TV proves it's the channel that drives sales and specific actions, as well as awareness, in major telecommunications campaign.

KANTAR TNS. | tvnz

This was a telecommunications mass audience campaign using multi channels that incorporated two distinct elements: immersive video content and simple static media. The video laid a broad base off which the static media was able to generate additional frequency.

In our research we assessed the:

> effectiveness of the media mix
> impact on campaign objectives
> impact of using multiple channels
> and the effectiveness of the creative execution.

Research design
One of 9 case studies

15-minute online survey

Mobile friendly scripting
(50% completed on mobile devices)

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

Amazing unexpected campaign results!

When compared with the other TVNZ AdEffect case studies.

The role of Broadcast TV, compared with other media channels, drove not just awareness (as you'd expect), **but was the primary driver of action.**

The creative across channels was unique and showed the power of a strong idea.

But, it was a campaign of two halves...

Video
Low brand visibility
Strong CTA

Static
Strong brand visibility
Low CTA
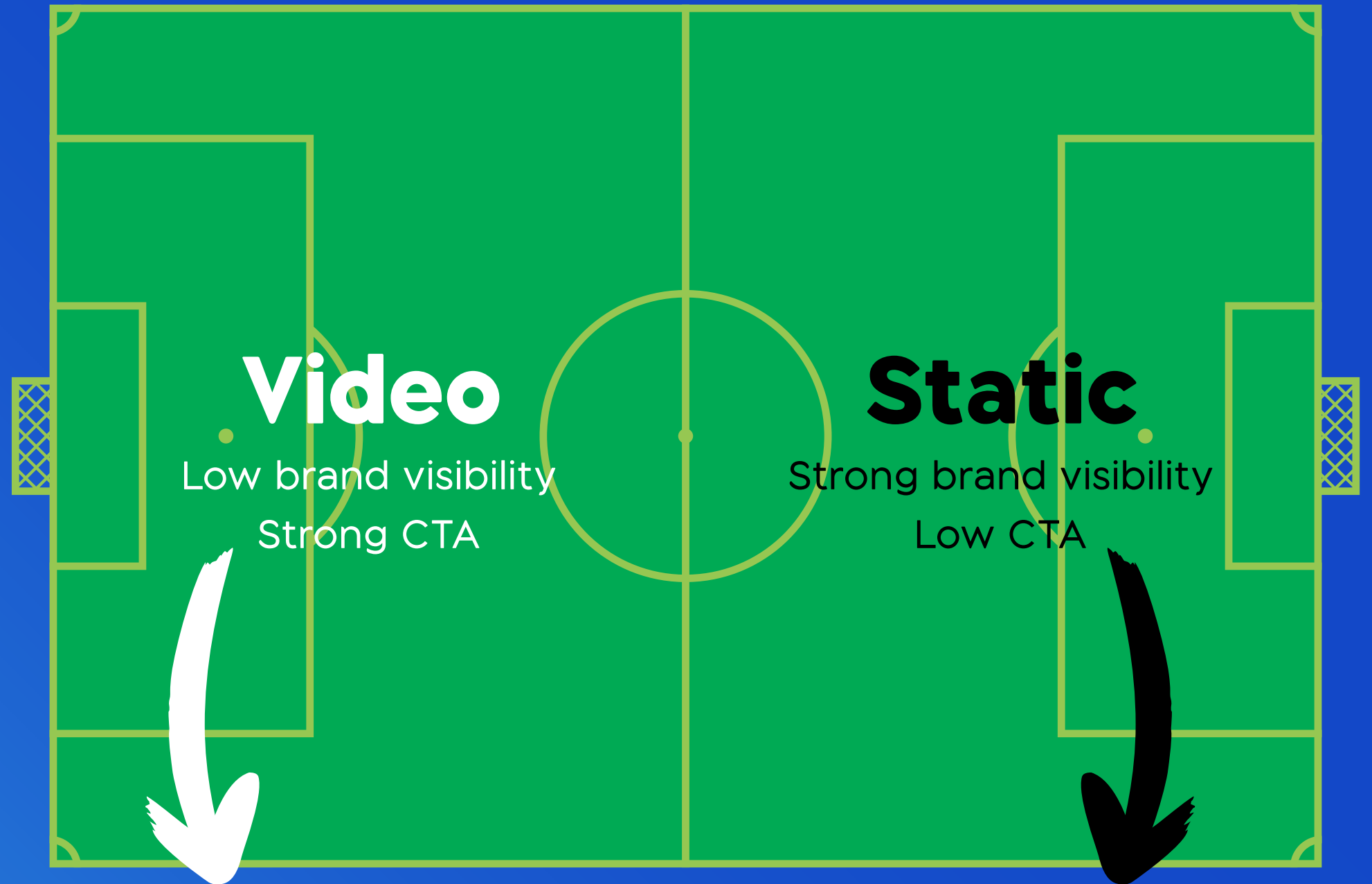
These creative differences meant the audience responded in different ways to each.

What caused these unexpected results?

What caused these unexpected results?

Our hypothesis:

the impact of creative inconsistency across media channels.

Given there was good media scheduling, our theory is that the static creative didn't leverage the video creative and vice versa:

> The results showed how different creative delivered in each media environment.

> The **TVC and OnDemand (video) creative** had the clearest overt call to action compared with other media, but didn't link with the static creative, meaning there was less chance to maximise the audience response to the campaign.

> While the **static creative (digital display and OOH)** used recognisable brand assets well, driving general brand measures, the TVC/OnDemand used fewer, meaning there was less chance to maximise brand awareness.

Given there was good media scheduling, our theory is that the static creative didn't leverage the video creative and vice versa:

> Through this difference across channels, the static channels also delivered limited incremental reach because it was harder for audiences to connect the two halves of the campaign together. Audiences are more likely to pick up on cues and link other executions if creative executions are consistent.

> Together, the opportunity for next time would be to leverage consistency in the creative across media in order to amplify effectiveness. Tighter visual linkage reinforcing brand attributes and the creative idea across media would increase awareness, and using CTAs consistently would help drive more sales and acquisition.

Insight:

Peter Field's Seven Rules For Effectiveness show us how to give brands the best chance of success in a multi-campaign

"The benefits of doing so are real, measurable and, quite possibly, life saving."

Peter Field

Peter Field's Seven Rules For Effectiveness

1 **Focus on building mental availability for your brand.**

This will require investment in brand-building advertising that primes consumers to want to choose it in advance of purchase.

2 **Use advertising to create distinctive assets for your brand.**

This will help you build mental availability.

