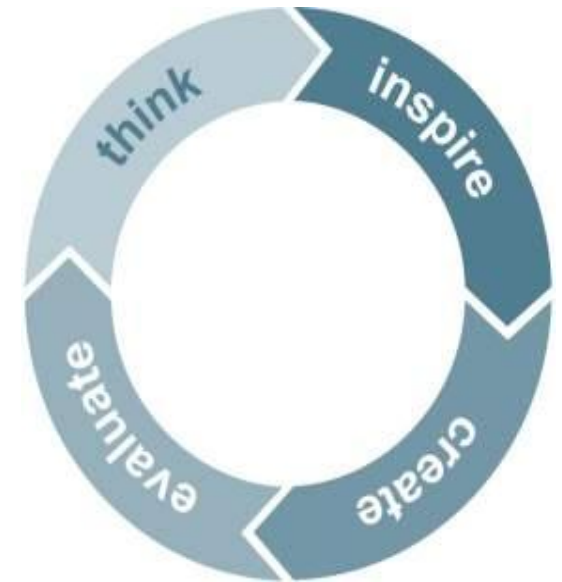


# Our approach to campaign evaluation

## Integral to the way we work

- Informs our and your thinking
- Accurate measure of the reach, quality of experience, message delivery and increase in purchase consideration
- Findings are invaluable for demonstrating value of investment and setting future KPIs
- Full allowance made in campaign budget



Our aim is to **capture the immediate and longer term impact**



# Designing the methodology

Designed to efficiently measure impact using independent empirical research

- **Reach and awareness**

- Trained enumerators to accurately record daily footfall of consumers visiting the experience and average dwell times

- **Education and impact**

- Trained researchers conduct exit surveys to assess impact, quality of experience, message delivery
- Survey will also record potential word-of-mouth and **propensity to purchase**

Haygarth works with research & measurement specialists like:

