

**Great media strategy
drives FMCG new product
launch success**

KANTAR TNS.



This was an FMCG new product launch to a mass audience using a multi-media campaign that ran for four months.

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 8 case studies



**20 minute
online survey**



Mobile friendly scripting
(51% completing on mobile devices)



**Proprietary AdEffect and
AdEval methodologies**

To measure the campaign's media
mix and creative effectiveness

What we did

Media reviewed



TV



Online Video



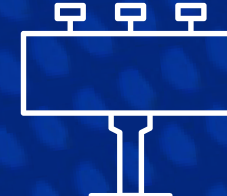
Online Display



Social Media

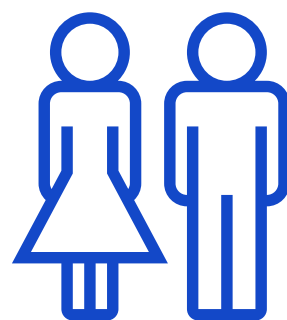


Radio



OOH

Who we surveyed



Ages
18–54

Data collected over
two weeks during



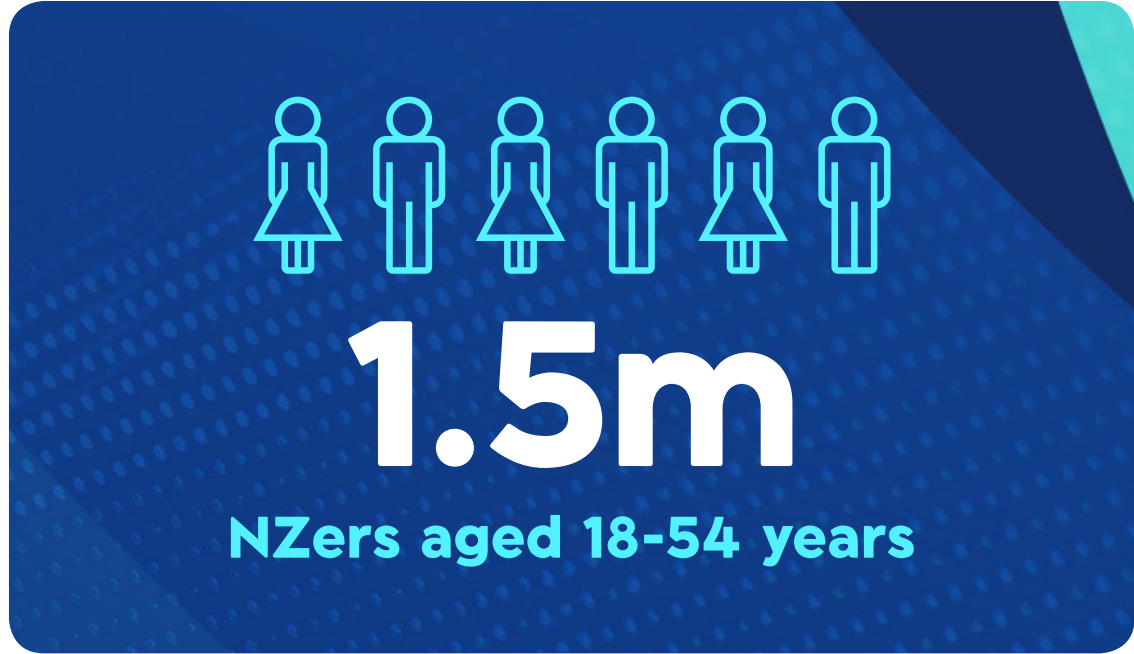
How effective was the media mix?



