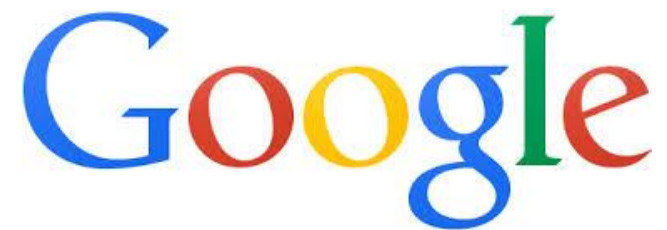


adam&eveDDB^o

**a new way to track brands and
advertising**

Les Binet
head of effectiveness
adam&eveDDB

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: a blue 'G', a red 'o', a yellow 'o', a blue 'g', a green 'l', and a red 'e'.

The world's biggest database of human intentions

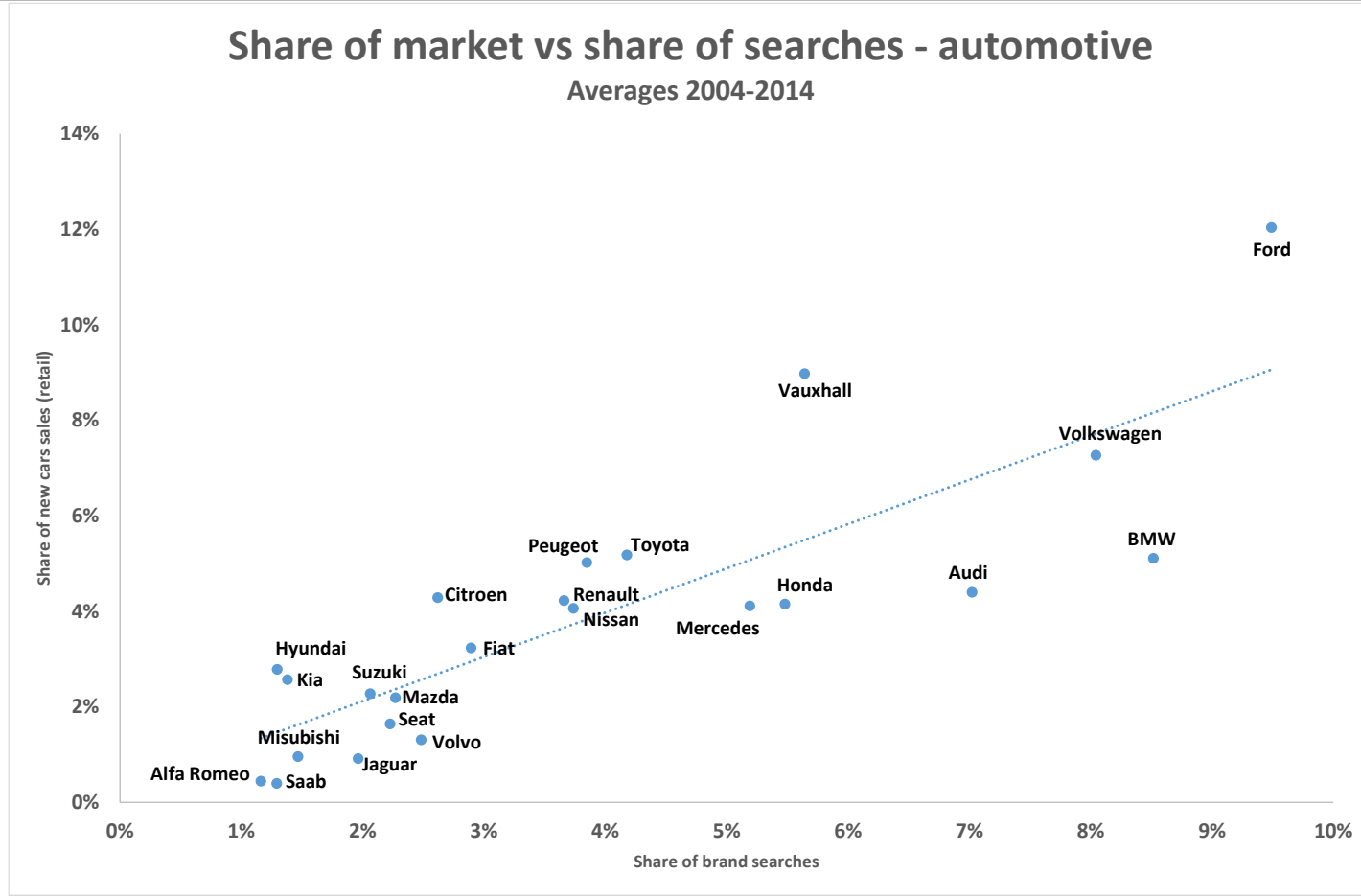
a new metric: share of searches

$$\textit{Share of searches} = \frac{\textit{searches for brand } x}{\textit{searches for all brands in category}}$$

