

Client: **Hyundai Motor Czech s.r.o.**

About Seznam Brand Lift

Seznam Brand Lift measures the impact of a brand campaign on a brand through a "one-click" questionnaire. It uses questions to reflect the main goal of the campaign. The tool provides advertisers with information on brand equity, brand awareness, consideration of the product offered or brand promoted, brand affinity and official purchase interest. The questionnaire is shown to two groups – a control (pre-test) group that has not yet encountered the campaign and an exposed group that has already seen the campaign.

About the client and their campaign objectives



Hyundai Motor Czech is the official partner of the Czech national football team. The online campaign, which ran during the UEFA European Championship, aimed to strengthen the public's perception of Hyundai as the official partner of the Czech football team.

The aim of Seznam Brand Lift was to measure the impact of the online campaign on the perception of the Hyundai brand as the leading partner of the Czech national football team. We were interested in a comparison with other partners of the Czech football team and with competing car brands, so we created **two questionnaires**.

Kterou z těchto značek si nejlíc spojíte s českou fotbalovou reprezentací?

- Hyundai
- Puma
- Pepsi
- Staropramen
- Nevím



Seznam Průzkum

Kdo je oficiálním partnerem české fotbalové reprezentace?

- Hyundai
- Volkswagen
- Škoda
- Kia
- Nevím



Seznam Průzkum

Legend:

1. Which of these brands do you associate the most with the Czech national football team? (....., I don't know)
2. Who is the official partner of the Czech national football team? (....., I don't know)

The campaign

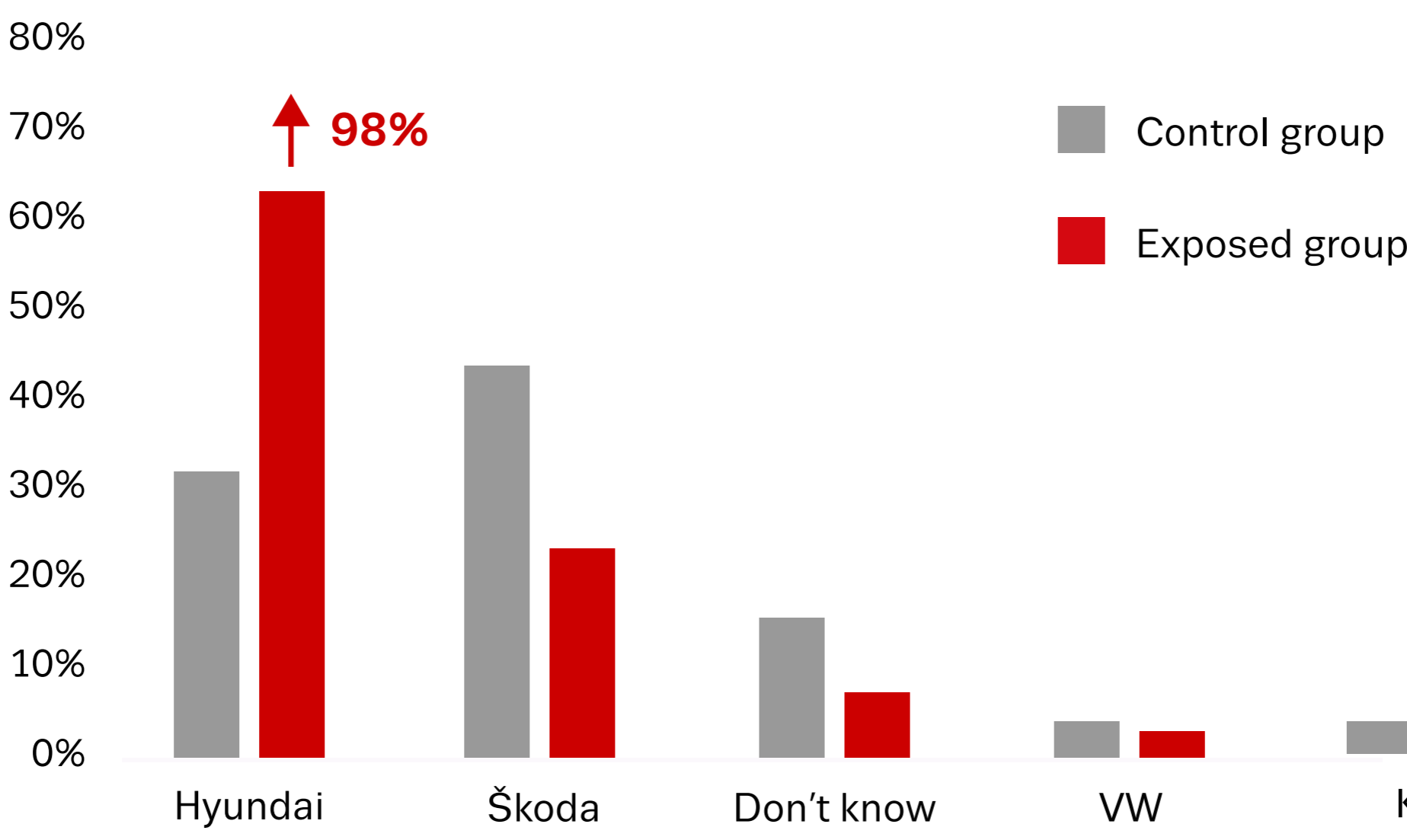
The campaign was created by Seznam Brand Studio and built on two pillars. First, an online fanzone was created. There, people could find content about the championship, enter a prize draw or send messages to the Czech football team players. Next, a new programme called [Going to the Euros](#) was created by the Seznam Zprávy editorial team. In addition to product placement, the programme also featured sponsor messages and all episodes were published on the Seznam Zprávy website in articles with the client's targeted banners. The communication was also supplemented with banners in thematic articles across the Seznam platform and commercials on Expres FM radio.