The media mix achieved overall campaign recognition of

61%

OR



In comparison to other
TVNZ case studies¹

1: Sample size n = 1003

78%



QSR

71%



Retail

61%



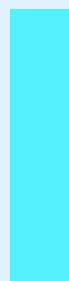
FMCG
product launch

56%



Not
beersies

53%



FMCG

52%



Consumer
electronics

50%



Financial
services

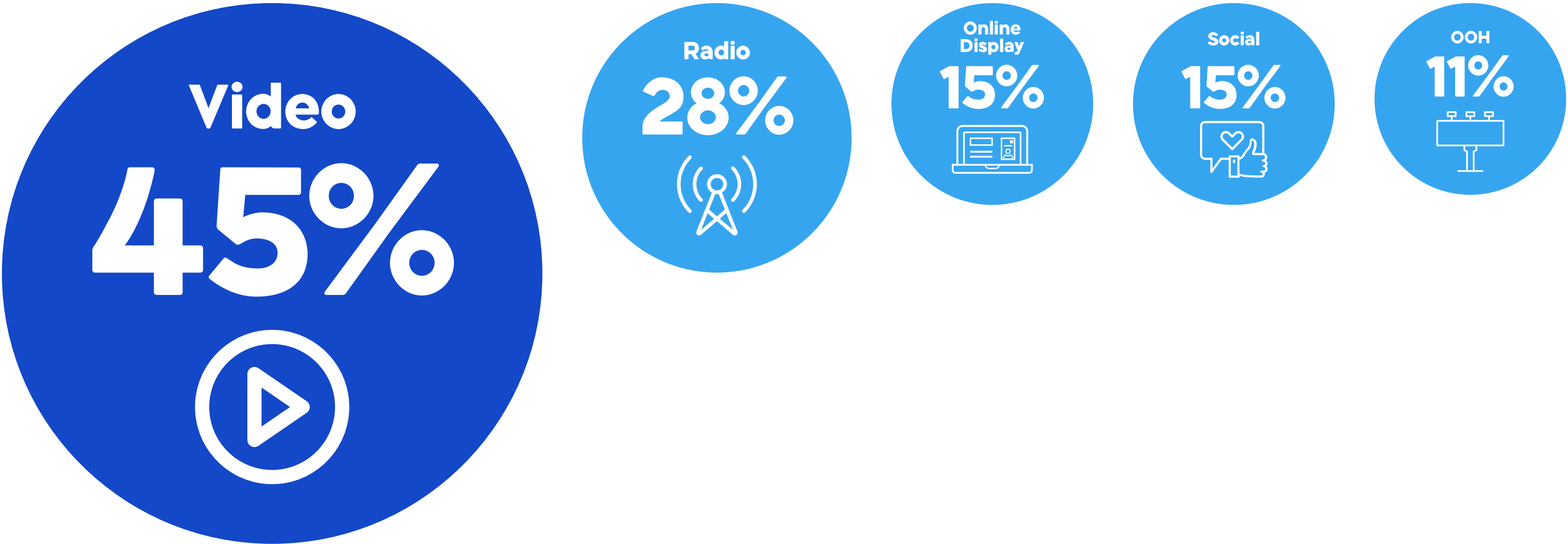
50%



Automotive

Video delivered the bulk of awareness

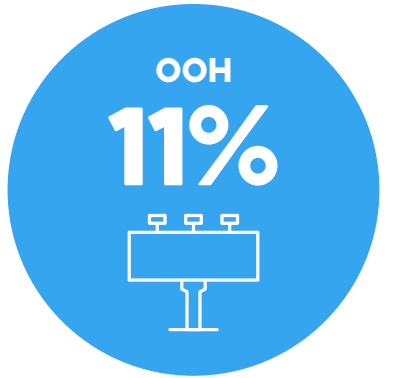
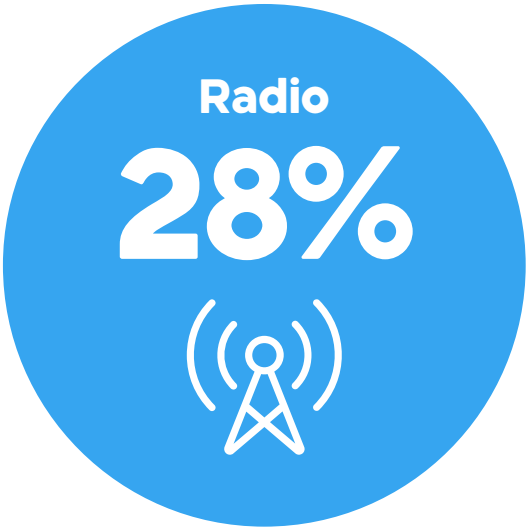
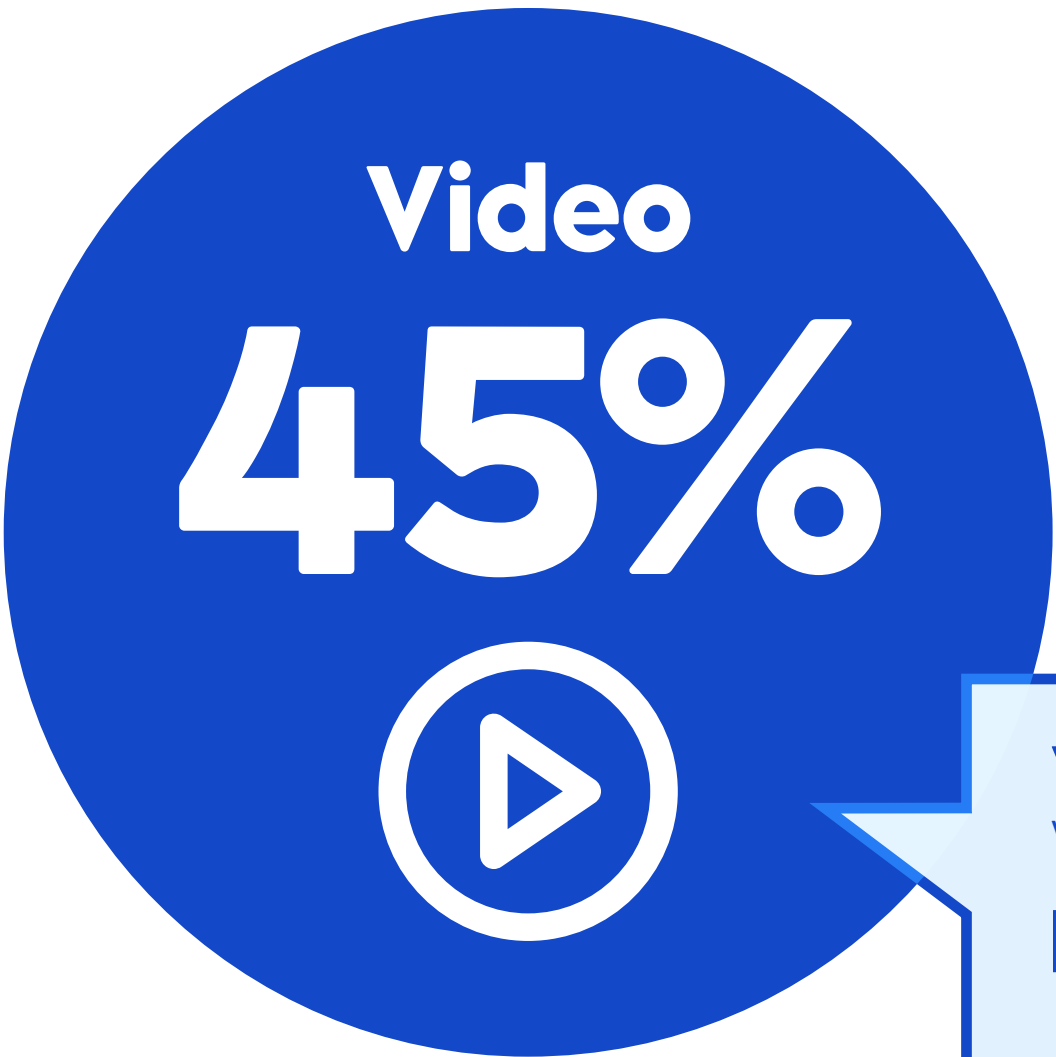
Prompted recognition of campaign by channel (% NZers 18-54)¹



