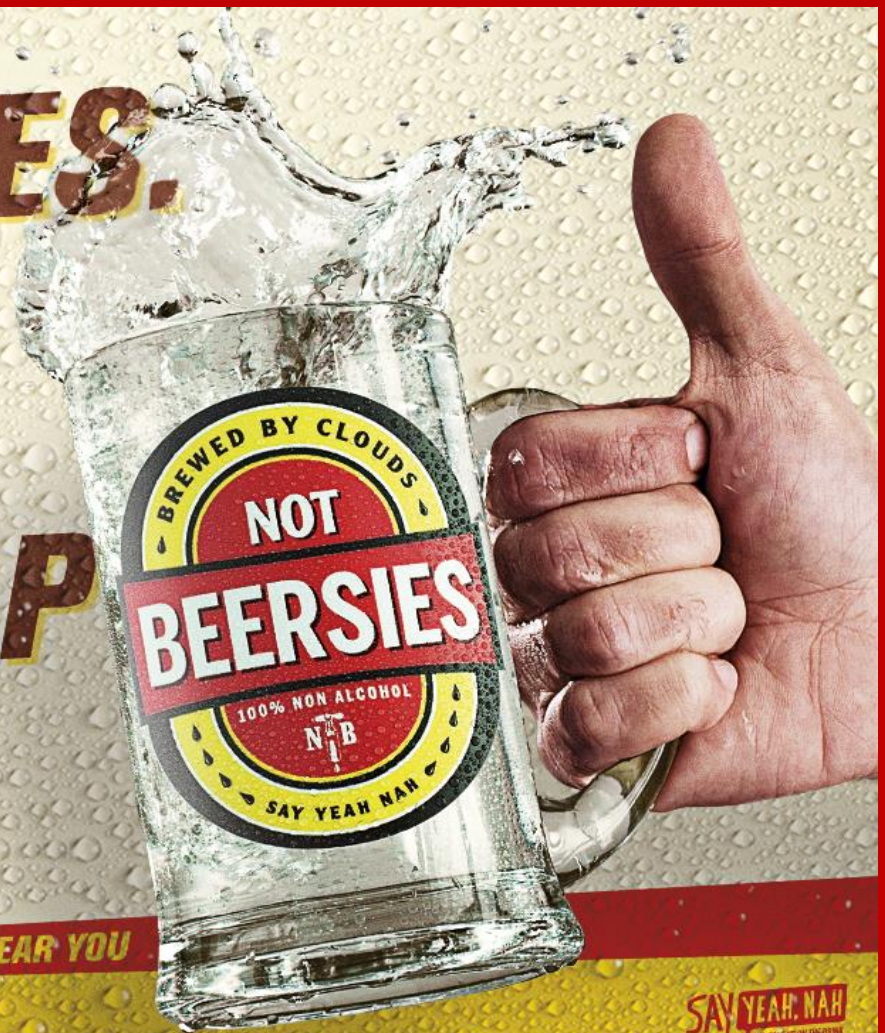


**NOT BEERSIES.
AVAILABLE
FROM A
KITCHEN TAP
NEAR YOU**



AVAILABLE AT ANY TAP NEAR YOU

facebook.com/notbeersies

SAY YEAH NAH
AND CLAP YOUR HANDS

CASE STUDY
'NOT BEERSIES' CAMPAIGN EFFECTIVENESS
PREPARED FOR TVNZ / MARCH 2015

TNS

TNS RESEARCH APPROACH



METHOD & SAMPLE FRAME

- Online survey using SmileCity commercial panel
- N=800
- 18-59 year olds (TVNZ demo)
- 18-39 year olds (HPA demo)
- Weighted to be nationally representative on region, gender and age

QUESTIONNAIRE

- 20 minute questionnaire
- Questionnaire used TNS' proprietary AdEffect and AdEval methodology to accurately measure the campaign's media mix and creative effectiveness, respectively

CASE STUDY & TIMING

This project assesses the effectiveness of the 'Not Beersies' campaign from the Health Promotion Agency (see over for details)

The campaign aired on TV, via outdoor, radio and online (banners and social), and on- and off-premise

