



***DRAM CLASS ACTION***  
**Final Performance Report**

*June 2016*

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**brad**

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## INTRODUCTION

This is the Final Performance Report for the [C'est mon argent / The Money is Mine](#) campaign, which took place between February 19 and June 30, 2015.

In December 2014 the Canadian Courts approved a Marketing Plan prepared by Brad in order to get as many Canadians as possible committed to claiming what they were owed.

The distribution is coming to an end and it is now possible to draw conclusions as to the success of different aspects of the marketing Plan.

In the following pages, we will review the four prongs of the Marketing Plan:

- Social Media efforts
- Web efforts
- Public Relations efforts
- Media efforts

# INTRODUCTION

## **STRATEGY REMINDER: Two-Phase Approach**

### Strong Public Announcement

The initial phase was to focus on sending the news loud and clear to all Canadians. The anticipated end results of this phase were to:

- Maximize the generic awareness to a broad Canadian population (Adults 18+);
- Bring detailed information on the steps to making a claim;
- Persuade with credibility, knowing that this is a unique case that might face low interest levels from the public.

### Claim Accelerator

The second phase was designed to primarily accelerate the claim rate against the high potential segments (Men 35-54). The different tactics put forward were designed to:

- Create pressure on the target with a higher frequency approach as opposed to a broad reach in the first phase;
- Leverage smaller format ads to emphasize the call to action, knowing the message was well-established in the first phase;
- Exploit social channels and use influencers/bloggers to help expand the discussion and elevate the credibility level.

# SOCIAL MEDIA



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## SOCIAL MEDIA - INTRODUCTION

Two social medias have been used as part of the Marketing Plan:

- *Facebook*
- *Twitter*

This section of the report reviews the activity that took place between February 19 and June 30, 2015 on the following four sites:

- <https://www.facebook.com/Cestmonargentca>
- <https://twitter.com/cestmonargentCA>
- <https://www.facebook.com/themoneyismine>
- <https://twitter.com/moneyismineCA>

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## SOCIAL MEDIA – FACEBOOK GLOSSARY

A Facebook page performance is measured through metrics like impressions, engagements and clicks.

**Impressions** measure the number of times content associated with a page has been displayed. Users can view the same content several times. For example, people may see a page update a first time in their News Feed, and then a second time when one of their friends shares it.

The **Reach** measures the number of people who received impressions of a page or post. The total reach can be less than the total impressions, since a single person may see several impressions.

**Organic reach** is the number of unique users, fans or non-fans, who saw a page or post content through unpaid distribution.

**Paid reach** is the total number of unique people who were shown a post or page as a result of ads.

An **engagement** is an action that is taken after a page or post is viewed. Actions include clicking, liking, commenting on or sharing a page or a post. However, they will also include reporting a page or post as inappropriate.

## SOCIAL MEDIA - FACEBOOK (FRENCH)

- All-time total number of "Likes" for the page: 3,390
- Total number of engagements the page and posts received : 12,598
- Total number of impressions
  - Total (organic + paid): 378,023
  - Organic impressions: 378,023
  - Paid impressions: 0

## SOCIAL MEDIA - FACEBOOK (FRENCH)

- Total reach: **117,038**  
(best day: 30,457 unique users reached on February 23, 2015 )  
- Organic reach: **117,038**



# SOCIAL MEDIA - FACEBOOK (FRENCH)

## Interaction with the community



**Ghislaine Desmarais** ▸ **Cestmonargent.ca recours collectif mémoire vive**  
August 22 · 🌐

Comment faire pour faire mon changement d'adresse car je suis déménagé depuis merci

1 Comment

👍 Like    💬 Comment    ➦ Share

Chronolo

**Cestmonargent.ca recours collectif mémoire vive** Bonjour Ghislaine, Veuillez communiquer vos nouvelles coordonnées à l'Administrateur des réclamations au numéro sans frais suivant : 1-(866)-855-5586. Passez une bonne journée, Merci.  
Like · Reply · Commented on by Maxime Leclaire [?] · August 24 at 4:31pm

Write a comment...

**Marc Levesque** Ca va prendre un minimum d'une année avant de recevoir le 20\$  
Like · Reply · Message · 👍 1 · February 23 at 11:05am

**Cestmonargent.ca recours collectif mémoire vive** Nous nous attendons à ce que l'argent soit transmis aux consommateurs d'ici à la fin de l'année 2015.  
Like · Reply · 👍 2 · February 23 at 12:25pm

**Marc Levesque** Encore mieux 😊  
Unlike · Reply · Message · 👍 1 · February 23 at 12:47pm

**Richard Beauchemin** merci de l'info...  
Like · Reply · Message · June 16 at 2:14pm



**Marie Line Noel** On reçoit un message d'erreur après avoir entré nos données....  
Like · Reply · Message · February 23 at 12:48pm

**Viviane Carriere** moi je n'ai rencontré aucun problème  
Like · Reply · Message · February 23 at 12:49pm

**Marie Line Noel** Et ça m'aide comment ça? 😊  
Like · Reply · Message · February 23 at 12:51pm

**Cestmonargent.ca recours collectif mémoire vive** Vous pouvez nous écrire en privé le message d'erreur que vous recevez - nous tâcherons de vous aider!  
Like · Reply · February 23 at 1:02pm

**Martine Robert** J'ai eu message d'erreur aussi 503 ...mais j'ai rafraichit et j'ai eu la confirmation  
Like · Reply · Message · February 23 at 1:08pm

**Cestmonargent.ca recours collectif mémoire vive** Nos serveurs reçoivent énormément d'achalandage, présentement. Nous regrettons les incon vénients.  
Like · Reply · February 23 at 4:05pm

## SOCIAL MEDIA - FACEBOOK (ENGLISH)

- All-time total number of "Likes" for the page: 1,632
- Total number of engagements the page and posts received between February 10 and June 30 : 13,706
- Total number of impressions
  - Total (organic + paid): 1,256,889
  - Organic impressions: 169,310
  - Paid impressions: 1,087,579

## SOCIAL MEDIA - FACEBOOK (ENGLISH)

- Total reach : 1,137,149  
(best day: 404,157 (with 400,518 Paid reach) unique users reached on February 26, 2015)
  - Organic reach: 61,834
  - Paid reach: 1,075,315


### Total Reach


The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.





# SOCIAL MEDIA - FACEBOOK (ENGLISH)

## Interaction with the community

 **Amy Pon** What if you don't have the receipt but still have the computer? Will they accept a photo or something?  
Like · Reply · Message · March 1 at 8:16pm

 **Themoneyismine.ca DRAM Class Action** Hello Amy,  
You do not need the receipt if you fill out the simplified form.  
Like · Reply · March 2 at 11:19am

 **Amy Pon** But I purchased more than one computer during this time frame. Please advise.  
Like · Reply · Message · March 2 at 11:43am

 **Themoneyismine.ca DRAM Class Action** If you bought several electronic devices during this period, you might be entitled to more money. Just sign up at themoneyismine.ca, and identify the products you purchased. Depending on the size of your claim, you MAY have to provide some documents that show your purchases, or that we can use to calculate your purchases. Accounting records or credit card statements could be enough.  
For more information, you can call 1-866-855-5586.  
Like · Reply · March 2 at 1:31pm


 **Denita Smith** May I ask how exactly do I know if my devices contain the DRAM?  
Like · Reply · Message · February 26 at 3:29am

 **Themoneyismine.ca DRAM Class Action** Hello Denita,  
Most electronic devices contain DRAM. Here are some examples: desktop computers, laptop computers, printers, DVD players, personal digital assistants (pocket computers), graphics cards, personal video recorders (PVR's), digital video recorders, video game consoles, MP3 players.... [See More](#)







**Canadian DRAM Class Action**  
I just claimed \$20 at themoneyismine.ca. If you purchased an electronic device containing...  
[THEMONEYISMINE.CA](#)

Like · Reply · Remove Preview · February 26 at 10:55am · Edited


 **Colleen Worboys** ▶ **Themoneyismine.ca DRAM Class Action**  
July 29 · 🌐


I need to change my address information...who do I contact?

1 Comment 

 Like  Comment  Share

Chronological ▾

 **Themoneyismine.ca DRAM Class Action** Hi there Colleen! Please give us a call toll free at 1-(866)-855-5586. Thanks and have a great day!  
Like · Reply · 👍 1 · Commented on by Sophie Giroux [?] · July 30 at 5:51pm

 **Colleen Worboys** Thank you.  
Like · Reply · July 30 at 5:53pm

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## **SOCIAL MEDIA – TWITTER GLOSSARY**

An Impression happens every time a user sees a Tweet on twitter.

An Engagement happens when a user interacts with a Tweet. This includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username and Tweet expansion), retweets, replies, follows and likes.