1: Sample size n = 1003

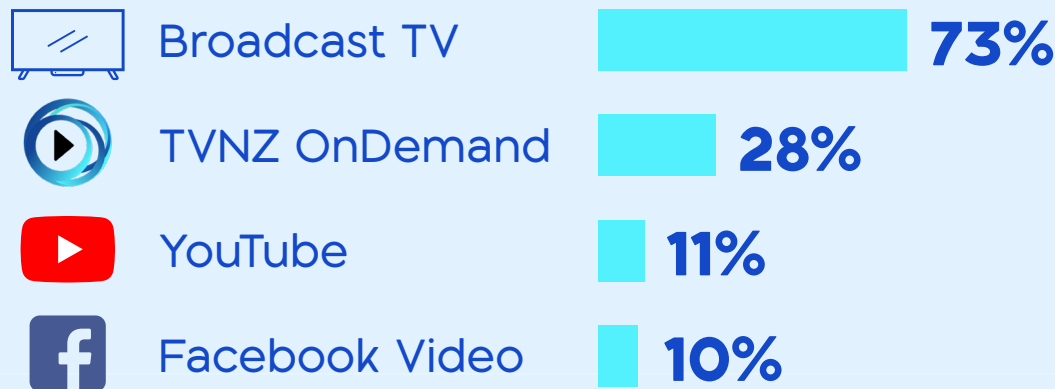
Video delivered the bulk of awareness

Prompted recognition of campaign by channel (% NZers 18-54)¹



Video recognised by channel¹

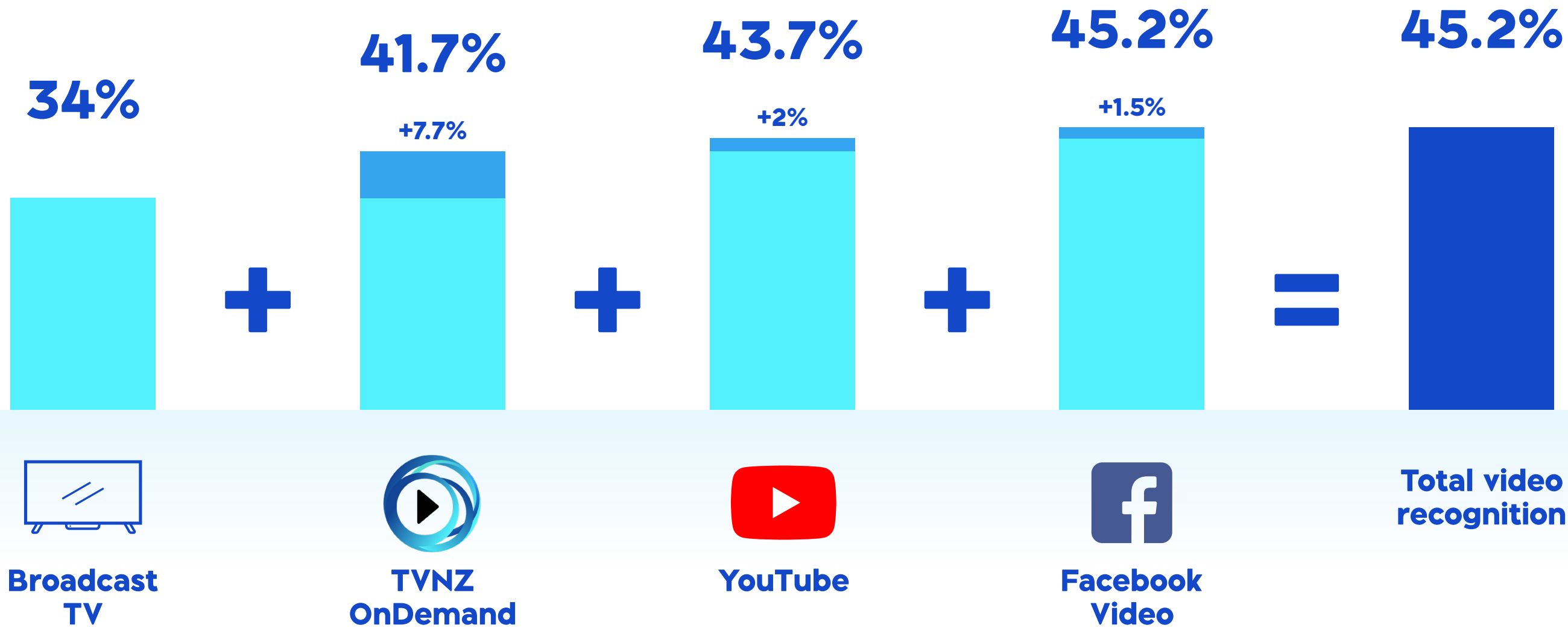
With TVNZ OnDemand playing a significant supporting role



¹: Sample size n = 1003

TVNZ OnDemand added incremental reach to broadcast TV

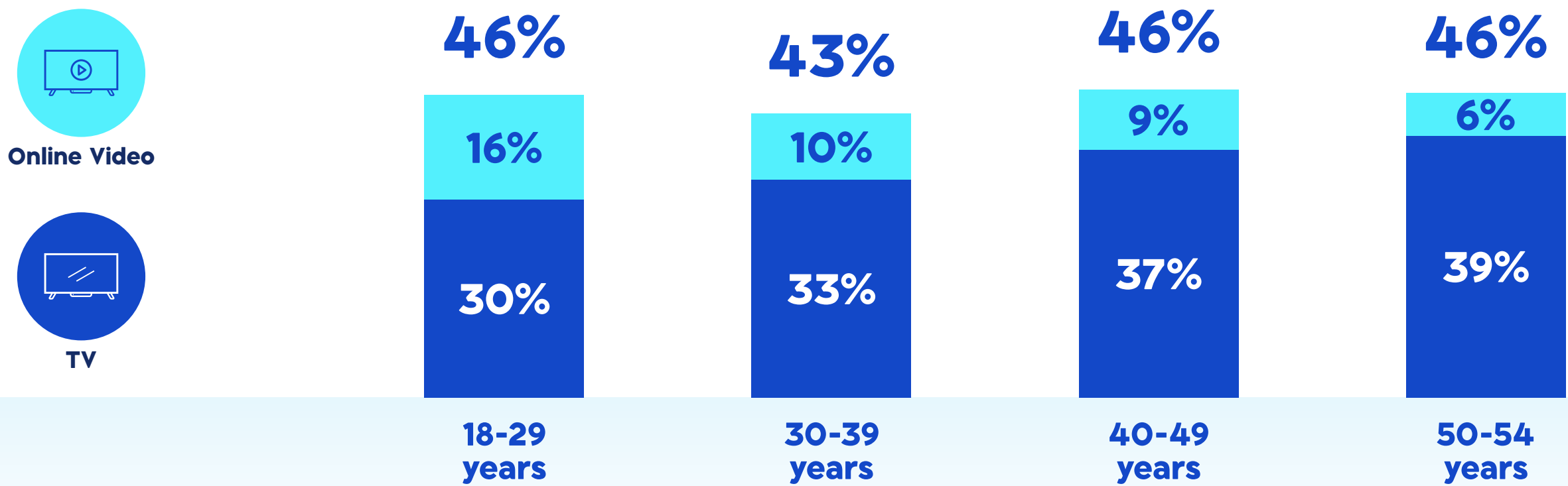
Marginal reach in campaign recognition delivered by each channel (%NZers 18-54)¹



