

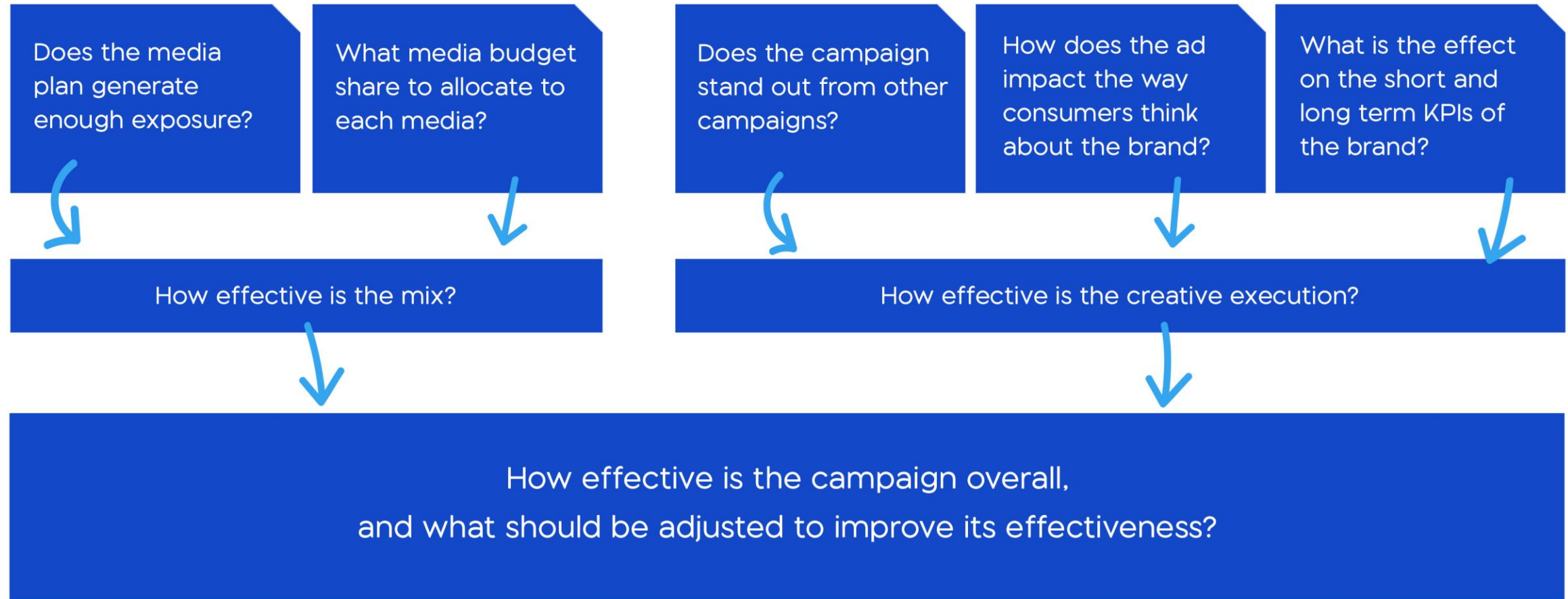


tvnz

Automotive Campaign Effectiveness

Case Study / June 2015

To really understand campaign effectiveness we need to understand both the media mix and the creative execution, and how these work together to achieve objectives.



Methodology

Case Study + Timing

The campaign comprised of TV, online and display advertising.

The campaign ran from March to June with bulk of the media spend in April and May.

Budget attribution by channel

Linear TV	70%
Online video	4%
Online display	26%

Survey data collection took place from 13-31 May 2015.

Method + Sample

- Online survey using SmileCity commercial panel
- Sample size of n=802
- 18-54 year olds
- Weighted to be nationally representative on region, gender and age
- Some digital assets were tagged so that we could measure actual respondent exposure, or **actual digital opportunity-to-see**

Questionnaire

- 20 minute questionnaire
- Questionnaire used TNS's proprietary AdEffect and AdEval methodologies to accurately measure the campaign's media mix and creative effectiveness, respectively
- We continued to measure online media habits to provide a back up for digital opportunity-to-see

Key Messages

1 TV demonstrates its power to achieve broad audience reach - without TV in the mix cut-through would have been dramatically lower than the 50% achieved.

3 The creative execution limits channels to deliver the ability of media on their investment.

2 TV and online are able to work in synergy to deliver impacts that neither could have achieved alone.

4 As a result there is no optimum media spend - i.e., no point at which there is incremental benefit in spending more (or less) on TV or online.



