

Unlocking Digital

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GameChangers

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**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

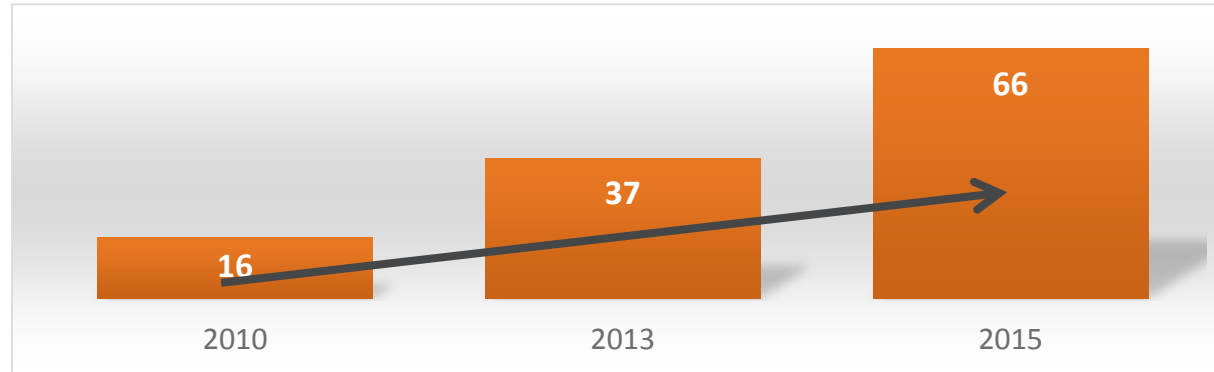


87% of
Facebook
accounts are
accessed on
mobile

51% of time
spent with
digital media
in the US is 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%).

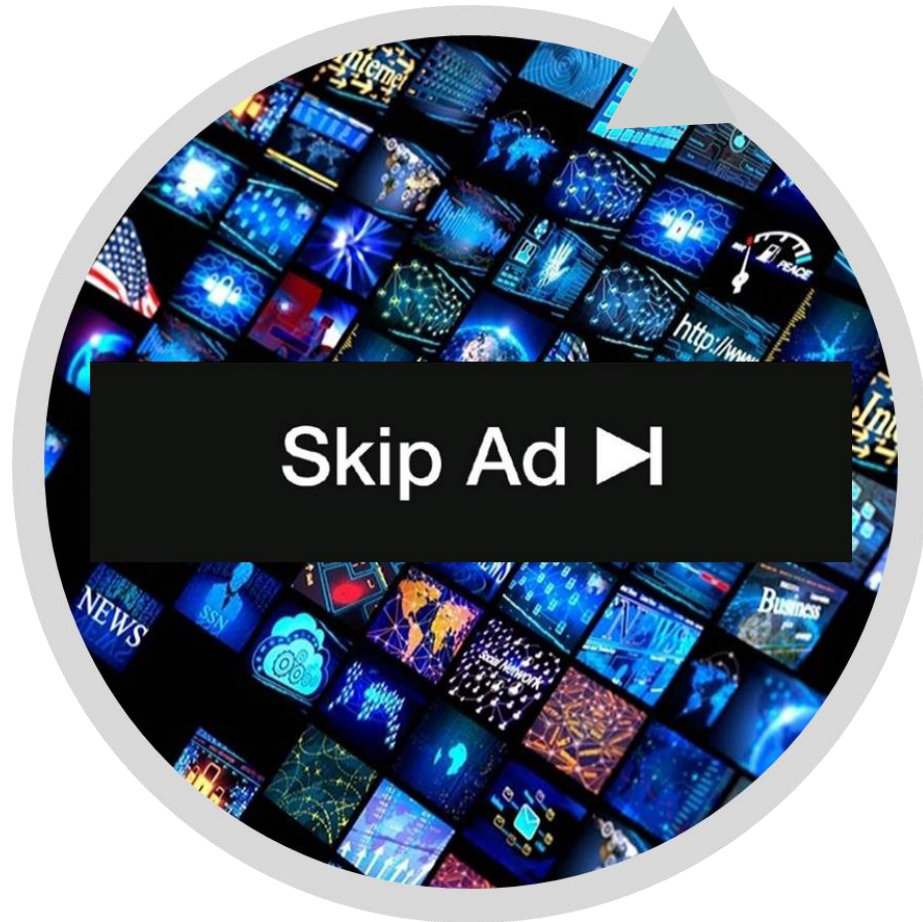
Mobile internet traffic is increasing !



70%

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

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

Getting attention is getting harder

Average human attention span:



