This was a campaign targeted to a niche SME market for a banking product offer.

In our research we assessed the:

> effectiveness of the media mix

> impact on campaign objectives

> impact of using multiple channels

> effectiveness of the creative execution.

Research design
One of 10 case studies

15-minute online survey

Mobile friendly scripting
(43% completed on mobile devices)

Proprietary AdEffect and AdEval methodologies
To measure the campaign's media mix and creative effectiveness
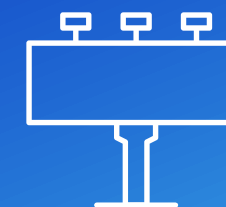
What we did

Media reviewed

Broadcast TV

TVNZ OnDemand

Online Video

Online Display

OOH

Radio

Who we surveyed

1,208 Online interviews

Completed by a representative sample of New Zealand consumers and SME financial decision makers

Dec

Data collected over 10 days in December 2019

N = 604 Nationally representative   N = 604 SME financial decision makers

The campaign creative

The video and radio campaign used a consistent creative approach: the same tone/look and feel and call to action throughout.

The TVC delivered clear brand cues that were reinforced well at the end with a memorable reveal moment that coincided with the brand logo reveal. This maximised the opportunity for the viewer to remember the brand.

However, there was no strong emotional or visual link between the static and video creative. The static creative had no emotional connection.
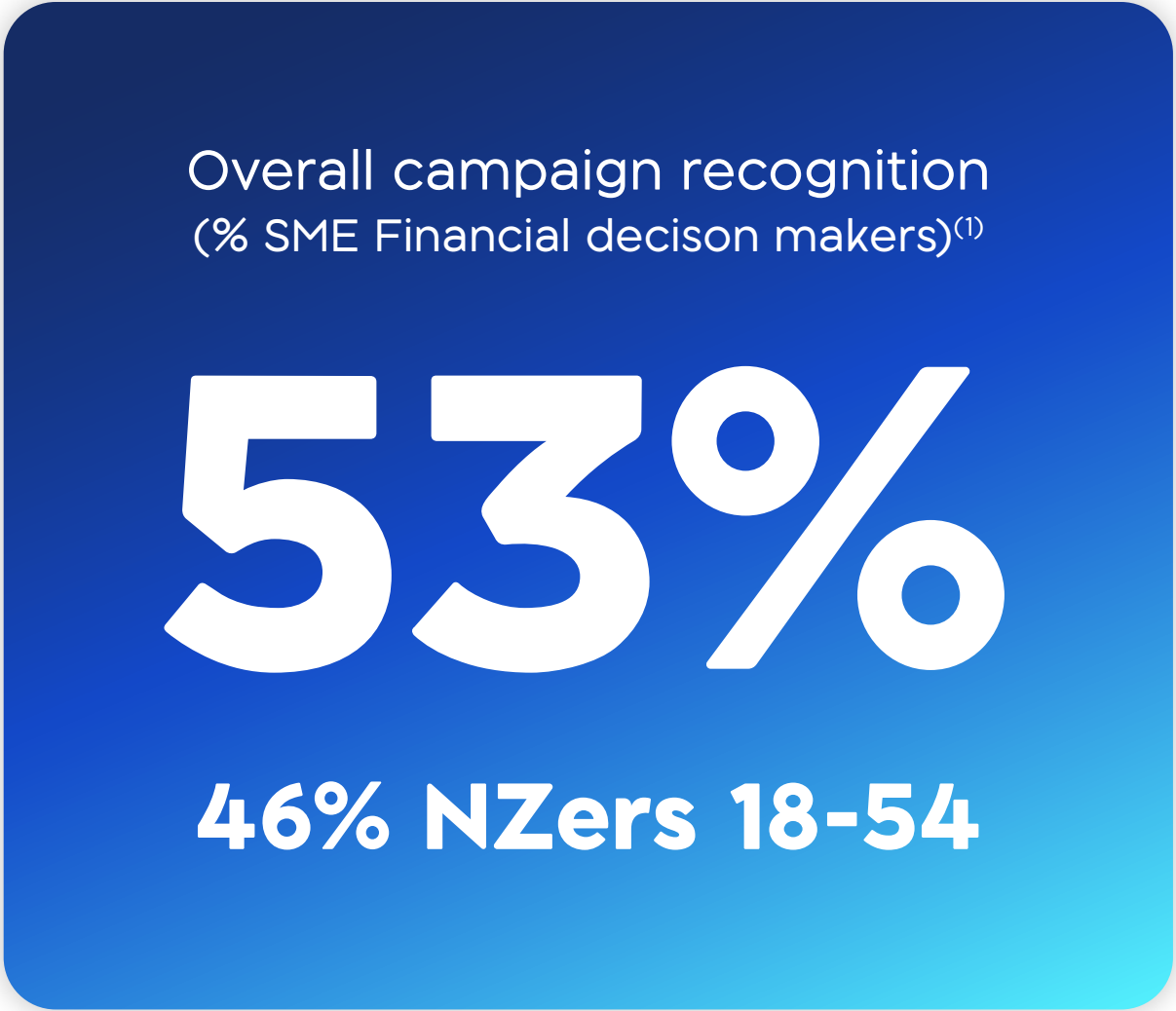
The results

The campaign clearly resonated with the target audience, with results for the target above the nationally representative sample throughout.

