



optimizing vs. minimizing
MEDIA

in partnership with **think**^{tv}

Expansion of Media Choices

affects how you use advertising to build your brand

DIGIDAY
NEWS | DIGIDAY+ | IP | PODCASTS | EVENTS | AWARDS | CAREERS

The growth of the digital TV ad market, in 5 charts

FEBRUARY 24, 2017 | [LIZ BARTON](#)

Mobile Advertising Growth Will Boost Internet Radio Revenue

[f](#) [t](#) [in](#)

[Bret Kinsella](#) // May 3, 2016

FLYERS TO PLAY A KEY ROLE IN BLACK FRIDAY SHOPPING (STUDY)

45% of Black Friday shoppers will consult a flyer prior to shopping

[CHRIS POWELL](#) | NOVEMBER 02, 2016

DIRECT MAIL A 'POWER CHANNEL' IN THE DIGITAL AGE, STUDY FINDS

Research provides clue as to winning formula: 'Media sequencing matters'

[CANADA POST](#) | NOVEMBER 16, 2016

The Growth of Social Media Marketing in 2017

[JENNIFER W. HAY](#)

BRIEF

Study: Digital, TV drove 10.8% growth in US advertising last month

SPOTLIGHT: 2018 TV Trends Predict 15 Per Cent Growth

09-January-2018 | [SONAM SARKI](#) | [T](#) FONT SIZE | 14 | [f](#) [t](#) [in](#) [m](#)

Momentum returning to TV ad market TV advertising forecast to return to annual growth in 2018

Posted on March 6, 2018

Digital Ad Market Soars To \$88 Billion, Facebook And Google Contribute 90% Of Growth

by [Sarah Sluis](#) // Thursday, May 10th, 2018 - 1:57 pm

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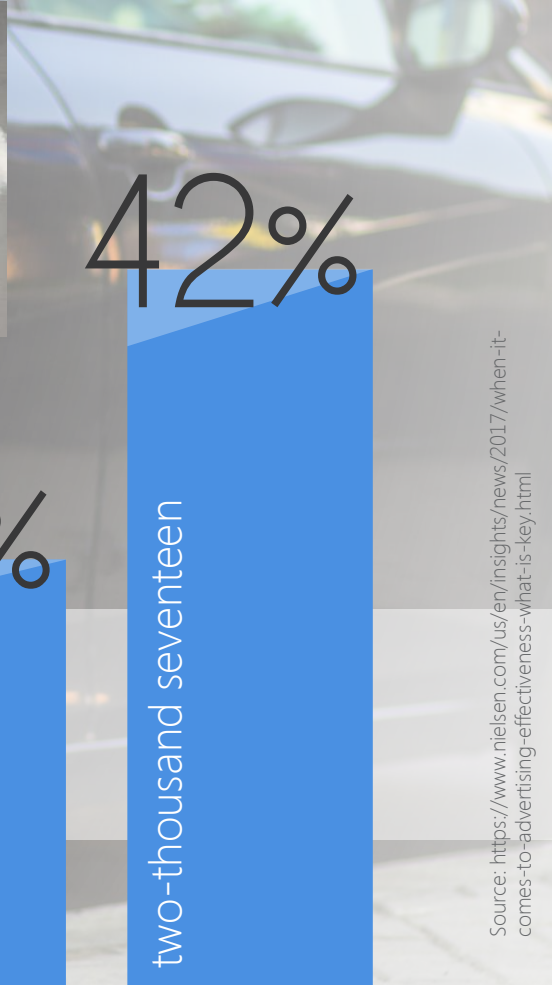
Billboards – yes, billboards – are having a heyday in a digital world

Outdoor advertising is bigger than ever.

By [Helen Hester](#) | [@helenhester](#) | May 25, 2018 14:08 EDT

DIGITAL TECH LIGHTS A FIRE UNDER OUT-OF-HOME ADVERTISING

By [George P. Sisto](#) and [Jeanine Foggi](#). Published on October 01, 2018.