1

**TV demonstrates its
power to achieve
broad audience reach**

Prompted recognition of the campaign (% 18-54 year olds)



Half of 18 to 54 year olds recognised the campaign, when prompted, **primarily as a result of the linear TV ad**

Sample size: 802



Video 94%

Linear TV	88%
TV OnDemand	8%
YouTube	4%
Facebook	<2%

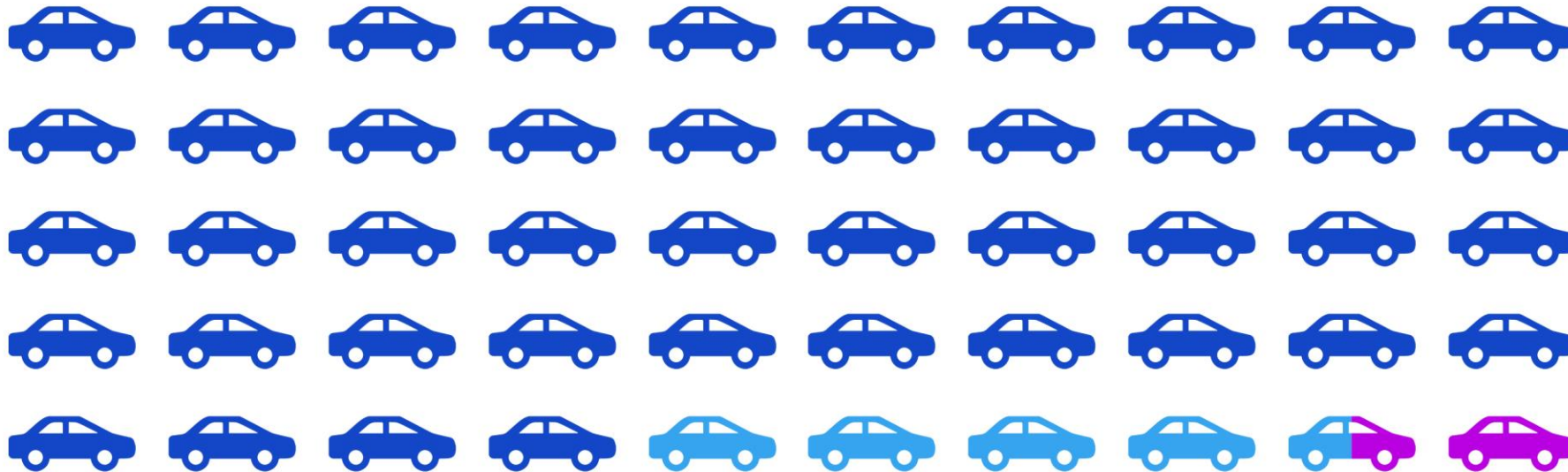


Display 22%

NZ Herald	6%
Stuff	6%
YouTube	6%
Facebook	6%

Digital offers very little incremental reach, instead reinforcing recognition achieved by TV

Marginal reach of channels used (% 18-54 year olds)



TV Only 88%

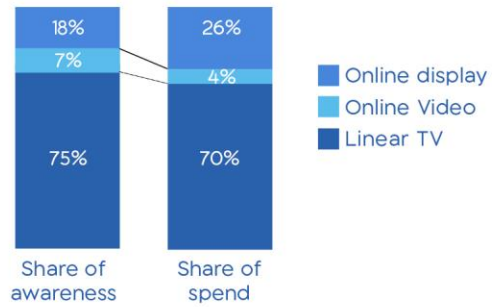
TV + Online Display 9%

In other words, adding online display to the media mix only contributes 9% share of the total awareness achieved

TV, Online Display & Online Video 3%

Sample size: 802

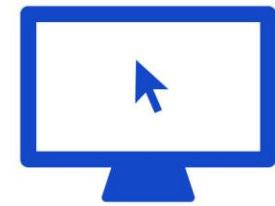
Video channels were the most cost effective at delivering awareness



Linear TV



Online Video



Online Display

Percent share of awareness

75

7

18



Percent of total media spend

70

4

26

Ratio / index

107

175

69

To create a fair and reflective index where both measures (Share of Awareness and Share of Spend) are comparable, we need to standardise them. The campaign awareness figures on Slide 6 add up to more than 100% so they have been converted to allow for a fair comparison - so 88% awareness for Linear TV becomes a 75% share of awareness.

