

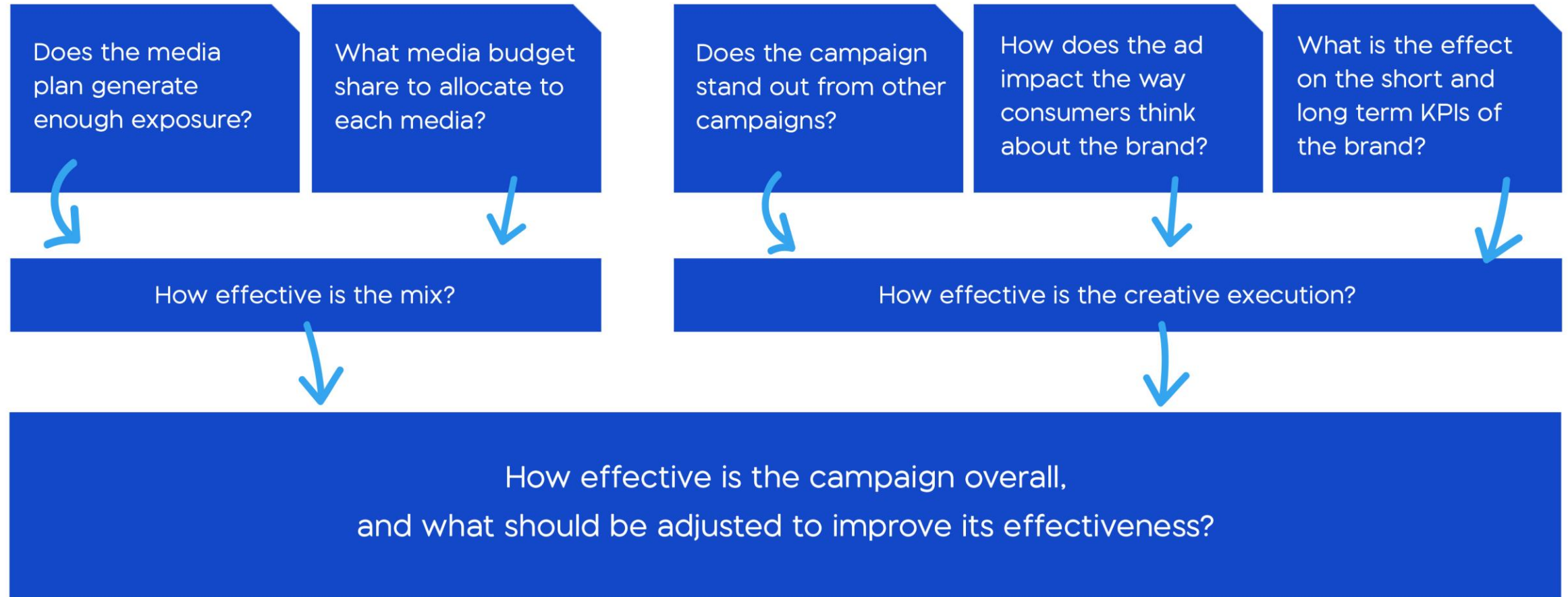


tvnz

Financial Services Campaign Effectiveness

Case Study / August 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 and was completed by online video and digital display advertising, radio and cinema

The campaign ran from **June to September** with the bulk of media spend in **late June and July**

Budget Attribution

- | | |
|-------------------|-----|
| • TV | 34% |
| • Online video | 6% |
| • Digital display | 31% |
| • Radio | 23% |
| • Cinema | 6% |

Survey data collection took place from **early August**



Method & Sample Frame

- Online survey using SmileCity commercial panel
- N=1003
- 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

Key messages

1

Linear TV continues to prove its strength in generating reach.

2

Working together TV and Online prove to be the most effective combination for changing brand perceptions.

3

TV worked the hardest to drive top level brand metrics.

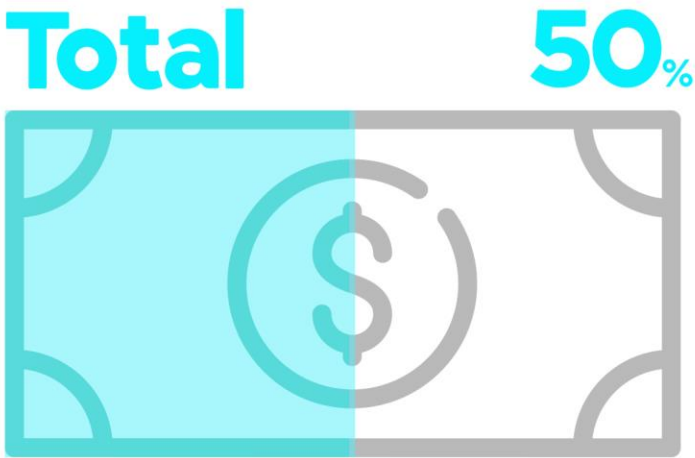
4

Strong creative performed well, particularly amongst potential new customers.

