

# “Media measurement – taking a brand centric approach”

*Ipsos Affluent Survey*

# 21 European countries

## Top 13%

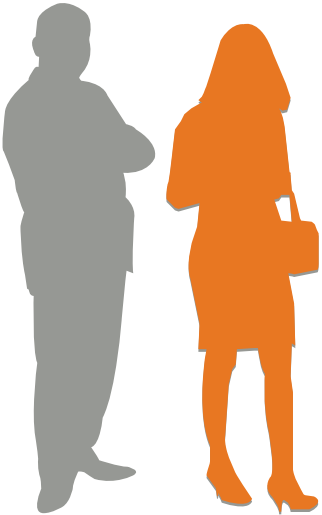


# Universe: 52,155,000

# Affluent are not uniform

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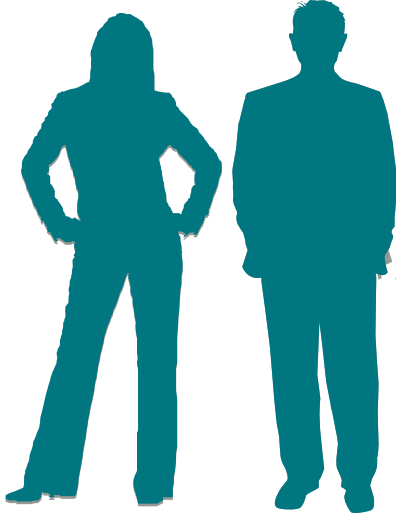
**Millennials**  
8.8 mln



**Uploaders**  
8.6 mln



**Baby boomers**  
18.2 mln



**Globe trotters**  
6.6 mln



# In short you have...

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## **Millennials**

Still love print



## **Uploaders**

Social media opinion leaders,  
the voice of the online crowd



## **Baby boomers**

Technology is getting more  
important role in their lives



## **Globe trotters**

Heaviest International  
Media consumers

# Coverage

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**Media Consumption**  
**Travel, Interests, Leisure**  
**Product purchasing & ownership**

# Fragmentation of the Media Landscape



Radio



TV



PC/Laptop



Cinema



Outdoor



Print



Mail



Tablet



Mobile phone

Concept of reach is under pressure,  
with the **fragmentation of the media landscape**

# Ipsos Affluent Survey

## Total Brand Currency

**Print  
Readership**



**Print**

**TV  
Viewership**



**TV**

**Digital  
Consumption**



**PC/Laptop**



**Tablet**



**Mobile phone**

**Our solution: the Brand Centric Approach**

# Brand Centric Approach

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- 01 Start out at Masterbrand level
- 02 Awareness of brands used as filter
- 03 Total Consumption on 12 months for all media
- 04 Specific sub-brand level via relevant titles, channels & apps/sites by various corresponding formats & intervals
- 05 Random 'Blocks', to keep questionnaire length under control



# Benefits of the Brand Centric Approach

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01

Focus on the key element “the Brand”

02

Increase clarity for respondents and better questionnaire quality and flow

Less platform confusion & Less title confusion

03

Creates the means of comparing across various media (platforms) - Aggregate measures...etc.

Clear metrics on devices: Total Brand currency

# BCA Impact on Ipsos Affluent Survey

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01

Need to design **Device agnostic questionnaires** (programmatically based routing)

02

Compared to previous approach the Brand Centric Approach  
Less platform & title confusion: **lower print reach (12m & AIR) → (some) conversion towards Digital** (esp. International print) & **TV reach numbers in line** with previous methodology

