

**Major retail brand achieves
huge campaign recognition
through video channel success**

KANTAR TNS



This was a long-term brand building campaign driven by video

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



15 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



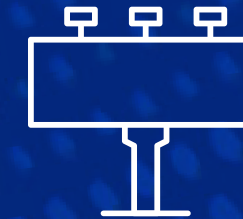
TV



OnDemand Video



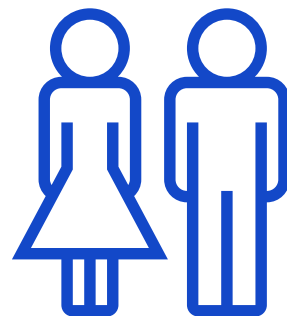
Print



OOH

Who we surveyed

1,004
Online
interviews



Ages

18-54

Data collected in



Nov


How effective was the media mix?



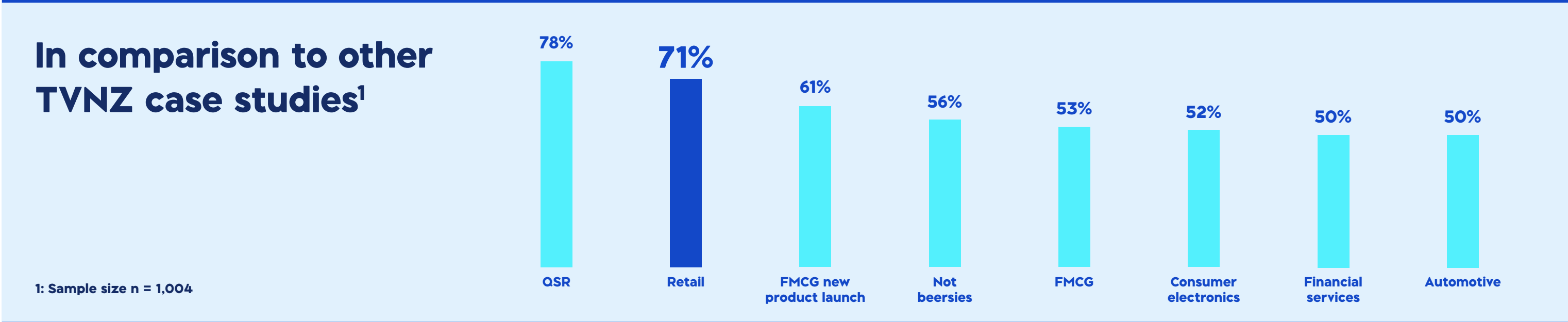
The media mix achieved overall campaign recognition of