Before the campaign started, it was necessary to find out what brands people who had not yet been exposed to the campaign (the control group) associated with the Czech national football team. The survey ran from Friday 4 June 2021 to Sunday 6 June 2021, during which time we collected 6,999 responses to both surveys. The same survey was then conducted among people who had encountered the campaign (the exposed group) on Sunday 4 July 2021, the day after the quarter-final against Denmark and the Czech national football team's elimination from the tournament. The total number of responses collected was 4,921.

Results and achievements

Seznam Brand Lift – survey results before and after the campaign

Who is the official partner of the Czech national football team?

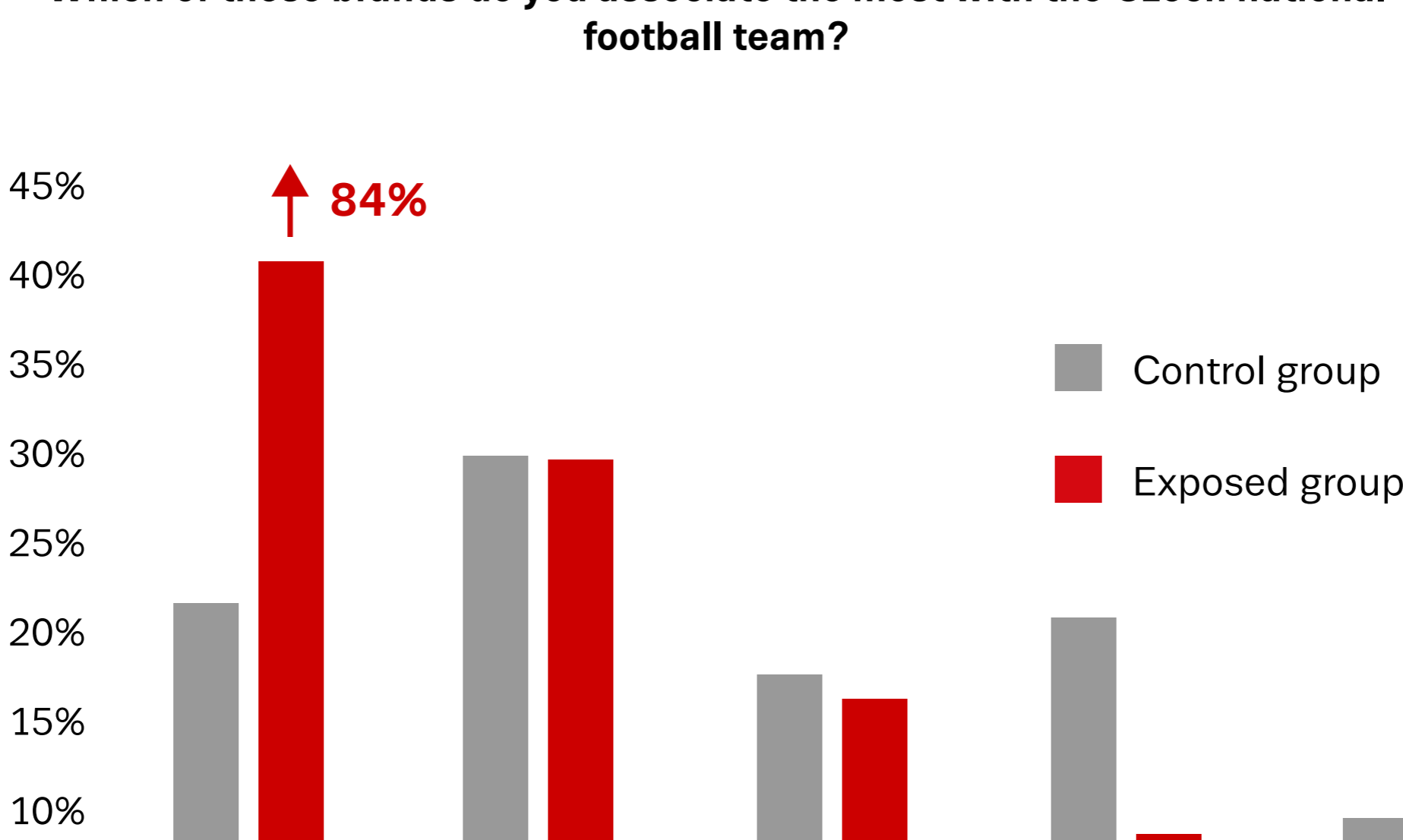


Source: Seznam Brand Lift (n control group 3,504; n exposed group 2,267)

The results of the pre-campaign test showed that most Czechs expected that Škoda was the partner of the Czech national football team. A third knew it was Hyundai. After the campaign, however, the situation changed significantly and almost twice as many respondents recognised Hyundai as being the official partner of the Czech national football team.

Seznam Brand Lift – survey results before and after the campaign

Which of these brands do you associate the most with the Czech national football team?



Source: Seznam Brand Lift (n control group 3,495; n exposed group 2,654)

For the second question, the pre-test results showed that the brand Puma was most associated with the Czech national football team. Hyundai lost 8 percentage points. However, after the campaign, the Hyundai brand moved to first place in the perception of the respondents.

Summary of the campaign

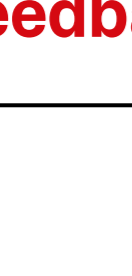