Importance of Media

and the rise of the 'not good enough' media plan

**the destructive
force of weak
media plans**



not all media options are
interchangeable





Different Touchpoints Work in Different Ways

for different purposes to different targets

awareness

understanding

trial

top of mind

image

loyalty



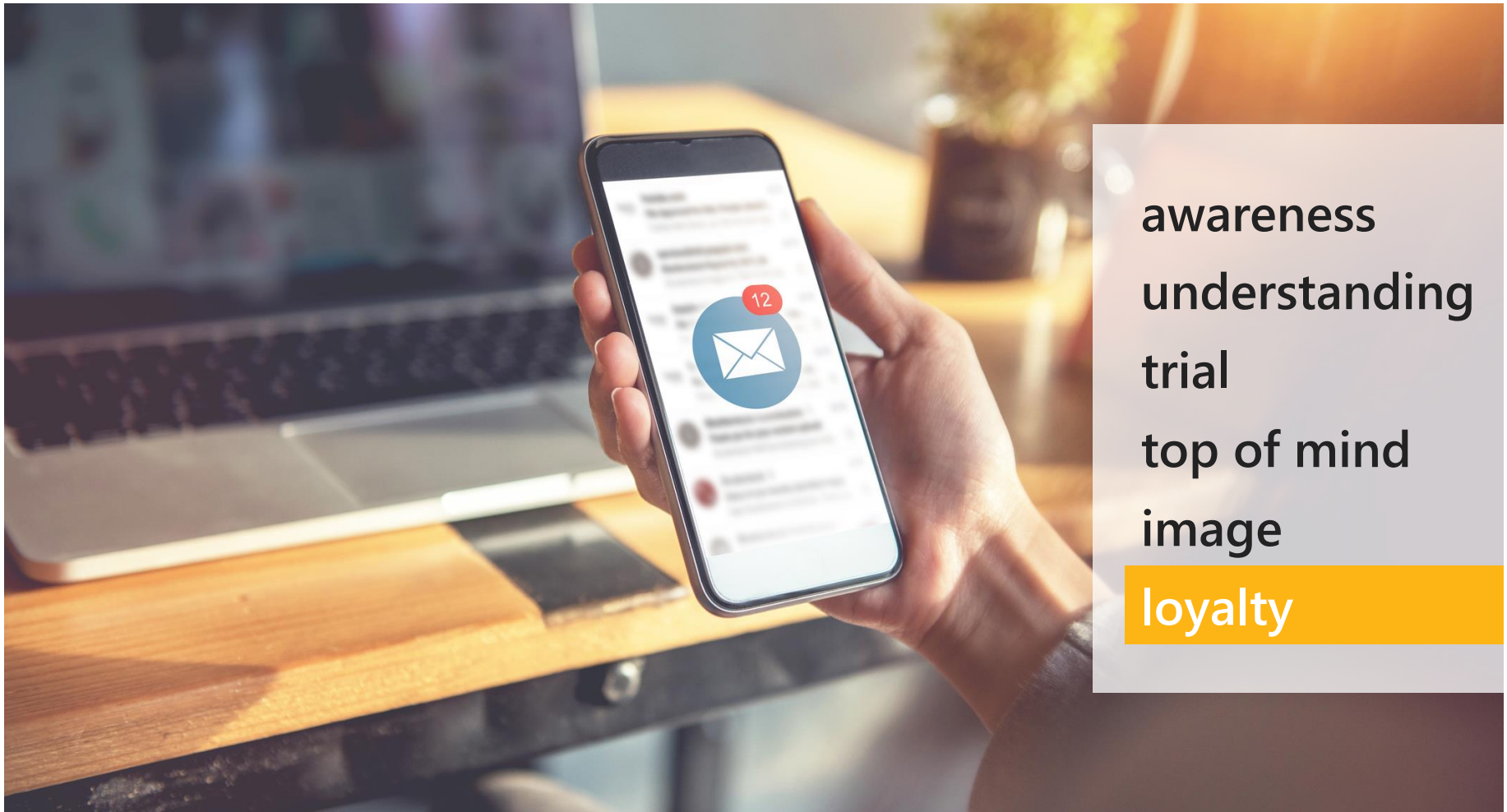
awareness
understanding

trial

top of mind

image

loyalty



awareness
understanding
trial
top of mind
image
loyalty

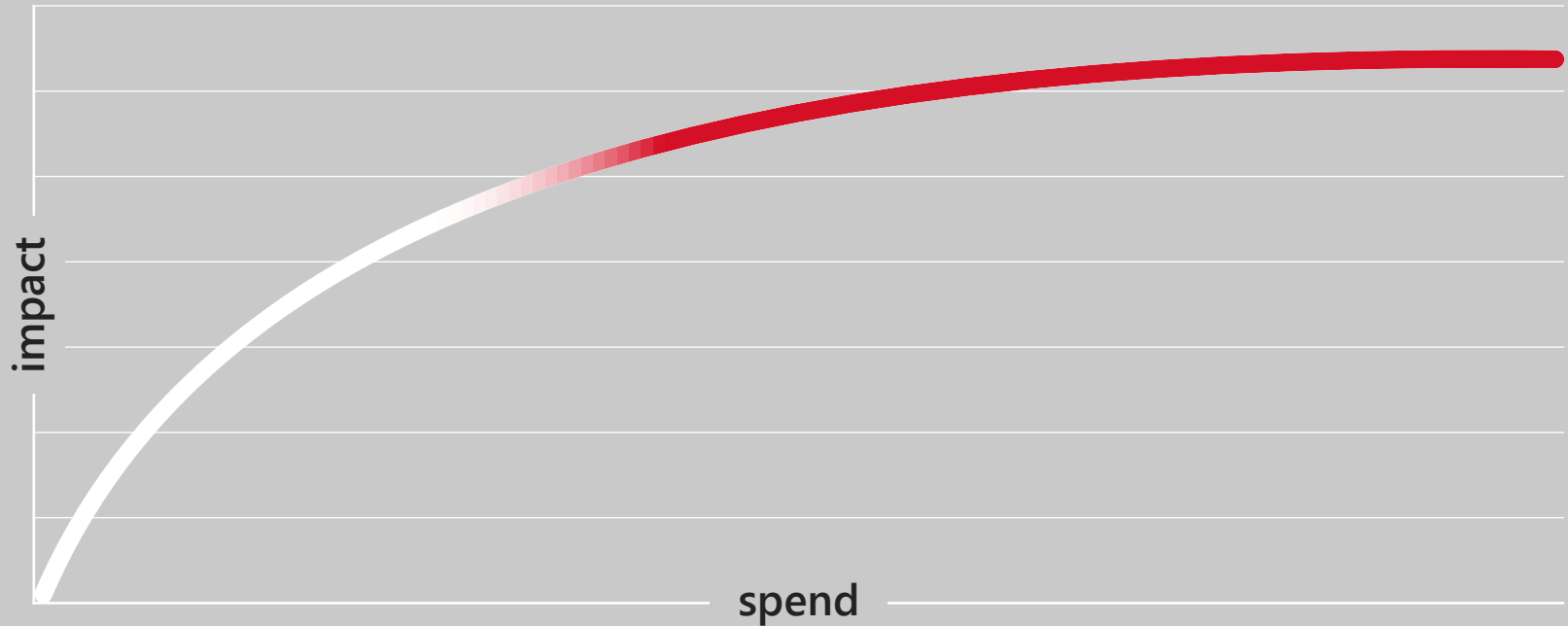


introducing

Programmatic Thinking for all Touchpoints

Maximizing Value

versus minimizing costs



What We Did

Provides a common base to compare across mediums.
To provide you with the evidence that the lowest cost doesn't always make for the best decision