The Average engagement rate per post (CTR) is the percentage of times a user engages after seeing a Tweet. It is calculated by dividing the number of engagements (clicks, retweets, replies, follows and likes) by the total number of impressions.

## SOCIAL MEDIA – TWITTER (FRENCH)

- Number of Tweets: 75
- Total number of Followers: 232
- Number of Favourites / Total Retweets (RT)
  - Favourites: 15
  - Retweets: 44
- Average engagement rate of 1.5%
- Impressions (total impressions for all account activities)
  - 145,300
  - Approximately 1,600 per day
- Engagements: 2,829

# SOCIAL MEDIA – TWITTER (FRENCH)




- Top 5 Tweets

	<u>Impressions</u>	<u>Engagements</u>	<u>Engagement rate</u>
 <b>Cestmonargent.ca</b> @cestmonargentCA · 10 mars L'outil de calcul permet d'établir votre dédommagement. Vous pouvez réclamer un montant minimal de 20 \$. <a href="#">#RecoursDRAM</a> <a href="pic.twitter.com/myui9DBtNE">pic.twitter.com/myui9DBtNE</a> <a href="#">Voir les détails du Tweet</a>	3 763	460	12,2 %
 <b>Cestmonargent.ca</b> @cestmonargentCA · 26 févr. Ordinateur, imprimante, console de jeu, lecteur de DVD... Vous avez peut-être payé trop cher. Récupérez 20\$ <a href="#">#RecoursDRAM</a> <a href="pic.twitter.com/B3Ud14O6LS">pic.twitter.com/B3Ud14O6LS</a> <a href="#">Voir les détails du Tweet</a>	3 735	184	4,9 %

Sponsoriser

Sponsoriser

# SOCIAL MEDIA – TWITTER (FRENCH)

	Impressions	Engagements	Engagement rate
 <p><b>Cestmonargent.ca</b> @cestmonargentCA · 27 févr. Des recours collectifs canadiens relatifs à la mémoire vive ont été réglés. Récupérez votre argent! <b>#RecoursDRAM</b> <a href="https://pic.twitter.com/bzNHm0utMR">pic.twitter.com/bzNHm0utMR</a> <a href="#">Voir les détails du Tweet</a></p>	4 872	406	8,3 %
 <p><b>Cestmonargent.ca</b> @cestmonargentCA · 24 févr. Vous avez acheté un appareil électronique entre '99 et '02? Vous avez trop payé! <a href="https://cestmonargent.ca">cestmonargent.ca</a> <a href="https://youtube.com/watch?v=uXkwx...">youtube.com/watch?v=uXkwx...</a> <b>#recoursDRAM</b> <a href="#">Voir les détails du Tweet</a></p>	4 848	551	11,4 %
 <p><b>Cestmonargent.ca</b> @cestmonargentCA · 23 févr. Empochez 20\$ très facilement en visitant le site <a href="https://cestmonargent.ca">cestmonargent.ca</a> via <a href="https://twitter.com/JdeMontreal">@JdeMontreal</a> <a href="https://ow.ly/Jvsjx">ow.ly/Jvsjx</a> <b>#RecoursDRAM</b> <a href="#">Voir les détails du Tweet</a></p>	13 910	527	3,8 %

Sponsoriser

Sponsoriser

Sponsoriser

## SOCIAL MEDIA – TWITTER (ENGLISH)




- Number of Tweets: 83
- Total number of Followers: 276
- Number of Favorites / Total Retweets (RT)
  - Favorites: 47
  - Retweets: 197
- Average engagement rate of 1.3%
- Impressions (total impressions for all account activities)
  - 154,100
  - Approximately 1,700 per day
- Engagements : 2,575

# SOCIAL MEDIA – TWITTER (ENGLISH)

- Top 5 Tweets

	Impressions	Engagements	Engagement rate
 <p><b>Themoneyismine.CA</b> @moneyismineCA · 26 févr. Computer, printer, game console, DVD player...you may have paid too much. Collect \$20. #DRAMclaim <a href="pic.twitter.com/gtBw3uSX1A">pic.twitter.com/gtBw3uSX1A</a> <a href="#">Voir les détails du Tweet</a></p>	7 159	996	13,9 %
 <p><b>Themoneyismine.CA</b> @moneyismineCA · 10 mars The End Consumer calculator allows you to determine your claim amount. You can claim a minimum of \$20. #DRAMclaim <a href="pic.twitter.com/S7Qiox47ID">pic.twitter.com/S7Qiox47ID</a> <a href="#">Voir les détails du Tweet</a></p>	4 343	331	7,6 %

# SOCIAL MEDIA – TWITTER (ENGLISH)

	Impressions	Engagements	Engagement rate
 <p><b>Themoneyismine.CA</b> @moneyismineCA · 27 févr.            Canadian class actions related to DRAM memory have been settled. Get your money back! <a href="#">#DRAMclaim</a>  <a href="https://pic.twitter.com/VoFgv6aO7R">pic.twitter.com/VoFgv6aO7R</a>  <small>Voir les détails du Tweet</small></p>	3 203	252	7,9 %
 <p><b>Themoneyismine.CA</b> @moneyismineCA · 28 févr.            Get \$20 back on electronics bought between '99 &amp; '02 via <a href="#">@MoneySenseMag</a> <a href="https://ow.ly/JK90l">ow.ly/JK90l</a> <a href="#">#DRAMclass</a>  <small>Voir les détails du Tweet</small></p>	3 674	70	1,9 %
 <p><b>Themoneyismine.CA</b> @moneyismineCA · 5 mars            Some DRAM memory manufacturers reportedly agreed to price fix. Get your money back! <a href="https://themoneyismine.ca">themoneyismine.ca</a>  <a href="#">#DRAMclaim</a>  <small>Voir les détails du Tweet</small></p>	4 139	68	1,6 %

Sponsoriser

Sponsoriser

Sponsoriser

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## **SOCIAL MEDIA – ANALYSIS**

Based on these results, we note that the campaign has generated amazing interest in the community, with a reach of 1,254,187 and 1,634,912 impressions for the entire Facebook campaign.

Indeed, the figures indicate that social networks have met their objectives in terms of dissemination and support of the campaign's class action suit.

The campaign can be considered a reference for future campaign class action suits on social media.

# WEB SITE

A close-up photograph of a vintage car stereo control panel. The panel is black with several knobs and buttons. The knobs are labeled 'VOLUME', 'TREBLE', 'MIDDLE', and 'BASS'. The 'VOLUME' knob has markings for 0, 10, and 9. The 'TREBLE' knob has markings for 0, 10, and 9. The 'MIDDLE' knob has markings for 0, 10, and 9. The 'BASS' knob has markings for 0, 10, and 9. The text 'WEB SITE' is overlaid in large, bold, pink letters across the top of the image. The background is a light-colored wall.

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## WEB – GLOSSARY

**Bounce rate:** Sessions in which the person left the site from the entrance page without interacting with the page.

**Conversion:** In this instance, online form completion.

**Conversion rate:** In this instance, the percentage of users who completed the form after clicking on the ad.

## WEB – ANALYTICS

Web analytics makes it possible to collect session-level information about interactions on a website. This is the information regarding the websites [www.cestmonargent.ca](http://www.cestmonargent.ca) and [www.themoneyismine.ca](http://www.themoneyismine.ca)



- 2,834,724 sessions
- 2,093,430 users
- Very low bounce rate of 36.03%

## WEB – ANALYTICS

- Number of conversions: 1,110,098
- Conversion rate: 39.22%  
(Formula: no. of sessions / no. of completed forms)
- Devices – visit breakdown:
  - Computer: 50%
  - Mobile: 28%
  - Tablet: 21%
- 43.7% men / 56.3% women
- 53.88% English / 45.70% French / 0.42% other