¹: Sample size n = 1003

Well-planned media allowed online video to deliver consistent video awareness across all age groups

Video recognition by age group (% NZers 18-54)



TVNZ OnDemand is also an efficient channel to deliver reach in a brand safe, premium environment

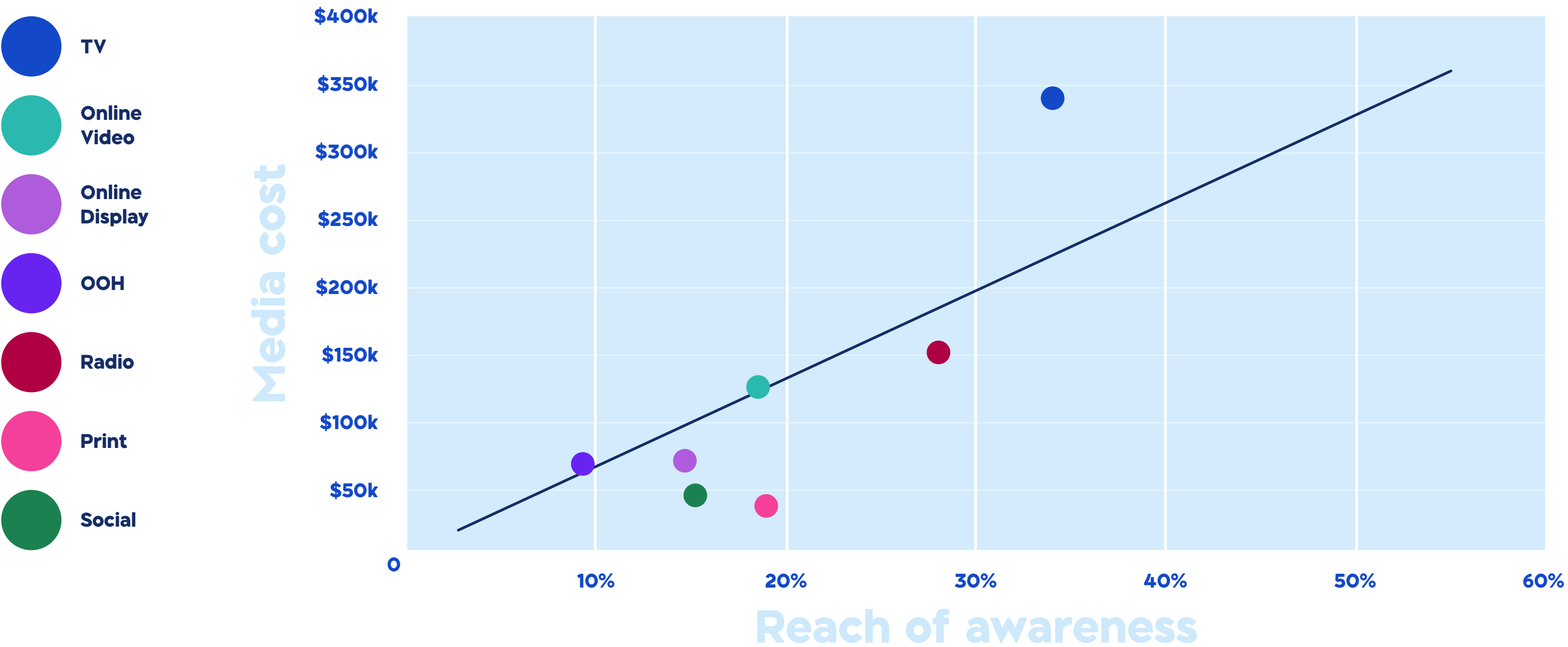
Comparison of channel's share of awareness to its budget allocation (% channel awareness)¹



