BBC x Ministry of Economy, Entrepreneurship and Tourism of Romania

END OF CAMPAIGN OVERVIEW 2023

BBC STUDIOS

Contents

BBC STUDIOS

TV Campaign Summary

€100,000 gross | October - November 2023

At the conclusion of the campaign, we delivered **86** TV spots on BBC News Channel Europe Feed:

- 30" spots - 54

- 60" spots - 32

Please see the post-tells transmission summary document for further details.

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TV Campaign Reach & Frequency Results:

Over the course of the campaign, the TV spots on the BBC News reached in excess of **13 million** viewers across Europe with a reach of **4.5%** and average frequency of approximately **2.7**.

EUROPE							
Insertions		**Spots**	**Week Count**	**Reach**	**Reach %**	**Total GRPs**	**Total Impacts**	**Avg Frequency**
		86	5	13.7M	4.5%	12.0%	36.5M	2.7
All Adults								
Global Web Index Q3 2022 – Q2 2023								
Population: 304,700,000								

Adscore

AdScore is a global brand lift study, designed to measure the effectiveness of advertising campaigns on BBC News.

We conducted Adscore research as added value on this campaign.

HOW IT WORKS

- An online survey of news consumers using an exposed v non-exposed OTS methodology.
- Covers TV and Digital
- We have included this as added value as part of our partnership and this has a value of $15k.

WHAT IT PROVIDES

- Brand metrics reported on: Ad Recall, Brand Familiarity, Consideration, Brand Positivity, Brand Image/Association, Recommendation
- Campaign compared to our performance benchmarks from over 300 campaigns

+33 % ▲   ■ Test   **+41 %** ▲
■ Control

64%   62%
       48%   44%

Recommendation   Consideration

BBC STUDIOS
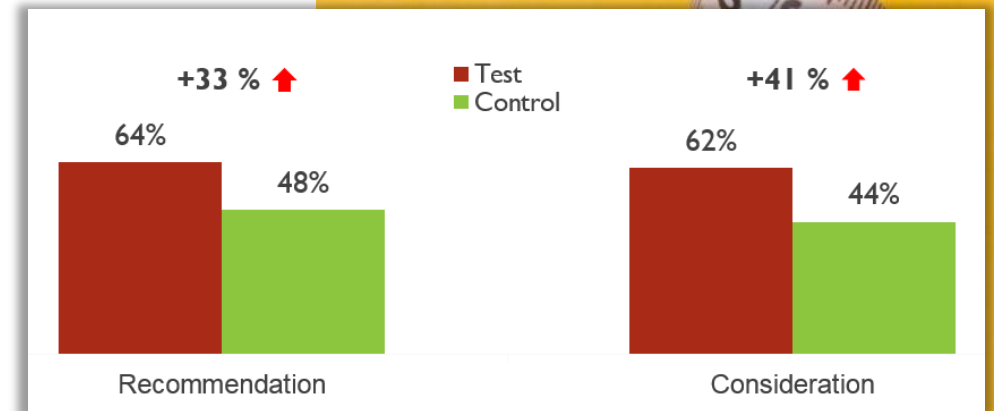
What is AdScore?

AdScore is a global online study, designed to measure the effectiveness of advertising campaigns on BBC World News and BBC.com. The study is conducted by BDRC Continental, an independent research agency, who manage the fieldwork and data processing.
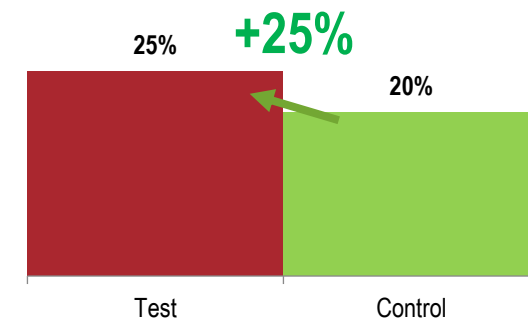
CONTROL

Did not see the ad

VS

- ✓ *WATCH BBC WORLD NEWS AND VISIT BBC.COM LESS THAN 3 TIMES A MONTH*
- ✓ *WATCH OR VISIT ANY **NON BBC CHANNEL/SITE** 2-3 TIMES OR MORE A WEEK OR MORE*

