

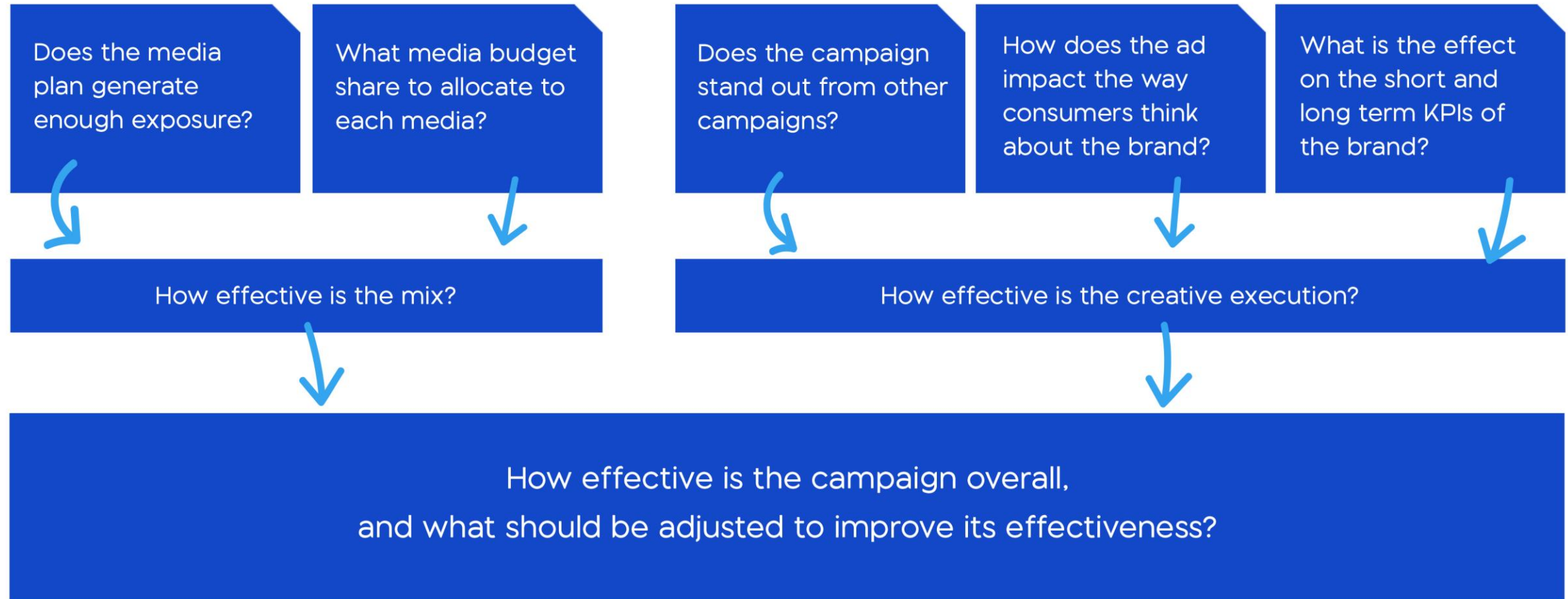


tvnz

Consumer Electronics Campaign Effectiveness

Case Study / June 2015

To really understand campaign effectiveness we need to understand both the media mix and the creative execution, and how these work together to achieve objectives.



Methodology



Case Study & Timing

The campaign aired on TV, online video and display advertising.

The campaign ran from March to September with the bulk of media spend in April and May (TV didn't start until April)

Survey data collection took place from **26 May - 10 June 2015**



Method & Sample Frame

- Online survey using SmileCity commercial panel
- N=802
- 18-54 year olds
- Weighted to be nationally representative on region, gender and age
- Some digital assets were tagged so that we could measure actual respondent exposure, or **actual digital opportunity-to-see**



Questionnaire

- 20 minute questionnaire
- Questionnaire used TNS' proprietary AdEffect and AdEval methodology to accurately measure the campaign's media mix and creative effectiveness, respectively
- We continued to measure online media habits to provide a back up for digital opportunity-to-see

Key messages

1

Linear TV, and video in general, demonstrated their power to drive greater reach than other media.

