

Not all Reach is Equal

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An Investigation into Cross Platform Advertising Effectiveness

The Fifth Instalment of the Benchmark Series

Professor Karen Nelson-Field from The University of Adelaide

The Benchmark Series

The Benchmark Series seeks to challenge common assertions around what works and doesn't work in media.

Enlisting Prof Karen Nelson-Field from The University of Adelaide, *Benchmark* is an on-going, independent, in-home study into how Australians really engage with advertising across different platforms and devices

Benchmark History

In Sep 2017, Tranche 1 of *Benchmark* identified how the various attributes of video advertising deliver growth for advertisers, highlighting the importance of Visibility and Attention.

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Subsequent *Benchmark* reports followed on The Role of Emotion (Dec '17), The Effectiveness of Video Advertising on Mobile (Feb '18) and An Investigation into Brand Memory Decay (Aug '18).

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This 5th instalment investigates cross-platform effects to assist advertisers who wish to extend the reach of TV into online video.

KEY FINDINGS; Tranche 1

1

VISIBILITY is king. Reaching more people with lower visibility is a false economy.

2

TV gets the greatest ATTENTION and therefore more sales.

3

TV supports 100% PIXELS, 100% COVERAGE, 100% of the time.

4




There is performance upside beyond the current MRC standard. Anything <100% pixels diminishes return.

5

TV reigns supreme on AD VISIBILITY and outperforms online platforms on sales impact, on ANY device.




Across media platforms, TV commercial airtime uses 100% of the available screen



			
TELEVISION	100%	100%	100%
FACEBOOK	-	10%	27%
YOUTUBE	-	30%	32%

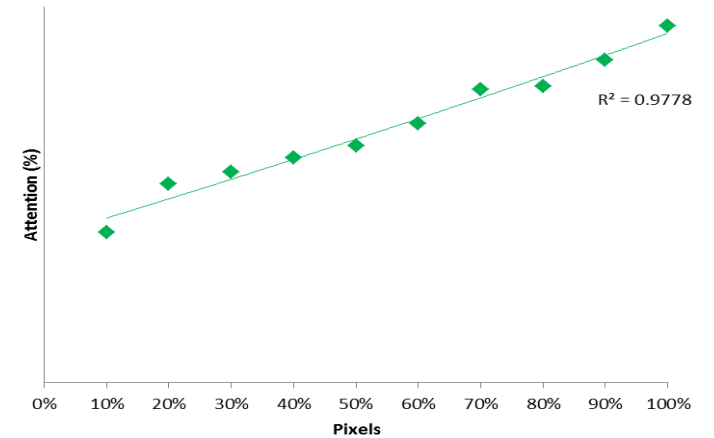
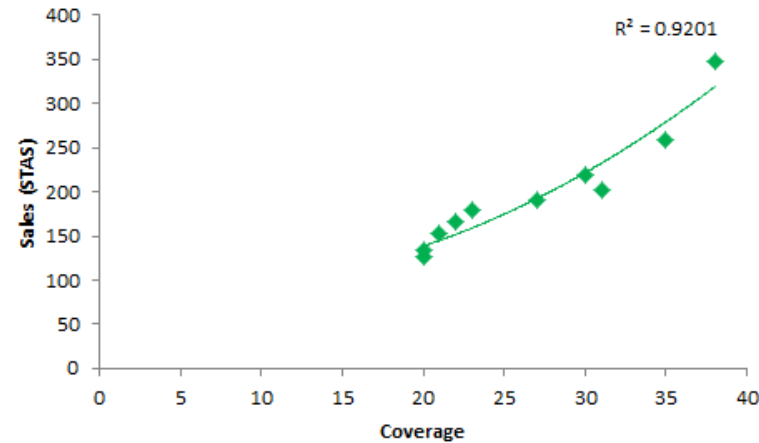
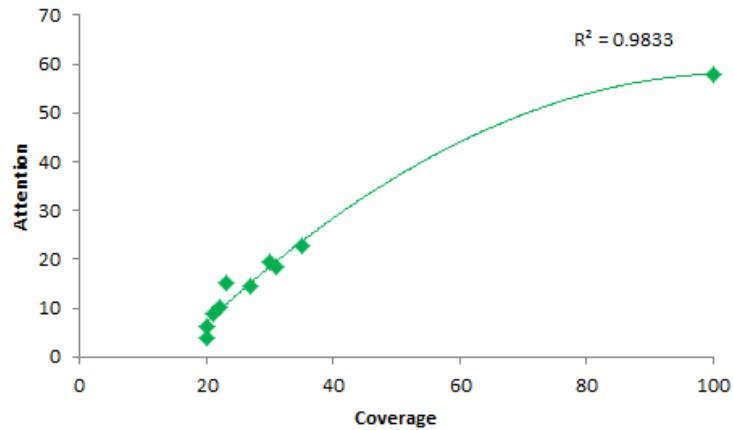
Across media platforms, TV commercial airtime is fully rendered and 100% viewable