8 categories



retail clothing



alcohol



toothpaste



online travel



banking



automotive



fast food



soft drinks

6 brand objectives

- Awareness
- Understanding
- Trial
- Top of mind
- Image
- Loyalty

16 brands

OLD NAVY

Ford

Crest

Tim Hortons

pepsi

M

Coca-Cola

Hotels.com

TD

WINNERS

trivago

Colgate

Cooler LIGHT

CIBC

Corona

TOYOTA

17 touchpoints

- facebook
- radio
- tv traditional
- digital ad
- social media other
- mobile ad
- youtube
- billboard
- email
- tv internet
- poster
- newspaper
- mail ad
- flyer ad
- free sample
- magazine
- cinema

2,000+

English Canada interviews



Probabilities

the new future





exposure

attention

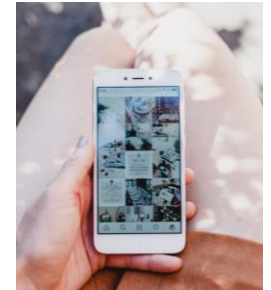
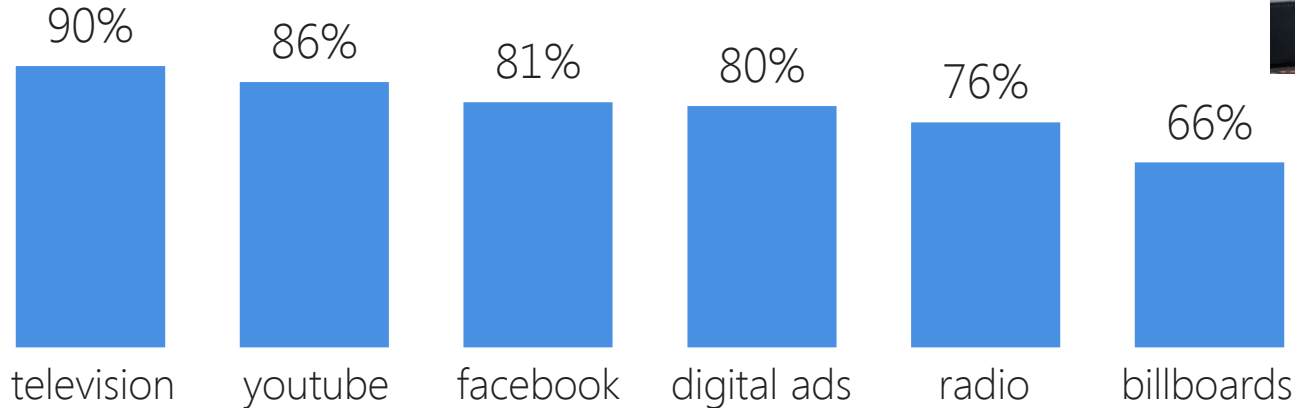
impact