2

The creative campaign aided in this outcome by delivering a strong short-term motivational impact.

3

TV and online worked in synergy to deliver brand and behavioural impacts that neither could achieve alone.

4

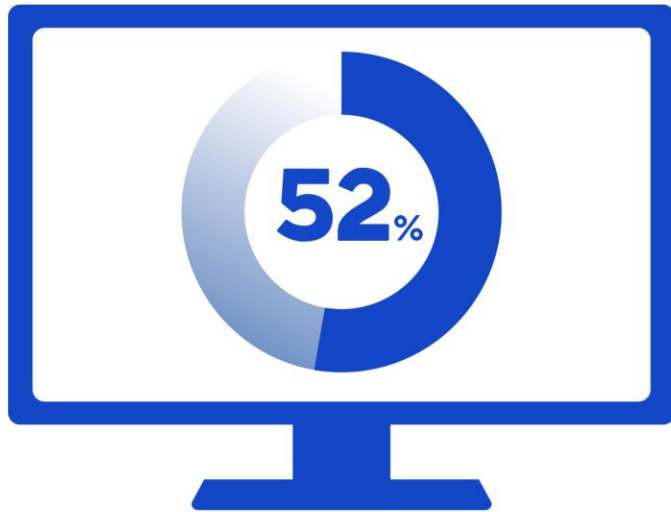
TV's ability to build reach enabled a low optimum exposure level for online for most KPIs.

1

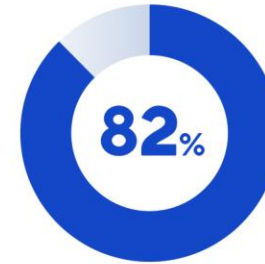
Linear TV, and video in general, demonstrated their power to drive greater reach than other media

7 out of 10 of those aware of the campaign recalled the linear TV advertising

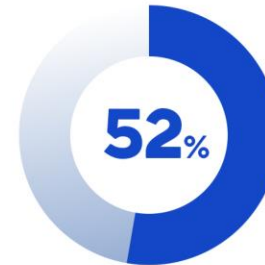
Sample size: 802



Prompted campaign recognition (% , 18-54 year olds)