Broadcast TV proved to be the most effective channel at motivating business outcomes while TVNZ OnDemand did an amazing job at driving specific actions and incremental reach.
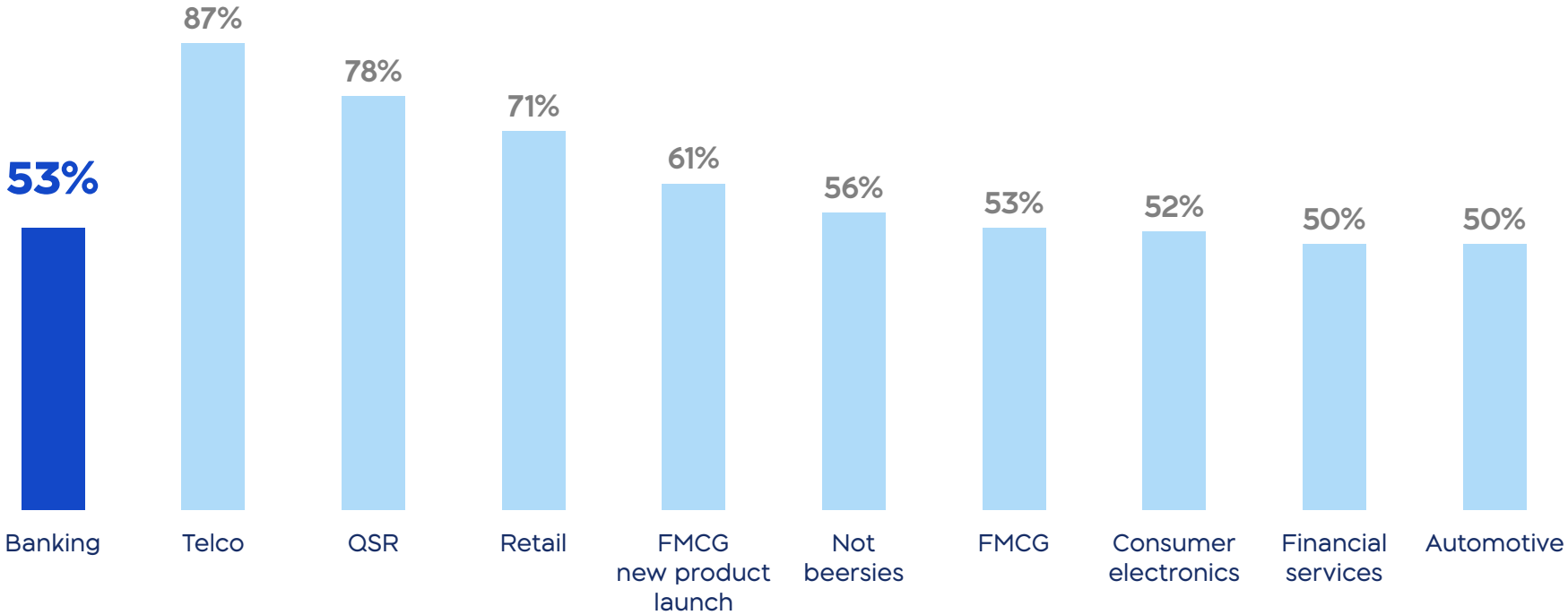
How effective was the media mix?

The media mix achieved overall strong campaign recognition with 53% of the SME financial decision makers aware of the campaign.

