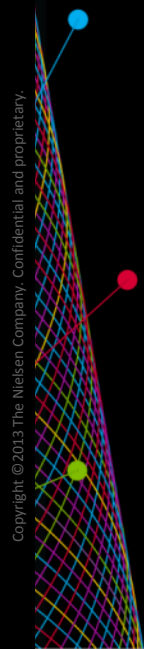


EFFECTIVE ADVERTISING IN A MULTIPLATFORM WORLD

MATT STALKER
JUNE 2015

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™



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63% believe bigger is better when it comes to screen size



65% prefer to watch video programming live, at its regularly scheduled time



49% say they watch live video programming content more if it has a social media tie in



Mobile phones are the most commonly cited go-to device for on-the-go viewing

EYEBALLS ARE OFTEN MOVING BETWEEN SCREENS

PERCENTAGE WHO STRONGLY OR SOMEWHAT AGREE

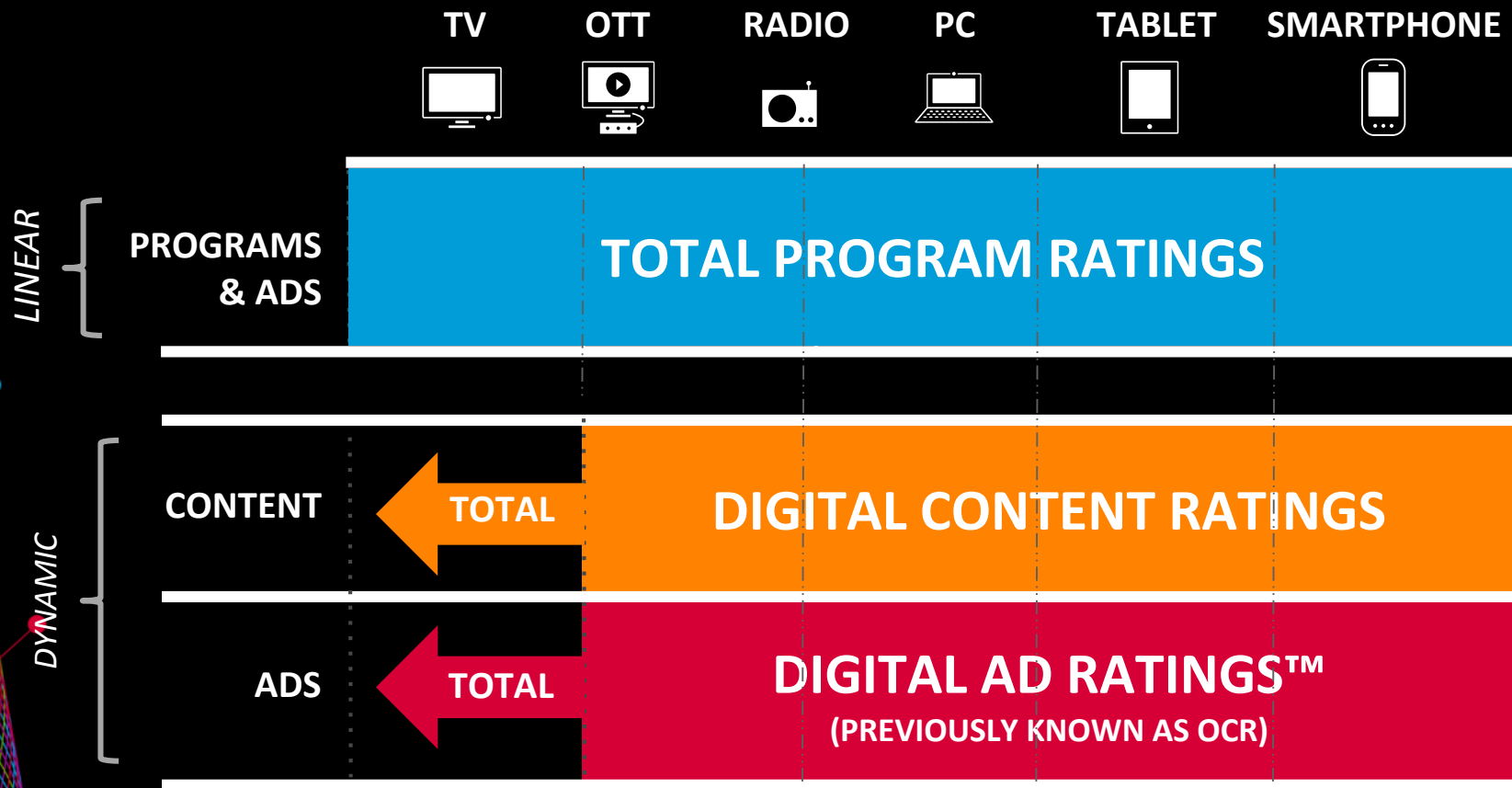


SECOND SCREEN

I BROWSE THE INTERNET WHILE WATCHING VIDEO PROGRAMMING



WITH STRATEGIC PARTNERS WE WILL MEASURE TOTAL AUDIENCES IN THIS EVER CHANGING ENVIRONMENT



REACHING THE RIGHT PEOPLE IS THE START TO EFFECTIVE ADVERTISING...



REACH

Who are the people I reached?

Was it seen/heard?