EXPOSED/ TEST

Seen the ad

- ✓ *WATCH BBC WORLD NEWS/ VISIT BBC.COM 2-3 TIMES A WEEK OR MORE*

We ask both groups the same sets of metrics and compare the DIFFERENCE IN SCORES

Brand Awareness

25%   **+25%**
                        20%

Test   Control

Both groups should be **demographically matched** – therefore difference in scores can be attributed to the CAMPAIGN/ AD
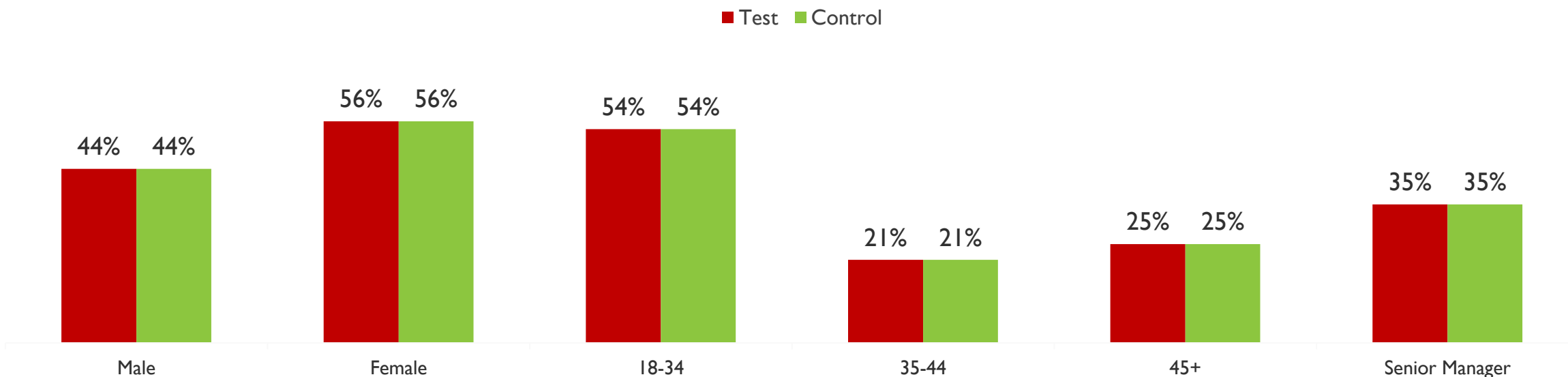
Sample: Test and Control matched on demographics
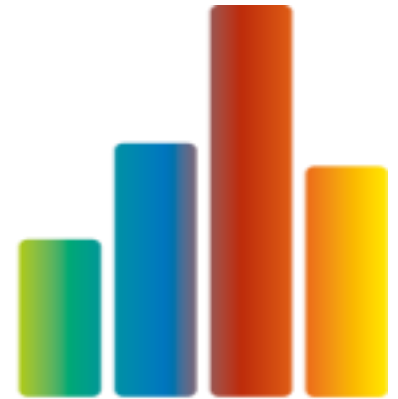
Market = Europe

Test = Engage with BBC 2-3 times a week, sample =242

Control = Consume international news in English at least 2-3 times a week not on the BBC, sample = 240

Legend: ■ Test ■ Control

	Male	Female	18-34	35-44	45+	Senior Manager
Test	44%	56%	54%	21%	25%	35%
Control	44%	56%	54%	21%	25%	35%

BBC WORLD NEWS   BBC.com   România explore the Carpathian garden   ADSCORE
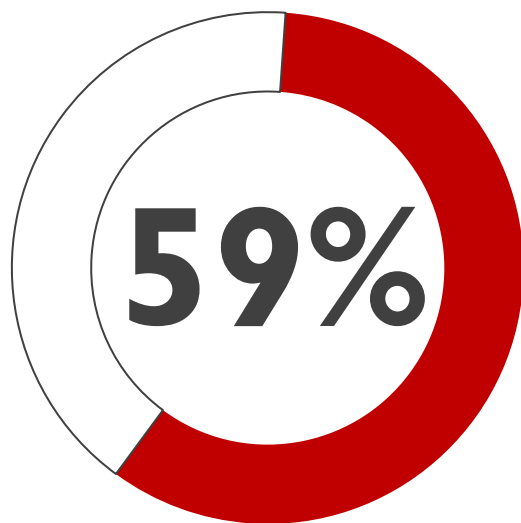
The advertising achieved good cut through

