

Exploring the future of media and advertising evaluation

March 22nd, 2022

ISBA

ebiquity

Introduction

Phil Smith, ISBA
Sam Taylor, DLG

The advertising terrain

Nick Pugh, Ebiquity

The client's view

Simon Moore, Dreams
Sam Taylor, DLG

Panel discussion

All

Audience Q&A

All

Closing statement

Phil Smith, ISBA

1. Introduction



2. The advertising terrain

Stating the obvious but the key objective of any media plan is...

To deliver **EFFECTIVE ADVERTISING** to as **MANY POTENTIAL CONSUMERS** as possible for the **MOST EFFICIENT COST**

There are increased pressures on achieving effective reach efficiently

Just some of the challenges...

Myriad of touchpoints

Unique reach harder to achieve

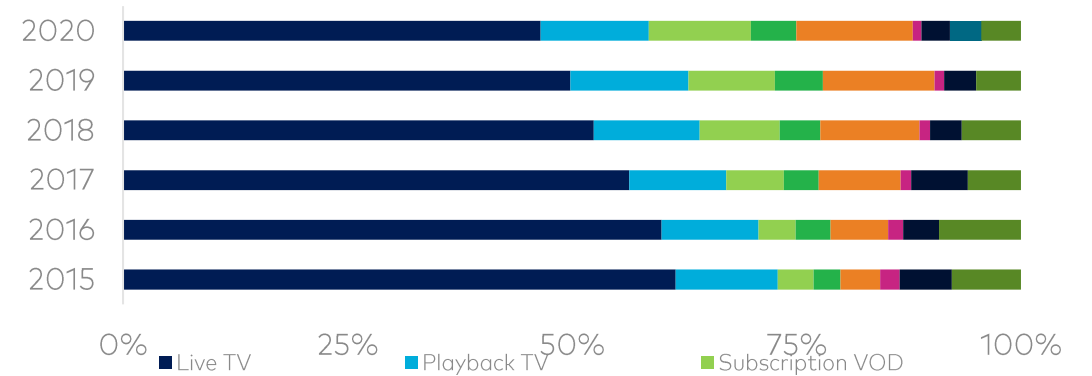
Greater path-to-purchase complexity

Proliferation of metrics

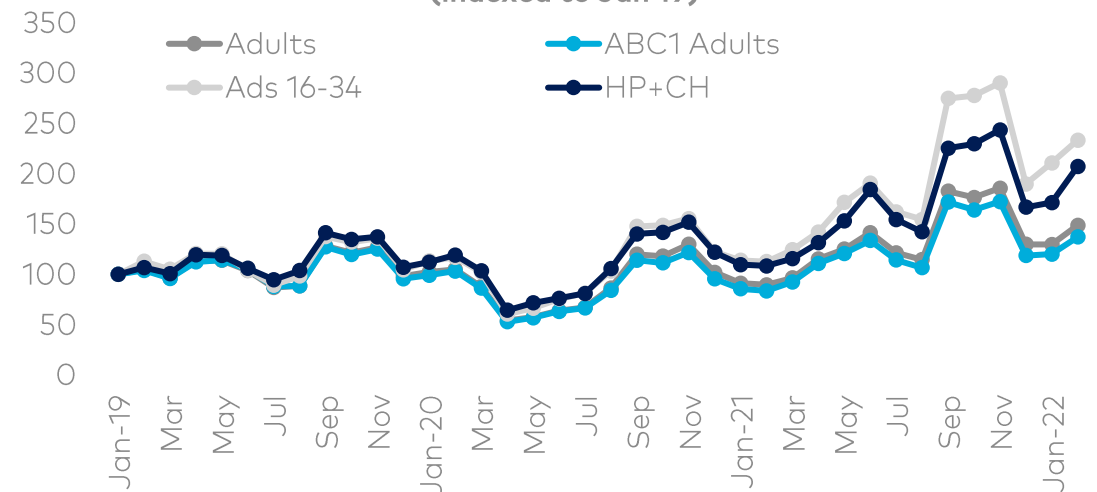
Short v. long term commercial goals

Extreme media inflation

AV viewing by format



Network CPT inflation (indexed to Jan'19)



Source:

- AV viewing by format: Thinkbox
- Network CPT inflation: Ebiquity

Critical to balance Effectiveness with Cost and determine drivers of ROI

$$\text{ROI} = \frac{\text{Effectiveness}^*}{\text{Cost}}$$

Business and/or
brand outcome

$$*\text{Effectiveness} = \text{Effective Reach}$$

Fuse existing 'audit' metrics with broader descriptors of Effectiveness

PIB	CENTRE	ATTENTION	CREATIVE
PEAK	PROG.	INCR. REACH	CHANNEL MIX

$$\text{ROI} = \frac{\text{Effectiveness}}{\text{Cost}}$$

Business and/or brand outcome

Establish the 'Why behind the what of ROI'

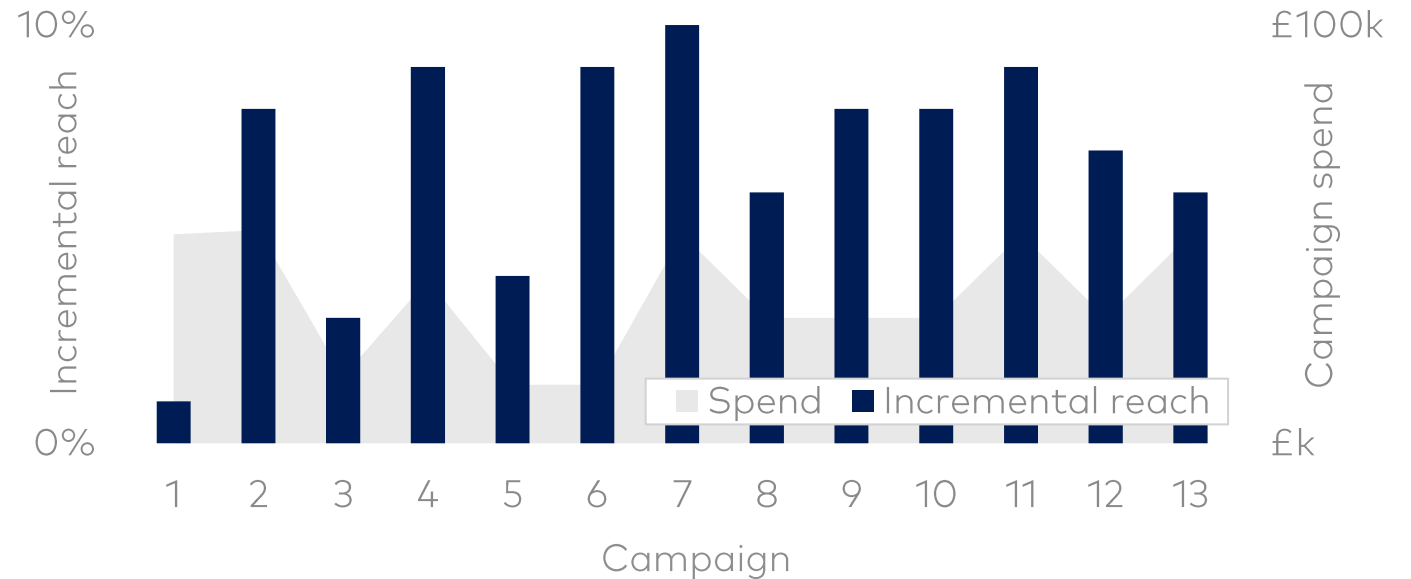
The importance of reach is not in dispute...

It is well established that reach drives business outcome ...



Continuously reach all buyers of the category

It becomes essential to determine incremental reach and the cost of accessing that reach ...



