

Email marketing draws customers into the shops

A study by eCircle and Unilever suggests that email marketing is suitable for launching a branded product

London, 1st July 2008. Email marketing boosts brand awareness, advertising recall and buying intention. Email marketing not only turns clicks to sales but also maximises the advertising impact.

The current study was carried out by eCircle, together with consumer good producer Unilever and research partner ENIGMA GfK in conjunction with the launch of Knorr's German range of ready meals and packet soups "Iss farbenfroh".

The launch in February of this year was timed to allow the email marketing campaign, which included an in store redeemable discount voucher to coincide with wider advertising activity across print, TV and other online channels.

For many years, the impact of email marketing on brand awareness had been suggested but up until now, not proven. The study revealed that email marketing increases brand awareness by 9%, increases aided product recall by a further 5% and doubles buying intention of the target group of women aged over 30 years.

Almost one in two recipients of the email campaign (45%) knew about the newly launched brand "Iss farbenfroh". Furthermore, 94%, so almost everyone whom the campaign was sent to would consider purchasing the product the next time they went shopping. On top of this, more than 30% who saw the email campaign said they would definitely redeem the voucher in store, with 6% already redeeming the vouchers within less than a week! Interestingly email campaign recipients from the test group were twice more likely to buy "Iss farbenfroh" on their next shopping than participants who did not receive an email.

The study demonstrates that email marketing should be considered as an essential element of the media mix. "The study illustrates the importance email marketing can have on brand awareness and advertising activity for branded products", explains Volker Wiewer, CEO of eCircle. "The latest results show the true impact of email marketing as all important advertising metrics measured including brand awareness, advertising recall and buying intention were significantly increased through the campaign."

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Susanne Kuechlin, Brand Manager of Knorr adds: “The results show that email marketing is ideally suited for brand advertising and awareness. Especially for a product launch, email is a meaningful component of the advertising mix that draws customers directly into the shops.

To request a full version of the study, please contact Jody Gibbs, Marketing Manager at eCircle at 020 7619 4200 or via j.gibbs@ecircle.com

Study Summary

Key question investigated:

Is email marketing suitable for launching a branded product?

Key performance indicators investigated:

- Can email marketing contribute significantly to the success of a product launch?
- The following branding metrics were investigated in detail:
 - Brand awareness
 - Advertising recall
 - Buying intention
 - Ad evaluation

Method and design of the study:

- The advertising effectiveness study was carried out to coincide with the email marketing campaign for launching Knorr’s “Iss farbenfroh”, a new brand of ready-made meals and packet soups.
- A total of 2,318 female registered members of the eCircle online network and similar members of other online panels took part in the survey.
- The samples for the baseline and main survey were randomly selected; an age quota was applied to the main survey, based on the results of the baseline survey. The effects of other forms of advertising and general partiality to the specific product category were neutralised.





- The survey took place from 8th to 17th February 2008 (baseline survey) and from 22 to 29 February 2008 (main survey).

Ends

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About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 160 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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