

How do we track and evaluate brand exposure in broadcast?

Repucom has created a global standard for measuring media performance for branding detected inside of sports content. The Quality Index (QI) methodology has become a currency within the industry to understand relative performance of sponsorship assets in media, and here we explain how it works.

WHAT ARE WE TRACKING?

We use cutting edge image detection technology to collect data on brands and products exposed in broadcast. Data is collected on the brand execution, its location by asset type (Car, Apparel, Signage as examples) and its duration on screen is captured. There is also data captured on its quality of presentation on screen, which is utilized to build the Quality Index (QI) Score. These four key factors are detailed here:

SIZE

The larger the on screen size, the greater the advertising impact. Bigger logos on screen size are evaluated using a heavier weighting factor in the QI Score than smaller logos.

DURATION

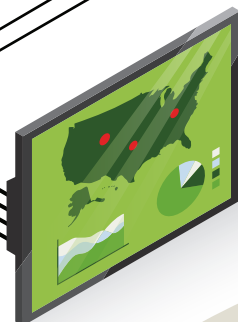
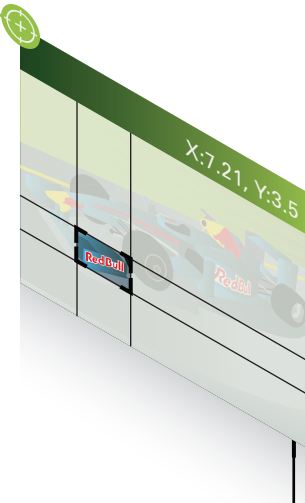
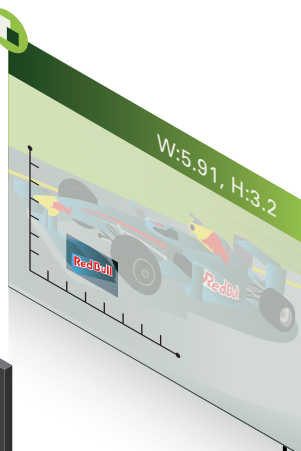
The QI Score is a measure of impact on a per second basis. As a result, the QI Score accounts for the length of the exposure. Shorter, disruptive exposures are assessed with a higher weighting factor compared to extended exposures, typically seen in fixed camera situations where the impact per second gradually decreases.

POSITION

The more central the logo on screen, the higher the opportunity for impact. Logos in the central area of the screen are valued using a higher weighting factor than those in the periphery.

FREQUENCY

Simultaneous advertising messages on screen increase opportunity for recognition. These are referred to as "Brand Hits" and an increasing number of brand hits detected on screen is accounted for in the QI Score.



What does this QI Process Deliver?

Data that will support any analysis to support decision making and revenue building by providing a consistent measure of media performance for your assets that appear in sports broadcast anywhere in the world. Understand relative performance across markets, sports, leagues, teams, athletes and venues via Repucom's world leading platform of tracking products.



How many people are watching?

For every brand exposure we detect, we ask the question "who saw it?" Along with cost of media, this is a fundamental building block in assigning an equivalent media value for the brand exposure. To answer this, we integrate TV audience data around the world where sports is broadcast. As a result, our data helps our clients to understand delivery of exposure by market & demographic where audience measurement supports this.



What does it cost to reach them?

If I wanted to reach these people through other forms of media, what would it cost? In the case of television, to assign a media value to a brand exposure, we assign a unit cost, most commonly a 30 second spot rate. The spot rate is built by combining the TV audience data with Cost per Thousands for the target market being evaluated. Where TV audience data is not available for non-metered networks, Repucom sources unit cost of advertising from broadcasters and agency partners to apply to the brand exposure detected. We also can work with client specific Cost per Thousands and spot rates.