RESONANCE

How did the ads change opinions of the brand?

REACTION

Did people go on to buy?

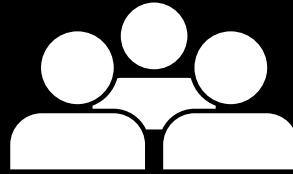
...MEASUREMENT IS A MUST!

REACH



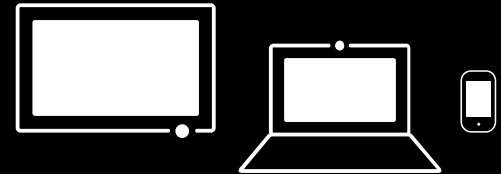
AUDIENCE SEGMENTS

Find your target audience online based on offline behaviours



DIGITAL AD RATINGS™

Overnight audience ratings by demo consistent with TV + Viewability*



TOTAL AD RATINGS

Understand unduplicated campaign audiences across screens

RESONATE



CONSUMER NEUROSCIENCE

Uncover the emotional response to advertising



TV BRAND EFFECT

Best practice for TV ads, sponsorship and programming



DIGITAL BRAND EFFECT

Optimise online campaigns in real-time against primary brand objective

*Viewability measures are powered by industry leader Integral Ad Science.

CASE STUDY – HOTEL INDUSTRY

CLIENT

Global Hotel Brand

TARGET CONSUMER

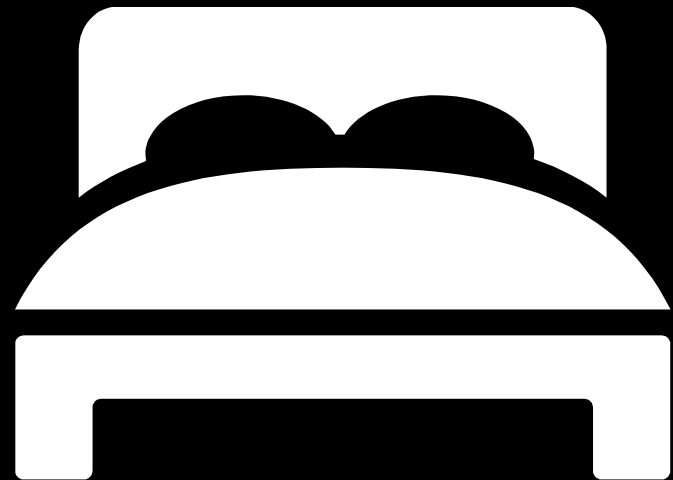
Male Business Travellers
(M25-64)