2000



Today

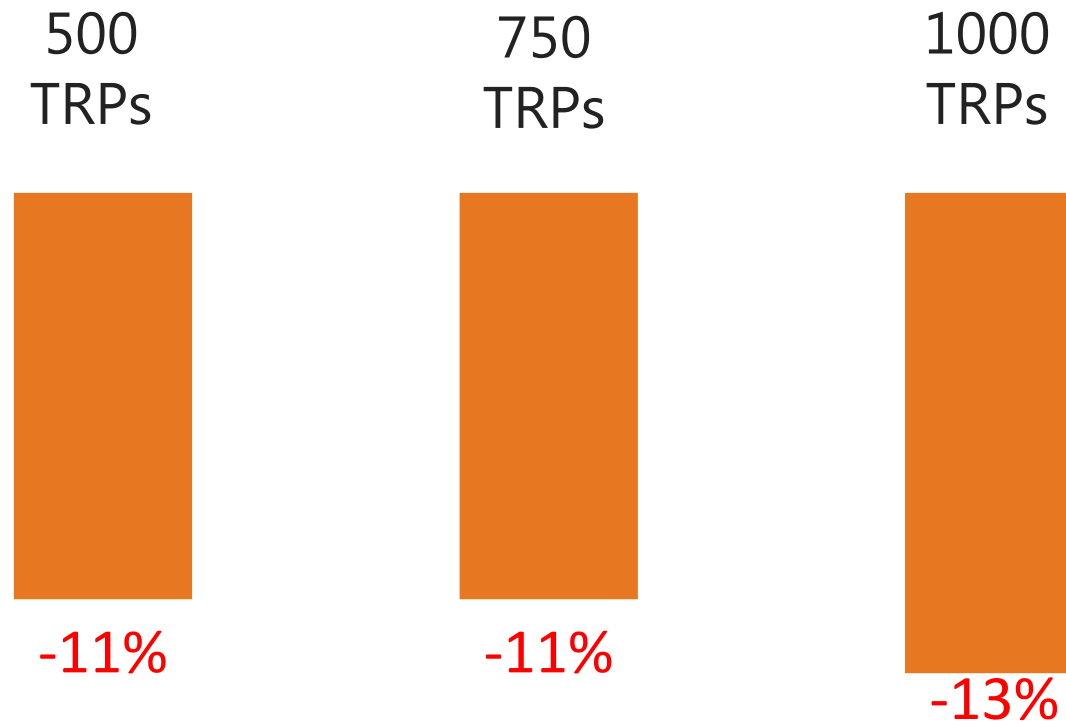


Goldfish

Getting attention is getting harder

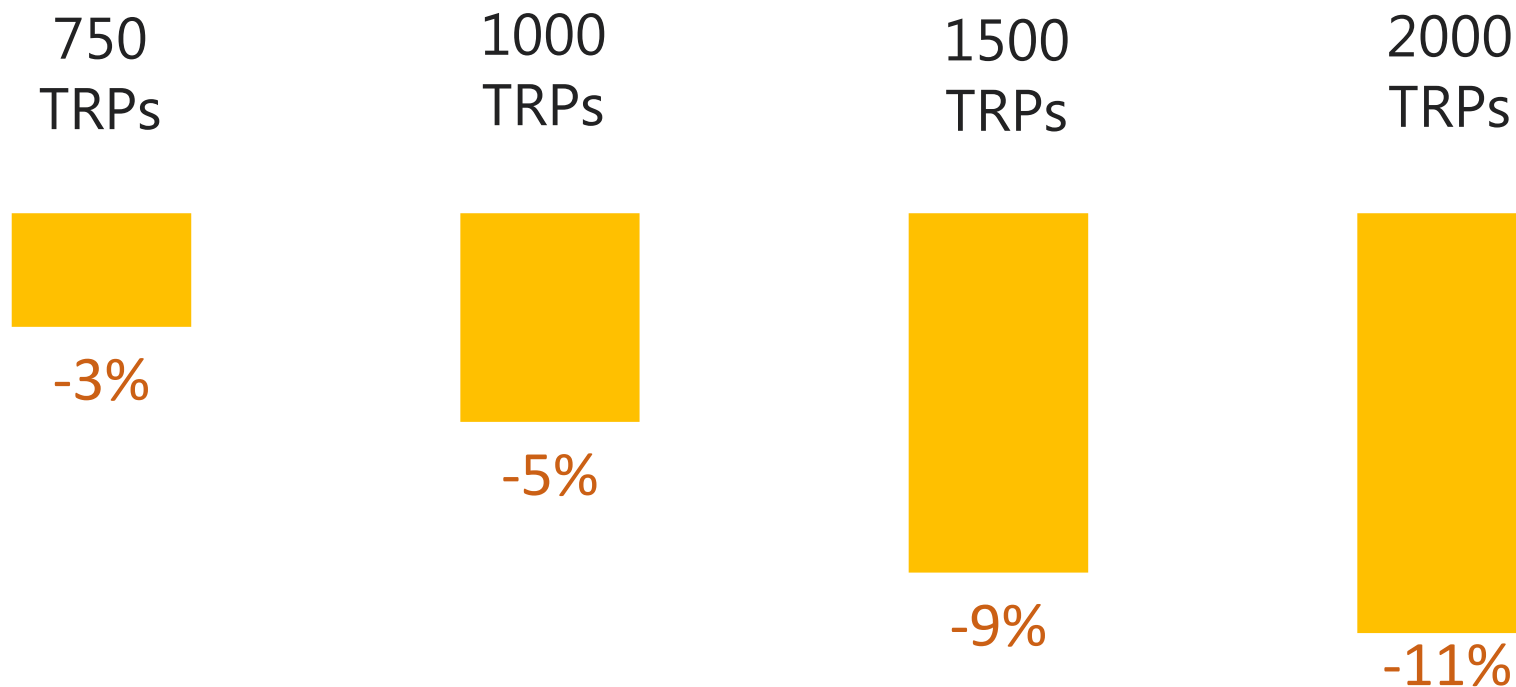


% change in average branded TV ad recognition 2009-2014



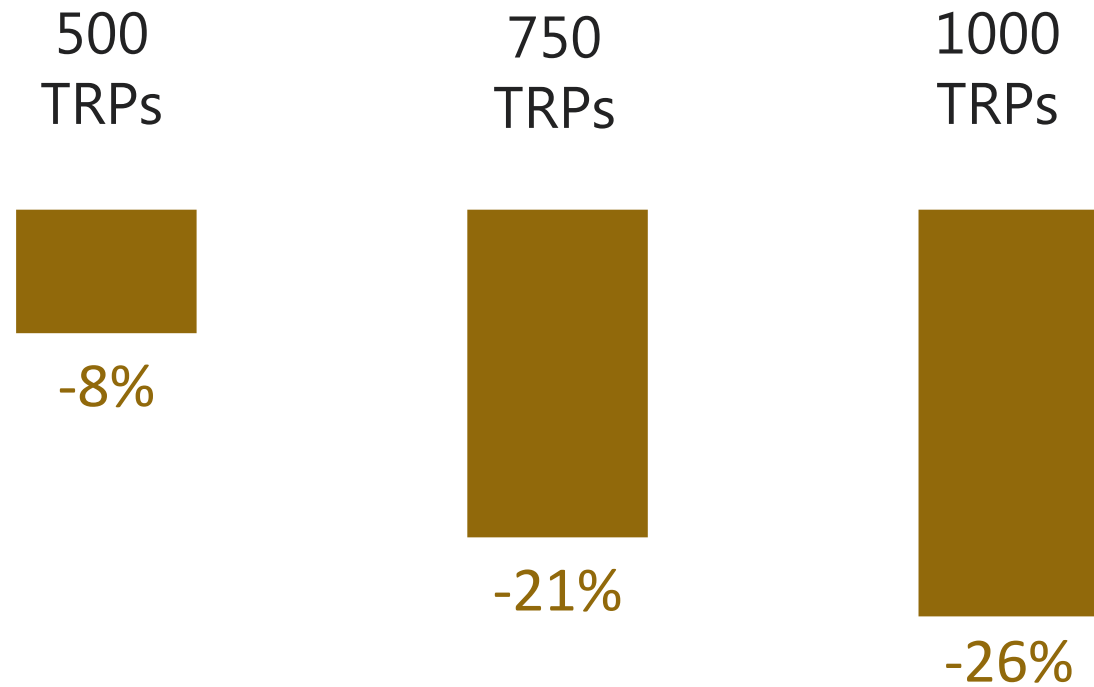
Getting attention is getting harder

% change in average branded TV ad recognition 2009-2014



Getting attention is getting harder

% change in average branded TV ad recognition 2009-2014



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

1

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.

80% of YouTube Trueview ads are skipped

85% of Facebook video ads are watched with SOUND OFF

If it looks like an ad, it's more likely to be skipped

Humour

Suspense

Emotion

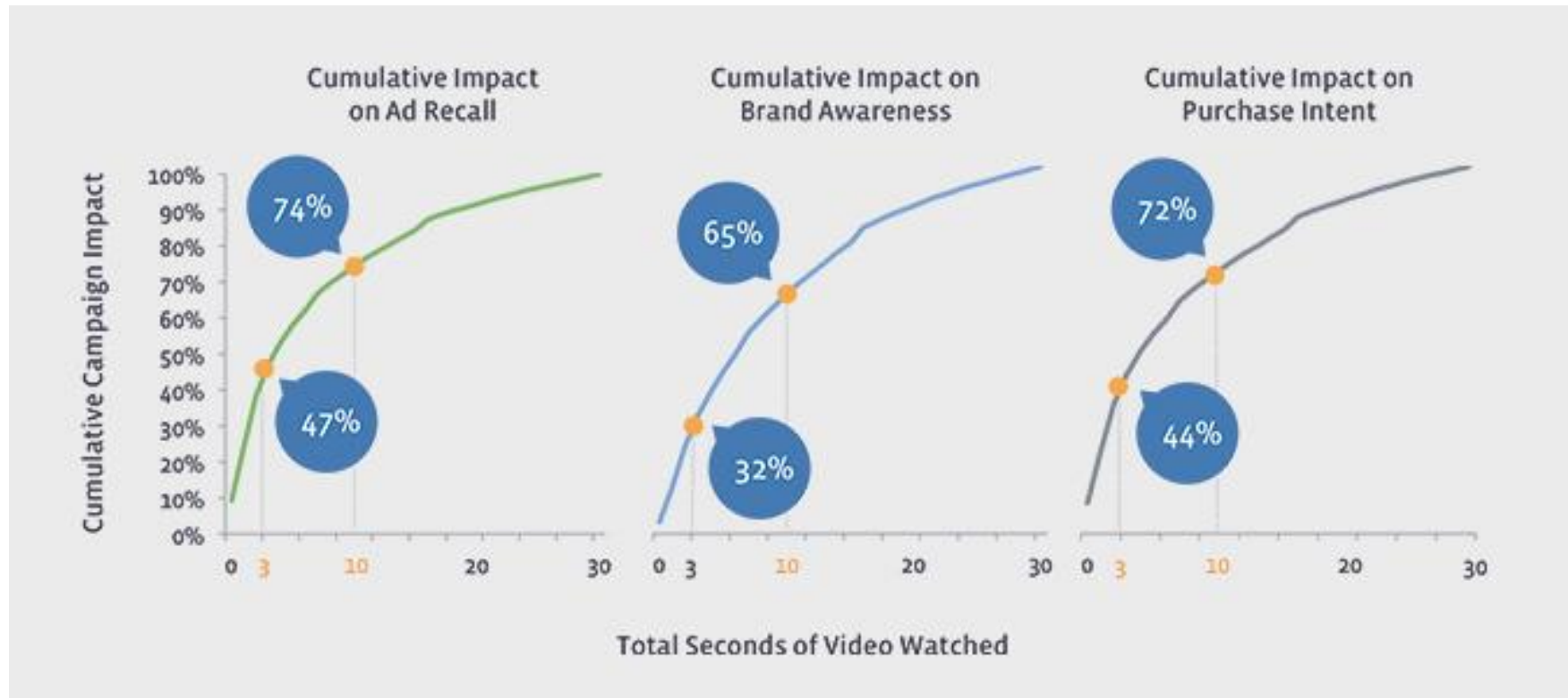
Celebrities

Branding



LEARNING

Optimise to context: on social platforms make use of short videos and do not rely on sound



