



REDC

Walkers

UK Snacks

Overall Ad Performance

This ad is a strong performer, achieving an above norm RED Star Rating. The advertisement will be well received by consumers and impact positively on the brand.

Walkers

UK Snacks (TV post)

Poor Weak Good Very Good Excellent

Distribution of other scores

My RED STAR score

65

Overall Norm
57

Connection

56

Ad is 1 points above Norm

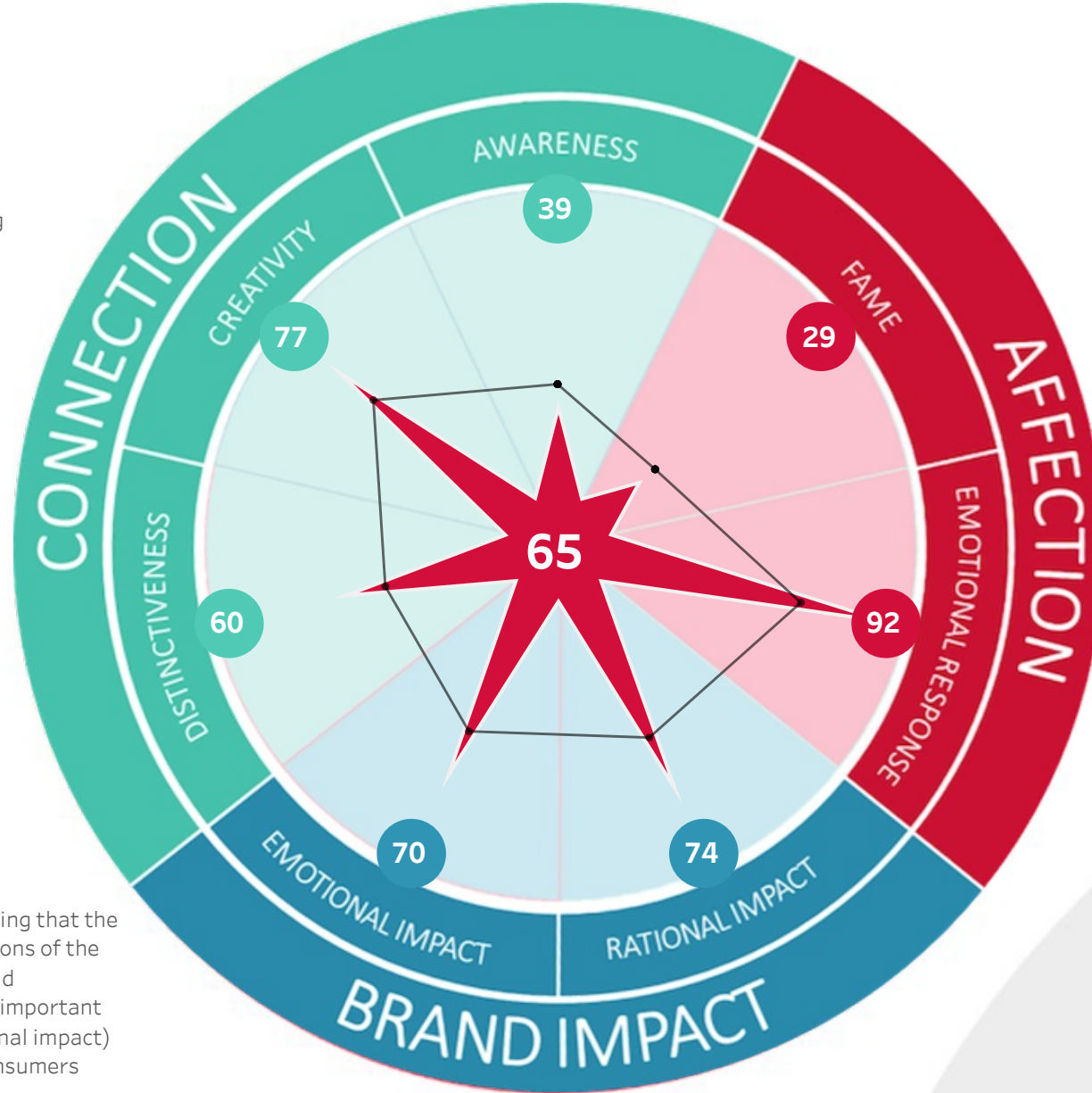
Connection for the piece is very strong, outperforming the RED Star norm. Connection is driven by awareness, enjoyment, and branding of the ad. Continued media spend for the ad will help to maintain strong Connection.

Brand Impact

72

Ad is 12 points above Norm

The execution over-indexes on brand impact, meaning that the advertisement is helping to drive positive perceptions of the brand. Brand impact comprises of both rational and emotional elements; delivering on both of these is important in helping to drive future usage of the brand (rational impact) and also building an emotional connection with consumers (emotional impact).



