

# Reach & Impact of Ads on Electricity Bills

- A detailed presentation



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# Background

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- Axis, **pioneer in innovating advertising** is a leading print media company
- They **supply pre-printed stationary** for a variety of services including utility bills, railway tickets & reservation charts
- Axis has efficiently utilized the **“captive / guaranteed HH reach”** of electricity bills, HP gas bills, railway tickets as a medium to deliver advertisements
- Now, they want to **measure the reach and effectiveness** of ads given on these mediums

# Research Scope

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**The scope of this research includes:**

- Electricity bills
  - MSEB in Pune
  - GSEB in Baroda
  - MPSEB in Indore
  - APSEB in Hyderabad
- HP Gas bills
- Railway tickets & reservation charts at the stations

**However, this presentation includes our findings w.r.t. ELECTRICITY bills – MSEB, GSEB & MPSEB only**

# Research Objectives

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Therefore, the **primary research objectives** would be:

- **Measure the reach** of ads on an electricity bill
- **Determine the impact** of these ads on consumers

# Research Design

## Methodology :

- House-to-house random sampling in Households that have Electricity
- Face-to-face interviews conducted

## Target Group :

- Males / Females
- SEC A, B, C & D
- Above 18 years
- Must be involved with the electricity bill:
  - **While checking the bill details**  
AND / OR
  - While making payment at the counter

## Centers and sample size :

State	Utility Bill	City Selected	SS Planned	SS Achieved
Gujarat	GSEB	Baroda	275	279
Madhya Pradesh	MPSEB	Indore	275	280
Maharashtra	MSEB	Pune	300	300
		<b>Total</b>	<b>850</b>	<b>859*</b>

# Structure

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**Involvement with the regular electricity bill**

**Reach of the bills**

**Elements recalled – Spontaneous & Aided level**

**Impact of ads**

**Ad details recalled**

**Demographics**

# Findings

# Involvement with & Reach REGULAR electricity bills in the HH

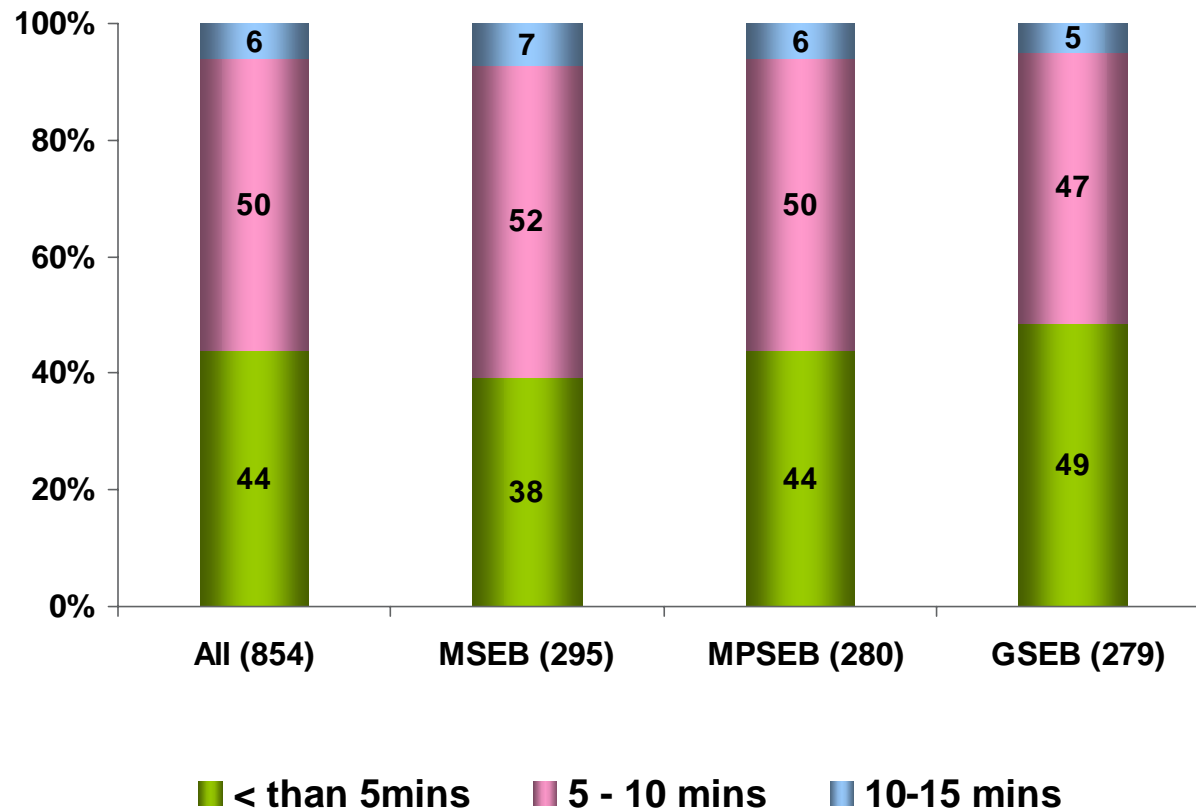
Since there is virtually no base for Instant electricity bills, this presentation is focused on Regular electricity bills only. Thus we will look at a total of 854 respondents only



# Time spent with electricity bill

Base: All respondents exposed to regular electricity bill:854

% mentioned

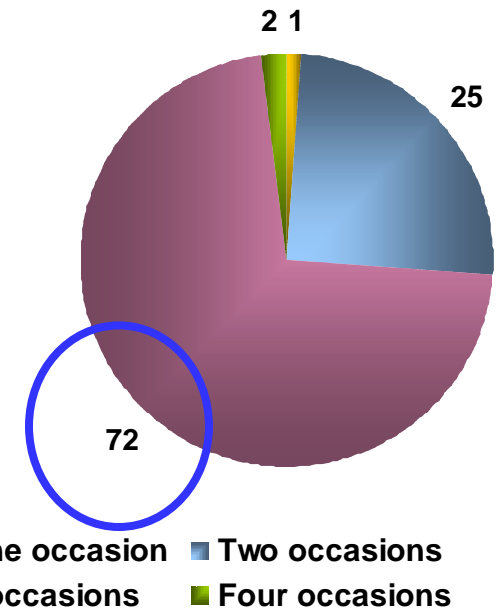
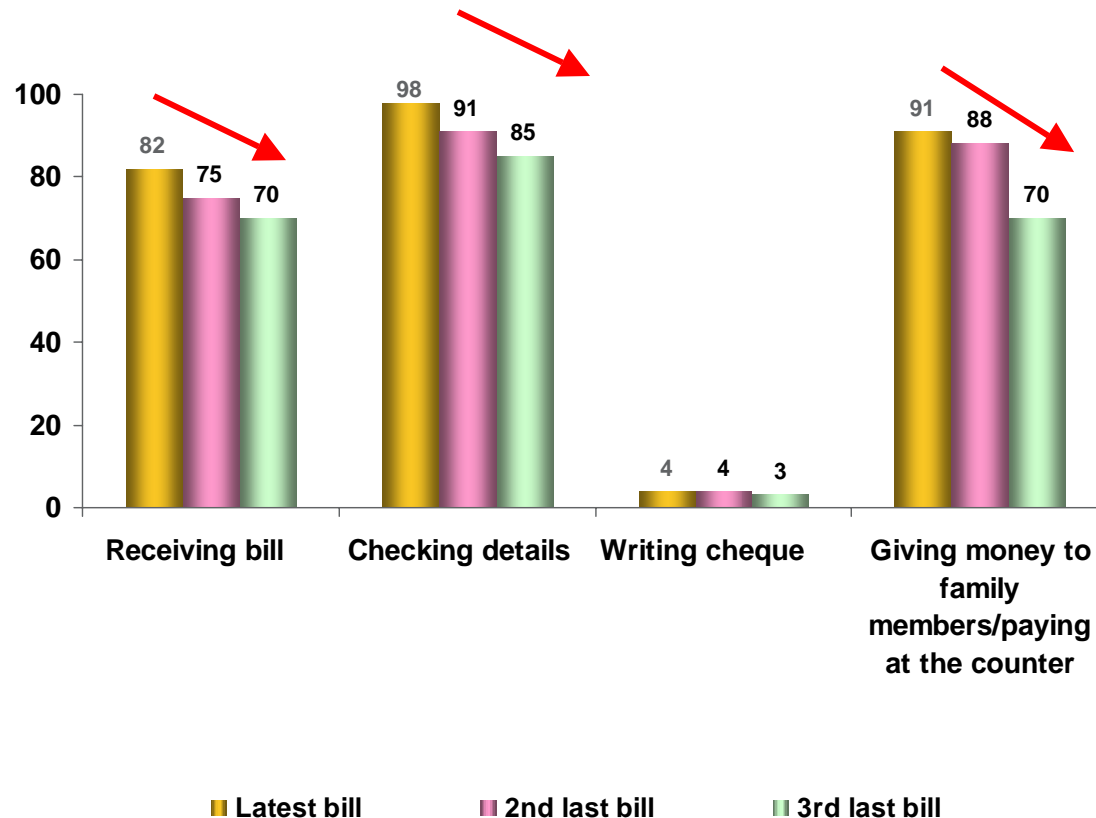


