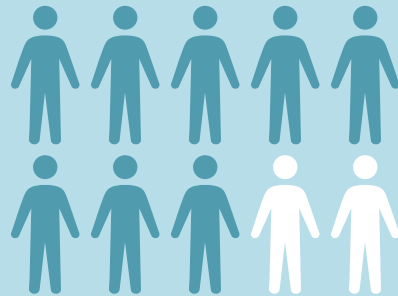


# NPSCORE

## SURVEY AND METHODOLOGY

## TESTING THE EFFECTS OF YOUR NATIONAL CAMPAIGN



The NPSCORE is research conducted by **Profacts** in collaboration with **NP**, the marketing body representing: DPGMedia, IPM Advertising, Rossel Advertising and Mediahuis

Consists of (a) readers coming from a panel that was built in collaboration with all the publishers by inviting subscribers to join this panel (NP panel) and (b) readers coming from the Profacts panel. Each wave **100 readers from the NP panel** and **100 readers from the Profacts panel** are interviewed.



For each measurement, a sample is drawn out of this panel in order to be representative on Gender, Age, Province and Title readership.

# 3

AD'S MAX.  
PER WAVE

Each wave contains maximum 3 ad's and is launched short after publication. The questionnaire is short as we gathered a lot of information in the panel recruitment phase.

AN AD IS EVALUATED ON 5 METRICS:

# MY NPSCORE



RECOGNITION



ATTRIBUTION



THINK



FEEL



DO

# NPSCORE

## AVERAGE SCORES

	Avg score
Recognition	57%
Attribution	54%
EffectiveScore	33%
Likeability	6,4/10
Irritating	20%
Activation	30%