Overall campaign recognition
(% SME Financial decison makers)[1]

53%

46% NZers 18-54

Comparison to other TVNZ case studies[2]

53%	87%	78%	71%	61%	56%	53%	52%	50%	50%
Banking	Telco	QSR	Retail	FMCG new product launch	Not beersies	FMCG	Consumer electronics	Financial services	Automotive

1. Sample size: n = 604 | 604
2. Source: TVNZ AdEffect case study series

Video delivered a large chunk of the awareness followed by good recall of the radio campaign elements as a secondary channel.
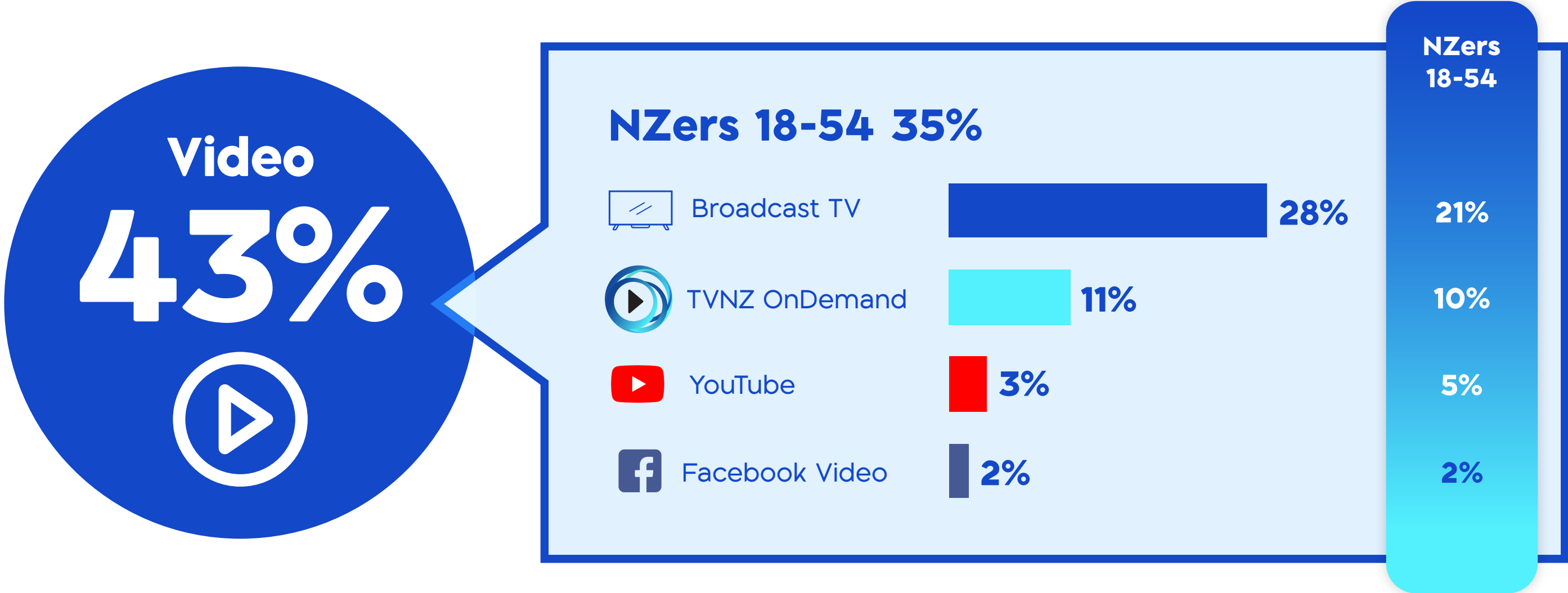
Prompted recognition of campaign assets by channel (% SME Financial decision makers)[1]