Most consumers do not spend more than 10 mins with the electricity bill. For MSEB & MPSEB bills, the no. of people who spend more than 5 mins with the bill is slightly higher as compared to GSEB users

# Occasions of Involvement with last 3 bills received in the HH

Base: All respondents exposed to regular electricity bill:854

% mentioned

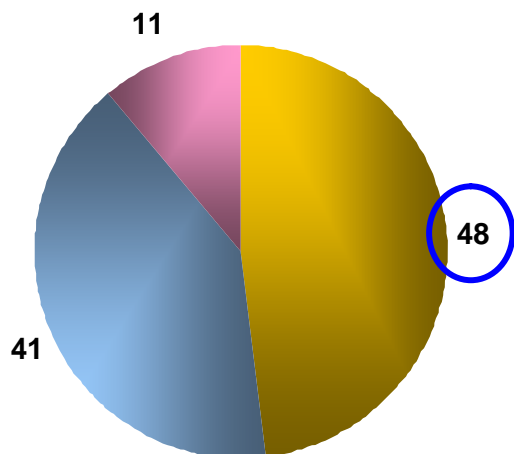


Base: No. of items exposed to the latest bill

Selected respondent's involvement in all occasions is quite high, most involved on three occasions

# Reach of electricity bills in the HH

Base: All HHs exposed to regular electricity bill: 854 HHs

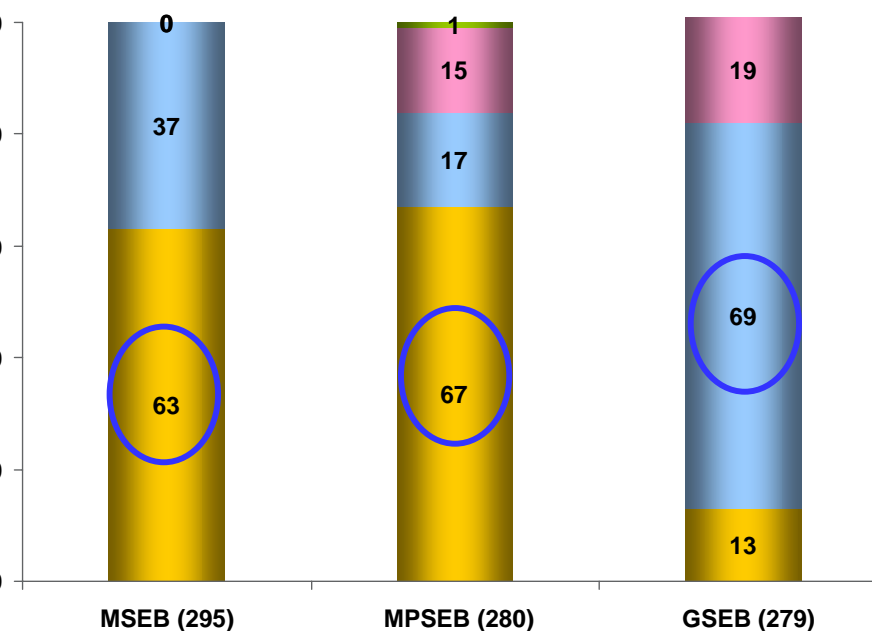


Base: 854 HH's

■ 1 member only (408)

■ 2 members (347)

■ 3 members (95)



% mentioned

Base: 854 HH's

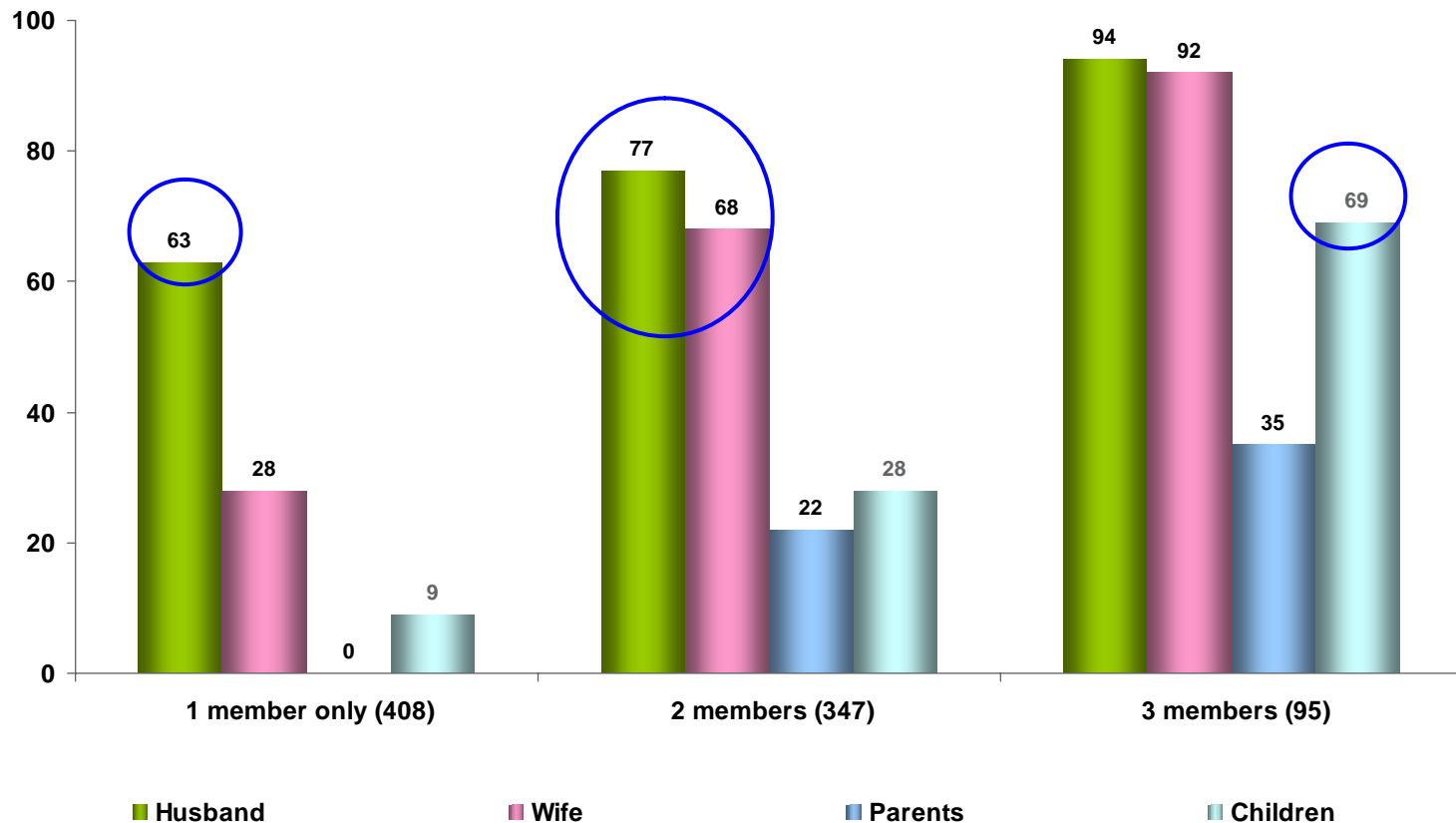
Out of the 854 households (HH) covered in this study, in nearly 48% HHs only one member is exposed to the bill.