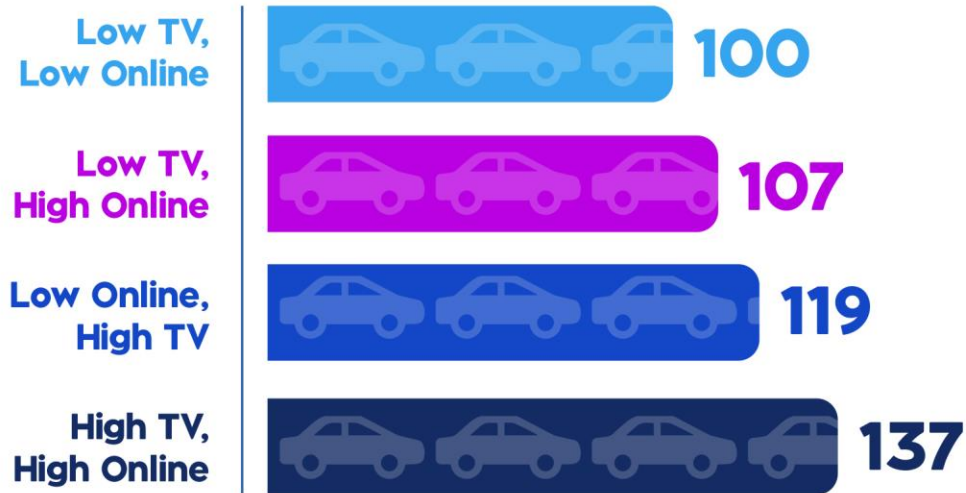


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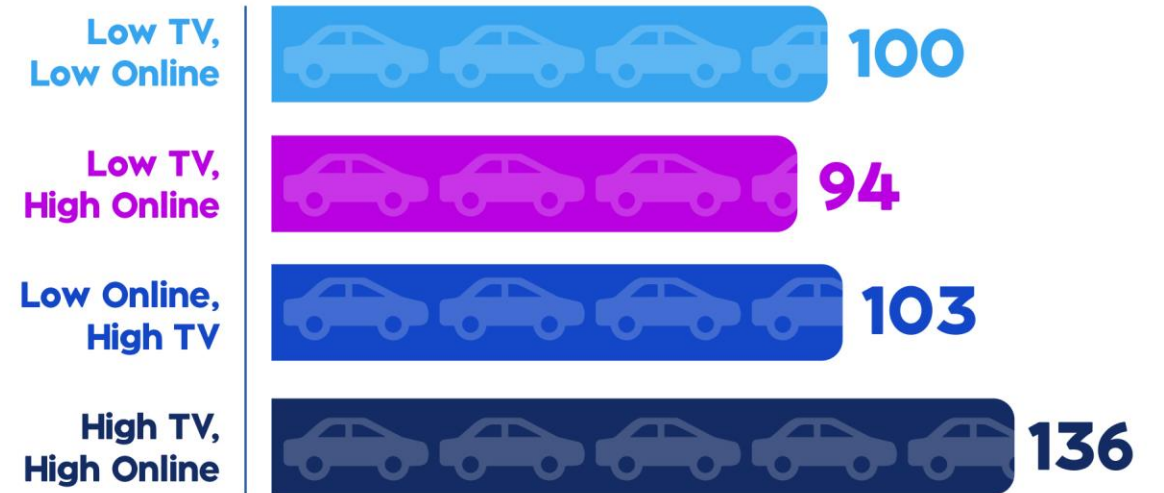
TV and online are able to work in synergy to deliver impacts that neither could have achieved alone

The two channels work together to maximise awareness and consideration neither could achieve the same impacts alone

Impact of exposure on unprompted brand awareness
(%, 18-54 year olds)



Impact of exposure levels on brand consideration
(%, 18-54 year olds)