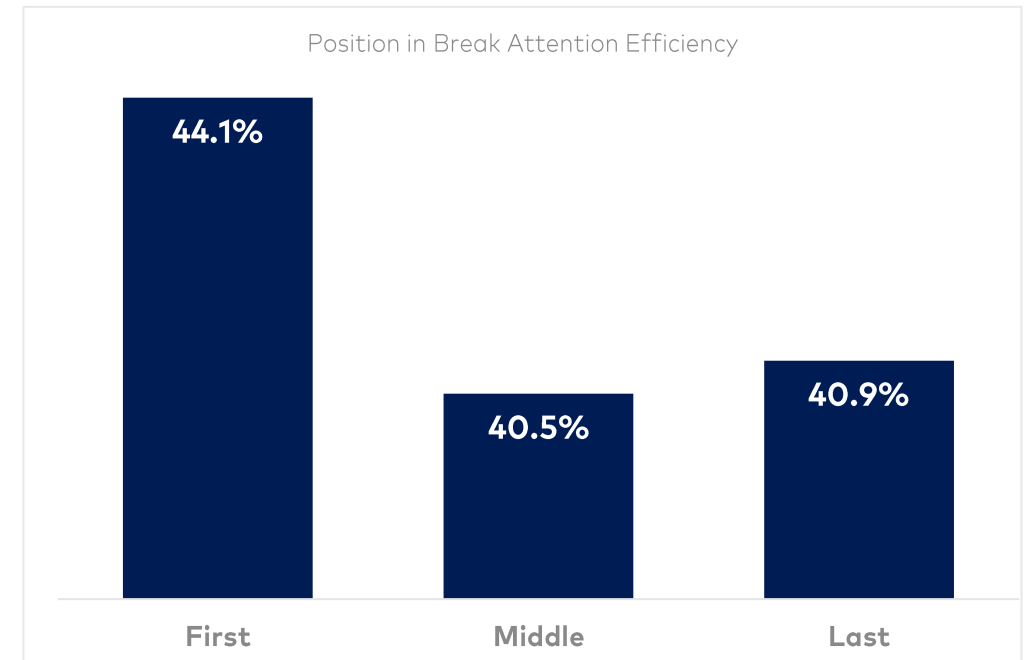
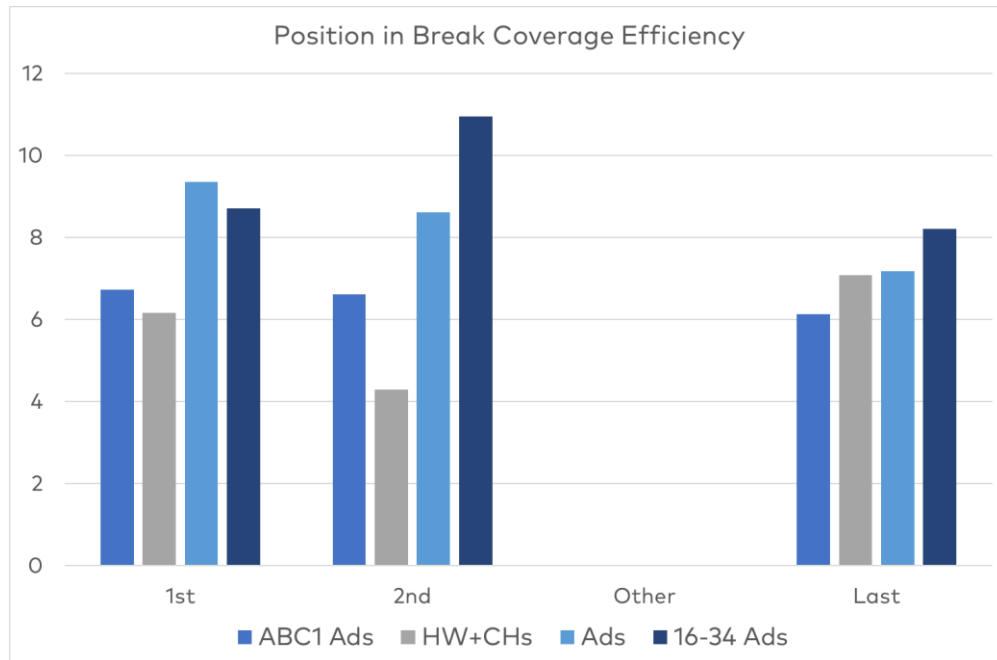
Bombardment and excessive advertising was among the key drivers of distrust in advertising

Credos (2021)

Talking of reach...long standing 'audit' metrics are still relevant in 2022

1/2/L in break deliver 4-11% better coverage at comparative weights than ads falling in unclassified positions

TVision data from the US shows attention is greatest for 1st in break, while Last in break also offers a slight advantage over middle-of-the-break ads



The fight for attention is rife. Very early days but evidence of strong relationship between attention and effectiveness

Attention is the taking possession of the mind, in clear and vivid form, of one out of what seem several simultaneously possible objects or trains of thought

