

**TV drives sales in a
multi-media FMCG
targeted sales campaign**

KANTAR TNS.



This was a targeted FMCG sales campaign using a range of targeted media in addition to broadcast TV

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



10-15 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

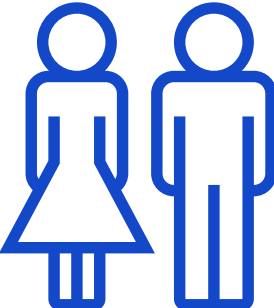
What we did

Media reviewed

 TV	 Online Video	 Print (Magazines)	 Social Media	 Digital Display	 eDM	 PR
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Who we surveyed

1,614
Online interviews



Ages
18-39

Data collected over two months




How effective was the media mix?



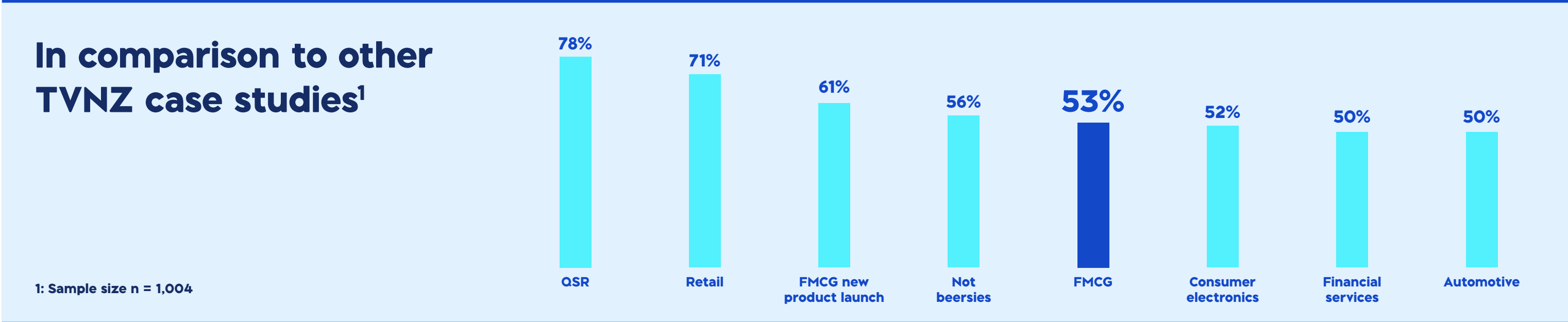
The media mix achieved overall campaign recognition of

53%

OR

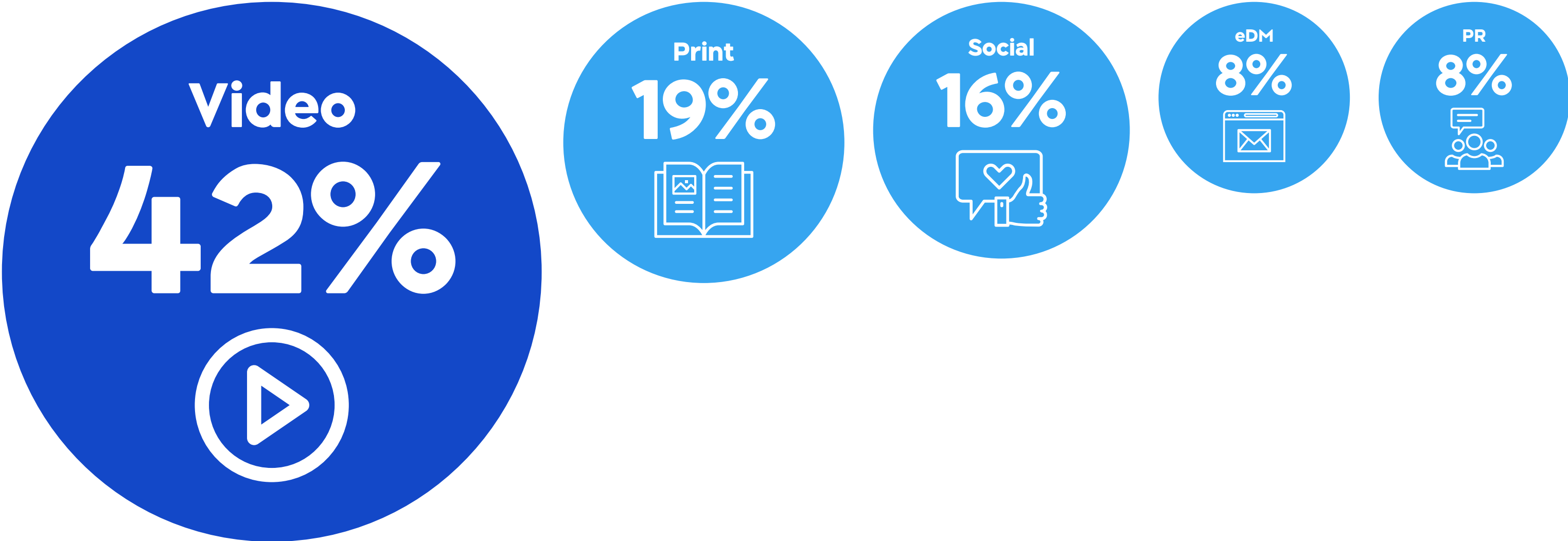


1.3m
NZers aged 18-39 years



Video delivered high awareness...