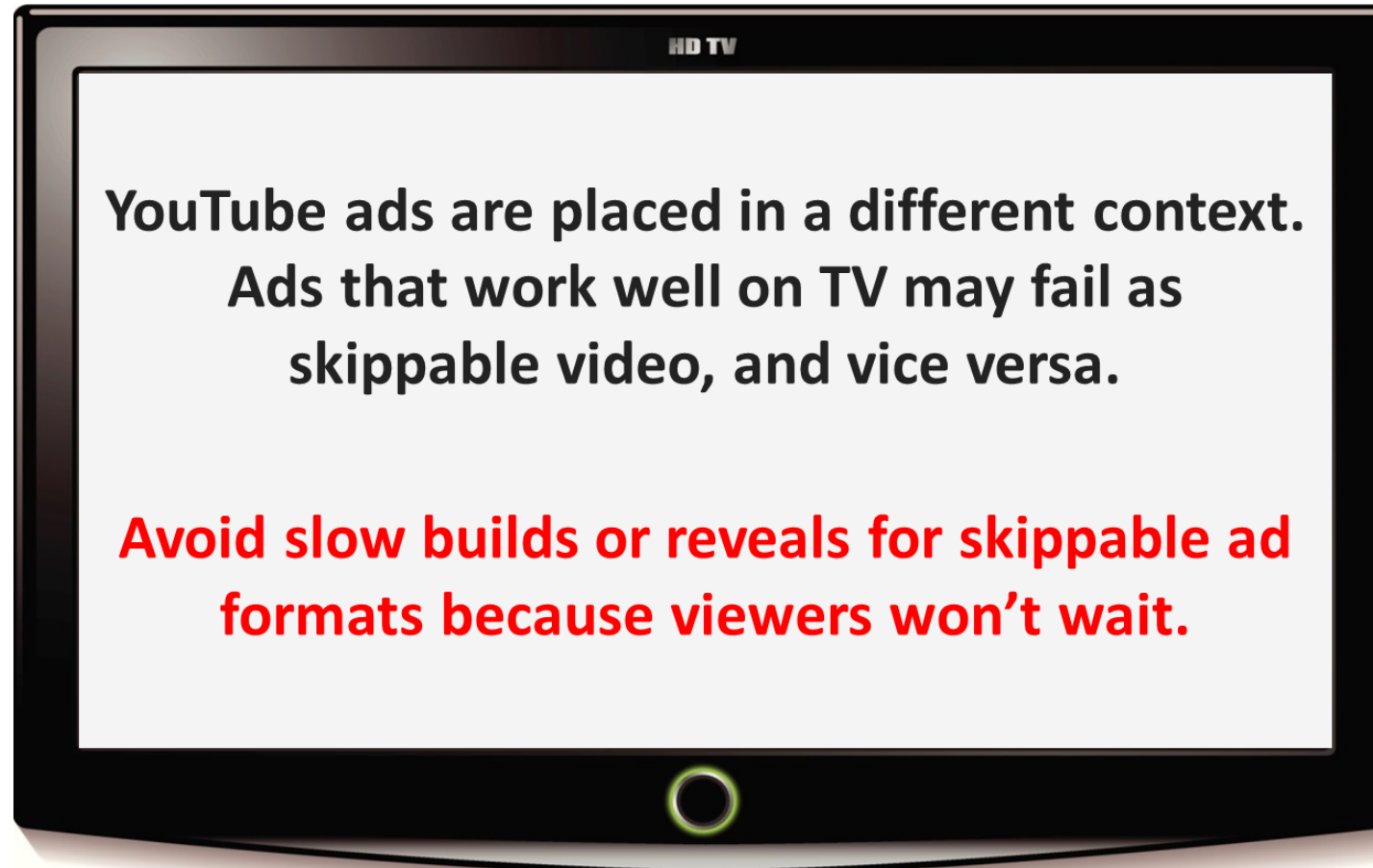
LEARNING

Create compelling content where the brand is central to the story



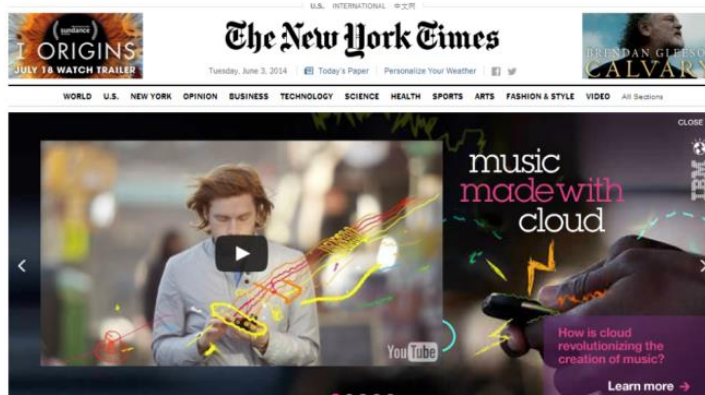
LEARNING

Don't assume TV ads will work the same online – they don't and need to be optimised





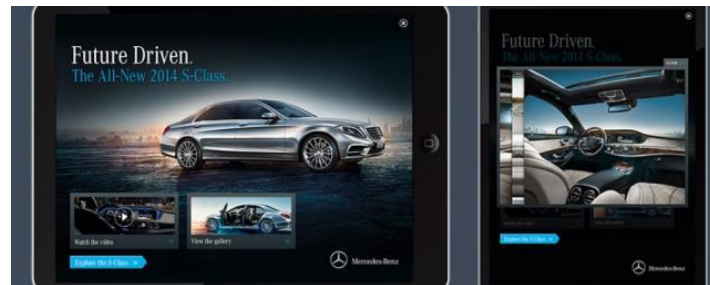
Use more engaging ad formats to improve effectiveness and reduce annoyance



Pushdown



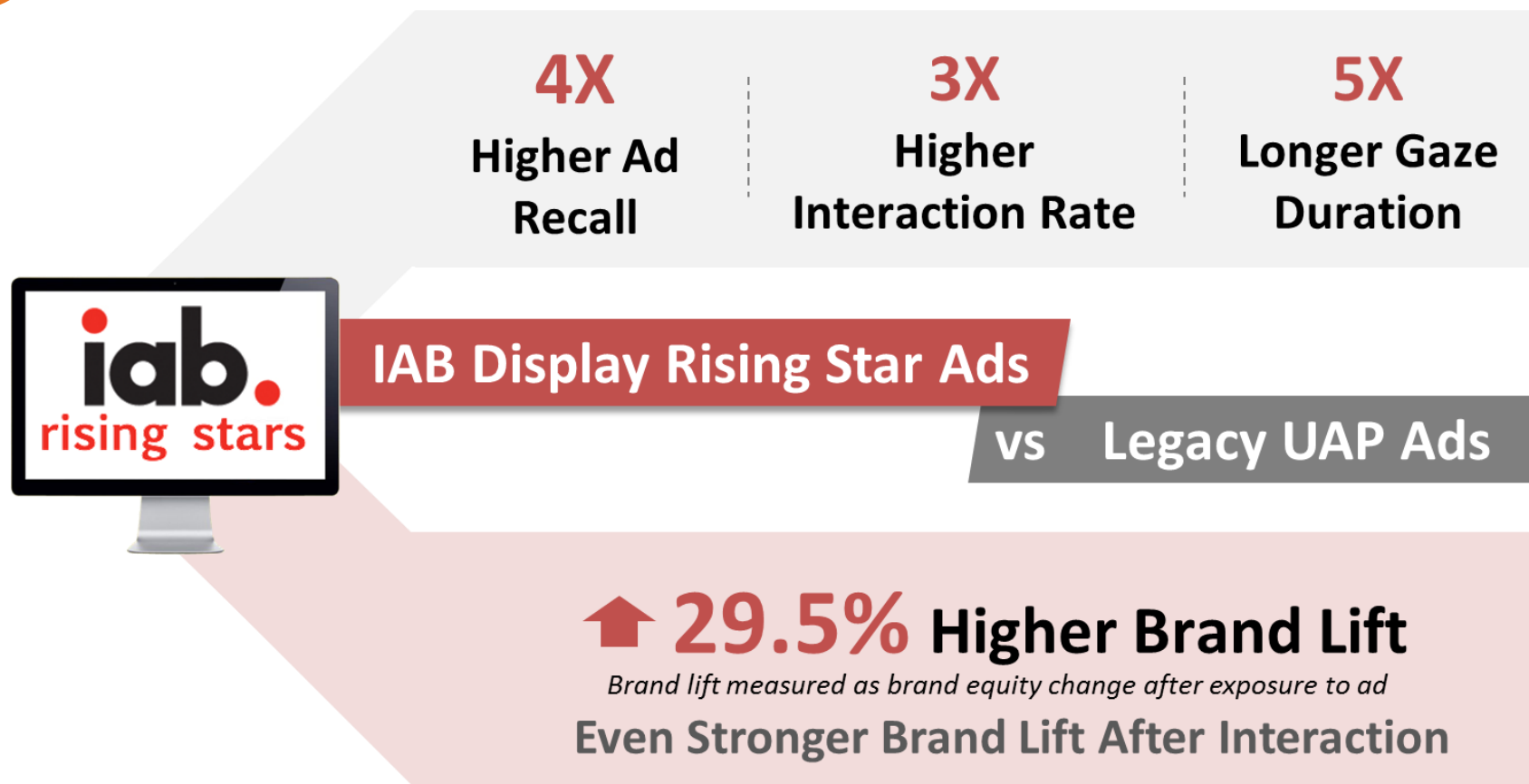
Billboard



Full Page Flex

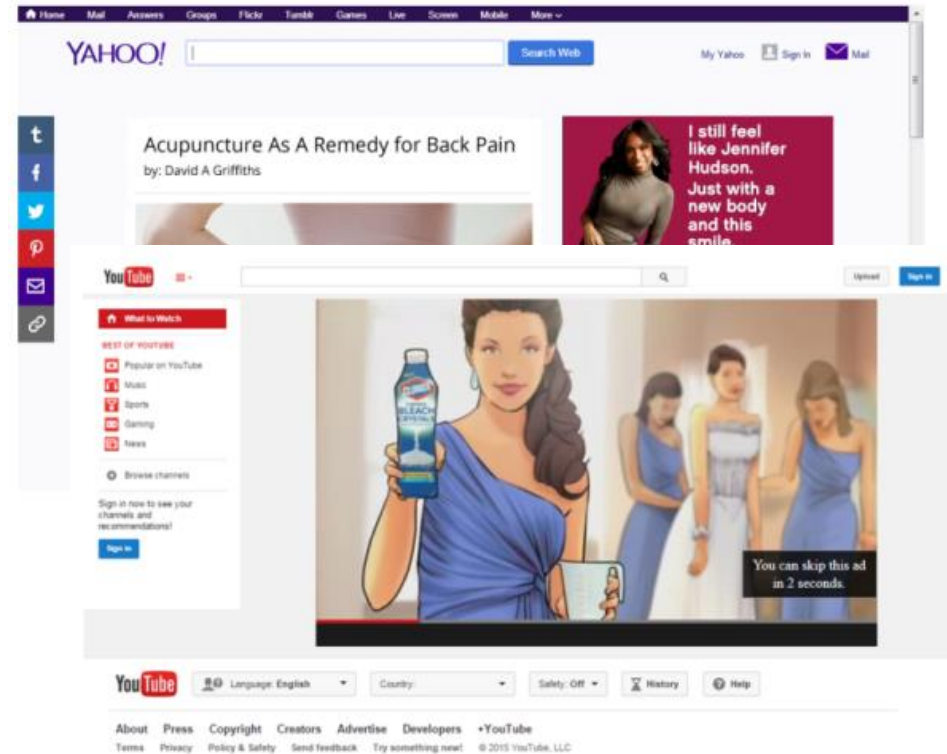
LEARNING

Rising star formats are more effective than “traditional” formats



LEARNING

And test in context!