Video
43%

Radio
22%

Online Display
16%

OOH
6%

NZers 18-54 | **35%** | **19%** | **13%** | **5%**
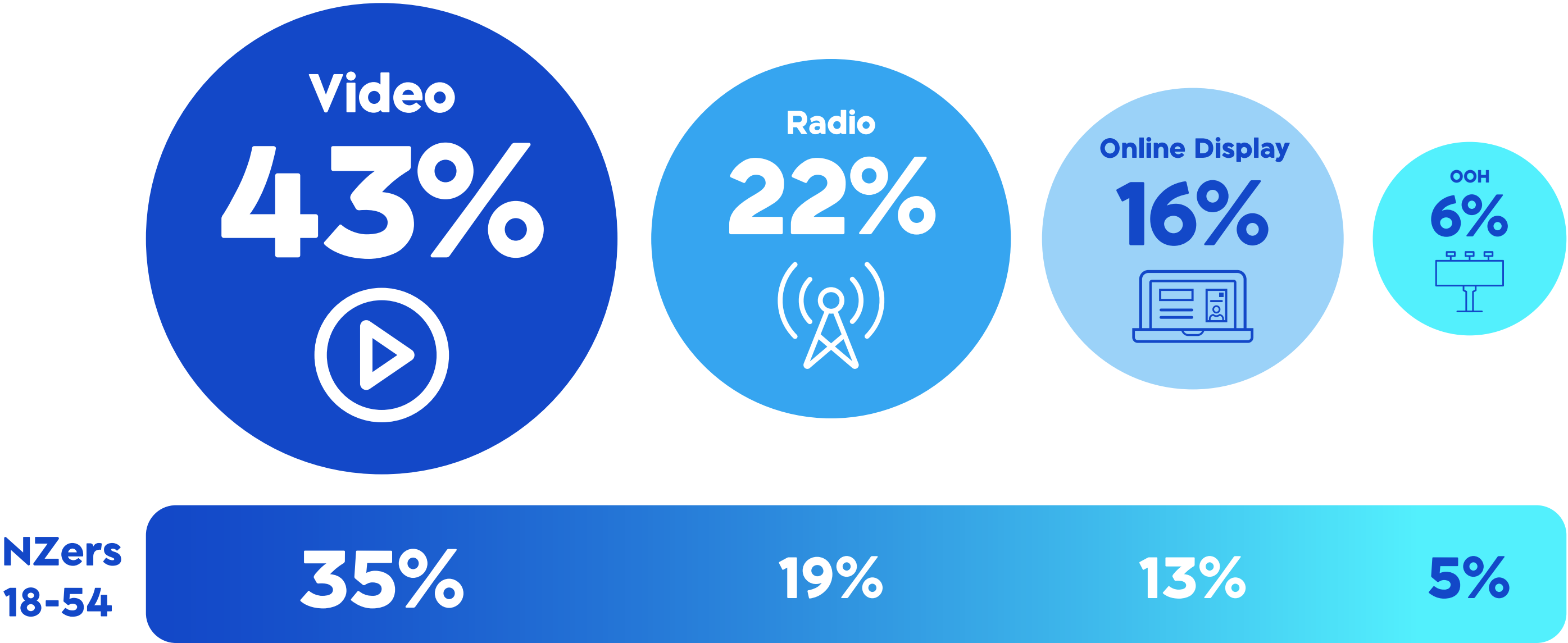
1. Sample size: n = 1000

While the media plan included a comprehensive range of video channels, by far the most recall came from broadcast TV or TVNZ OnDemand. Facebook and YouTube drove very little recall.
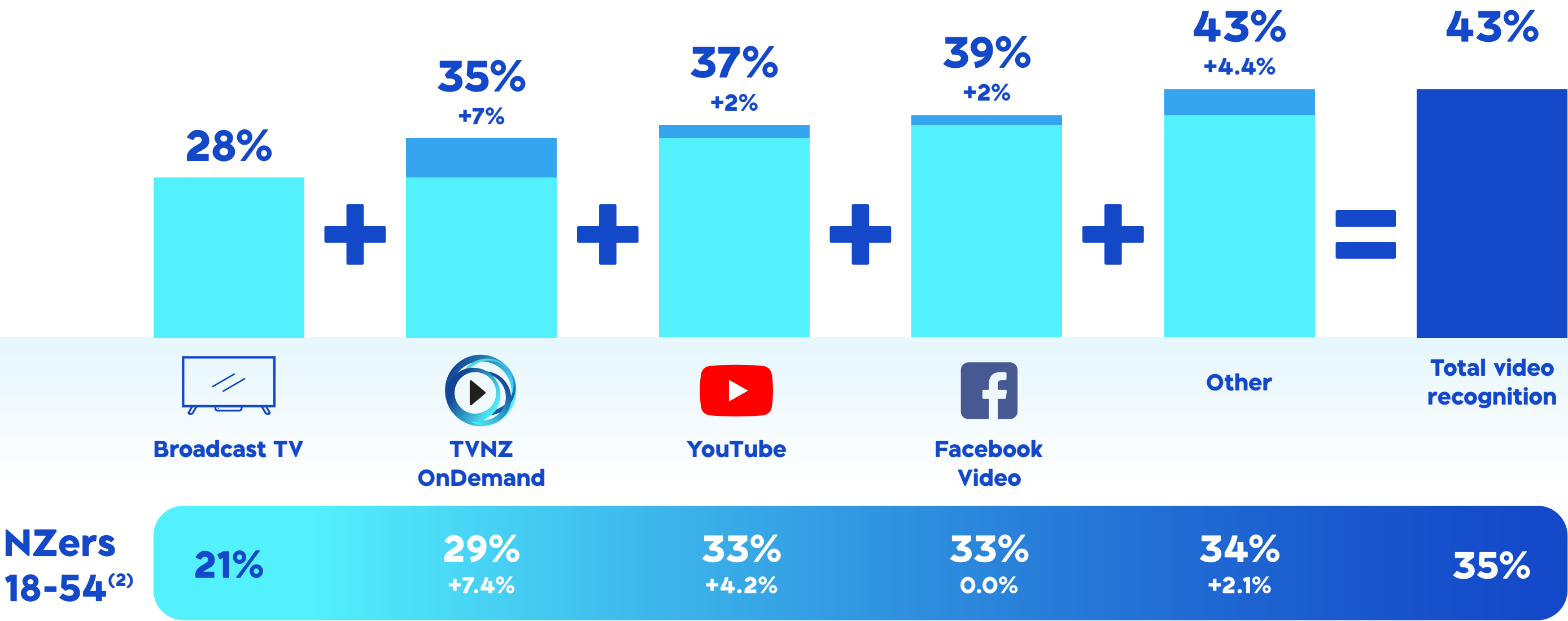
Video recognition by channel (% SME Financial decision makers)[1][2]