¹: Sample size n = 1003

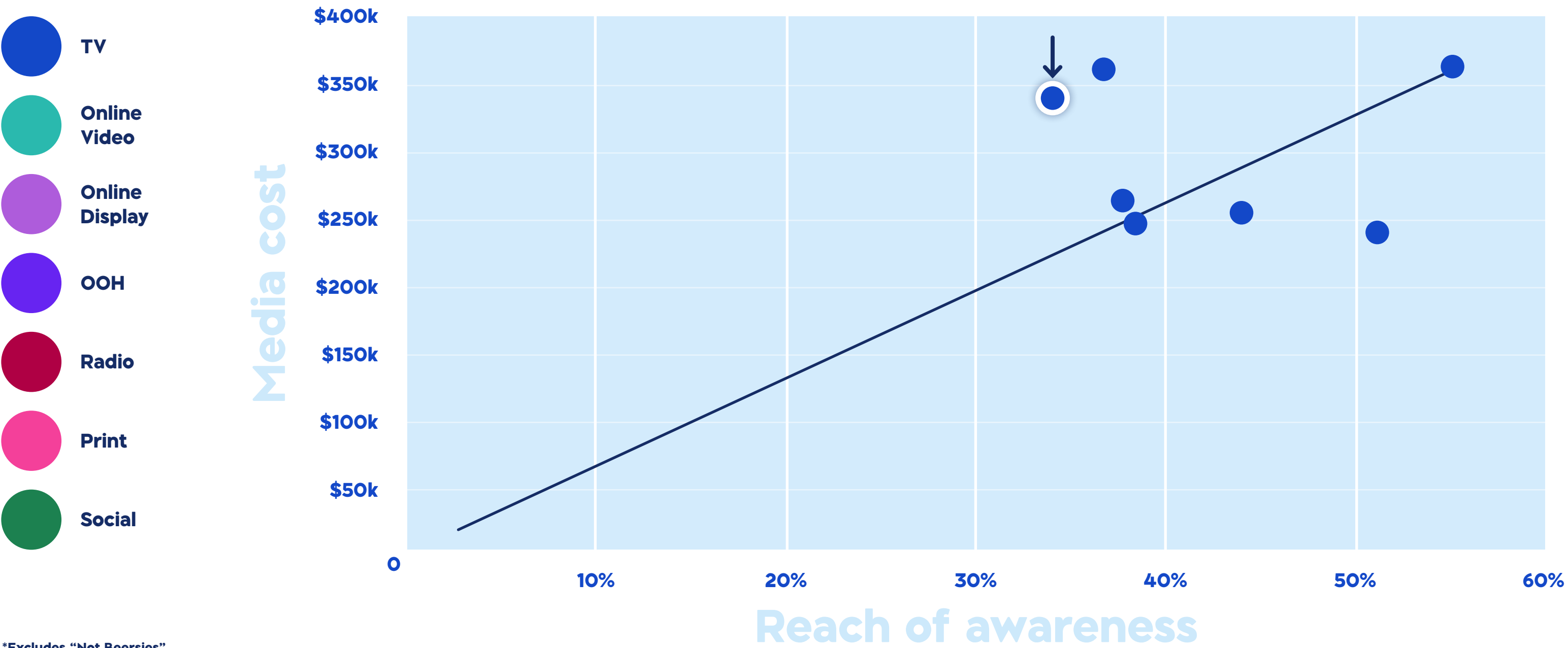
TV clearly achieved the highest level of awareness...

Relationship between media cost and reach of awareness



...as we've seen in all 7 case studies

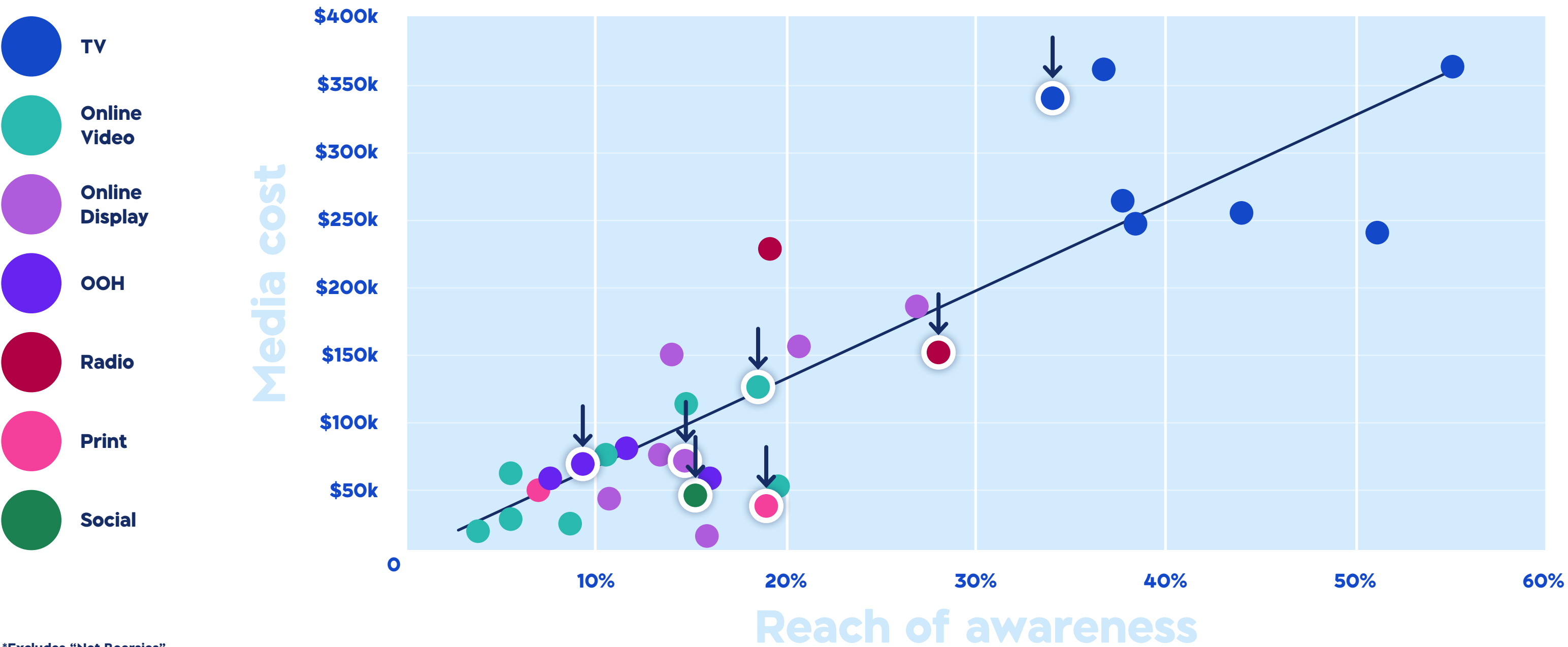
Relationship between media cost and reach of awareness (Summary of seven case studies*)



*Excludes "Not Beersies"

Even when we add in all media, no other channel could deliver the awareness and efficiency that TV delivered