2

**REACH THE
RIGHT
AUDIENCE**

GAME CHANGERS



LEARNING

Many brands would love to create viral ads that reach the right audience with little paid media

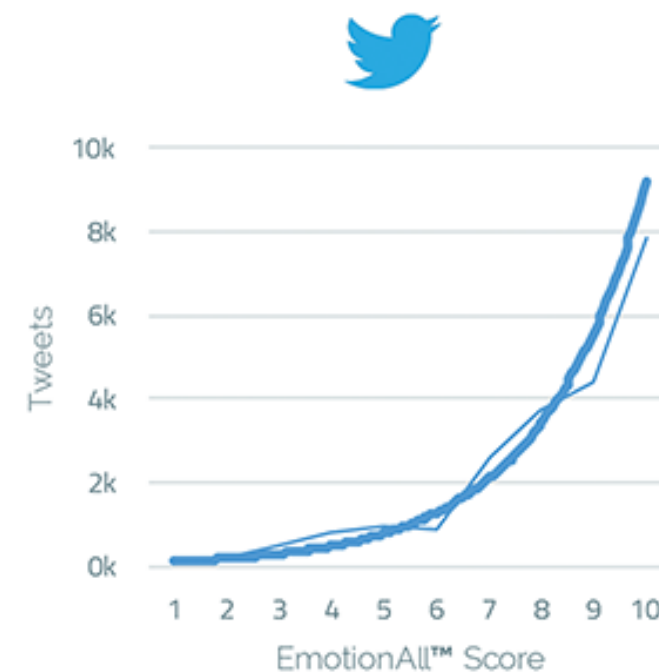
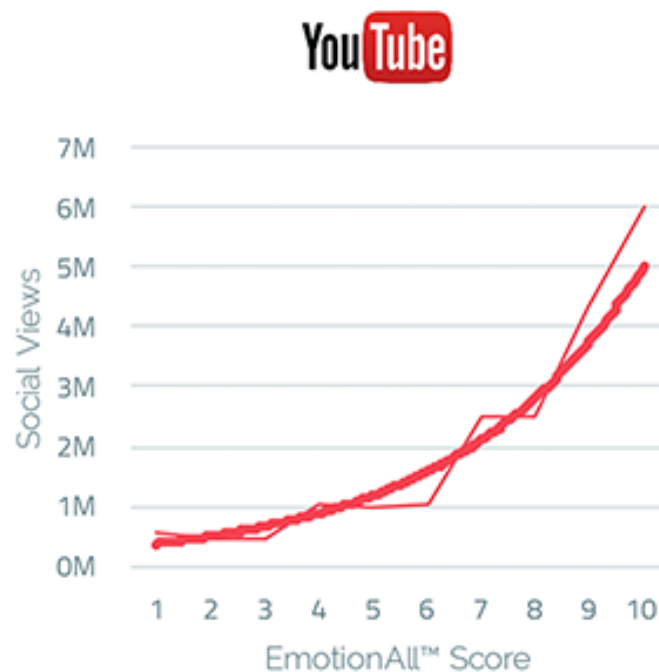
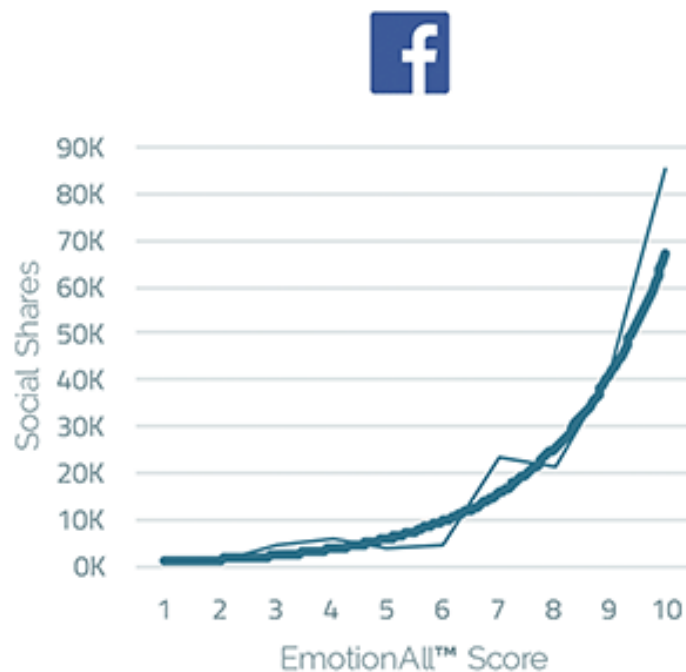
To say I want to make a viral movie, is like a musician saying I want to make a hit song.

- Casey Neistat,
YouTube star with
2.7m subscribers

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

LEARNING

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



LEARNING

Programmatic can help ads to reach the right people at the right time

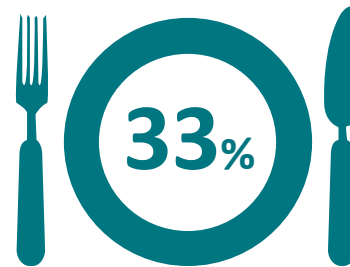


5pm-11pm



3x

Difference in desire to “eat fish fingers now”



Hungry:
exposed to ad

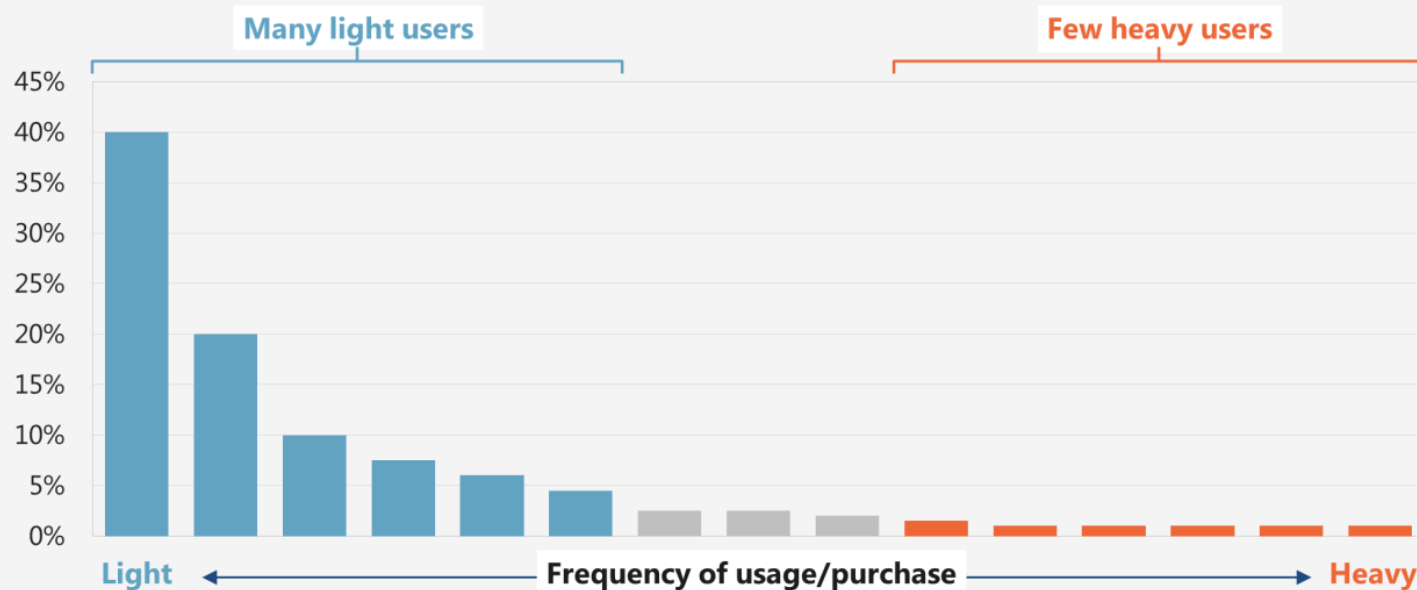


Not hungry:
exposed to ad

LEARNING

Remember! Efficiency doesn't equal effectiveness and "waste" can sometimes be good