Prompted recognition of campaign by channel (% NZers 18-39)¹







¹: Sample size n = 1,007

Video delivered high awareness driven strongly by Broadcast TV

Prompted recognition of campaign by channel (% NZers 18-39)¹



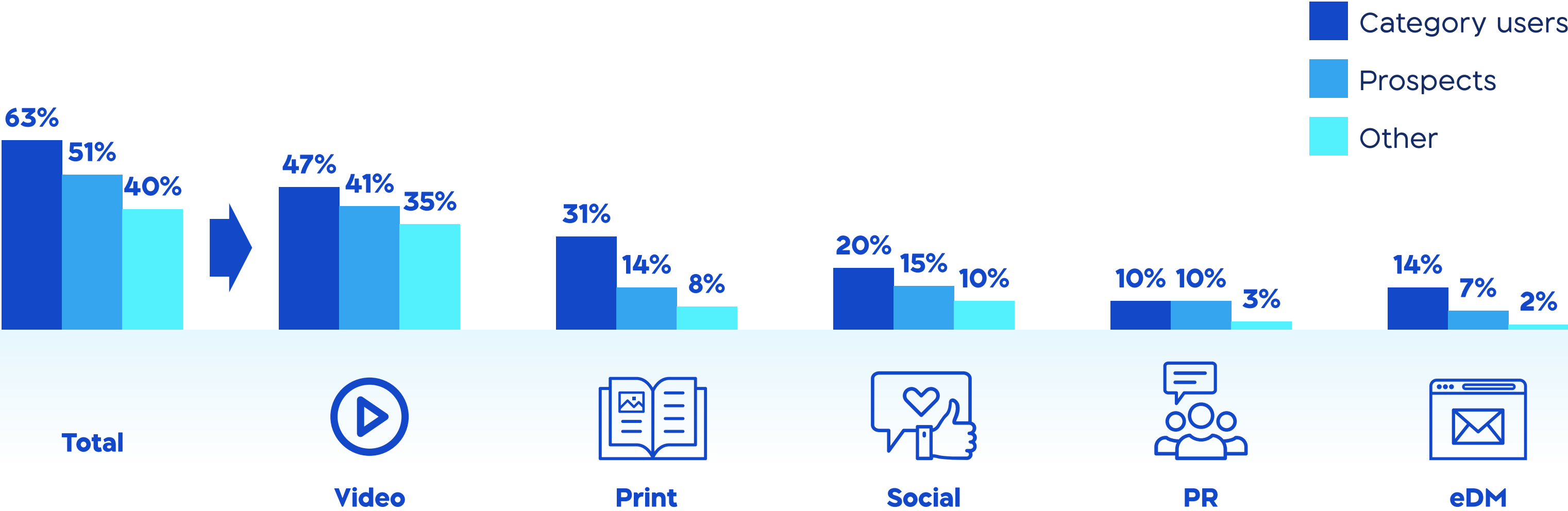
Video recognised by channel¹

	Broadcast TV	38%
	TV OnDemand	5%
	YouTube	3%
	Facebook Video	2%

¹: Sample size n = 1,007

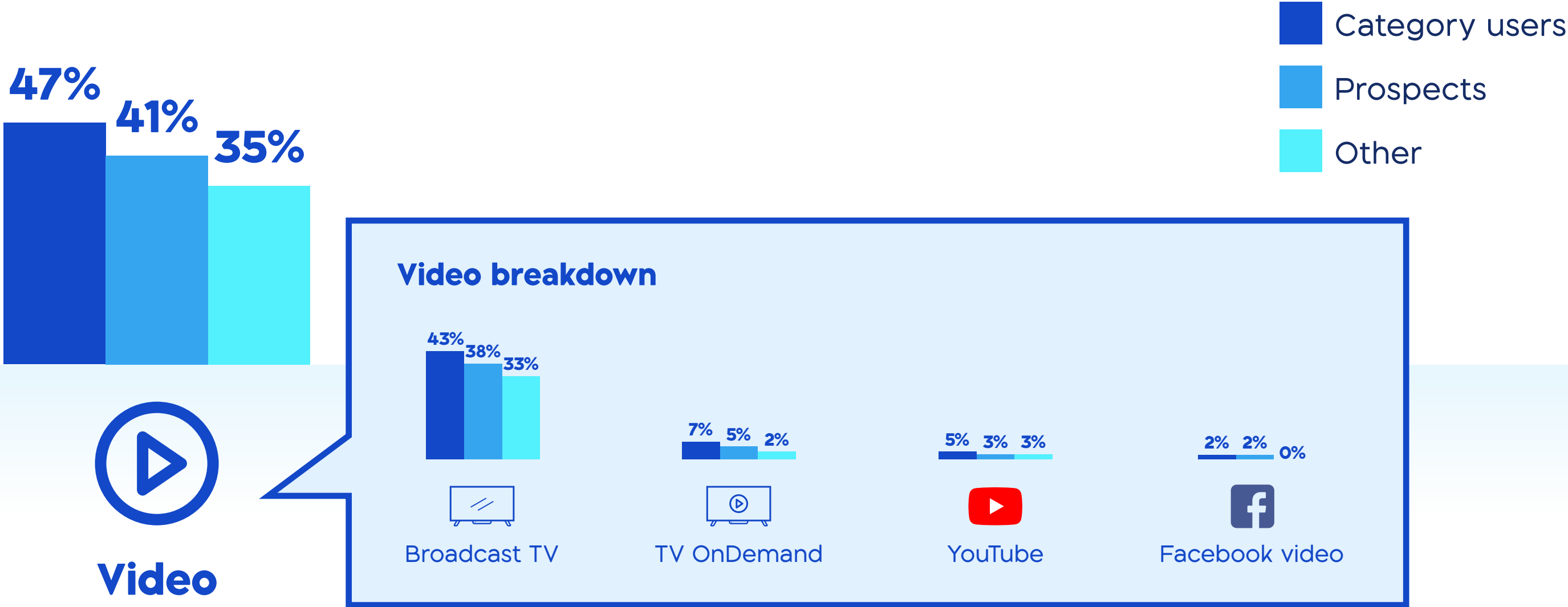
This campaign was developed to target current category buyers as well as prospects. As you would expect awareness of the campaign is higher amongst the current market, and each channel's contribution is relatively consistent.