# WEB – ANALYTICS

- Referring sites

Source ?	Acquisition			Behavior			Conversions <span>Goal 1: Form Completed ▾</span>		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Form Completed (Goal 1 Conversion Rate) ?	Form Completed (Goal 1 Completions) ?	Form Completed (Goal 1 Value) ?
	<b>1,010,222</b> <small>% of Total: 35.64% (2,834,724)</small>	<b>78.00%</b> <small>Avg for View: 73.85% (5.62%)</small>	<b>788,004</b> <small>% of Total: 37.64% (2,093,417)</small>	<b>29.79%</b> <small>Avg for View: 36.03% (-17.31%)</small>	<b>3.64</b> <small>Avg for View: 3.43 (5.98%)</small>	<b>00:03:38</b> <small>Avg for View: 00:03:40 (-0.64%)</small>	<b>19.35%</b> <small>Avg for View: 19.40% (-0.26%)</small>	<b>195,488</b> <small>% of Total: 35.54% (550,003)</small>	<b>CA\$0.00</b> <small>% of Total: 0.00% (CA\$0.00)</small>
1. <a href="#">m.facebook.com</a>	<b>122,817</b> (12.16%)	89.73%	<b>110,201</b> (13.98%)	57.16%	2.43	00:01:55	7.97%	<b>9,788</b> (5.01%)	CA\$0.00 (0.00%)
2. <a href="#">facebook.com</a>	<b>104,093</b> (10.30%)	72.21%	<b>75,168</b> (9.54%)	39.07%	3.04	00:02:45	15.84%	<b>16,484</b> (8.43%)	CA\$0.00 (0.00%)
3. <a href="#">lapresse.ca</a>	<b>70,443</b> (6.97%)	80.44%	<b>56,664</b> (7.19%)	16.33%	4.32	00:04:10	8.41%	<b>5,923</b> (3.03%)	CA\$0.00 (0.00%)
4. <a href="#">journaldemontreal.com</a>	<b>66,824</b> (6.61%)	76.85%	<b>51,353</b> (6.52%)	15.61%	4.66	00:05:11	15.29%	<b>10,215</b> (5.23%)	CA\$0.00 (0.00%)
5. <a href="#">affaires.lapresse.ca</a>	<b>62,364</b> (6.17%)	80.06%	<b>49,931</b> (6.34%)	14.43%	4.37	00:04:13	15.96%	<b>9,954</b> (5.09%)	CA\$0.00 (0.00%)
6. <a href="#">grandstires.com</a>	<b>38,771</b> (3.84%)	87.79%	<b>34,038</b> (4.32%)	16.51%	3.94	00:03:34	12.57%	<b>4,874</b> (2.49%)	CA\$0.00 (0.00%)
7. <a href="#">ici.radio-canada.ca</a>	<b>37,251</b> (3.69%)	76.27%	<b>28,411</b> (3.61%)	18.34%	4.53	00:05:07	14.00%	<b>5,214</b> (2.67%)	CA\$0.00 (0.00%)
8. <a href="#">branchez-vous.com</a>	<b>35,866</b> (3.55%)	72.03%	<b>25,833</b> (3.28%)	19.38%	4.52	00:05:31	35.15%	<b>12,606</b> (6.45%)	CA\$0.00 (0.00%)
9. <a href="#">torontosun.com</a>	<b>20,418</b> (2.02%)	75.27%	<b>15,369</b> (1.95%)	25.06%	3.89	00:04:13	32.74%	<b>6,684</b> (3.42%)	CA\$0.00 (0.00%)
10. <a href="#">francoischaron.com</a>	<b>19,241</b> (1.90%)	74.12%	<b>14,261</b> (1.81%)	18.00%	3.41	00:04:09	30.55%	<b>5,879</b> (3.01%)	CA\$0.00 (0.00%)



**PR**

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## PR – CAMPAIGN ANALYSIS TOOLS

- MRP: MRP<sup>®</sup> is the measurement standard for earned media coverage in Canada.
- The MRP Quality Score is based on the frequency that the coverage included a specific quality rating. The four quality ratings measured against the coverage included:
  - a) company/brand mention
  - b) photo/image/logo
  - c) spokesperson quote
  - d) key message(s)

## PR – CAMPAIGN RESULTS IN QUÉBEC

The outreach for Quebec resulted in an MRP Quality Score of **56.38%**.

- Total media mentions: **115**
- Total interviews: **25**
- Total media reach: **24,189,750**
- Total Québec population in 2014 : **8,214,672**  
(Institut de la statistique du Québec, provisional numbers)

In absolute numbers, this means everyone in Québec potentially heard about the DRAM campaign in the media 2.9 times.

## **PR – CAMPAIGN RESULTS IN QUÉBEC**

### **REACH BY MEDIA TYPE / NUMBER OF MENTIONS BY DAY**

#### REACH BY MEDIA TYPE

- Radio: 56 mentions, for a total reach of **8,612,049**
- Television: 19 mentions, for a total reach of **8,422,808**
- Newspaper: 16 mentions, for a total reach of **4,138,193**
- Web: 21 mentions, for a total reach of **2,011,700**

#### NUMBER OF MEDIA MENTIONS BY DAY

- February 23: **84**
- February 24: **20**
- February 25: **3**
- February 27: **1**
- March: **4**

TOTAL MEDIA MENTIONS: **112**

## PR CAMPAIGN RESULTS IN QUÉBEC ANALYSIS

- Giving the news under embargo in Québec gave the campaign a head start that created a ripple effect. This may have amplified the final reach of the campaign in Québec.
- According to the data, radio provided the best reach. In fact, many radio stations repeatedly talked about the campaign, whether in news reports during other programming. Radio also allowed us to easily reach Québec regions that were not considered a priority, so the reach was enhanced without impacting the budget.
- Having such reach on the radio rather than the internet may have had an impact on the number of claims received, considering the claims process was mainly done online. That said, the total number of claims received suggests this was not an issue, probably because of the domain name used, which was also the campaign's name.

## PR CAMPAIGN RESULTS IN QUÉBEC ANALYSIS

- The media reports and reporters reaching out to us for information during the campaign's all suggest the media are keen to follow up on the campaign results and about when the class action members will receive their money.
- The MRP Quality Score of the campaign (56.38%) was affected by these factors:
  - The high number of radio mentions distorts the data somewhat, because many of these mentions can't use the campaign's logo or a photo of one of the spokespeople.
  - There were many media mentions collected without an interview of one of our spokesperson (25 interviews out of 115 mentions).
  - However, the name of the campaign was used 85% of the time, and 80% of the media mentions had a form of call to action. Also, the key messages were carried out in 70% of the collected media mentions.

## PR CAMPAIGN RESULTS IN QUÉBEC

### CONCLUSION

As explained in our analysis, the fact that a high percentage of media mentions were radio mentions certainly decreased the MRP score.

The scope of the campaign is still extraordinary as we have a range of more than 24 M.

In Quebec, a successful awareness campaign will achieve a range of about 5M, and with much more efforts.

Two examples of comparable campaigns made by TACT:

- De Facto (smoking): the campaign had a strong spokesperson (Réal Bossé), who gave a dozen interviews. It received more than thirty media mentions and achieved a 5.8M range.
- Awareness campaign of the Chambre des notaires: the campaign involved a regional tour in a dozen cities and achieved a range above 5M.

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## PR CAMPAIGN RESULTS IN ROC

Proactive media outreach efforts generated 58 stories across English Canada, which generated nearly 36 million impressions.

The outreach resulted in an MRP Quality Score of 84.9%.

- Total media mentions: 58
- Total interviews: 31
- Total media reach: 35,921,759
- Total Canada population in 2014(excluding Quebec) : 27,325,728

In absolute numbers, this means everyone in English Canada (excluding Quebec), potentially heard about the DRAM campaign in the media at least once and then some.

All of that in a very short and compressed window, which makes it even more remarkable.

## **PR CAMPAIGN RESULTS IN ROC**

### **PR REACH BY MEDIA TYPE**

- Radio: 15 mentions, for a total reach of 310,233
- Television: 1 mention for a total reach of 150,000
- Newspaper: 2 mentions, for a total reach of 1,342,400
- Web: 40 mentions, for a total reach of 34,119,126

TOTAL MEDIA MENTIONS: 58

## **PR CAMPAIGN RESULTS IN ROC IMPRESSIONS AND QUALITY RATINGS**

- The quality rating measurement produced the following results:
  - 100% of the coverage included both a company/brand mention and a key message;
  - 64% of the coverage included a photo/image/logo; and
  - 75% of the coverage captured a spokesperson quote.
- The quality rating results demonstrate that key messages were communicated in the campaign, were understood by the media, and were communicated to the public. The high frequency with which a spokesperson quote was included in the coverage suggests the spokespeople were highly regarded, well-trained, and provided an expert voice. This was also reflected in the amount of interview requests secured.

## **PR CAMPAIGN RESULTS IN ROC COVERAGE HIGHLIGHTS AND TONE/SENTIMENT ANALYSIS**

- Media coverage was generated across multiple platforms, including print (2 mentions), radio (15 mentions), TV (1 mention) and online (40 mentions).
- Two key pieces of print and online coverage included the article published by the Toronto Star and the interview broadcast by the Canadian Press. Both of these articles led to multiple publication pick-ups, broadening the audience reach. The Canadian Press interview ran on both CBC and CTV online channels.
- A spokesperson quote of note was Jon Foreman's statement from the Canadian Press interview, which provides insight into the significance of the campaign: "The case set important precedents in Canadian law. It was among the first price-fixing class actions to be certified at the Supreme Court level, and opens the door for future price-fixing lawsuits against other electronics manufacturers."