VIDEO	82%
TV	71%
YouTube	12%
Facebook	8%
TV on demand	6%



DISPLAY	52%
Facebook	22%
YouTube	17%
TVNZ	11%
NZ Herald	8%
TV3	7%

OUTDOOR



AUCKLAND

CBD	16%
Airport	10%



WELLINGTON

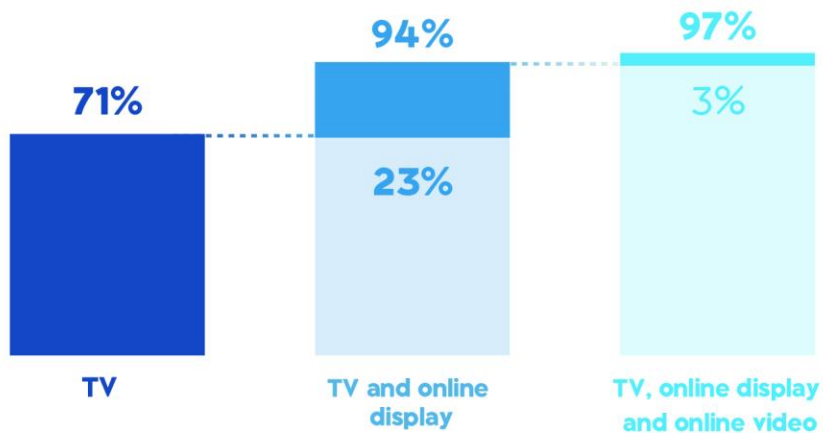


CHRISTCHURCH

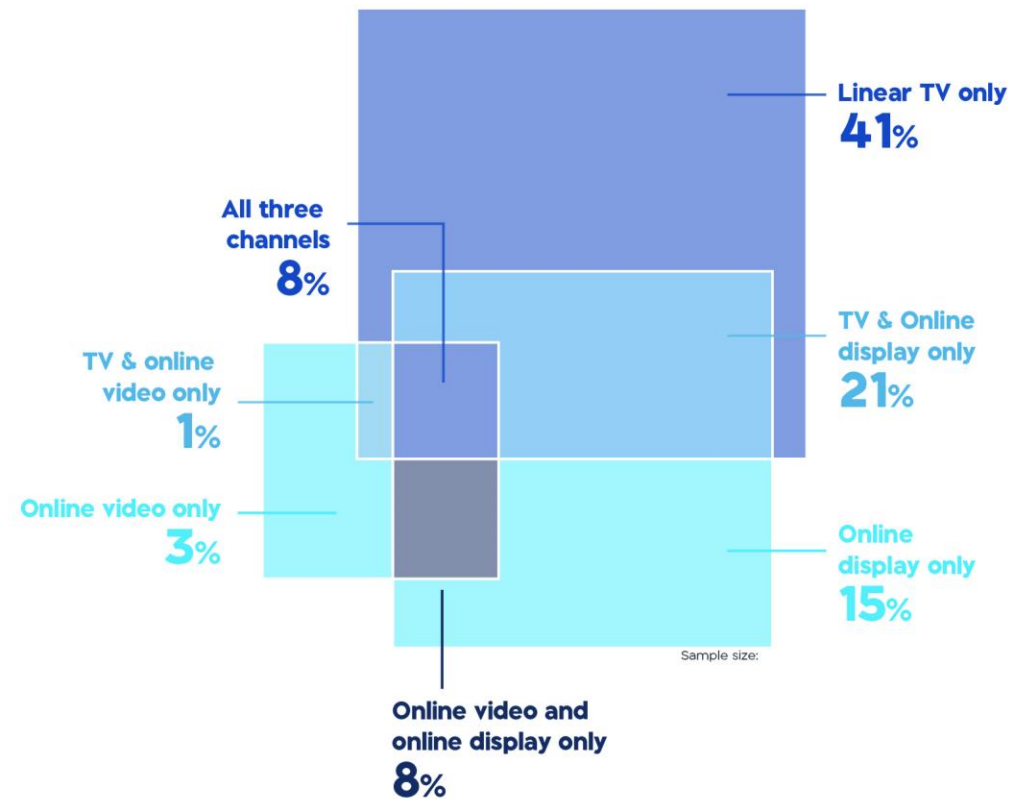
Sample sizes: Auckland = 284; Wellington = 102; Christchurch = 94

Digital offers solid incremental reach and reinforces the recognition achieved by TV

Marginal reach of TV and online channels used
(%, 18-54 year olds)



Overlap in recognition of TV and online channels for the campaign
(%, 18-54 year olds)



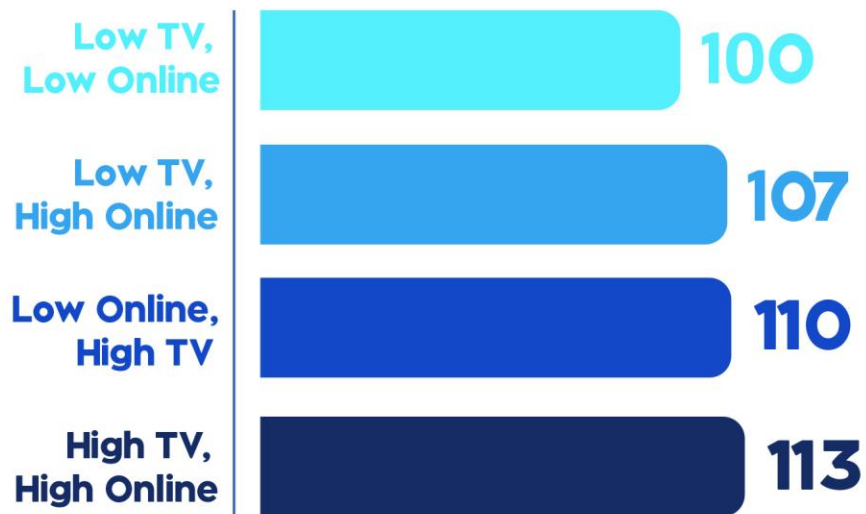


2

TV and online work together to deliver brand and behavioural impacts that neither could achieve alone

TV and online work together to deliver brand and behavioural impacts that neither could achieve alone. More so than for other case studies we've done to date

Impact of exposure on brand consideration
(%, 18-54 year olds)



Impact of exposure levels brand preference
(%, 18-54 year olds)



In other words, TV and Online have worked together to produce a result greater than each channel's contribution in isolation.