Prompted recognition of the campaign (September 2016)¹



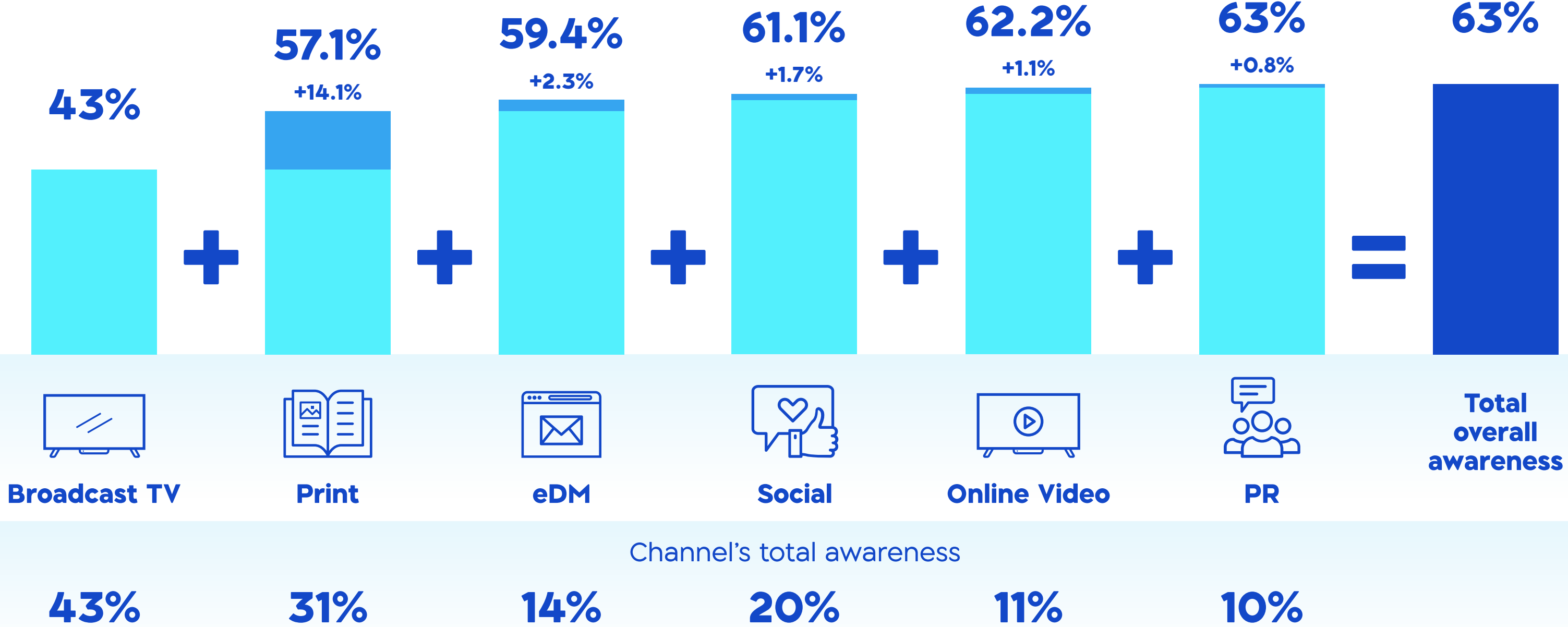
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Prompted recognition of the campaign (September 2016)¹



Given the targeted nature of print and eDMs, there was greater marginal reach within these channels, while social primarily drove greater frequency

