
IDEABRIDGE



The IdeaBridge White Paper Series:
Advertising Effectiveness Audits



ADVERTISING EFFECTIVENESS AUDITS

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Between 40% - 90% of all advertising and marketing dollars are "completely wasted", according to a recent poll of senior business executives on two continents. The problem is, they can't readily identify which programs are working and which are not.

We can help. Working with advertising firms that support our philosophy of accountability, we perform a detailed analysis of your advertising, marketing, promotion and sales expenditures and measure the effectiveness of each. Then, we'll recommend an alternative program and design simple tracking systems to monitor the effectiveness of your revised advertising investment. We call this an Advertising Effectiveness Audit. Our approach is radically different...we hold marketers accountable for results and don't accept rhetoric.

Marketing and Advertising investments must be measured and must earn a return!

- Marketers should, like accountants, be masters of measurement. Marketers should always perform a cost-benefit analysis of every marketing program, including a gap-analysis between their initial assumptions and the project's actual results. They must rigorously track the data, measure the returns and widely distribute the unfiltered results.
- Marketing should be held accountable to the same level of financial measurements, controls and scrutiny as any other business unit in the company.
- Above all, marketing is about results. If your marketing programs are not producing incremental revenue while increasing net income, then they are failing. Period.

Mind share...or Mind Games?

- Marketers and the creative-types are famous for hiding behind their advertising awards, especially when sales quotas are not being met. They like to talk about building "mind share" and brand awareness, that way, they won't be held accountable for lackluster sales results because they can always claim that they've built mind share...and who can prove them wrong? Even the toughest cost-control managers can be duped by their own marketing people who claim that they're building brand awareness, aka: "mind share."
- Every year, hundreds of millions of dollars are squandered in half-baked advertising schemes by people who've never sold a thing in their lives. Yet they manage to stay clear of the cost control hatchet by claiming, "you just can't look at advertising in a dollars and cents kind of way." Well, we're here to tell you that it's the only way to look at it! You can't pay the bills with dusty advertising awards and industry accolades.

Advertising's sole objective is to sell more product at good margins:

- The sole purpose of advertising and marketing is to get more people to buy more of your product, more often, for more money. The only reason to spend a single nickel on advertising is if you can prove it will help you sell more product at a profitable margin.



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- Your goal shouldn't be to intrigue or entertain your prospects with rolling fields of wheat or singing frogs. Your goal must be to capture profitable new customers at a margin that's accretive to your bottom line! Naturally, those who argue most strenuously that there's some ethereal value to this silly notion of "branding" or "mind share", are those who are terrified that one day we'll come in and finally hold them accountable for actual sales results! And they're right... we will!