Video 43%

NZers 18-54 35%

Broadcast TV		28%
TVNZ OnDemand		11%
YouTube		3%
Facebook Video		2%

NZers 18-54

21%

10%

5%

2%

1. Sample size: n = 604 | 604
2. Respondents who could not identify where they recognised the video from have been removed

# TVNZ OnDemand proved strong for reach, delivering the most incremental video reach over and above broadcast TV.

Marginal reach in video recognition delivered by each channel (% SME Financial decision makers)[1]

28% + **35%** +7% + **37%** +2% + **39%** +2% + **43%** +4.4% = **43%**

Broadcast TV	TVNZ OnDemand	YouTube	Facebook Video	Other	Total video recognition

NZers 18-54[2]	21%	29% +7.4%	33% +4.2%	33% 0.0%	34% +2.1%	35%

1. Sample size: n = 604
2. Sample size n = 604

TVNZ OnDemand had the largest reach of all online video channels used. It also generated an amazing 69% of the awareness unique from TV.
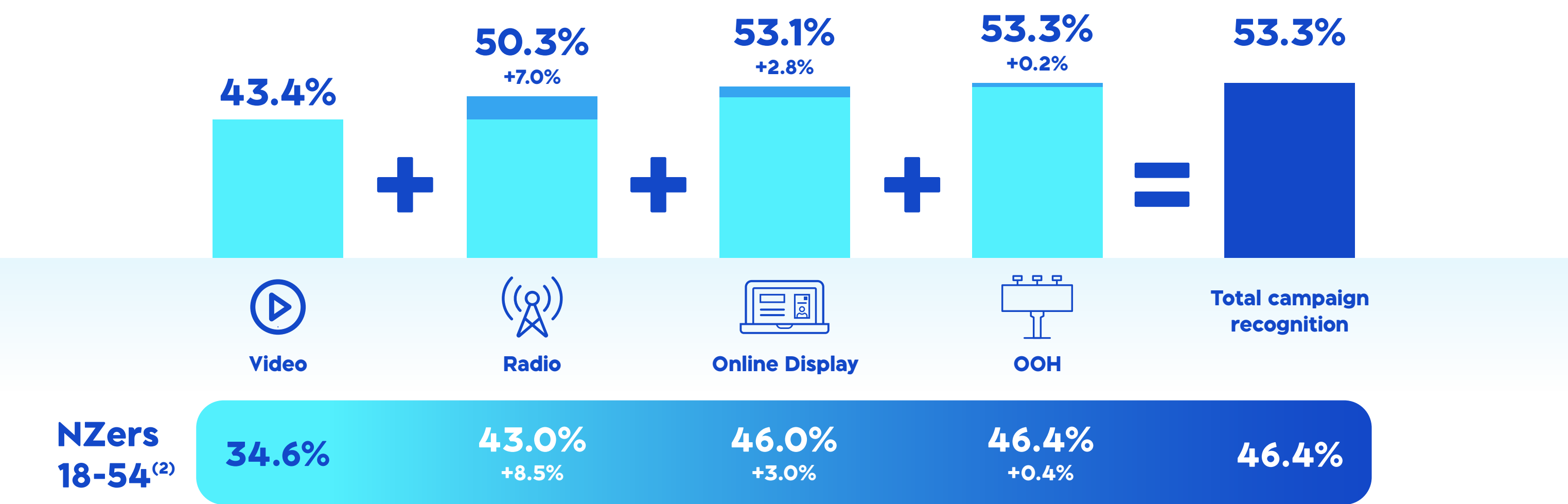
Online video channel's incremental reach in awareness over broadcast TV (% SME Financial decision makers)[1]

■ Awareness   ■ Proportion unique from TV

7% incremental reach!

