

TV proves to be a powerful reach generator even with a younger audience: a QSR campaign

KANTAR TNS.



This was a campaign to drive sales of a specific product within a QSR chain.

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
(49% completing on mobile devices)



**Proprietary AdEffect and
AdEval methodologies**
To measure the campaign's media
mix and creative effectiveness

What we did

Media reviewed



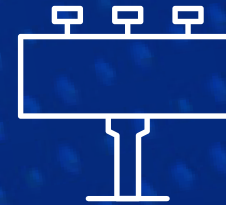
TV



Online Video



Online Display



OOH



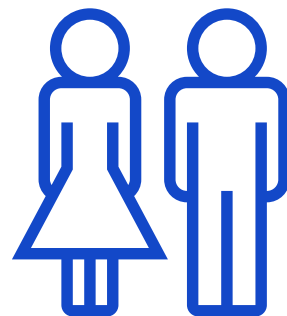
Radio



Cinema

Who we surveyed

1,026
Online
interviews



Ages

18-54

Data collected during



June

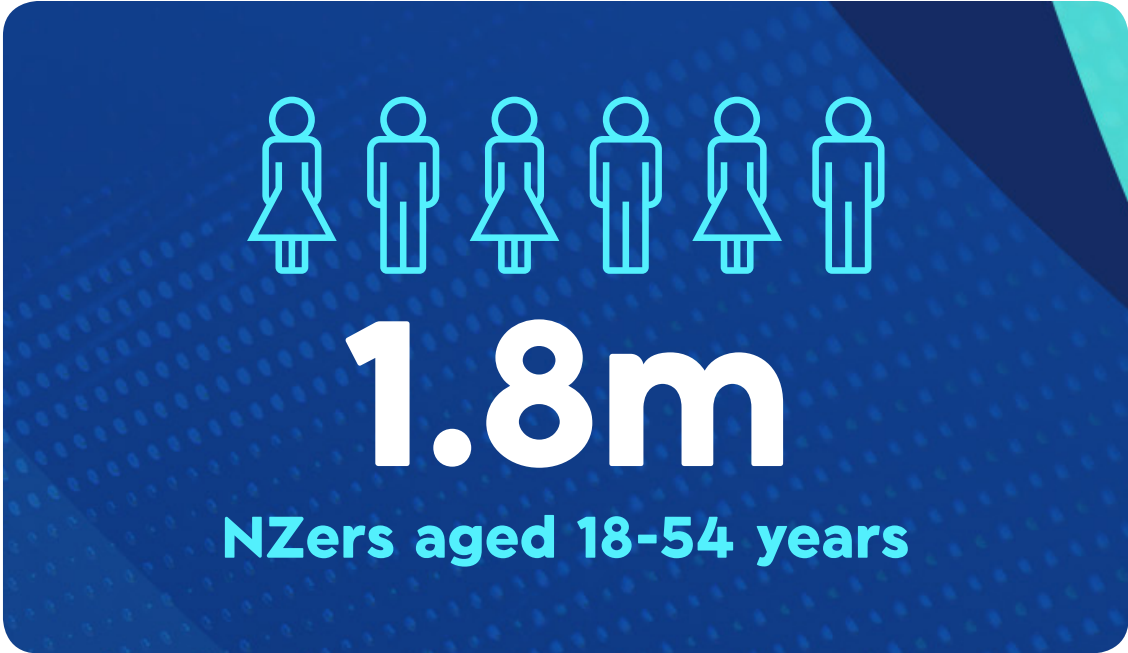
How effective was the media mix?



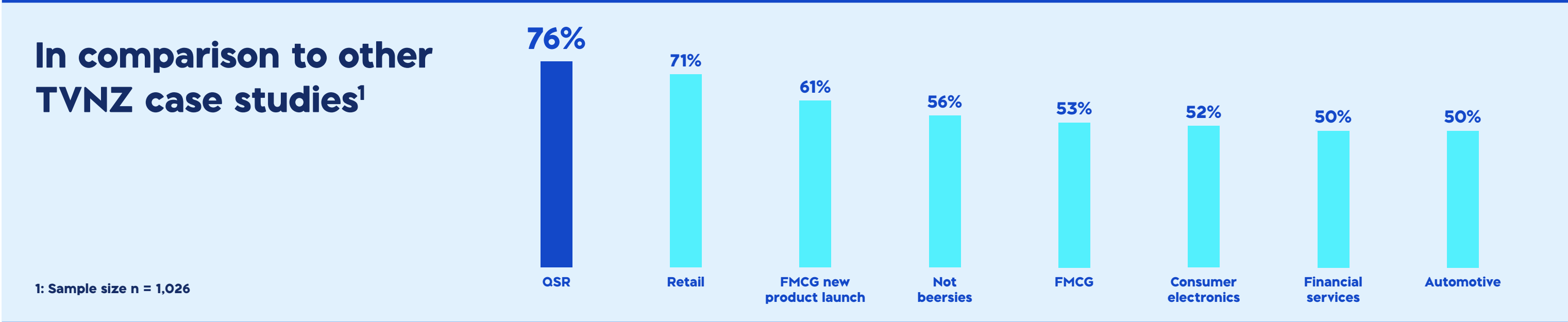
The media mix achieved overall campaign recognition of