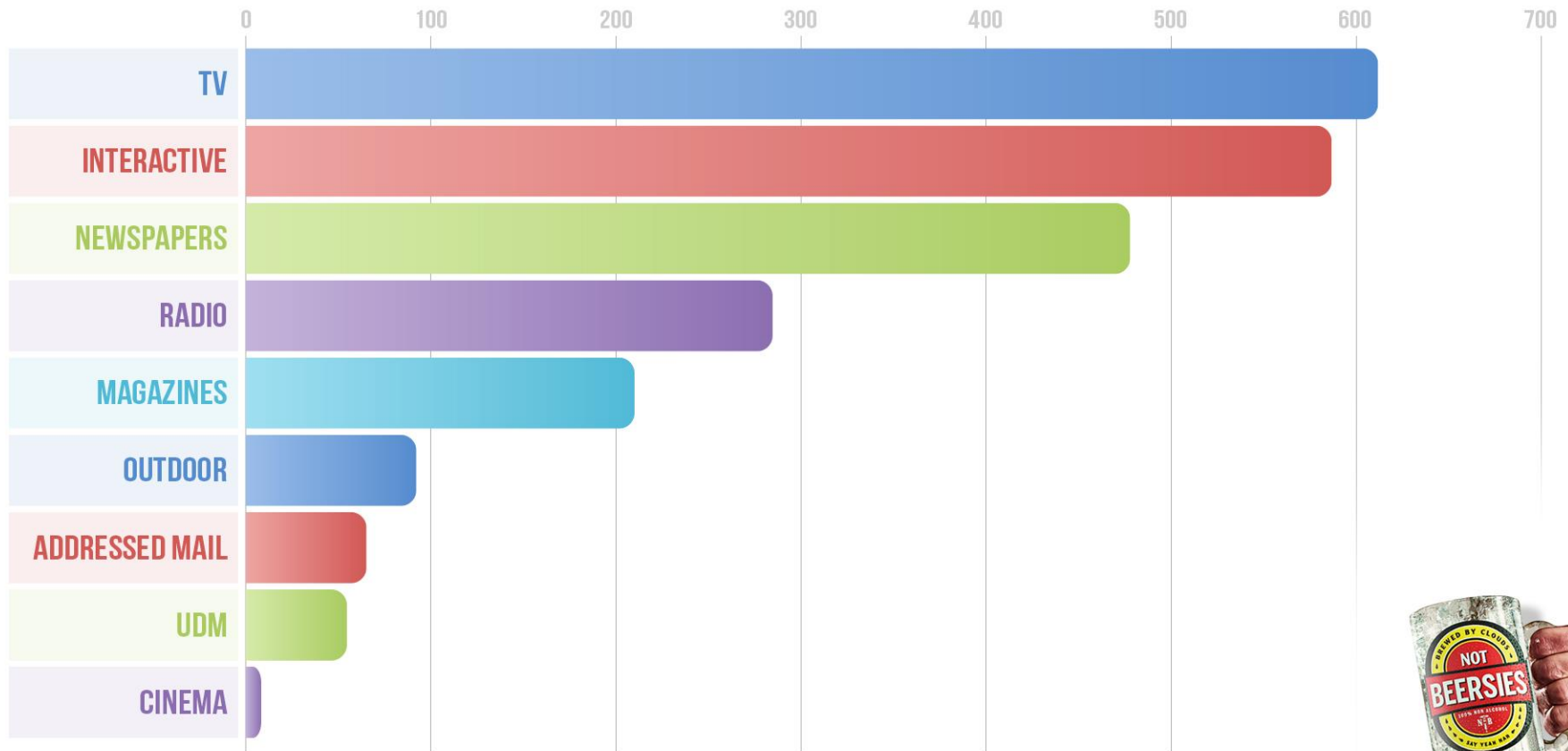
The campaign ran from November 2014 to January 2015 with the bulk of media spend in November through to mid-December