71%

OR

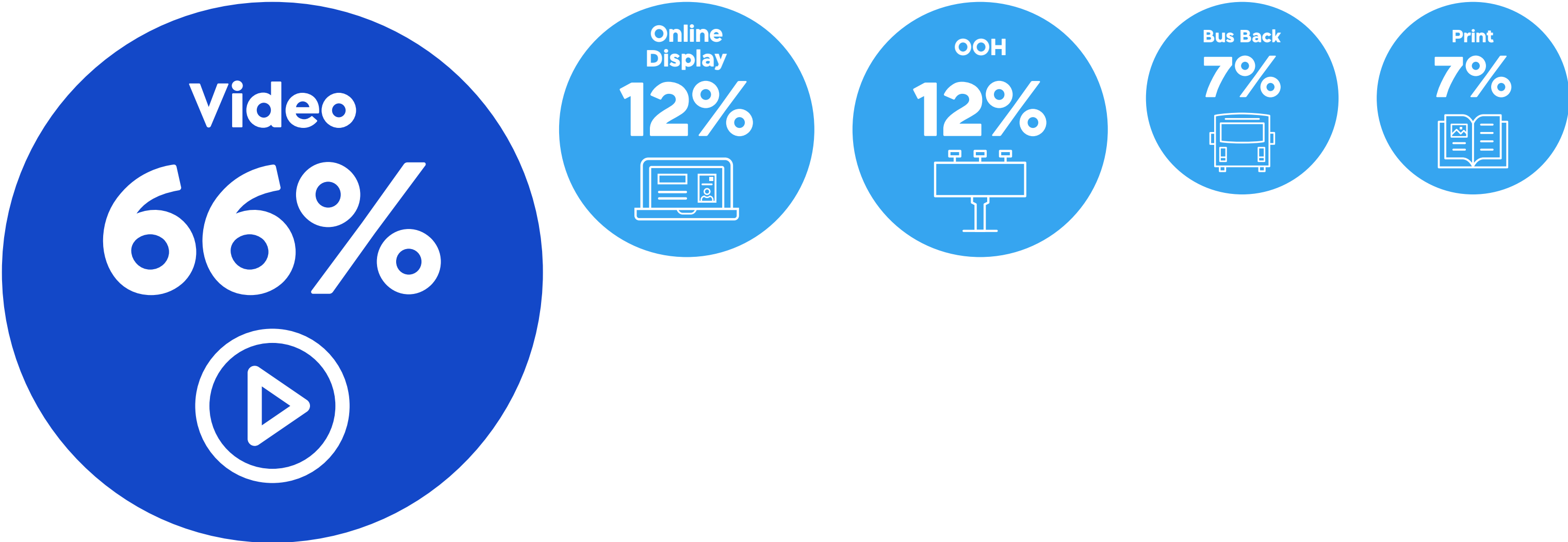


1.7m
NZers aged 18-54 years



Video was the clear driver of this...

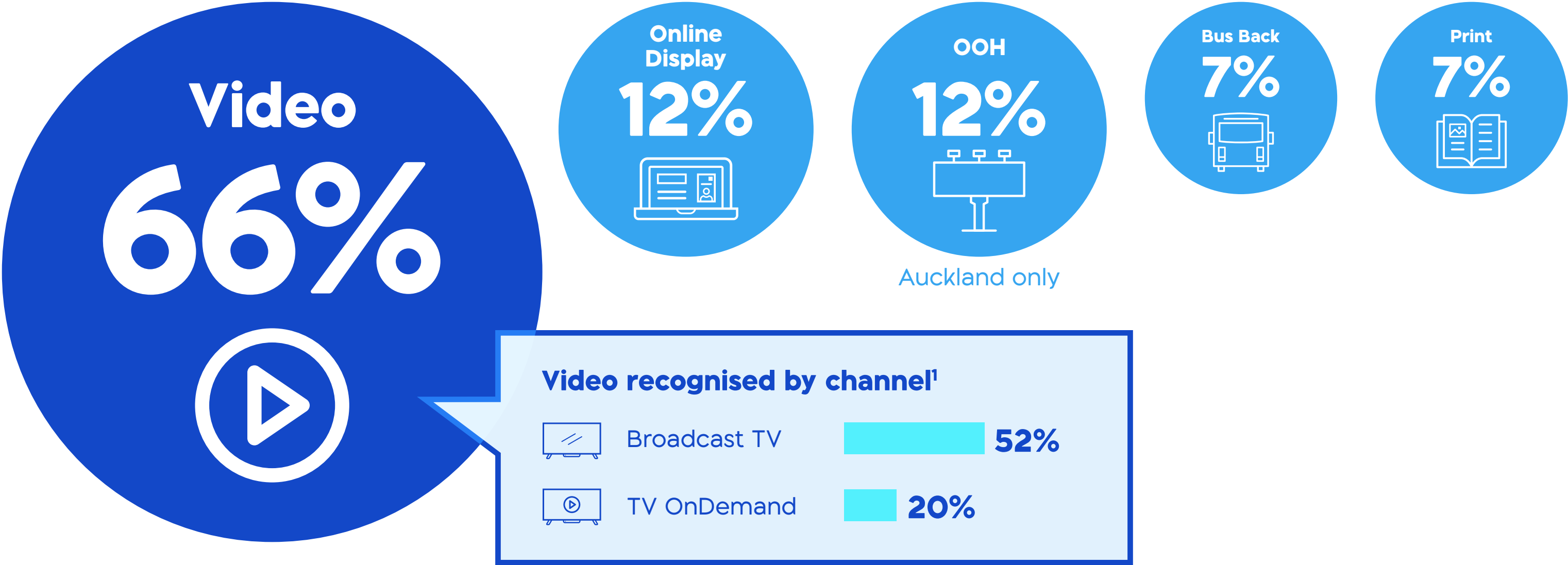
Prompted recognition of campaign assets by channel (% NZers 18-54)



1: Sample size n = 1,004

Video was the clear driver of this, with both broadcast TV and OnDemand delivering strong recall...