Affection

60

Ad is 6 points above Norm

Affection is high for the ad, achieving a strong rating in this regard, outperforming normative levels. Affection is driven by the emotions generated by the ad and the talkability it evokes.



Key:

Overall Norm

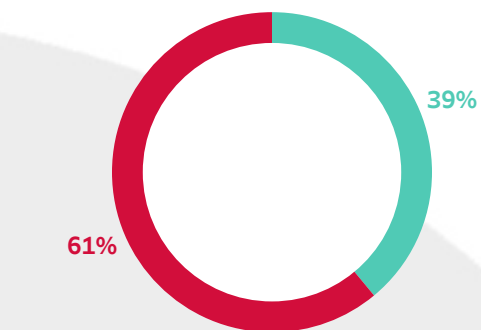
Awareness

Recall of the ad



Ad is -8 points below Norm

Awareness of the ad is currently low, performing below norms. Further exposure is required, and increasing media spend will help to boost awareness levels for the execution.



The % of respondents that are aware



The % of respondents that are unaware

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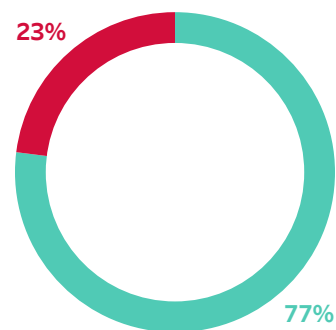
Creativity

Future desire to see this ad again



Ad is 9 points above Norm

There is a high level of Future Desire for this ad, meaning that consumers are happy to look at/listen to the ad again, and that continued exposure is not likely to lead to wear out in the short term.



I would enjoy watching this ad again



I wouldn't enjoy watching this ad again

Distinctiveness

Branding - it was clear who the ad was for



Ad is 9 points above Norm

Branding is strong for this execution and currently outperforms norms. The advertisement is successfully connecting the creative with the brand and this is cutting through in the minds of consumers.

I would know who this was for before you even saw the logo 20%

Now that I've seen it I definitely couldn't miss who this ad was 45%

I would probably remember who this advertising was for 26%

I don't think I would be sure who this ad was for if I saw it 10%



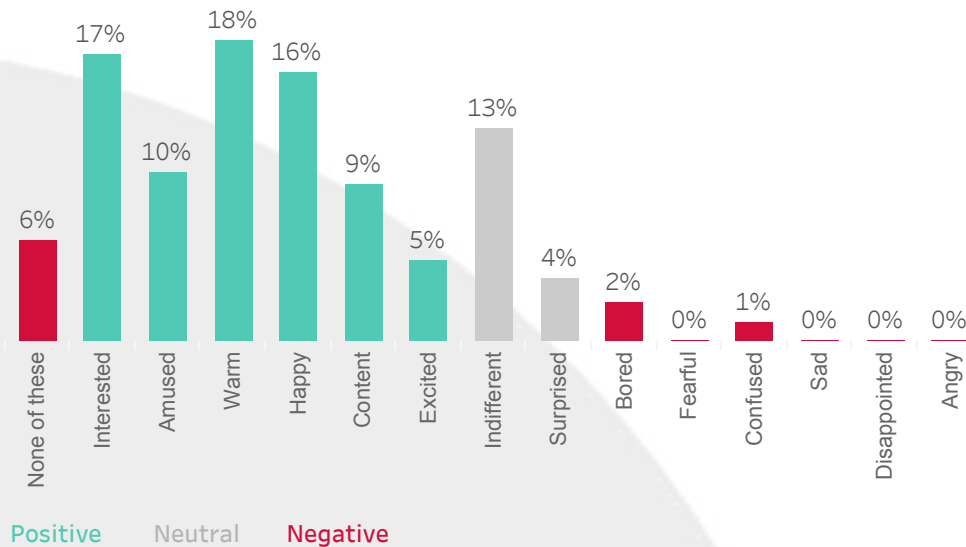
Emotional Response

Valence - the emotional response to the ad



✔ Ad is 20 points above Norm

The ad achieves a strong valence score, meaning that it is generating a positive emotional reaction from consumers. This is a key metric as the more emotional a response to an ad is, the bigger the long term impact of the ad.