MEDIA

Using a mix of TV and Online
medium

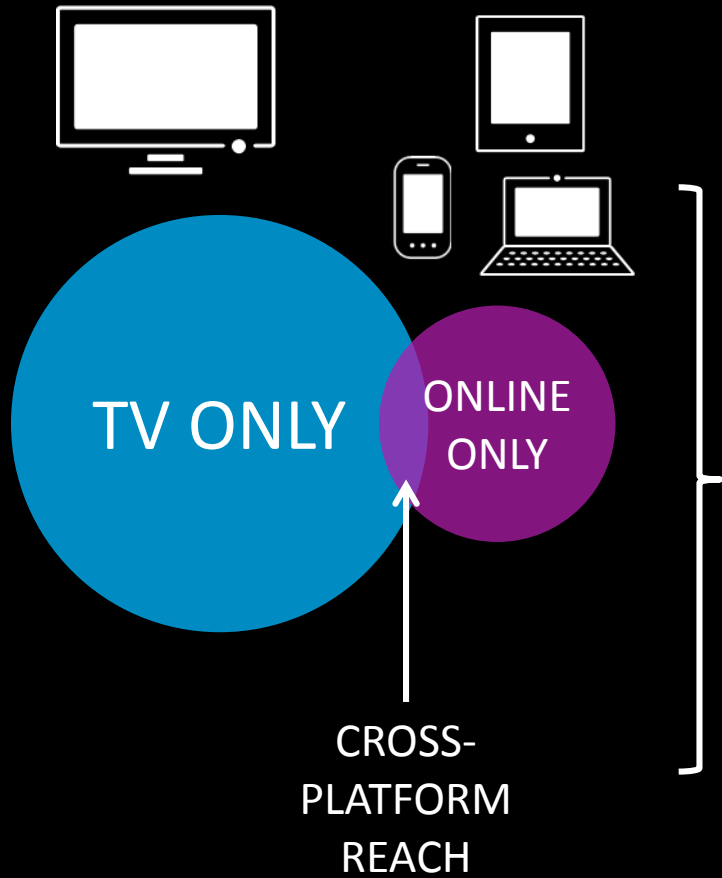
BRAND OBJECTIVES

Duplicated Reach,
Awareness, Booking Intent

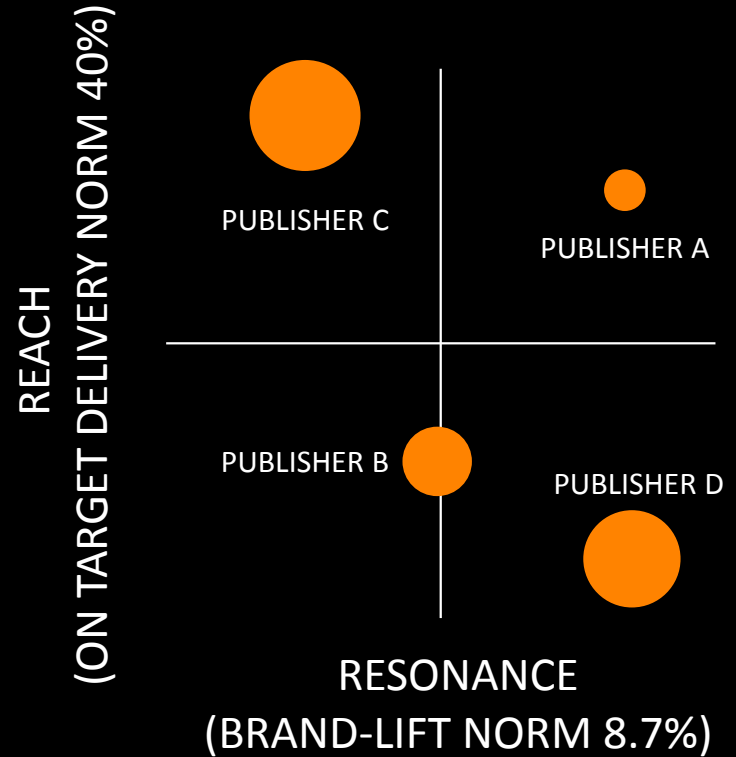


“Nielsen how can we apply our budget precisely to maximize reach and impact to our desired audience?”