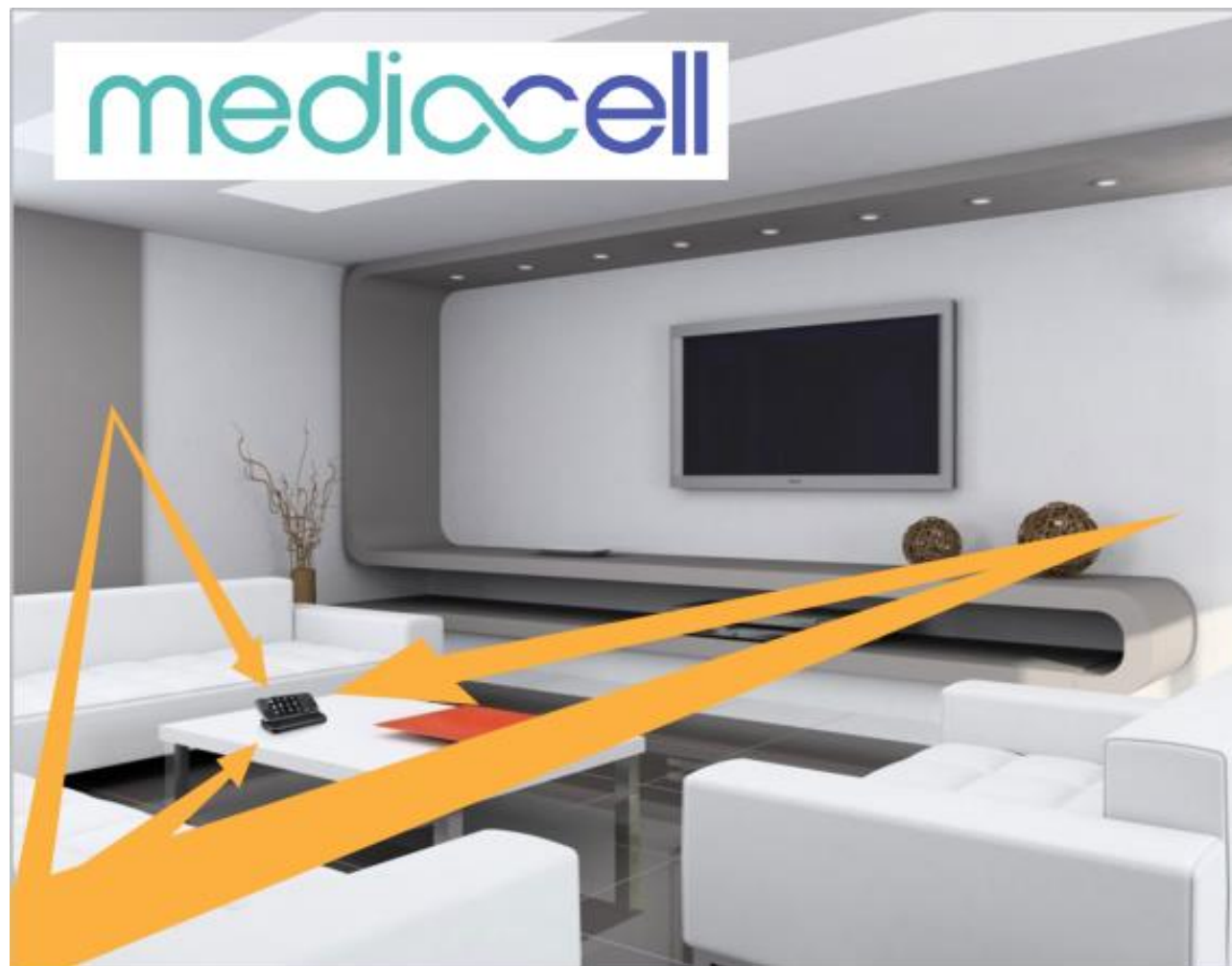
Typical buyer distribution for FMCG brands



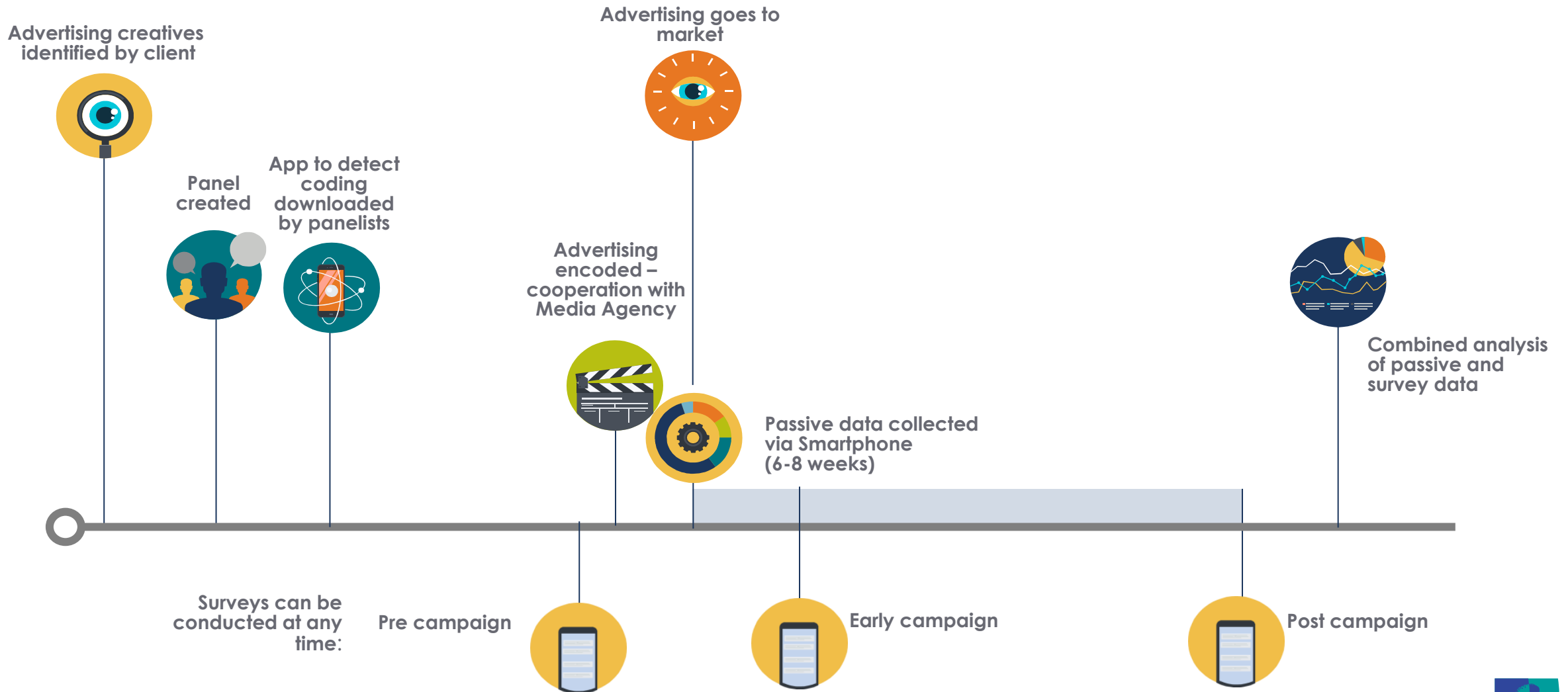
- 1 in 4 beer drinkers are women in the UK.¹
- 88% of new cars in the US are bought by people over the age of 35.²

Ensure your advertising reaches all potential buyers.

How do you know if you're reaching the right people?

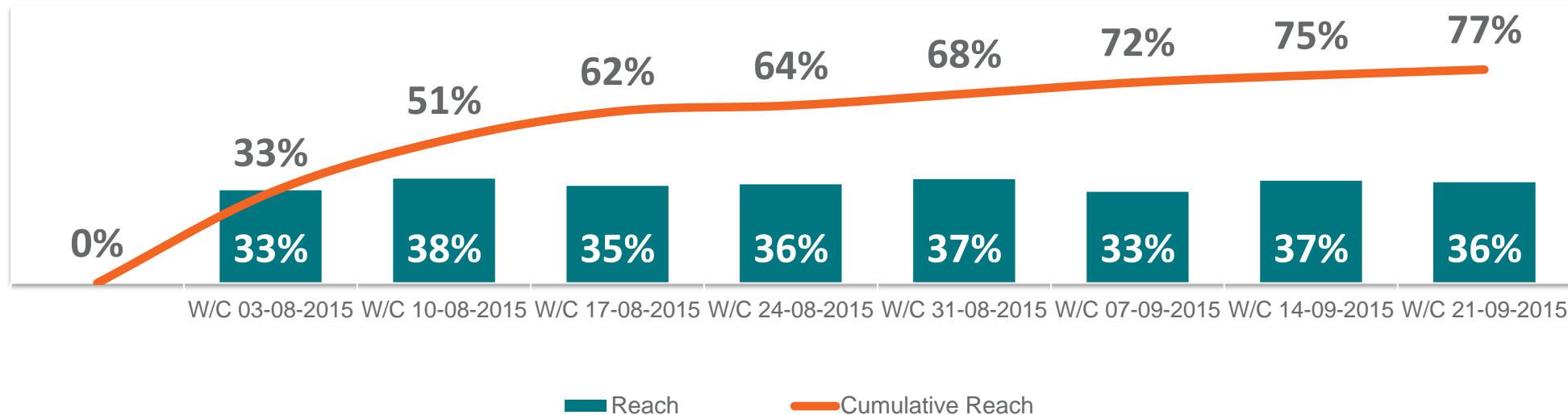


How does it work?



