

## Sun Life Case Study 2011

### CLIENT OBJECTIVE:

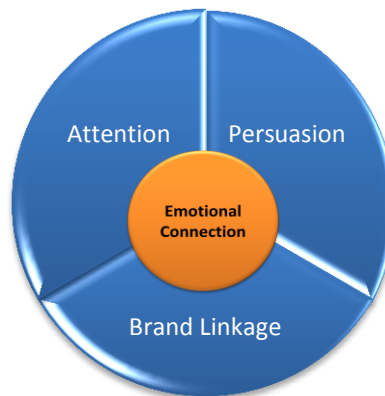
Sun Life Financial was launching a new national multi-channel advertising campaign (including TV, print and digital). They wanted to understand the in-market performance (recall and effectiveness) of each ad as well as the broader impact on Sun Life Financial. Sun Life Financial needed to track how the ad campaign fits within the Sun Life brand.

### SOLUTION:

Fresh Intelligence proposed conducting an online quantitative study, called FreshPulse™. Wave 1 baseline measures were compared to waves at specified points in the campaign.

### RESULTS:

Sun Life Financial was able to track consumer affinity and emotional connectedness to their brand throughout the advertising campaign. They were able to determine whether the overall branding strategy was adequately reflected in the campaign. Sun Life was also able to compare the perceptions of their target consumers to the general population.



#### Brand Health

Brand health was evaluated by measuring aided and unaided awareness, sources of awareness, consideration and intent, consumer attitudes and consumer affinity/satisfaction and loyalty.

#### Ad Tracking

Advertising tracking spanned the three key media sources TV, print and digital. This included overall advertising awareness and recall, sources of awareness, an attitudinal battery regarding Sun Life Financial versus competitors, an attitudinal battery regarding the ad, liking of the ad, brand linkage, perceived message and persuasion.

FreshPulse™ provided Sun Life Financial with immediate, actionable intelligence to respond to consumers' perceptions of the campaign, while in-market.