creative

the goal
maximize the **impact**
not minimize the cost

Reaching Your Target Consumer

monthly touchpoint reach

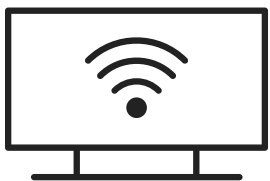


How Quebec is Different





+6% more likely to use
traditional tv every month



+23% more likely to watch
tv online every month



not all touchpoints
created equal

1.7

hrs. active on facebook



22.9

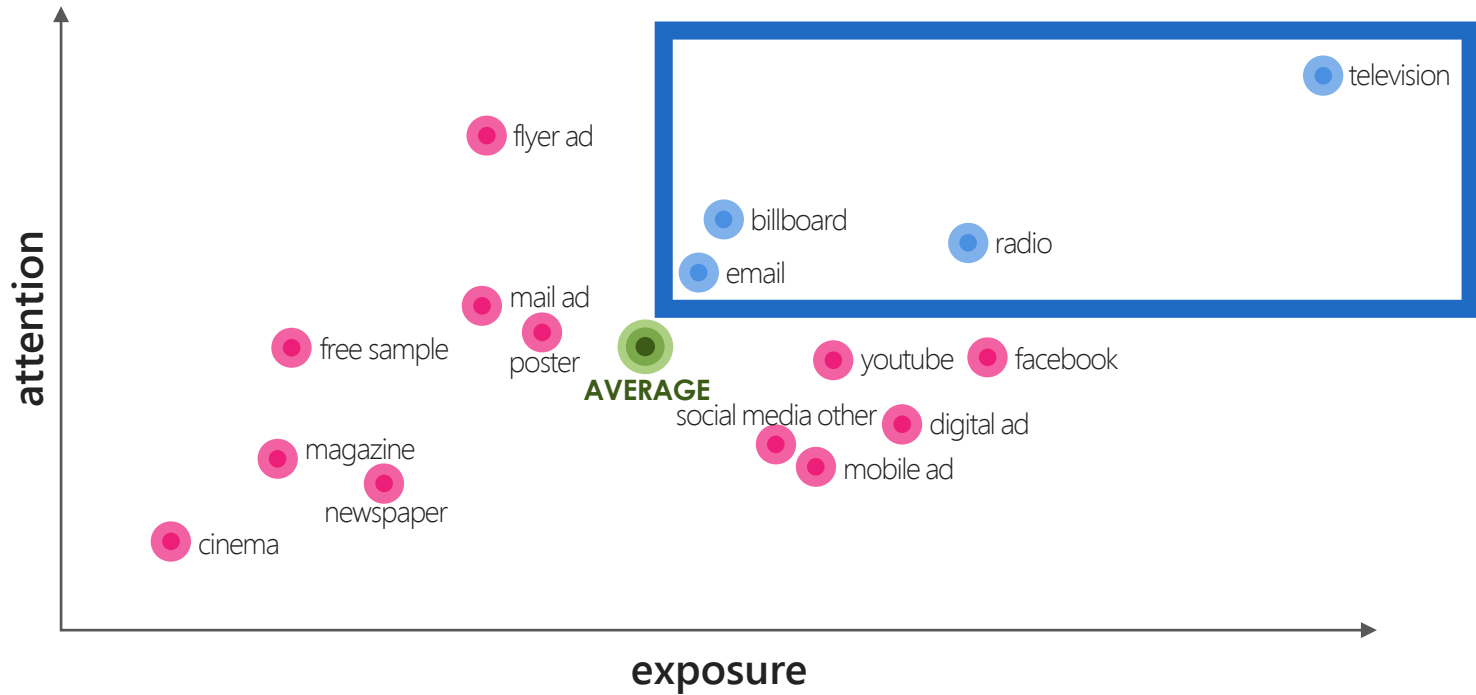
hrs. of tv viewing



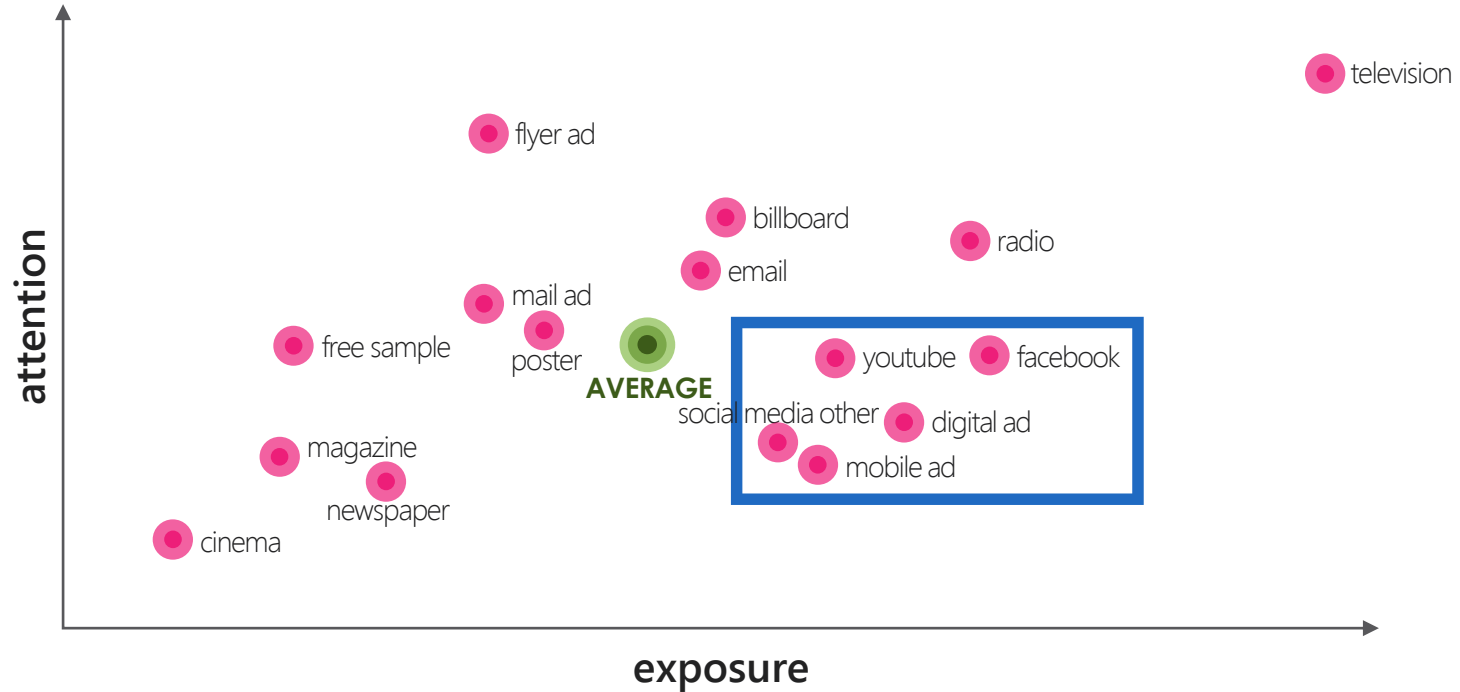
We need to understand more than just the reach of touchpoints