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

Weekend

Morning
Midnight to 11:59 a.m

Afternoon
12:00 noon to 5:59 p.m

Evening
6:00 pm to 11:59 p.m

Daytime
Mid-night to 5:59 p.m

Evening
6:00 pm to 11:59 p.m

14%

20%

43%

18%

49%

Total

Female

Male

18-34

35-44

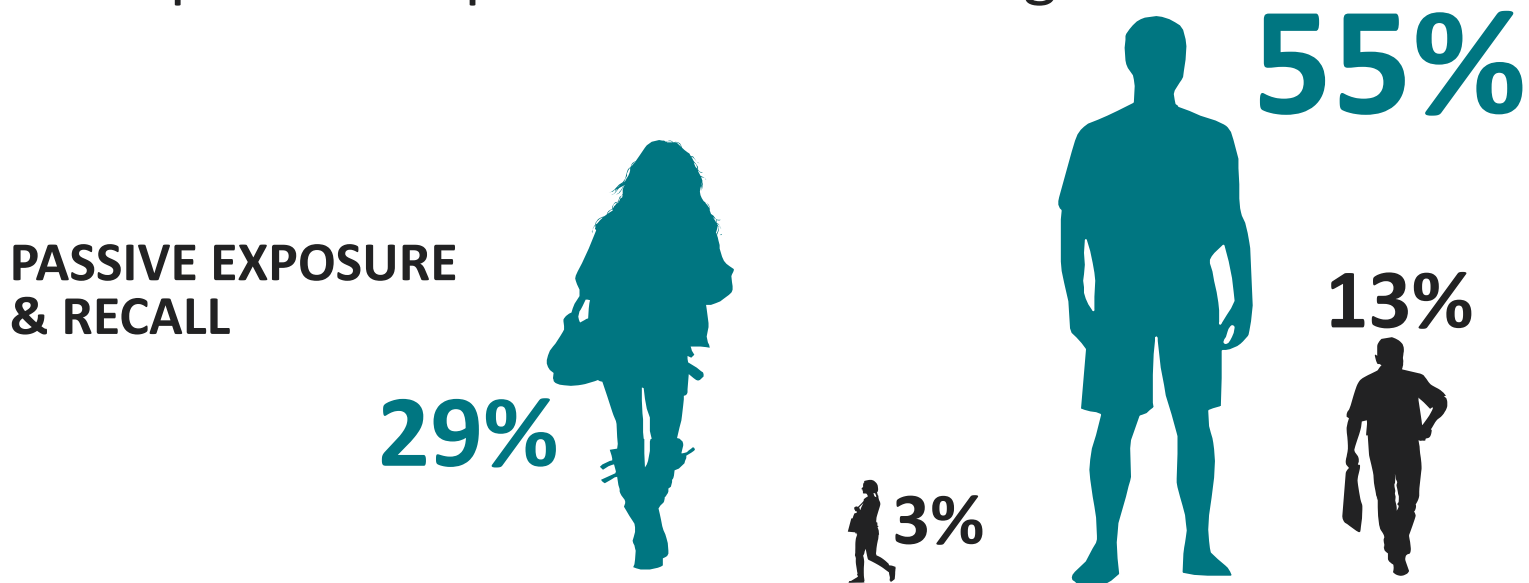
45-54

55+

0	Not Exposed	22%	21%	24%	23%	24%	19%	19%
1-3	Times	31%	34%	27%	42%	31%	15%	28%
4-7	Times	24%	24%	24%	23%	20%	31%	22%
8+	Times	23%	21%	26%	11%	24%	35%	31%

Base: n=239 in production all 8-weeks

Measuring the advertising impact on the brand as a function of passive exposure and ad recognition

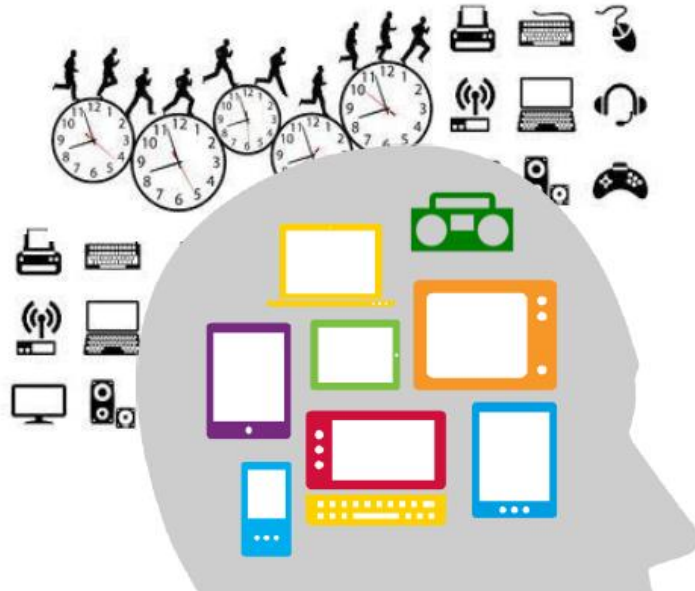


Brand KPIs

Base: Online survey respondents (n=577)

	No Passive Exposure + NOT Recall TV Ad (n=169)	No Passive Exposure + Recall Ad (n=15)	Passive Exposure + NOT Recall TV Ad (n=320)	Passive Exposure + Recall TV Ad (n=73)
Unaided Brand Awareness	54%	60%	↑ 58%	↑ 73%
Brand agreement statement 1 (Agree)	75%	100%	↑ 82%	↑ 81%
Brand agreement statement 2 (Agree)	63%	80%	↑ 70%	↑ 70%
Definitely/Probably Buy	36%	67%	↑ 40%	↑ 53%

Why passive measurement?



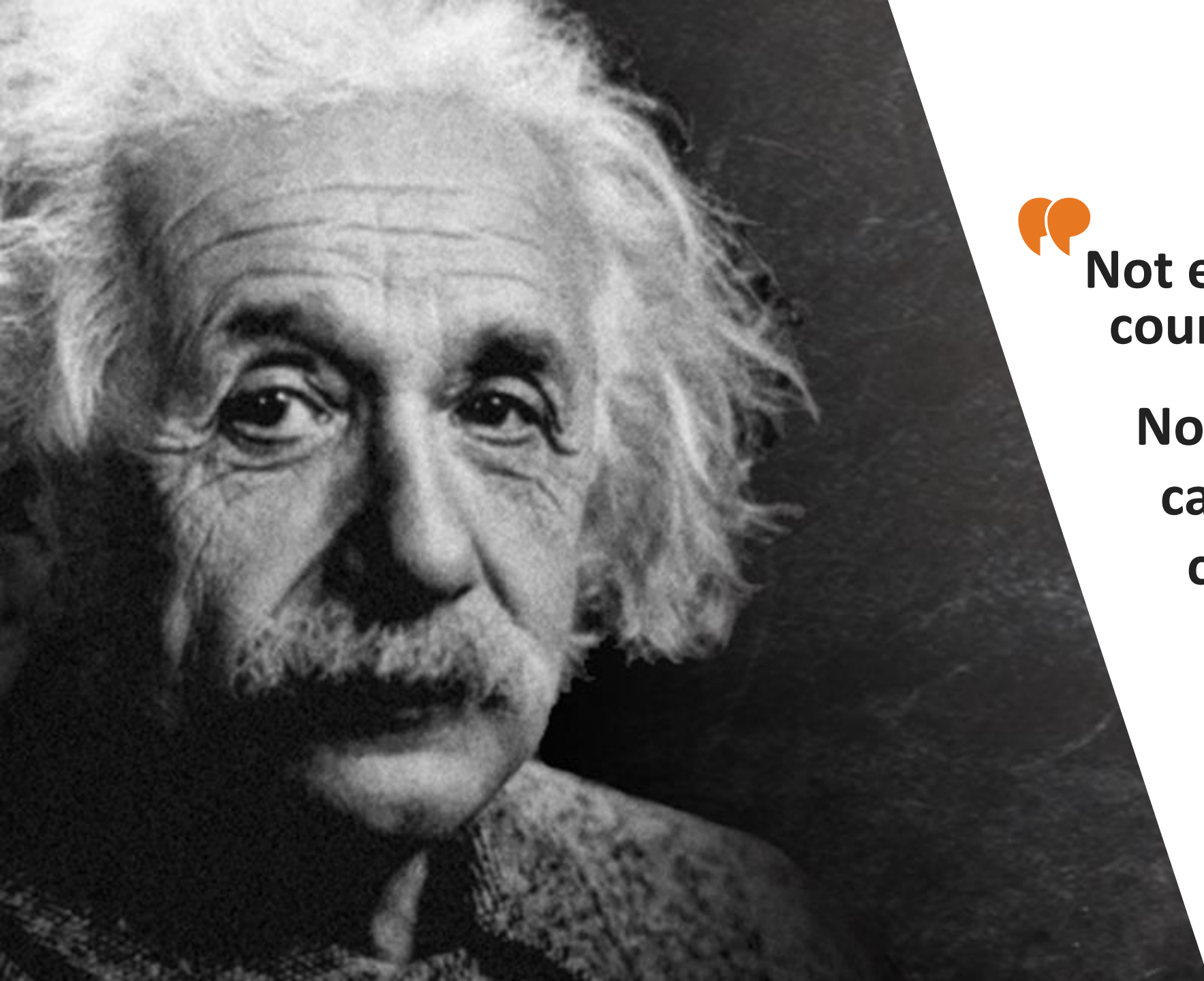
With the acceleration of channels and devices, consumers have access to a huge variety of content across multiple platforms and devices



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.