3 **Get emotional.**

Emotional advertising primes behaviour more powerfully and over longer periods of time.

4 **Get creative.**

Original advertising is more distinctive and more likely to get talked about: both boost mental availability.

5 **Be consistent.**

But allow for innovation around a consistent theme. Develop fluent devices that will help you achieve this.

6 **Reach wide with advertising.**

Do not be seduced by the idea that it is wasteful to talk to people who are not about to buy. It is vital to do so.

7 **Balance media.**

Brand building and sales activation spend should be approximately 60:40. Choose the media best suited to each role.
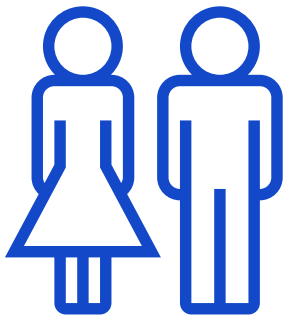
While most of the Seven Rules For Effectiveness were followed in the campaign, consistency could have been stronger.

Let's see how this theory was reflected in the campaign results.

What we did

Media reviewed

Broadcast TV   **Online Video**   **Cinema**   **Social Media**   **Digital Display** online/social   **Billboard/Ad Shells**   **Bus Backs**

Who we surveyed

1,000 Online interviews

Ages **18–54**

Data collected over two weeks in September 2018

Sept

How effective was the media mix?

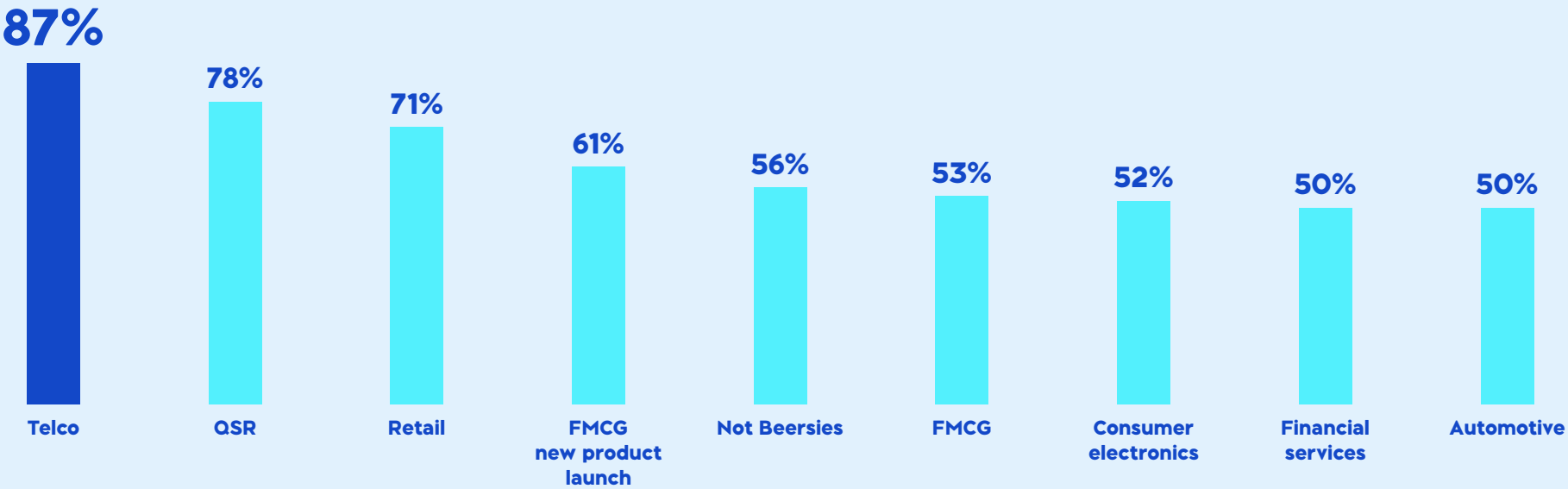# The media mix achieved excellent overall campaign recognition of

# 87% (1)

OR →

2.1m
NZers aged 18-54 years

This was higher than any of the other TVNZ AdEffect case studies! (2)

Telco	QSR	Retail	FMCG new product launch	Not Beersies	FMCG	Consumer electronics	Financial services	Automotive
87%	78%	71%	61%	56%	53%	52%	50%	50%

Video was clearly the key driver, accounting for a massive 75% of awareness...

Prompted recognition of campaign by channel (% NZers 18-54)[1]

