV and online GRP is cannot be directly compared they still represent a common formula utilising Reach and Frequency.

Overview

This Campaign Measurement report uses a number of data points to generate this report. This section of the report details how the results are generated.

The data points for Market Definition

The data points below are used to define the market size and its demographic composition.

Total Market
599,389

Demographic Profiles
6,780,760

Demographic
Composition
599,389
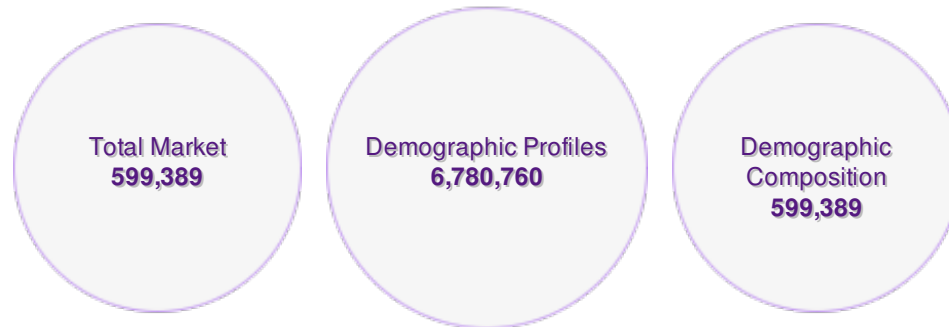
Total Market = The total market measured by Unique Browsers under a subset of publishers in the country where the campaign ran.

Number of Demographic Profiles = The number of Demographic profiles under a subset of publishers within the targeted country.

Market Demographic Composition = The number of Demographic profiles under a subset of publishers within the targeted country inferred across the Total Market.

The data points for Exposure Definition

The data points below are used to define the level of exposure for the campaign.

Demographic
Composition
599,389

Target Market
84,292

Exposed
1,647,096

Exposed Profiles
3,718

Exposed Matched
Profiles
1,591

Target Market = The target market measured by Unique Browsers under a subset of publishers in the country where the campaign ran. We constantly run market wide surveys and infer the demographic profiles we aggregate across the entire market that we measure.

Number of Unique Browsers Exposed to the Campaign = The number of Unique Browsers that have been exposed to the campaign.

Number of Unique Browsers Exposed and with Profiles = The number of Unique Browsers with a Demographic Profile that have been exposed to the campaign.

Number of Unique Browsers Exposed and Matched Profiles = The number of Unique Browsers with a Demographic Profile that have been exposed to the campaign and are within the Target Market.