

“Underground” Digital Brand Lift Study

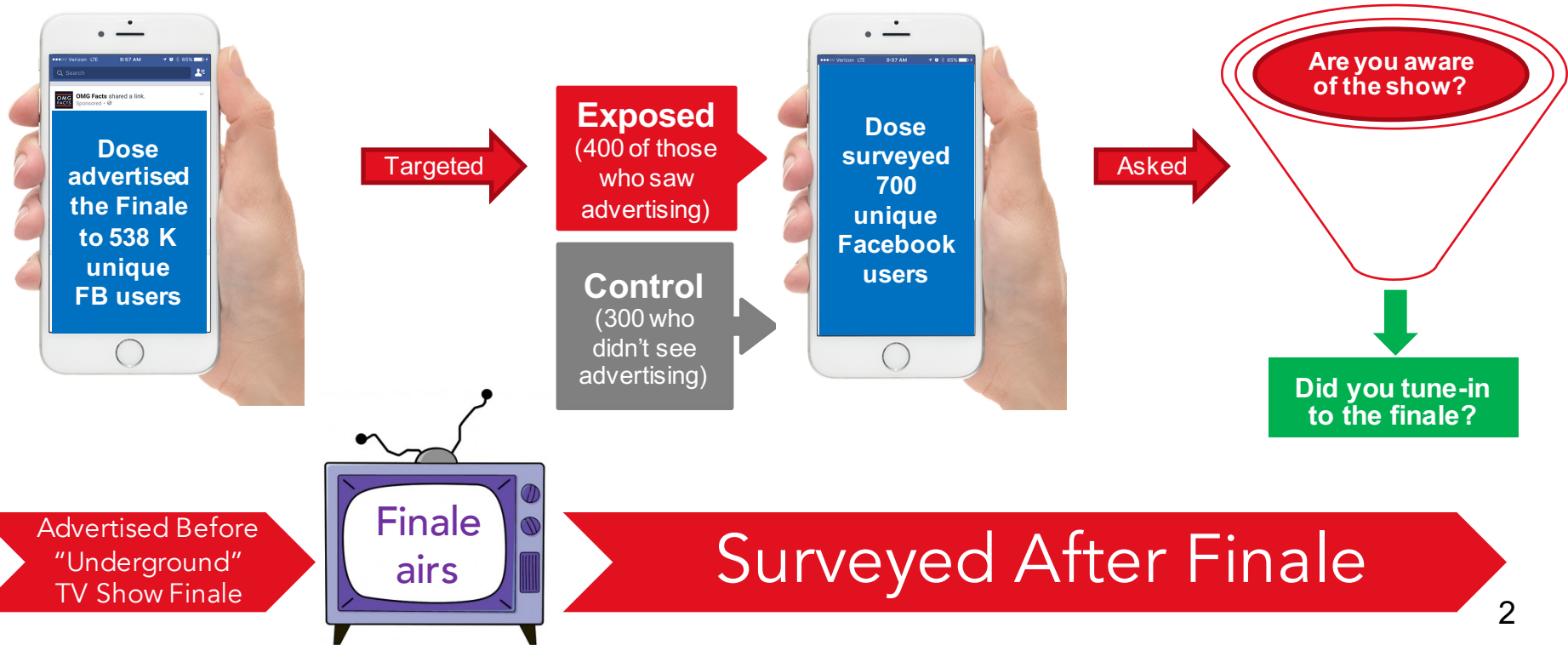
Goal

- To measure the effectiveness of Dose’s advertising of WGNAmerica’s “Underground” TV show through Dose’s Facebook account