## **PR CAMPAIGN RESULTS IN ROC COVERAGE HIGHLIGHTS AND TONE/SENTIMENT ANALYSIS**

- Radio interviews were facilitated across the country, allowing the reach to increase to a national scale.
- Radio interviews were secured with spokespeople Jon Foreman and Reidar Mogerman in Gander, Halifax, Kitchener, London, Toronto, Windsor, St. Catharines, Ottawa, Calgary, and Kamloops. These results indicate a variety of coverage was captured in key markets – both in major centres and in regional hubs – across the country.

## **PR CAMPAIGN RESULTS IN ROC**

### **COVERAGE HIGHLIGHTS AND TONE/SENTIMENT ANALYSIS**

- Another highlight was the TV segment anchored by Sonia Sunger on Global BC's AM News, which was a live Skype interview with Reidar Mogerman. This interview scored on all four quality ratings (brand/company mention, spokesperson quote, image/photo, and key message).
- From the coverage generated during this campaign, 96% was positive, while 4% (two articles) expressed a slightly negative tone.
- There were a few interview opportunities that were secured where scheduling conflicts prevented us from "closing the deal".
- When you take into account the fact that media relations efforts were halted two weeks into the campaign due to the large influx of claims, there is little doubt that the number of impressions would have been significantly higher had we sustained the momentum. Nevertheless, we are very proud of the results. The campaign was perceived as a major win for consumers, and a deserving nod to all the partner-firms that were instrumental in making it happen.



# INTERNET EXECUTION

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## INTERNET EXECUTION – GLOSSARY

**Advertorial:** An advertisement in the form of editorial content.

**Bounce rate:** Sessions in which the person left the site from the entrance page without interacting with the page.

**Clicks:** When a user clicks on a banner

**Conversion:** In this instance, online form completion.

**Conversion rate:** In this instance, the percentage of users who completed the form after clicking on the ad.

**CPC (Cost per click):** Internet advertising model in which an advertiser pays a publisher when the ad is clicked.

**CTR (Click-through rate):** The ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. (the industry average for a standard banner is 0.08%)

**HPTO (Homepage takeover):** A "spectacular" ad unit displayed for a day on a publisher homepage. Advertisers usually have a 100% share of voice on the homepage as no other ad is shown.

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## INTERNET EXECUTION – GLOSSARY

**Impressions:** Every time a banner shows up on a user's screen.

**KPI:** Key performance indicator.

**ROS (Run of site):** Ad buying option in which ad placements may appear on any pages of a target site.

**RON (Run of network):** Ad buying option in which ad placements may appear in a wide collection of websites without the ability to choose specific sites. An advertising network sells space for online ads to appear on a number of different websites, blogs and similar channels.

**SEM (Search engine marketing):** A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

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## **INTERNET EXECUTION – ANALYSIS**

**Reporting dates:** February 23 – March 31 (revised schedule).

**Objectives:** Drive website traffic and complete online form submission.

**Market:** National Canada EN, FR

**KPI:** CTR%,  
Bounce rate,  
Conversion rate

**Total digital spent:** \$350,615 net

## **INTERNET EXECUTION – OVERALL CAMPAIGN PERFORMANCE**

Results show strong campaign success.

- Best conversion rates were achieved on CBC-SRC, La Presse and Post Media.
- Mobile placements and HPTO on La Presse were top performers in terms of CTR%.
- Homepage takeover placements on high-traffic news sites delivered a higher conversion rate than regular placements;
- Mobile placements had a high CTR %, but a low conversion rate and a high bounce rate;

# INTERNET EXECUTION – OVERALL CAMPAIGN PERFORMANCE

Site / Network	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
AOL	24,996,051	34,534	0.14%	73.25%	3.57%
CTV	703,547	1,123	0.16%	67.37%	5.50%
Canoe	1,728,916	2,163	0.13%	72.37%	6.02%
CBC - SRC	4,094,571	8,448	0.21%	57.79% - 48.91%	10.60% - 18.43%
Kjiji - Ebay	2,468,781	4,739	0.19%	77.99%	2.03%
HyLoMo (mobile)	1,055,231	7,624	0.72%	77.40%	5.03%
Mediative	4,461,720	2,609	0.06%		
TWN - MM	600,924	900	0.15%		
TWN – MM (mobile)	1,262,724	1,946	0.15%	74.64%	4.52%
MSN	39,225,973	39,295	0.10%	69.40%	5.65%
Native Touch (mobile)	1,800,653	9,110	0.51%	90.63%	0.18%
La Presse	2,592,016	14,552	0.56%	52.55%	7.27%
PostMedia	620,517	786	0.13%	56.09%	10.58%
Yahoo	8,955,978	14,363	0.16%	81.16%	3.04%
<b>TOTAL</b>	<b>94,567,602</b>	<b>142,165</b>	<b>0.15%</b>	<b>69.74%</b>	<b>5.39%</b>

Best conversion rates

High CTR %, but low conversion rate and high bounce rate

# OVERALL CAMPAIGN PERFORMANCE

Site / Network	Conversion rate	Form Completion – post clicks only
Microsoft (MSN)	5.65%	1,789
Olive (La Presse)	7.27%	990
CBC	10.60%	633
AOL	3.57%	589
SRC	18.43%	433
Yahoo	3.04%	285
Mediative network	5.03%	229
MeteoMedia – The Weather Network	4.52%	113
Canoe	6.02%	107
Kijiji – Ebay	2.03%	76
PostMedia	10.58%	73
Bell Media (CTV)	5.50%	60
Native Touch	0.18%	11
<b>TOTAL</b>	<b>5.39%</b>	<b>5,388</b>

• MSN was the highest driver of impressions and absolute number of conversions

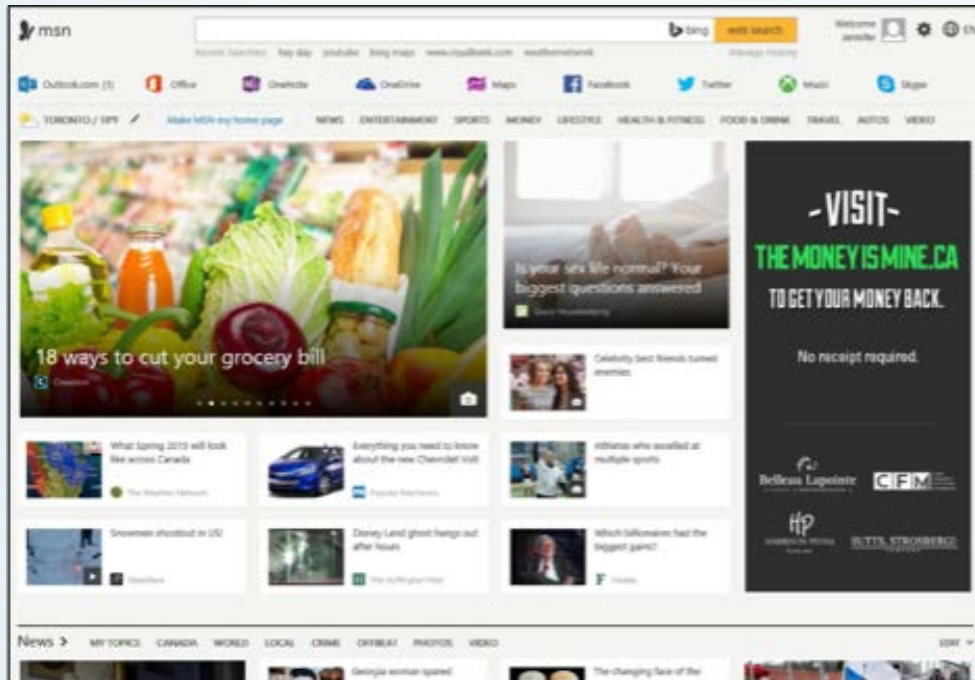
• HPTO on La Presse delivered 18% of total conversions even though it accounted for only 3% of total impressions

• CTV and PostMedia had good conversion rates but a lower number of impressions, resulting in a low absolute number of conversions -- increased weight would have boosted absolute numbers

*Direct conversions from clicks on banner only – doesn't include post-impression conversions*

# INTERNET EXECUTION

## MSN.ca Homepage Takeover and CPC performance



- HPTO March 3
- 300x600; \$50,000 net
- CPC placements on MSN network
- March 16 – March 31
- 300x250, 728x90, 160x600; \$25,000 net
- HPTO delivered highest volume of clicks and conversions overall

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
HPTO EN	16,812,693	20,159	0.12%	69.24%	8.05%
CPC EN	19,173,563	15,557	0.08%	70.91%	4.56%
CPC FR	3,239,717	3,579	0.11%		