1

Linear TV continues to prove its strength in generating reach

Half of 18 to 54 year olds recognised the campaign when prompted, primarily as a result of linear TV



TV	76%
YouTube	8%
TV on demand	4%
Facebook	2%
Cinema	2%



Youtube	10%
Stuff	8%
Trademe	8%
NZ Herald	6%




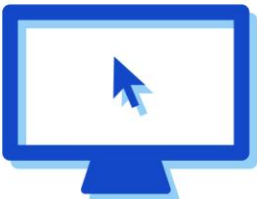



Prompted campaign recognition (% 18-54 year olds) (1)

Notes: 1. Sample size: 1003

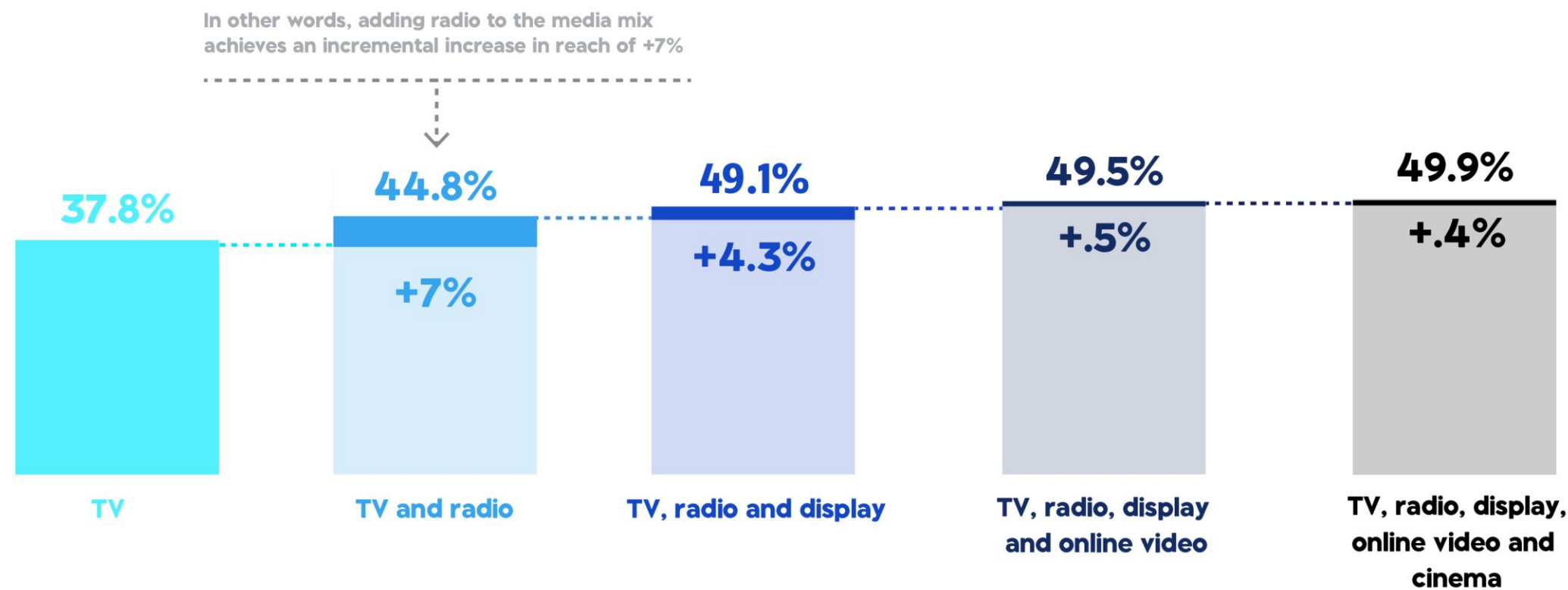
With relative media spend factored in, the performance of TV in driving campaign awareness is particularly impressive.