Video 75%

Display 28%

Billboards /Ad shells 27%

Bus back 25%

Cinema 7%
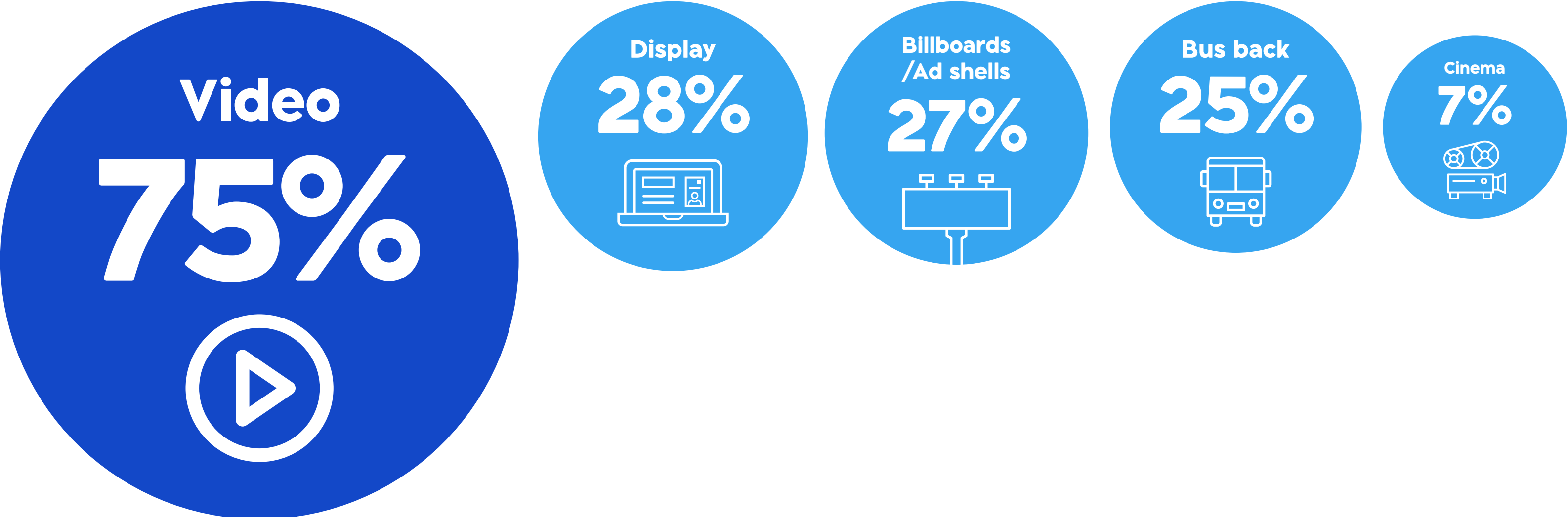
1. Sample size: n = 1000

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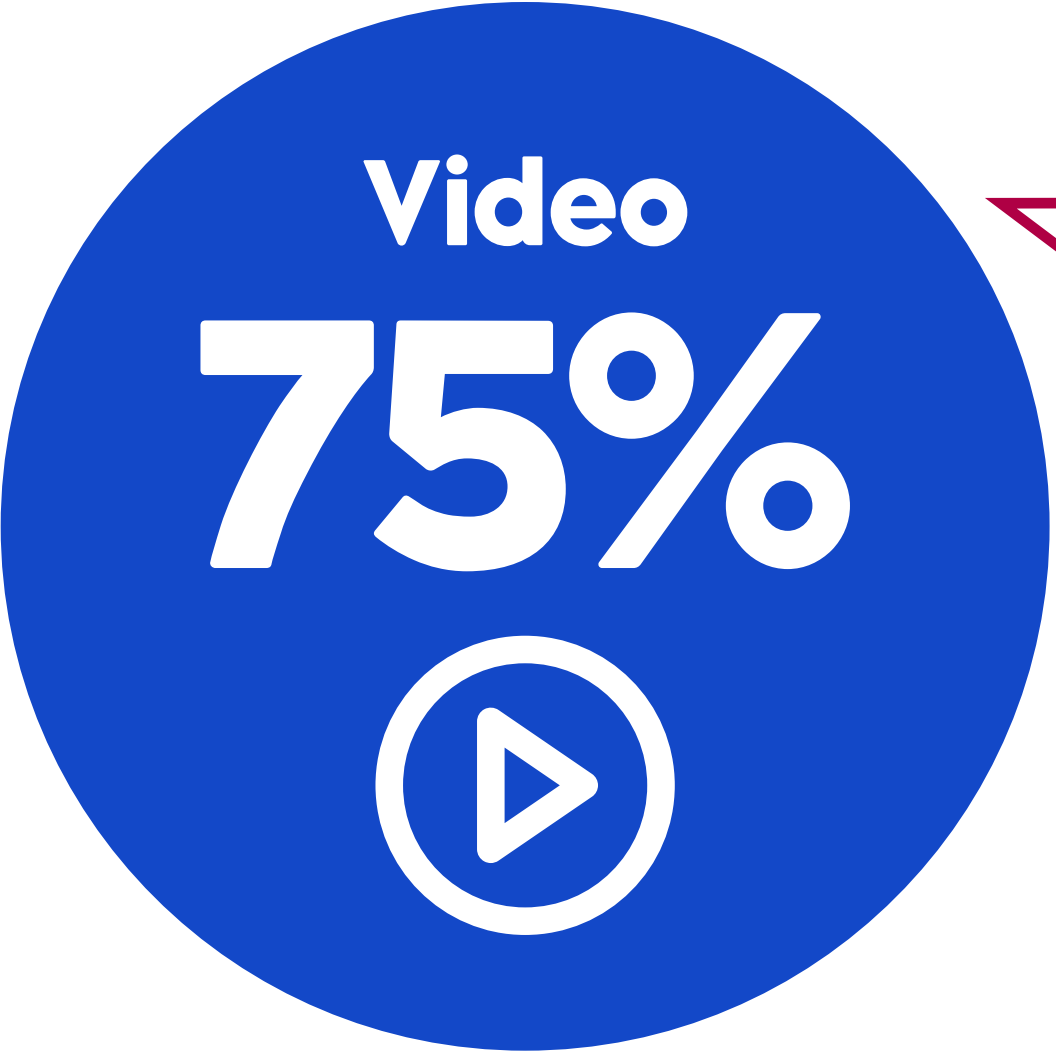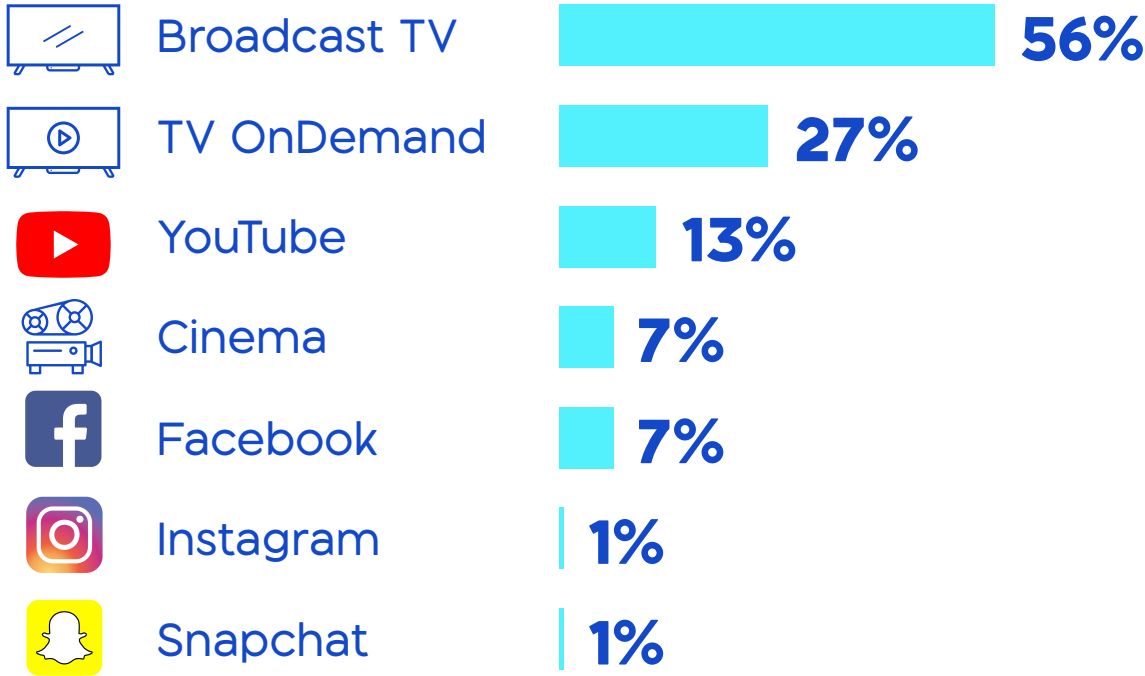
Video 75%

