Unlocking Digital

Phil Shaw
How can you unlock the power of digital to win the battle for attention?
Your customers have more media choices than ever before

5.6 hours spent online per day by the average American (vs. 4.6 hours watching TV) – an increase of 107% since 2010

400 hours of content uploaded to YouTube every minute

Growth is fragmented across new platforms fuelled by mobile devices and multi-screening

Your customers are multi-screening and living in an increasingly mobile first world

87% of Facebook accounts are accessed on mobile

Emerging markets have skipped desktop. Most internet traffic is mobile in Turkey (66%), Nigeria (76%), India (65%), Indonesia and South Africa (both 57%).

51% of time spent with digital media in the US is on mobile

Sources: Social Bakers / eMarketer / Statcounter
Mobile internet traffic is increasing!

Customers in Turkey connected to internet via smartphones while watching TV at the same time.

70%
Your customers are impatient online and ad avoidance is rising

- 25% of smartphone owners have downloaded ad blocking apps
- 80% of YouTube Trueview ads are skipped
- 2 second delay in an e-commerce transaction causes a 25% increase in shopping cart abandonment

Sources: Tune Ad Blocking Report 2016 / eMarketer / Adventures in Retail: The other line is faster, Brand Perfect, November 2012
Getting attention is getting harder

Average human attention span:

2000
12 secs

Today
8 secs

Goldfish
9 secs

Source: Microsoft ‘Attention Spans’ report, Spring 2015
Getting attention is getting harder

% change in average branded TV ad recognition 2009-2014

- 500 TRPs: -11%
- 750 TRPs: -11%
- 1000 TRPs: -13%

Source: Ipsos tracking data
Getting attention is getting harder

% change in average branded TV ad recognition 2009-2014

750 TRPs: -3%
1000 TRPs: -5%
1500 TRPs: -9%
2000 TRPs: -11%

Source: Ipsos tracking data
Getting attention is getting harder

% change in average branded TV ad recognition 2009-2014

- 500 TRPs: -8%
- 750 TRPs: -21%
- 1000 TRPs: -26%

Source: Ipsos tracking data
So how can you win the battle for attention?

1. MAKE THE FIRST 5 SECONDS COUNT
2. REACH THE RIGHT AUDIENCE
3. MEASURE THE METRICS THAT MATTER
MAKE THE FIRST 5 SECONDS COUNT
You’re 5 seconds from irrelevance

“It’s no longer what’s the greatest idea you’ve got but what’s the greatest idea you’ve got in 5 seconds?”

Keith Weed
Global CMO, Unilever
Brands have a short window of opportunity to gain attention

People scroll quickly through their newsfeeds. Tests have shown younger people and those whose phone batteries are low scroll fastest.

85% of Facebook video ads are watched with SOUND OFF.

80% of YouTube Trueview ads are skipped.
If it looks like an ad, it’s more likely to be skipped

Humour
Suspense
Emotion
Celebrities
Branding

Optimise to context: on social platforms make use of short videos and do not rely on sound.
Create compelling content where the brand is central to the story
Don’t assume TV ads will work the same online – they don’t and need to be optimised

YouTube ads are placed in a different context. Ads that work well on TV may fail as skippable video, and vice versa.

Avoid slow builds or reveals for skippable ad formats because viewers won’t wait.
Use more engaging ad formats to improve effectiveness and reduce annoyance

Pushdown

Billboard

Full Page Flex
Rising star formats are more effective than “traditional” formats

- **4X Higher Ad Recall**
- **3X Higher Interaction Rate**
- **5X Longer Gaze Duration**

IAB Display Rising Star Ads vs Legacy UAP Ads

**29.5% Higher Brand Lift**

Brand lift measured as brand equity change after exposure to ad

Even Stronger Brand Lift After Interaction

Source: IAB
And test in context!
REACH THE RIGHT AUDIENCE
Many brands would love to create viral ads that reach the right audience with little paid media.

For brands with over 1m fans, just 0.06% of them interact with the average Facebook post (like, share, or comment).

Ads with strong positive emotional impact are more likely to be shared

Source: https://www.realeyesit.com/emotionall-guide
Programmatic can help ads to reach the right people at the right time

5pm-11pm

3x
Difference in desire to “eat fish fingers now”

Hungry: exposed to ad
33%

Not hungry: exposed to ad
12%
Remember! Efficiency doesn’t equal effectiveness and “waste” can sometimes be good

Typical buyer distribution for FMCG brands

- 1 in 4 beer drinkers are women in the UK.¹
- 88% of new cars in the US are bought by people over the age of 35.²

Ensure your advertising reaches all potential buyers.

Sources: 1: Health & Social Care Information Centre, UK / 2: Wall Street Journal
How do you know if you’re reaching the right people?
How does it work?