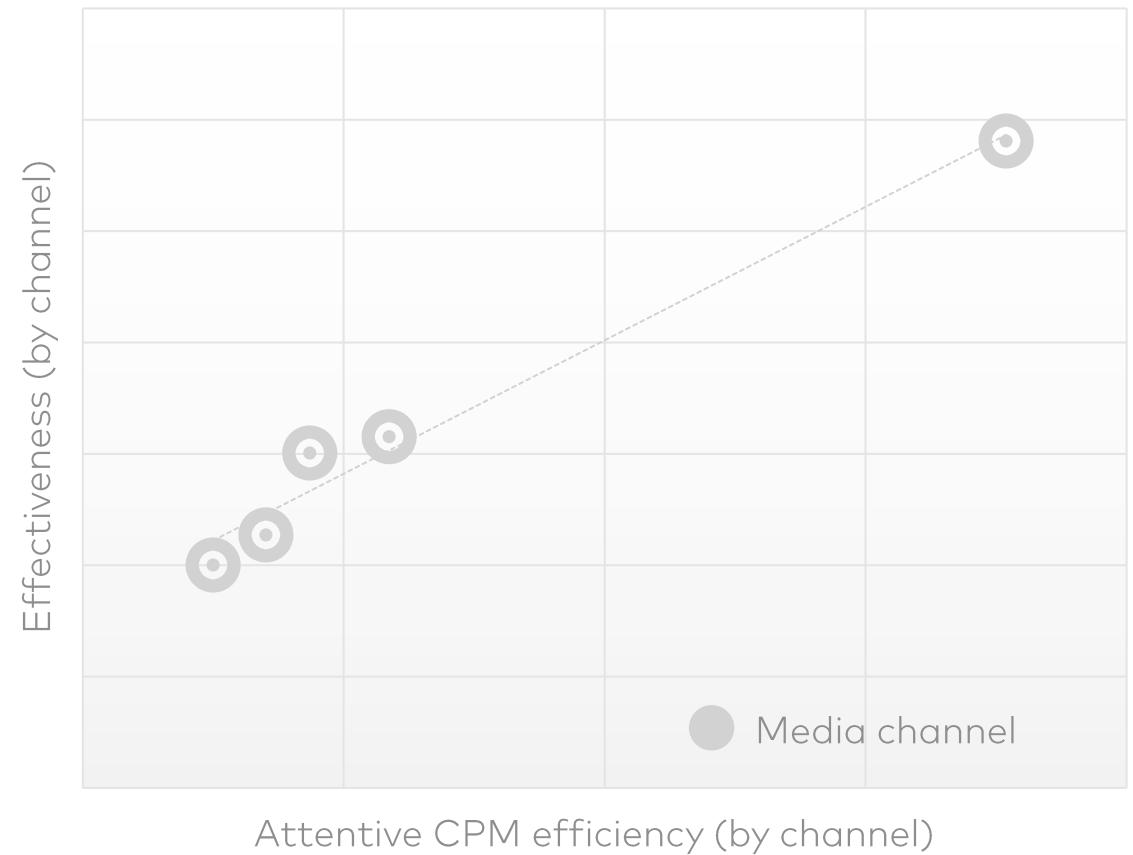
*William James
(1842-1910)*

SELECTIVE

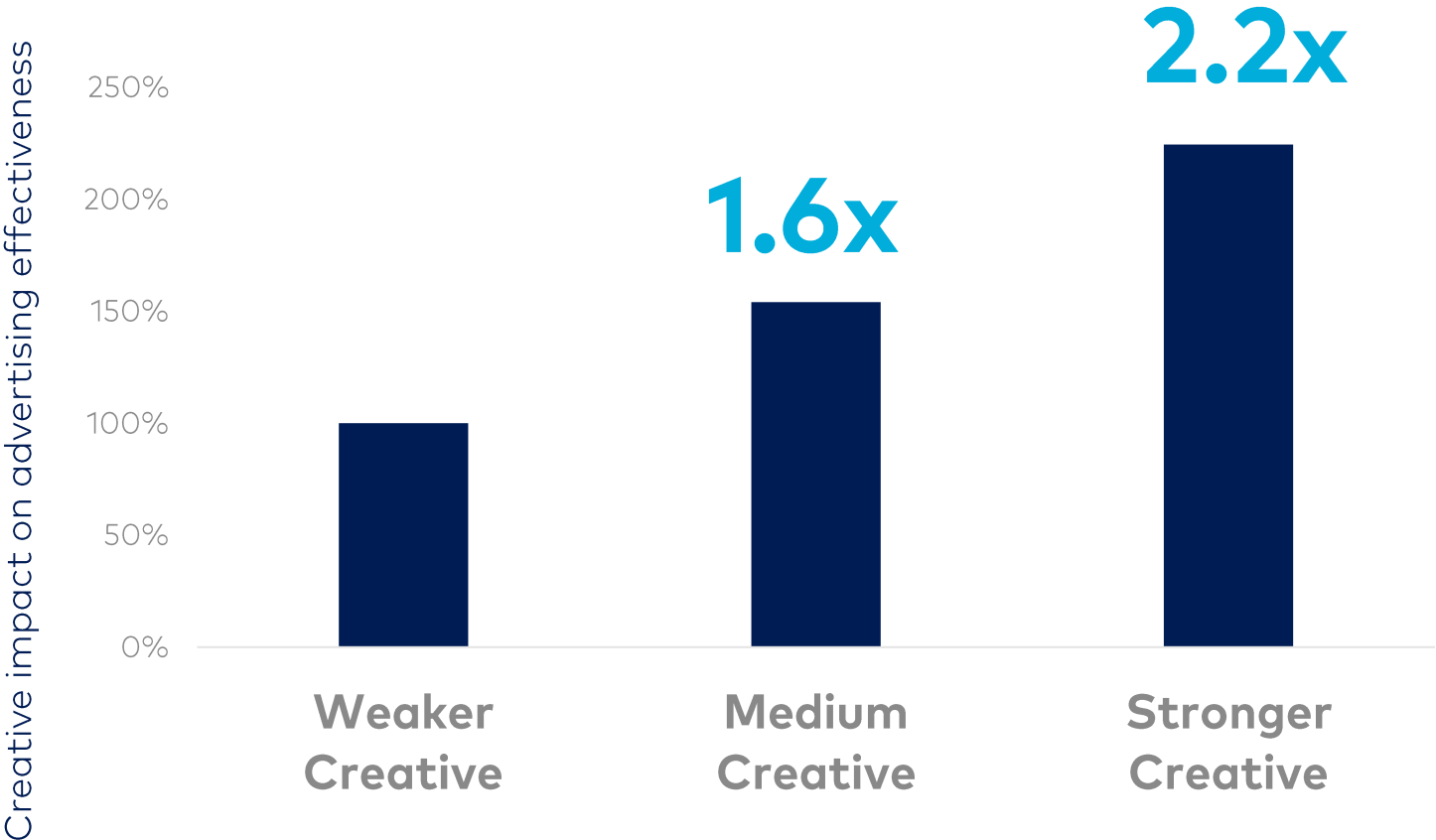
FINITE

A VOLUNTARY PROCESS (?)

Client illustration



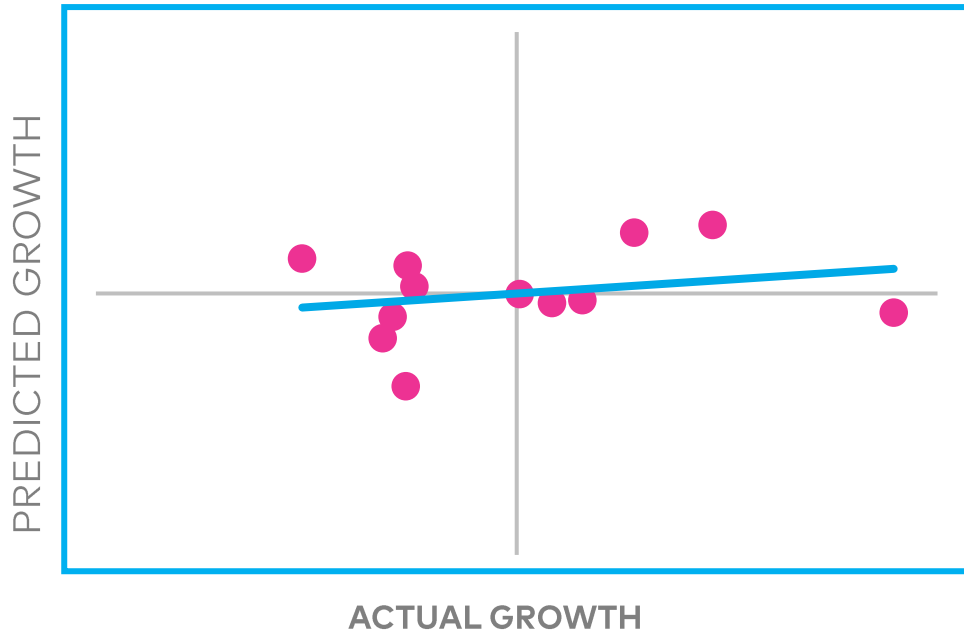
Creativity drives significant amounts of effectiveness (1/2)



The role of 'distinctive assets' or 'fluent devices' is a critical foundation stone in improving the effectiveness of advertising

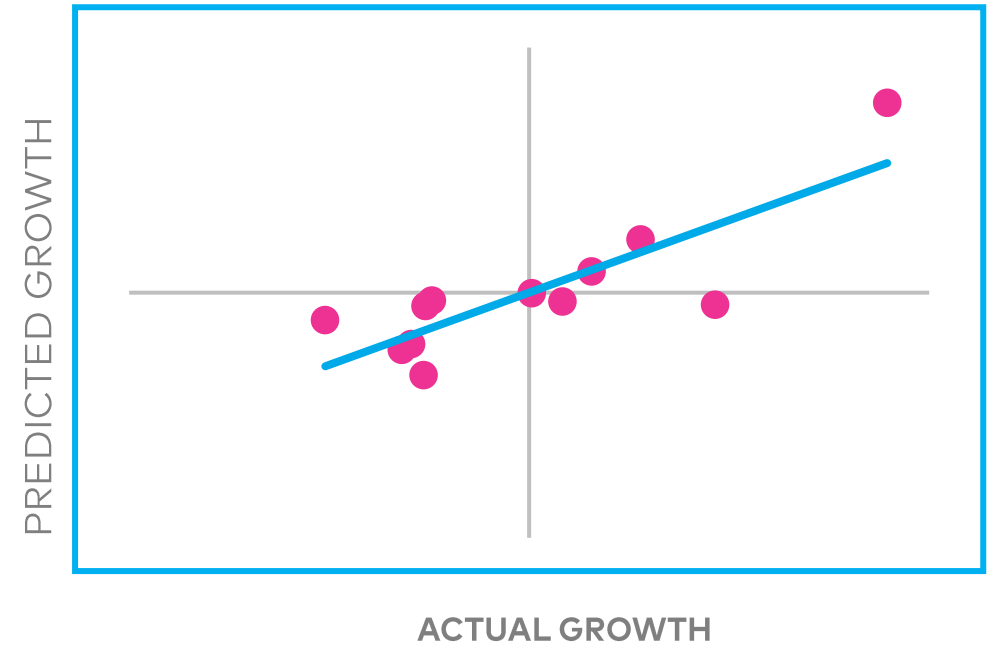
Creativity drives significant amounts of effectiveness (2/2)