Display 28%

Billboards /Ad shells 27%

Bus back 25%

Cinema 7%

This was the highest awareness generated by video across all the AdEffect case studies!
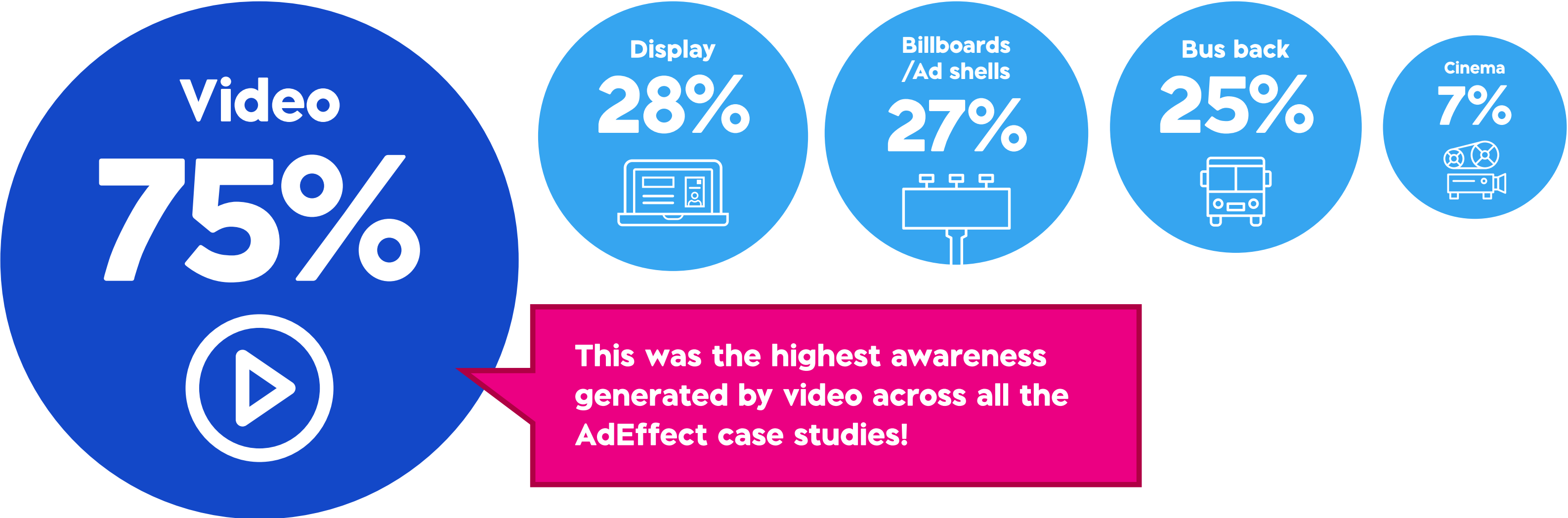
1. **Sample size: n = 1000**

Broadcast TV and TV OnDemand delivered the vast majority of awareness within all the video channels used.

Video
75%

Video recognition by channel (% NZers 18-54)[1][2]

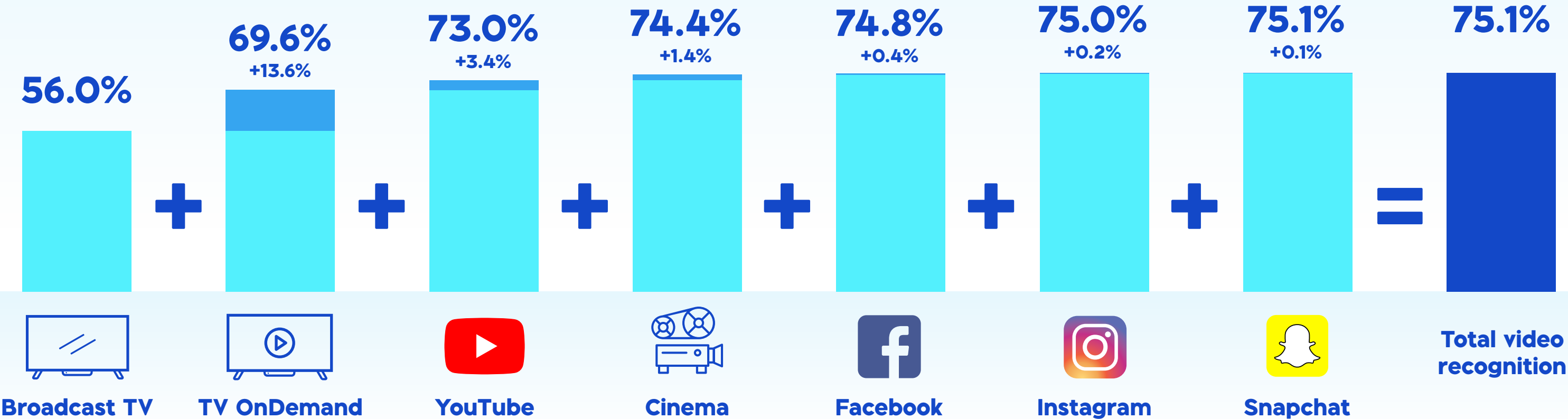|		
	Broadcast TV	**56%**
	TV OnDemand	**27%**
	YouTube	**13%**
	Cinema	**7%**
	Facebook	**7%**
	Instagram	**1%**
	Snapchat	**1%**