LEARNING

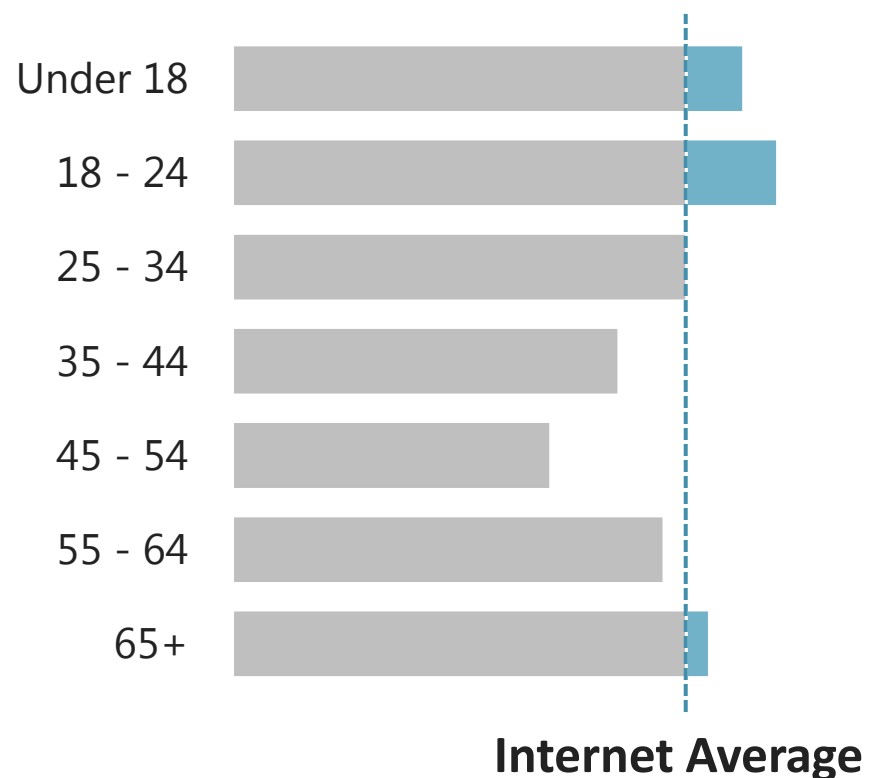
Don't rely on behavioural measures alone - or you risk optimising to the wrong metrics



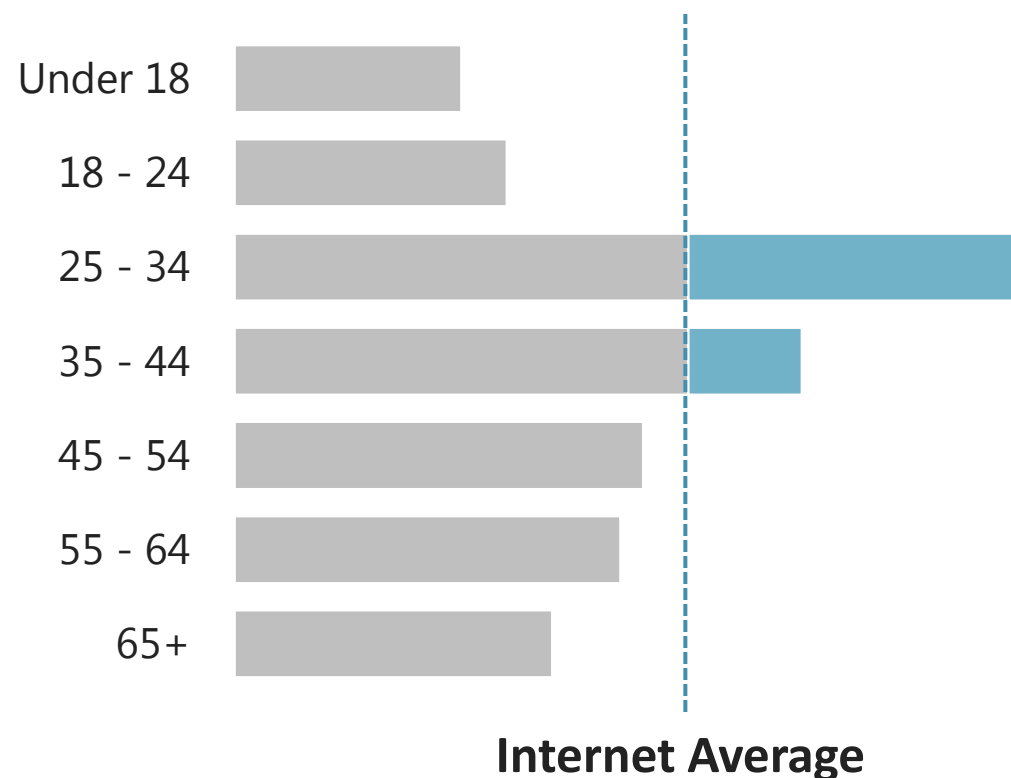
LEARNING

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**:





Profile of people who **buy products** in those ads:



LEARNING

Interaction and behavioural response to online ads cannot be used to measure brand impact

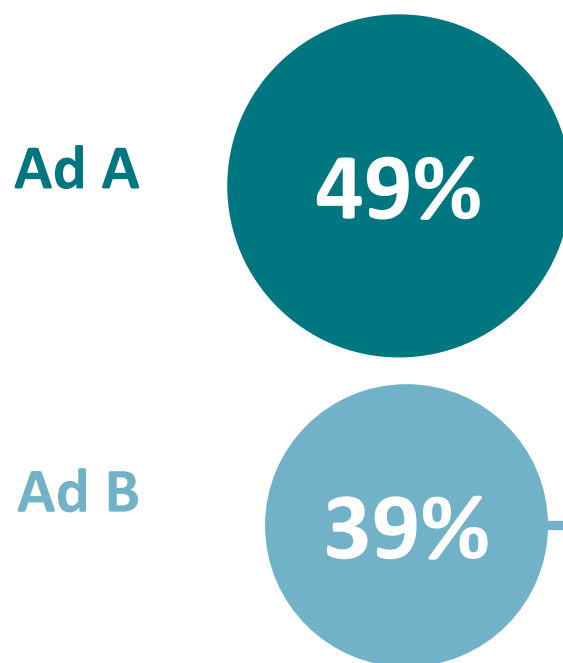
 In 99% of the campaigns we evaluated, sales generated from online branding campaigns were from people that saw, but did not interact with, ads. 