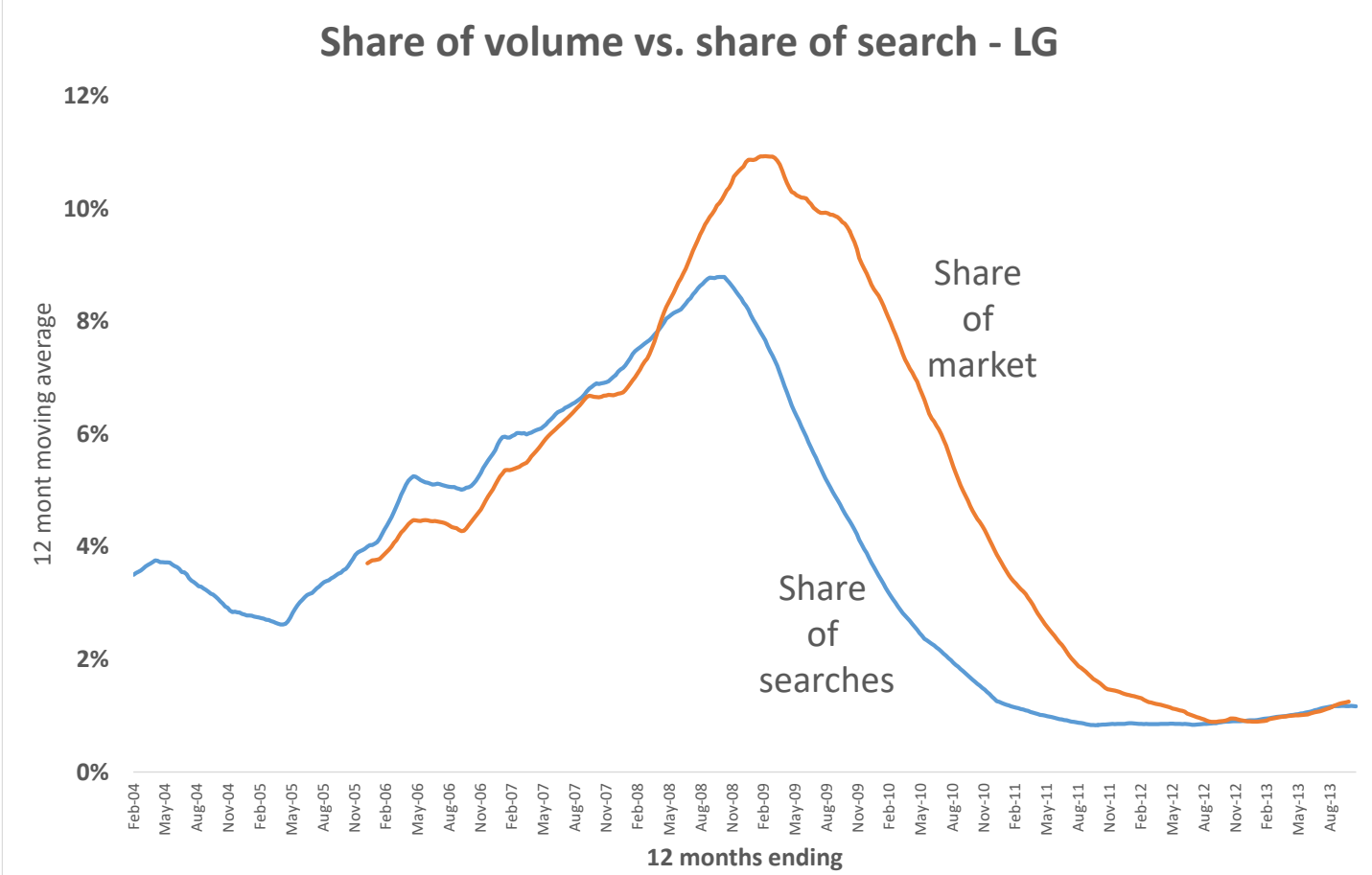
we looked at three categories



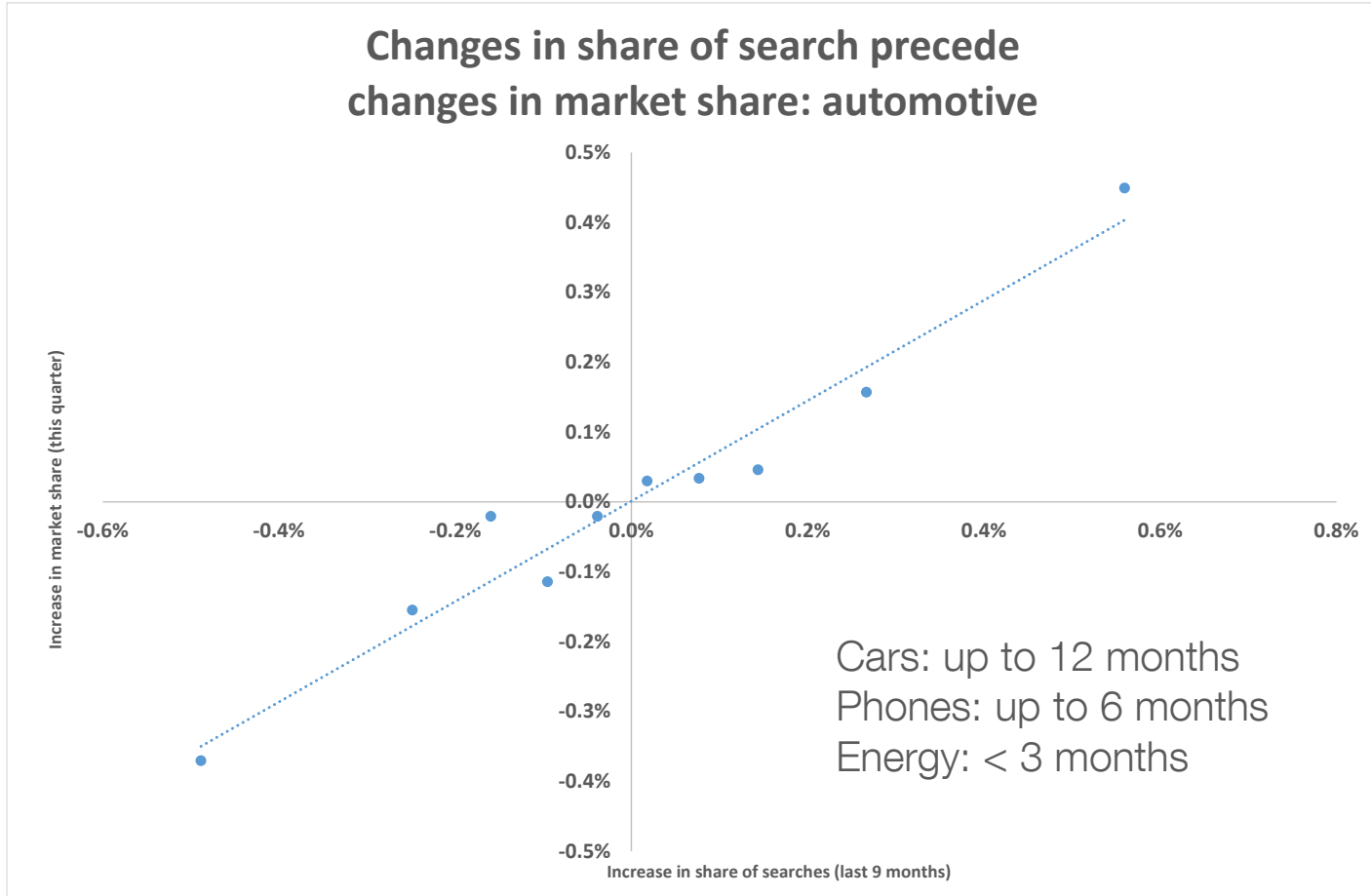
share of searches correlates with market share in all three categories