Quantity of Advertising ESOV



Correlation **0.25**

Quantity and Quality of Advertising ESOV+Star Rating










Correlation **0.83**

Where this leads: a curation of disparate data sets and metrics to help drive informed decision making




Example questions that the framework is looking to answer

	Cost	<ul style="list-style-type: none"> ✓ Is the client's pricing competitive, could they expect it to improve ✓ Contextualises ROI, is price a one-off, how could it (and delivery) be replicated
	Quality	<ul style="list-style-type: none"> ✓ Is the campaign getting the most from the medium, being as visible as possible ✓ Where can brands find greater benefit from a medium, without paying more
	Cross-channel reach	<ul style="list-style-type: none"> ✓ Which platforms are extending TV campaign reach, and to which audiences ✓ Is OLV investment enough to make up the shortfall vs previous years
	Attention	<ul style="list-style-type: none"> ✓ How people actually look at the ads, which parts, are the ads effective ✓ How can planning change to put ads in front of more eyeballs for longer
	Creative	<ul style="list-style-type: none"> ✓ The (potential) consumer just sees an ad, is it good enough to affect KPIs ✓ How do our client's ads compare to the competitors?
	Brand health	<ul style="list-style-type: none"> ✓ How are key brand metrics changing when activity runs? ✓ Which metrics are changing - are they indicators of long-term growth?
	Business outcomes	<ul style="list-style-type: none"> ✓ Is the advertising budget delivering commercial returns? ✓ Guidance on which levers to pull to improve results (ROI)?


