

## Success Metrics

For this study, Febreze, blip.tv and Dynamic Logic focused on three success metrics.

- **Online Ad Awareness:** Measures awareness of the existence of Febreze’s online campaign.
- **Message Association:** Measures the ability to pair Febreze with its tagline “It’s a breath of fresh air”.
- **Purchase Intent:** Measures likelihood to purchase Febreze over another brand in the future.

## Results

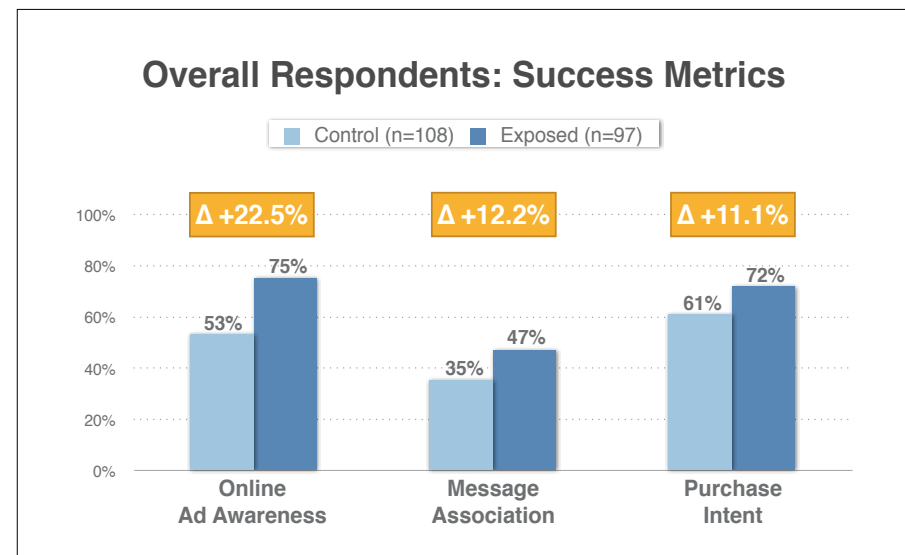
In terms of the previously defined metrics, this campaign was a huge success. It showed statistically significant increases across all metrics, and outperformed historical Dynamic Logic studies in the CPG vertical.

**+22.5% Ad Awareness** (The average user was 22.5% more likely to be aware of the online Febreze campaign after seeing the ad)

**+12.2% Message Association** (The average user was 12.2% more likely to pair Febreze with its tagline after seeing the ad)

**+11.1% Purchase Intent** (The average user was 11.1% more likely to purchase Febreze after seeing the ad)

**56% of respondents have purchased** Febreze in the past six months, making it the most popular air freshener amongst blip.tv users.



- The Febreze ad unit was 20% more effective on users who had NOT purchased Febreze in the past 6 months.
- The Febreze ad unit was 25% more effective across all metrics when viewed 2+ times.