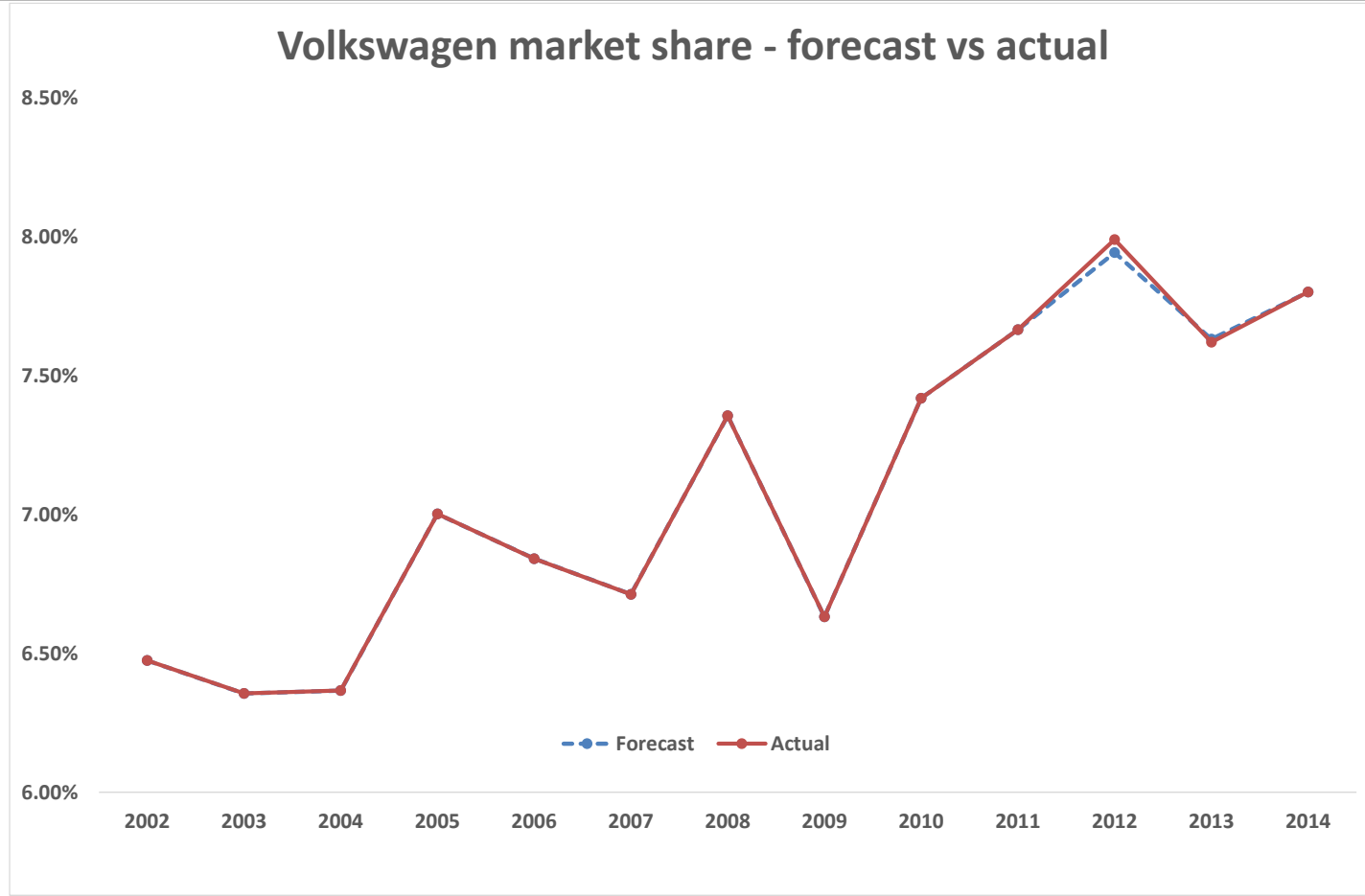
share of searches is a leading indicator