Over to Simon and Sam for an advertiser's perspective



Simon Moore



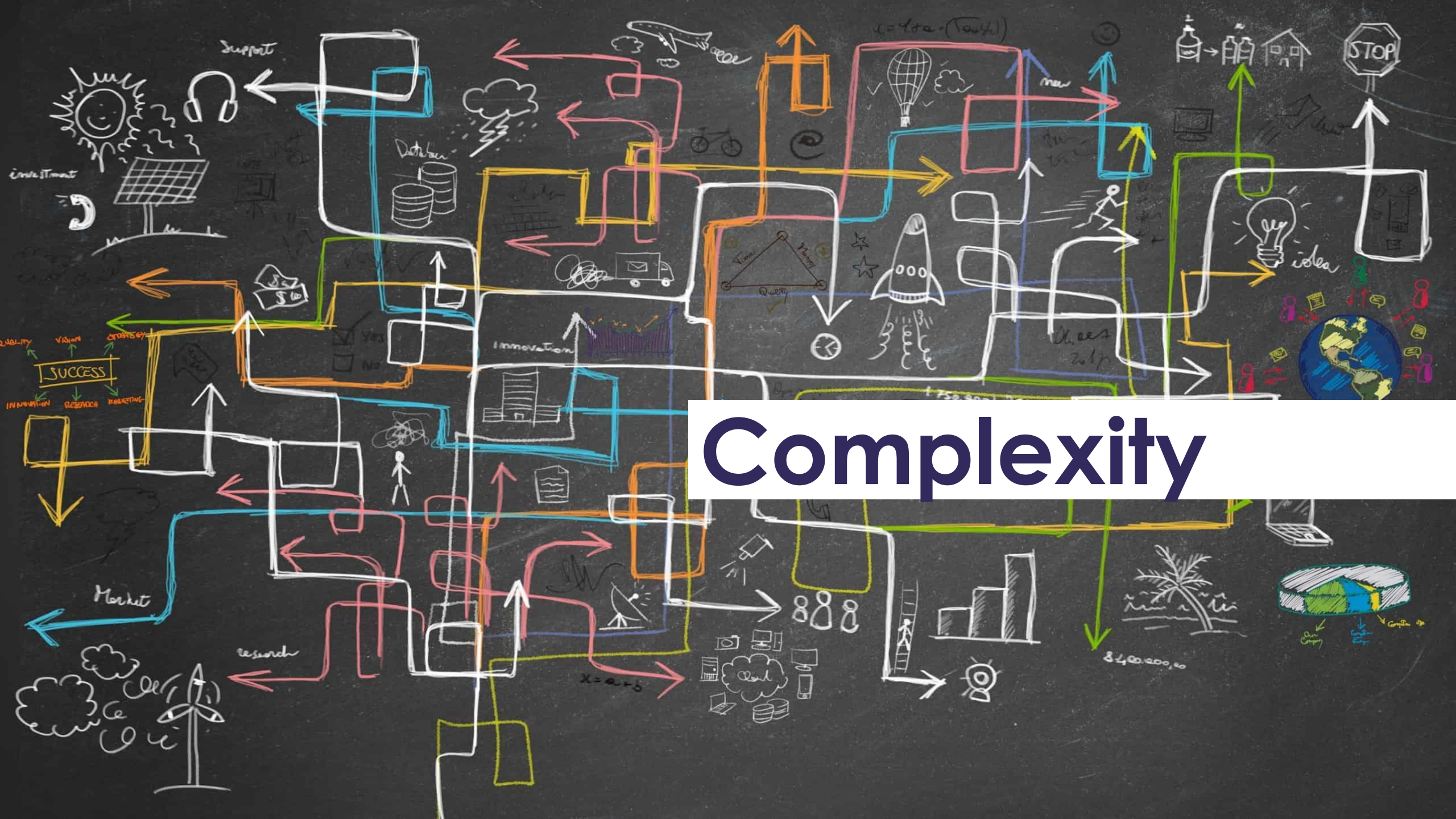
Sam Taylor



Understanding performance in the round

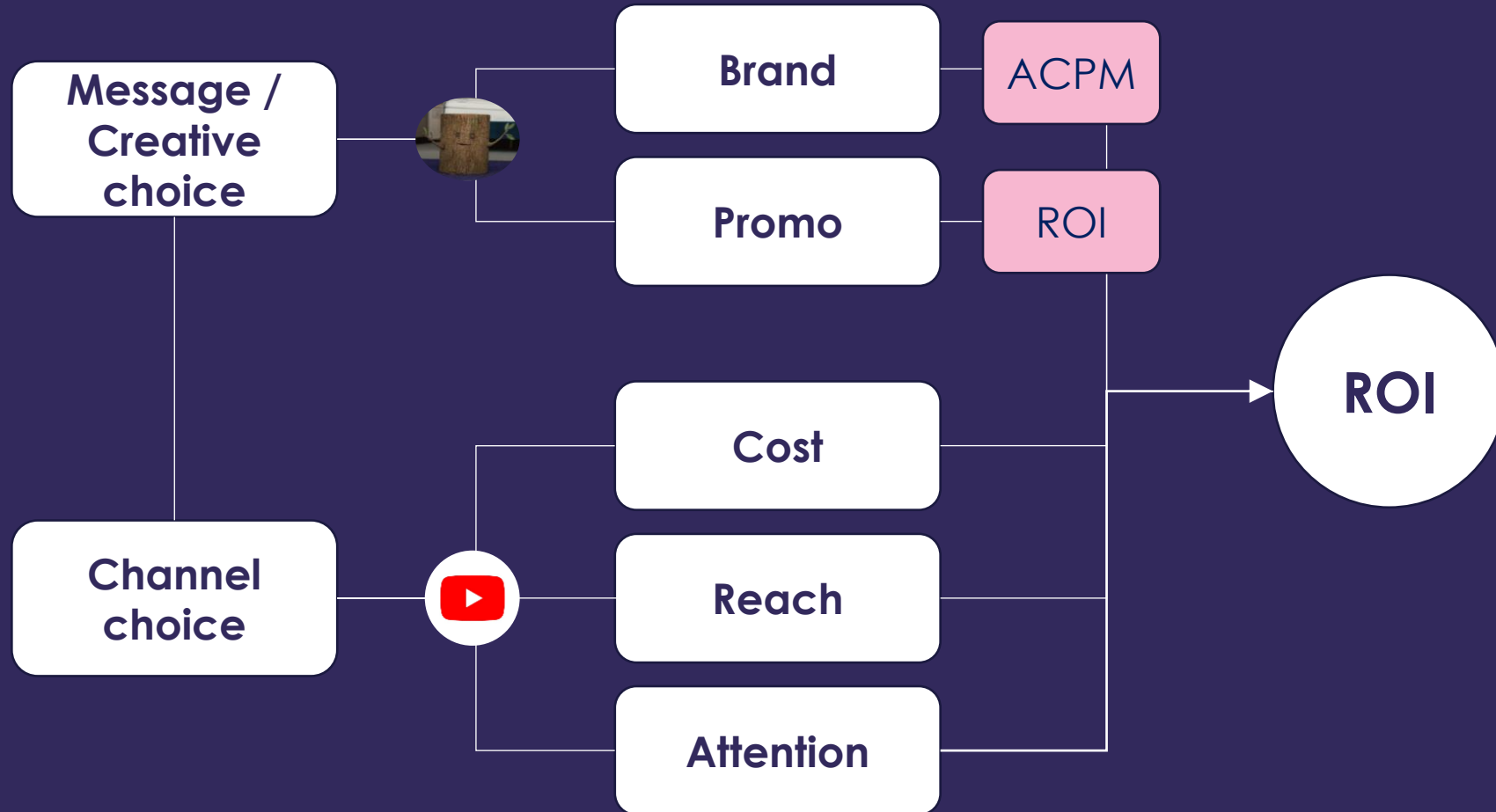


Dreams



Complexity

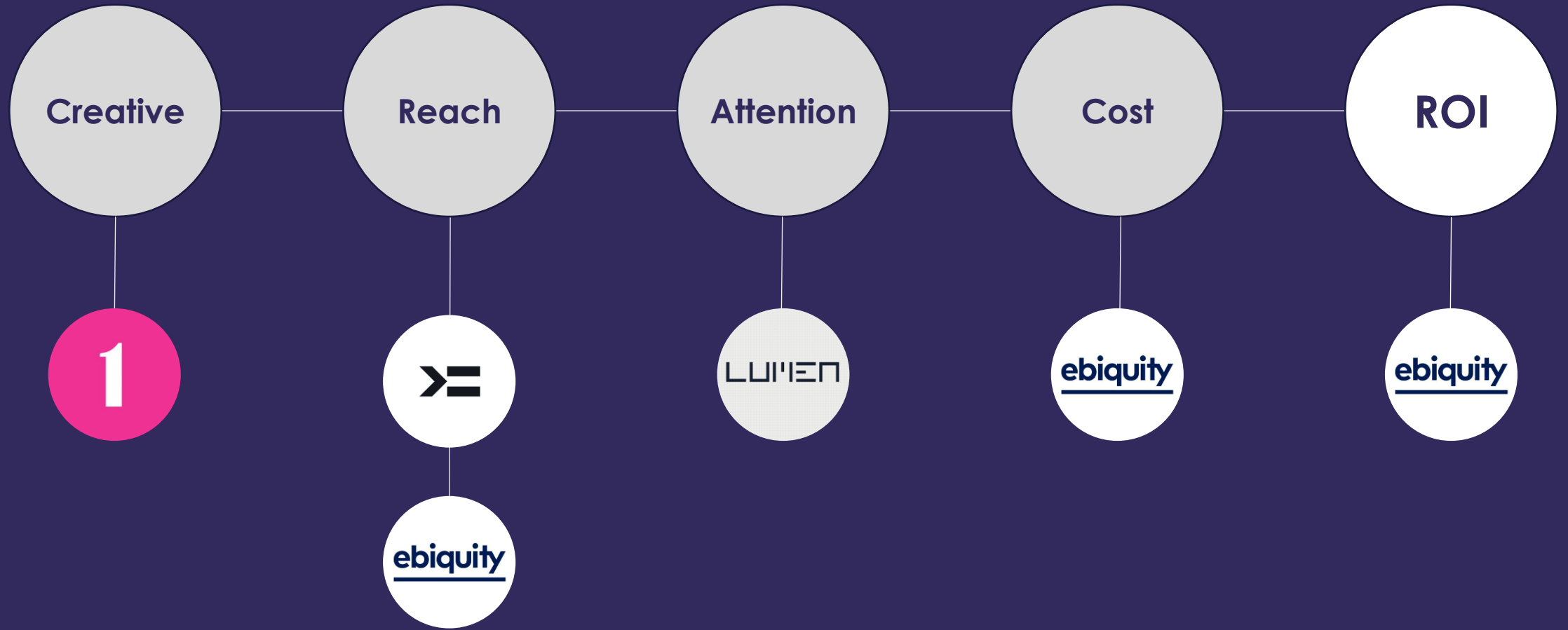
Our challenge



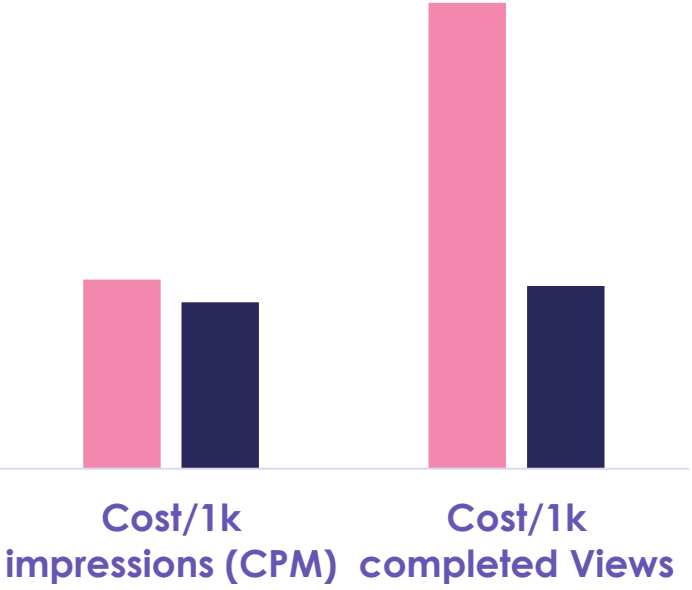
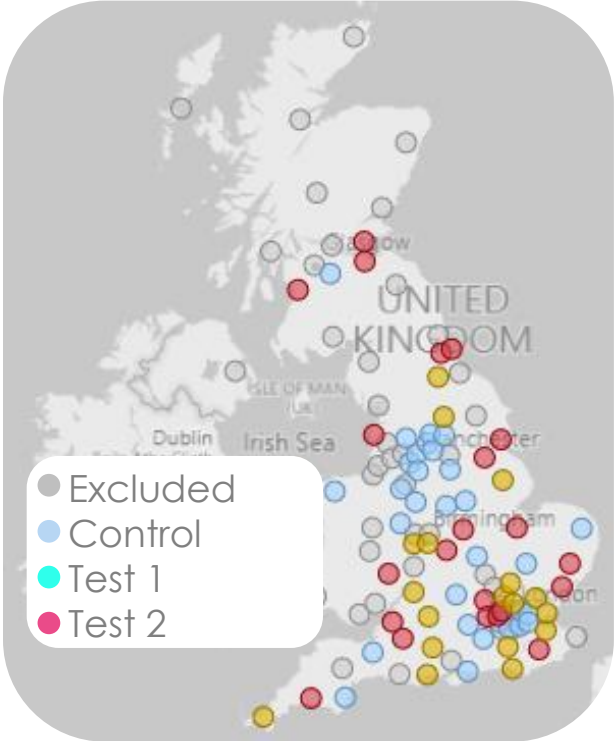
Getting to
the why
behind
the what
of ROI

