



## RBC Insurance joins Molson as the second Canadian advertiser to participate in a CMOST study in collaboration with the IAB

RBC Insurance and their media agency, M2 Universal, were interested in gaining insights to assist in the optimization of their online advertising spend and help them deepen their knowledge of online creative best practices. Further RBC Insurance was interested in gaining feedback on the effectiveness of Internet advertising's impact on their defined key targets.

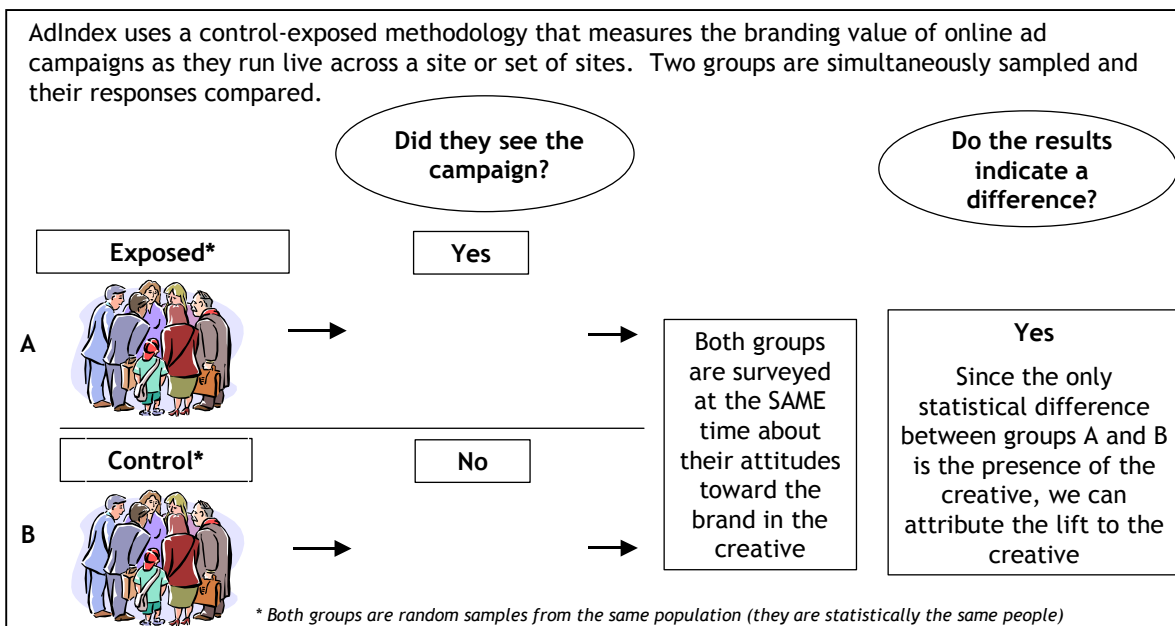
RBC Insurance joins Molson in a growing list of major Canadian advertisers who, with the Interactive Advertising Bureau (IAB) are conducting a series of media optimization effectiveness studies. RBC is the second company to participate in the IAB's newly launched CMOST study.

### What was tested?

RBC Insurance was promoting multiple insurance products and was using a variety of online creative formats. While traditional media was also used in this campaign, RBC Insurance decided to focus its advertising effectiveness tracking on gaining a better understanding of Internet impact on key brand metrics against defined customer targets.

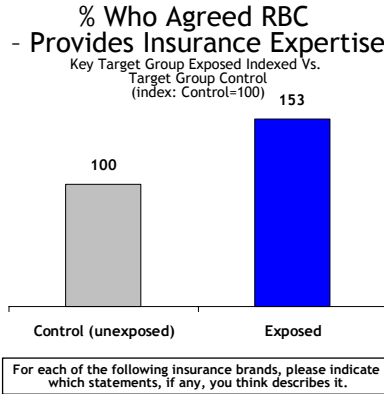
### How was the test conducted?