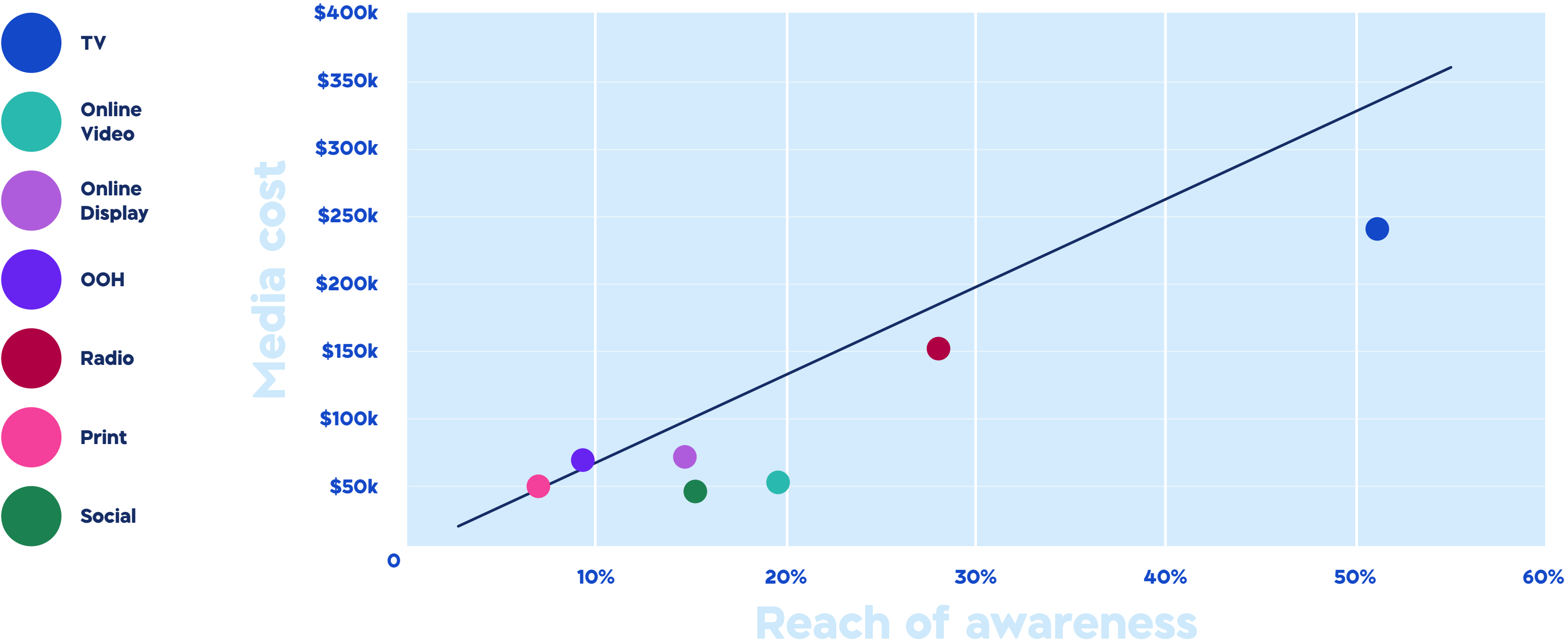
Marginal reach in awareness of each channel (% , Category users, September 2016)¹



¹: Sample size n = 523

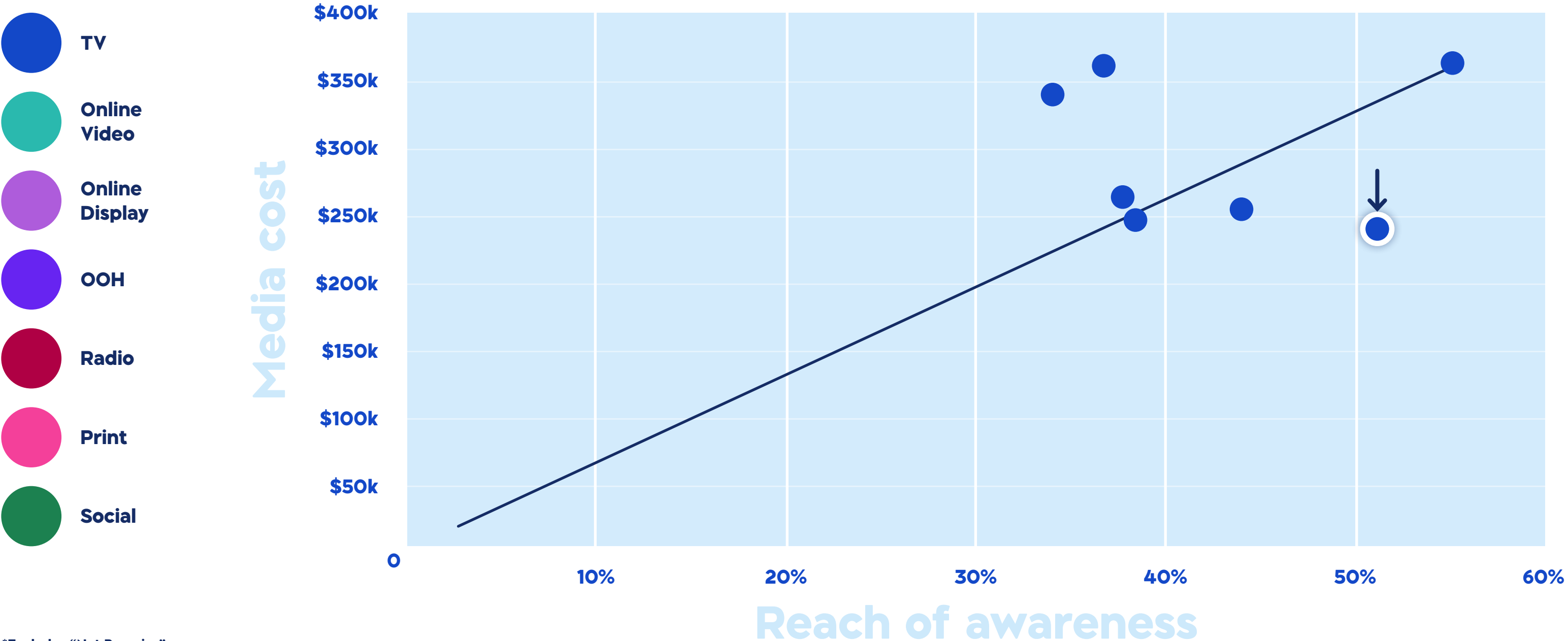
TV clearly achieved the highest level of awareness...