# INTERNET EXECUTION

## LaPresse.ca Homepage Takeover

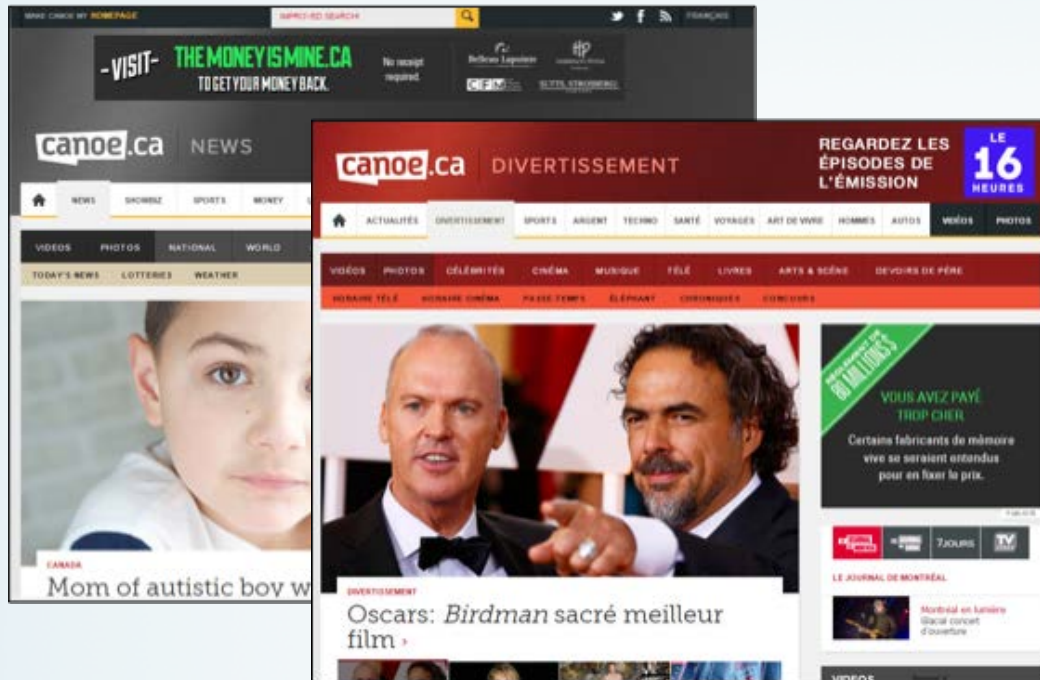


- HPTO February 24
- 994x125, 300x250, wallpaper; \$25,000
- Performed above campaign average in terms of CTR%, Bounce rate and Conversion rate

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
HPTO FR	2,592,016	14,552	0.56%	45.35%	9.17%

# INTERNET EXECUTION

## Canoe.ca Homepage Takeover and ROS



- English HPTO on February 24
- 300x250; \$2,900 net
- ROS on news pages
- February 23 – March 8
- 300x250, 728x90;
- \$12,100 net
- HPTO had high a conversion rate and a low bounce rate, but generated low overall volume

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
HPTO EN	212,779	269	0.13%	44.64%	11.07%
ROS EN	1,169,820	1,335	0.11%	72.37%	6.02%
ROS FR	346,317	559	0.16%		

# INTERNET EXECUTION

## Homepage Takeovers analytics

- Home page takeovers on MSN, La Presse and Canoe had great conversion rates;
- Home page takeovers on MSN and La Presse delivered the bulk of total conversions for digital display placements (more than 50%):

**MSN:** 1,789 conversions;

**La Presse:** 990 conversions.

# INTERNET EXECUTION

## MeteoMedia.ca and TheWeatherNetwork.ca ROS



- Run of site on desktop and mobile sites
- February 23 – March 8
- 300x250, 728x90, 300x50; \$20,000 net
- Mobile placements on MM and TWN delivered more conversions than other mobile placements (Native Touch, Mediative)

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
ROS EN	445,727	713	0.16%	76.08%	3.32%
Mobile EN	1,014,463	1,566	0.15%	83.98%	2.28%
ROS FR	155,197	187	0.12%	59.62%	0%
Mobile FR	248,261	380	0.15%	72.19%	5.61%

# INTERNET EXECUTION

## CBC.ca and RadioCanada.ca News

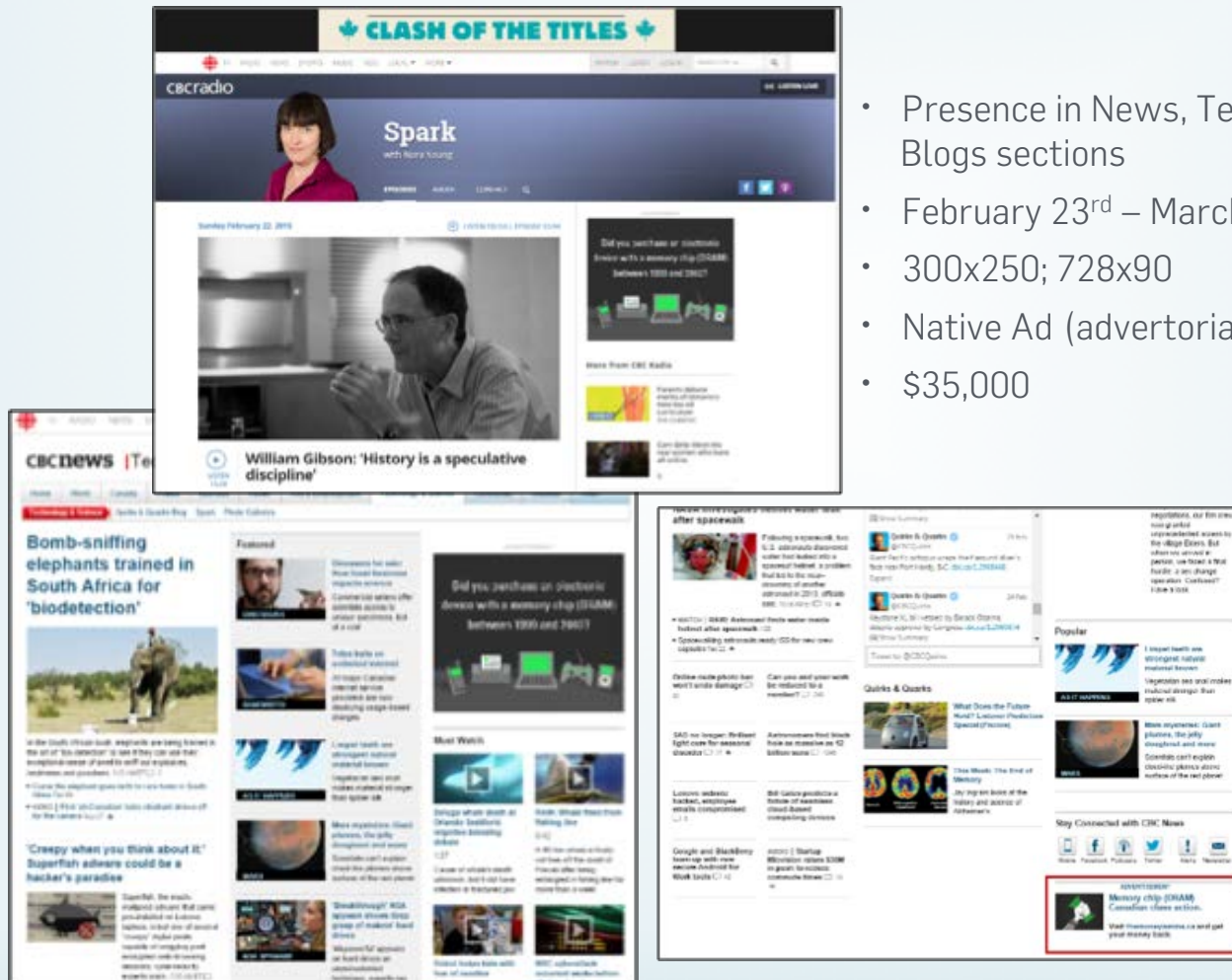


- Presence in News, Techno, Blogs sections
- February 23 – March 8
- 300x250; 728x90
- \$20,000
- CBC and SRC news sites were the two top performing placements in terms of conversion rate

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
CBC News EN	1,579,255	3,023	0.19%	58.32%	10.31%
SRC Nouvelles FR	379,708	827	0.22%	49.08%	18.24%

# INTERNET EXECUTION

## CBC.ca and RadioCanada.ca Bloggers Outreach



- Presence in News, Techno, Blogs sections
- February 23<sup>rd</sup> – March 31<sup>st</sup>
- 300x250; 728x90
- Native Ad (advertorial)
- \$35,000