1. Sample size: n = 1000
2. Respondents who could not identify where they recognised the video from have been removed

TV OnDemand was the most effective channel in delivering incremental reach over and above Broadcast TV, even for the 18-29 year old age group.
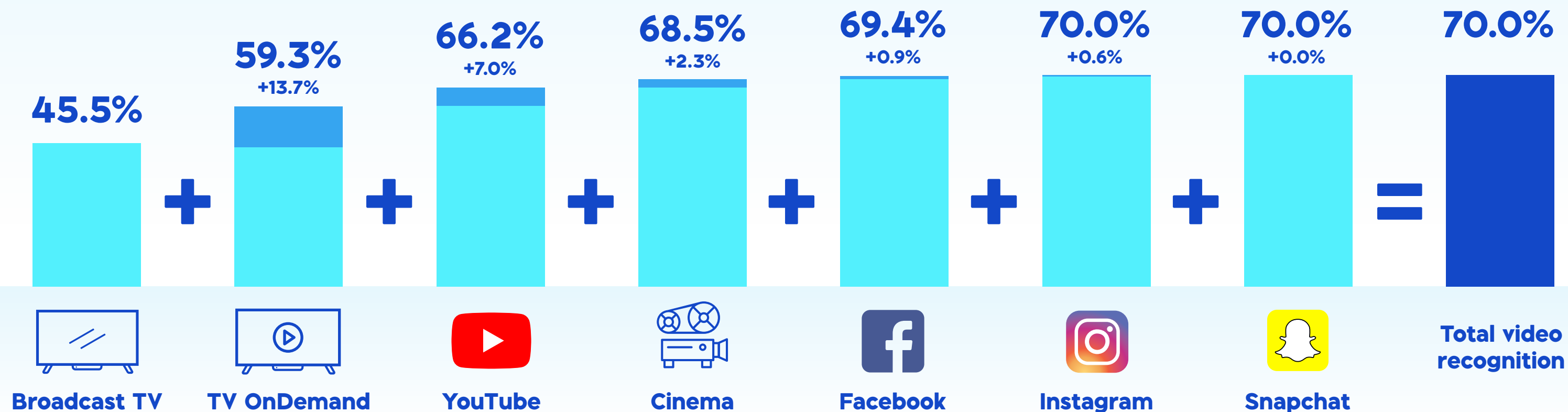
Marginal reach in video recognition delivered
by each channel **(% NZers 18-54)**[1]

56.0%

69.6%
+13.6%

73.0%
+3.4%

74.4%
+1.4%

74.8%
+0.4%

75.0%
+0.2%

75.1%
+0.1%

75.1%

Broadcast TV + **TV OnDemand** + **YouTube** + **Cinema** + **Facebook** + **Instagram** + **Snapchat** = **Total video recognition**

1. Sample size: n = 1000

This was the same for the 18-29 year old age group.

Marginal reach in video recognition delivered
by each channel **(% NZers 18-29)**[1]

Channel	Value	Marginal
Broadcast TV	45.5%	
TV OnDemand	59.3%	+13.7%
YouTube	66.2%	+7.0%
Cinema	68.5%	+2.3%
Facebook	69.4%	+0.9%
Instagram	70.0%	+0.6%
Snapchat	70.0%	+0.0%
Total video recognition	70.0%	

Broadcast TV + **TV OnDemand** + **YouTube** + **Cinema** + **Facebook** + **Instagram** + **Snapchat** = **Total video recognition**

1. **Sample size: n = 341**

When compared just with YouTube, TV OnDemand had the strongest impact on expanding the reach of Broadcast TV – even among younger consumers.
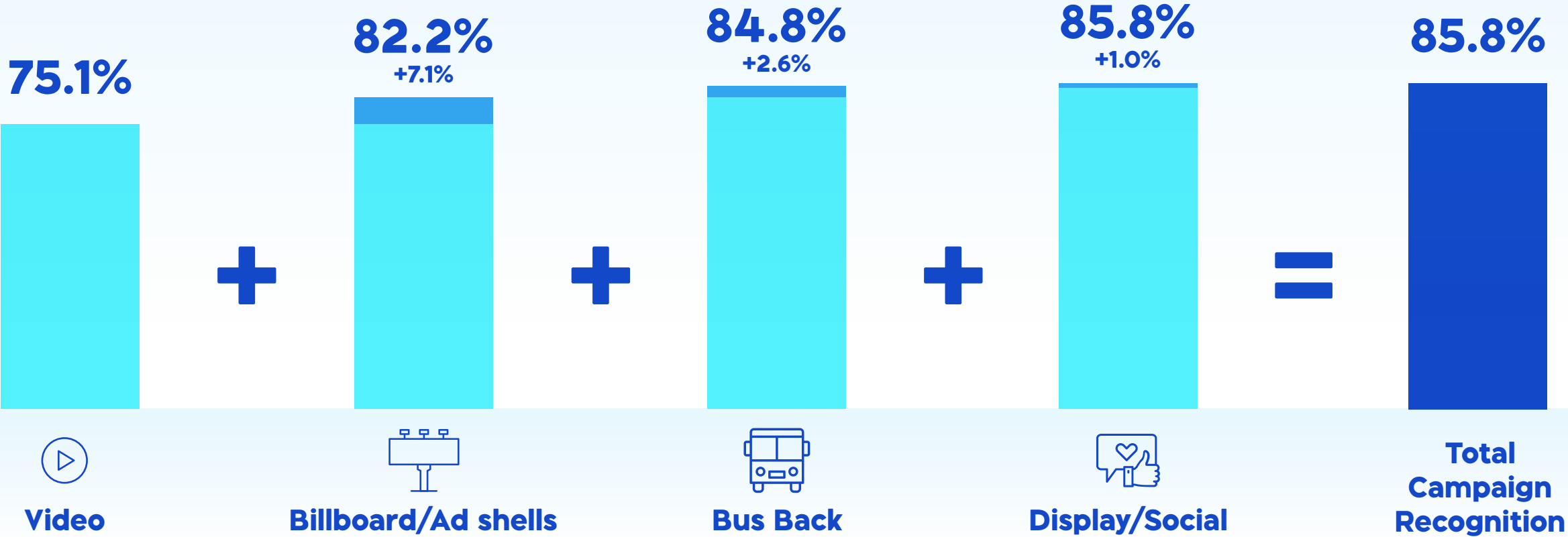
Marginal reach delivered by OnDemand and YouTube

% NZers 18-54[1]

- 69.7%
  - +13.7%
  - 56.0%
  - Broadcast TV + TV OnDemand
- 62.0%
  - +6.0%
  - 56.0%
  - Broadcast TV + YouTube

% NZers 18-29[2]