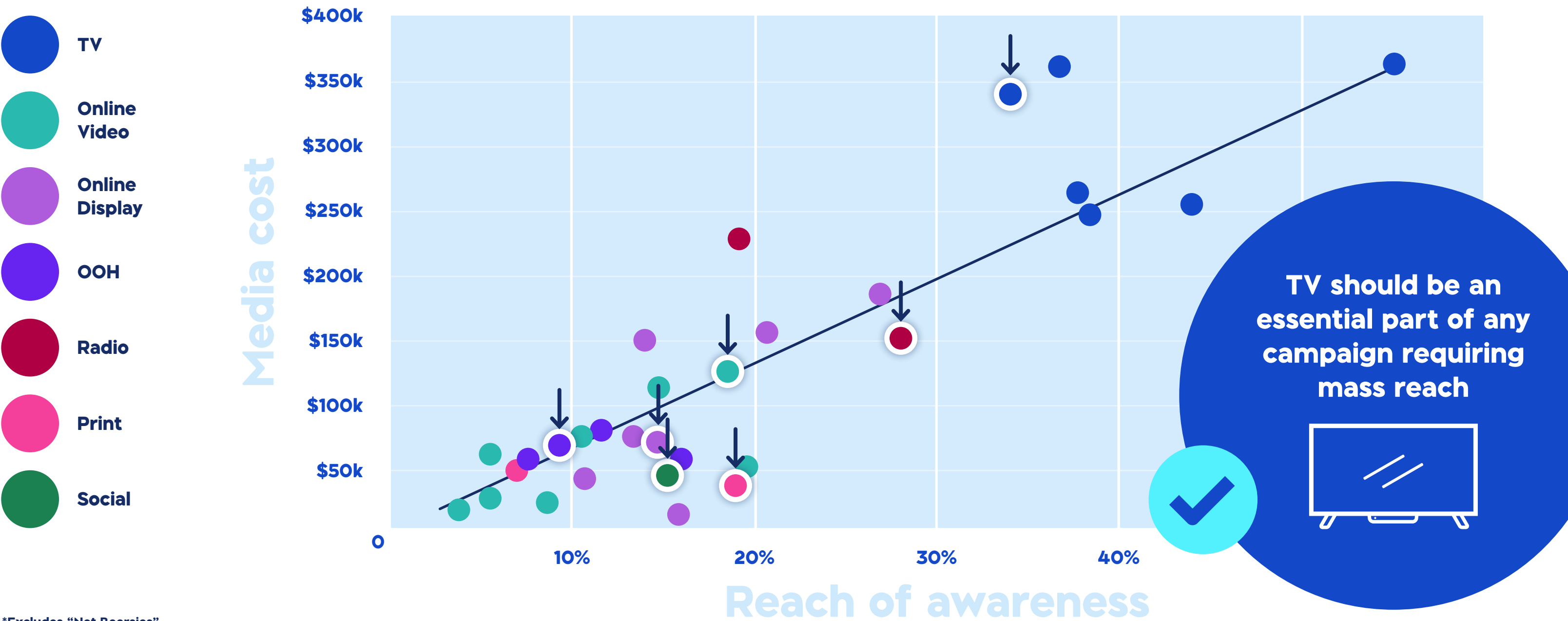
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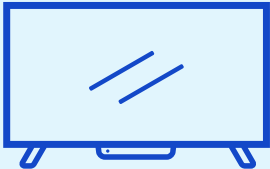



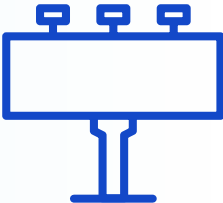


*Excludes "Not Beersies"

Impact on campaign objectives





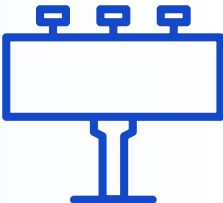


TV was most effective at driving general brand measures, while online channels were effective at driving specific actions

Generic classification of campaign KPI targets	Average impact of channels on KPIs (Indexed) ¹				
	 TV	 Radio	 Online Video	 Display/social	 OOH
Specific actions e.g. Visit store, search online	144	149	235	269	106
Targeted brand perceptions e.g. Product is available, brand is easy to deal with	118	107	137	139	108
General brand measures e.g. Awareness, consideration, preference	133	107	121	113	108




1: Sample size n = 1003

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1: Sample size n = 1003

When we look at online video, TVNZ OnDemand’s performance highlights the importance of viewing context to advertising impact

Generic classification of campaign KPI targets	Average impact of channels on KPIs (Indexed) ¹		
	 Total Online Video	 TVNZ OnDemand	 YouTube
Specific actions e.g. Visit store, search online	235	454	311
Targeted brand perceptions e.g. Product is available, brand is easy to deal with	137	126	142
General brand measures e.g. Awareness, consideration, preference	121	139	126

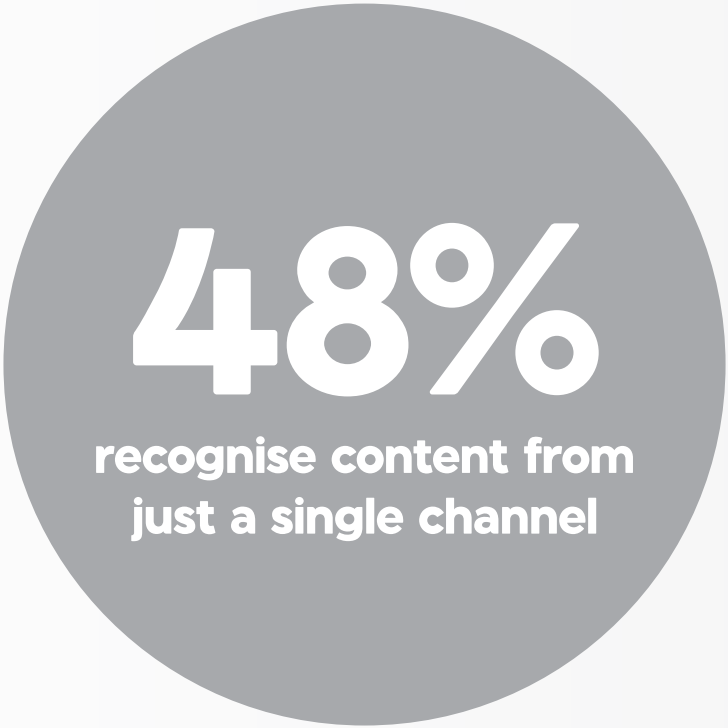
1: Sample size n = 1003

Impact of multiple channels



We know that awareness across multiple channels delivers improved performance, providing opportunities for advertisers to layer messages across different channels

Multiple channel awareness among people aware of the campaign¹



Challenge – Getting people that will only see one channel to think differently and/or initiate desired behaviour.