We have succeeded in significantly strengthening the perception of Hyundai as the official partner of the Czech national football team. The percentage of people who identified Hyundai as the official partner of the Czech national football team increased by 84% - to 40% in the context of partners. In the context of other carmakers, Hyundai improved by 98% - to 63%. In both cases, Hyundai moved from second place in the control group to first place in the group of users who saw the campaign.

All the formats tested contributed to the goal. For all the selected communication strongest of the exposed group, Hyundai was in first place. As expected, we saw the formats, read content on Seznam Native and also saw the video commercial, etc.

Of the individual communication strategies, competition had the strongest impact on the competition for prizes responded most in favour of the Hyundai category. Interestingly, the video commercial had an unexpectedly strong result. The strong association of the content with the brand led to Hyundai being remembered as the official partner of the Czech national football team.

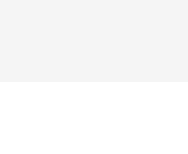
Feedback from the client



Seznam Brand Lift is a very interesting addition to the standard questionnaire survey that we conduct on a regular basis to measure performance. So, we can compare the change in perception of a targeted audience exposed to Seznam Brand Lift against a standard sample of respondents randomly selected from society. In both the project's cases, the observed metrics showed an increase.

However, the growth in brand perception on the exposed audience within the Seznam Brand Lift is dramatically higher and reflects the success of each format - especially video content. Personally, I consider it important to maintain similar branded content on a consistent basis to maintain the desired results.

Jan Przyczko
Marketing Manager, Hyundai Motor Czech



Want to know even more details about this campaign?
Email [Miloš Uldrich](#) or [Zbyněk Novák](#).