Survey data collection took place from 17 to 23 December 2014



TV CONTINUES TO BE THE MOST VALUED MEDIUM FOR ADVERTISERS

2014 ASA AD REVENUE DATA

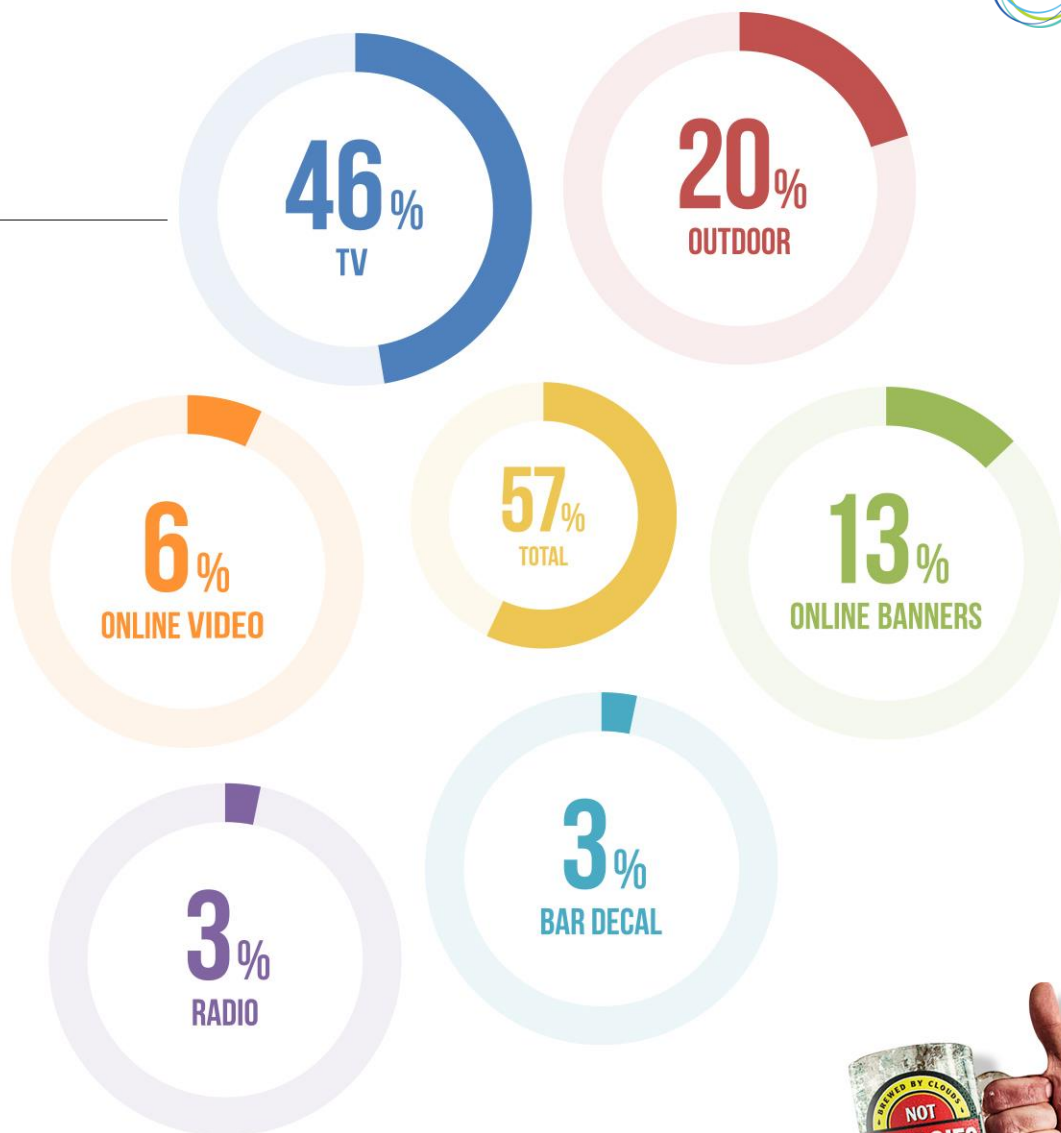


CHANNELS OF REACH

TV WAS THE MOST EFFECTIVE CHANNEL TO ACHIEVE REACH



Overall, 6 out of 10 people recognised the 'Not Beersies' campaign with almost 50% of total recognition being driven by TV advertising.

