



**Chevrolet + CMAs  
Partnership  
Custom Research  
December 2020**

A glowing blue swirl, resembling a stylized 'D' or a magical vortex, is set against a dark blue background. The word "Disney" is written in its signature white script font, centered within the swirl. The swirl has a bright white outline and a blue glow, with several concentric, slightly offset lines creating a sense of motion.

Disney

**EDO**

# Methodology

## EDO

- EDO measures the incremental search/engagement volume during and 3-5 minutes after TV airings vs. a baseline calculated during the surrounding programming
- EDO calculates volume primarily on searches made relative to each respective creative, but they also include social engagements available via public APIs (e.g. relevant brand likes on FB or views on YouTube) during the same time period

### Key Metrics

*Search Engagement Rate (SER)* = measures ad effectiveness by measuring the relative likelihood that a consumer performed an online action after seeing an ad

*Ad Multiplier Score* = Worth of ad vs. standard airing

# Key Findings – Search Engagement

## Mission:

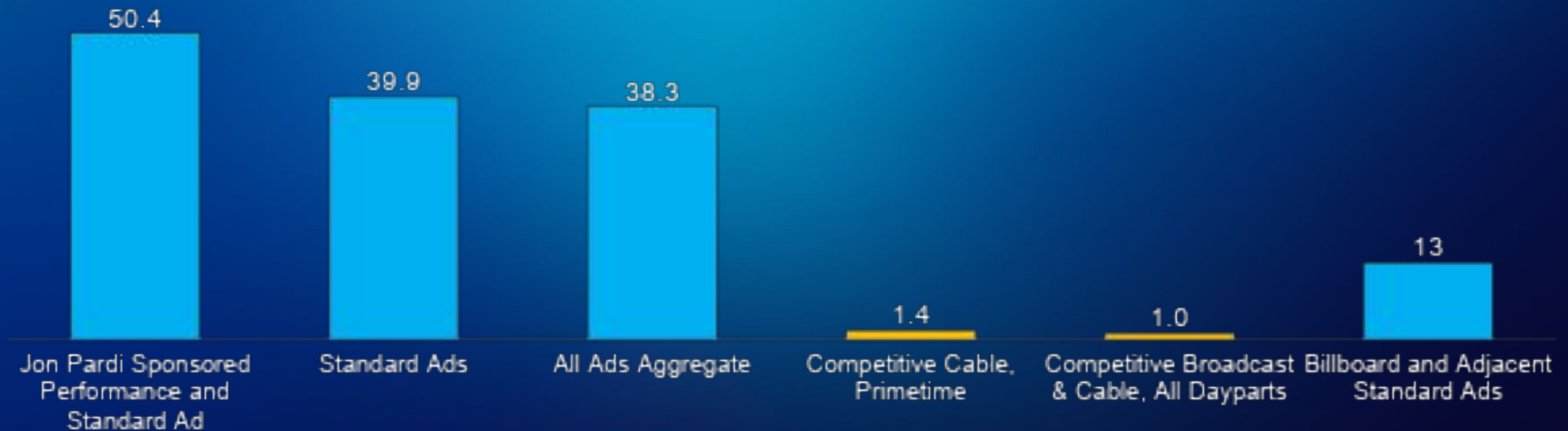
Analyze search engagement using EDO's measuring tool to gauge viewer interest during key Chevy airings and integrations

## Key Findings:

- The Jon Pardi Sponsored Performance and Adjacent Standard Ad earned a SER Index of 288. **Viewers were 188% more likely to search for Chevrolet** than someone who saw a standard ad for Chevrolet across competitive networks during the time period selected.
- In aggregate, The Jon Pardi Sponsored Performance and Adjacent Standard Ad had an Ad Multiplier of 50.4. This indicates that, **on average, Chevrolet would have required an estimated 50.4 ad units on a competitive network to generate the same impact as the CMAs custom integration unit.**