# INTERNET EXECUTION

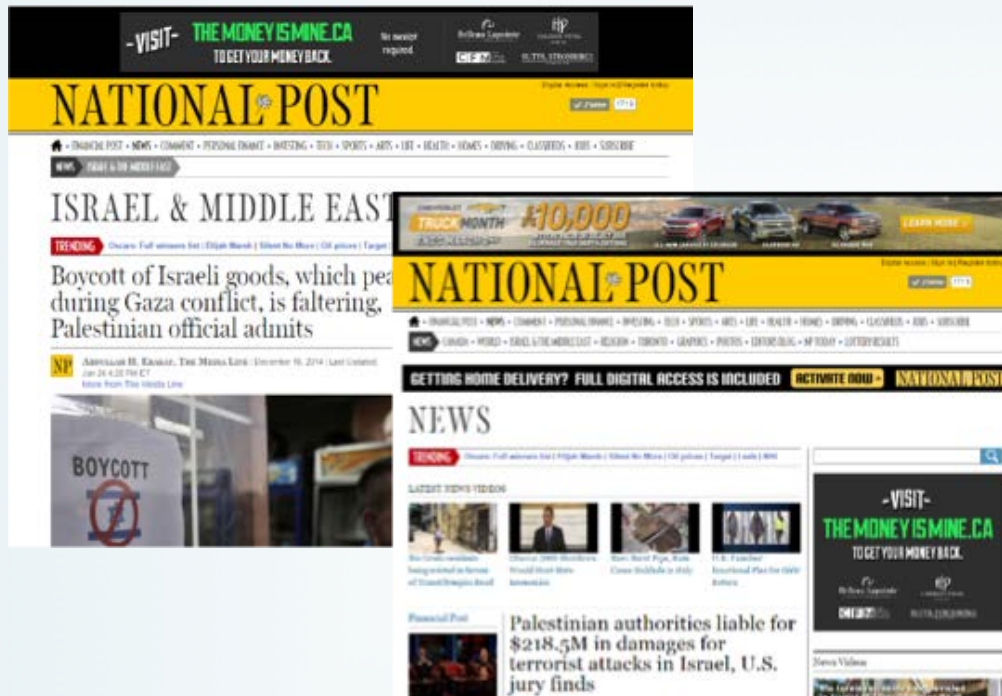
## CBC.ca and RadioCanada.ca Bloggers Outreach

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
Advertorial EN	659,848	538	0.08%	50.96%	9.11%
Advertorial FR	38,933	858	2.20%	41.93%	16.15%
Blogs EN	30,002	72	0.24%	100%	
Blogue Economie FR	19,756	53	0.27%	47.62%	0%
Blogue Explorateur FR	33,481	50	0.15%	100%	
La Facture FR	19,598	74	0.38%	32.26%	0%
La Sphere FR	5,499	15	0.27%	N/A	N/A
Planete Techno FR	15,967	50	0.31%	19.23%	59.62%
Retargeting EN	241,960	610	0.25%	52.10%	10.42%
Retargeting FR	159,897	217	0.14%	50.00%	0%
Techno EN	718,580	1,808	0.25%	49.00%	17.93%
Techno FR	192,087	253	0.13%	27.19%	36.84%

- Techno environments delivered the highest conversion rate
- Blog environments weren't drivers of conversions

# INTERNET EXECUTION

## PostMedia online news network

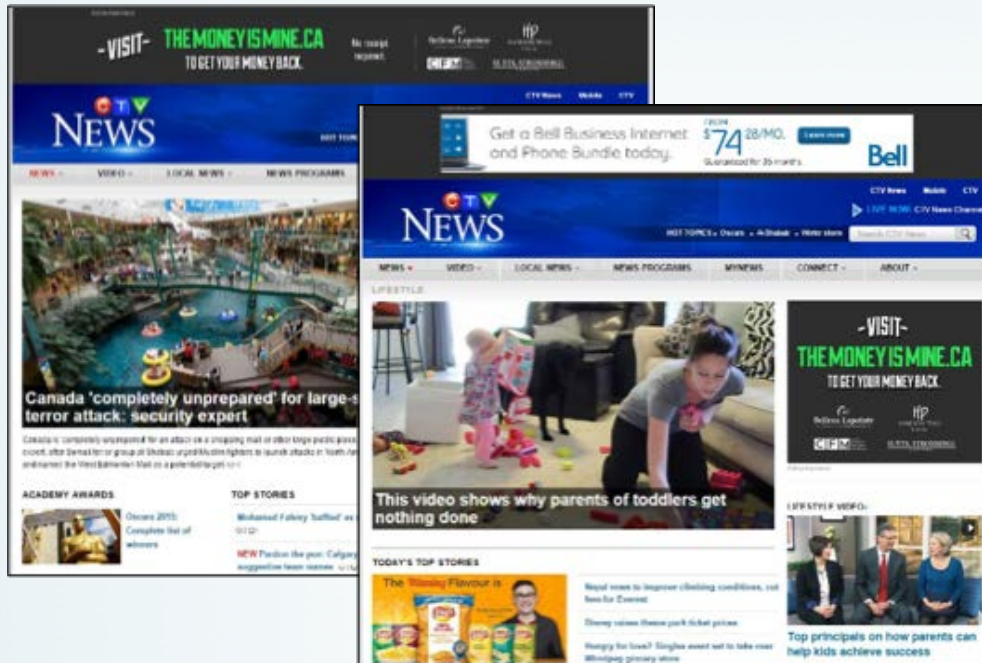


- Presence on news pages of PostMedia newspapers' online properties
- February 23<sup>rd</sup> – March 8<sup>th</sup>
- 300x250; 728x90
- \$10,000 net
- Placements generated an excellent conversion rate and a low bounce rate – news environments appear to be a factor in good performance

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
ROS EN	620,517	786	0.13%	56.09%	10.58%

# INTERNET EXECUTION

## CTV News online news network



- Presence on news pages of CTV News website
- February 23 – March 8
- 300x250; 728x90
- \$10,000 net
- Performance was slightly above the campaign average

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
News EN	703,547	1,123	0.16%	67.37%	5.50%

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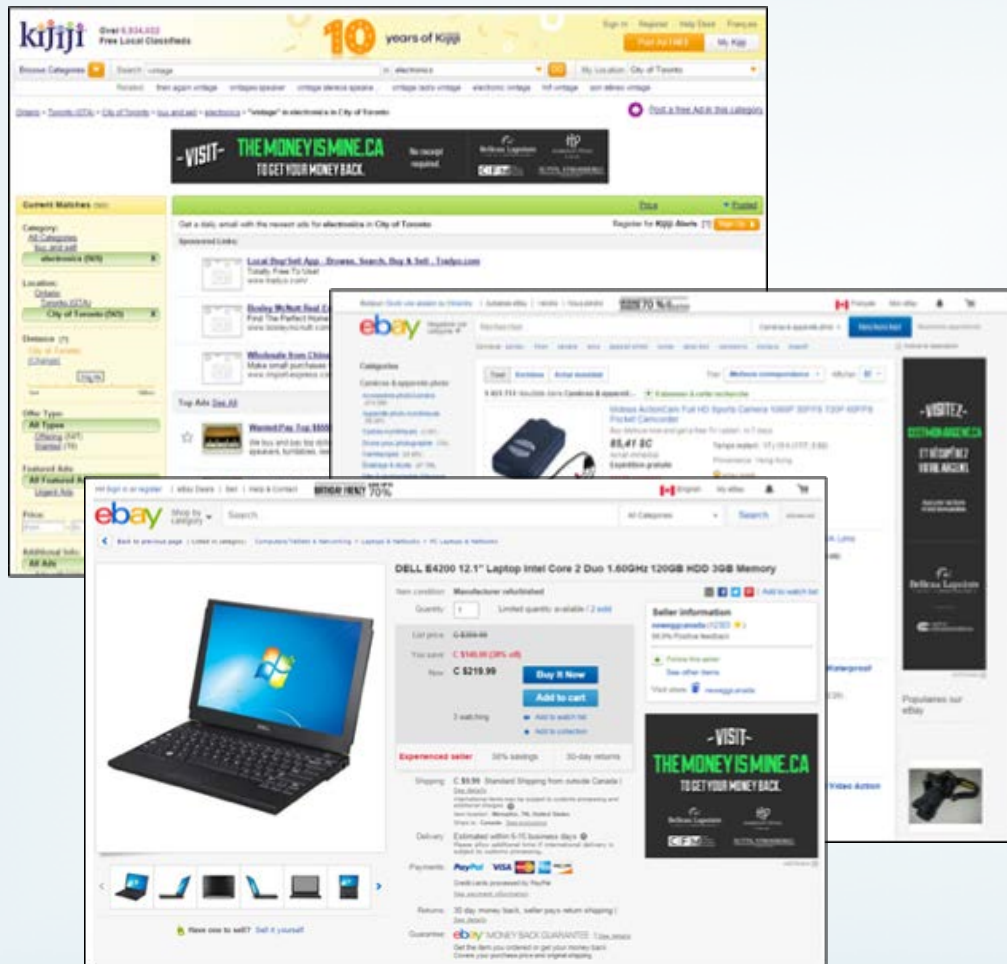
## **INTERNET EXECUTION**

### **News related sites analytics**

- Placements on news-related sites with blogger outreach and advertorial strategy were the most effective in generating conversions.
- CBC and SRC placements had the highest conversion rate, at 10.60% and 18.43% respectively.
- Postmedia banner placements came in second with a conversion rate of 10.58%.

