



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

**Economic impact or/and
awareness impact?**

***How to demonstrate the
results of a promotion
campaign***

Mario Mazzocchi

Dipartimento di Scienze Statistiche

Outline

- Legal provisions
- Choice of indicators
- Impact evaluation strategies



Legal provisions & guidance

Implementing Regulation 2015/1831 of 7 October 2015: *Article 22 & Annex*

- Classification of indicators & explanation
- Examples of indicators

Guide for Applicants (Simple Programmes): *Annex III*

- Methodological suggestions for the ex-post calculation of returns



Classification of the indicators

Output indicators shall measure the degree of implementation of the activities foreseen in each programme.

Result indicators shall measure the direct and immediate effects of the activities.

Impact indicators shall measure the benefits beyond the immediate effects.

All the types of indicators are important. Indicators from all three groups should be explicitly specified in the proposal. They answer to different questions:

Output: Is the program **delivering** what has been envisaged? *For example, if youtube adverts were planned to promote , how many of them have been produced/broadcast?*

Result: What was the **response** to the above actions? *For example, how many people saw the youtube adverts?*

Impact: Relative to the program objectives, what were the outcomes of the actions? *For example, what was the increase in awareness / sales / profits of the promoted product?*



Examples of indicators – See Annex of 2015/1831

1. **Output** indicators include, for example:

- number of events organised;
- number of spots aired on TV/radio or published print or online adds;
- number of press releases;
- size of target group aimed by specific activities (for example number of professionals to whom mail shots were addressed);
- number of subscribers to e-mail newsletters.

2. **Results** indicators include, for example:

- number of professionals/experts/importers/consumers who participated in events (such as seminars, workshops, tastings, etc.);
- number of professionals/experts/importers/consumers who were reached by a TV/radio spot/print or online add;
- number of professionals/experts/importers/consumers who participated in events and contacted the producers organisation/the producers;
- number of non-paid articles published in the press within the period covered by the report of the information campaign;
- number of visitors on the website or likes on their Facebook-site;
- value of media clippings.

3. **Impact** indicators include, for example:

- sales trends of the sector in the year following the promotion campaigns in the region in which they took place compared with the previous year and compared with the general sales trends on the market in question;
- consumption trends for the product in that country;
- value and volume of Union exports of the product promoted;
- change in the Union products market share;
- trend in the average sales price of the exported product in the country in which the campaigns took place;
- change in the level of recognition of the logos of the Union quality schemes;
- change in the image of Union quality products;



Choice of indicators: Output & Result indicators

- Ensure consistency between *each* action envisaged in the program, and the corresponding indicator (table)
- Demonstrate that there is a reliable system in place to monitor implementation
- Identify appropriate result indicators depending on the type of actions

Example: if press releases are the actions, the *number of press releases* is an output indicator, not a result. The result can be measured in *number (relevance) of published newspaper/magazine articles*, ideally *number of readers reached* (e.g. if you have data on the reach of the individual newspapers, you can estimate the number of people reached).

Results give an idea of the “reach” of the action, even if they cannot yet demonstrate that such reach translated into a positive effect (which is captured by the impact indicators)



Impact indicators

The most important (and difficult) quantification, to understand whether the program worked.

While output / result indicators must directly relate to the *actions of the program*, the impact indicators should follow from the **objectives** of the *program*.

It is important for the overall proposal that the objective is clear and credible. But this implies:

- 1) That the objective is **measurable**, i.e. an appropriate indicator exists to evaluate to what extent the program achieved the objective
- 2) That a **benchmark** measure for the indicator can be provided in the proposal
- 3) That the *same indicator* can be measured after the program start, to ensure **consistency** in measurements



Objectives & impact indicators

- (a) increase **awareness** of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
- (b) increase the **competitiveness** and **consumption** of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
- (c) increase the **awareness** and **recognition** of Union quality schemes;
- (d) increase the **market share** of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential;
- (e) restore normal market conditions in the event of serious market disturbance, loss of consumer **confidence** or other specific problems



Impact indicators & their measurement

- Sales / purchases / Market share
 - Market research companies (retailer / home scan data)
 - Household budget surveys (only for product category)
 - Ad hoc survey
- Consumption
 - Food / nutrition/health surveys (only for product category)
 - Ad hoc survey
- Returns on Investment (RoI): [additional revenue \(profits\) / cost of the program](#)
 - Own accountancy (e.g. producer association accounts)
 - Market research companies (retailer / home scan data)
 - Household budget surveys (only for product category)
 - Ad hoc survey
- Competitiveness (Exports / export share)
 - Trade statistics
 - Own accountancy
- Awareness (recognition, knowledge)
 - Secondary surveys (e.g. Eurobarometer, national omnibus surveys)
 - Ad hoc survey
- Other: prices, confidence...