Many touchpoints provide great exposure, but TV remains king



Don't make the mistake – lots of exposure doesn't mean lots of attention





brand objectives

**pay for what you really
want to achieve**



AMERICAN MARKETING
ASSOCIATION

AMA Scholarly Insights



There is no correlation
between “liking” a brand on
social media and desired
business building outcomes.

A man with a shaved head and glasses, wearing a dark blue suit, is seated and speaking. He has his hands clasped in front of him. A large, semi-transparent play button icon is overlaid on his hands. The background features a wall with a floral pattern and a framed picture on the wall to the left.

the currency of effectiveness

Spend for Impact

not for clicks, likes or impressions

	awareness	understanding	trial	top of mind	image	loyalty
television	135	166	139	134	155	136
mobile ads	84	73	80	94	75	71
billboards	116	73	95	122	107	84
email	80	104	90	88	86	130
free samples	105	109	184	82	112	169



free samples are 2x
more effective at driving **trial** of your
brand than billboards

trial
184
95



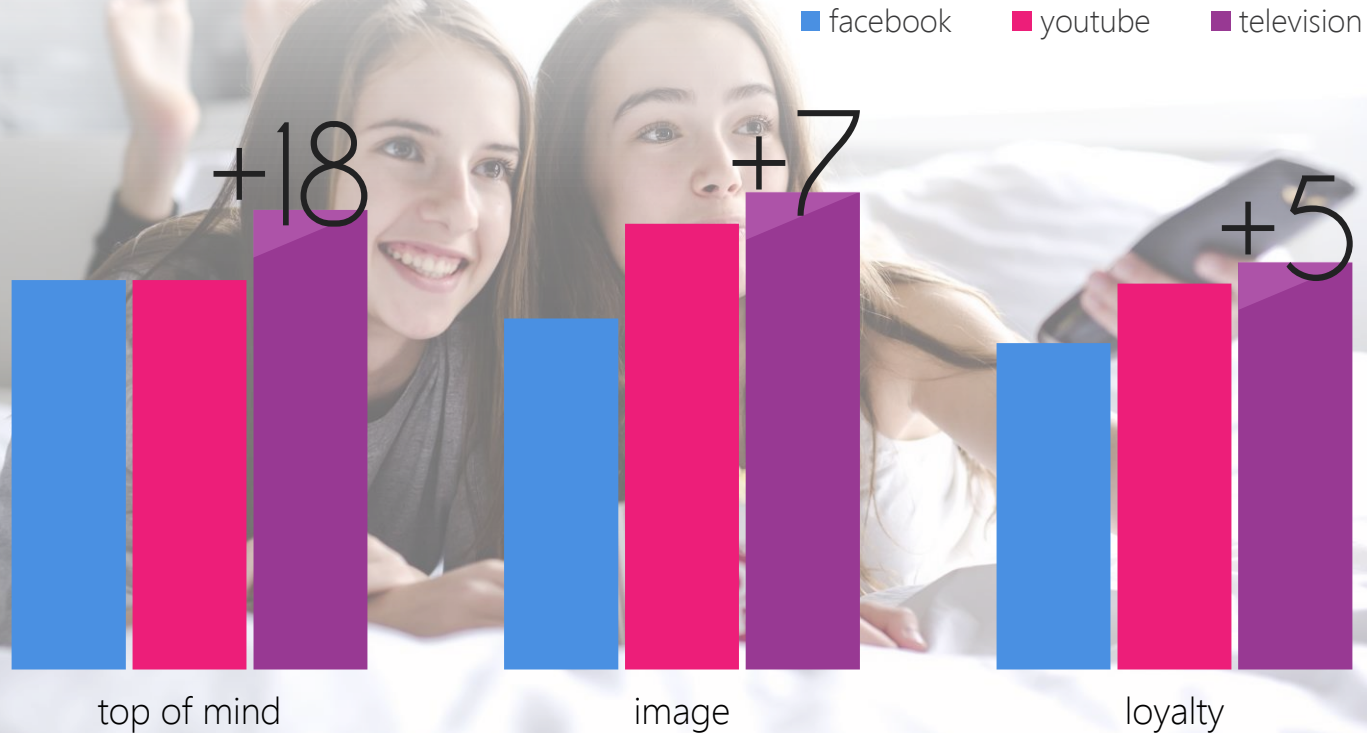
television is 128%
more effective than smartphone ads at
building **understanding** of your brand