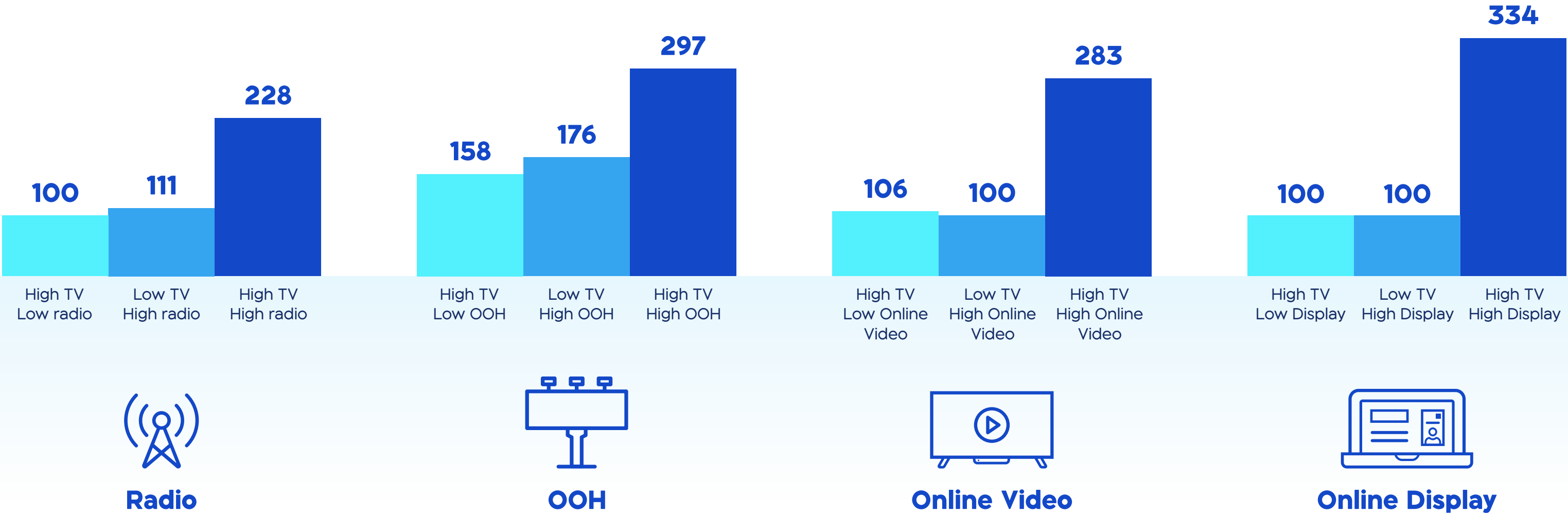


Challenge – Leveraging frequency to tell a story across channels, rather than duplicate the message across each.