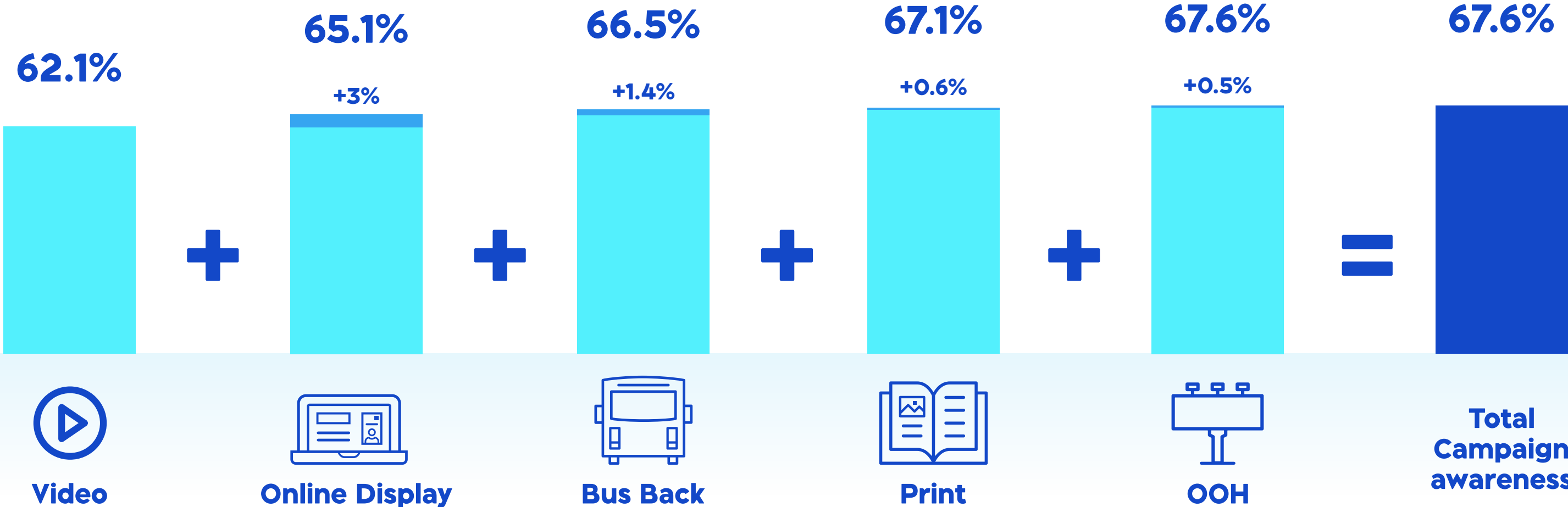
Prompted recognition of campaign assets by channel (% NZers 18-54)



¹: Sample size n = 1,004

...and other channels delivering frequency to reinforce the brand message, but minimal impact over video's phenomenal performance in this campaign!