Dreams

Our integrated approach to evaluation



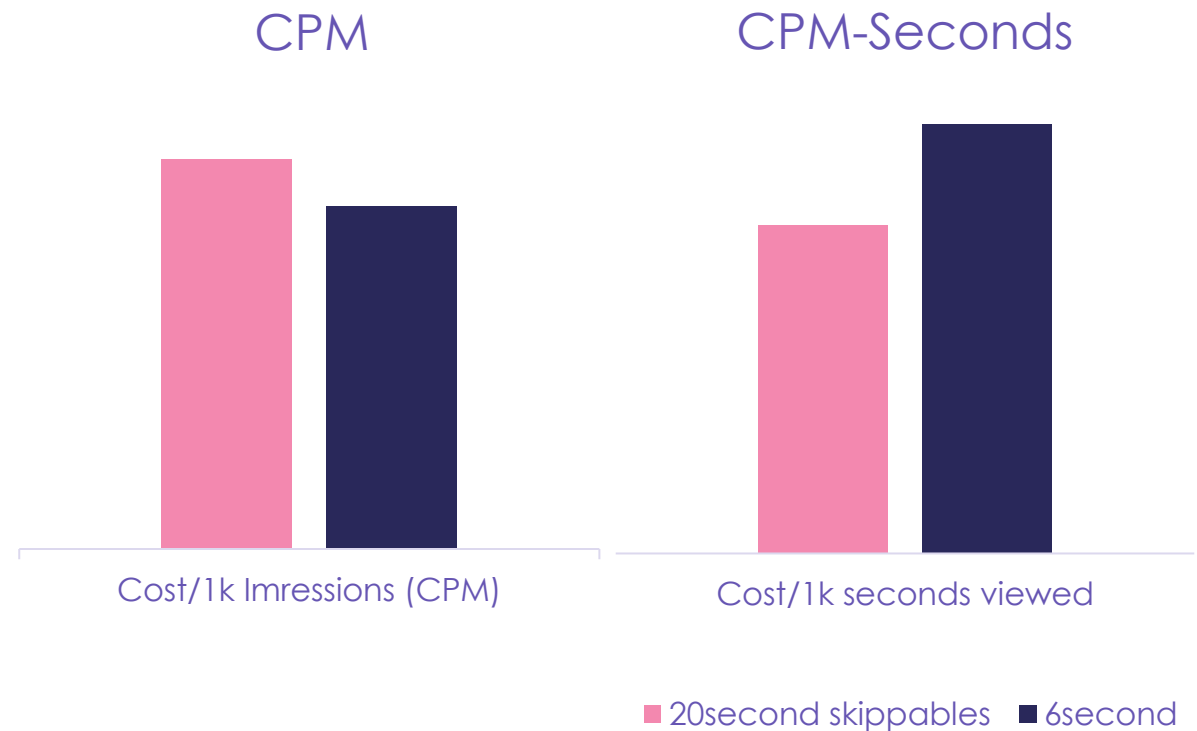
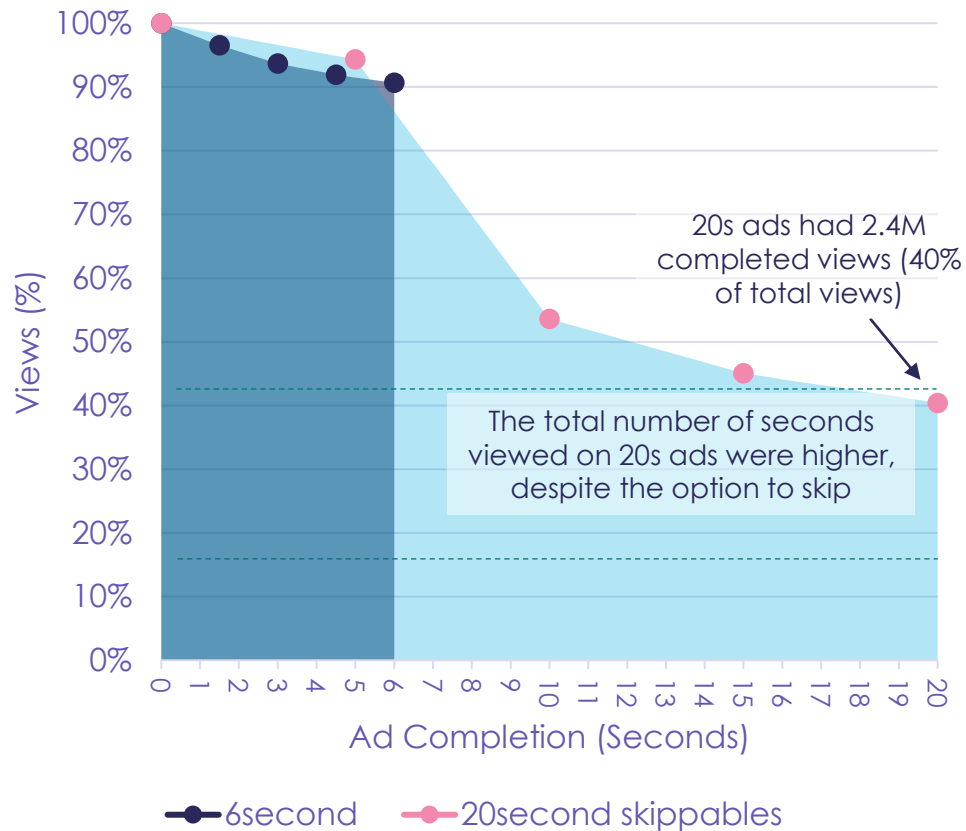
Testing 6" non-skippable vs 20" Skippable



Relative costs per 000 and reported views suggest that 6" are more cost efficient than 20" BUT...

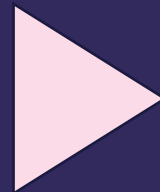


The Attentive CPM is different with costs per thousand second views being much lower



We used a control & expose approach to understand the commercial impact (ROI)

Test design



ROI



20"

We understand why



6"