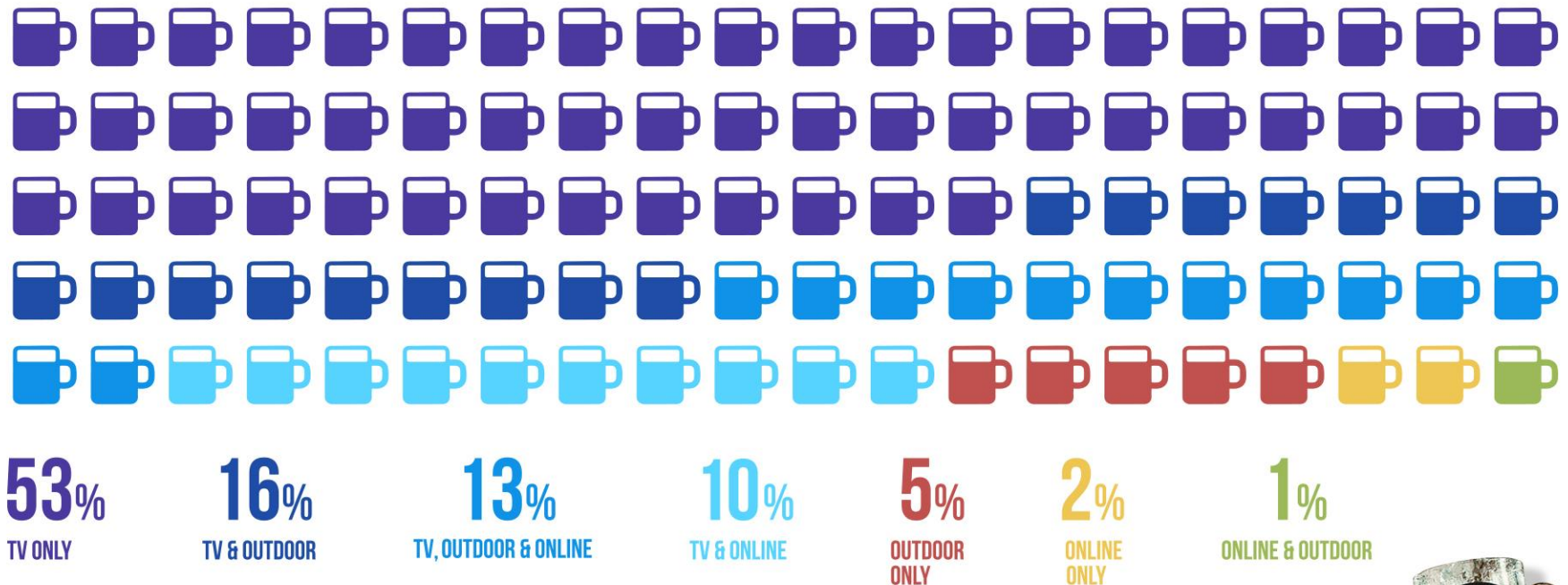


Source: TNS Not Beersies Ad Effect Study 2015

Overall campaign prompted awareness recognition of the 'Not Beersies' campaign (multiple response, %)

IN FACT, 91% OF TOTAL AWARENESS WAS DELIVERED BY TV

Versus 26% in Digital and 36% for Outdoor



Source: TNS Not Beersies Ad Effect Study 2015

Overlap in recognition of media channels (% of total awareness = prompted recognition of ads from this channel and awareness of a beverage called "not beersies")



TV VERSUS ONLINE / EXPOSURE LEVELS

TV WAS KEY AT DRIVING AWARENESS OF THE CAMPAIGN AND THE PHRASE 'NOT BEERSIES'



At high exposure levels TV on its own delivered the best impact for awareness of 'Not Beersies'.