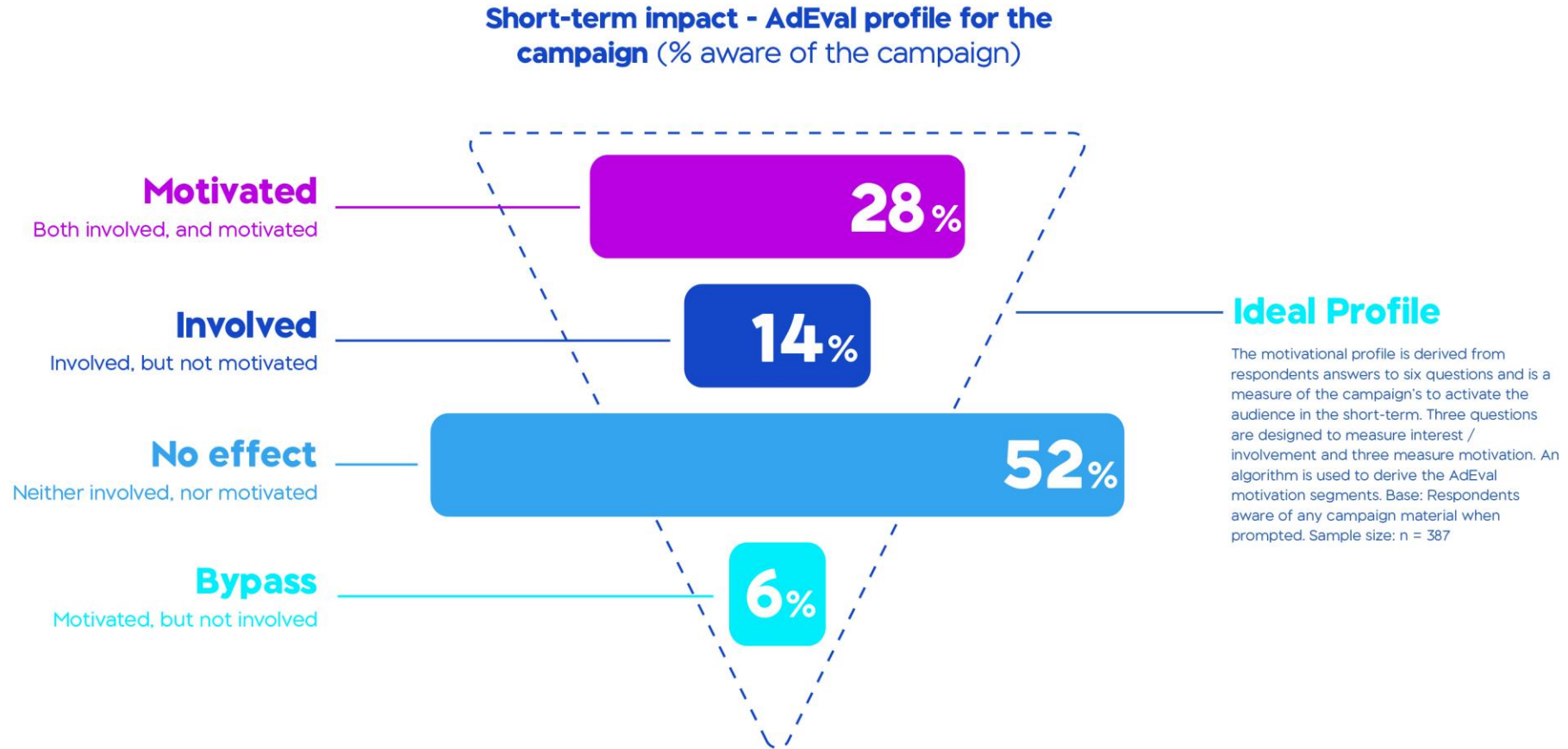
In other words, TV and Online have worked together to produce a result greater than each channel's contribution in isolation.



3

**The creative execution limits
the ability of media channels
to deliver on their investment**

The campaign had a short-term motivational impact on only a minority of the audience, limiting it's potential...





4

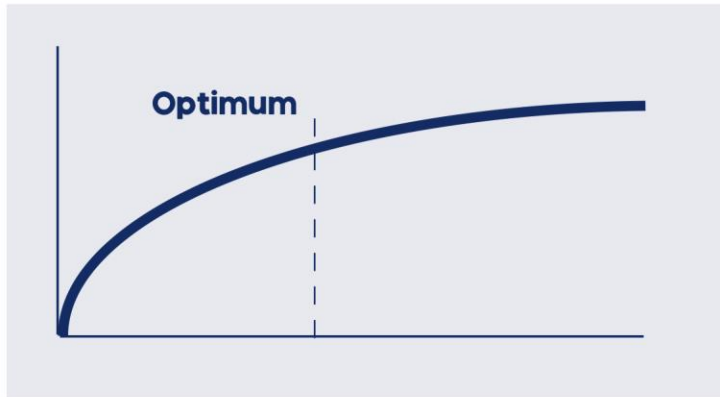
**There is no optimum media spend
- i.e., no point at which there is
incremental benefit in spending
more (or less) on TV or online**

The AdEffect response curve pulls apart the impact of the creative from the media. The shape of the curve helps us determine the optimal contact frequency of an ad

Example of curves:

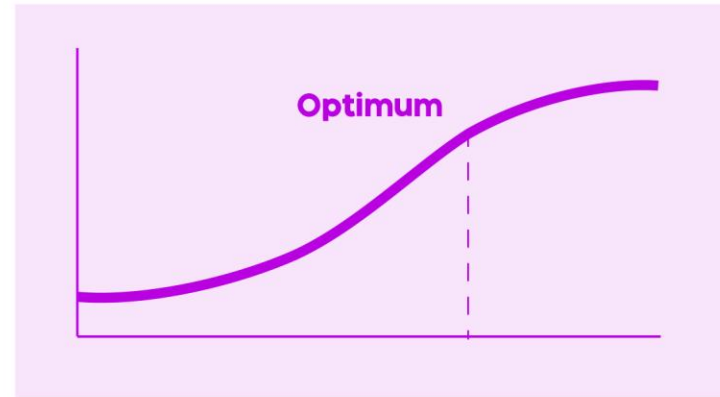
Curves are built using econometric analysis

High Effectiveness



- Effective at a low exposure level
- Curve flattens at high exposure levels

S-Curve



- Not effective at low exposure level
- Builds effect at high exposure
- Media budget per flight should be high

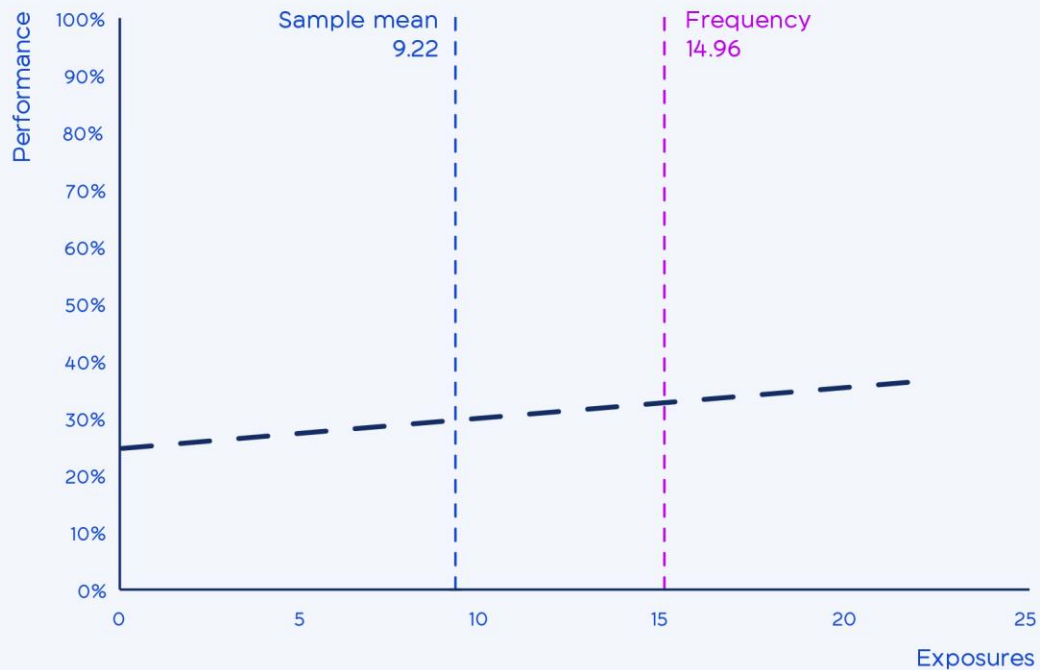
Ineffectiveness



- Not effective at any exposure level

Looking at the AdEffect curve for awareness, we can see that it lacks effective impact

Impact of video exposure on the brand - KPI = unprompted awareness



Optimum: Number of exposures by which most of the uplift has been achieved
Sample Mean: The overall level achieved (includes Unexposed) equivalent to overall average
Frequency: The average number of exposures achieved, based on those exposed/reached
Curve: --- = weak relationship; — = strong relationship

Ineffective



- Not effective at any exposure level
- Creative should be abandoned or reworked
- Do not invest more media space in this version

A note on interpretation:

The line does go upwards, so therefore more exposures is associated with more awareness, as we would hope and expect.

However, a truly effective ad would have an inflection point at which the incremental benefit of adding more exposures would reduce - this is the optimal level, the level at which there is decreasing returns from more media spend.

In other words, the ad execution is not contributing to the overall effectiveness of the campaign above and beyond media spend. Hence investing in more media space on this version of the ad would be ineffective.



Thank you

If you have any
questions or would
like further information
please contact:

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