# INTERNET EXECUTION

## Kijiji + eBay performance network



- Presence on electronics selling pages and electronic keywords targeting
- March 16 – March 31
- 300x250, 728x90, 160x600
- \$25,000 net

# INTERNET EXECUTION

## Kijiji + Ebay performance network

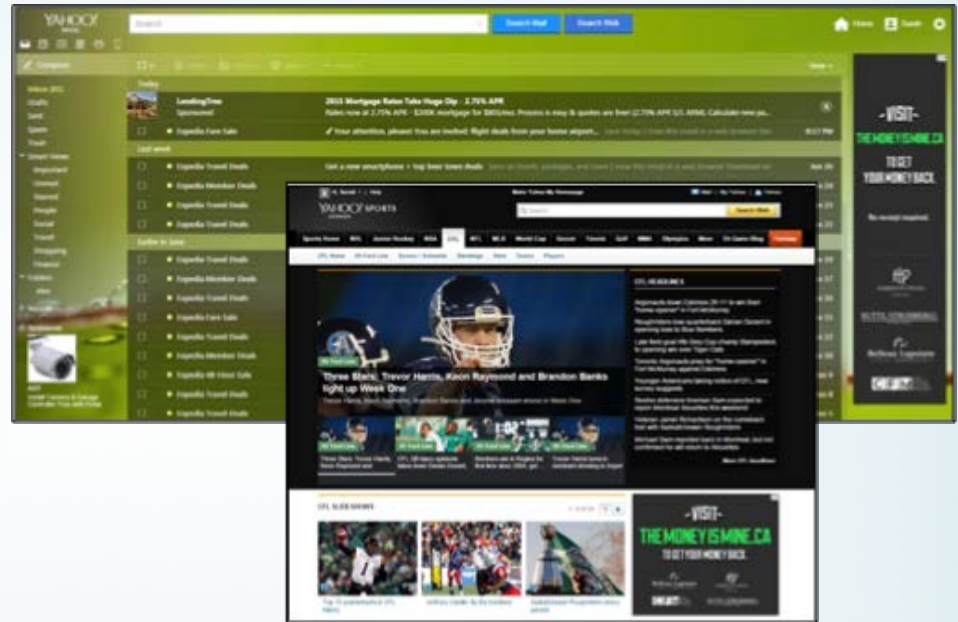
- Electronic environments delivered on conversions.
- Keywords targeted placements that delivered on CTR%, but due to limited inventory, a low overall volume of clicks resulted in no conversions.

Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
Ebay Electronics EN	273,985	65	0.02%	67.74%	32.26%
Ebay Electronics FR	68,186	26	0.04%	100%	0%
Ebay ROS EN	101,346	33	0.03%	100%	0%
Ebay ROS FR	32,268	18	0.06%	N/A	N/A
Kijiji Electronics EN	985,774	1,317	0.13%	76.58%	8.68%
Kijiji Electronics FR	246,043	262	0.11%	92.95%	0%
Kijiji Keywords EN	49,303	111	0.23%	100%	0%
Kijiji Keywords FR	1,015	8	0.79%	N/A	N/A
Kijiji ROS EN	506,911	1,985	0.39%	81.87%	0%
Kijiji ROS FR	203,950	914	0.45%	71.70%	0%

# INTERNET EXECUTION

## Yahoo performance network

- Presence on their performance network (CPC), audience targeting and retargeting
- March 16 – March 31
- 300x250, 728x90, 160x600
- \$25,000 net
- Yahoo delivered on volume, but overall had a low conversion rate (3.04%)

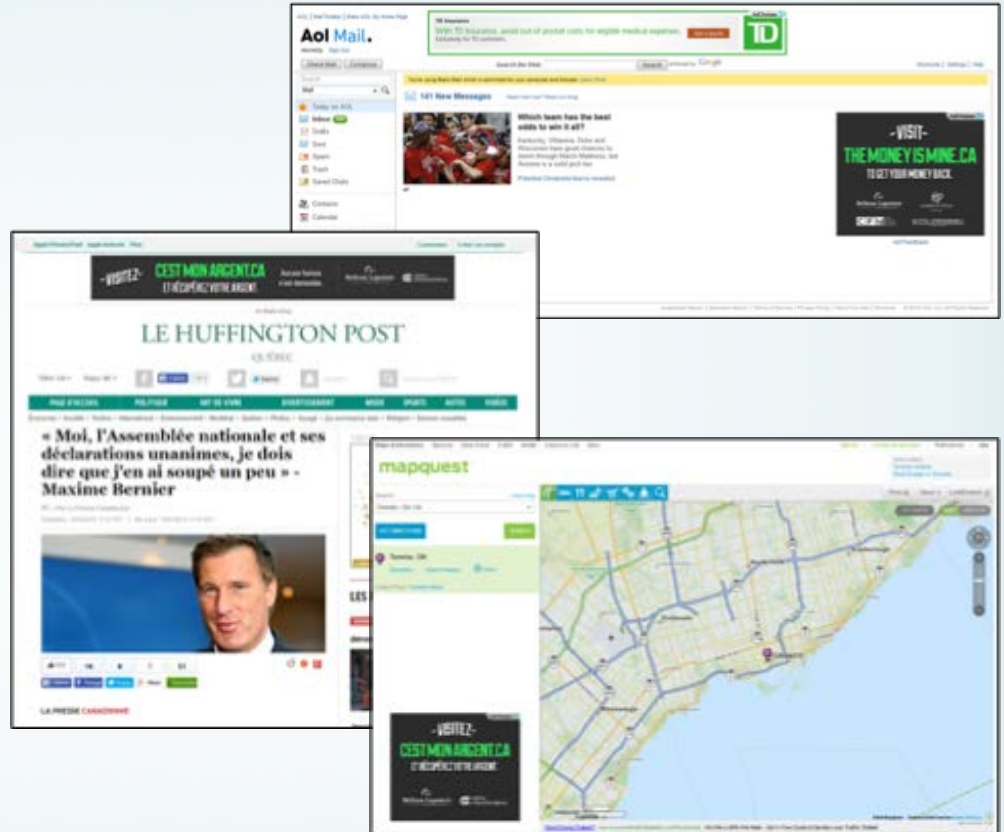


Placement	Impressions	Clicks	CTR%	Bounce Rate	Conversion rate
Audience Targeting EN	2,220,940	1,545	0.07%	69.19%	10.81%
Audience Targeting FR	551,232	947	0.17%	85.71%	5.77%
CPC EN	3,924,039	9,981	0.25%	82.41%	1.73%
CPC FR	2,259,767	1,890	0.08%	65.62%	3.31%

# INTERNET EXECUTION

## AOL performance network

- Presence on their performance network (CPC), retargeting and conversion optimization
- March 16 – March 31
- 300x250, 728x90, 160x600
- \$25,000 net
- French outperformed English in terms of bounce rate and conversion rate, whereas English delivered a higher volume of visits



Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
CPC EN	17,593,789	30,848	0.17%	76.30%	1.33%
CPC FR	7,402,262	3,686	0.05%	57.80%	15.65%

# INTERNET EXECUTION

## Mediative performance network

- Presence on LesPac's electronics sales pages, retargeting and conversion optimization using Yellow Pages proprietary data, mobile hyper- local targeting around electronics stores
- March 16 – March 31
- 300x250, 728x90, 320x50
- \$36,000 net
- Electronic environments generated high conversion rate