69%

11%

21%

3%

10%

2%

TVNZ OnDemand

YouTube

Facebook
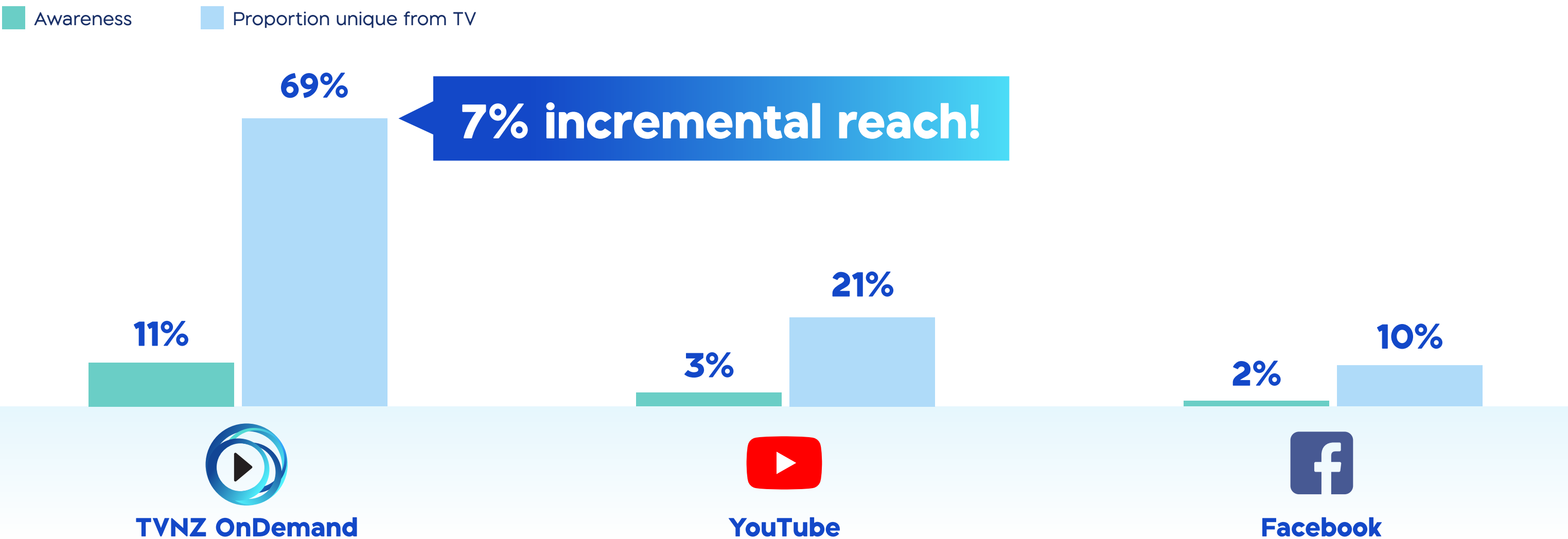
1. Sample size: n = 604

Radio built well on the video campaign with almost a third of radio's recall coming from an unique audience. Static channels achieved limited incremental reach.
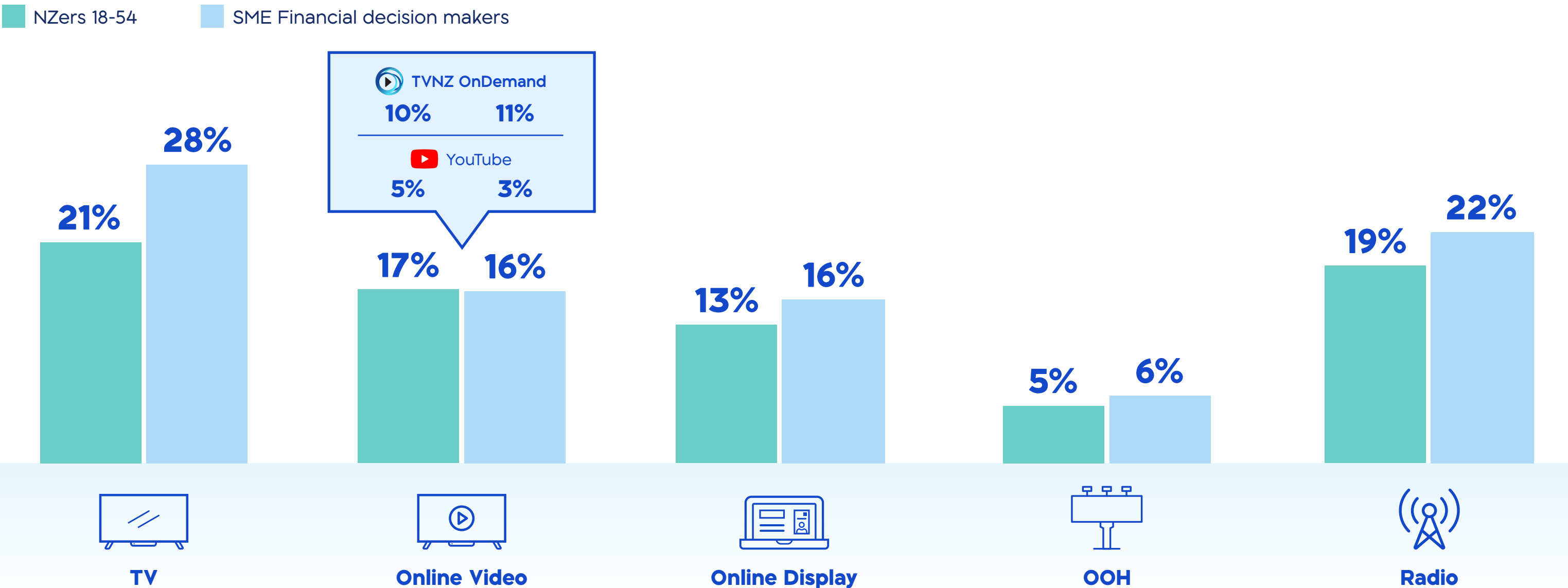
Marginal reach in total campaign recognition delivered by each channel (% SME Financial decision makers)[1]