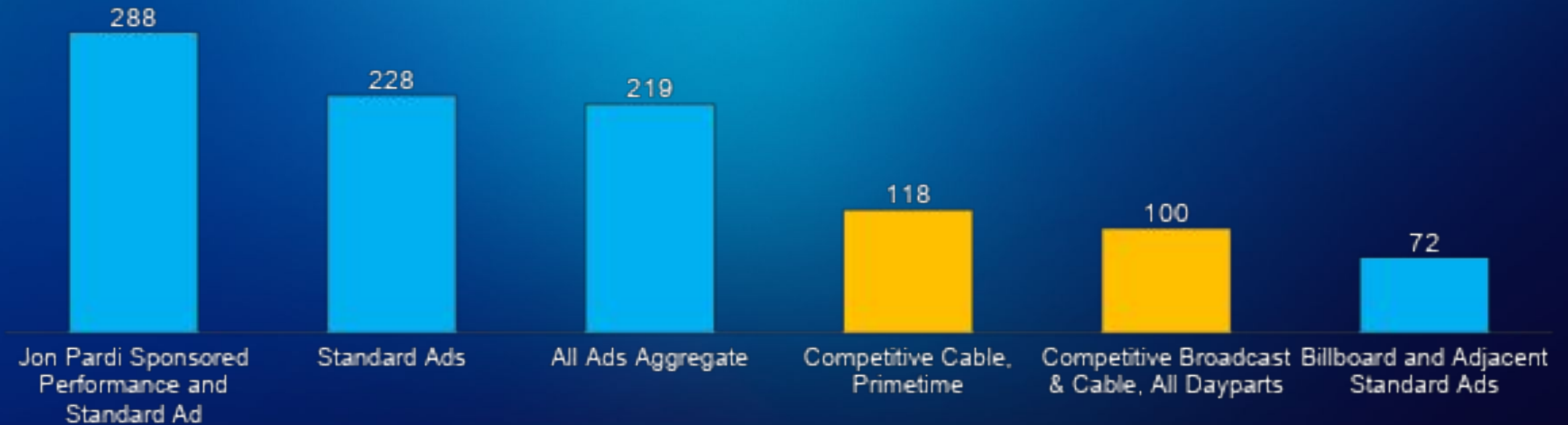
**Chevrolet would have required an estimated 50.4 ad units on a competitive network to generate the same impact as the CMAs custom integration unit.**

## Ad Multiplier Score for Chevy Airings & Integrations



**Viewers were 188% more likely to search for Chevrolet than someone who saw a standard ad for Chevrolet across competitive networks during the time period selected.**

## SER Index for Chevy Airings & Integrations







Disney

**PHOENIX**  
MARKETING INTERNATIONAL

# PHOENIX TV BRAND EFFECT METHODOLOGY

1 Viewers watch TV in normal, real-world environment—  
NOT FORCED EXPOSURE



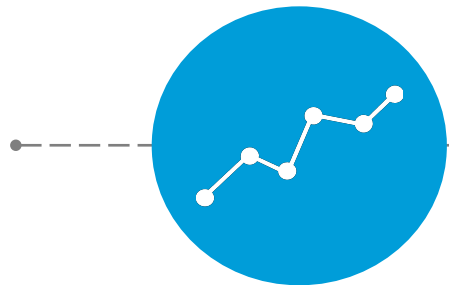
2 Phoenix records all TV shows and ads within coverage



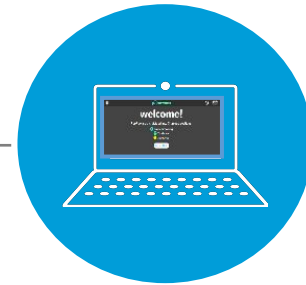
3 Phoenix production and editorial teams write surveys for all covered content nightly



24  
HOURS



24  
HOURS



6 Data is available for ad performance analysis, via Ad Snapshots dashboard or deep-dive deliverable reporting

5 User is surveyed about the shows viewed [10 Qs for 60 minute show] and the ads that appeared in those shows [5 Core Questions]

4 User logs onto PopRewards & chooses the shows viewed the previous day



# PHOENIX TV BRAND METRIC DEFINITIONS EFFECT

Ad Memorability	Brand Memorability	Message Memorability	Likeability
The % of viewers able to recall the content of the ad 24-hours after natural exposure	The % of viewers able to recall the brand of the ad 24-hours after natural exposure	The % of viewers able to recall the message of the ad 24-hours after natural exposure	The % of viewers who like the ad 'A Lot' or 'Somewhat' 24-hours after natural exposure
IPP Memorability	Brand Memorability	Perceived Fit	Brand Opinion
The % of viewers able to recall the content of the ad 24-hours after natural exposure	The % of viewers able to recall the brand of the ad 24-hours after natural exposure	The % of viewers that perceive an occurrence to fit "seamlessly all naturally" into the program 24-hours after natural exposure	The % of viewers that report a "greatly" or "somewhat" improved opinion of the brand 24-hours after natural exposure