- 59.2%
  - +13.7%
  - 45.5%
  - Broadcast TV + TV OnDemand
- 56.3%
  - +10.8%
  - 45.5%
  - Broadcast TV + YouTube
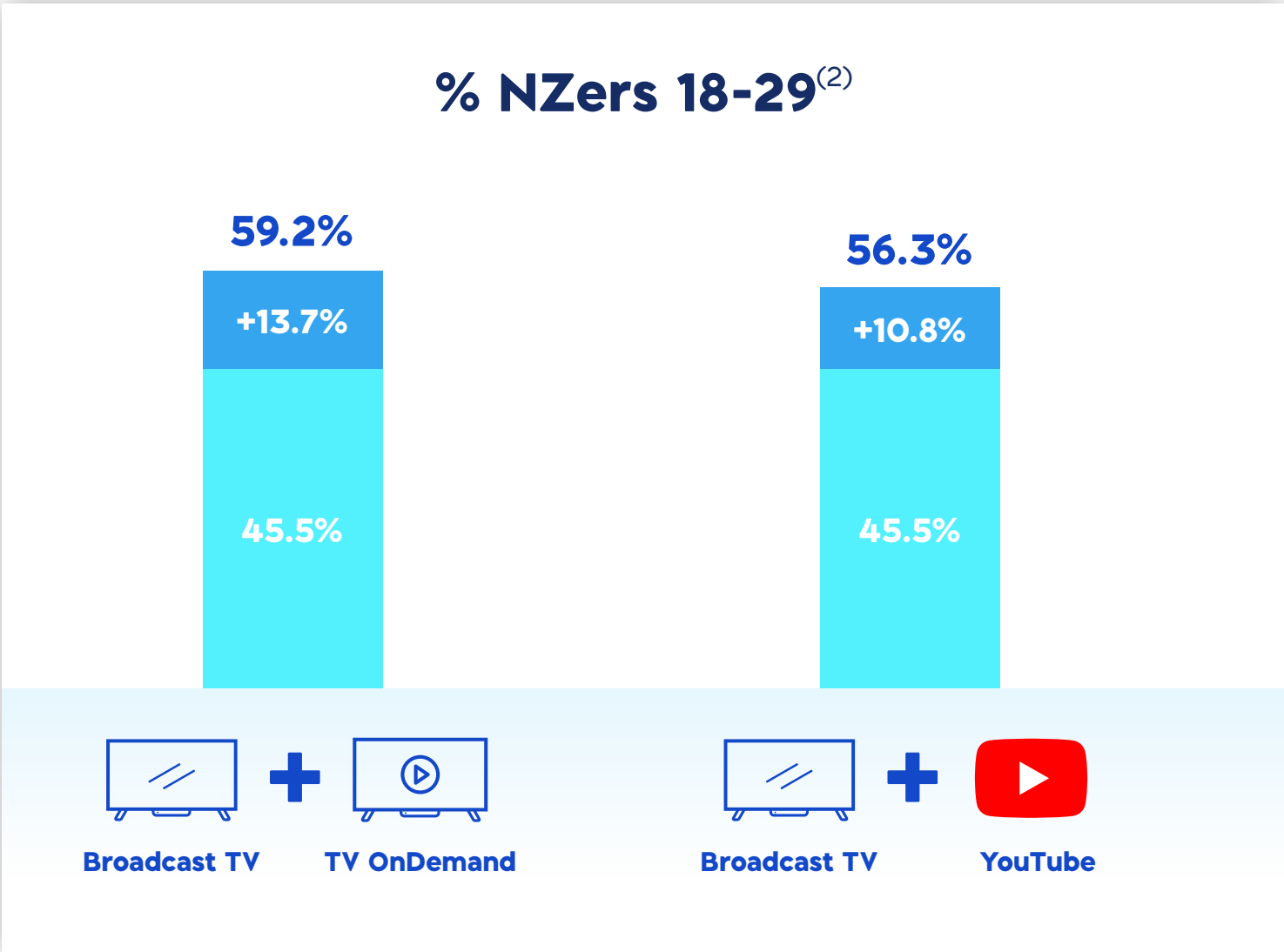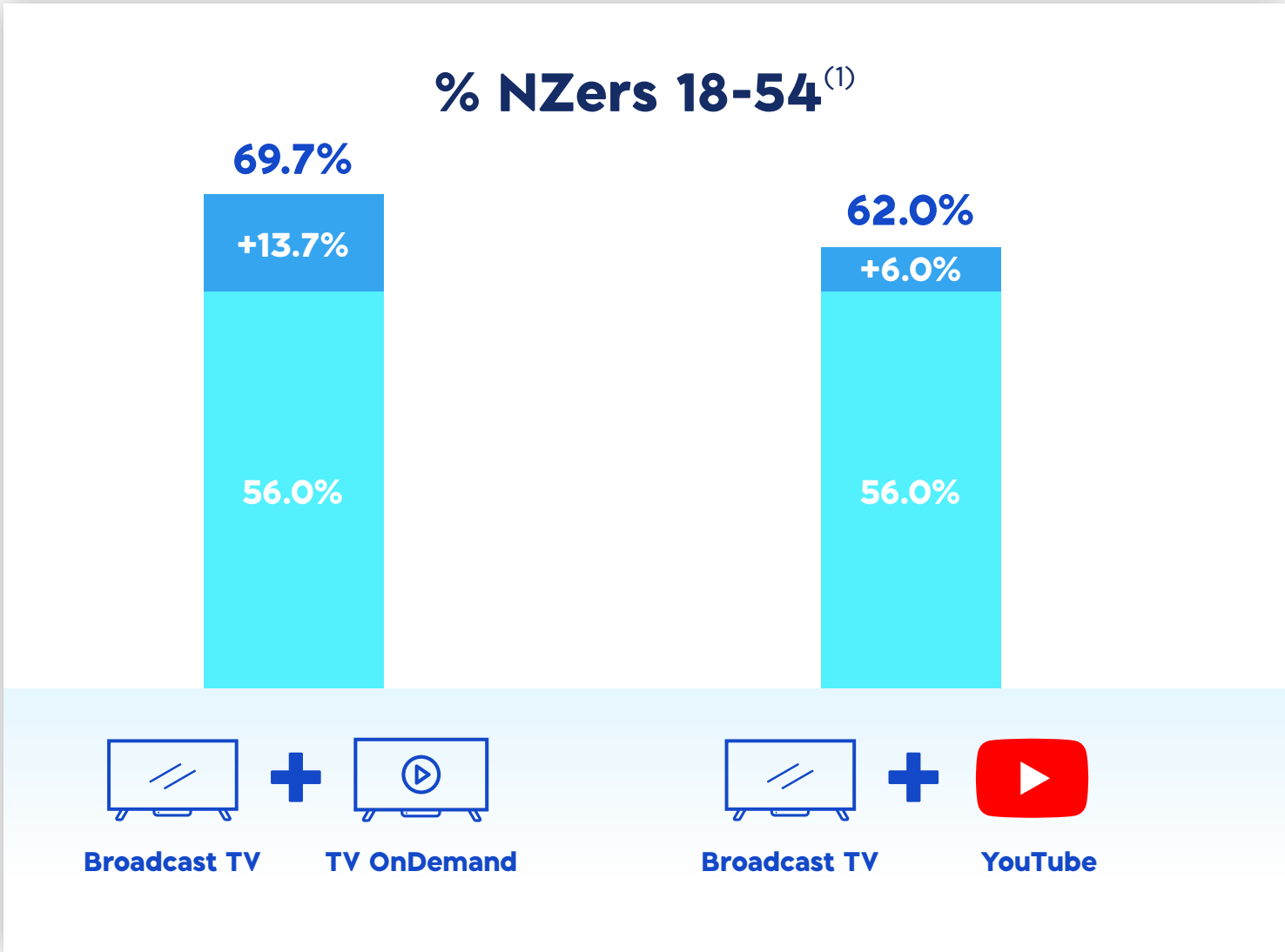
1. Sample size: n = 1000
2. Sample size: n = 341