However, for GSEB, the bill reaches 2 family members in ~ 70% HHs

# Reach in the HH vs. members exposed to the electricity bill

Base: All HHs exposed to regular electricity bill: 854 HHs

% mentioned

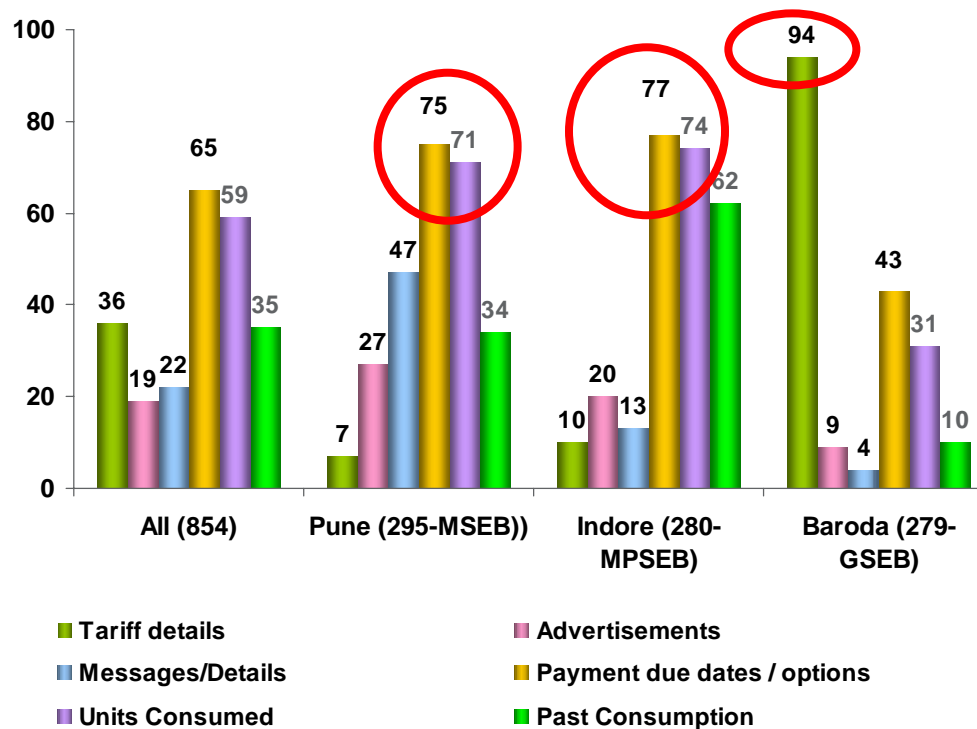


In HH's where primarily one member is exposed to the bill, it is generally males (husband). While, within HH's with higher reach (3 members) for electricity bills, children account for a good proportion of the audience

# Spontaneous Recall of Elements given on the bill

Base: All respondents exposed to regular electricity bill: 854

% mentioned



Logically, due date / units consumed / tariff details are highest recalled elements – **low spontaneous recall for advertisements** – **lowest in Baroda**

# HH members exposed to the electricity bill at different occasions

Base: All HHs exposed to regular electricity bill: 854 HHs

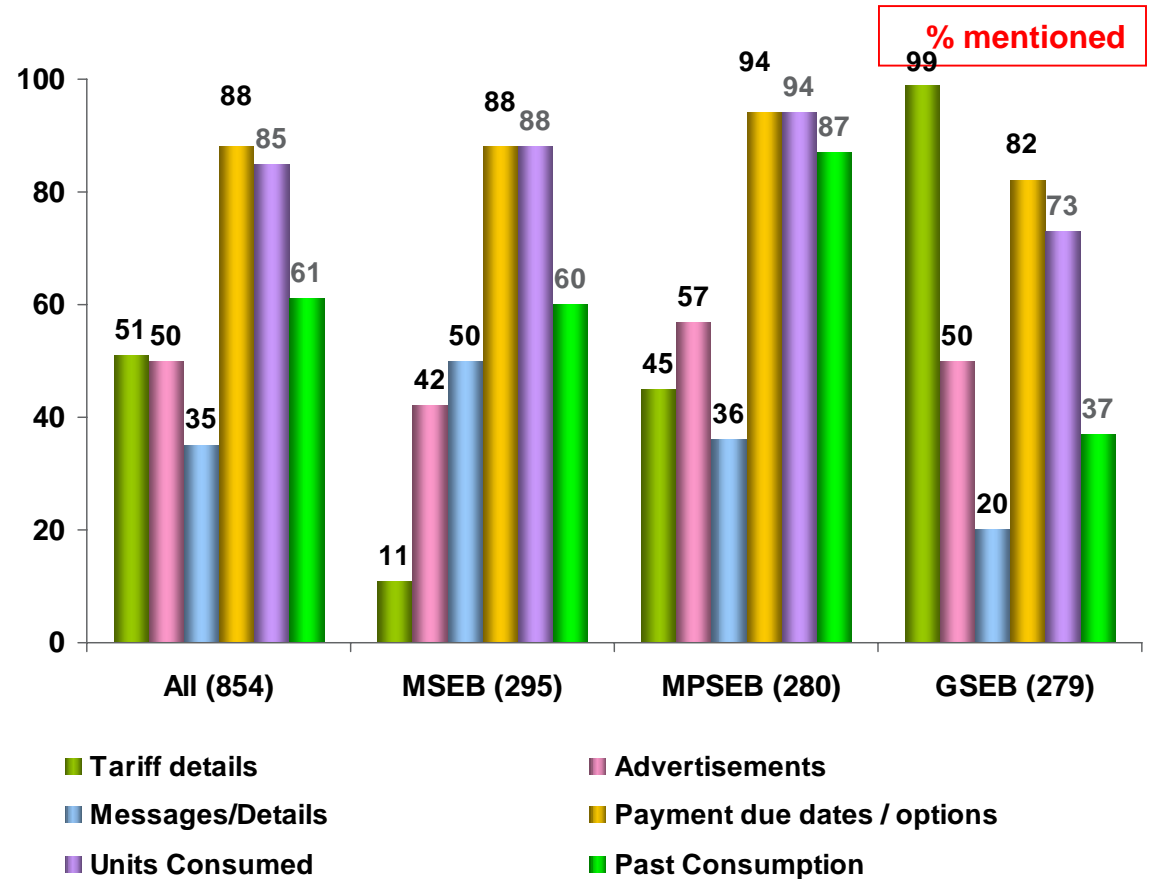
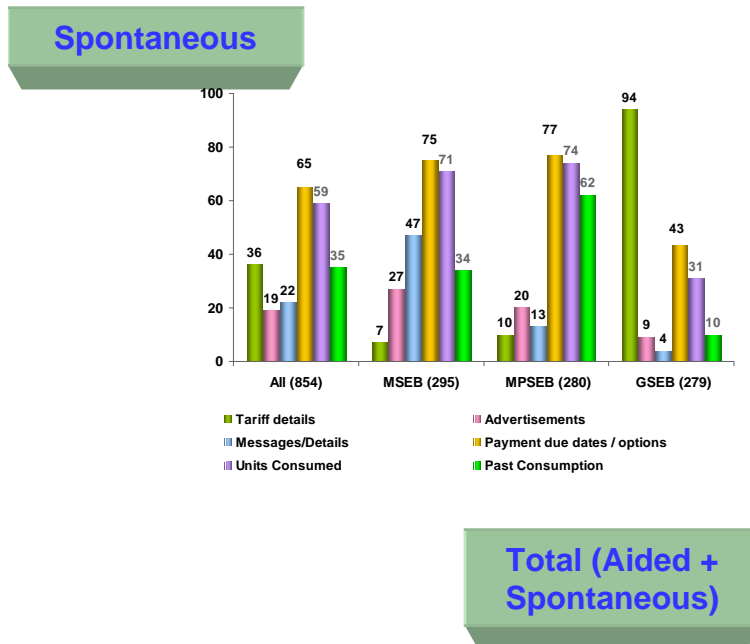
% mentioned