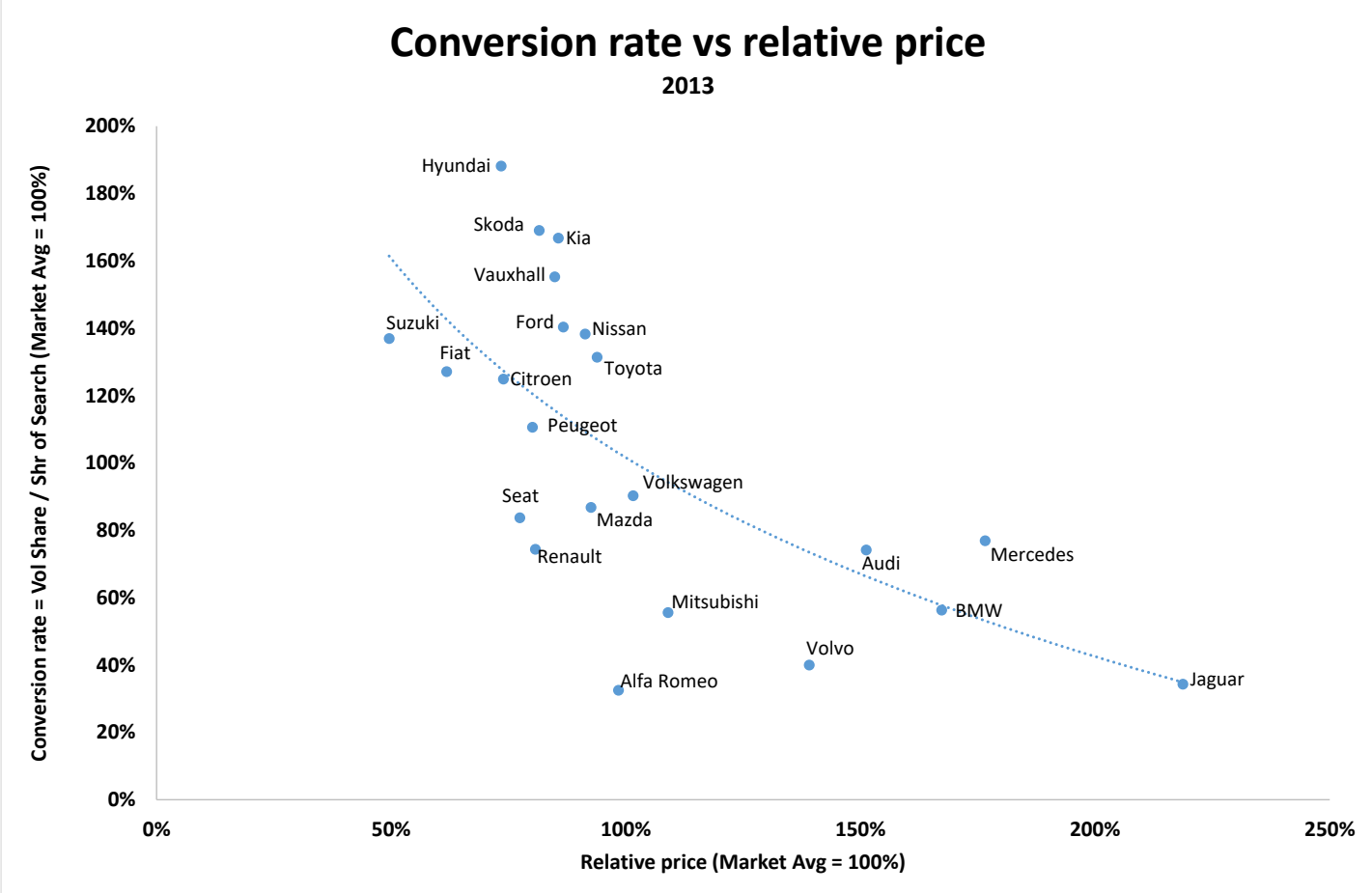
lead times can be quite long



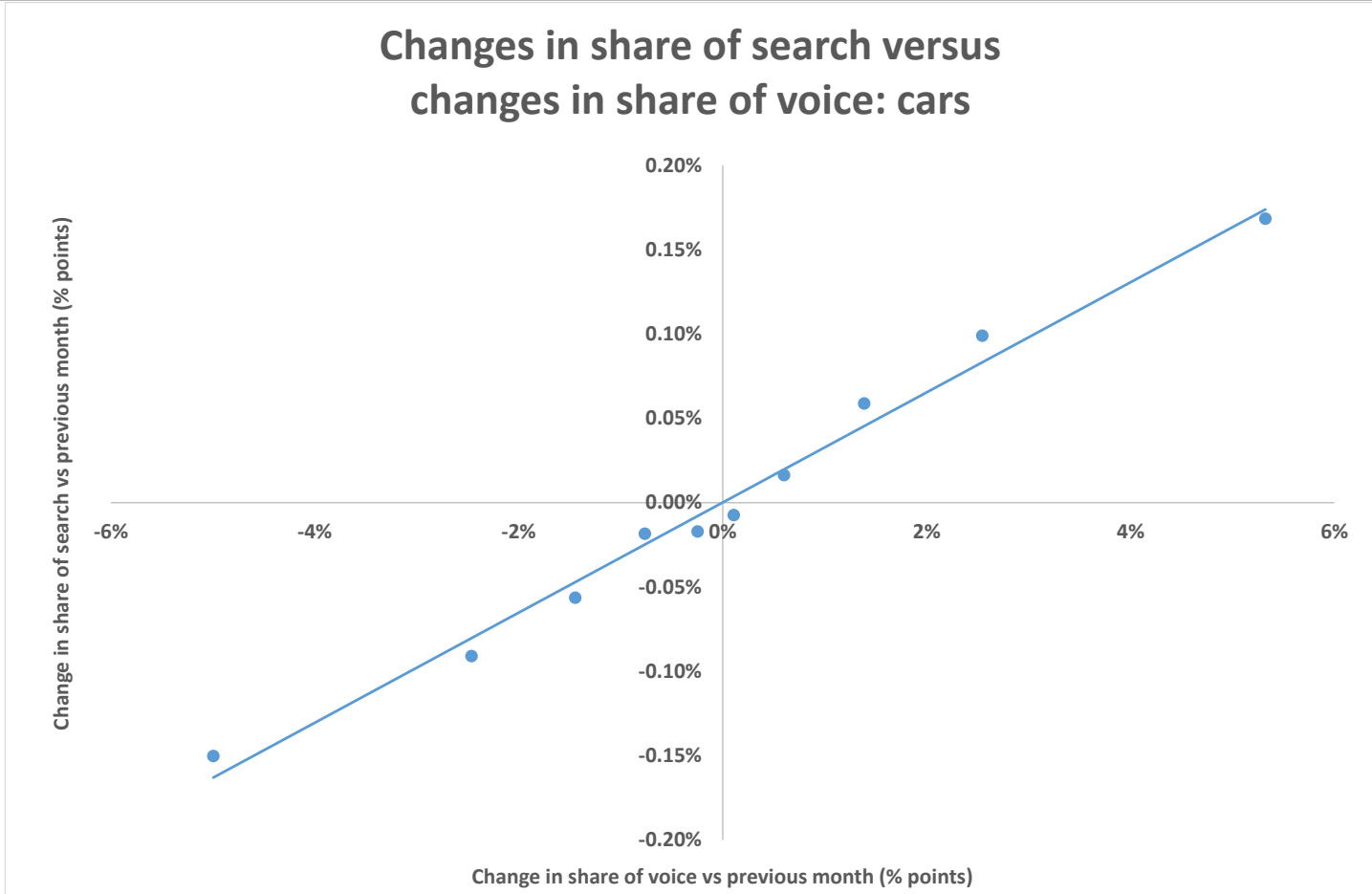
an early warning system for brands?