Static channels delivered limited incremental reach despite good media scheduling – potentially because of the inconsistency between the static and video creative and limited call to action.
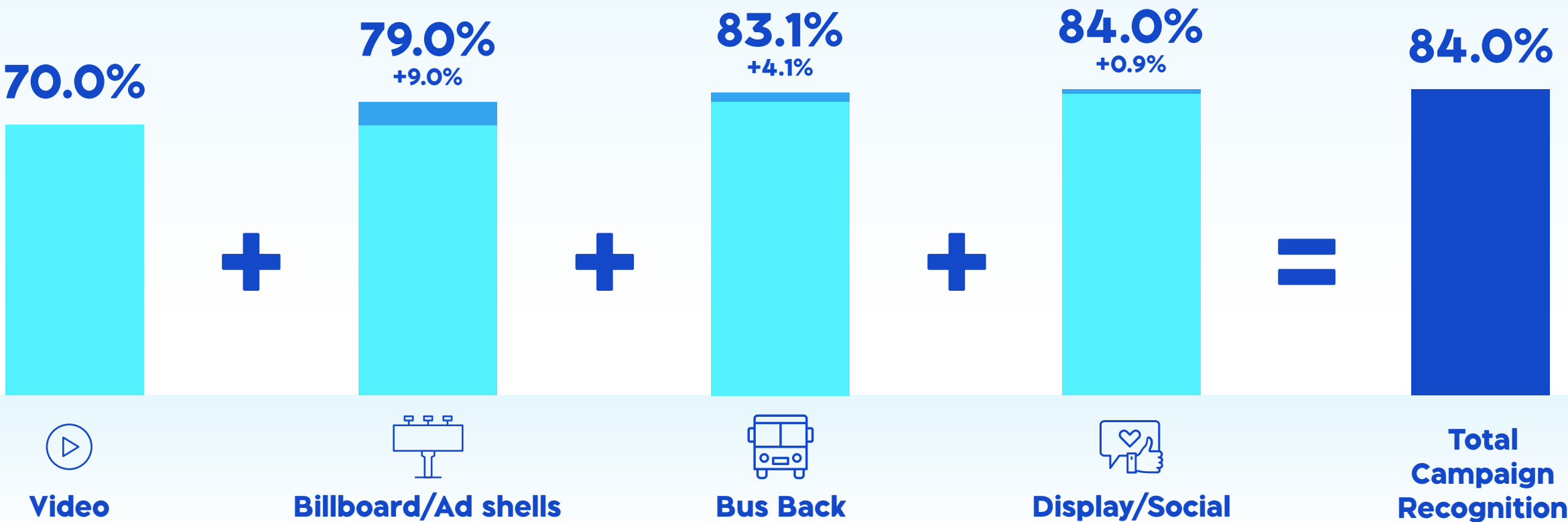
Marginal reach in total campaign recognition delivered by each channel **(% NZers 18-54)**[1]

75.1%

82.2%
+7.1%

84.8%
+2.6%

85.8%
+1.0%

85.8%

+ **+** **+** **=**

Video

Billboard/Ad shells

Bus Back

Display/Social

Total Campaign Recognition

1. **Sample size: n = 1000**

This was the same for the 18-29 year old age group.

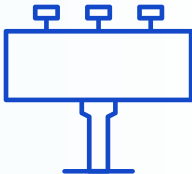Marginal reach in total campaign recognition delivered by each channel **(% NZers 18-29)**[1]

70.0%

79.0%
+9.0%

83.1%
+4.1%

84.0%
+0.9%

84.0%

Video	**Billboard/Ad shells**	**Bus Back**	**Display/Social**	**Total Campaign Recognition**
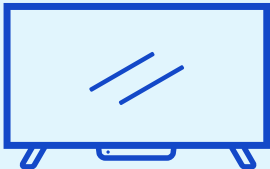
1. **Sample size: n = 341**
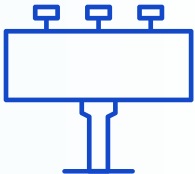
Impact on campaign objectives

Online video delivered strong impact across all levels of KPIs extremely efficiently, while Broadcast TV was the most effective in driving specific actions – not what you'd usually expect!

Generic classification of campaign KPI targets	Average impact of campaign's channels on KPIs (index, 18-54)[1][2]			
	Broadcast TV	**Online video** including TV OnDemand	**Display**	**Billboard/Ad shells**
Specific actions e.g. Visit store, search online	**159**	**128**	**116**	**131**
Targeted brand perceptions e.g. Product is available, brand is easy to deal with	**112**	**167**	**113**	**124**
General brand measures e.g. Awareness, consideration, preference	**103**	**124**	**121**	**129**

1. Sample size n = 100
2. Control group (low exposure) index = 100, i.e. an index of 120 indicates an impact 1.2 times greater than seen with the control (low exposure) group

Online video delivered strong impact across all levels of KPIs extremely efficiently, while Broadcast TV was the most effective in driving specific actions – not what you'd usually expect!

Generic classificat[ion ... ca]mpaign's channels on KPIs (index, 18-54)[1][2]
campaign KPI tar[get]

> e.g. For those highly exposed to TV advertising, performance on the Specific Actions KPIs were **59% higher** than the control group.

	Broadcast TV	Online video including TV OnDemand	Display	Billboard/Ad shells
Specific actions e.g. Visit store, search online	159	128	116	131
Targeted brand perceptions e.g. Product is available, brand is easy to deal with	112	167	113	124
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1. Sample size n = 100
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While Broadcast TV drove good levels of awareness, it also had a big impact on specific actions when compared with other campaigns tested.