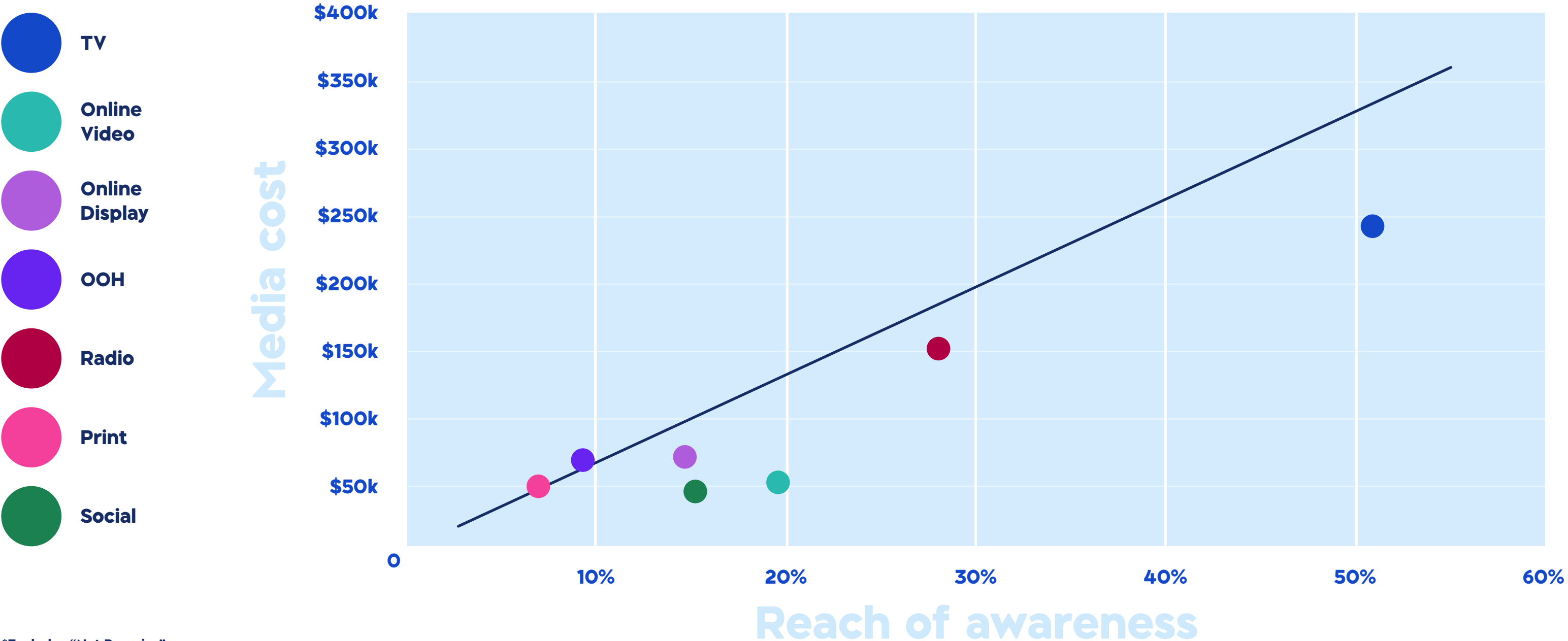
Marginal reach in awareness of each channel (%NZers 18-54)¹



¹: Sample size n = 1,004

TV clearly achieved the highest level of awareness...

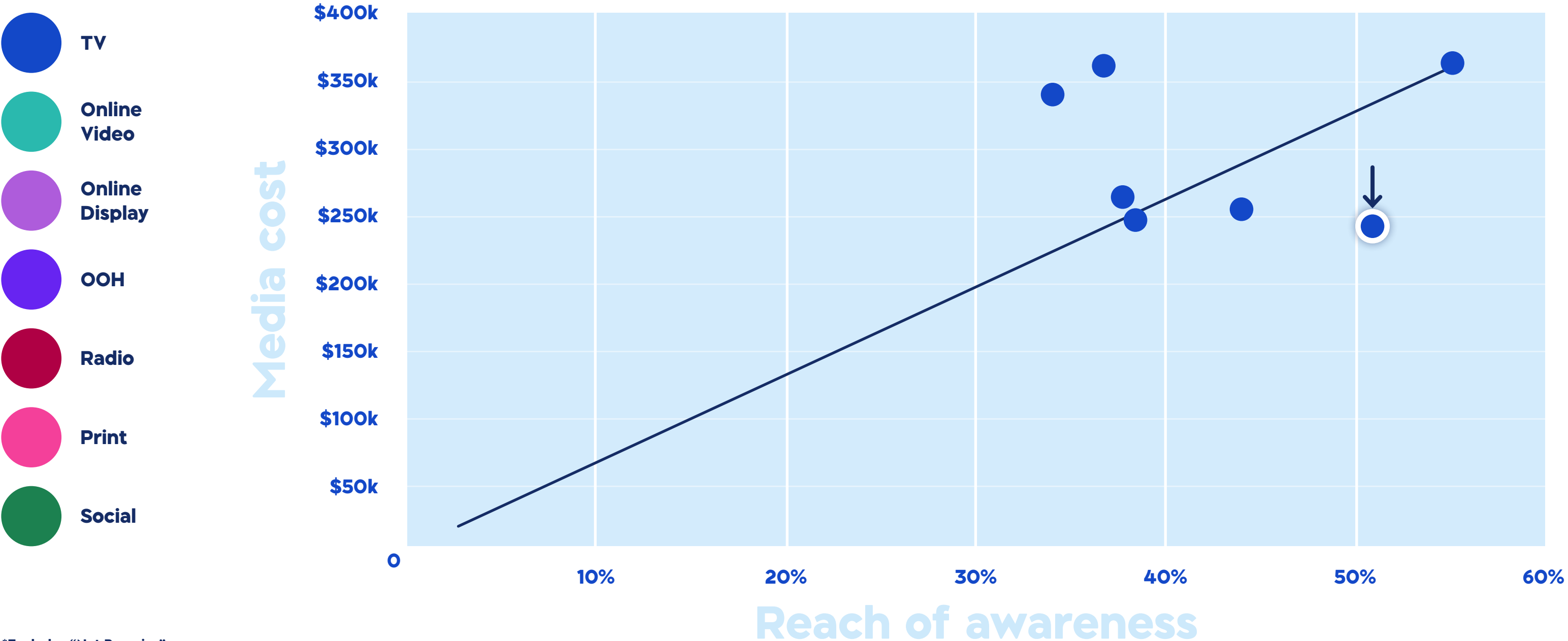
Relationship between media cost and reach of awareness



