



Comparethemarket.com.au *'Compare the Meerkat'*

CASE STUDY SNEAK PEEK



'It is original and memorable – it gets viewers interested. Although advertising with animals has been done before, an animated Russian meerkat is new and memorable!'

Background

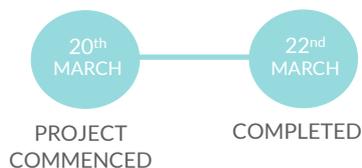
Launched in 2009 to revitalise the UK price comparison site to great success. Adapted for the Australian market to introduce the brand, and show consumers they can use the site to find a good insurance deal across a range of categories (health, car travel).

We wanted to find out how much of a threat this new company would be to existing insurance comparison sites.

The Solution

To evaluate the effectiveness of the new advertising campaign using **add+impact**[®], a specialized advertising online survey. It provides quantitative measures of ad effectiveness combined with qualitative insights into message communication, branding and creative strengths and weaknesses.

Fast Turnaround



CONTACT

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The Results

KEY PREDICTOR MEASURES



ATTENTION
Will the ad get noticed?



BONDING
Does it build brand feelings?



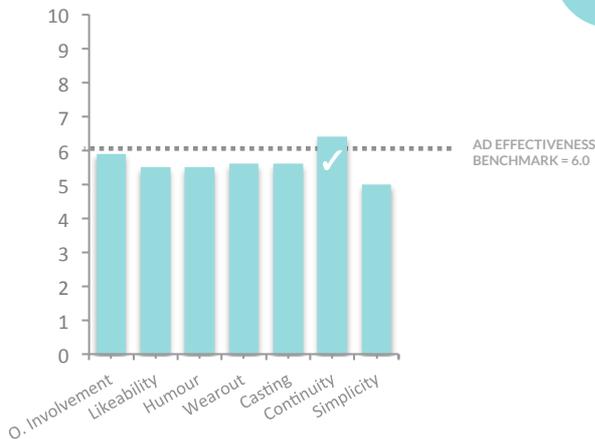
MESSAGE TAKEOUT
What messages are communicated?

BRANDING
Is the brand the hero?

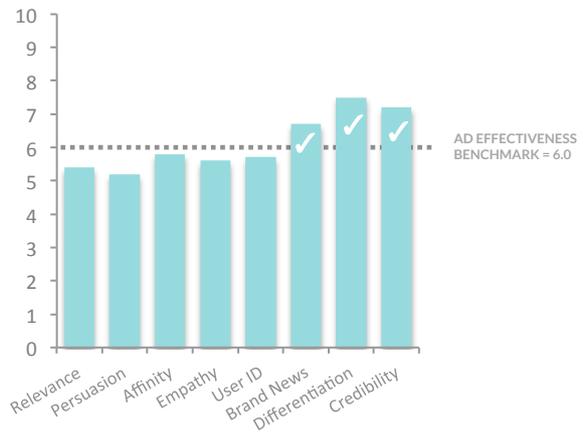


DIAGNOSTICS

Attention Diagnostics Strengths & Weaknesses



Bonding Diagnostics What is driving Brand Feelings?



Qualitative Analysis
What are they saying?



"What is he talking about and why does he have a German accent? Why is a meerkat telling us about insurance?"

"Amusing, innovative, interesting, definitely different."

"Very cute and interesting way to get the advertising across."

"They specialise in being able to compare health, car, travel insurance."

INSIGHTS



The use of Alexander the Meerkat in this ad ensures that it **original** and **memorable** – it gets viewers interested. Although advertising with animals has been done before, an animated Russian Meerkat gets their Attention.

Some concern however lies around the delivery of the message. Alexander the Meerkat's accent and the pace of his speech make it **hard to understand**, and some find the connection to the site to be weak. A confusing ad can be a problem as it leads to high wearout or can limit the brand impact if the link is not clear.



Feelings towards Compare the Market are positive - this is mainly driven by the fact that it **differentiates itself from other competitor sites**.

Being a new brand to the Australian market, the messages and offering are considered **new**, however the audience is not persuaded that the site is necessarily relevant to their needs.



This was just a glimpse at what insights we can uncover! Talk to us about getting a demo of our instant dashboard reporting, including our real-time reactions tool!