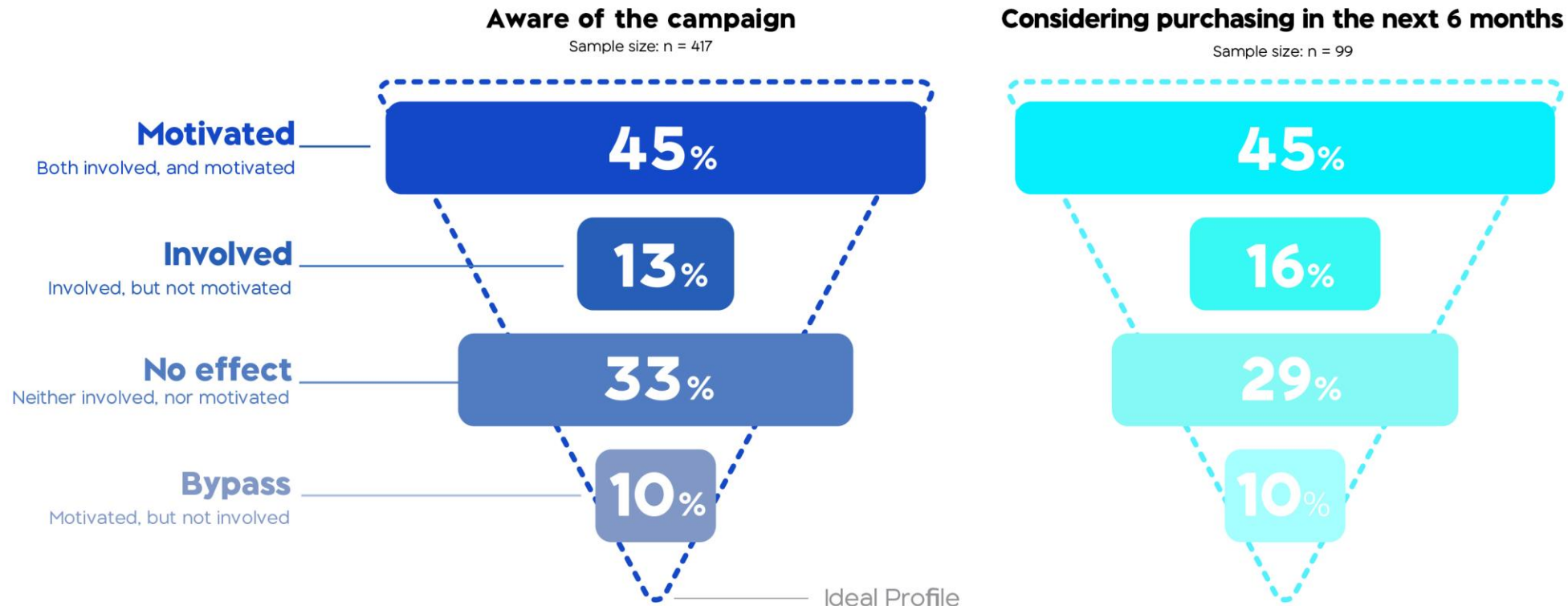


3

The creative campaign aided in this outcome by delivering a strong short-term motivational impact

The short-term motivational effect was particularly strong for those active in the category

Short-term impact - AdEval profile for the campaign



The motivational profile is derived from respondents answers to six questions and is a measure of the campaign's to activate the audience in the short-term. Three questions are designed to measure interest / involvement and three measure motivation. An algorithm is used to derive the AdEval motivation segments. Base: Respondents aware of any campaign material when prompted.