76%

OR

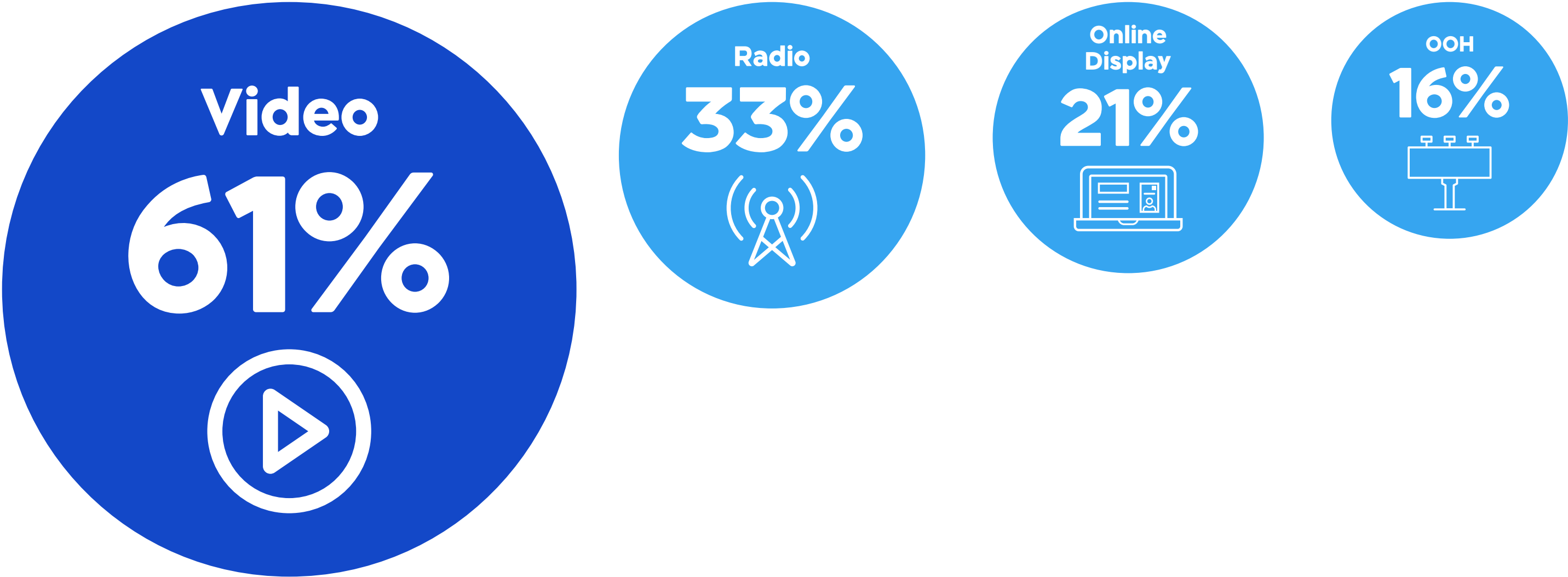


1.8m
NZers aged 18-54 years



The bulk of those who recognised the campaign recalled the video elements...