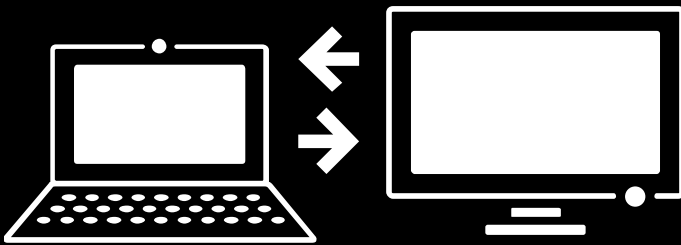
BEST CAMPAIGN MIX



PURCHASE INTENT

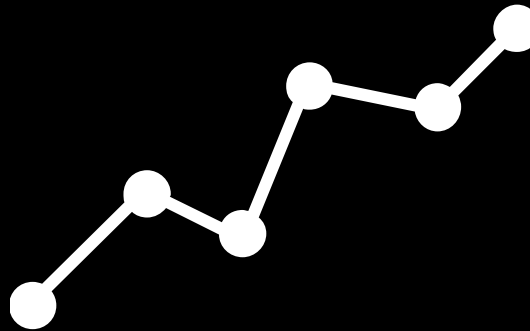


RESULTS



DOUBLED

Audience cross-screen reach to amplify the message to consumers



ABOVE AVG

Brand lift in Booking Intent Metric



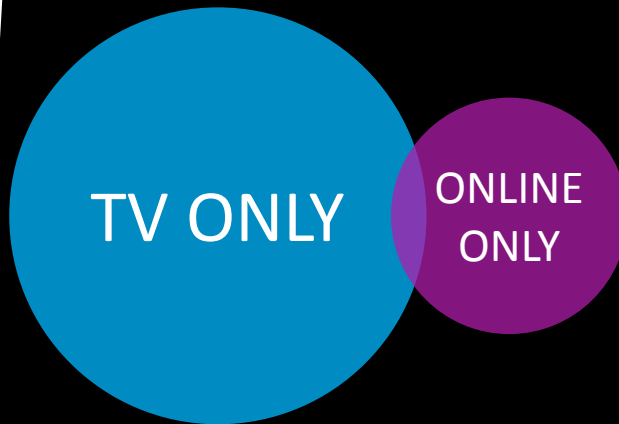
35%

Increase in GRPs to target M25-64 audience

Inspired a new vision around media planning and buying



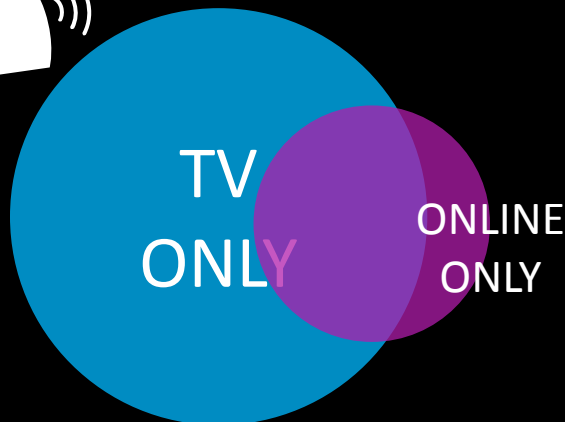
MAKING DIGITAL & TV WORK TOGETHER TO DELIVER THE RIGHT MESSAGE



GO FURTHER...