¹: Sample size n = 1003

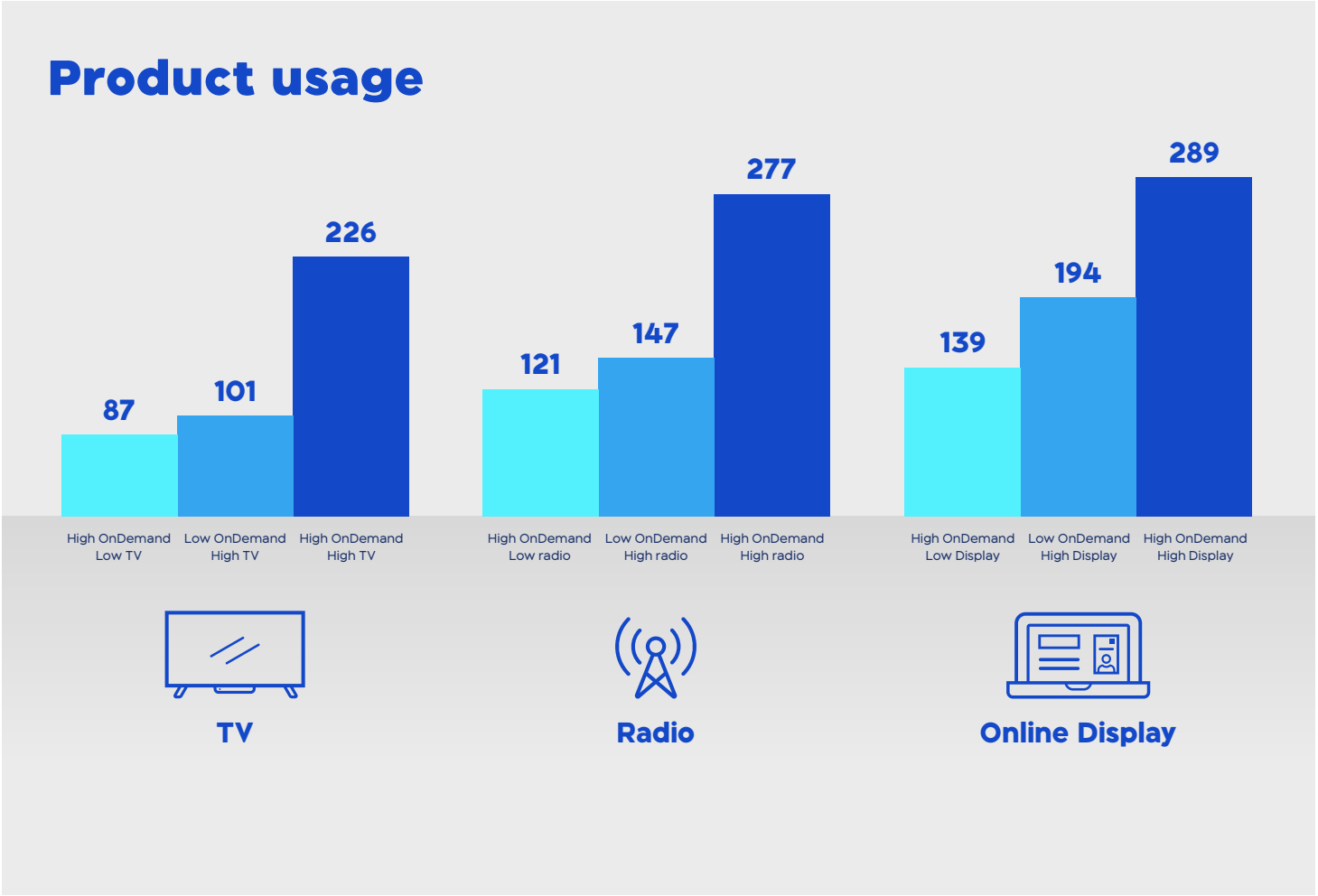
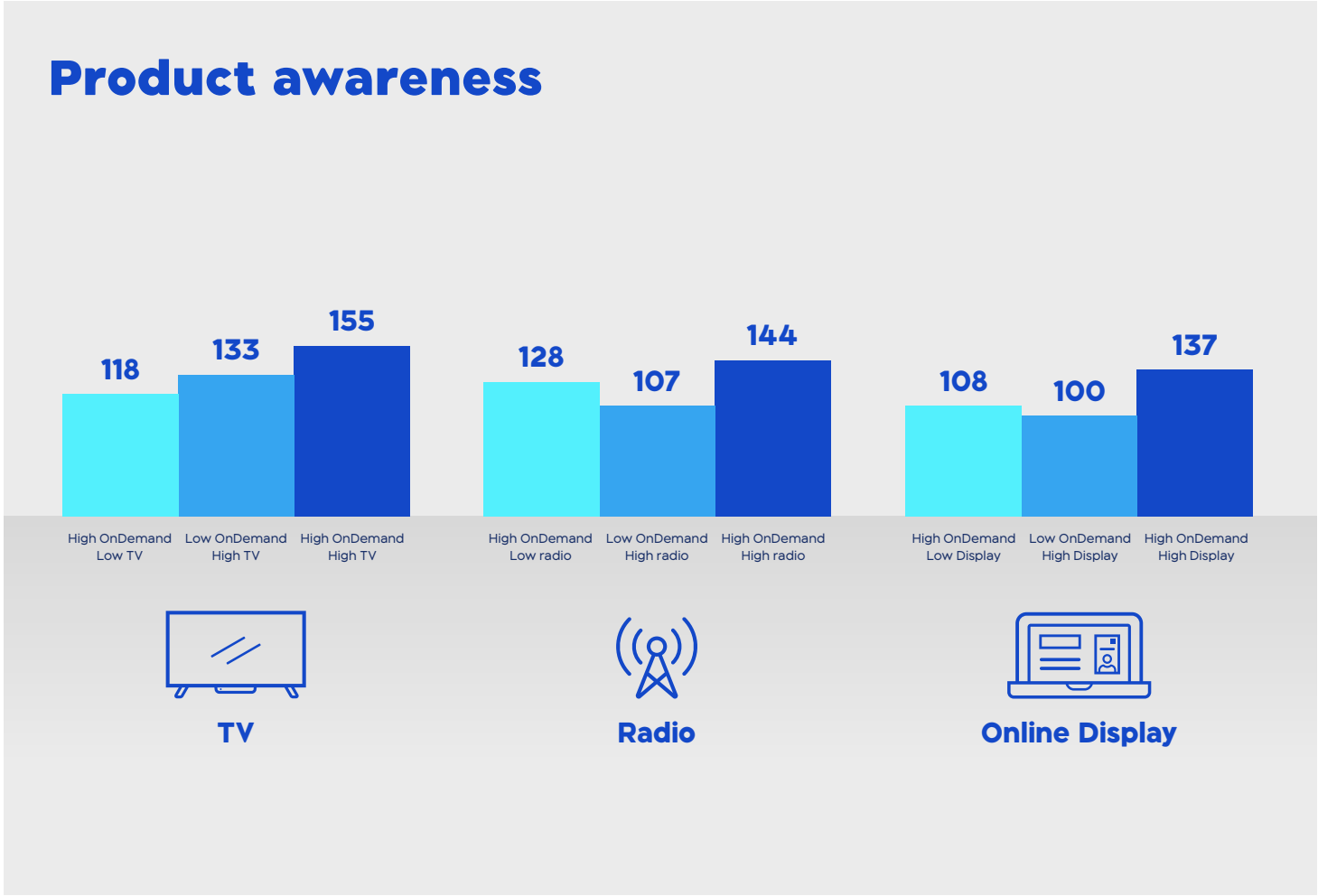
As we've seen in previous studies, TV plays an essential role in working with other channels to achieve strong results

Impact of exposure on usage (Index, 18-54)



TVNZ OnDemand was also an effective media amplifier, working particularly well with traditional channels and online display to drive usage

Impact of exposure on usage (Index, 18-54)



Key insights

- 1** The campaign achieved fantastic reach, with 61% or 1.5 million NZers aged 18-54 aware of the campaign.
- 2** Video was clearly the lead medium of the campaign with an effective combination of traditional TV and online video channels allowing the campaign to achieve consistent video awareness across all age groups.
- 3** TVNZ OnDemand was the most effective online video channel at extending the reach of TV, providing an additional 8% incremental awareness over and above TV and doing so more cost effectively than YouTube.
- 4** TV was most effective at driving general brand measures and forming a strong campaign base. TVNZ OnDemand also played an effective role as a media amplifier, working particularly well to drive usage.



Thank You