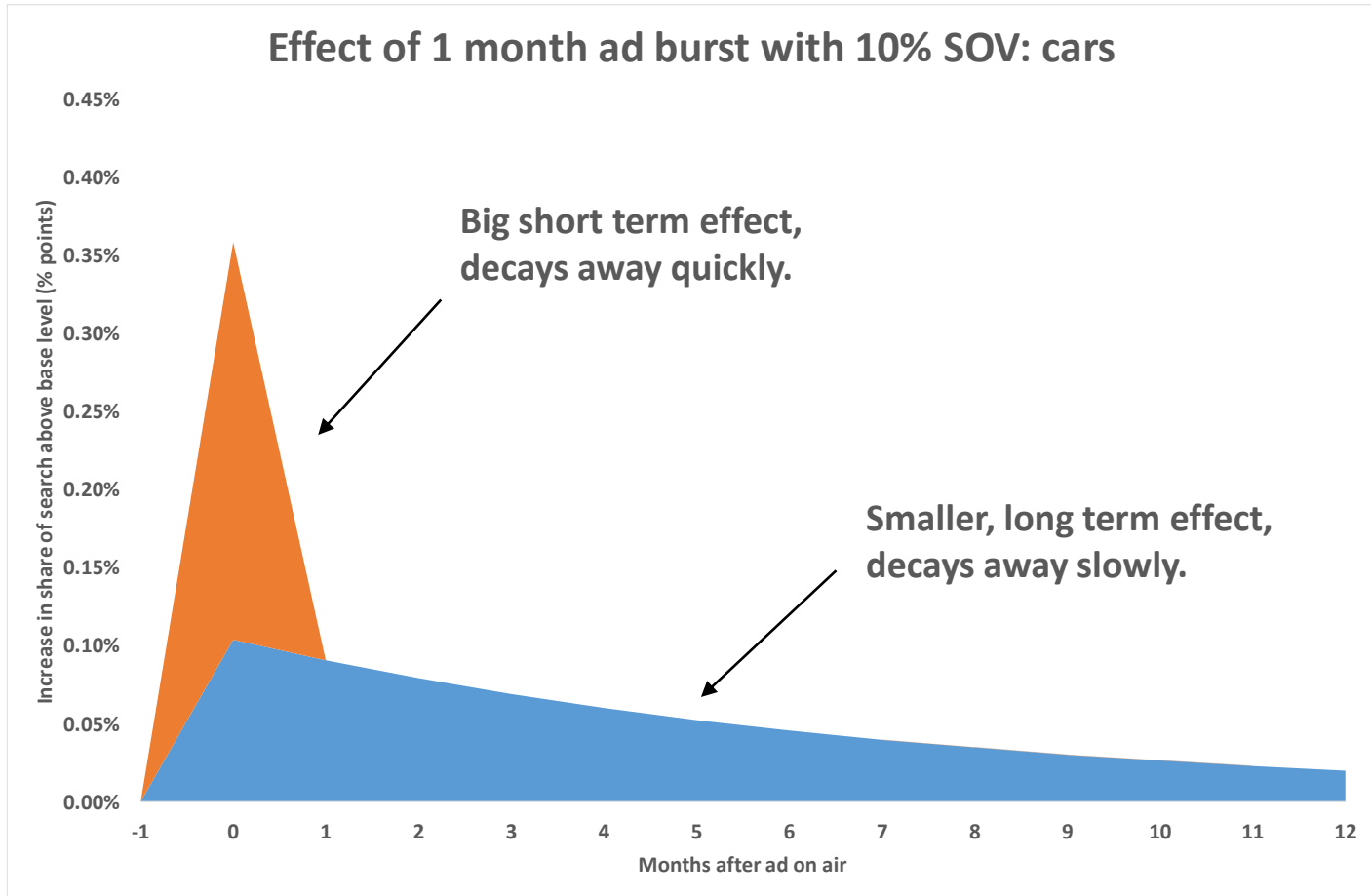
conversion is affected by other factors



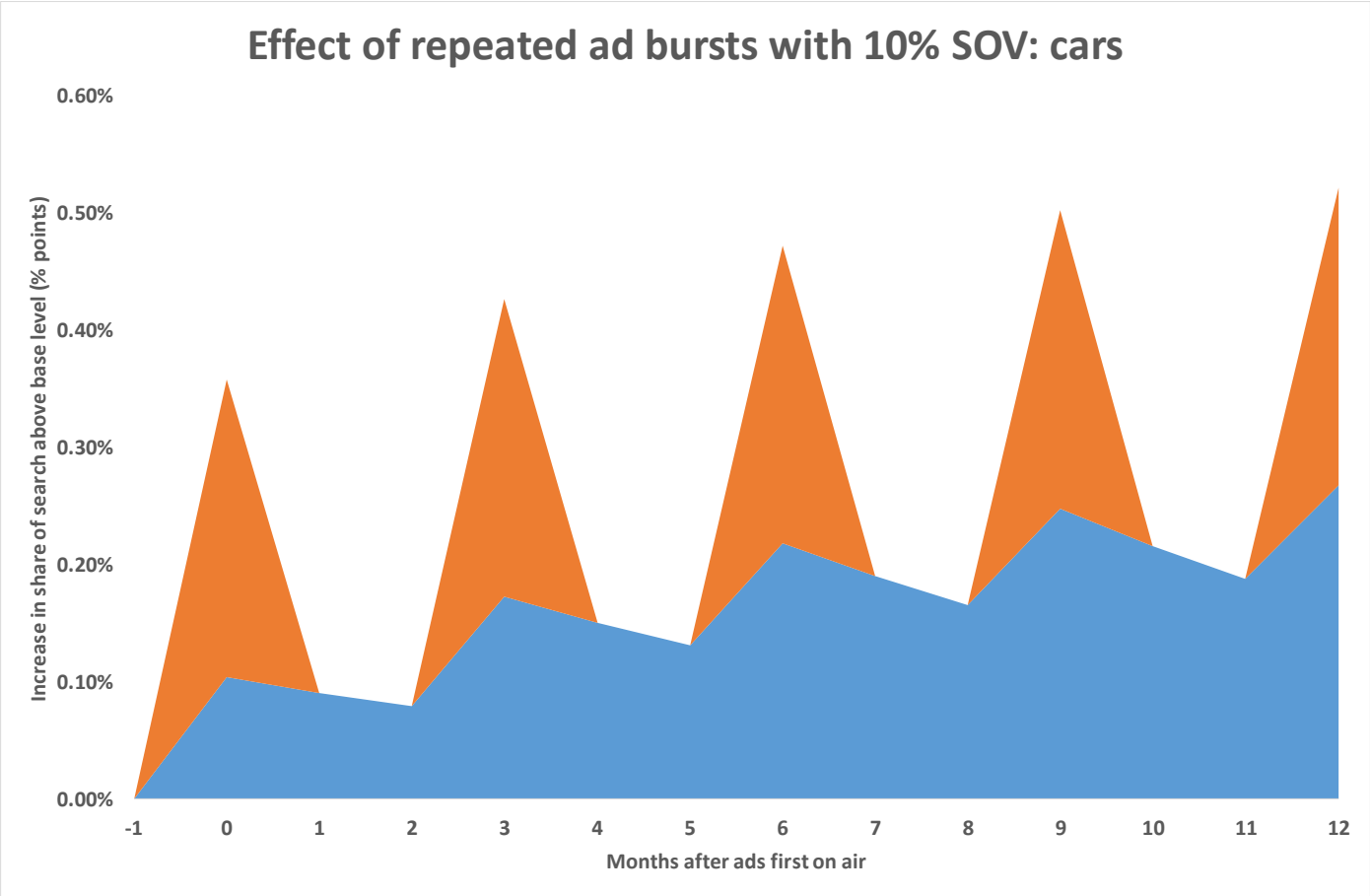
advertising affects share of searches