Brad Smallwood,
Head of Marketing Science, Facebook

LEARNING

Engagement with an ad is not the same as brand impact

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



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

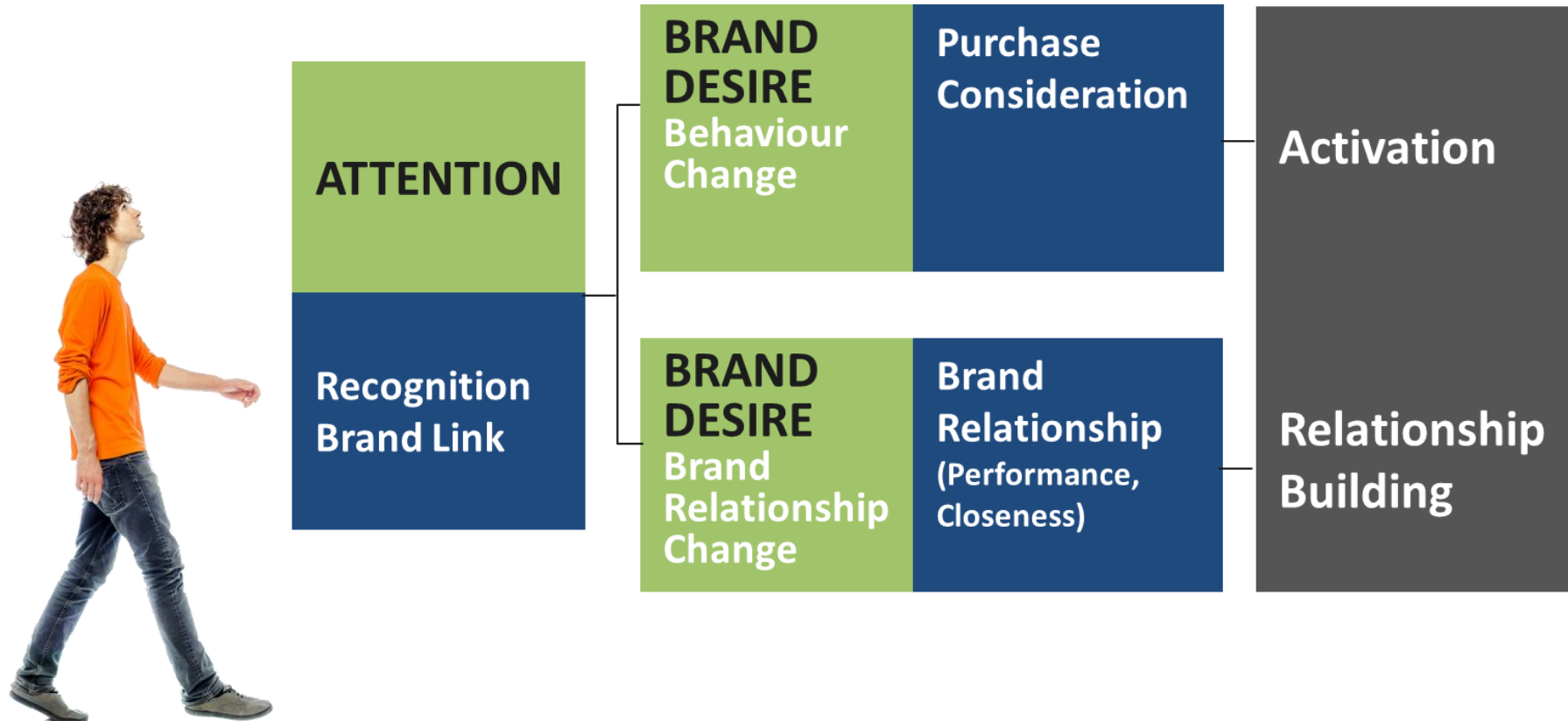
197

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

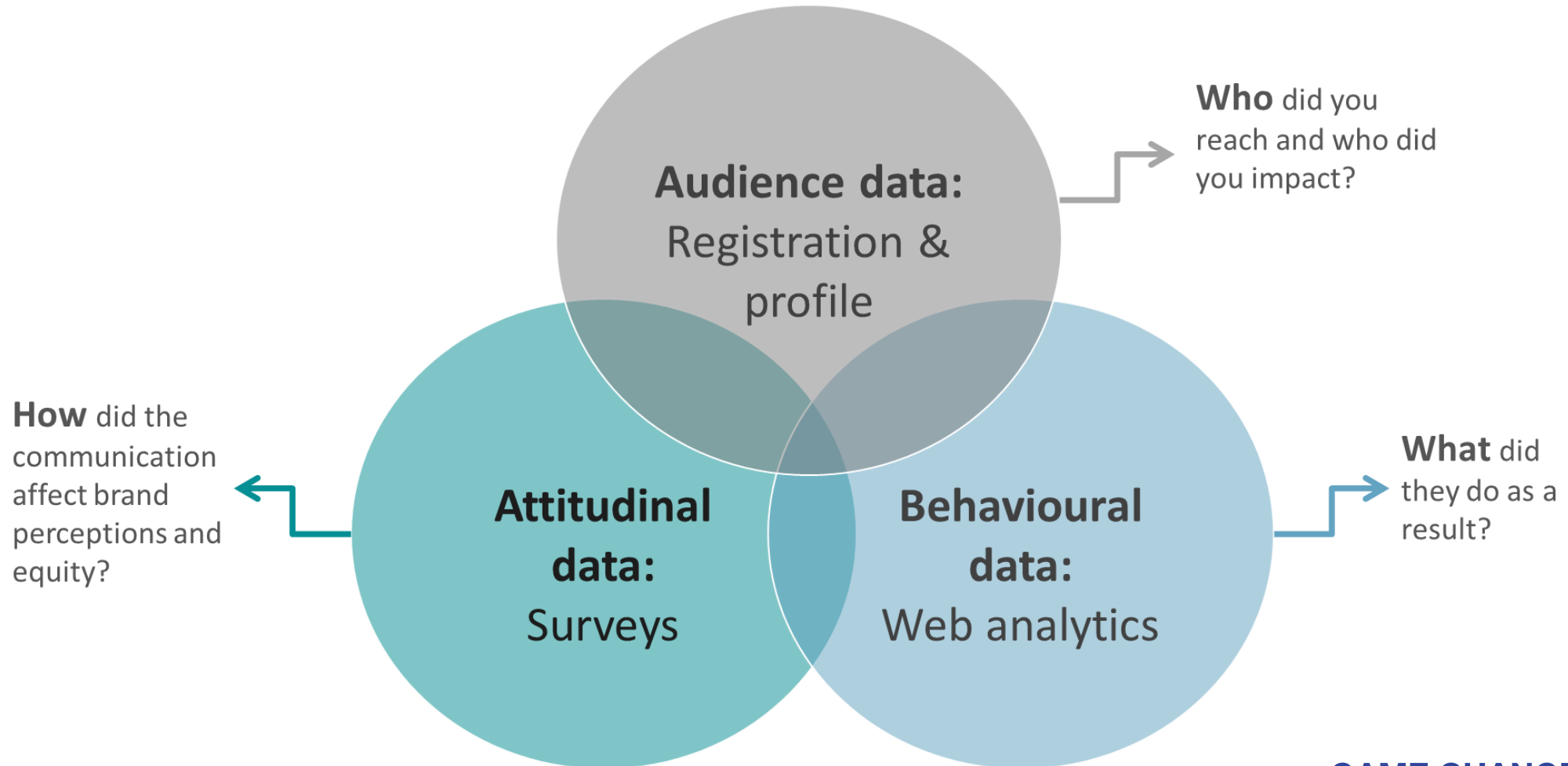
30

metrics specified by the IAB to measure online engagement



Proper evaluation requires measurement of short and long-term behaviours and brand building objectives



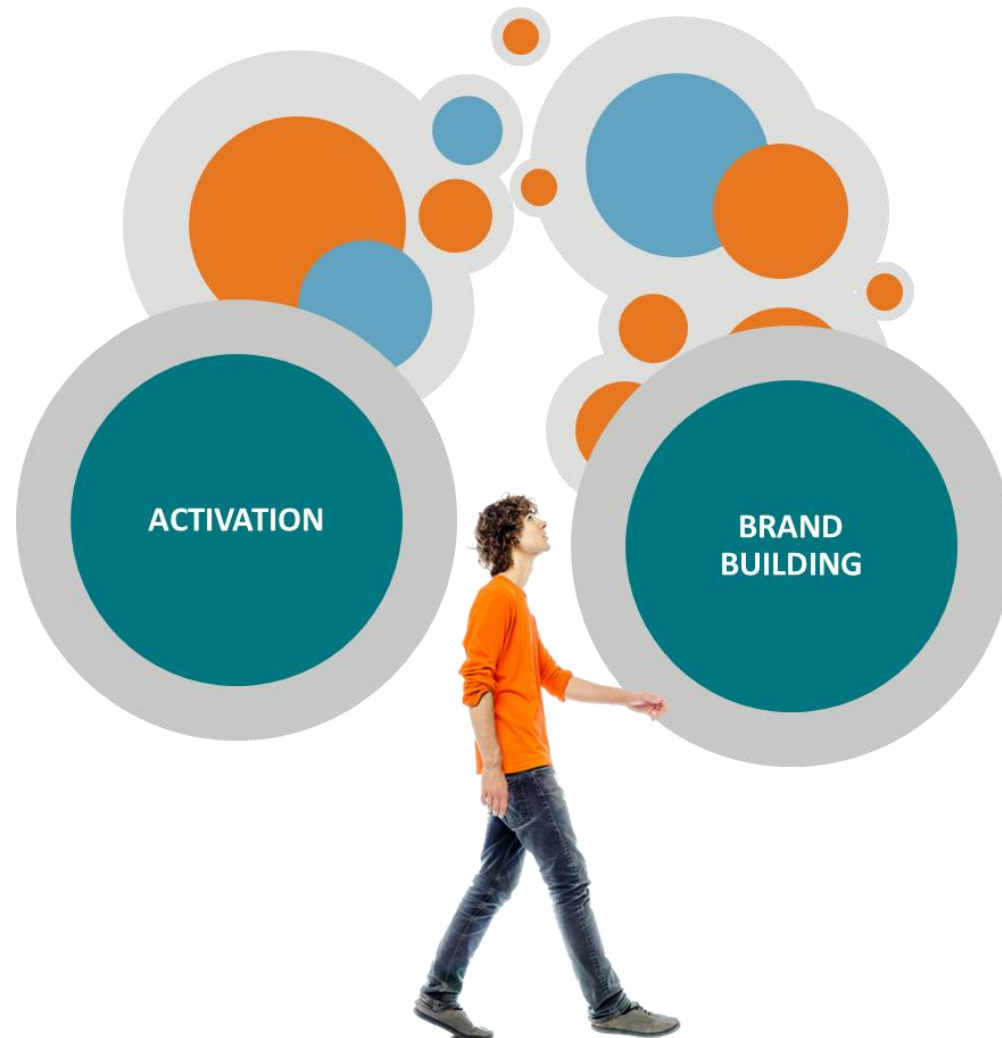
Integrate behavioural, attitudinal and audience data to understand the full story



And consider which metrics reflect your communications objectives

Communications objectives:	Brand awareness	Brand relationship	Brand purchase	Brand advocacy
 Behavioural: Web analytics	Impressions, visitors, reach	Completed views, ratings, likes, up/downloads	Incremental sales (on and offline), enquiries	Retweets, shares
 Attitudinal: Surveys	Brand & campaign awareness, ad recognition & brand link	Brand desire, closeness, performance, image	Brand consideration, purchase intent	Recommendation, NPS

**Digital technology has transformed communication
but the goal for brands remains the same...**



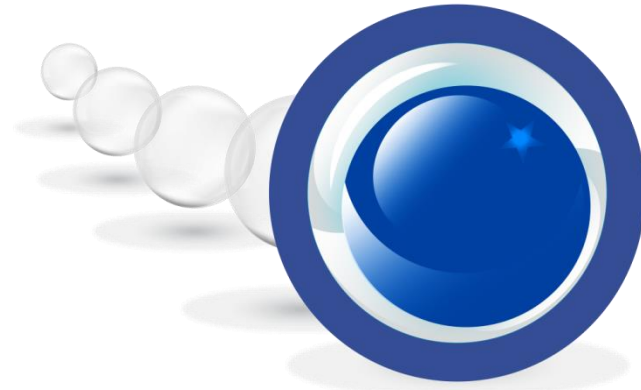
**ACTIVATE A RESPONSE
(IN THE SHORT-TERM)**

**BUILD BRAND
RELATIONSHIPS
(IN THE LONG-TERM)**

Which means...



- 1 MAKE THE FIRST 5 SECONDS COUNT
- 2 REACH THE RIGHT AUDIENCE
- 3 MEASURE THE METRICS THAT MATTER



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