Comparison of channels share of spend to its budget

					
	TV	Online Video	Radio	Digital display	Cinema
Share of campaign awareness	49	7	25	18	1
	÷	÷	÷	÷	÷
Share of media budget	34	6	23	31	6
Conversion index	144	118	107	57	24

Additional media channels offered limited incremental reach

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

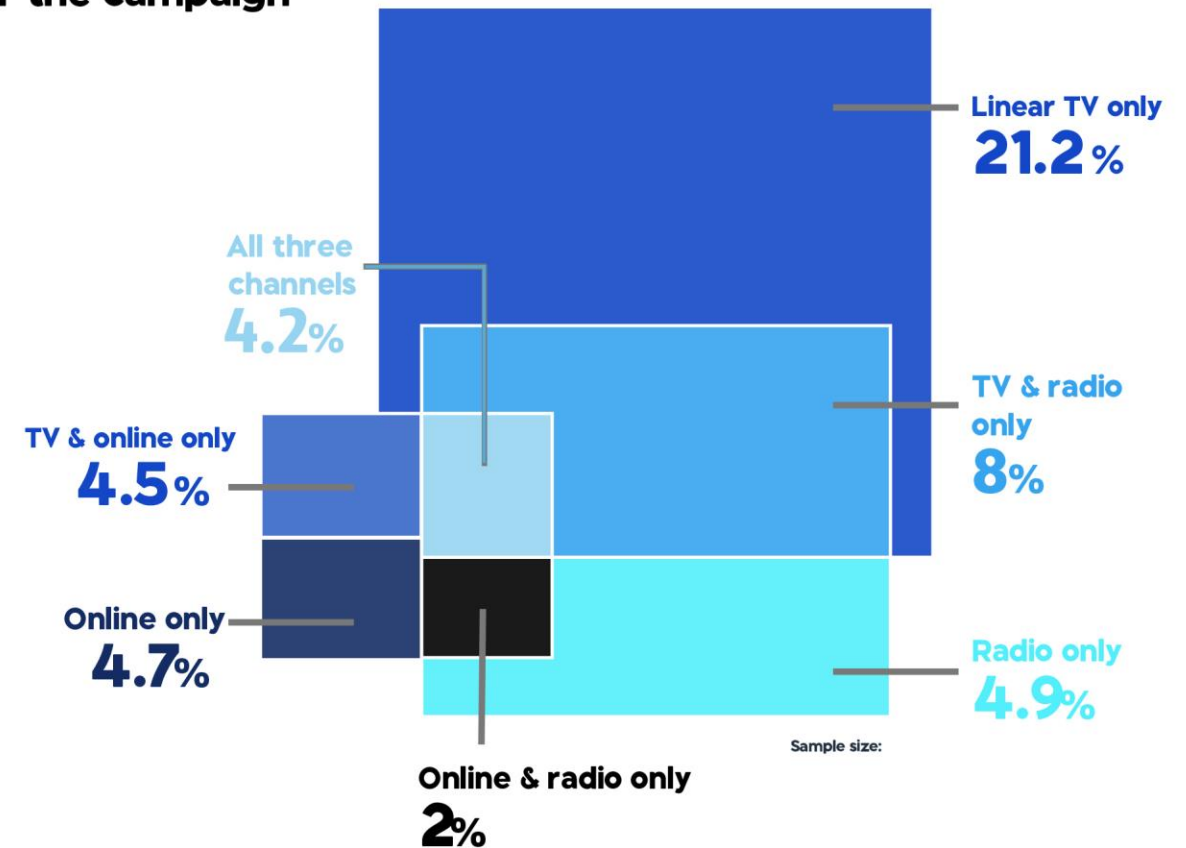
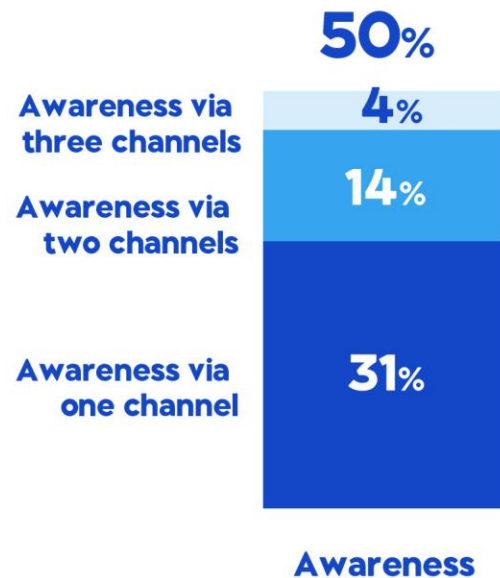