Q. Have you seen this advertisement on TV?

TV Ad recall (%)

Example of Campaign Ad

59%

NORM: 56 %

↑ = Significant uplift
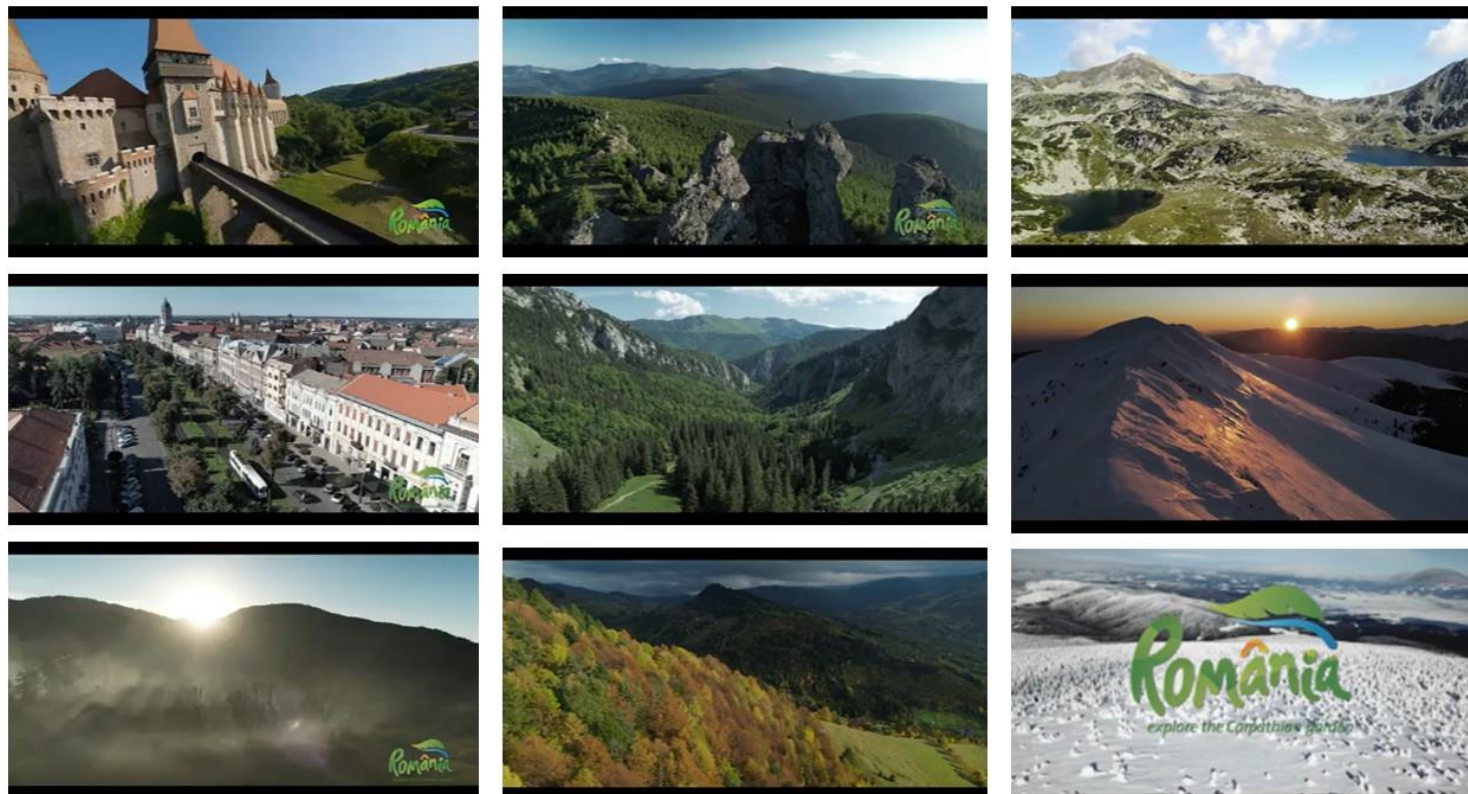
And was able to drive familiarity with Romania strongly