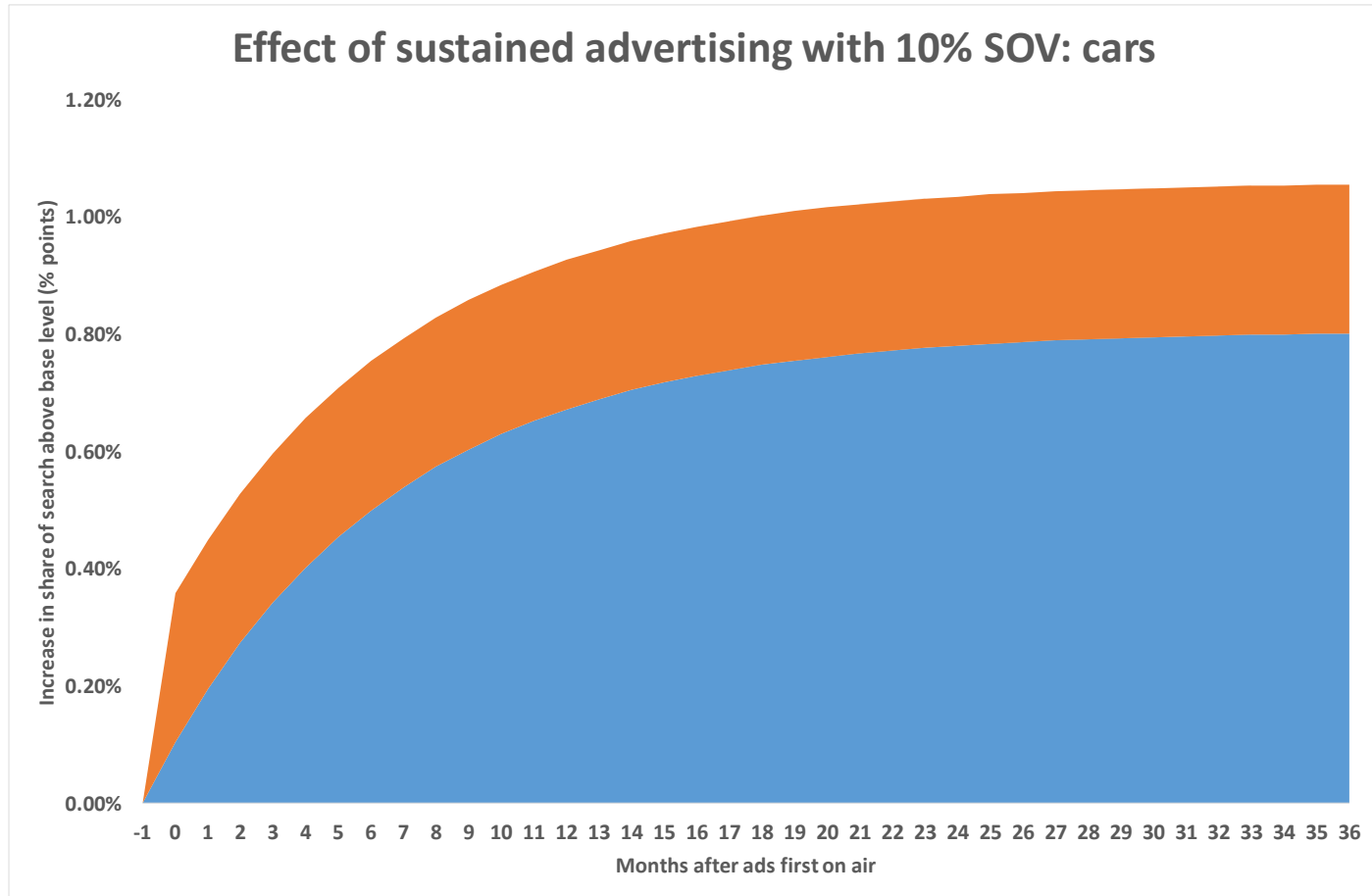
ads have two effects on search



long term effects accumulate over time



sustained advertising drives growth