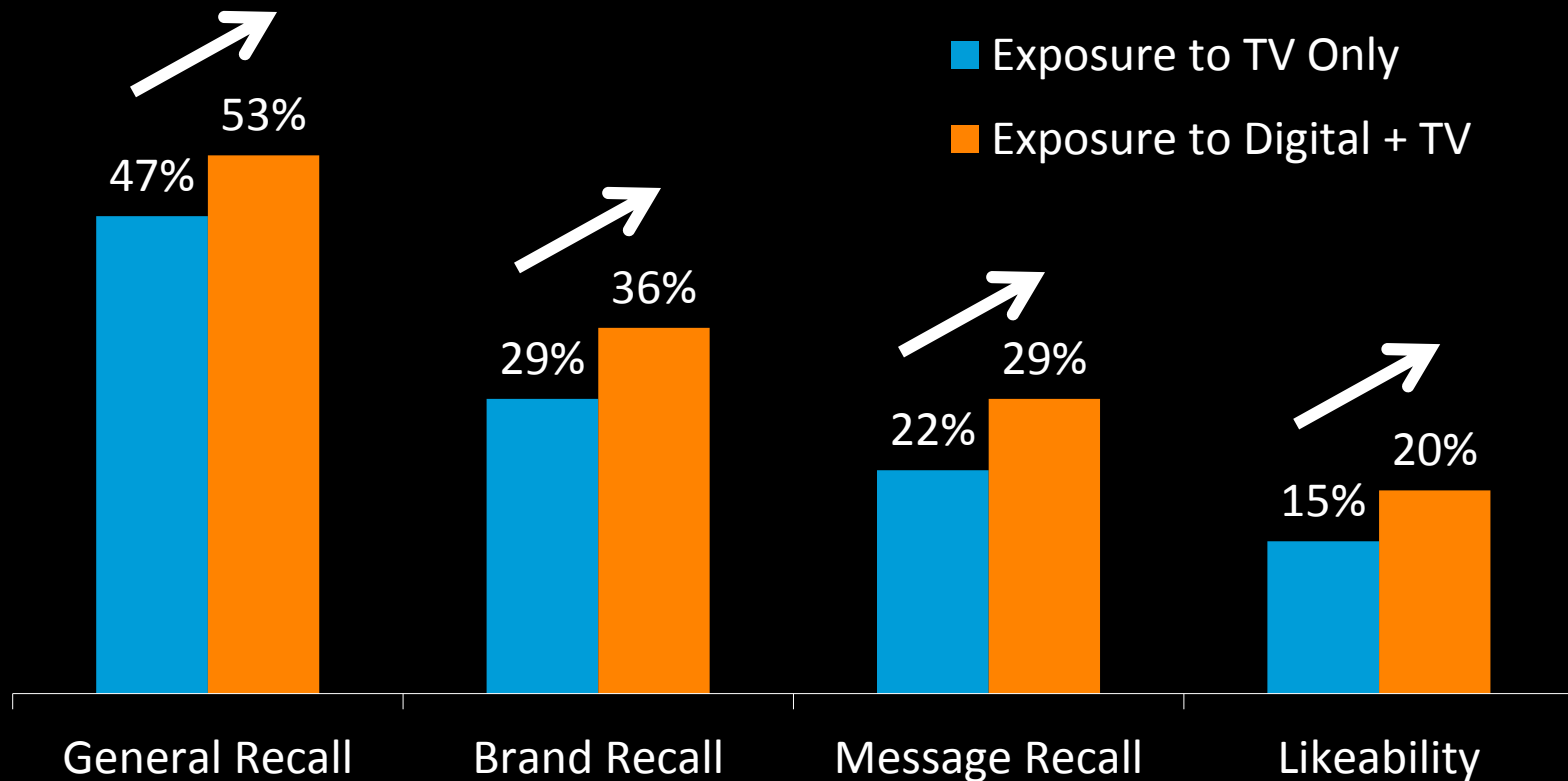
Target online impressions to
LIGHT TV VIEWERS