Both Males (husband) and females (housewives) are involved with the bill while checking the details. While we see children playing a greater role when it comes to bill payment, housewives are the ones receiving the bill.

# Elements recalled in the bill – Total (Spont + aided)

Base: All respondents exposed to regular electricity bill: 854

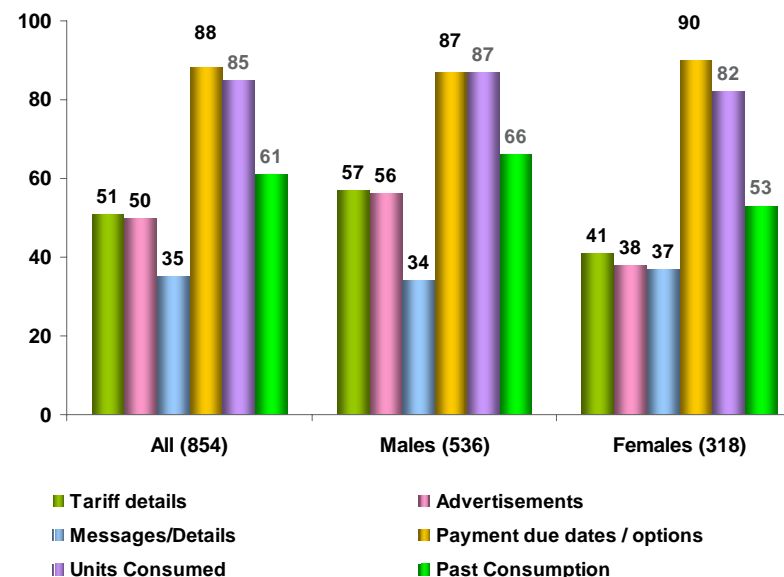
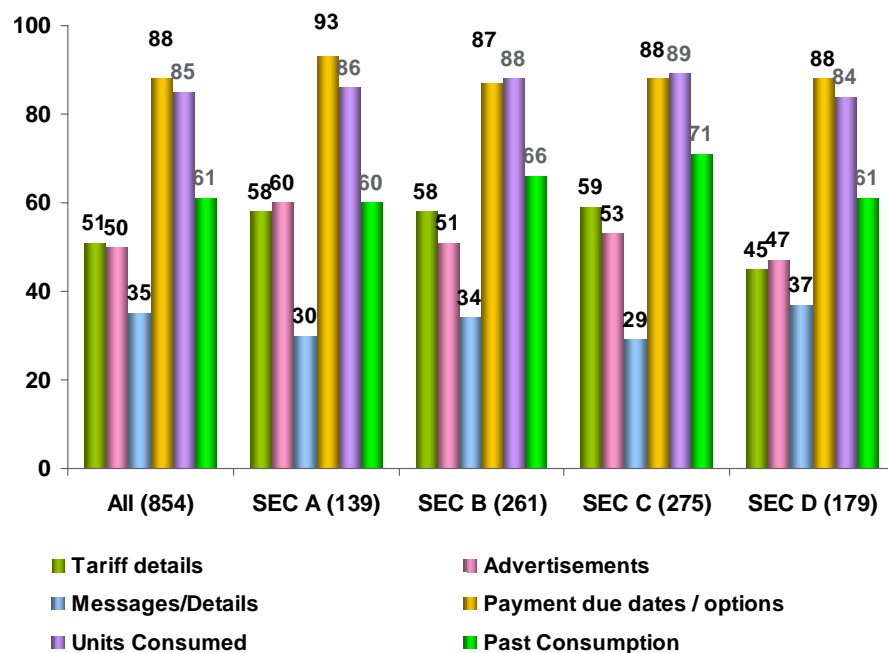


Total – aided + spont – recall for ads `is 50% - aided recall for takes recall to at par with other centers

# Elements recalled in the bill – Total (Spont + aided)

Base: All respondents exposed to regular electricity bill: 854

% mentioned



Notice ability of ads is relatively higher amongst SEC A.