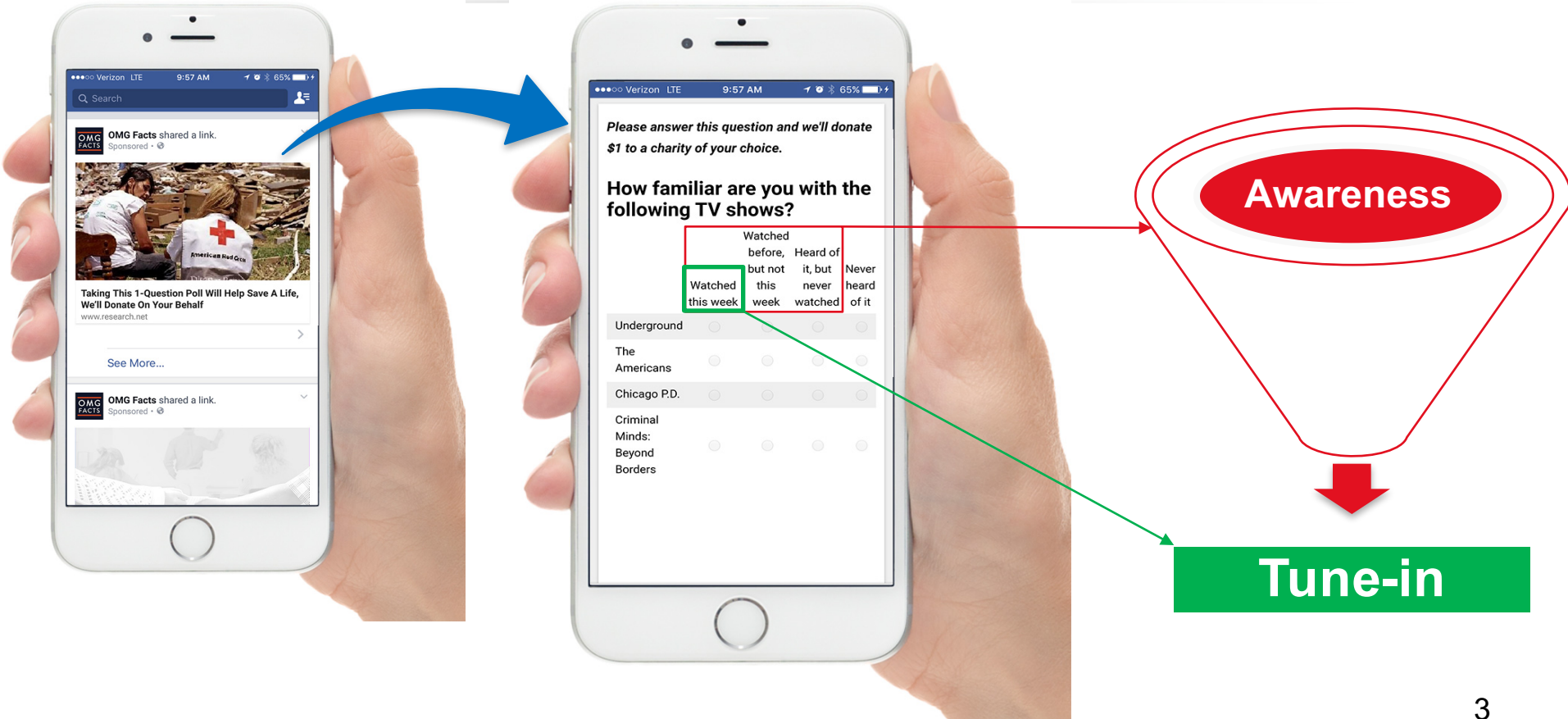
Hypothesis

- People who have seen advertising through Dose’s FB account (the exposed group) versus those who have not seen advertising (the control group) will be more likely to:
 - be aware of the show (Awareness Lift)
 - watch the show (Tune-in Lift)