1. Advertising creatives identified by client
2. Panel created
3. App to detect coding downloaded by panelists
4. Advertising goes to market
5. Advertising encoded - cooperation with Media Agency
6. Passive data collected via Smartphone (6-8 weeks)
7. Surveys can be conducted at any time:
   - Pre campaign
   - Early campaign
   - Post campaign
8. Combined analysis of passive and survey data
Highly accurate passive measurement of reach & frequency

Nearly 80% exposed to campaign

Average frequency among those exposed =

August  3.69  September  4.15
## Precise measurement by time and date

### Passive Exposure Demographic Profile

### Monday to Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
<th>18-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>14%</td>
<td>20%</td>
<td>43%</td>
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</tbody>
</table>

### Weekend

<table>
<thead>
<tr>
<th>Time</th>
<th>Total</th>
<th>Female</th>
<th>Male</th>
<th>18-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
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<tbody>
<tr>
<td>Daytime</td>
<td>18%</td>
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<td>Afternoon</td>
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Base: n=239 in production all 8-weeks
Measuring the advertising impact on the brand as a function of passive exposure and ad recognition

**Branding KPIs**
Base: Online survey respondents (n=577)

<table>
<thead>
<tr>
<th></th>
<th>No Passive Exposure + NOT Recall TV Ad (n=169)</th>
<th>No Passive Exposure + Recall Ad (n=15)</th>
<th>Passive Exposure + NOT Recall TV Ad (n=320)</th>
<th>Passive Exposure + Recall TV Ad (n=73)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unaided Brand Awareness</td>
<td>54%</td>
<td>60%</td>
<td>58%</td>
<td>73%</td>
</tr>
<tr>
<td>Brand agreement statement 1 (Agree)</td>
<td>75%</td>
<td>100%</td>
<td>82%</td>
<td>81%</td>
</tr>
<tr>
<td>Brand agreement statement 2 (Agree)</td>
<td>63%</td>
<td>80%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Definitely/Probably Buy</td>
<td>36%</td>
<td>67%</td>
<td>40%</td>
<td>53%</td>
</tr>
</tbody>
</table>
Why passive measurement?

With the acceleration of channels and devices, consumers have access to a huge variety of content across multiple platforms and devices.

This multiplication of stimuli implies that declared exposure is increasingly difficult to collect reliably.
3

MEASURE THE METRICS THAT MATTER
Not everything that counts can be counted.

Not everything that can be counted counts.
Don’t rely on behavioural measures alone - or you risk optimising to the wrong metrics
There is no relationship between the people who click on an ad and those who go on to make a purchase.

Profile of people who **click on ads**: Under 18, 18 - 24, 25 - 34, 35 - 44, 45 - 54, 55 - 64, 65+. Internet Average.

Profile of people who **buy products** in those ads: Under 18, 18 - 24, 25 - 34, 35 - 44, 45 - 54, 55 - 64, 65+. Internet Average.

Source: ‘Display ad clickers are not your customers’, Quantcast
Interaction and behavioural response to online ads cannot be used to measure brand impact

“In 99% of the campaigns we evaluated, sales generated from online branding campaigns were from people that saw, but did not interact with, ads.”

Brad Smallwood,
Head of Marketing Science, Facebook

Engagement with an ad is not the same as brand impact

% of those reached who viewed ad for 3 seconds or more

Ad A
49%

Ad B
39%

Ad B achieved 150% greater brand consideration among all those reached
Most digital metrics measure short-term behaviours and the volume of metrics can lead to confusion.

197 measures listed by the Advertising Research Foundation (ARF) in its latest guide to digital metrics.

30 metrics specified by the IAB to measure online engagement.
Proper evaluation requires measurement of short and long-term behaviours and brand building objectives.
Integrate behavioural, attitudinal and audience data to understand the full story

- **Audience data:** Registration & profile
  - **Who** did you reach and who did you impact?

- **Attitudinal data:** Surveys
  - **How** did the communication affect brand perceptions and equity?

- **Behavioural data:** Web analytics
  - **What** did they do as a result?
And consider which metrics reflect your communications objectives

<table>
<thead>
<tr>
<th>Communications objectives:</th>
<th>Brand awareness</th>
<th>Brand relationship</th>
<th>Brand purchase</th>
<th>Brand advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioural: Web analytics</td>
<td>Impressions, visitors, reach</td>
<td>Completed views, ratings, likes, up/downloads</td>
<td>Incremental sales (on and offline), enquiries</td>
<td>Retweets, shares</td>
</tr>
<tr>
<td>Attitudinal: Surveys</td>
<td>Brand &amp; campaign awareness, ad recognition &amp; brand link</td>
<td>Brand desire, closeness, performance, image</td>
<td>Brand consideration, purchase intent</td>
<td>Recommendation, NPS</td>
</tr>
</tbody>
</table>
Digital technology has transformed communication but the goal for brands remains the same...

ACTIVATE A RESPONSE (IN THE SHORT-TERM)

BUILD BRAND RELATIONSHIPS (IN THE LONG-TERM)
Which means...

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