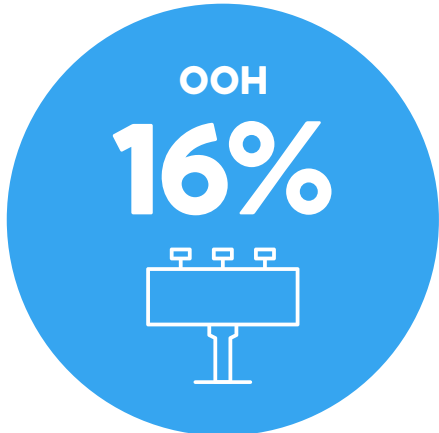
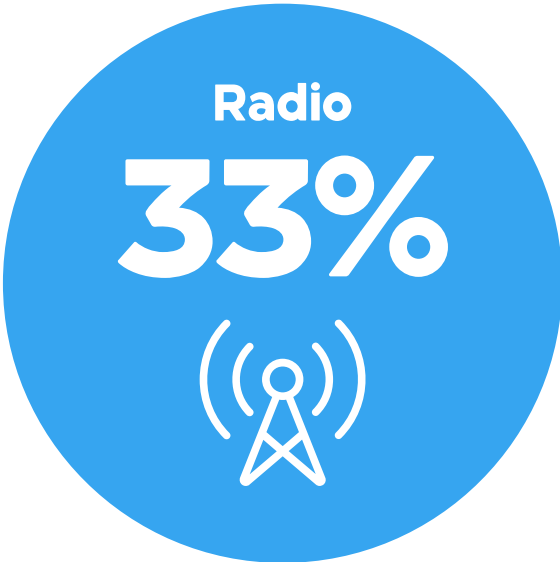
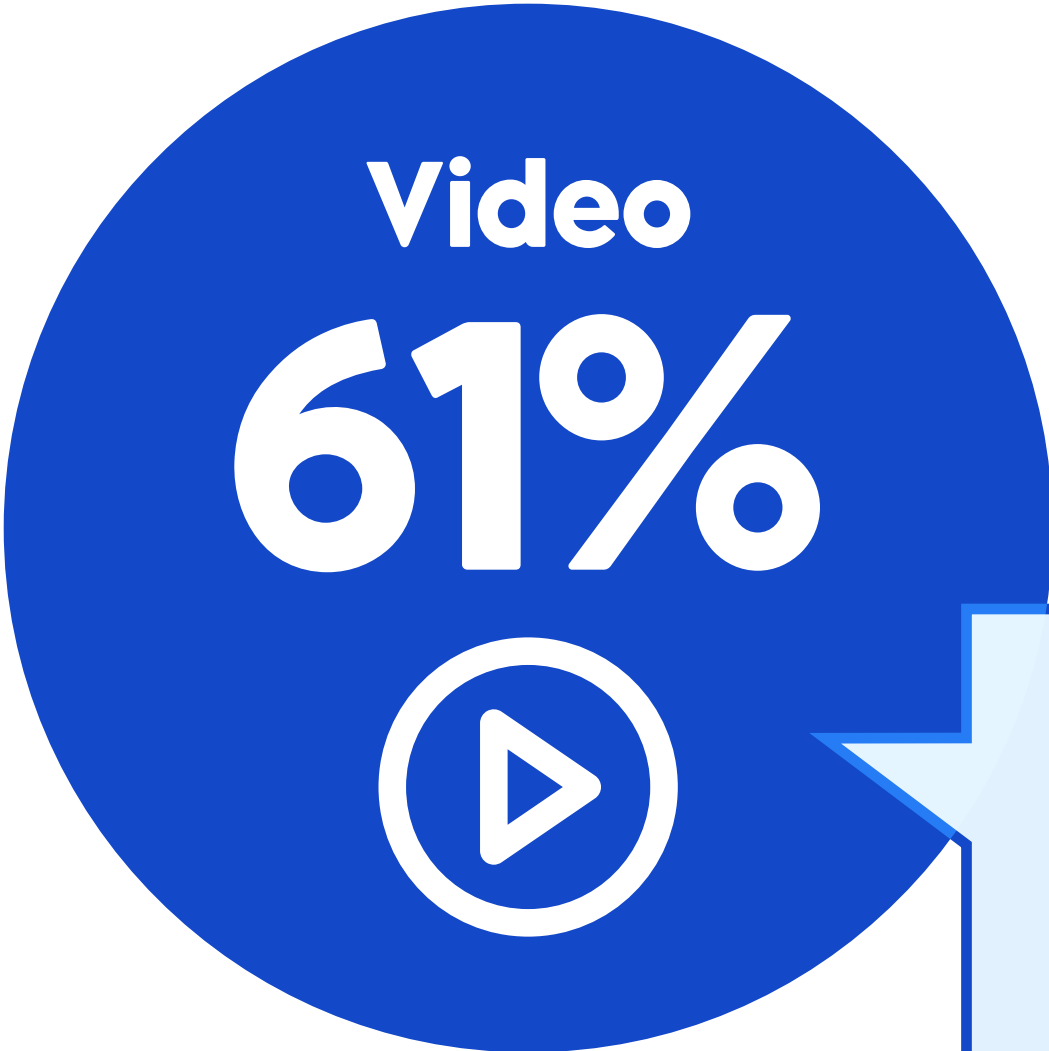
Prompted recognition of campaign assets by channel (% NZers 18-54)