Good practices: benchmarking

At the proposal stage:

- 1) Identify the correct **indicators**
- 2) Identify how they are **measured** (including measurement unit, e.g. €, Kg/person/year, GRPs...) and what are the sources
- 3) Budget the appropriate **costs** to collect data on the indicators
- 4) Collect **benchmark** data (not only the last year, identify pre-existing trends!)
- 5) Provide (scenarios on) **expected impacts**, remembering that there many confounding factors (e.g. prices) to be considered



Impact evaluation strategies

Measurement issues: attitudes / intentions / behaviours

5-a-day campaign in the UK

	Awareness	Stated consumption		Purchases
	<i>CAS</i>	<i>CAS</i>	<i>HSE</i>	<i>EFS</i>
2002	4.2	3.4	3.0	4.1
2004	4.2	4.7	3.4	4.1
2006	4.6	5.2	3.7	4.4
2007	4.8	5.6	3.6	4.3

CAS: Consumer Attitude Survey (Food Standard Agency)

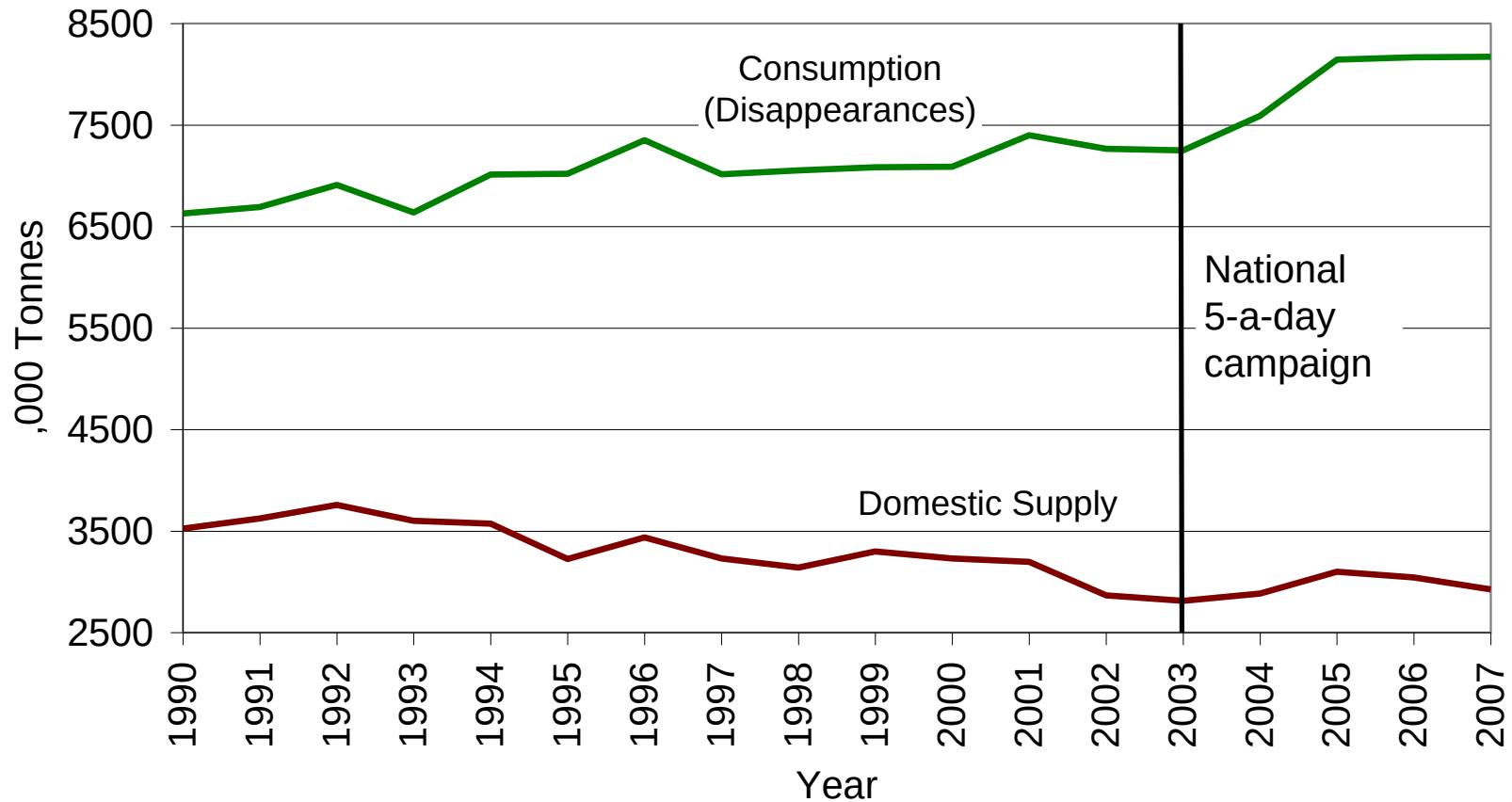
HSE: Health Survey for England (Office for National Statistics + DoH)