Dreams

Not all that glitters is golden



Dreams

**How do we
maximise reach
going beyond
linear TV?**

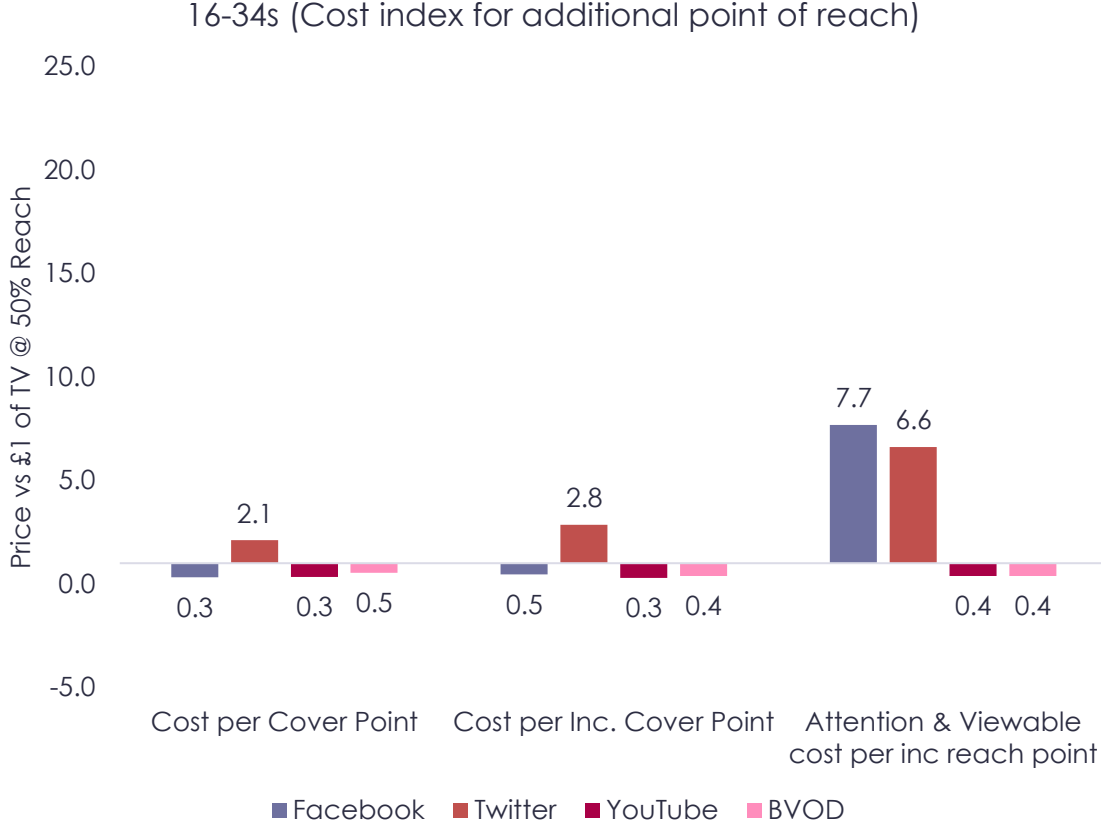
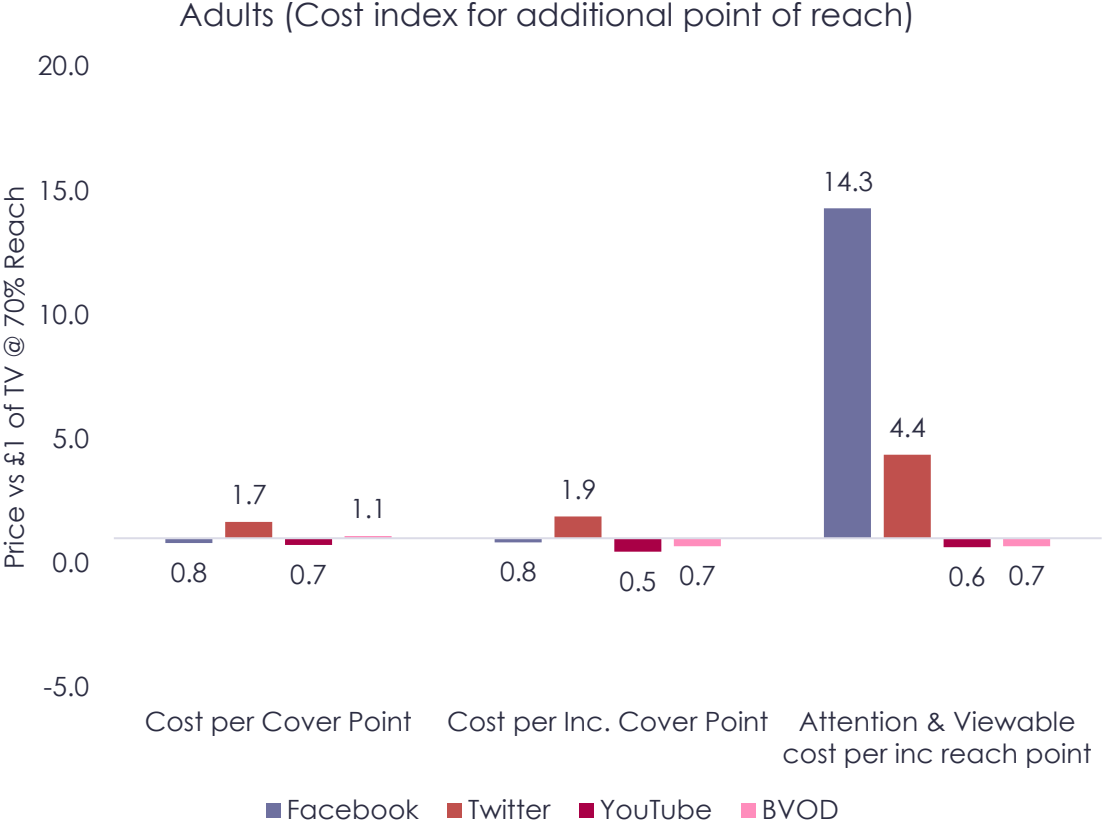


**Direct Line
Group**

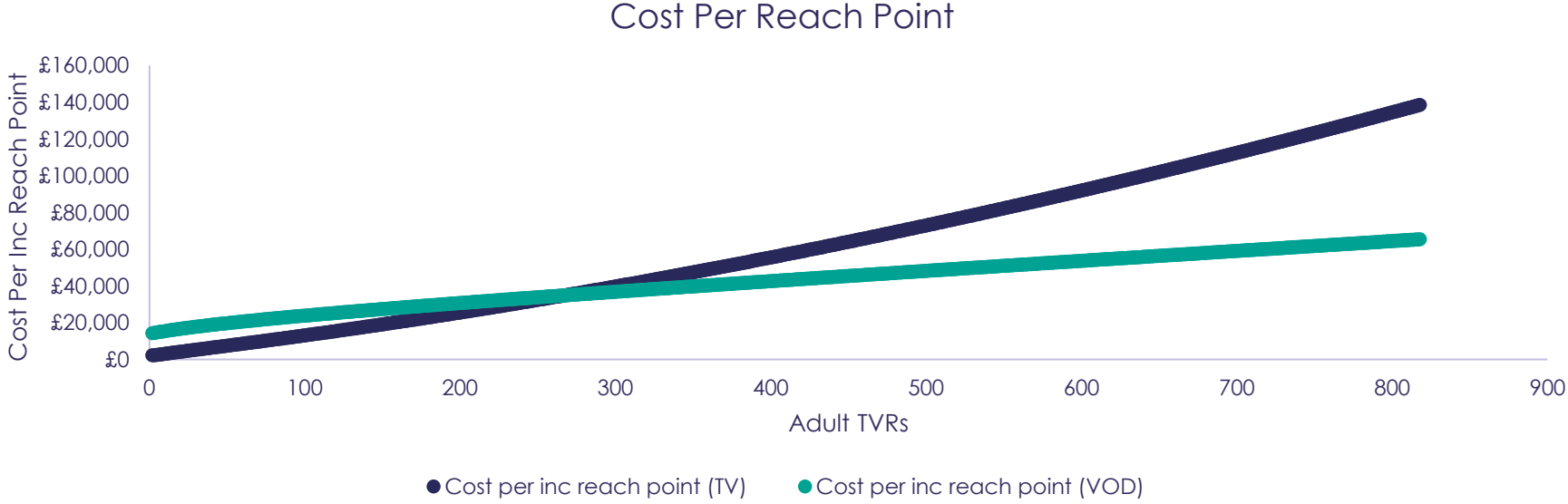
We were able to measure the cost of incremental reach across different platforms ...

AFTER 70% REACH TO ADULTS ON LINEAR TV

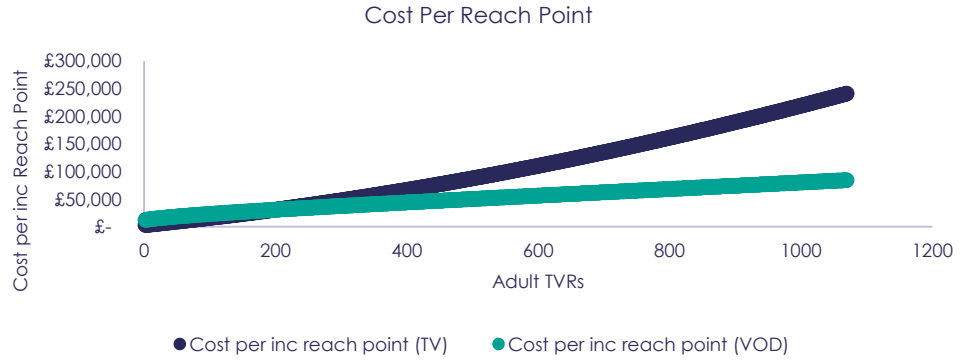
AFTER 50% REACH TO 1634 ADULTS ON LINEAR TV



Then identify the point at which BVOD becomes more efficient at driving reach and reflected in our reach curve sims....