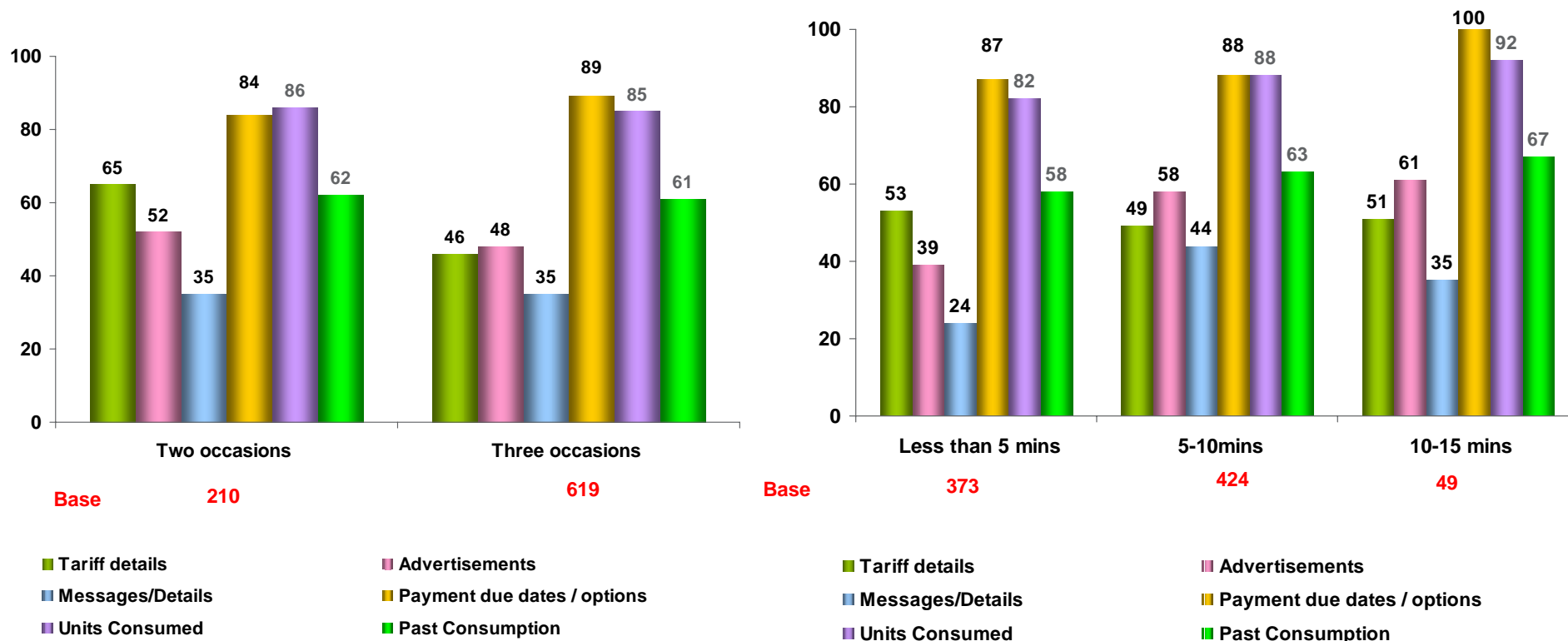
Elements like due date & units consumed have high recall – could be promising positions to advertise in the future.



# Elements recalled in the bill vs. involvement with the last bill

Base: All respondents who recall components in an electricity bill at a TOTAL (spontaneously + aided) level

% mentioned



Consumers who have spent more time with the bill are able to recall seeing advertisements therein. However, increase in the number of exposure to the bill does not boost up recall of ads

# Involvement with electricity bill....

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- Higher consumer involvement while checking the bill details
- Most consumers (nearly 72% of the sample) are seen to be exposed to the bill on at least 3 different occasions
- They generally spend 5-10mins (50% of the sample) with the bill
- While most respondents (99% at a total level) recall seeing tariff details on GSEB bills. Users of MSEB & MPSEB talk about bill components like due date for payment and/or units consumed etc.
- Time spent with the bill seems to have a direct effect on the recall of the ads given therein

# Reach in the HH....

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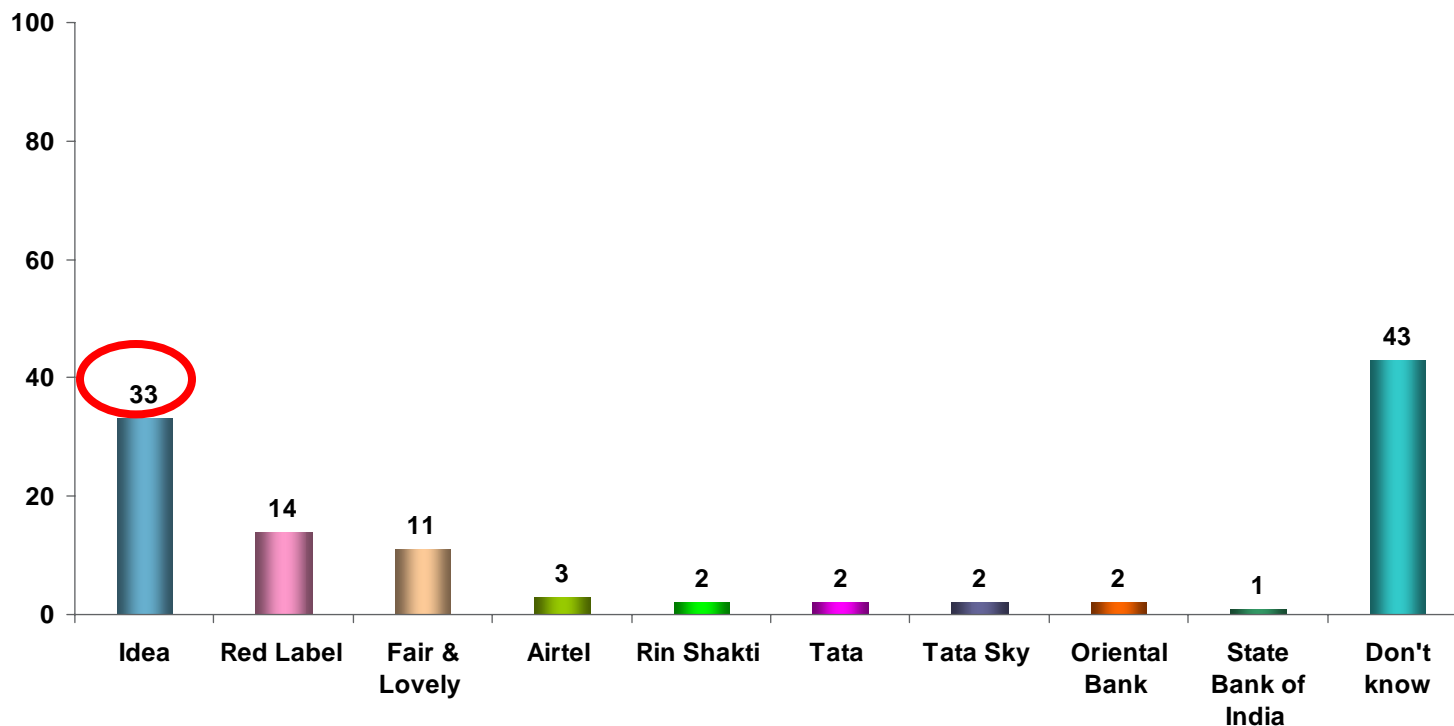
- The bill usually reaches out to 1 or 2 members in most HH
- Averages across centers are different – 1.37 - MSEB; 1.51 - MPSEB; 2.06 - GSEB
- For HH's with single reach, males (husband) is seen to be the primary audience.
- Followed by couples, children (69% - 3 members exposed in the HH) in the HH are greatly exposed to the electricity bill

# Ad details recalled

# Brands recalled - Spontaneous

Base: All respondents who recall components in an electricity bill at a TOTAL (spontaneously + aided) level

% mentioned



'Idea' definitely enjoys strong branding amongst our TG. However, branding for other ads given in the bill seems to be quite weak. Nearly 43% of the consumers who recall seeing an ad in the bill could not associate it to any brand.

