DAGMAR – Definition, Goals and Objectives of DAGMAR in communication with example of Coca Cola

Lesson Notes

DAGMAR

DAGMAR is a marketing expression that stands for “Defining Advertising Goals for Measured Advertising Results”. DAGMAR is a tool used in marketing. It is used to calculate an advertising campaign's results.

What is DAGMAR?

This method is employed by many promotional planners to plan their advertising and marketing strategies. DAGMAR is used to set advertising goals. It measures how well the campaign did vis-à-vis the plan.

The method was developed by Russell Colley in 1961. He promoted the idea that good advertising tries to communicate and not sell.

Advertisers find out if the message provided consumers with enough understanding and information about a product. It also measures whether consumers know about its benefits.

The two core things on which the DAGMAR Model stood are

1. Creation of a communication task to achieve goals

2. Defining the objective of the communication tasks in a manner that the results can be measured.

Goals of DAGMAR Model – Communication Tasks

1. The Communication Tasks
In this method, every purchase goes through four steps [ACCA Model];

**Awareness**

Communication tasks have to make the customer aware of the product or the brand.

**Comprehension**

To make sure the consumer has the correct information about the product and its advantages.

**Conviction**

This step is for the communication to convince the consumer that the product is suited for them.

**Action**

It aims to encourage the consumer to make the purchase.

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2. **Defining Objectives in the DAGMAR approach**

This is the second most crucial job of DAGMAR. It has to set out the goals of communication tasks or advertising that is to be made. These are the aims of advertising in DAGMAR:

1. **Define the target audience or market [Target Audience]**

The target audience needs to be decided upon before the task begins. This must be as accurate as can be. The targets, whether older people, adults, or young people, should be segmented. Many types of segmentation can be employed to set the target audience.

2. **Be concrete and measurable [Communication objective]**
The tasks have to be an accurate description of what the advertiser wishes to get from the communication. Upscale the brand image, increase brand presence, enter new markets or grow overall sales, whatever the objective is, should be precisely stated.

3. Identify the benchmark and the degree of change expected [Desired Change]

What is the extent to which you want to change the consumer’s awareness, attitude, or perception?

If a consumer knows about the product, do improve their attitude?

The extent of change will be the goals of the communication tasks. These need to be pre-set.

4. Specify a period during which to accomplish the objective [Time Horizon]

How much time are you fine with investing to complete the communication tasks?

A product needs more than a month in the market to create awareness. This is the reason why big advertisers try to introduce the product for 3 months.

They spend the next 3 months talking about the features and benefits. This increases brand recall and elevates brand acceptance. A pre-set period aids better measurability.

DAGMAR Approach Example

Let’s say a firm sells study material of a specific brand, say A. The advertising objective will be:

To raise sales among 75,000 students in City A from 5% to 15% in 9 months. They should be convinced that it will allow them to clear the exams.

Objectives of the Advertiser

- Target Audience: 75,000 students studying for UPSC in City A
- Communication Objectives: They should identify the brand, A, as a top-quality one. They should think it will help them pass their exams in 2021.
Desired Change: Raise to 15% from 5%
Time Horizon: 9 months

Example – Coca Cola’s #ShareaCoke Campaign

1. About the Campaign
   - The “Share a Coke” campaign increased Coke’s sales. It brought the brand to a new generation that saw the soda as outdated.
   - The Campaign needed multiple teams and departments to coordinate across the globe.

2. Agency
   - Ogilvy and Coca-Cola created the campaign with two clear goals.

3. Target Audience
   - It was launched first in Australia. By its end, it reached 80 countries over seven years.

4. Media
   - This needs original content. Many formats and languages were used. Some of these were social media and websites, SMS messaging, billboards, TV ads, and print.

5. Campaign Objective
   - They wanted to use the summer period to increase sales in Australia. This is the primary or the first goal. Their second goal was to reach out to a younger, millennial audience.

Result of the Campaign

At the time of the initial release in Australia

- Consumption among teenagers grew 7% with two out of five people in the country buying a Share a Coke pack.
- 378,000 Coke cans were printed at kiosks, and overall sales increased by 3%.
- On social, 76,000 virtual Coke cans were shared, Facebook traffic increased by 870%, and 170,000 tweets were made by 160,000 fans.
Worldwide

- Over 1,000 names have been printed on cans and bottles
- More than 150,000,000 personalized bottles have been sold.
- #ShareACoke even became the number one global trending topic.
- It’s resulted in over 1 billion impressions.
- The campaign won seven awards at the Cannes Lions festival
- Raised U.S. sales 2.5% after a decade of decline, and continues to be expanded in new and innovative ways that are still driving revenue now.