Dose created a research framework to measure the impact of advertising



Dose surveyed 700 people on Facebook for the Underground season finale



Surveying indicates impact of the advertising on awareness and tune-in D O S E

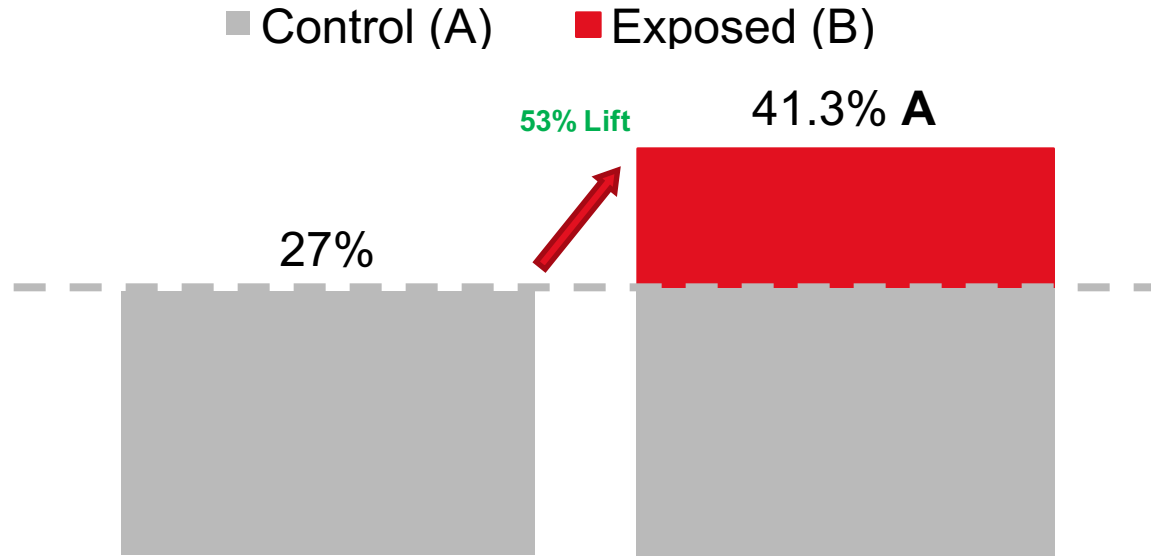
	Control	Exposed	Change
Aware of the Show	27%	41.3%	+ 53%
Tuned in to Finale	1.7%	6.5%	+ 282%

Control Group N=300
Exposed Group N=400

Q: How familiar are you with the following TV shows?

Significance at the 95% confidence level

Advertising raised awareness with a significant lift of 53%

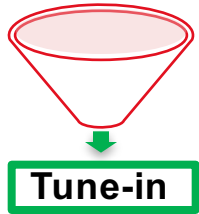


Control Group N=300
Exposed Group N=400

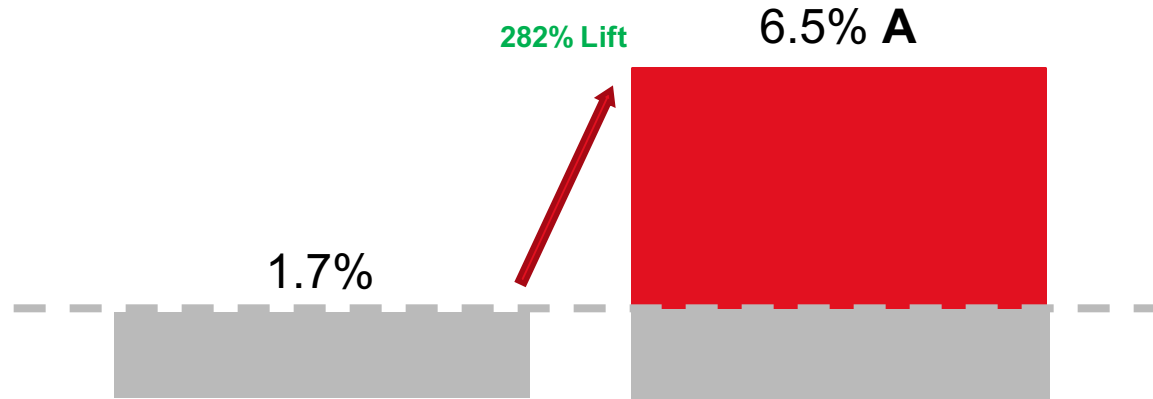
Q: How familiar are you with the following TV shows?