03

Report **brand awareness** as opposed to specific Title/Channel awareness

# How far along are we in the implementation process?

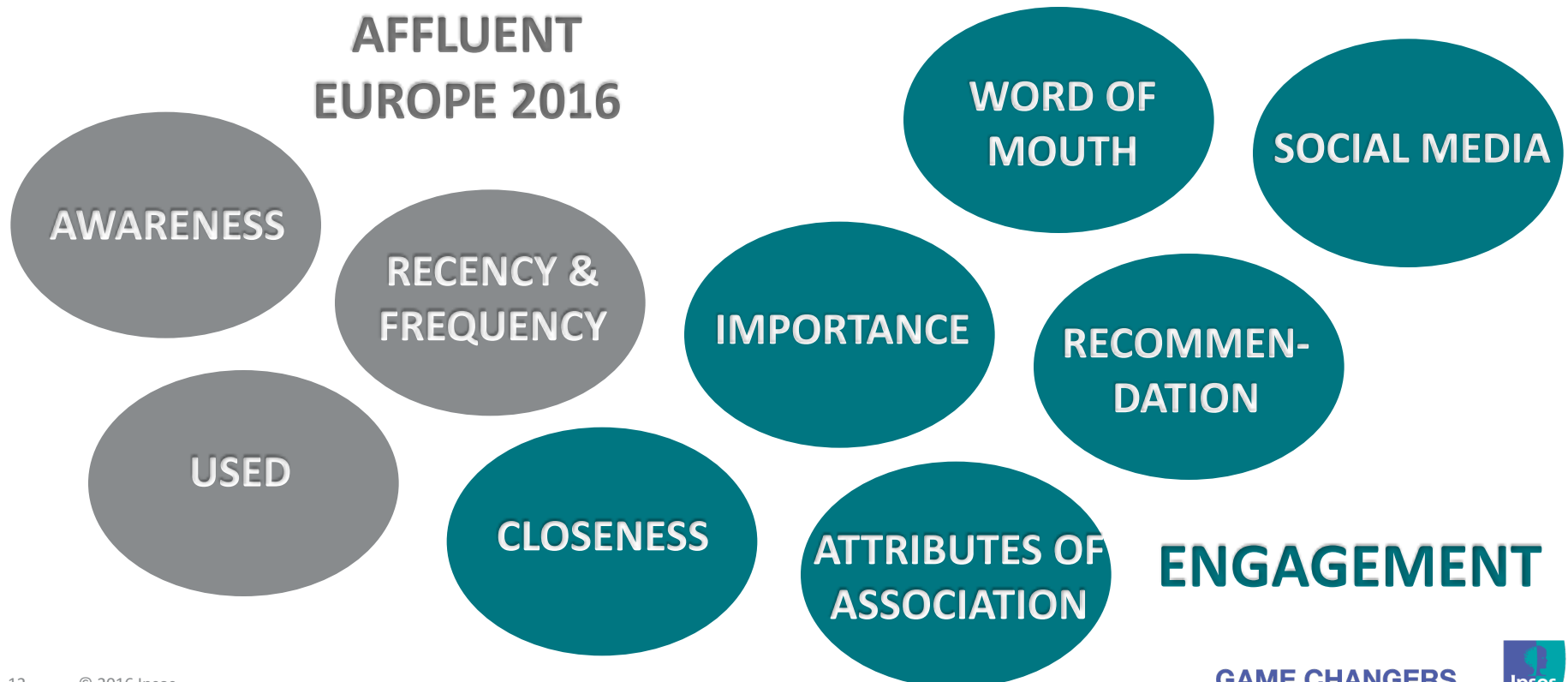


# Next step: Holistic understanding of how the Affluent engage with media

## Upcoming Brand Engagement Study

**Brand Engagement** will deliver helpful metrics, in addition to reach of media brands by looking into elements such as **Trust, Closeness, Values...etc.**

### AFFLUENT EUROPE 2016



# Brand Engagement Study

Sample size n=4,600

## 5 big countries

UK – 700

France – 700

Germany – 700

Italy – 500

Spain – 400

## Other countries

Poland – 200

Austria, Belgium, Czech Rep., Denmark, Finland, Hungary, Ireland, Netherlands, Norway, Portugal, Russia, Sweden, Switzerland and Turkey – each of them 100