Relationship between media cost and reach of awareness



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

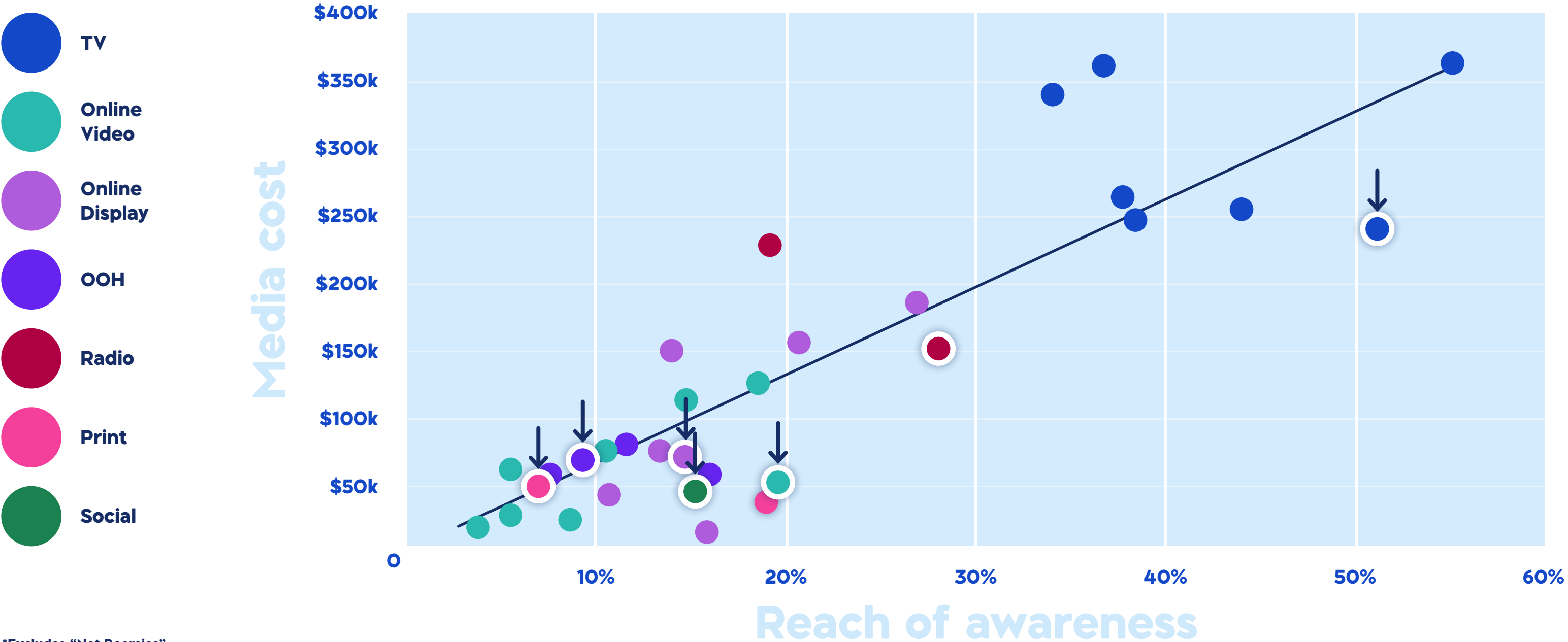
Relationship between media cost and reach of awareness (Summary of seven case studies*)



*Excludes "Not Beersies"

TV is the only channel proven to generate such high levels of awareness, and in this case study did so with good efficiency