understanding

166
73

How do I Impact Millennials?

the role of key touchpoints for 18-24 year olds



Derived Importance

corroborates what people claim

+13%

television

tv internet

billboards

posters

radio

youtube

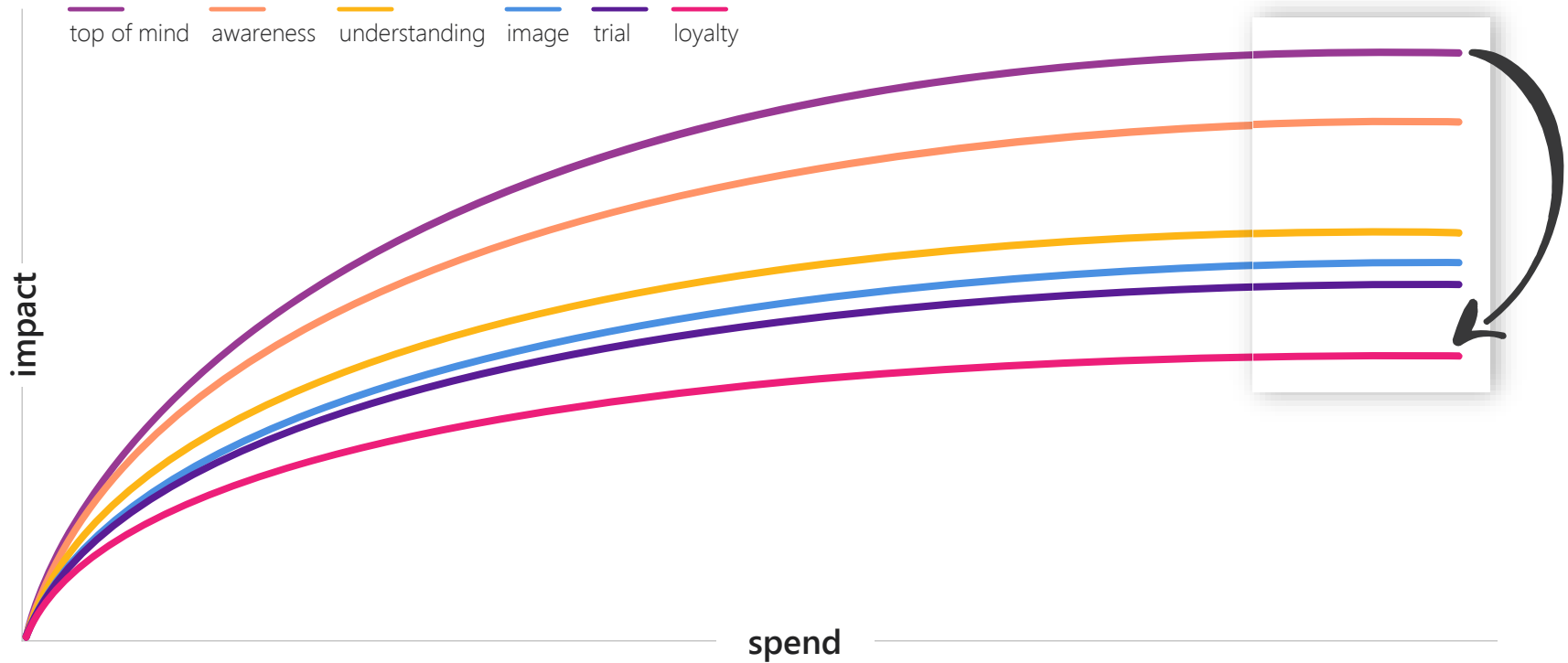
n-paper

digital

social

The Role of Advertising

some objectives are harder to achieve than others



television **136** index to average

+42%
brand equity

ASICS Corporation

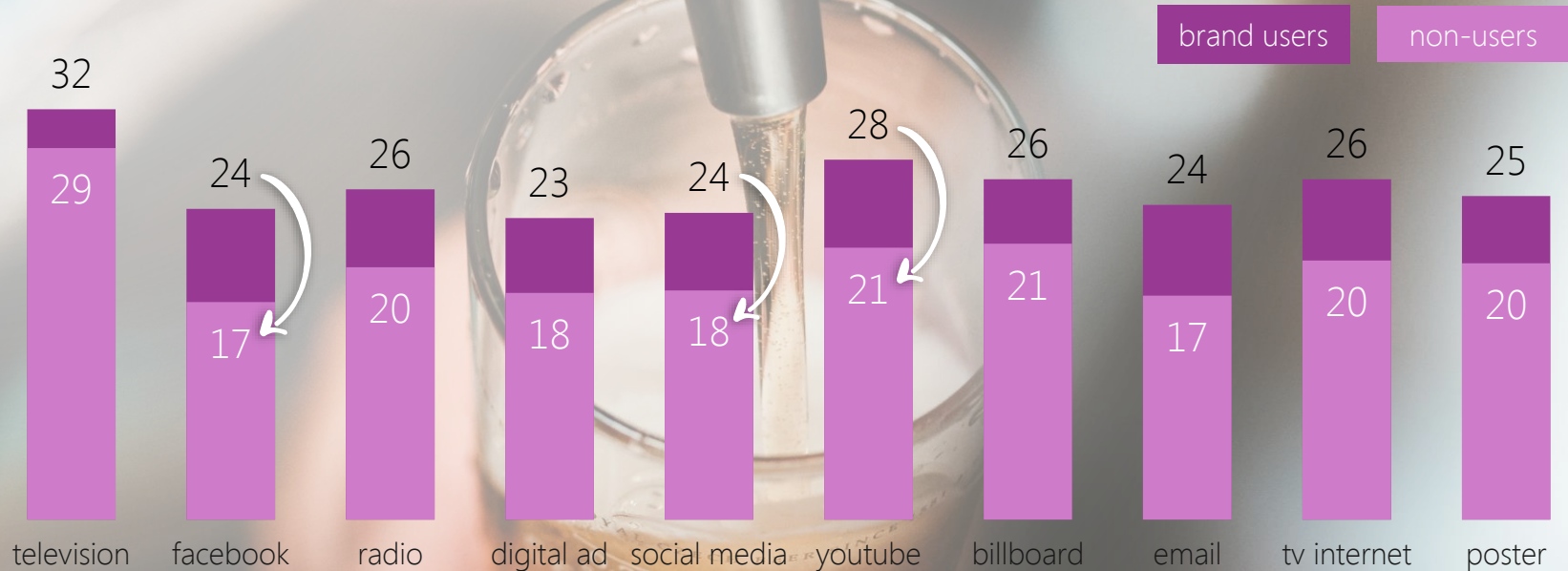
Tokyo stock exchange



new ad campaign

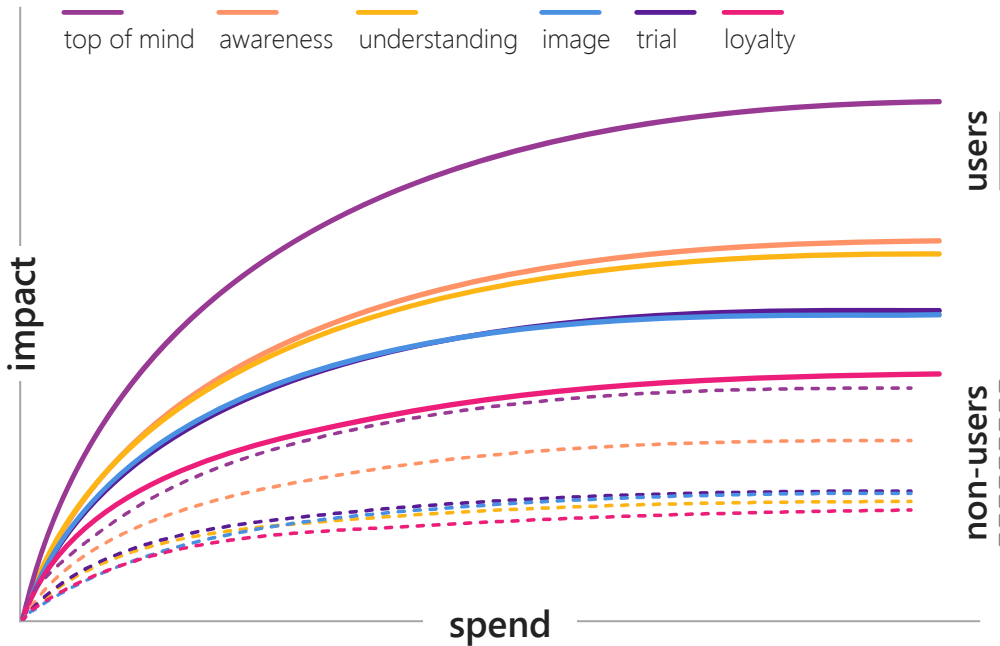