Sample size: 1003

However with a high proportion of respondents recalling the campaign across multiple channels, there is scope to use each channel tactically to 'layer' the message in the consumers mind

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

40% of those aware recalled seeing the campaign via multiple

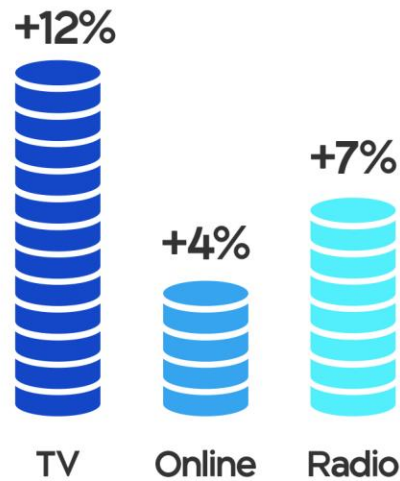


2

**TV worked the hardest to drive
top level brand metrics**

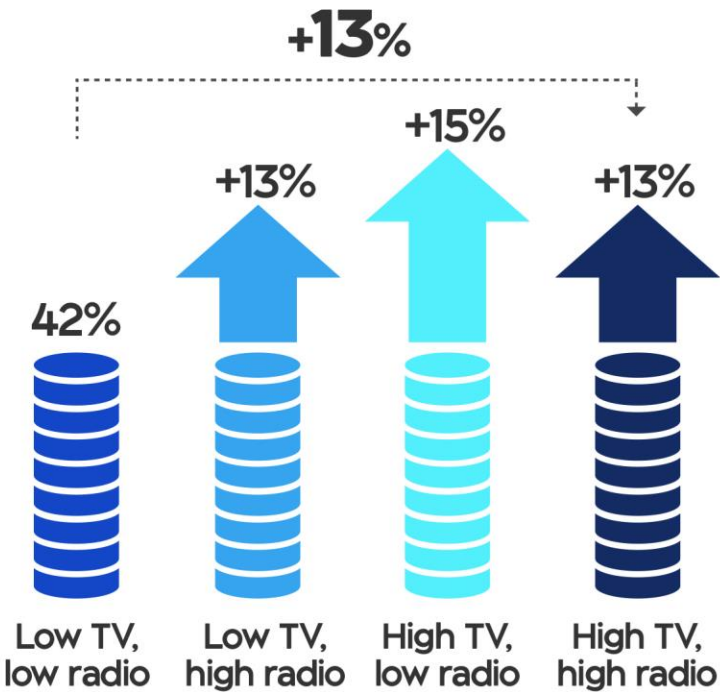
TV and radio were effective at driving general brand metrics through their national reach

Impact of exposure on unprompted brand awareness
(%, 18-54 year olds) (1)



However, the two channels do not produce synergistic results

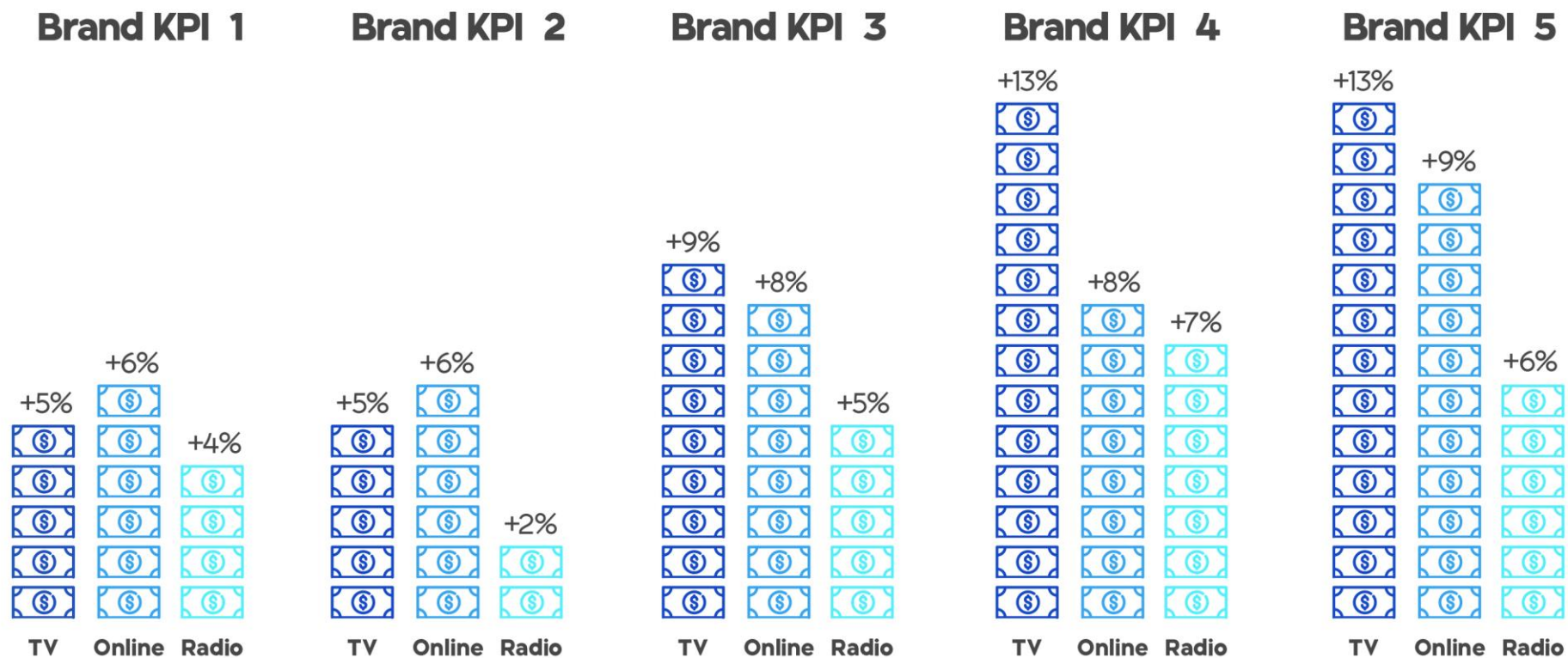
Impact of exposure on unprompted brand awareness
(%, 18-54 year olds) (1)



