

# Proving effectiveness

You must show the brand's performance changed as planned following your activity. This change must be caused by the communications activity, and not simply correlate with it.

Proving causality requires you to create a *compelling chain of evidence* linking the activity to the change in the brand's performance.

1. **Show there was an improvement** in the brand's performance before and after the activity. Can you demonstrate the brand outperformed its category? This improvement should roughly match in timing the audience's exposure to the activity and not just its awareness of it which can grow because sales are growing, as well as vice versa.
2. **Demonstrate convincingly that other factors**, such as underlying market growth, promotions or seasonality, did not drive this improvement.
3. **Isolate the incremental effects** produced by your activity from what may have happened had you done nothing. Measure these effects, and put a convincing financial value on them. The types of evidence factsheet can help you here as the more direct links you can provide from the activity to these effects, the stronger your case.
4. **The final link in the chain** is to the financial value created for the organisation. You can find guidance on the IPA Effectiveness Hub to help calculate this, for both commercial and non-profit campaigns.

*Tip: To capture this value in full, think broadly about the many possible effects caused by your activity. Don't circle too narrow a base of evidence to create your compelling evidence chain.*