# Brands recalled - Spontaneous

Base: All respondents who recall components in an electricity bill at a TOTAL (spontaneously + aided) level

% mentioned

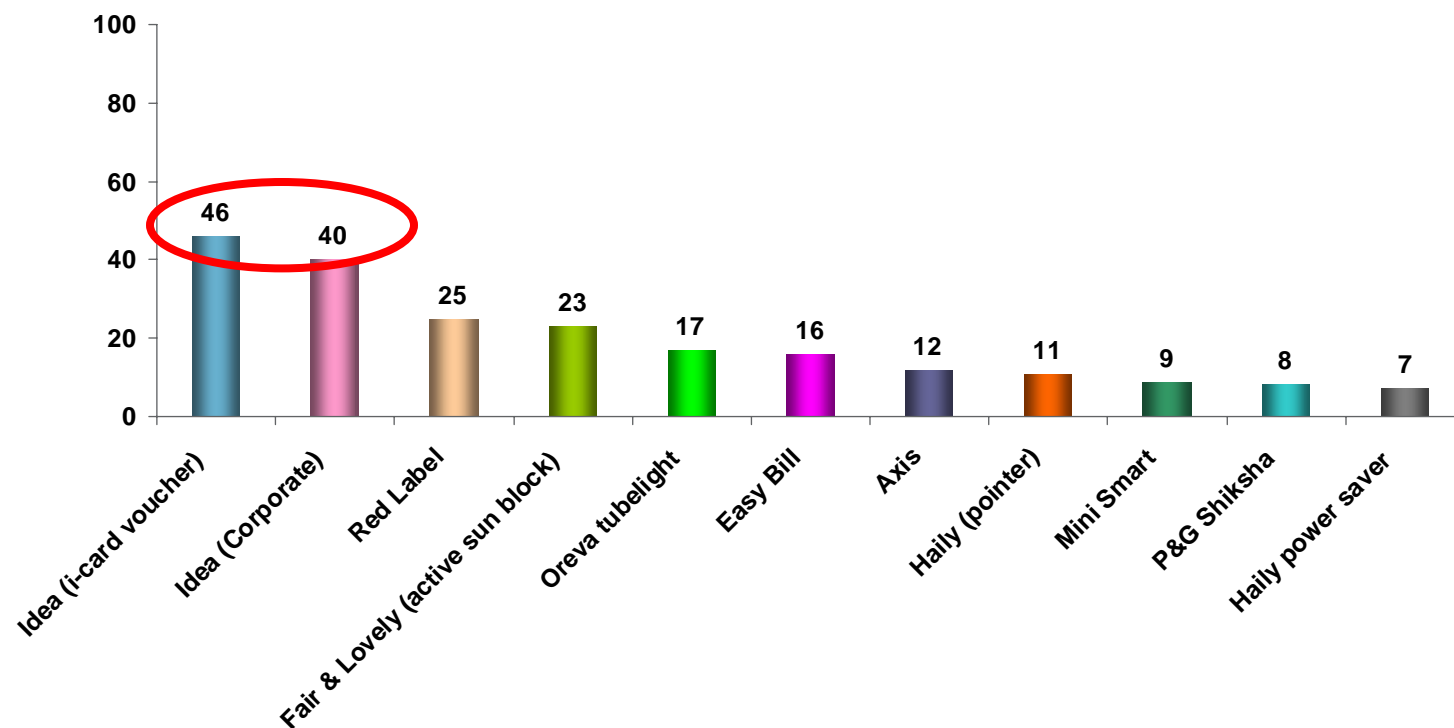
	All	Two occasions	Three occasions
Base	423	109	299
	% mentioned		
Idea	33	35	32
Red Label	14	6	17
Fair & Lovely	11	8	12
Airtel	3	1	3
Rin Shakti	2	1	2
Tata	2	2	2
Tata Sky	2	4	1
Oriental Bank	2	4	2
State Bank of India	1	2	1
Don't know	43	48	41

Increased number of exposure to the bill has helped to strengthen the branding for 'Red Label' & 'Fair and Lovely' ads

# Brands recalled – Aided – MSEB

Base: All respondents who recall components in an electricity bill at a TOTAL (spontaneously + aided) level: 295

% mentioned

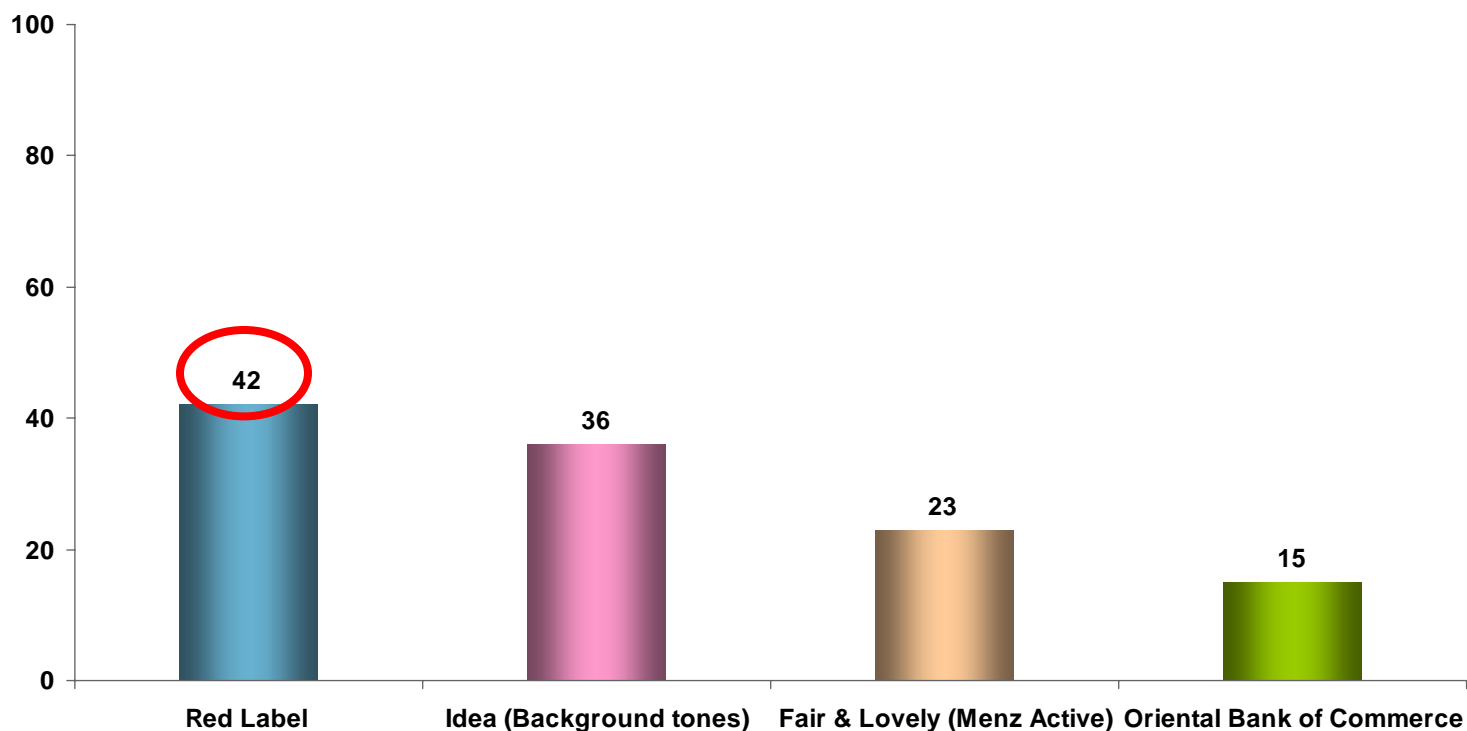


At an aided level, Idea enjoys high recall amongst users of MSEB

# Brands recalled–Aided– MPSEB

Base: All respondents who recall components in an electricity bill at a TOTAL (spontaneously + aided) level: 280

