

# Smart Study: Skoda

## Brand effectiveness



### Objective

Skoda had a campaign objective of getting parents with kids 5-11 who are in the market for an SUV to consider Skoda Karoq by raising awareness of the product.

With the survey objective of measuring how the audio activity raised awareness of the Skoda brand and additional focus of gauging respondents' perception of quality.

### Idea and execution

With an official target audience of parents with kids 5-11 and those who own or are in-market for a SUV, Skoda utilised Octave's audience segments of 'Parents', 'ABC1' and 'Auto-intenders'. Listeners were then surveyed and asked questions in a quiz-based format i.e How likely are you to purchase a Skoda next time you are in the market for an automobile?

The exposed and non-exposed audiences will then go on to answer all the questions related to the client brand.

### Results

Overall, the campaign had a positive impact on awareness, favourability, and intent for Skoda. With the 'Auto intenders' audience segment displaying the highest increase in awareness of +12% and purchase intent of +9%.

**+9%** Increase in awareness amongst the total sample

**+9%** Increase in purchase intent amongst Auto Intenders

**+14%** Lift in favorability among total sample

**+8%** Increase in purchase intent amongst Passionate Parents