1: Sample size n = 1,026

The bulk of those who recognised the campaign recalled the video elements... driven strongly by Broadcast TV

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



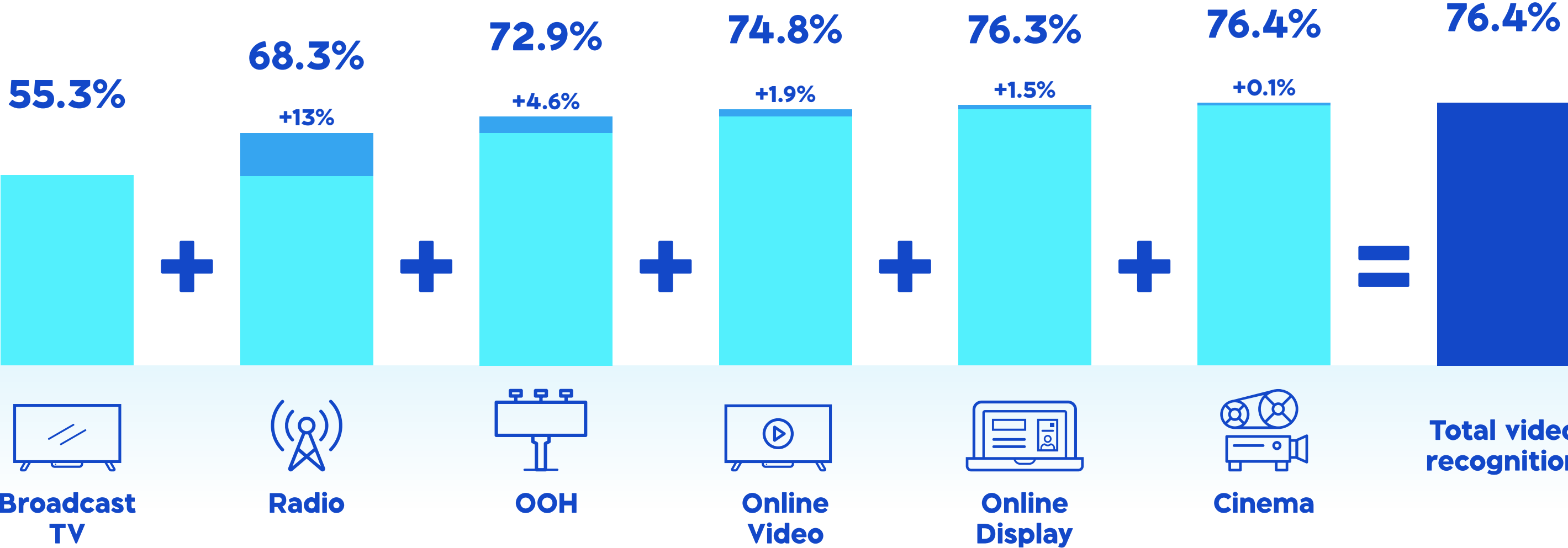
Video recognised by channel¹

	Broadcast TV	55%
	TV OnDemand	8%
	YouTube	7%
	Facebook Video	4%
	Cinema	1%

¹: Sample size n = 1,026

TV & Radio worked well to maximise reach, with other channels delivering additional reach