*Excludes "Not Beersies"

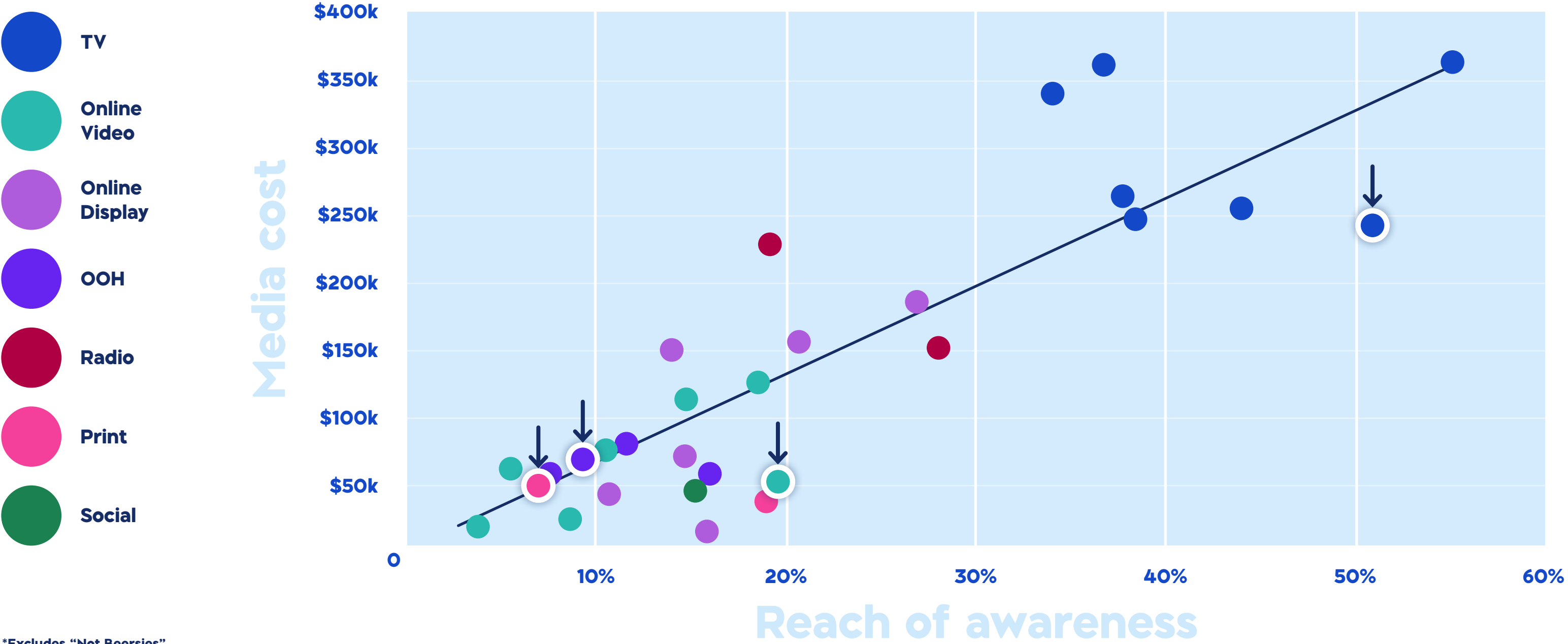
As we've seen in all 7 case studies

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



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*)



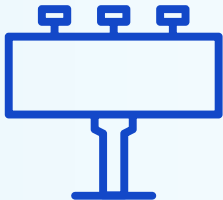



*Excludes "Not Beersies"