Q. How familiar are you with each of brands, organisations, products or destinations listed below?

Familiarity With Romania (%)

Uplift vs control **+65 %** ↑ **+425 %** ↑ **+167 %** ↑ **+47 %**

■ Test ■ Control

	Overall Familiarity	Know very well	Know a fair amount	Know a little	Never heard of
Test	86%	21%	24%	28%	14%
Control	52%	4%	9%	19%	48%

BBC WORLD NEWS
BBC .com
Romania explore the Carpathian garden

ADSCORE

↑ = Significant uplift
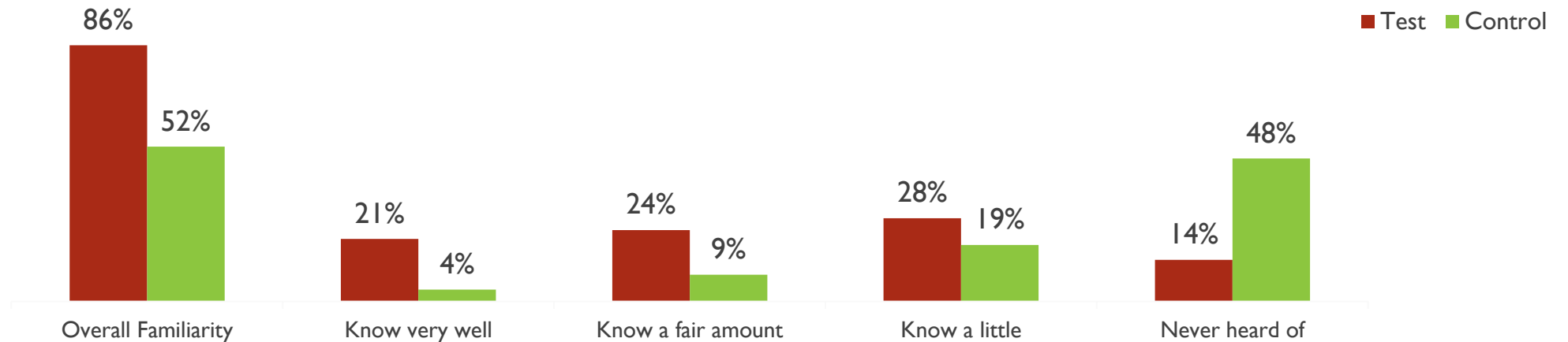
Also resulting in significant increases in recommendation and consideration

Q. How likely are you to recommend each of the brands, organisations, products or destinations listed below?

Q. How likely are you to consider using, purchasing or visiting each of the brands, organisations, products or destinations listed below?

Recommendation And Consideration For Romania (%)