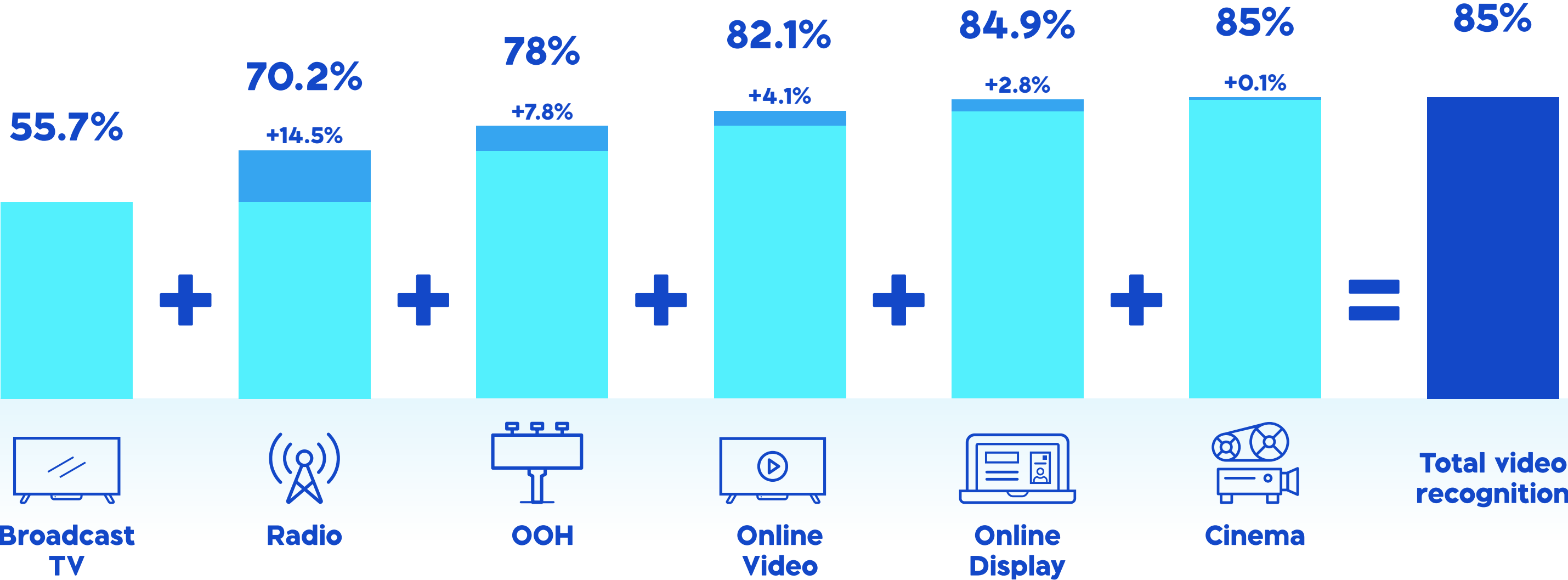
Marginal reach in awareness of each channel (%NZers 18-54)¹



¹: Sample size n = 1,026

While this might surprise you, it remains consistent even amongst 18-24 year olds

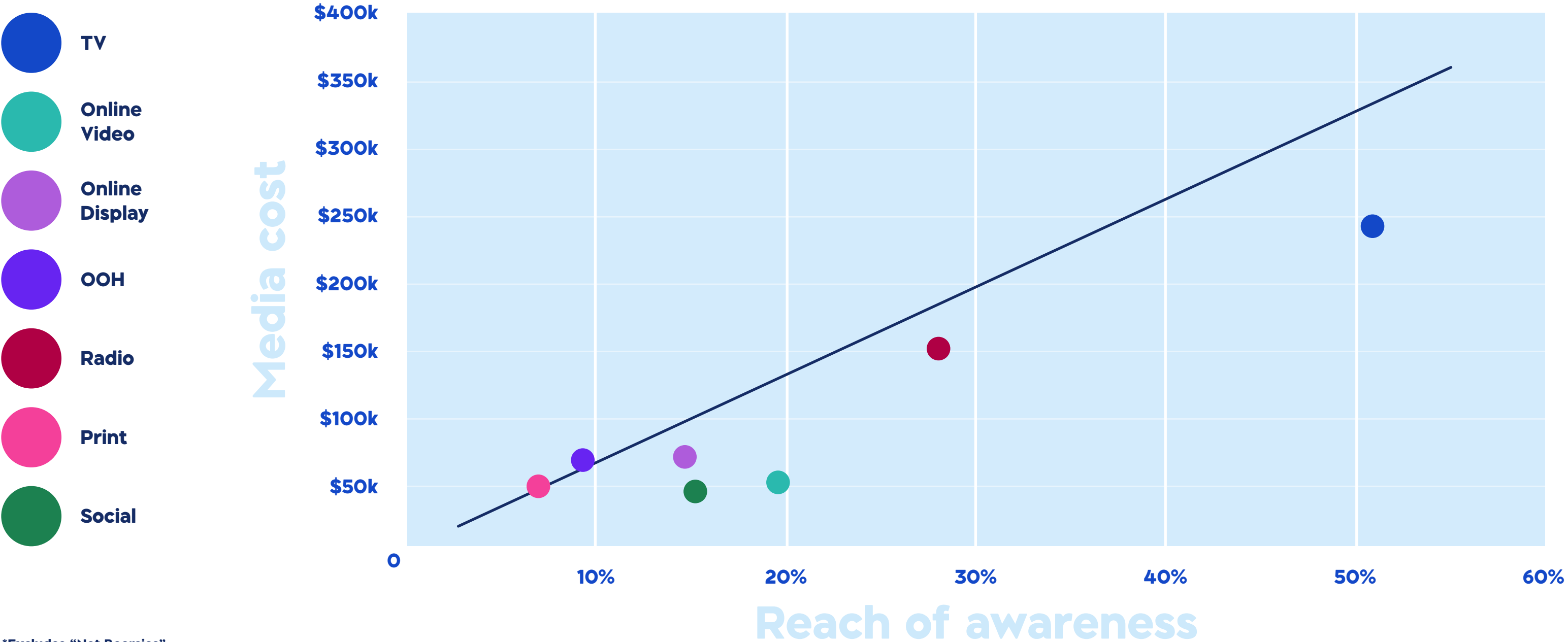
Marginal reach in awareness of each channel (%NZers 18-24)¹