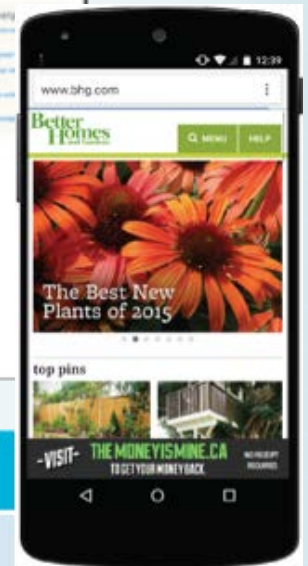
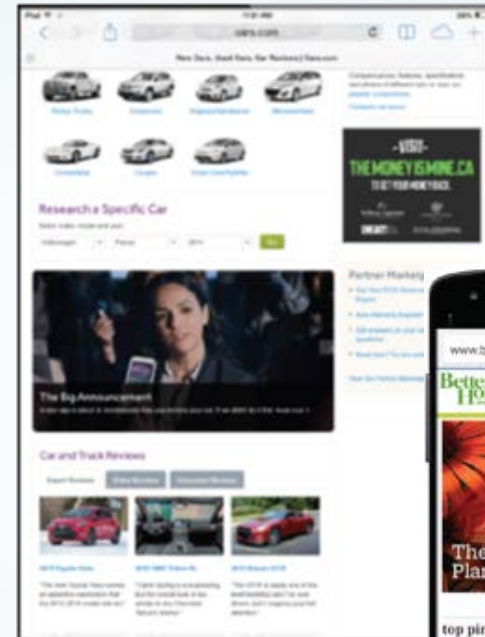


Placement	Impressions	Clicks	CTR%	Bounce Rate	Conversion rate
HyLoMo EN	844,034	6,085	0.72%	88.99%	1.12%
HyLoMo FR	211,197	1,539	0.73%	93.59%	0%
LesPac Electronique FR	239,022	137	0.06%	33.87%	16.13%
LesPac Mobile FR	81,232	59	0.07%	59.62%	19.23%
RON Electronic EN	3,308,589	1,922	0.06%	62.28%	7.17%
RON Electronic FR	832,877	491	0.06%	66.51%	19.27%

# INTERNET EXECUTION

## Native Touch mobile performance network

- Presence on mobile and tablet apps and websites targeted to A35+, retargeting and conversion optimization through performance network (CPC)
- March 16 – March 31
- 320x50, 300x250, 728x90, 160x600
- \$12,500 net
- High CTR% but mobile and tablet users didn't engage with landing page



Placement	Impressions	Clicks	CTR%	Bounce rate	Conversion rate
Mobile EN	985,329	4,894	0.50%	95.10%	N/A
Tablet EN	584,198	2,917	0.50%	91.04%	
Retargeting Mobile EN	116,215	662	0.57%	97.36%	
Retargeting Tablet EN	114,896	637	0.55%	92.82%	

## **INTERNET EXECUTION**

### **Native Touch mobile performance network**

- Mobile placements generated a high click-through-rate, but limited conversions.
- A a mobile specific creative copy (“tap here to get your money back” ...) would have improved results.
- Banner had an appealing call to action (get your money back) which generated a high level of clicks.

# INTERNET EXECUTION

## Facebook advertising

- February 16 – March 2
- Promoted posts \$3,809.61
- Mobile placements generated higher reach and CTR% but desktop placements generated more actions on Facebook page (Page likes, comments...)

### Desktop

Creative	Impressions	Clicks	CTR%	Reach	Actions
If you bought electronic devices...	106,350	210	0.20%	97,098	19,283
Computer, printer...	12,113	34	0.28%	12,113	41
Canadian class actions...	65,719	708	1.08%	58,558	803

### Mobile

Creative	Impressions	Clicks	CTR%	Reach	Actions
If you bought electronic devices...	84,742	653	0.77%	80,003	13,292
Computer, printer...	341,529	2,569	0.75%	334,263	1,776
Canadian class actions...	180,365	2,672	1.48%	158,154	2,735

# INTERNET EXECUTION

## Search Engine Marketing (SEM advertising)

- February 24 – March 12
- Keywords ads \$9,413.72
- Branded campaign yielded the most clicks (over 81%) with the most efficient CPC
- Generic Tech campaign received over 53% of total impressions
- Only English campaigns ran

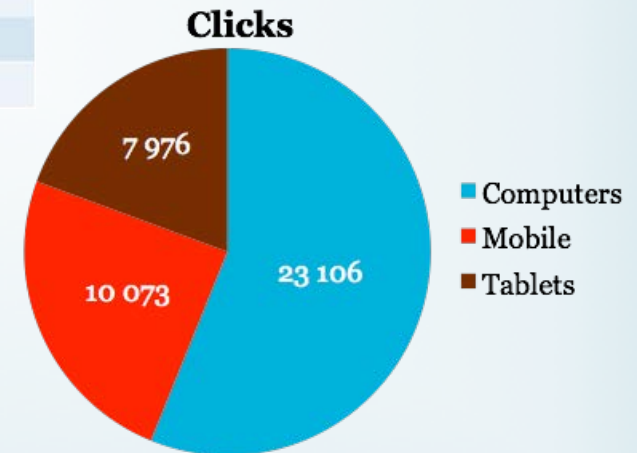
Campaign	Impressions	Clicks	CTR%	Avg. CPC	Avg. Position
Branded Search	92,626	33,679	36.36%	\$0.14	1
Generic Search Claims	34,168	3,905	11.43%	\$0.56	1.2
Generic Search DRAM	22,171	2,808	12.67%	\$0.47	1
Generic Search Tech	204,790	509	0.25%	\$1.52	2.3
Generic Search Tech Claims	917	167	18.21%	\$1.03	1.2
Generic Search Ram	28,083	87	0.31%	\$1.63	1.9
<b>TOTAL</b>	<b>382,755</b>	<b>41,155</b>	<b>10.75%</b>	<b>\$0.23</b>	<b>1.8</b>

# INTERNET EXECUTION

## Search Engine Marketing (SEM advertising) - device activity

- Computer devices received 56% of all clicks
- Mobile devices yielded 24% of all clicks and had the lowest CPC at 0.12\$
- Mobile preferred ad featured a CTA to “Tap through now” and yielded 5,402 clicks

Device	Impressions	Clicks	Avg. CPC
Computers	292,090	23,106	\$0.28
Mobile devices with full browsers	46,532	10,073	\$0.12
Tablets with full browsers	44,133	7,976	\$0.23
<b>TOTAL</b>	<b>382,755</b>	<b>41,155</b>	<b>\$0.23</b>



# INTERNET EXECUTION

## SEM advertising - top performing keywords

- Exact keyword term [the money is mine] was the top performer and received 40% of clicks
- Keywords “computers” and “laptops” received the most impressions
- Branded keywords such as “themoneyismine.ca”, “dram money”, “class action lawsuit dram” had the lowest CPCs at only \$0.02

Campaign	Keyword	Clicks	CTR%	Avg. CPC	Avg. Position
Branded_Search	[the money is mine]	16758	36.88%	\$0.13	1
Branded_Search	"the money is mine"	12349	37.49%	\$0.18	1
Branded_Search	[Themoneyismine.ca]	2493	38.38%	\$0.06	1
Branded_Search	[themoneyismine]	1154	24.77%	\$0.08	1
Generic_Search_Claims	"class actions"	960	9.67%	\$0.59	1.1
Generic_Search_DRAM	"dram class action"	757	11.17%	\$0.45	1
Generic_Search_Claims	"class action law suit"	755	12.70%	\$0.47	1.1
Generic_Search_Claims	[cash for structured settlement]	472	40.69%	\$0.54	1.4
Branded_Search	"Themoneyismine.ca"	372	32.92%	\$0.12	1

# INTERNET EXECUTION

## SEM advertising - top performing ads

Ad	Impressions	Clicks	CTR%	Avg. CPC	Avg. Position
<p>DRAM Settlement</p> <p>Purchased Items Containing DRAM? Submit A Claim To Get Money Back!</p> <p><a href="http://TheMoneyIsMine.ca/Settlement">TheMoneyIsMine.ca/Settlement</a></p>	29,835	10,984	36.82%	\$0.15	1.0
<p>DRAM Settlement</p> <p>Submit Your Claim Now. Get At Least \$20 Back! Tap Through Now.</p> <p><a href="http://TheMoneyIsMine.ca/Settlement">TheMoneyIsMine.ca/Settlement</a> (mobile)</p>	16,218	5,402	33.31%	\$0.05	1.0
<p>DRAM Claim</p> <p>What Is DRAM &amp; Who Can Get Money From The Settlements? Learn More.</p> <p><a href="http://TheMoneyIsMine.ca/Settlement">TheMoneyIsMine.ca/Settlement</a></p>	2,277	881	38.69%	\$0.21	1.0

# INTERNET EXECUTION

## SEM advertising - Analysis

- Search Engine Marketing campaign best performed on branded keywords (“the money is mine”).
- High awareness of the money back campaign prompted high volume of online searches about the offer.
- Branded keywords had highest click-through-rate at 36.36% and lowest cost per clicks at \$0.14.
- NOTE: The branded keywords used in the strategy were all populated from the content of the web site. There was indeed almost no competition on those words and category which help the score on position and cost.