6%pts increase in incremental reach for one campaign measured



Target online impressions to known
GENRE/CHANNEL VIEWERS

ADDING DIGITAL TO TV CAMPAIGNS ENHANCES AD RESONANCE

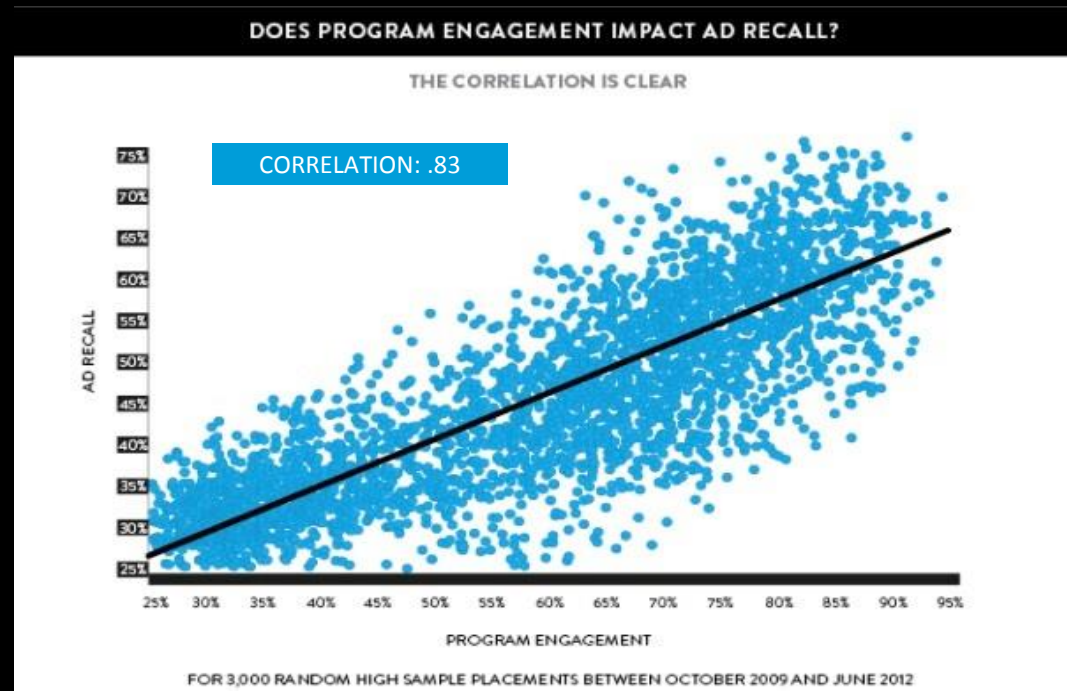
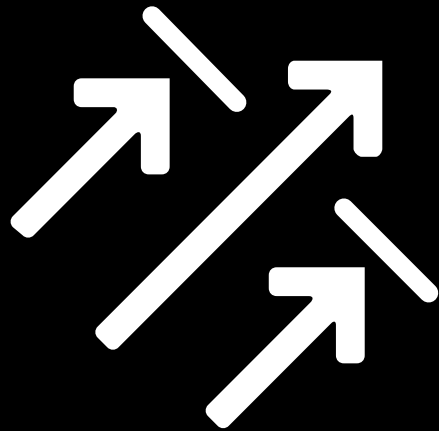


Nielsen TV Brand Effect, Digital IAG P18+, US

Limited to same campaigns for those with a 2-5 total exposures for both TV + Online Video and TV Only;

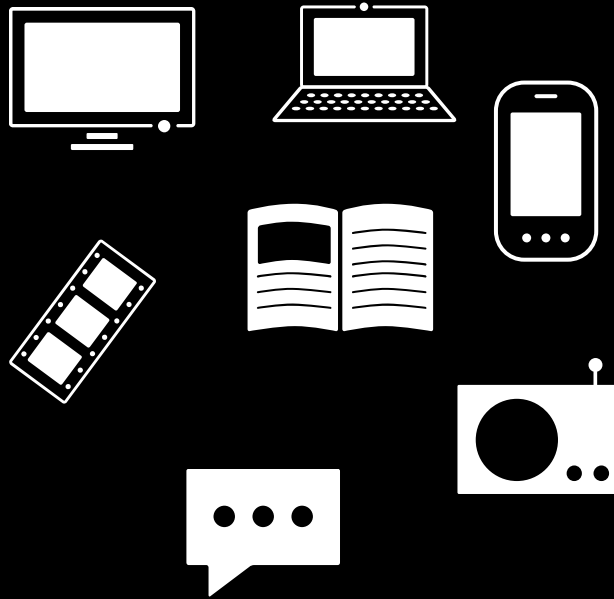
TV + Online Exposed sample: 7,727; TV Only Exposed sample: 1,826,810