¹: Sample size: 182

TV clearly achieved the highest level of awareness...

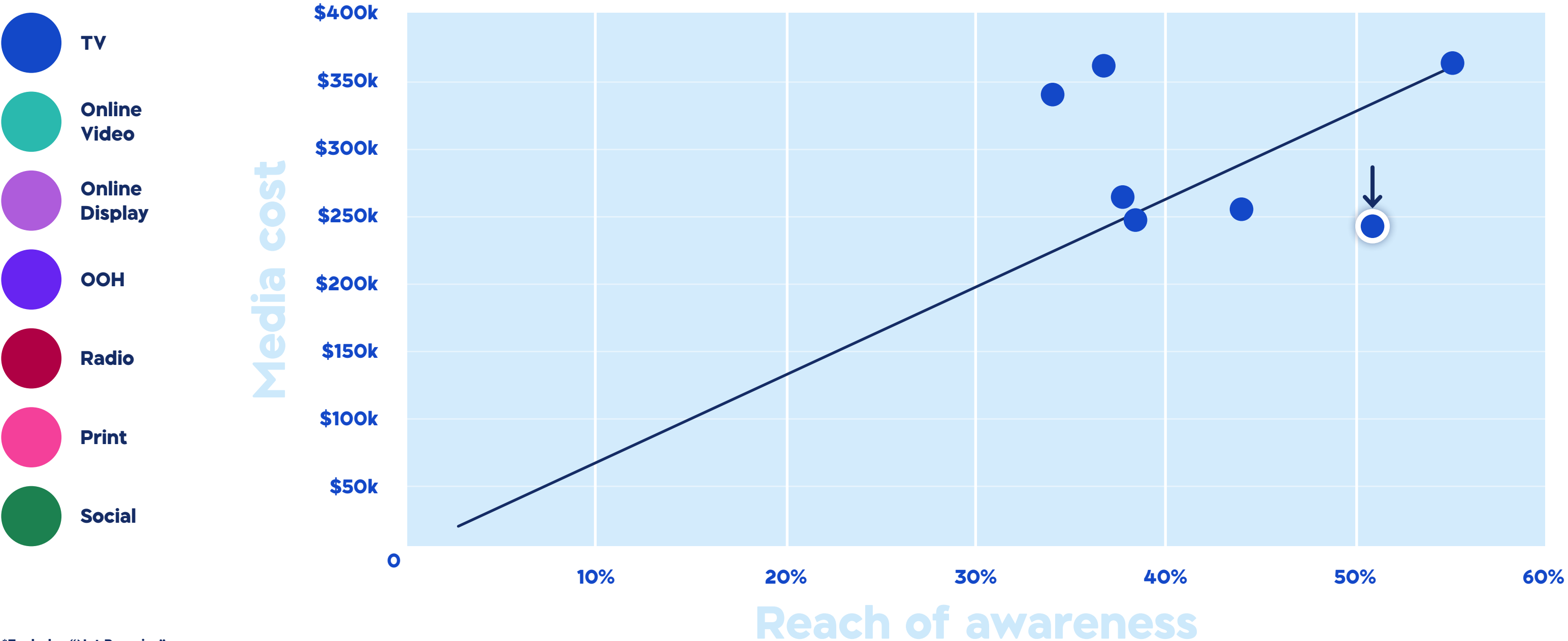
Relationship between media cost and reach of awareness