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



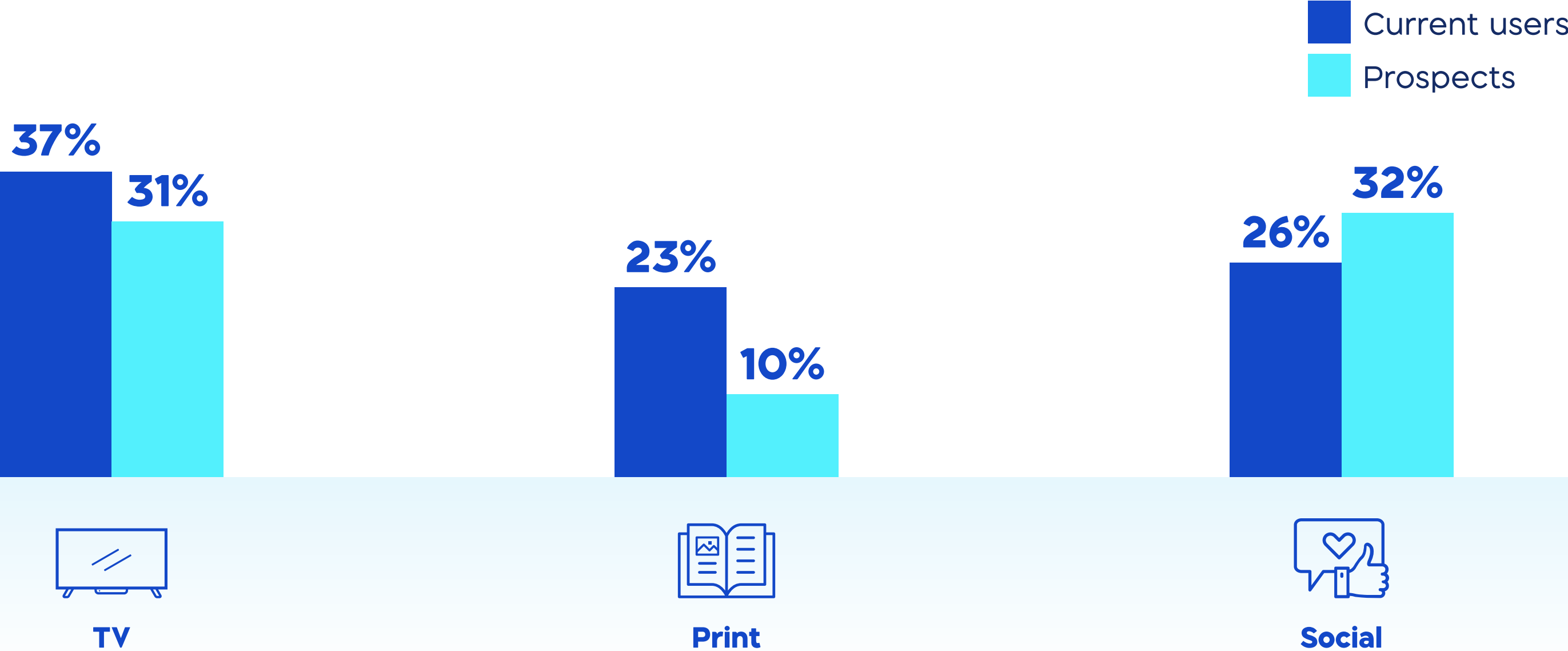
*Excludes "Not Beersies"

Impact on campaign objectives






As expected the number of customers highly exposed to TV is greater than other channels, while print's ability to reach prospects is limited

High exposure to channel (% highly exposed)