Impact from different touchpoints

can be different between users and non-users



Building Brand Objectives

is harder with non-users



Harder to influence non-users with advertising

CASE
STUDY

Maximize Your Precious Budget

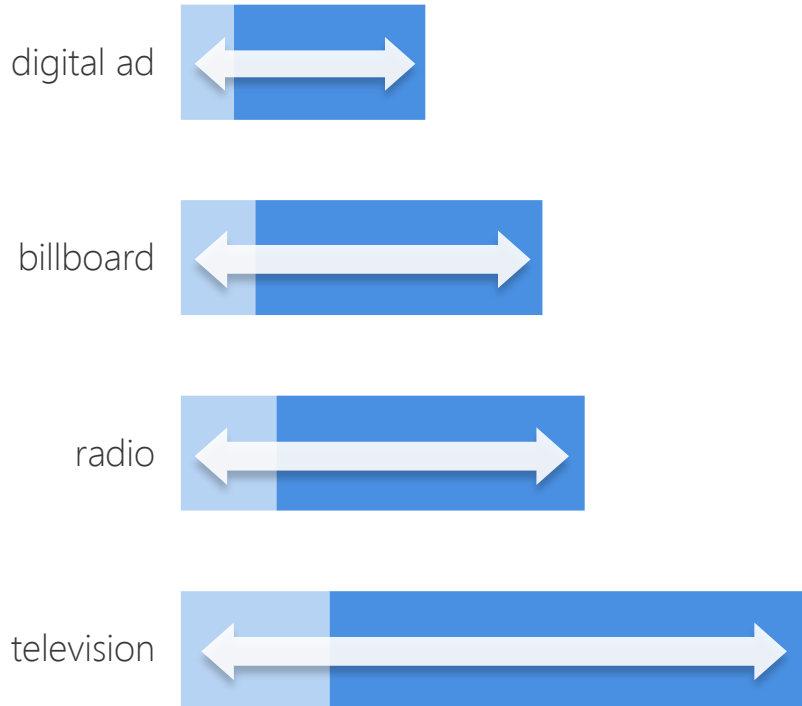
spend on the touchpoints that
will impact your objectives most

+61%

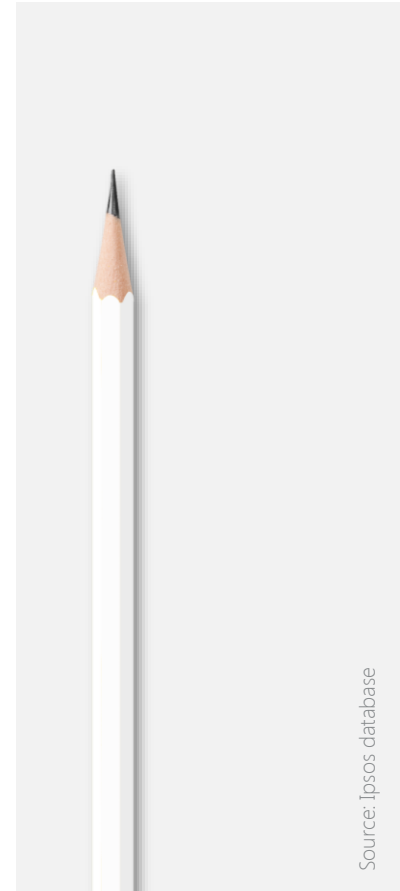
creative

quality matters





■ average recall ■ max



Source: Ipsos database

when creative quality is strong

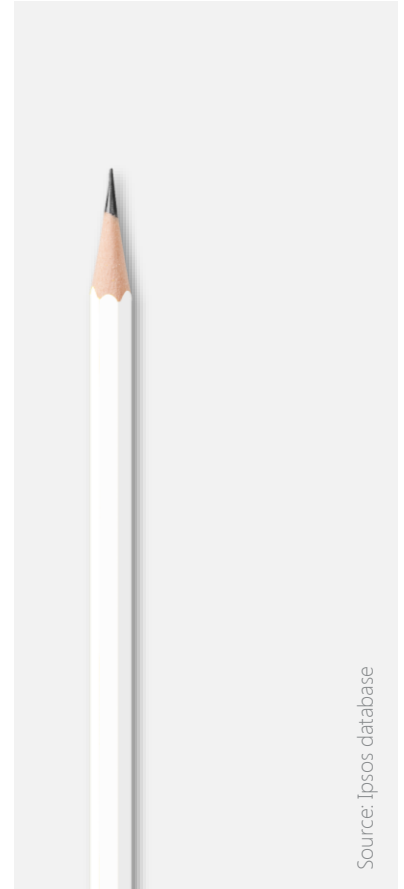
26%

increase in campaign impact
[for the same spend level]

29%

greater allocation to television

**Great creative is key for strong
ROI from the campaign**



Source: Ipsos database

ad recall

73%

double the Ipsos norm

summary

- don't focus on minimizing your costs...maximize the probability of achieving your brand objectives
- learn what makes each touchpoint unique for your target, your brand and your objectives
- creative matters, now more than ever; make sure it's great!
- the power of television is in its exceptional reach, attention and ability to build against all brand objectives



thank you

 @RHugessen