Notes: 1. Top 3 mentions

TV also performed very well in driving up the specific messages targeted by this campaign

Impact of exposure on brand perceptions
(%, 18-54 year olds) (1)



Notes: 1. Top 2 box on seven point agreement scale

3

Working together TV and Online prove to be the most effective combination for changing brand perceptions

Campaigns are often more effective when channels work together. In this case TV and Online deliver the most impactful combination

Impact of exposure on brand perceptions
(%, 18-54 year olds)⁽¹⁾

	TV + Online	TV + Radio	Radio + Online
KPI 1	+9%	+10%	+11%
KPI 2	+9%	+6%	+8%
KPI 3	+15%	+12%	+8%
KPI 4	+22%	+16%	+13%
KPI 5	+25%	+15%	+15%

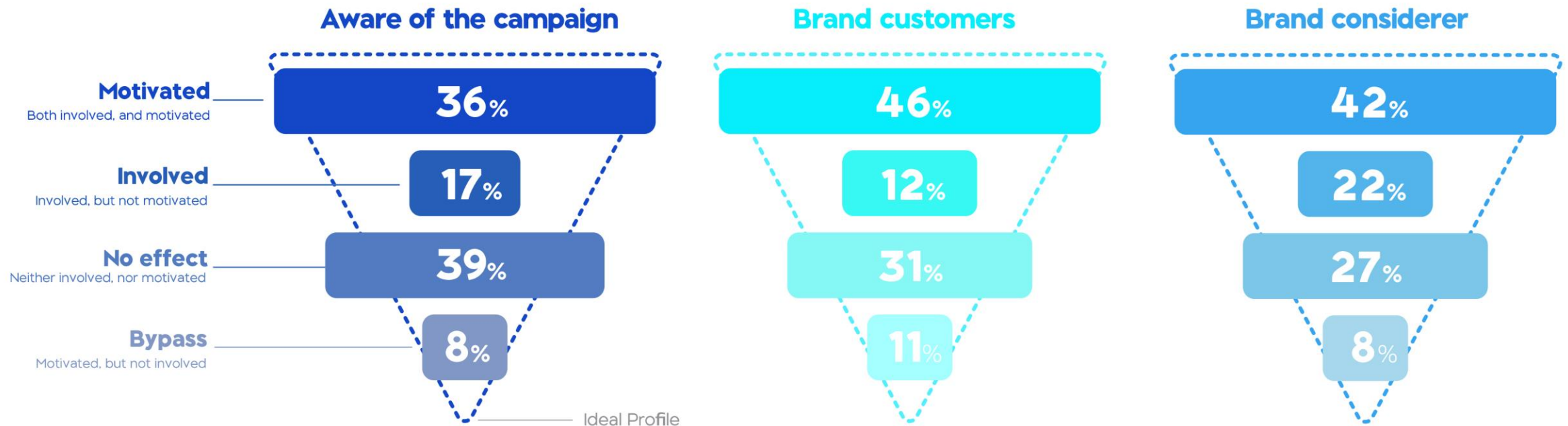
Notes: 1. Top 2 box on seven point agreement scale