	Video	Radio	Online Display	OOH	Total campaign recognition
	43.4%	**50.3%** +7.0%	**53.1%** +2.8%	**53.3%** +0.2%	**53.3%**
NZers 18-54[2]	**34.6%**	**43.0%** +8.5%	**46.0%** +3.0%	**46.4%** +0.4%	**46.4%**

1. Sample size: n = 604
2. Sample size n = 604

Broadcast TV was highly effective out of all channels at targeting business decision makers.

Prompted recognition of campaign assets by channel

■ NZers 18-54　■ SME Financial decision makers

TVNZ OnDemand
10%　11%

YouTube
5%　3%

TV
21%　28%

Online Video
17%　16%

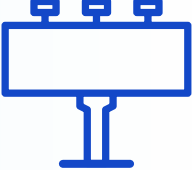**Online Display**
13%　16%

OOH
5%　6%

Radio
19%　22%

1. Sample size: n = 604
2. Sample size n = 604

Impact on campaign objectives

Broadcast TV worked well against all KPIs and was the strongest channel for delivering to general brand measures. TVNZ OnDemand did an amazing job of driving specific actions – well above other online channels – as well as generating additional interest. Radio was also great at driving specific actions.
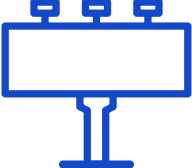
Generic classification of campaign KPI targets	Average impact of campaign's channels on KPIs (index, all respondents)[1][2]				
	Broadcast TV	Radio	Online (Video & Display)	TVNZ OnDemand	OOH (Billboard)
Specific actions e.g. Visit store, search online	162	341	100	343	169
Targeted brand perceptions e.g. Product is available, brand is easy to deal with	145	191	219	261	153
General brand measures e.g. Awareness, consideration, preference	182	119	100	169	103

1. Sample size n = 1208
2. Control group (low exposure) index = 100, i.e. an index of 120 indicates an impact 1.2 times greater than seen with the control (low exposure) group

Broadcast TV was able to influence all stages of the brand funnel. TVNZ OnDemand drove double the level of consideration than any other media.

Impact of exposure on **general brand** measures (index, all respondents)[1][2]

| Generic classification of campaign KPI targets	Average impact of campaign's channels on KPIs (index, all respondents)[1][2]				
	Broadcast TV	Radio	Online (Video & Display)	TVNZ OnDemand	OOH (Billboard)
Prompted awareness	198				
Consideration (General)	172	197			
Consideration (Business)	232			447	117
Specific actions (Business)	135				
Specific actions (Business)	175				

1. Sample size: n = 1000
2. Control group (low exposure) index = 100, i.e. an index of 120 indicates an impact 1.2 times greater than seen with the control (low exposure) group

The majority of those who recognised the campaign recognised it from more than one channel meaning there's an opportunity to leverage each channel's strength to deliver a stronger message overall.

Multiple channel recognition among people that recognised the campaign[1]