4

**TV's ability to build reach enabled
a low optimum exposure level for
online for most KPIs**

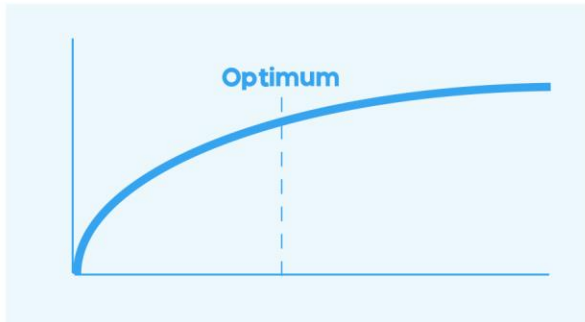
Online activity built on the reach generated by TV to achieve an optimum at relatively low levels of exposure

A note on interpretation:

The earlier synergy analysis suggests that this low optimum level was only possible due to the already high exposure gained via TV.

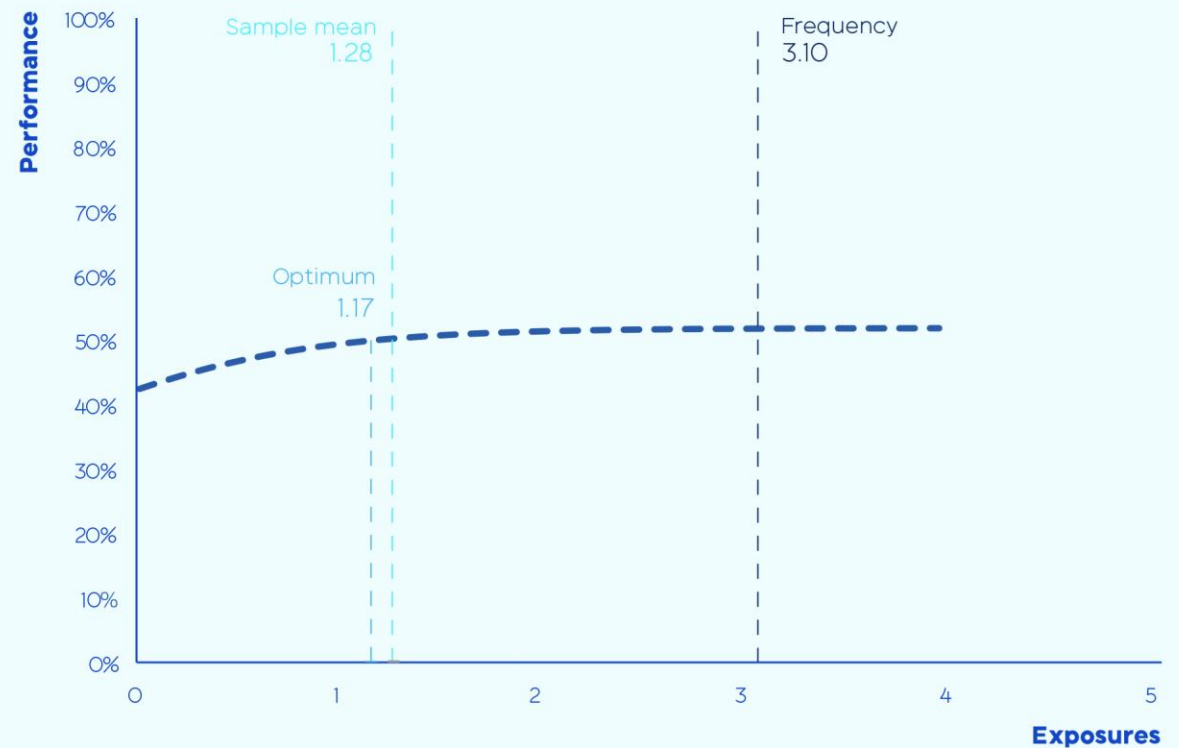
Removing the impact of TV results in a projected 'optimum' exposure level of ~7 exposures – more than 5 times the current level.

High Effectiveness



- Effective at a low exposure level
- Curve flattens at high exposure levels
- Media budget per flight should be small to avoid waste

Impact of online exposure on the brand - KPI = most preferred brand





Thank you

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