

Smart Study: J.P. Morgan Brand uplift



Objective

J.P. Morgan is a global leader in financial services, offering solutions to the world's most important institutions, corporations and governments. With the brand expanding its banking services in the UK market, the goal was to measure the impact of the JPM Q4 campaign on consumer perceptions of the brand.

Idea and execution

Octave partnered with Veritonic to perform a Brand Lift Study to identify and measure audience exposure to the campaign on streaming radio and downloaded podcasts using conversion tracking. The core audience segments for the campaign consisted of 'Techie Gamers' and 'Passionate Parents.'

The survey then measured 4 key brand metrics – awareness, favorability, recall, and consideration/intent.

Results

The study achieved great results and enabled JPM to get to know their audience in more detail. The most positive impact of the campaign was displayed by the 'Techie Gamers' target segment.

Furthermore, whilst there was no identifiable lift in brand awareness and favorability, the campaign was effective in moving the needle on intent for both the core segments. For example, a favorable response was gained by every mention of 1% cash-back on use of their Chase debit card.

+4ppt

Uplift in likely intent among Techie Gamers

+1ppt

Uplift in likely intent among Passionate Parents