Significance at the 95% confidence level

Advertising drove strong tune-in with a significant lift of 282%



■ Control (A) ■ Exposed (B)

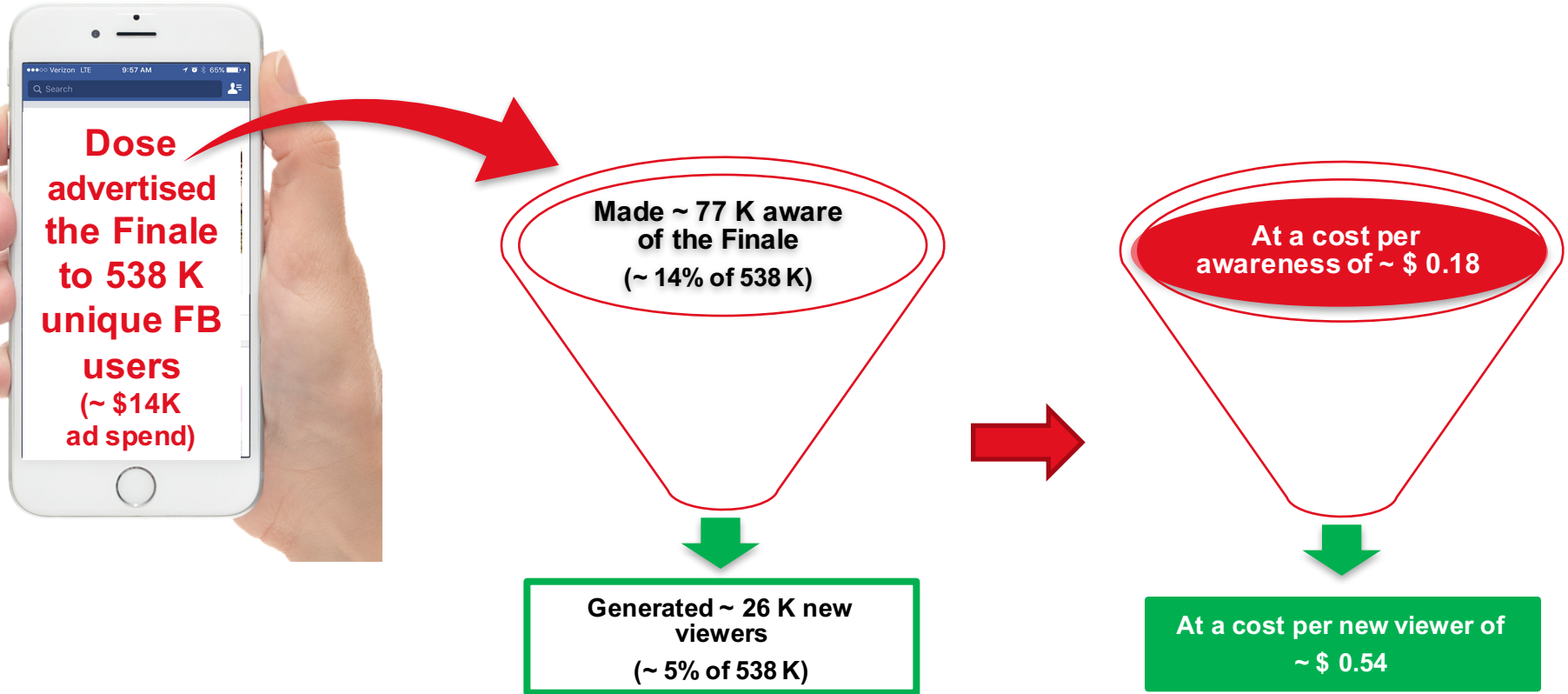


Control Group N=300
Exposed Group N=400

Q: How familiar are you with the following TV shows?

Significance at the 95% confidence level

Dose modeled the ROI of our advertising based on the brand lift survey



Control Group N=300
Exposed Group N=400

Q: How familiar are you with the following TV shows?

Significance at the 95% confidence level