Uplift vs control   **+157 %** ⬆   **+88 %** ⬆

54%

21%

Recommendation

49%

26%

Consideration

■ Test ■ Control

⬆ = Significant uplift

BBC WORLD NEWS   BBC .com   Romania explore the Carpathian garden   ADSCORE
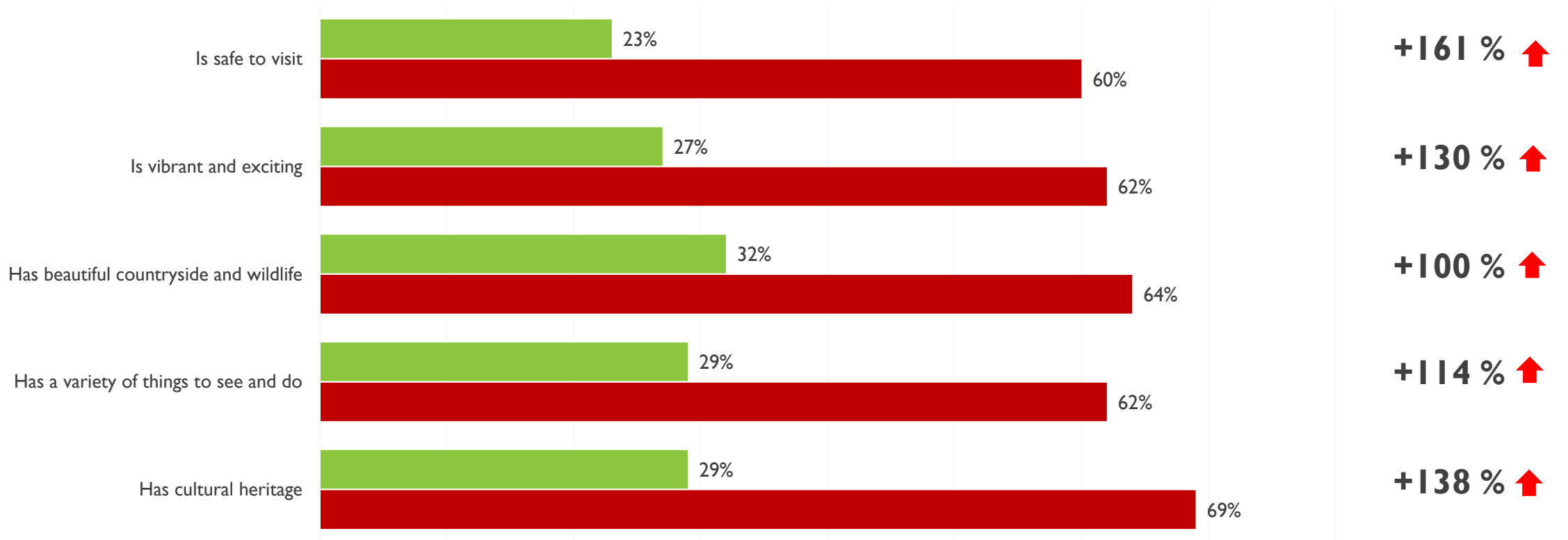
Improving brand image significantly

Q. Thinking about the brand, organisation, product or destination, to what extent do you agree that each of the statements below applies?

Image Attributes for Romania (%)

Uplift vs control

Attribute	Control	Test	Uplift vs control
Is safe to visit	23%	60%	+161 % ▲
Is vibrant and exciting	27%	62%	+130 % ▲
Has beautiful countryside and wildlife	32%	64%	+100 % ▲
Has a variety of things to see and do	29%	62%	+114 % ▲
Has cultural heritage	29%	69%	+138 % ▲

■ Control ■ Test

BBC WORLD NEWS BBC.com Romania explore the Carpathian garden ADSCORE
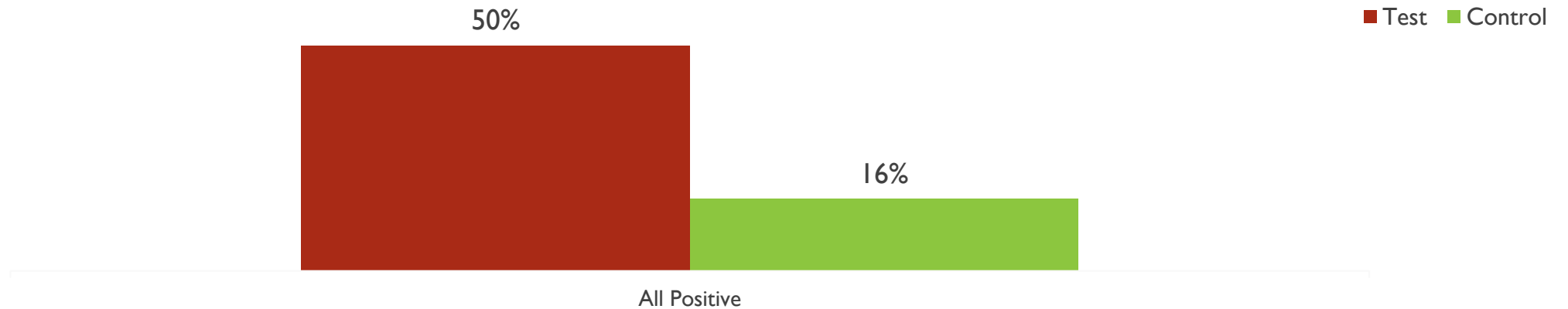
▲ = Significant uplift

Consumers also displayed enhanced positivity

Q. How positive or negative do you feel towards each of the brands, organisations, products or destinations listed below?