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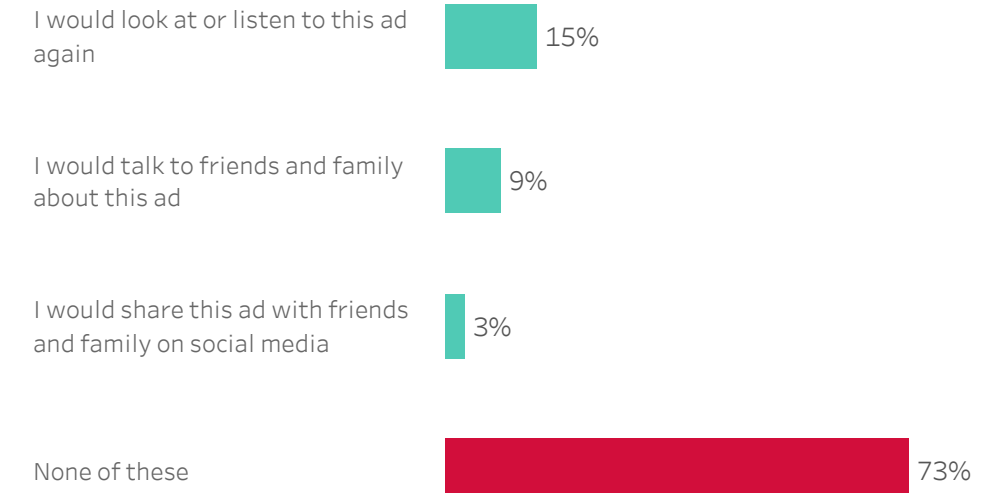
Fame

Advocacy - how likely you were to share or talk about the ad



⚠ Ad is -7 points below Norm

Fame is currently below average, meaning that consumers are less likely to talk about your ad and that 'fame impact' is low. Fame relates to the positive actions taken with regards to the ad, i.e. look at/listen to the ad again online, talk to friends/family about ad, share ad on social media. Tweaks to the ad may be required to drive fame, which will provide a longer term impact as consumers talk more about the ad.



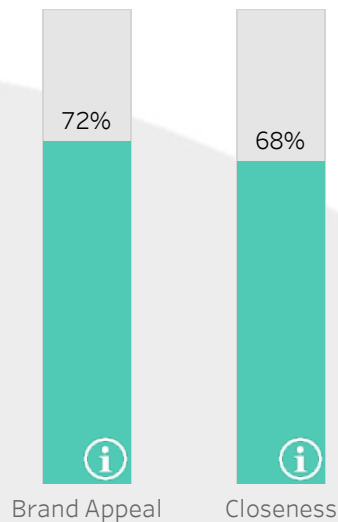
Emotional Brand Impact

The emotional impact of the ad on the brand



Ad is 11 points above Norm

The ad is cutting through strongly on Emotional Impact, surpassing norms, meaning that the ad will help consumers feel closer to the brand. Building a strong emotional connection for the brand will have a longer term impact on brand sentiment and sales.



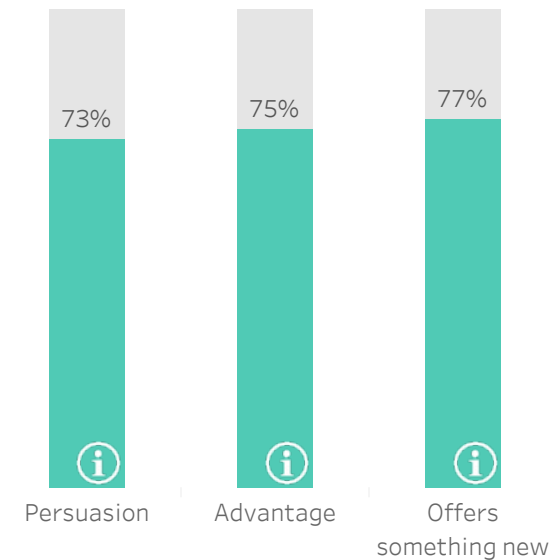
Rational Brand Impact

The impact the ad has on rational elements for the brand



Ad is 13 points above Norm

The ad over-indexes vs. norm on Rational Impact, suggesting that it will have a strong positive influence on consumers' likelihood to purchase more from you.



■ Negative ■ Neutral ■ Positive

Overview of Performance vs. Previous Advertisements



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Strategic Improvement Matrix

The ad performs above norm on Brand Impact and Connection. The execution should continue to be promoted and spend should be maintained.



Ad Name	Date	Score
1 Dunnes	02/12/2022	71
2 The Christmas Party - Tesco	02/12/2022	69
3 Aldi	02/12/2022	77
4 McDonald's	29/11/2022	64
5 Amazon	29/11/2022	66
6 John Lewis	29/11/2022	69
7 Popchips	17/11/2022	52
★ 8 Walkers	17/11/2022	65
9 Three	25/08/2022	61

* The latest ten ads listed above
Select an Ad from the list above to reveal its Brand Impact & Connection score

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