HIGH TV,
LOW ONLINE



HIGH ONLINE,
LOW TV



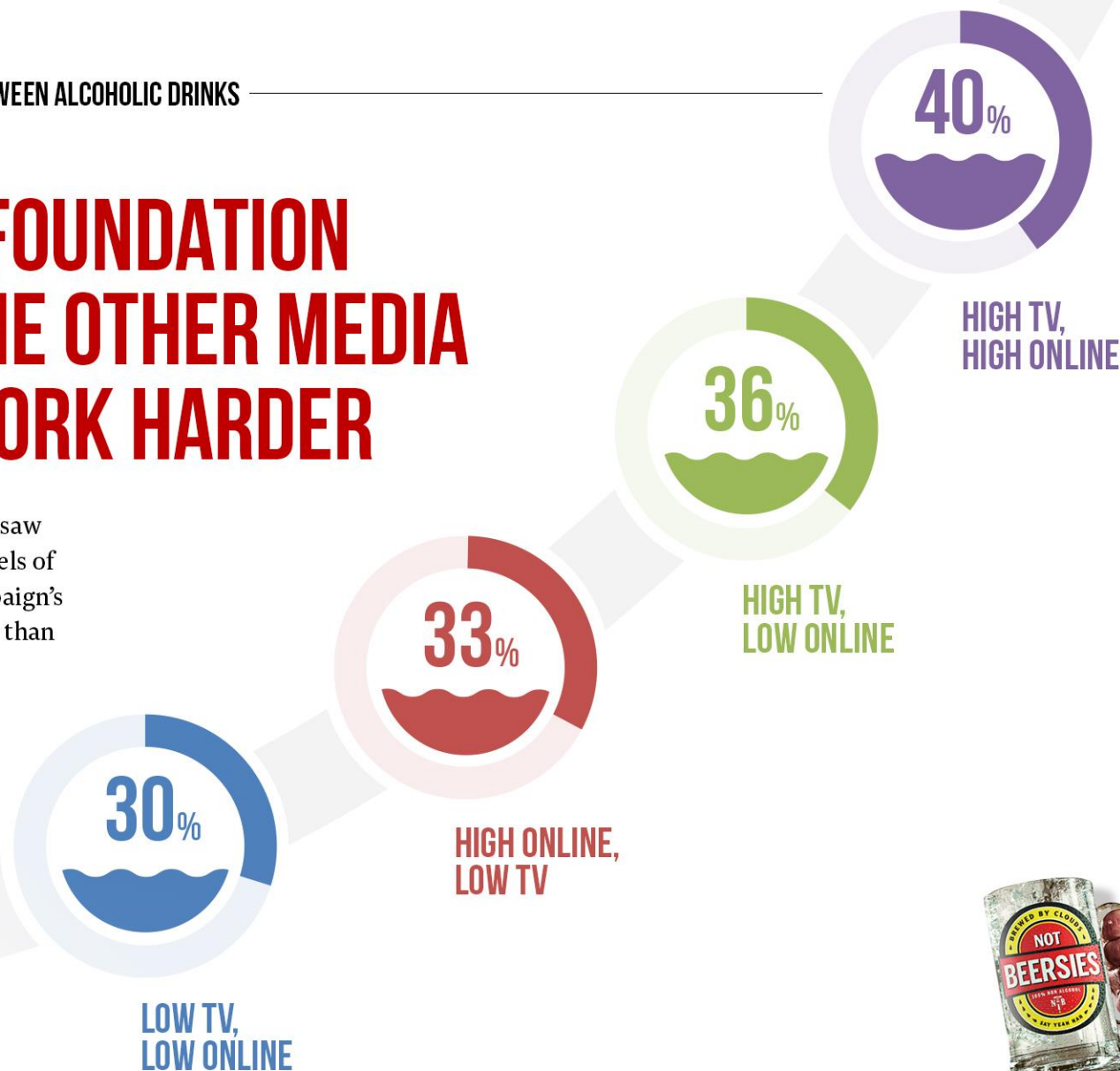
HIGH TV,
HIGH ONLINE



MADE AN EFFORT TO HAVE WATER IN BETWEEN ALCOHOLIC DRINKS

TV LAID THE FOUNDATION AND MADE THE OTHER MEDIA CHANNELS WORK HARDER

When measuring the brand KPI's we saw evidence of true synergy. At high levels of exposure to TV and online, the campaign's impact on key outcomes was greater than that for either media alone.



Source: TNS Not Beersies Ad Effect Study 2015



SUMMARY

TV IS A **POWERFUL MEDIUM**
FOR ADVERTISERS

TV HAS **INCREDIBLE REACH**

TV IS HIGHLY EFFECTIVE
AT **GENERATING AWARENESS**

TV PLAYS A KEY PART
IN **MULTI MEDIA ADVERTISING**

TV & DIGITAL
WORK WELL TOGETHER

Digital is not a replacement for TV - each play their part