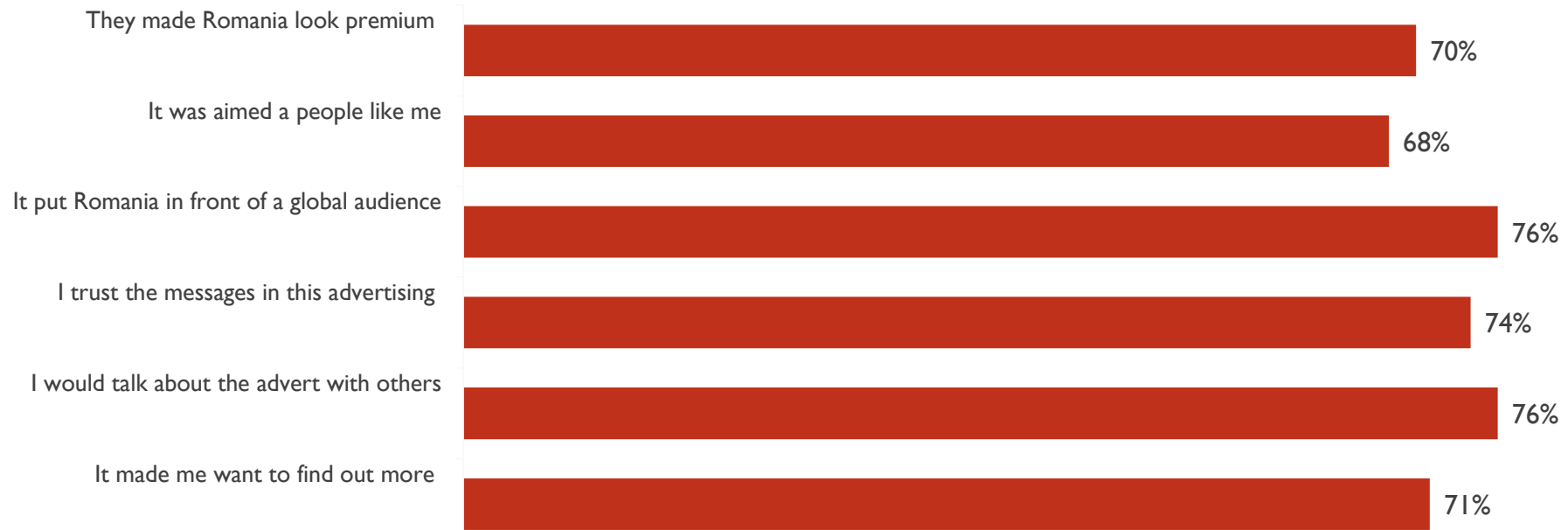## Positivity towards Romania (%)

Uplift vs control   **+212 %** ⬆

■ Test   ■ Control

50%

16%

All Positive

⬆= Significant uplift

BBC WORLD NEWS   BBC .com   România *explore the Carpathian garden*   ADSCORE

The advertising worked hard, scoring well across key attributes

Q. To what extent do you agree or disagree that the words or phrases below apply to this advertisement?

Advertising Attributes Romania (%)

Attribute	%
They made Romania look premium	70%
It was aimed a people like me	68%
It put Romania in front of a global audience	76%
I trust the messages in this advertising	74%
I would talk about the advert with others	76%
It made me want to find out more	71%

BBC WORLD NEWS BBC.com România explore the Carpathian garden

ADSCORE

Summary

BBC THE RIGHT PLACE ☑

73% of exposed respondents agreed that the BBC was the right place for Romania to advertise

AWARENESS ☑

The campaign increased awareness of Romania with an uplift of 65% in terms of overall familiarity

BRAND IMAGE ☑

Romania showed significant uplifts across all key brand metrics

POSITIVITY ☑

Positivity towards Romania experienced an uplift of 212% amongst BBC consumers

RECOMMENDATION ☑

Likelihood of recommending Romania increased by 157% amongst BBC consumers

CONSIDERATION ☑

Likelihood of considering Romania increased by 88% amongst BBC consumers.

BBC WORLD NEWS   BBC.com   România explore the Carpathian garden   ADSCORE

Mulțumesc!

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