Impact on campaign objectives

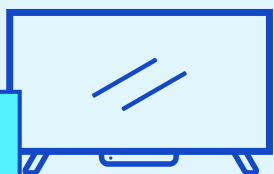

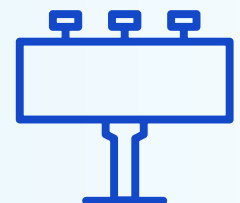



TV performed strongly across all KPI categories, and while the campaign was deliberately targeted toward long-term brand building, it also had an impact on specific actions

<p>Generic classification of campaign KPI targets</p>	<p>Average impact of channels on KPIs (Indexed)¹</p>			
<p>Specific actions e.g. Visit store, search online</p>	 <p>TV</p>	 <p>Online Display</p>	 <p>OOH</p>	 <p>Print</p>
<p>Targeted brand perceptions e.g. Product is available, brand is easy to deal with</p>	<p>117</p>	<p>100</p>	<p>100</p>	<p>110</p>
<p>General brand measures e.g. Awareness, consideration, preference</p>	<p>125</p>	<p>160</p>	<p>155</p>	<p>216</p>
<p>General brand measures e.g. Awareness, consideration, preference</p>	<p>120</p>	<p>100</p>	<p>100</p>	<p>100</p>

¹: Sample size n = 1,004

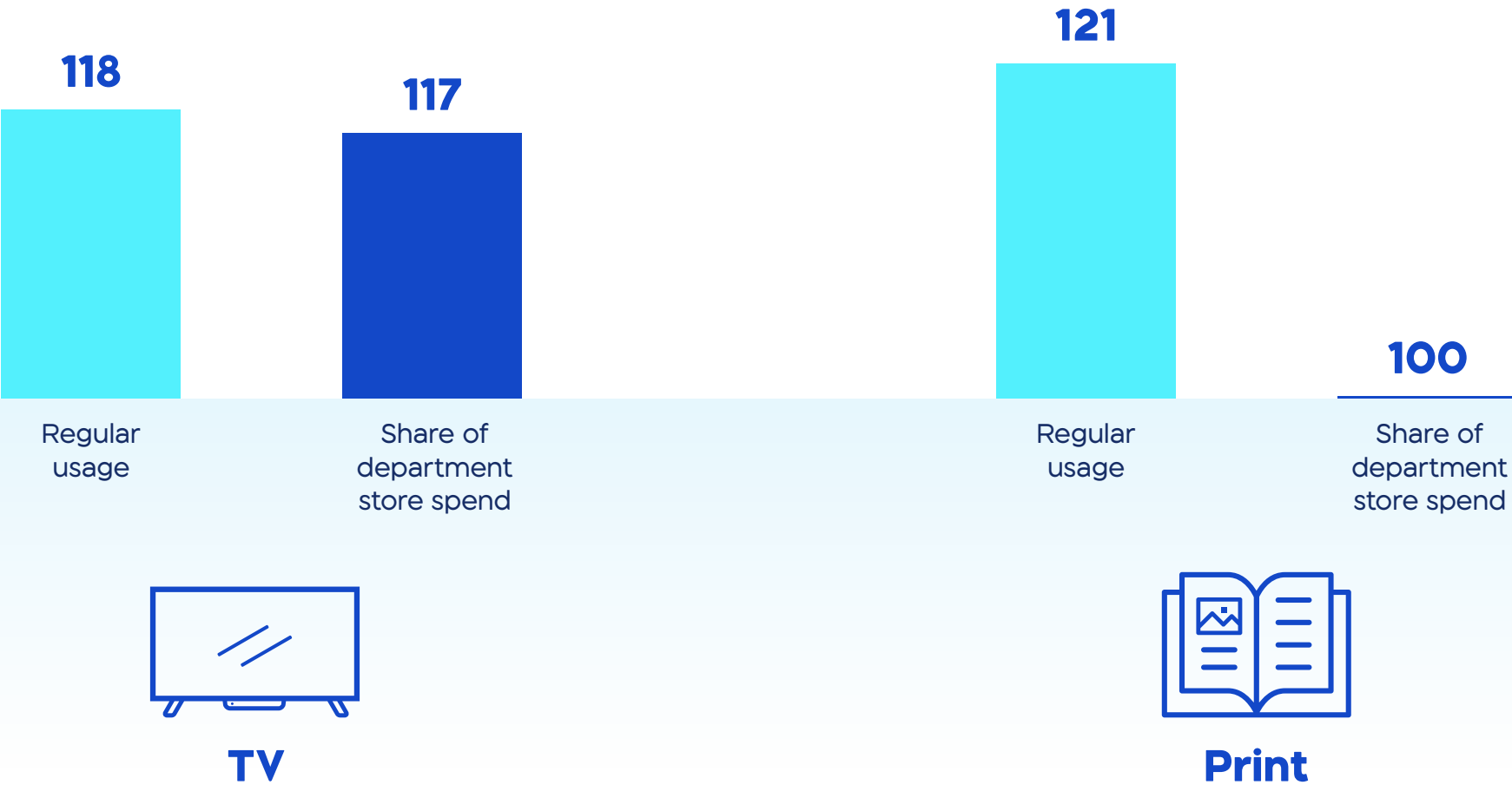
TV performed strongly across all KPI categories, and while the campaign was deliberately targeted toward long-term brand building, it also had an impact on specific actions