EFS: Expenditure & Food Survey (ONS + DEFRA)



Beware of pre-post comparisons: Pre-existing trends

UK Fruit & Vegetable market trends

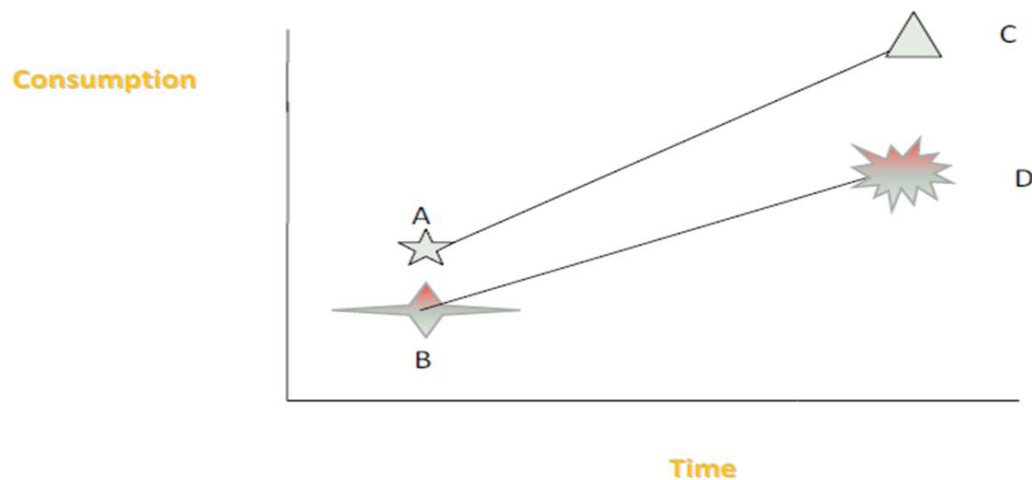


Beware of confounding factors

	April 2002-March 2003		April 2003-March 2004		Change	
	Quantity consumed	Unit price	Quantity consumed	Unit price	Quantity	Unit Price
Income quartile	<i>Kg. per hh per week</i>	<i>£ per Kg.</i>	<i>Kg. per hh per week</i>	<i>£ per Kg.</i>	%	%
Lowest	4.35	0.153	3.88	0.166	-10.75%	+9.03%
Medium-Low	5.66	0.164	5.79	0.174	+2.45%	+5.84%
Medium-High	6.70	0.176	6.84	0.178	+2.20%	+0.62%
Highest	8.40	0.187	8.29	0.194	-1.31%	+3.24%
Total	6.36	0.171	6.26	0.178	-1.51%	+4.25%



Difference-in-Difference

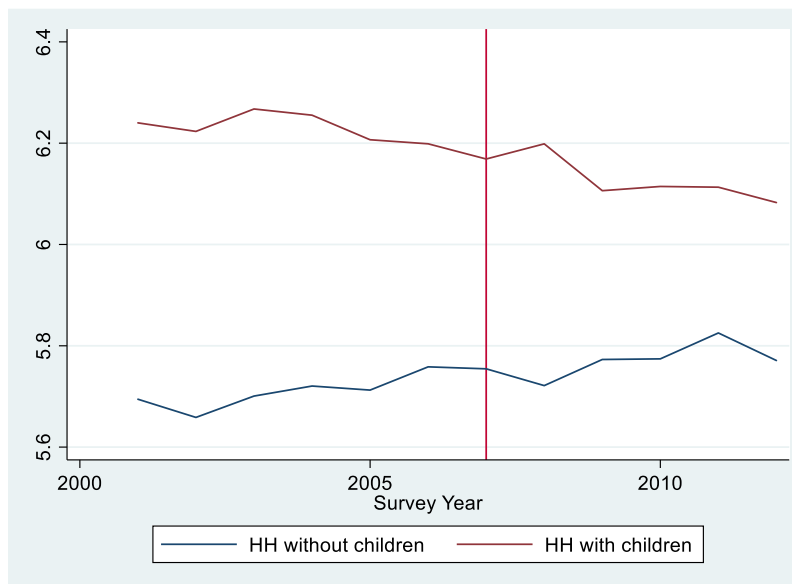


"Ex post" impact = $(C - D)$

"True" Impact = $(C - A) - (D - B)$

"Single difference"

"Double Difference"



Summing up

- 1) Distinguish among output / results / impact indicators
- 2) Link indicators to objectives
- 3) Allocate budget to measurement and evaluation
- 4) Benchmark indicators and their trends
- 5) Estimate expected impact
- 6) Consider confounding factors and pre-existing trends





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Thank you

m.mazzocchi@unibo.it

www.unibo.it