% mentioned



Unlike users of MSEB, users of MPSEB recall Red Label

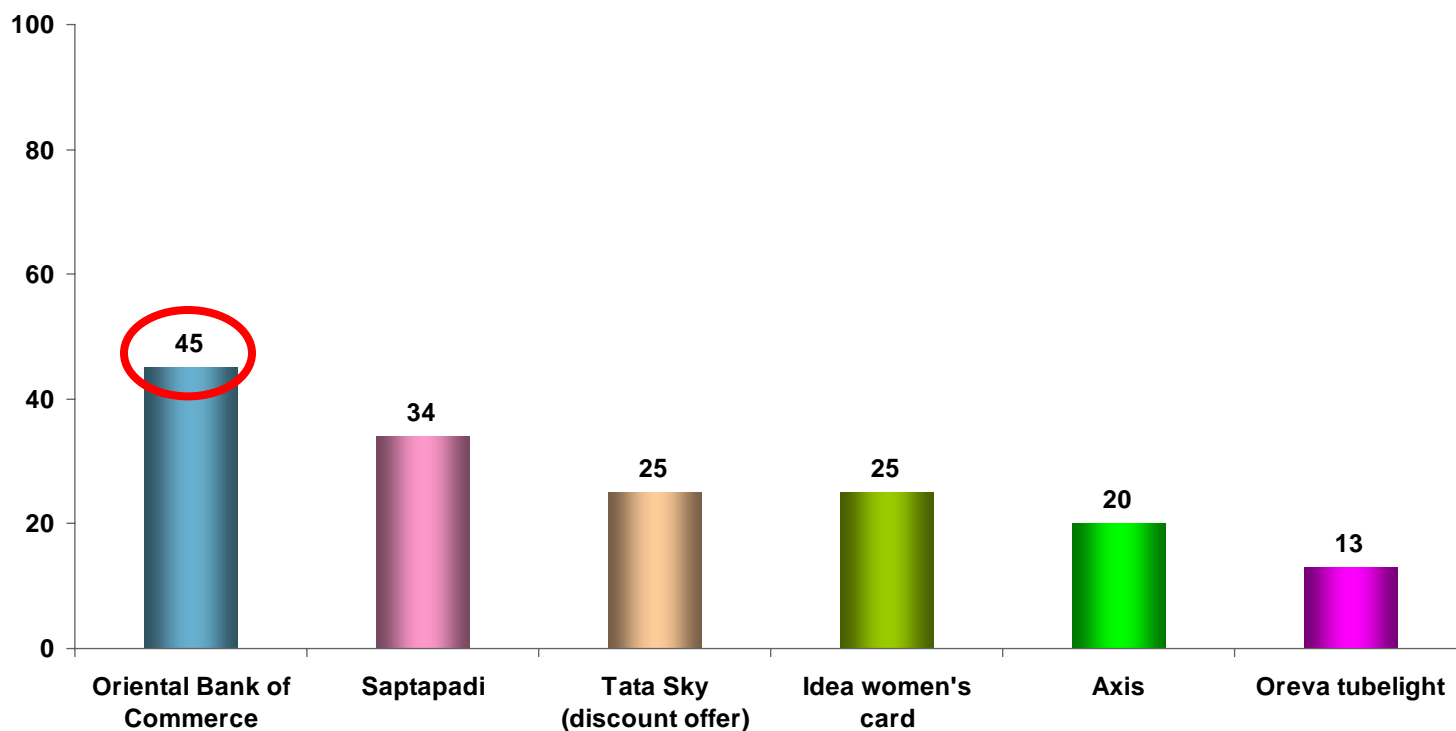
Red Label is given 2 separate bills – recall for the 1<sup>st</sup> ad is 18% and 2<sup>nd</sup> ad is 24%



# Brands recalled – Aided – GSEB

Base: All respondents who recall components in an electricity bill at a TOTAL (spontaneously + aided) level: 280

% mentioned



The ad for Oriental Bank of Commerce is quite strong on branding as compared to other brands that are advertised on GSEB bills

Axis ad is given 2 separate bills – recall for the 1<sup>st</sup> ad is 17% and 2<sup>nd</sup> ad is 3%

Saptapadi is given twice in the same bill – recall for ad on the front page is 19% and recall for ad on the back page is 15%

# Elements Recalled - IDEA

<b>Base : Those who associate the ad recalled with Idea</b>	<b>140</b>
Ad of idea shown	43
One lady was talking on the phone	17
Some people are playing drum	3
3-4 people shown	2
One boy & girl are shown at different either side of the sea-shore talking on r	2
Ad of mobile	1
Ad of Tata Indicom	1
Ad of BSNL	1
Photo of the phone	1
Mobile - buy one get one free	1
Photo of girl in the ad of idea	1
Information about schemes	1
Information given about Idea background tune	1
Idea logo & details of schemes shown	1
Information about the traffic plan shown	1
One boy shown standing with mobile in his hand	1
One person shown talking on the phone	1
Talking on phone she is happy	1
One girl is seen talking on idea slim	1
One girl is shown with idea poster	1
One idea can change your world	1
A child shown talking on the phone	1
Lifetime incoming facility in mobile	1
Radio is on full volume, but still voice is very clear	1
Idea's screen shown	1
Ad of Idea's recharge voucher	1
<b>DK/CS</b>	<b>12</b>

% mentioned

Limited recall of key elements of the ad. However, the element 'lady talking on the phone' enjoys relatively good recall (17% )

# Elements Recalled – RED LABEL

% mentioned

<b>Base : Those who associate the ad recalled with Red Label brand</b>	<b>60</b>
One lady is sipping tea	22
It is Red Label	12
Teen ka kamaal	10
Ad of tea powder	7
One girl is appreciating tea	7
Unique feeling of its freshness	5
Information given about the quality of tea	3
Girl show information about the strength of Red label tea	3
Quality of tea powder is very good	3
Information about taste of tea	3
Shown packets of tea	2
Information given about colour of the tea	2
A girl shown getting refreshed after consuming tea	2
A boy is shown sipping tea	2
One baby shown sipping tea	2
A girl shown doing publicity of tea	2
It is economic & nice tea	2
One girl shown promoting tea	2
<b>DK/CS</b>	<b>18</b>

The main message of the ad 'Teen ka Kamaal' was talked about by few respondents

# Elements Recalled – FAIR & LOVELY

% mentioned

<b>Base : Those who associate the ad recalled with Fair &amp; Lovely</b>	45
Fair & Lovely ad	36
Shown glow on the face of a boy at different stages	9
Two man shown	7
Shown mens Fair & Lovely	4
Glow on one boys face is increasing	4
Shown glow on the face of a girl at different stages	4
Makes life better - fair & lovely	2
New cream for men	2
Use of Fair & Lovely has changed the entire world	2
Talks about making men fair & handsome	2
Two friends are shown use Fair & Lovely	2
Glow on one boys face was good	2
Face of a girl shown glowing	2
Boys face getting clear	2
After applying Fair & Lovely on face difference is seen within 4 weeks	2
<b>DK/CS</b>	20

No specific elements of the ad were recalled

# Ad Position Recalled - Brand wise

	All	Idea	Red Label	Fair & Lovely
<b>Base</b>	<b>423</b>	<b>140</b>	<b>60</b>	<b>45</b>
	%	%	%	%
<b>Which side of the bill?</b>				
<b>Front side of the bill</b>	47	38	20	27
<b>Back side of the bill</b>	40	51	78	73
<b>Don't recall</b>	14	11	3	2
<b>Position of the ad on the page</b>				
<b>Top of the page</b>	39	54	85	76
<b>Middle of the page</b>	7	5	5	9
<b>Bottom of the page</b>	46	42	40	58
<b>Don't recall</b>	15	11	3	2

