

# Cheap video doesn't mean effective video!

Delivered by Kantar, TVNZ has presented over 10 AdEffect studies that measure the effectiveness of both media and creative of a brand campaign. The latest study is for an online application ad campaign that delivered a full media mix.

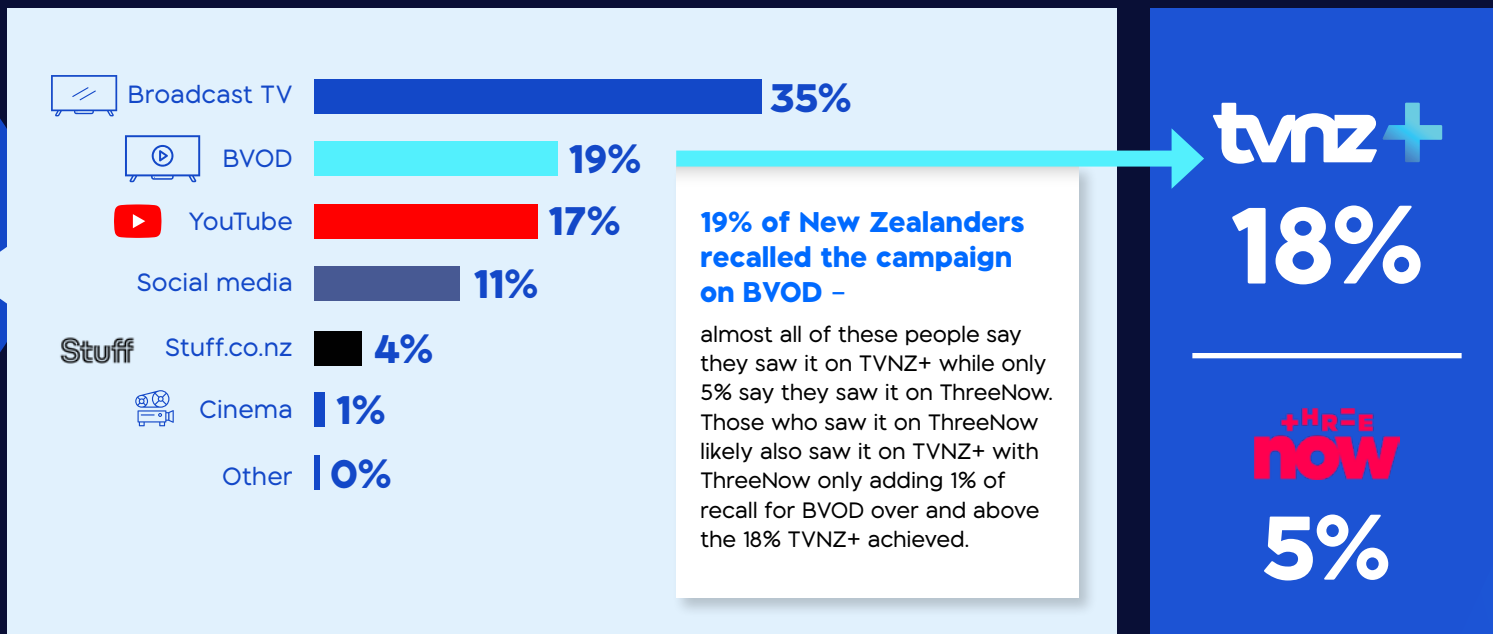
**Video was a strong component for recall across channels, with BVOD and Broadcast TV winning for reach and awareness.**

For the first time in over 10 TVNZ AdEffect studies, YouTube exceeded Broadcast TV in delivering incremental reach... **but at a much higher cost than TVNZ+.**

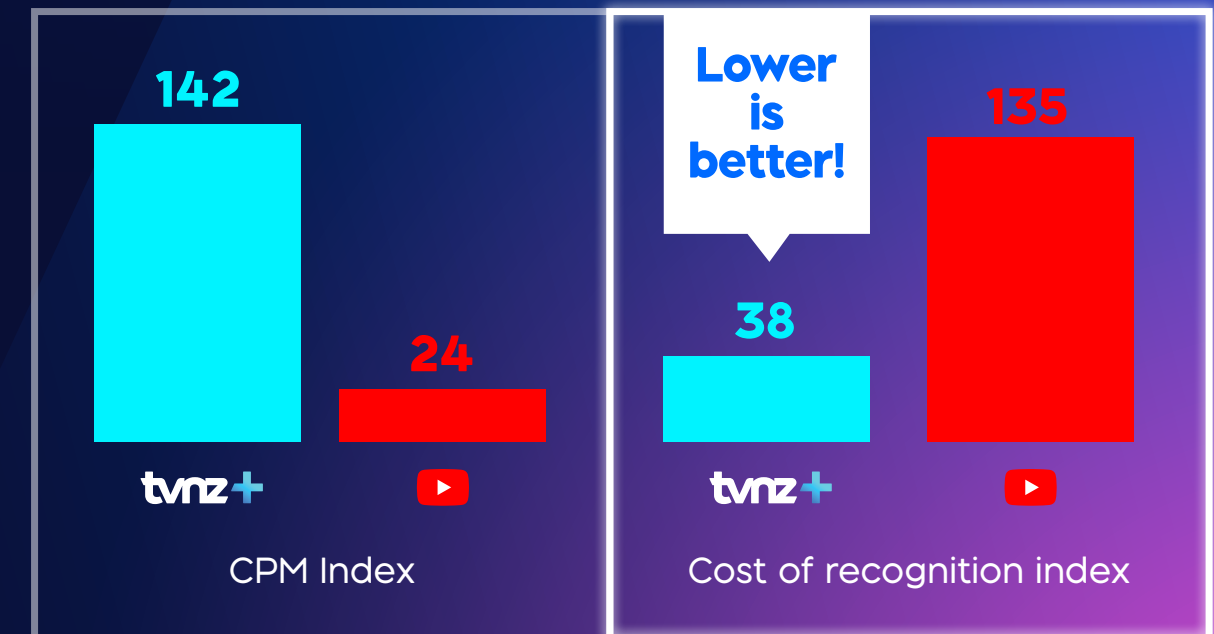
While YouTube had a lower CPM, **the TVNZ+ audience was more than 3x as cost effective** at delivering campaign recognition.

Video recognition by channel (% New Zealanders) <sup>(1)(2)</sup>

Video  
**57%**



Channel cost efficiency<sup>(3)</sup>



(index, 100 = average)

Source: Online Software TVNZ AdEffect Case Study (Research provided by Kantar).

1. Sample size: n = 1000 2. Respondents who could not identify where they recognised the video from have been removed 3. Sample size: n = 1000