42%
recognise content from just a single channel

NZers 18-54 - 43%
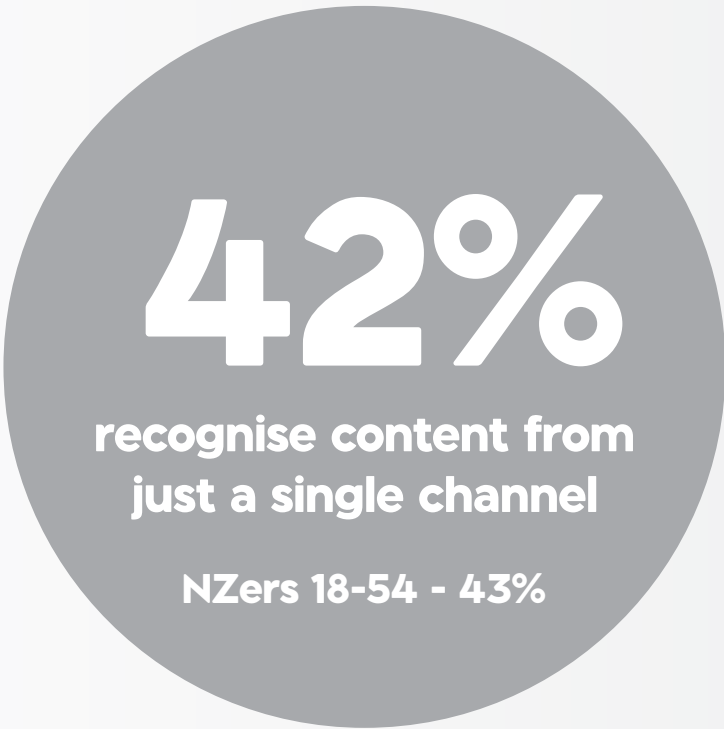
Challenge – Getting people that will only see one channel to think differently and/or initiate desired behaviour

58%
recognise content from multiple channels

NZers 18-54 - 57%
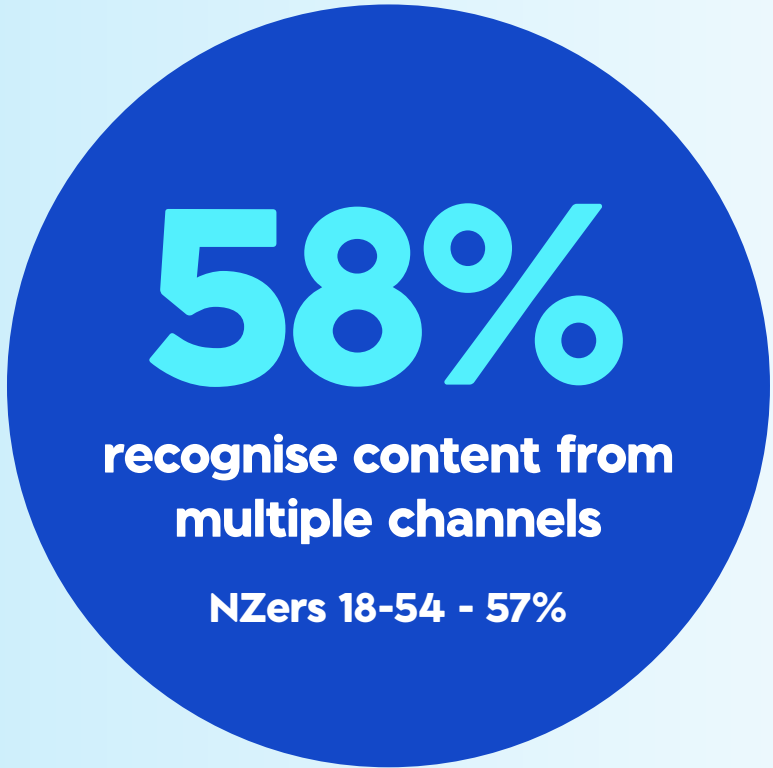
Challenge – Leveraging frequency to tell a story across channels, rather than duplicate the messages across each

1. Sample size: n = 604 | 604

Broadcast TV and TVNZ OnDemand's results showed that an audio-visual environment is best at delivering awareness as well as driving action.

In this new case study using different data and methodology, the same result comes through that we've seen in other research: TVNZ OnDemand is amazing at driving incremental reach to broadcast TV. This particular campaign delivered 7% unique viewers to the reach of broadcast TV.

TVNZ OnDemand's media placement was ROS – likely not targeted to SME and yet it achieved great results unlike hyper-targeted programmatic.

Our hypothesis is that SME customers were already pre-disposed to the brand and therefore hypertargeting wouldn't have motivated them any further.

Facebook can be used to build preference over time (inform/educate) rather than for targeting an offer.

Key insights

1 Prompted recognition of the campaign was strong at **53%** amongst SME Financial decision makers, with **broadcast TV the most dominate channel and TVNZ OnDemand and radio proving to be strong secondary channels.**

2 **TVNZ OnDemand achieved an extremely high level of incremental reach to broadcast TV, proving it's a powerful media combination for gaining reach.**

3 Compared to all other channels, **TV was the most effective at targeting business customers.**

4 **Broadcast TV worked well to deliver against all KPIs** and was the strongest channel for delivering to the general brand KPIs.

5 **TVNZ OnDemand and radio were most effective in generating additional interest and especially impressive at driving specific actions.**

6 **The campaign drove strong engagement and motivation towards future actions** for those who were considering the brand in the future.