# Ad Position Recalled - Brand wise

	All	Idea	Red Label	Fair & Lovely
<b>Base</b>	<b>423</b>	<b>140</b>	<b>60</b>	<b>45</b>
	%	%	%	%
<b>Colour of the advertisement</b>				
<b>Colour advertisement</b>	88	91	95	100
<b>Black &amp; white advertisement</b>	1	2	3	0
<b>Don't recall</b>	10	8	3	0
<b>Number of ads on the page</b>				
<b>Only one (SINGLE) advertisement on the page</b>	74	79	70	76
<b>More than one advertisement on the page</b>	16	19	42	42
<b>Don't recall</b>	14	12	5	4

# Ad Position Recalled - Brand wise

	All	Idea	Red Label	Fair & Lovely
<b>Base</b>	<b>423</b>	<b>140</b>	<b>60</b>	<b>45</b>
	%	%	%	%
<b>Which side of the page?</b>				
<b>Left hand side of the page</b>	12	8	18	18
<b>Right hand side of the page</b>	26	29	13	24
<b>Don't recall</b>	63	64	70	58

# Demographics of people with higher involvement with the electricity bill in the HH



# Age

	All	MSEB	MPSEB	GSEB
Base	854	295	280	279
	%	%	%	%
<b>Age</b>				
18-25	15	16	10	19
26-35	30	33	29	29
36-45	27	25	29	27
46-55	15	13	19	13
56-65	9	9	9	8
66-75	4	4	4	3
76 and more	1	1	0	2

# Gender & Education

	All	MSEB	MPSEB	GSEB
Base	854	295	280	279
	%	%	%	%
<b>Gender</b>				
Males	63	45	84	61
Females	37	55	16	39
<b>Education</b>				
Illiterate/ no formal schooling	5	1	14	1
Upto 4th standard	3	5	1	2
5th - 9th standard	25	30	24	20
SSC / HSC	41	39	33	49
Collg but not grad	5	4	5	6
Grad/Post-grad gen	17	16	17	19
Grad/Post grad Prof	4	4	6	3

# Occupation

	All	MSEB	MPSEB	GSEB
Base	854	295	280	279
	%	%	%	%
Worker	17	13	21	15
Small trader	21	9	41	13
Bus./Ind.	6	7	4	8
Self empl. Prof	2	0	3	3
Clerical/Supervisory	12	10	14	9
Executive	4	2	3	6
HW + student	34	53	9	38
Retired & Unemployed	6	4	4	8

# Household structure

	All	MSEB	MPSEB	GSEB
Base	854	295	280	279
	%	%	%	%
Nuclear family	50	59	58	34
Nuclear family with elders	29	34	21	32
Joint family	19	6	19	31
Single person	1	0	1	2

# Demographics

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- Consumers in the age group of 26-35 yrs are more exposed to electricity bill in the HH.
- More males (63%) are involved checking bill details

Thank You



# APPENDIX

# Average monthly HH Electricity bill

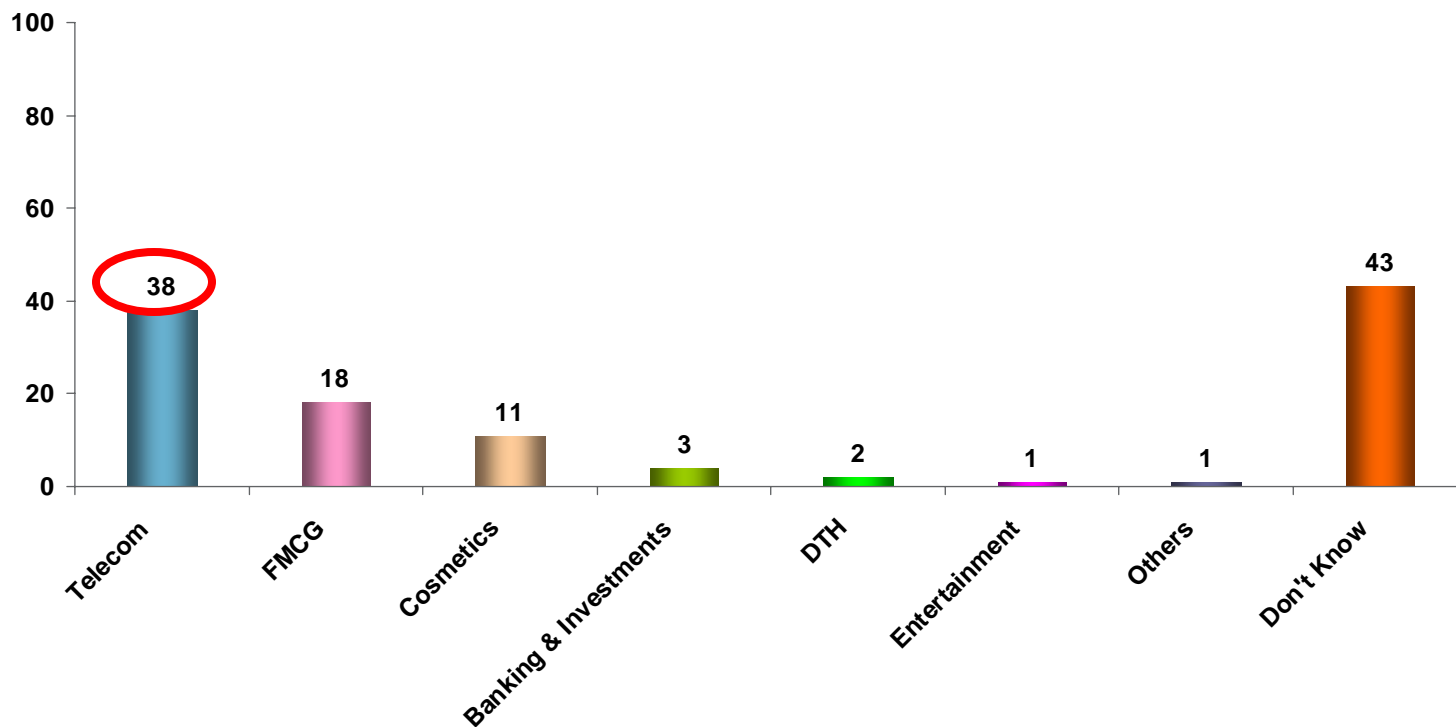
	All	MSEB	MPSEB	GSEB
Base	854	295	280	279
	%	%	%	%
Avg monthly HH bill	Rs. 533	Rs. 438	Rs. 592	Rs. 573

	All	Nuclear family	Nuclear family with elders	Joint family
Base	854	431	251	158
	%	%	%	%
Avg monthly HH bill	Rs. 533	Rs. 440	Rs. 575	Rs. 717



# Categories recalled

Base: Those respondents who recall seeing advertisements on an electricity bill



# Categories recalled

Base: Those respondents who recall seeing advertisements on an electricity bill

	All	Two occasions	Three occasions
Base	423	109	299
	% mentioned		
Telecom	38	38	37
FMCG	18	10	21
Cosmetics	11	8	12
Banking & Investments	4	6	3
DTH	2	4	1
Entertainment	1	0	1
Others	1	0	1
Don't Know	43	48	41