



Brand Lift measurement tool: Ormax Mpact

An overview of Ormax Mpact, a state-of-the-art Brand Lift Measurement tool designed to help marketers and advertisers evaluate the impact of their media campaigns, collaborations, and innovations

Published on February 13, 2025

By Our Insights Desk

Summary

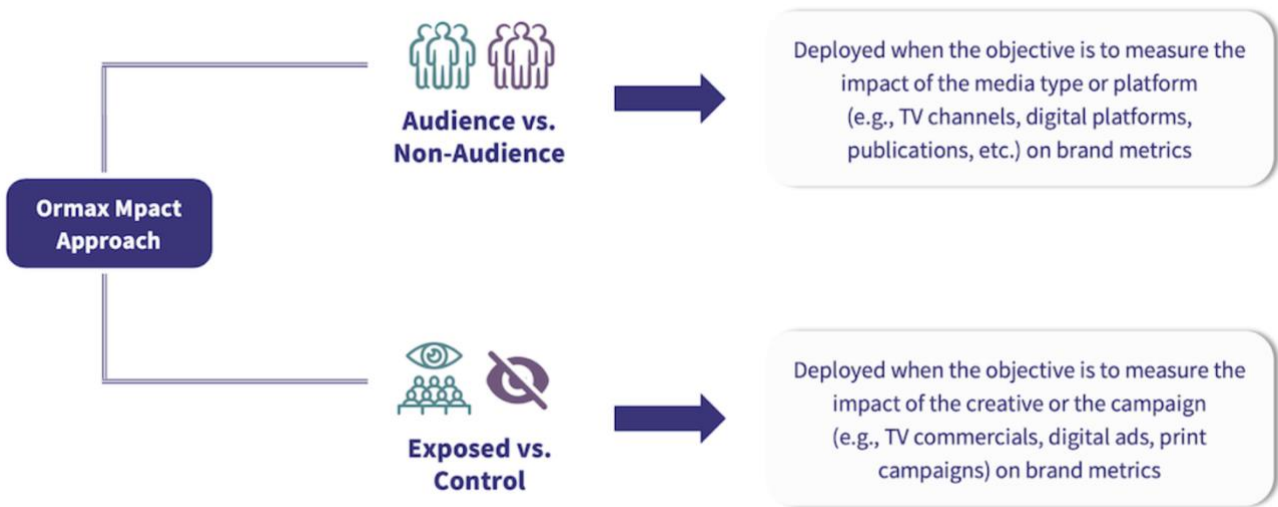
- Ormax Mpact, Ormax Media's Brand Lift Measurement tool for media campaigns, collaborations and innovations, has been launched with the purpose of empowering marketers with actionable learnings to enhance ongoing and future activations
 - In this overview, you can know more about the design and methodology of Ormax Mpact
 - To contact us for more details, use the Contact section of this website (also linked in the overview below)
-

In a landscape where standing out in the clutter is becoming an escalating marketing challenge, the need to gather insights and optimize marketing ROI has never been greater. **Ormax Mpact**, Ormax Media's **Brand Lift Measurement tool** for media campaigns, collaborations and innovations, has been launched with the purpose of empowering marketers with actionable learnings to enhance ongoing and future activations.

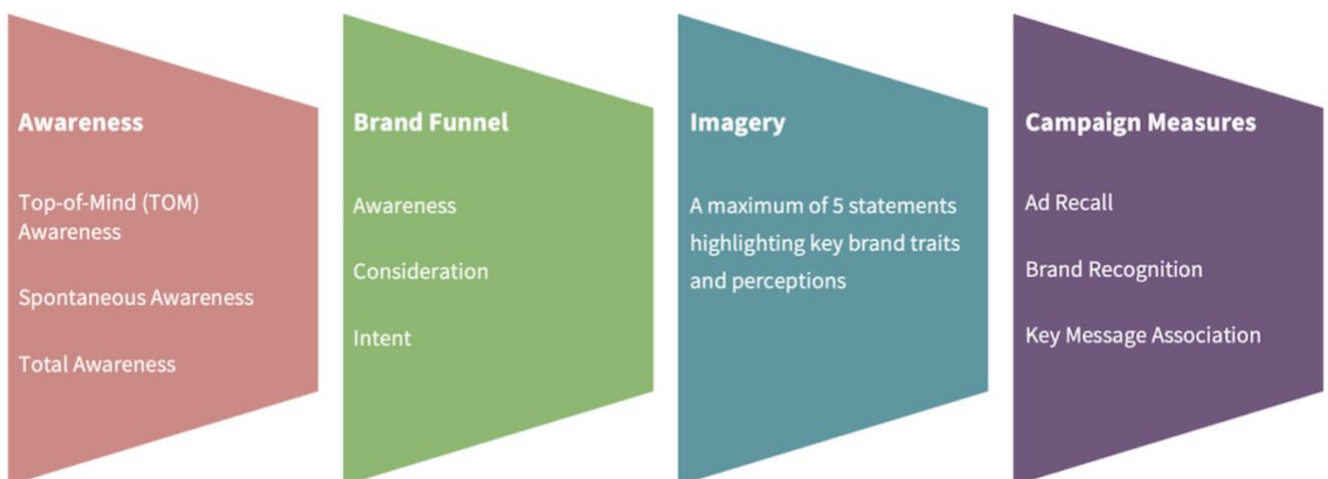
As per our estimates, more than 8,000 major brand partnerships, sponsorships, and collaborations are executed by brands and media agencies in India every year, in areas like sports, reality shows, digital collaborations, newspaper jackets, in-content product placement, brand-integrated ads for films & shows, roadblocks on TV, OOH & BTL innovations, etc. Ormax Mpact empowers brands with data-driven insights to enhance their marketing ROI on such associations, by assessing the impact of both creative content and media property or platform on key brand metrics.

Methodology

Ormax Mpact offers two distinct approaches to isolate and measure the impact of a campaign, media innovation, or collaboration. In the **Audience vs. Non-Audience** approach, the tool measures the influence of the specific media property or platform (show, film, sports tournament, TV channel, digital platform, publication, radio station, etc.) on the brand metrics, by comparing those consuming the property/platform with those who aren't. In the **Exposed vs. Control** approach, the tool evaluates the impact of a specific creative (TV commercial, print ad, digital ad, etc.) on the brand metrics, by comparing viewers who have seen the ad with those who haven't.



The following brand measures are reported in a typical Ormax Mpact report. Over the next few weeks, we will publish case studies on this website, that will bring the use of these measures, and their interpretation, alive for you.



The Ormax Media Advantage

Brand Lift Measurement is a common form of research. So, how is Ormax Mpack different?

The foundation of Ormax Mpack lies in our extensive understanding of media integrations and collaborations, built over 16 years of research & analytics in the Indian media industry. This also helps us building benchmarks that are industry-aligned, leading to meaningful interpretation of findings, especially when done at scale over time.

Unless the target audience selection demands otherwise, all Ormax Mpack projects use our robust and growing online research panel of media consumers across categories, making campaign evaluations feasible with quick turnaround time and low costs.

If you are a brand/advertiser or a media platform who wants to explore Ormax Mpack, please fill this [contact form](#), and we will connect with you very soon.

You can read media coverage about Ormax Mpack on [exchange4media](#), [adgully](#), [mediabrief](#), and [medianews4u](#).