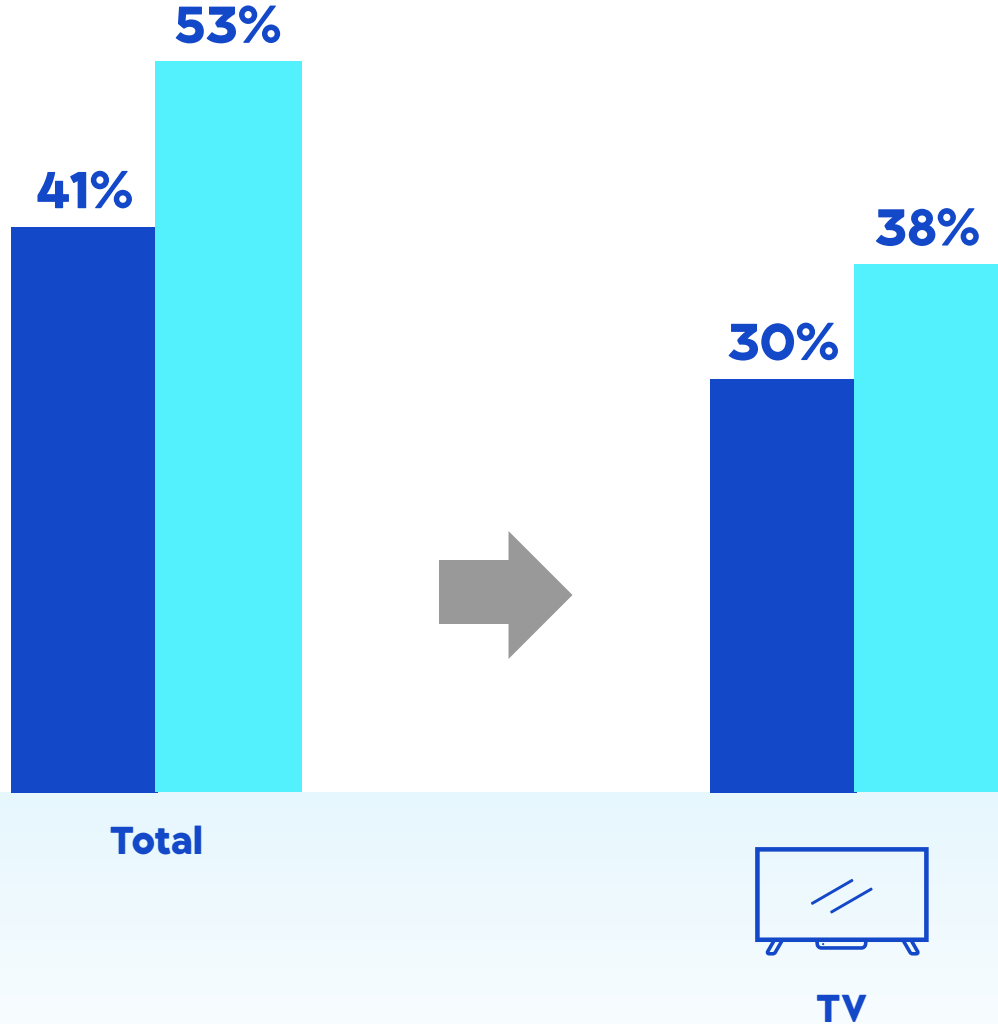


When it got to specific KPIs, print did well thanks to solid foundations laid by TV

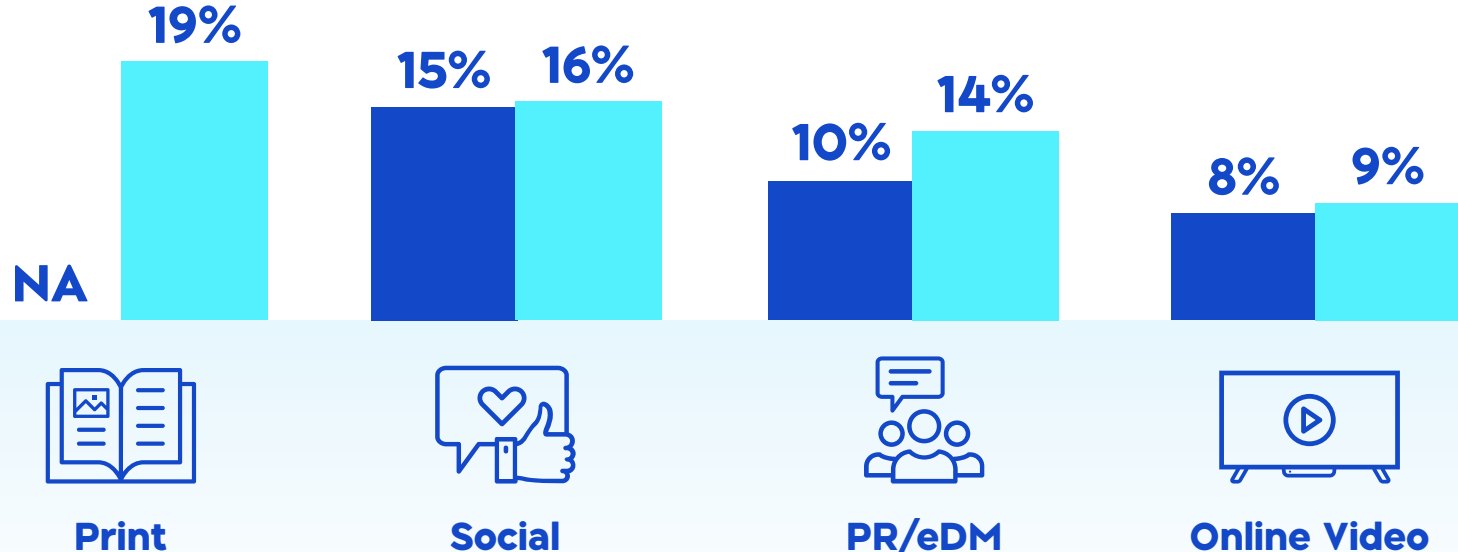
<p>Generic classification of campaign KPI targets (index, 100 = baseline of low exposure)¹</p>	<p>Average impact of channels on KPIs</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  TV </div> <div style="text-align: center;">  Social </div> <div style="text-align: center;">  Print </div> </div>			
<p>Specific actions e.g. Visit store, search online</p>	<p>Current users Prospects</p>	<p>120 (153)</p>	<p>149 (389)</p>	<p>213 (826)</p>
<p>Targeted brand perceptions e.g. Product is available, brand is easy to deal with</p>	<p>Current users Prospects</p>	<p>113 (148)</p>	<p>127 (158)</p>	<p>189 (147)</p>
<p>General brand measures e.g. Awareness, consideration, preference</p>	<p>Current users Prospects</p>	<p>111 (113)</p>	<p>102 (107)</p>	<p>110 (138)</p>