# Key Findings – Standard Ad Airings

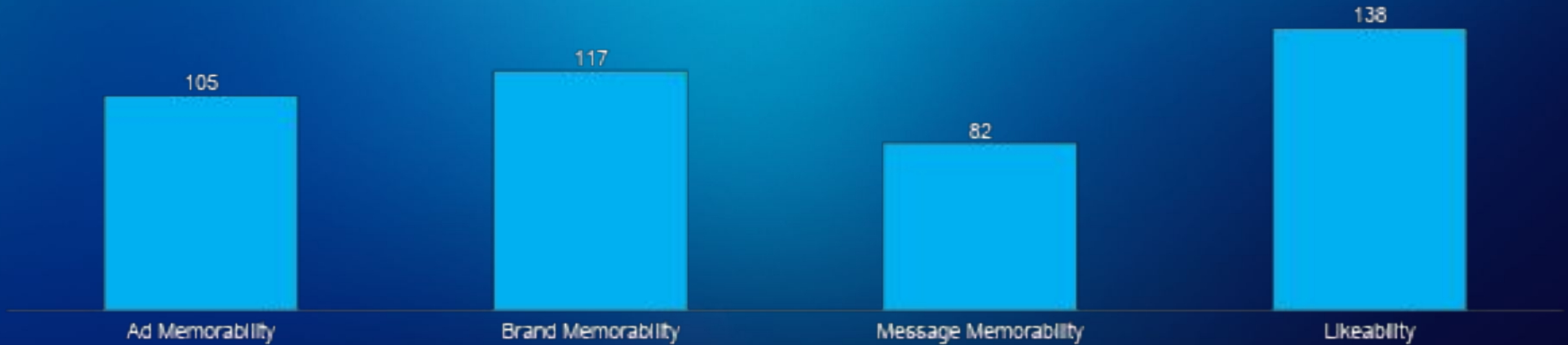
## Mission:

Brand Perception in viewers P18+, P18-49, A25-54 during Chevrolet's standard ad airings on the CMAs

## Key Insights:

- Among viewers A18+:
  - Likeability scored highest with an index of 138
  - Brand Memorability scored a 117 index
  - Ad Memorability scored a 105 index
- Among viewers A18-49:
  - Likeability scored highest with an index of 200
  - Message Memorability scored a 167 index
  - Brand Memorability scored a 144 index
- Among viewers A25-54:
  - Likeability scored highest with an index of 150
  - Brand Memorability scored a 108 index
  - Ad Memorability scored a 103 index

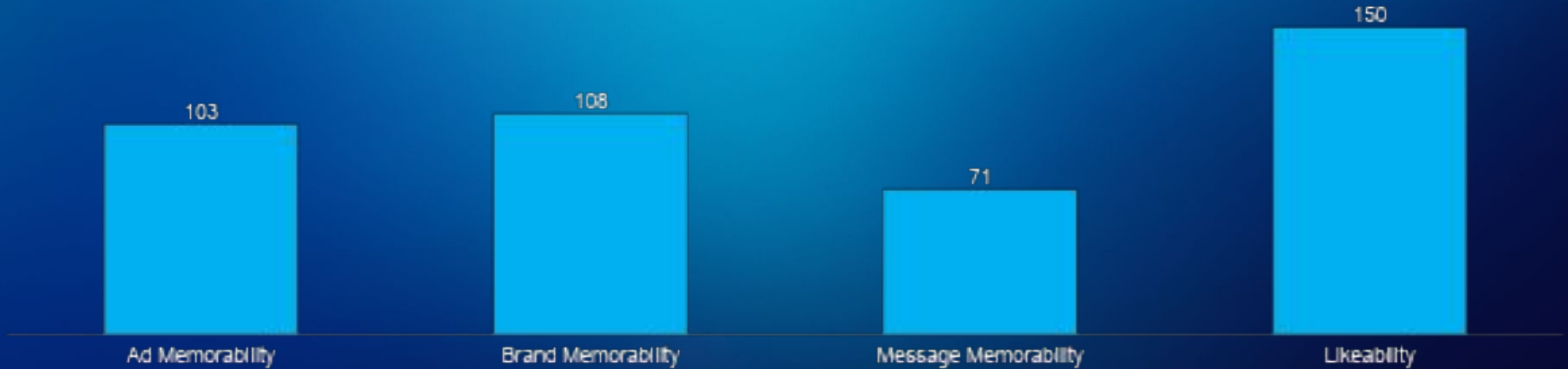
Chevrolet saw brand lift among 3 of 4 of the major brand metrics with the strongest growth in Likeability among users A18+



Chevrolet saw brand lift among 3 of 4 of the major brand metrics with the strongest growth in Likeability among users A18-49



Chevrolet saw brand lift among 3 of 4 of the major brand metrics with the strongest growth in Likeability among users A25-54



# Key Findings – Custom Integration (IPP)

## Mission:

Brand Perception in users P18+ during Chevrolet's CMAs integration with Jon Pardi.

## Insights:

- The Jon Pardi integration saw tremendous brand lift among viewers A18+ in all major brand metrics:
  - Viewers were 229% more likely to respond favorably to the brand after viewing the Jon Pardi integration
  - Viewers were 156% more likely to find the integration to be a “natural fit” within the award program
  - Viewers were 72% more likely to recall the brand of the ad after 24 hours post-exposure
  - Viewers were 12% more likely to recall the content of the ad after 24 hours post-exposure

# Viewers were 229% more likely to respond favorably to the brand after viewing the Jon Pardi integration