			
TELEVISION	100%	100%	100%
FACEBOOK	-	51%	58%
YOUTUBE	-	66%	82%




Most online ads are NOT viewed in full horizontal screen view - this is important considering Attention drives Sales, and Attention is directly correlated to Coverage.

WHY? Visibility (coverage and pixel rendering) correlates strongly with attention and sales impact.



Coverage & Sales, Coverage & Attention

Across media platforms, TV generates the greatest sales impact.

			
TELEVISION	144	153	161
FACEBOOK	-	118	121
YOUTUBE	-	116	137

Small screens deliver more sales for all platforms, INCLUDING TV. TV's lowest STAS device (TV on TV 144) still outperforms the best of online video (YT on mobile 137).

STAS = Short Term Advertising Strength. An index representing the difference in purchase behavior between those exposed to TV advertising and those not exposed to TV advertising (in this study measured by how often brands were picked out by viewers in an online supermarket after watching TV ads)

VISIBILITY IS KING

**For attention and sales impact
TV and BVOD
provide better visibility than
any other platform**

What happens in a cross platform campaign

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Investigating attention and sales impact of repeated exposure across two platforms

100% natural viewing, this time with a second exposure on the same day.



BVOD = Broadcaster Video on Demand

Cross platform effects accentuate the importance of visibility -

FIRST VIEW	SECOND VIEW	FIRST PLATFORM STAS	SECOND PLATFORM STAS	EXPECTED STAS	ACTUAL STAS
	BVOD on mobile	144	164	154	172
	Facebook on mobile	144	121	133	135
	YouTube on mobile	144	137	141	130

A combination of TV + BVOD provides 100% visibility and highest combined sales impact

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TV + BVOD combination has
more than **2 x sales**
impact...

Poorer performing platforms
drag down the STAS that
could have been achieved by
one exposure on TV

Attention reinforced..

Coverage reinforced...

Sales Impact reinforced...

Platform strengths are amplified in a cross platform campaign.

The second platform is generally not chosen based on effectiveness but rather is based purely on incremental reach.

TV's unique proposition in a multi-platform buy

01. Platform Strength

- Attention
- Coverage
- Viewability
- Sales Impact

02. - Reach

- 80% of other platform users can be reach with television

03. Reach Composition

- TV over-indexes on light buyers, the key buyer profile for business growth

Every single reach
point should be
considered by its
ability to deliver
sales

METHODOLOGY



The Benchmark Tech

Data was derived from
bespoke A.I, machine
learning
tech and eye-tracking
software from

...5,000
Australians,

...60,000
advertisements,

...under natural in-home viewing conditions,

Benchmark Metrics

Respondents were exposed to an online shopping process after their natural viewing sessions ... online shopping provided 60,000 different brands - including the ones they were exposed to during the study ...discrete choice modelling is academically validated as the most realistic way to reveal consumers' actual choice of brand as opposed to mere intention to buy.

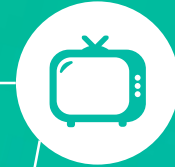


Collection Process



Download App
Collects facial footage
and viewing metrics.

Intercepts natural ad load.
Tracks test ad viewability metrics.



View Programming
Viewing occurs in a
natural environment.



Go to Virtual Store.

Sales uplift (STAS) used as
an anchor to attention.



Data Pushed
to Analytics Framework

Second by second attention and
viewability metrics at view level.