*Excludes "Not Beersies"

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

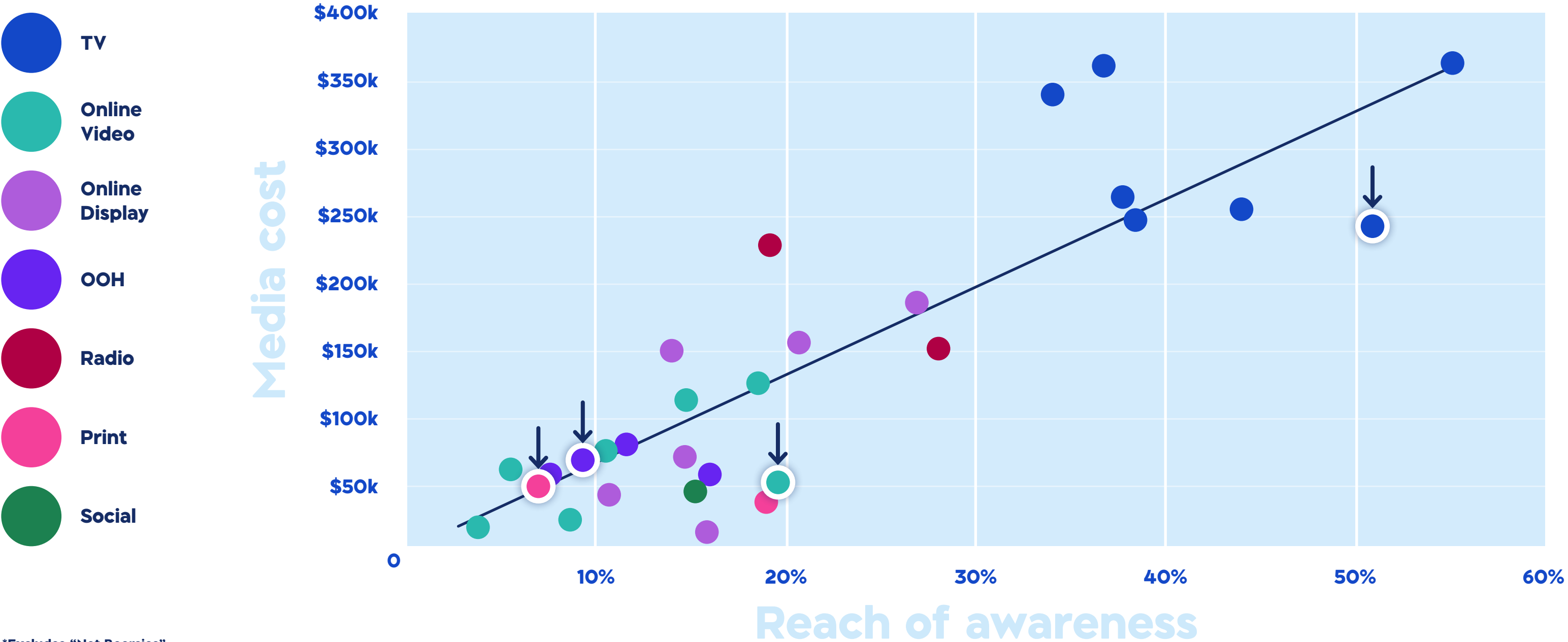
Relationship between media cost and reach of awareness (Summary of seven case studies*)



*Excludes "Not Beersies"

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

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

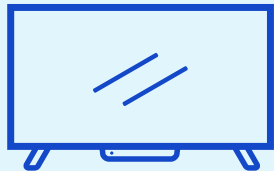

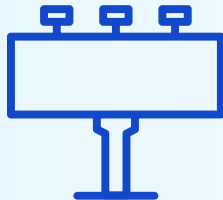

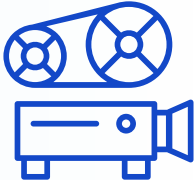


*Excludes "Not Beersies"

Impact on campaign objectives



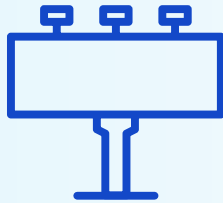

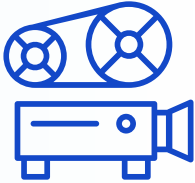


Online Display generated strong results across all KPIs, with a surprising result from TV at driving customers in store