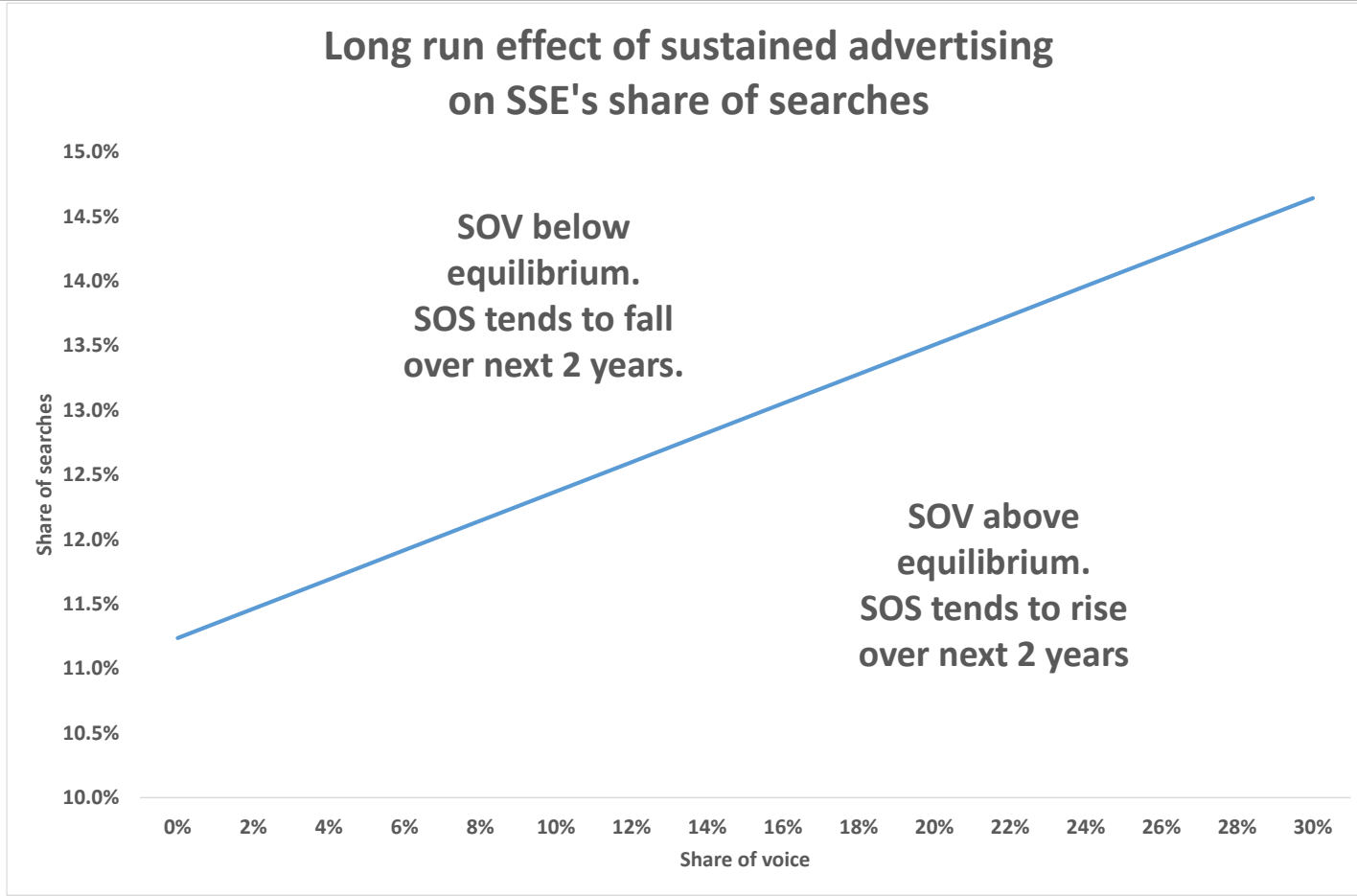


60:40 rule

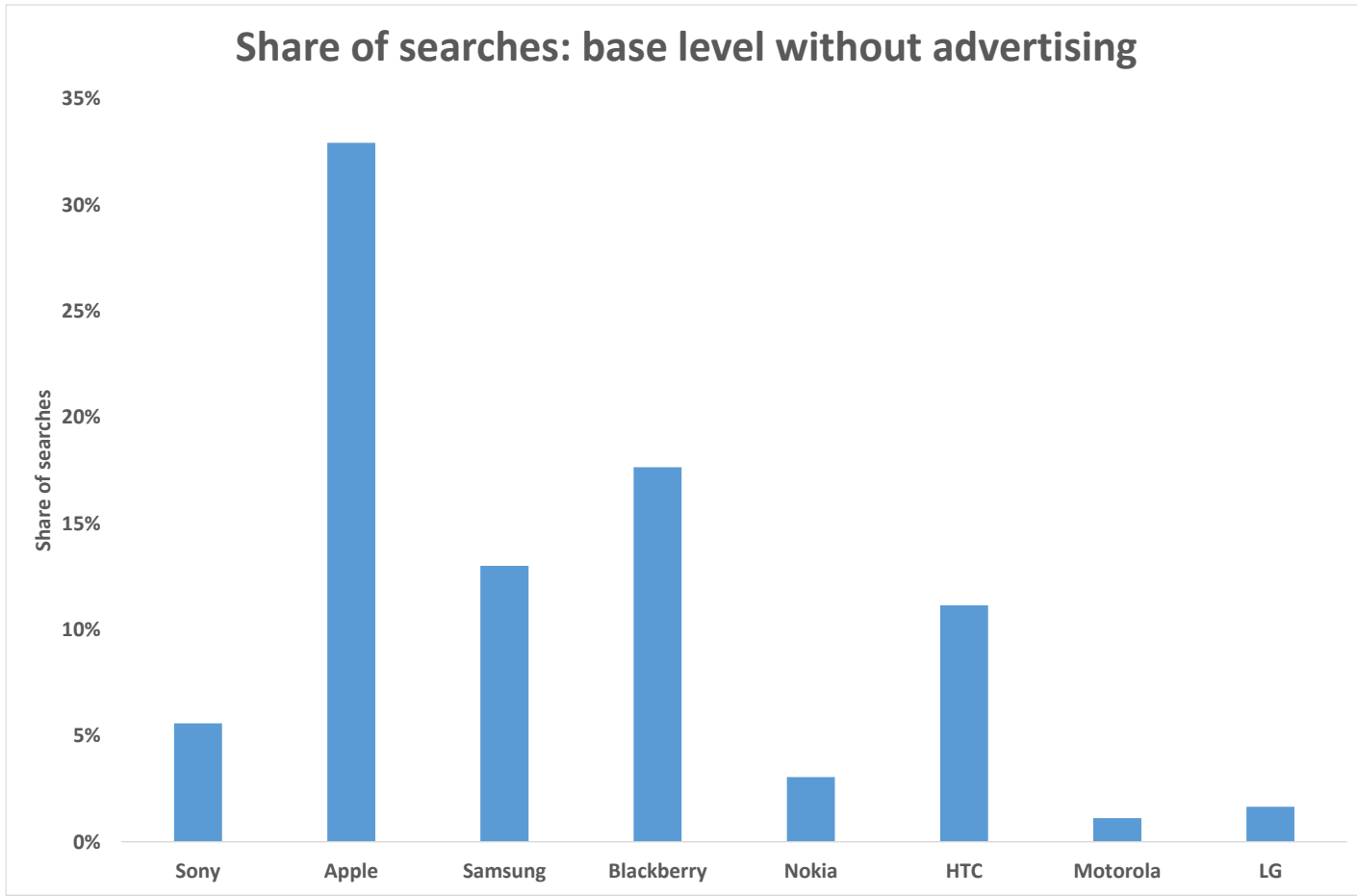
40% of searches from short term effect.

60% from long term.

each brand has an equilibrium level



a new measure of brand strength?



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