TV built a strong foundation early in the campaign off which other channels could develop the message via additional frequency and deeper messaging

Campaign awareness over time
 %, 18-39 year olds ⁽¹⁾



Complimentary messaging to the TVC



Notes: Sample size: 607 | 1,007

Impact of multiple channels



Emphasising the importance of integrated communications, multiple channels allows marketers to reach consumers in different ‘contexts’ and increase the overall impact of the advertising

Impact of single versus multiple channel exposure (Index, current users)⁽¹⁾⁽²⁾



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

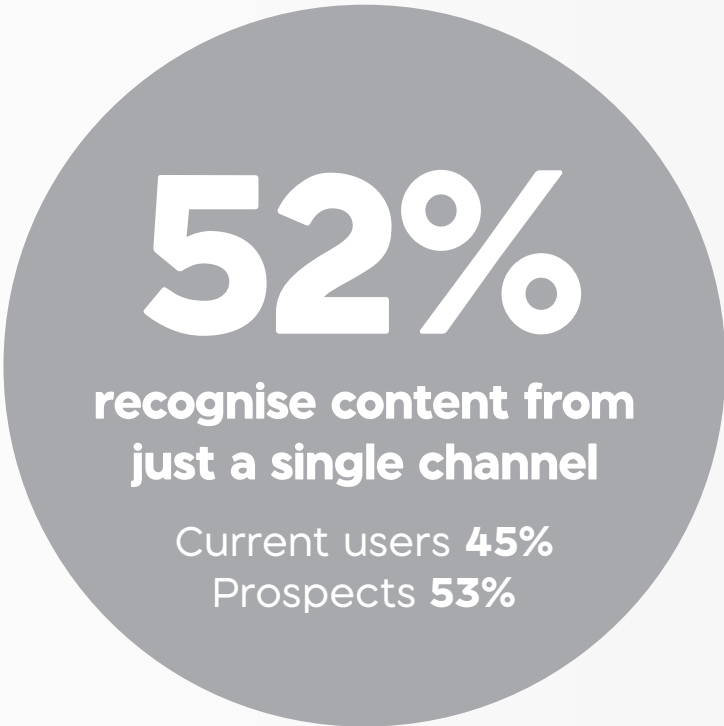


Average impact on KPI of high exposure to **multiple** channels

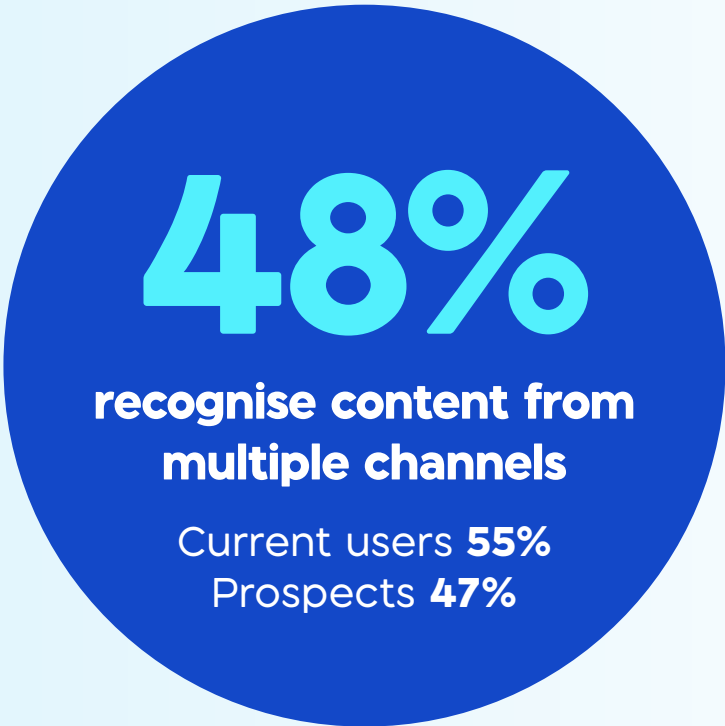
1: Sample size n = 523 2: Average impact across brand level KPIs for this case study

Half of consumers aware of the campaign recalled more than one channel – for these viewers, marketers should plan to layer their messages across the 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 = 1,007

Key insights

- 1** TV built a strong level of broad awareness early in the campaign enabling targeted channels to develop the message via additional frequency and deeper messaging.
- 2** The targeted channels of print, social media and online video were very cost effective in delivering increased awareness; their reach is however limited, and even amongst current category users TV achieved the greatest share of awareness.
- 3** The targeted channels excelled in delivering the key brand messages of the campaign amongst current category users; TV however was the only channel which had an impact on share of purchases.
- 4** Multiple channels almost always deliver stronger brand impact, and TV worked particularly well with the very targeted social media and print channels to drive improvements greater than either channel in isolation.

Thank You