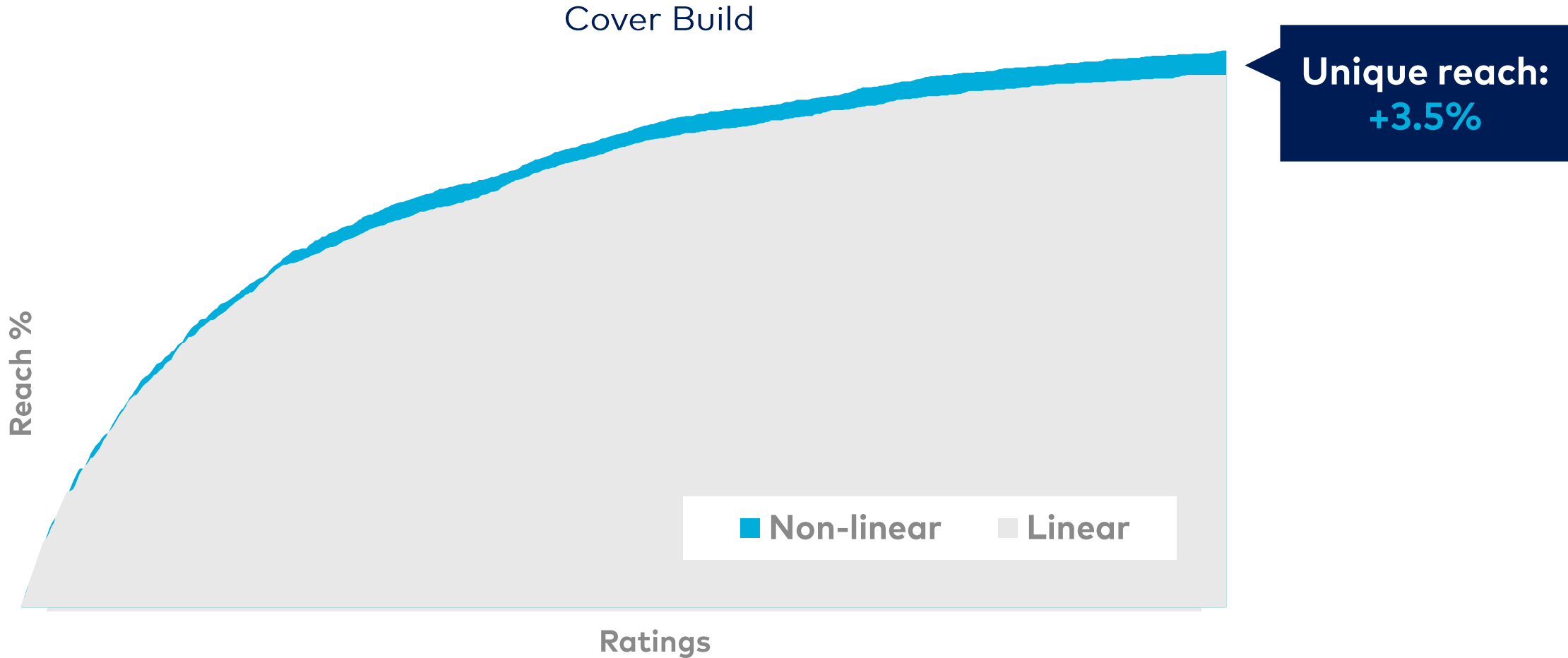
And then, simply by changing the assumptions we can recalculate the pivot point... such as applying **10% inflation**



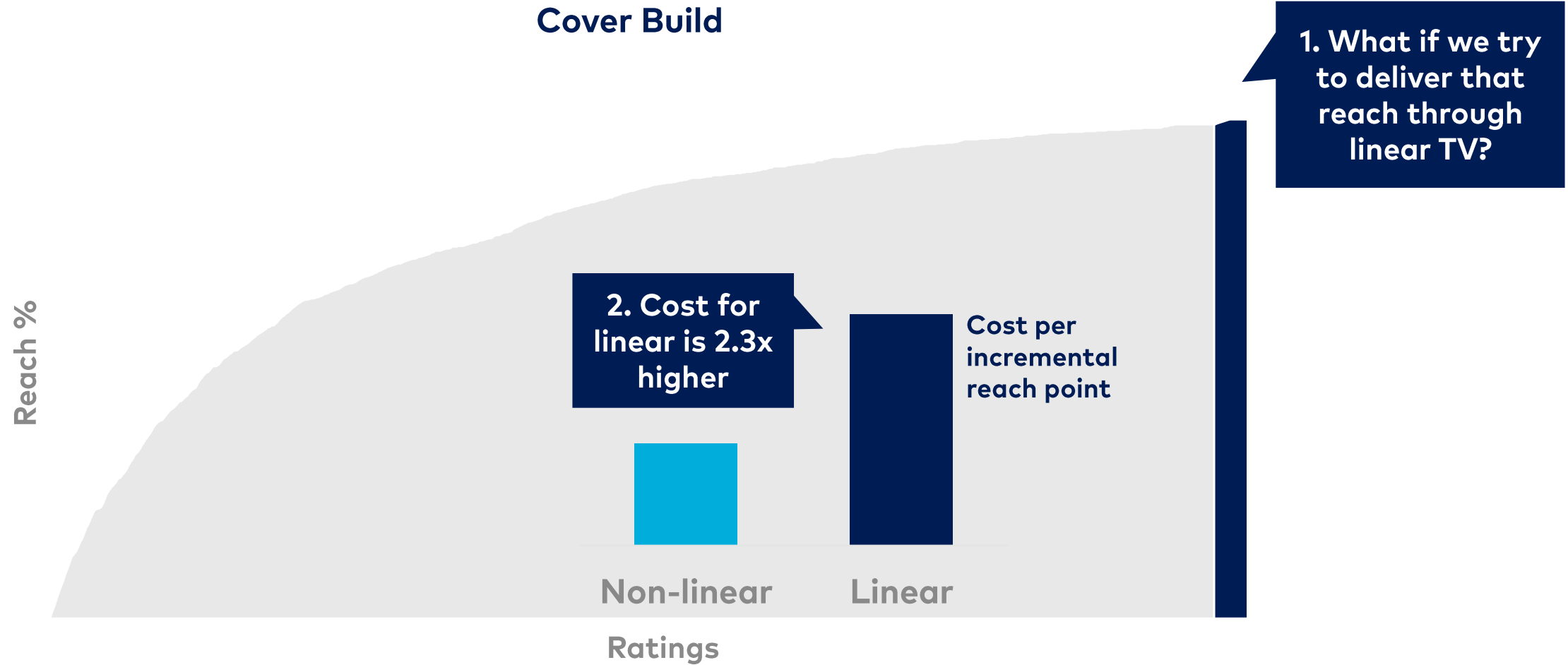
**This learning
enabled us to
plan activity
differently in
2021. But did it
work...?**



The non-linear investment extended AV reach by 3.5%



What would that incremental reach have costed if extending out to linear TV?



5. Panel discussion

Panel Discussion



Michelle Morgado

ebiquity



Nick Williamson

System1



Martyn Bentley

AudienceProject >=



Sam Taylor

 Direct Line Group



Mike Follett

LUMEN®



Simon Moore

Dreams

6. Q&A

7. Close