<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 17% higher than the control group.</p>	<p>Average impact of channels on KPIs (Indexed)¹</p>			
	 TV	 Online Display	 OOH	 Print
<p>Specific actions e.g. Visit store, search online</p>	117	100	100	110
<p>Targeted brand perceptions e.g. Product is available, brand is easy to deal with</p>	125	160	155	216
<p>General brand measures e.g. Awareness, consideration, preference</p>	120	100	100	100

¹: Sample size n = 1,004

TV's influence on driving general brand measures was also converted into specific actions, with viewers highly exposed to the campaign reporting 17% greater share of spend

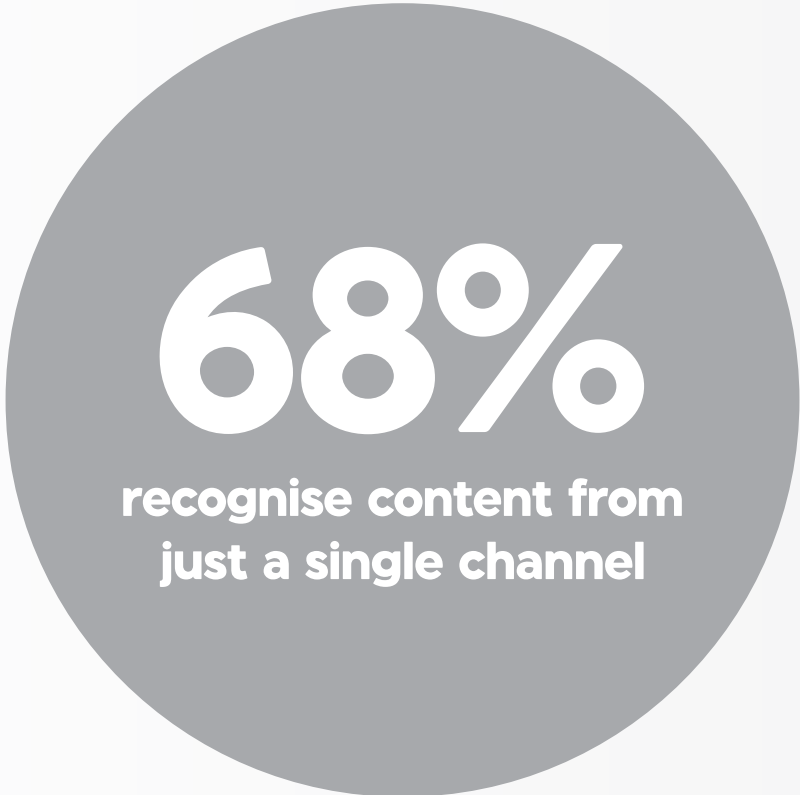
Impact of exposure on specific actions (index)¹



¹: Sample size n = 1,004

A third of consumers aware of the campaign recalled more than one channel. Generally this was a combination of video plus another 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 = 1,004

Key insights

- 1** The campaign achieved fantastic recall, with 71% or 1.7 million NZers aged 18-54 recalling the campaign.
- 2** Video formed the basis of the campaign and was communicated strongly by TV and an effective use of TV OnDemand to deliver strong incremental reach.
- 3** While the campaign was deliberately targeted towards long-term brand building, the content used on TV also had an impact on the specific actions of encouraging greater usage and share of shoppers' wallets.
- 4** Video's success at generating recall meant that the 32% who recalled the campaign in multiple channels were predominantly seeing video plus something else.

Thank You