4

**Strong creative performed well,
particularly amongst potential
new customers**

Encouragingly the campaign is most engaging for those who would consider the brand but aren't yet a customer

Short-term impact - AdEval profile for the campaign ⁽¹⁾ (% aware of the campaign) ⁽²⁾



Notes:

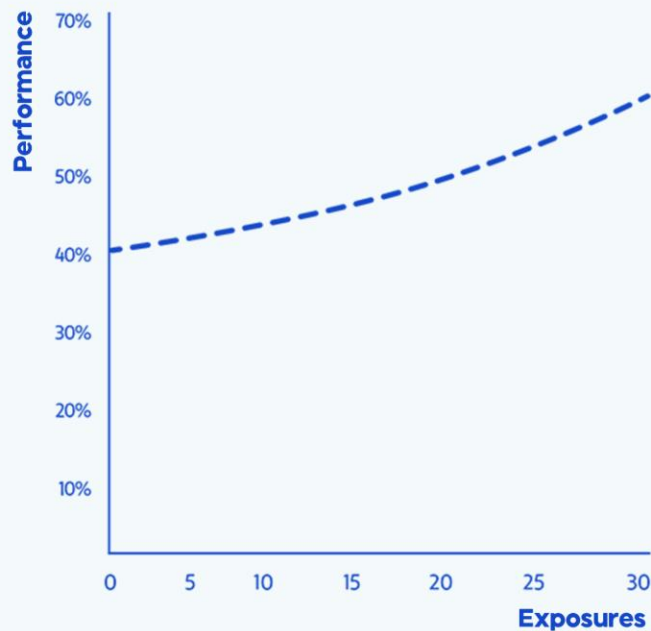
1. The motivational profile is derived from respondents answers to six questions and is a measure of the campaign's to activate the audience in the short-term. Three questions are designed to measure interest / involvement and three measure motivation. An algorithm is used to derive the AdEval motivation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

2. Sample size: n = 505 | 104 | 150

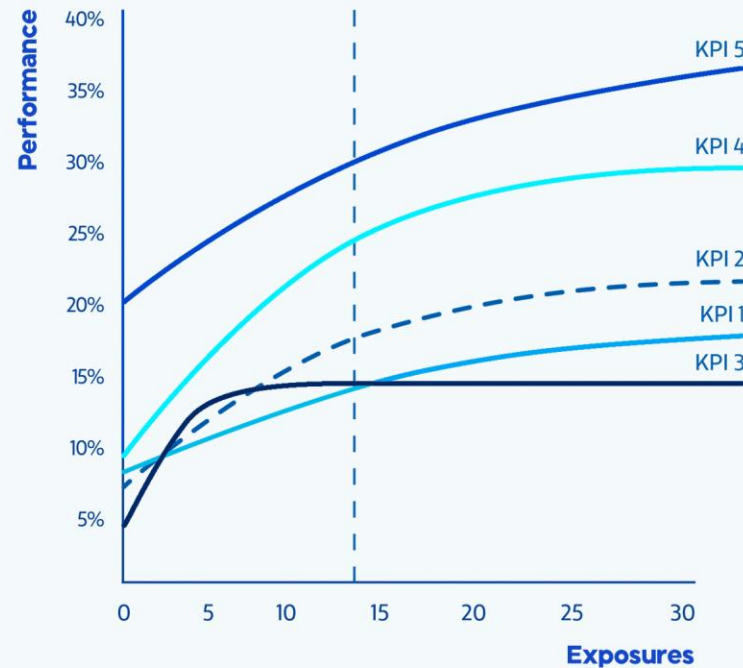
The strong branding of the campaign has delivered a platform which continues to drive performance gains.

A lower level of TV exposure was required to change attitudes, indicating that the brand could change out existing messages to deliver additional information.

Impact of TV exposure -
KPI = Unprompted awareness (1)



Impact of TV exposures on campaign KPI's



Notes: 1. Top 3 mentions



Thank you

If you have any
questions or would
like further information
please contact:

Kath Mitchell

kathryn.mitchell@tvnz.co.nz
+64 21 993 420

Nick Cullen

nick.cullen@tvnz.co.nz
+64 9 9167644