

Helping Sponsors Measure the Impact of a Brand Campaign



In an era of accountability and optimization, SGPM offers sponsors a solution to measure brand lift

Measuring success is a critical part of any marketing campaign. But many marketers find it difficult to measure the effectiveness of a linear television buy, especially when the goal of the campaign is improving brand favorability and not transactional measurements.

The Sponsorship Group for Public Media ([SGPM](#)) has solved this problem for many of our sponsors by offering them the opportunity to add a **SGPM brand lift study** to their PBS sponsorship package. A SGPM brand lift study is a research study that runs in conjunction with a [PBS](#) or [PBS KIDS](#) sponsorship and **measures changes in brand perception** across metrics that are important to a sponsor.

Our brand lift study employs audience surveys to measure the effect of a PBS sponsorship on metrics such as:

- **Brand awareness**
- **Ad recall**
- **Brand favorability**
- **Purchase consideration**


Methodology

SGPM's brand lift studies utilize two different methodologies:

- **Pre/Post Analysis:** Two surveys fielded to the PBS program audience
 - First survey: Fielded before sponsorship begins to obtain a benchmark against relevant brand metrics
 - Second survey: Fielded 6 – 12 months after sponsorship is launched and measures changes in brand metrics
- **Exposed vs. Control Analysis:** Recommended when it's not possible to do a pre-launch survey
 - Surveys a sample of the PBS program audience (exposed) and a sample of non-viewers (control)

Brand Lift Case Studies

Here are some examples of the brand lift studies commissioned by our sponsors:

BRAND CATEGORY	PBS SERIES	STUDY RESULTS
Large cruise line		Brand favorability increased +130% Brand awareness increased +100% Purchase consideration increased +125%
Large financial service company	<u>MASTERPIECE</u>	Ad recall increased +227% Brand awareness increased +575% Purchase consideration increased +150%
Large manufacturing company	NOVA	Ad recall increased +355% Brand awareness increased +123% Brand familiarity increased +55%
Leading children's educational curriculum company		Brand favorability increased +22% Purchase consideration increased +30%

Continued

Measuring Specific Attributes

Additionally, SGPM can measure an audience’s attitudes towards:

- **Creative messaging**
- **Brand characteristics**
- **Hot-button issues such as diversity or the environment**

Brand Attribute Case Studies

Here are some examples of the attributes we have measured using these commissioned surveys:

BRAND CATEGORY	PBS SERIES	VALUABLE PRIMARY RESEARCH INSIGHTS
Online advanced learning company		What the audience liked/disliked about a sponsor's creative
Large retail store		Audience perception of the retailer’s impact on the local community due to their PBS KIDS sponsorship
Hot-button issue		Which societal issues the PBS primetime audience values, e.g., social and environmental, and how these issues affect consumer behavior.

Contact us

Contact [SGPM](#) to learn more about our brand lift studies and how a PBS sponsorship can help meet your marketing goals. The **Sponsorship Group for Public Media** represents the best sponsorships on PBS, with national inventory from GBH Boston and other quality public media content across all genres. For more information on this or other PBS sponsorship opportunities, contact the Sponsorship Group for Public Media at 800.886.9364, email SGPM@wgbh.org or visit [SGPM.org](#).

Sources:

1. SGPTV Brand Lift Study. Field dates: Ongoing surveys, Apr 2021-Feb 2024
2. SGPTV Brand Lift Study. Field dates: Ongoing surveys, Apr 2019-Jun 2024
3. SGPTV Brand Lift Study. Field dates: Feb & Jun 2024
4. KANTAR Media/SGPTV Viewer Attitudes & Behaviors Study, April 27–May 16, 2020 (parents of young children that watch PBS KIDS vs. don't watch PBS KIDS)
5. 2022 Brand Equity Survey (1st wave), 4/14/22 – 4/28/22
6. KANTAR Media/SGPTV Viewer Attitudes & Behaviors Study, April 27 – May 16, 2020
7. 2022 Brand Equity Survey (1st wave), 4/14/22 – 4/28/22

Sponsor brand lift studies can be commissioned as part of a PBS or PBS KIDS sponsorship package.