Generic classification of campaign KPI targets	Average impact of campaign's channels on KPIs (index, 18-54)[1][2]		
	Telco case study Broadcast TV	Broadcast TV Average	Overall Channel Average
Specific actions e.g. Visit store, search online	159	120	137
Targeted brand perceptions e.g. Product is available, brand is easy to deal with	112	134	134
General brand measures e.g. Awareness, consideration, preference	103	120	111

1. Sample size n = 100
2. Control group (low exposure) index = 100, i.e. an index of 120 indicates an impact 1.2 times greater than seen with the control (low exposure) group
3. Source: TVNZ AdEffect case study series, FMCG case study excluded as an outlier
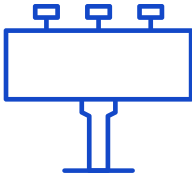
Online video was most effective at driving targeted brand measures, specifically on the customer satisfaction metric.

Impact of exposure on targeted brand measure (index, 18-54)[1][2]

Customer satisfaction

171 — Broadcast TV

207 — Online video

100 — Display

127 — Billboard/Ad shells
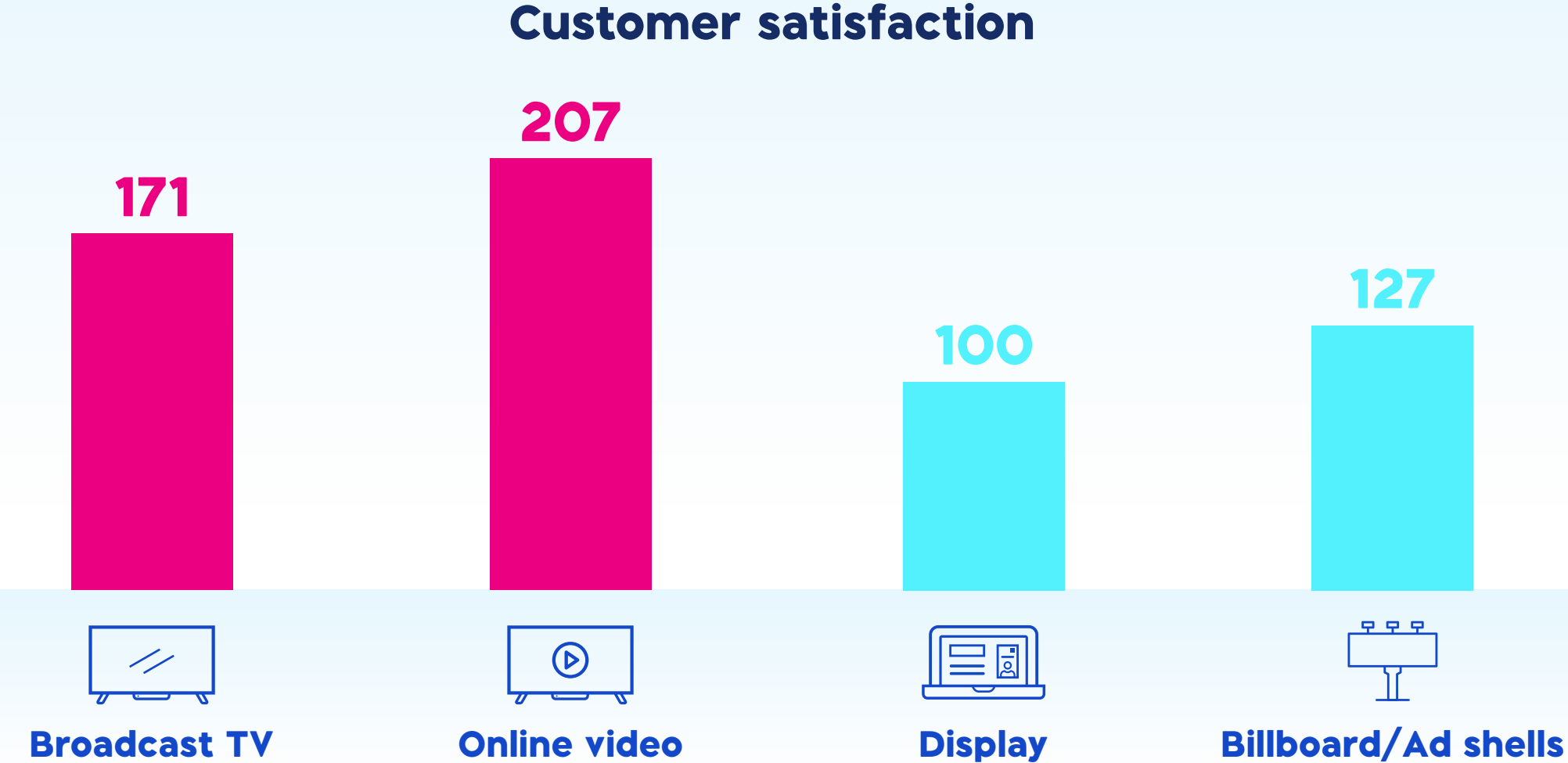
NOTES: In order to keep confidentiality, brand measure description has been amended.
1. Sample size: n = 1000
2. Control group (low exposure) index = 100, i.e. an index of 120 indicates an impact 1.2 times greater than seen with the control (low exposure) group

Significantly, the campaign proved that Broadcast TV not only raises the most awareness but is key in driving purchase-related actions.

Impact of exposure on specific actions (index)[1][2]

	Broadcast TV	Online video	Display	Billboard/Ad shells
Searched for brand online	183	141	130	146
Requested information about brand online	142	120	146	117
Requested information about brand in store	161	122	100	137
Purchased services in store	186	104	100	130
Purchased services online	122	151	105	126

Plus, online video did extremely well at driving online purchases especially when compared with static display.

1. Sample size: n = 1000
2. Control group (low exposure) index = 100, i.e. an index of 120 indicates an impact 1.2 times greater than seen with the control (low exposure) group

Key insights

1 The campaign achieved a **phenomenal level of recognition**, with more New Zealanders aware of the campaign than any other campaign in the TVNZ AdEffect series.

2 **TV OnDemand had the strongest impact on expanding the reach of Broadcast TV** – even among younger consumers.

3 **Online video consistently delivered a strong impact for the campaign** across all levels of KPIs, while Broadcast TV was the most effective in generating additional interest and driving specific actions.

4 Creatively, the campaign was unique, but because there could've been more consistency between the video and non-video elements, **it reduced the campaign's ability to deliver a positive long-term brand benefit.**

Thank You

tvnz