U.S. based Internet media research company Dynamic Logic was retained to conduct the study. Over 1100 respondents were surveyed for this study. Respondents either were or were not exposed to the online campaign, using Dynamic Logic's Ad Index product –

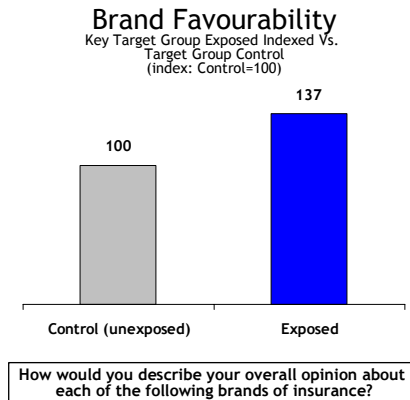


### What was learned?

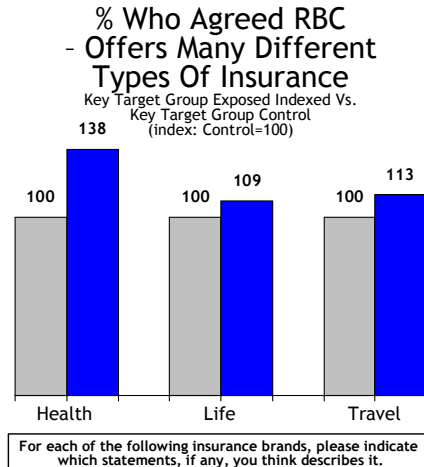
Against the defined target groups the Internet advertising campaign was effective across the brand metrics and attributes. There was a 53% lift in consumer agreement for RBC Insurance to the statement “Provides Insurance Expertise”



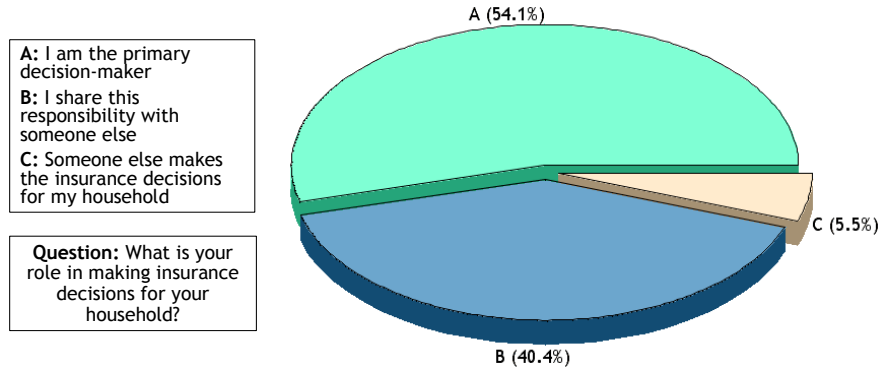
RBC Insurance was also able to observe that for key customer segments of their business, Brand Favourability also saw a lift of 37% exposed vs. unexposed.



There was an increase in some key brand metrics – such as “offers many types of insurance”



Significantly it was determined that 54 % of the audience were key insurance decision makers reinforcing the unparalleled strength of the internet to permit advertisers accurate targeting against key groups



#### Other findings:

Beyond measuring the effectiveness of the campaign using traditional brand metrics, the Ad Index study is also able to provide additional valuable diagnostic feedback. For instance, there were key findings regarding the frequency of exposure, and the effectiveness of various creative executions.

“RBC is committed to being a learning organization, and we are focused on maximizing the effectiveness of our advertising spend, while ensuring that we take advantage of any medium or marketing opportunity that has the potential of driving our business and building our brand. The Internet is a medium that we believe has great potential for RBC, and this test was a very positive step in helping build a fact base for future decision making and benchmarking”

- Sarah Jue, RBC Financial Group  
Manager, Advertising and Interactive Properties

**Ongoing CMOST studies:**

The IAB CMOST study is currently underway with GM and is in the discussion stages with numerous other major Canadian advertisers across multiple industries.

The principal purpose of this study is the development of a body of knowledge and best practices around the effectiveness of various approaches to online advertising, specifically focusing on cross-media learning (i.e.: TV + Internet or TV+Magazines+Internet). The IAB expects that this study will continue for two to three years, and will cover the major advertising sectors including among others; packaged goods, department stores and foodservice.

IAB's Canadian Media Optimization Study (CMOST) is a unique program in Canada. BrandSpark International, on behalf of the IAB, is managing the program. To determine if your company qualifies to participate and the details of the study contact:

Miles Faulkner  
President – IAB Canada  
[miles@faulknerconsulting.com](mailto:miles@faulknerconsulting.com)

Or

Brent Bernie  
Chairman of the IAB  
[bbernie@comscore.com](mailto:bbernie@comscore.com)