Generic classification of campaign KPI targets	Average impact of channels on KPIs (Indexed) ¹				
	 TV	 Radio	 OOH	 Online Display	 Cinema
Specific actions e.g. Visit store, search online	135	107	119	166	112
Targeted brand perceptions e.g. Product is available, brand is easy to deal with	135	105	106	143	111
General brand measures e.g. Awareness, consideration, preference	121	104	103	129	110

¹: Sample size n = 1,026

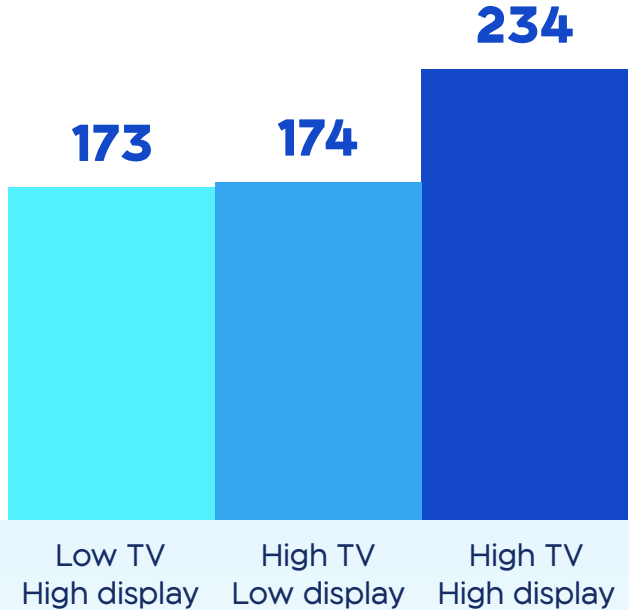
Online Display generated strong results across all KPIs, with a surprising result from TV at driving customers in store

<p>Generic classification of campaign KPI targets</p> <p>e.g. For those highly exposed to TV advertising, performance on the Specific actions KPI's were 35% higher than the control group.</p>	<p>Average impact of channels on KPIs (Indexed)¹</p>				
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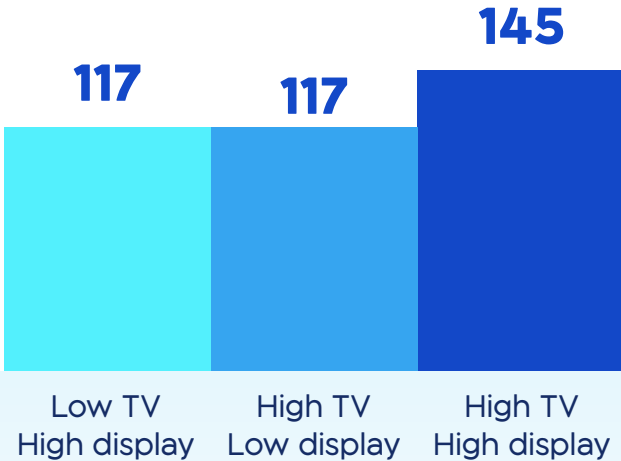
¹: Sample size n = 1,026

The combination of TV and online drove brand salience and share of purchase occasion, two key metrics for the campaign

Impact of exposure on **top-of mind brand awareness** (% , 18-54)



Impact of exposure levels on **share of purchase occasions** (% , 18-54)



We never say just promote on TV... it is about using the right media mix for your campaign...

In this campaign half of all respondents recognised the campaign from more than one channel...

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 = 1,026

...which is important as exposure to multiple channels had a significant impact on the performance of the campaign in delivering a message

Impact of single versus multiple channel exposure⁽¹⁾⁽²⁾



Average impact on KPI of high exposure to **one** channel



Average impact on KPI of high exposure to **multiple** channels

1: Sample size n = 1,026 2: Average impact across brand level KPIs for this case study

Key insights

- 1** Supported by a very strong media plan, the campaign was recalled by 76% of consumers aged 18-54.
- 2** Broadcast TV formed a strong base off which the broader media mix delivered added frequency and some additional recall – this remained consistent amongst younger demos.
- 3** TV and online performed strongly in delivering to brand KPIs, so it's no surprise that in combination they achieved powerful results.
- 4** We know campaigns are often more impactful when recalled in more than one channel, which was proven to be the case here.

Thank You