CONTENT IS KING – CONSUMERS ENGAGED WITH PROGRAMS REMEMBER ADS WITHIN THEM

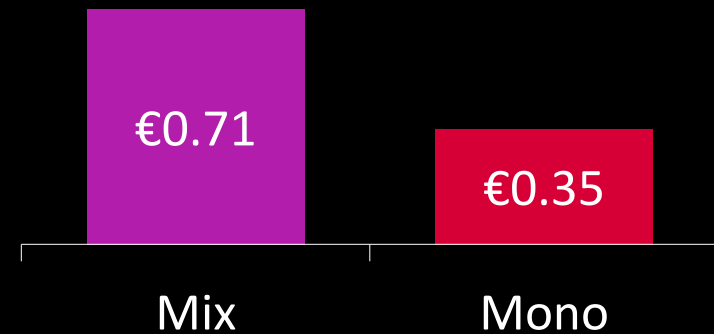


PICK 3 MEDIA TYPES FOR MAXIMUM ROI

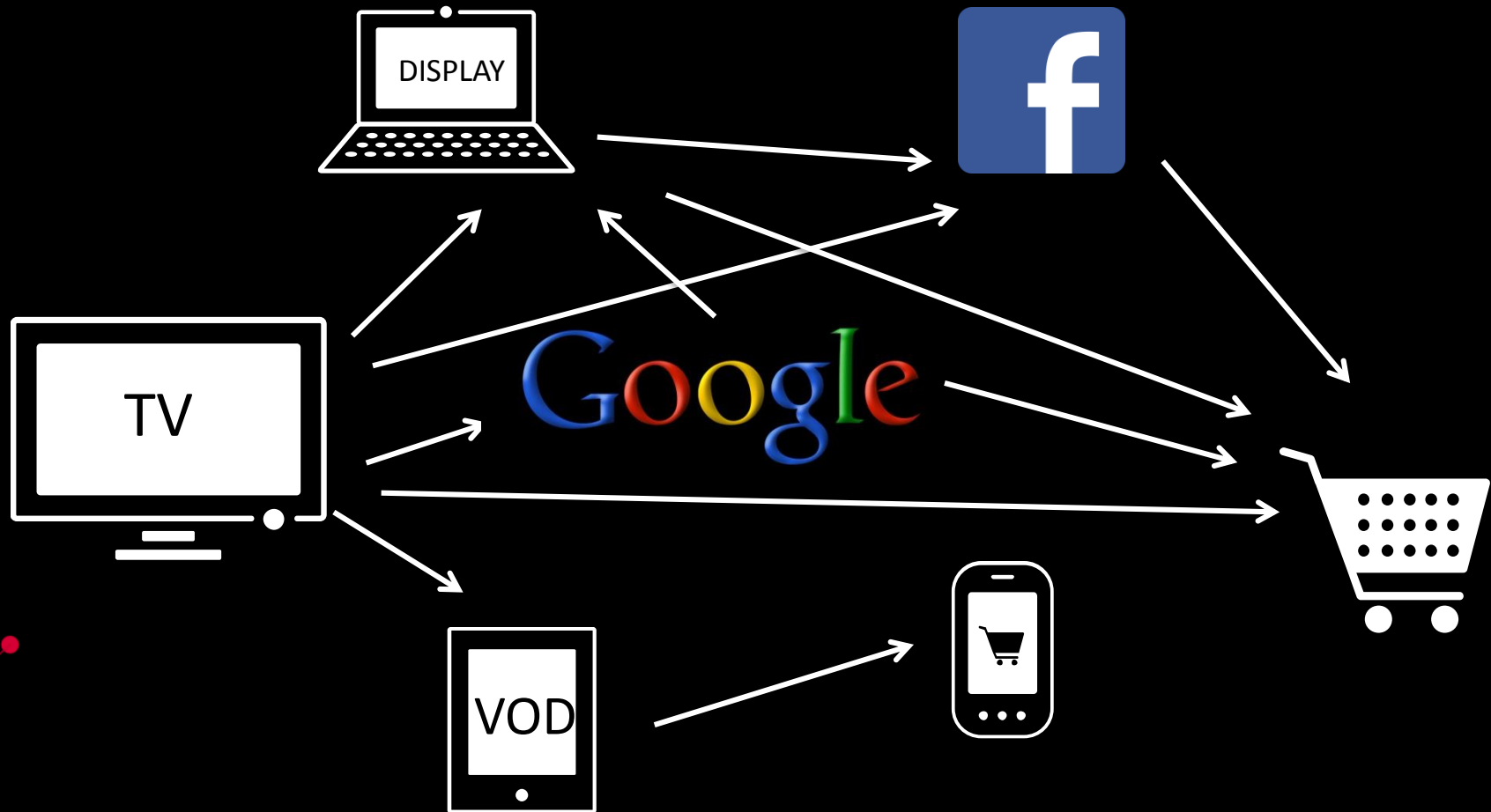
ROI drops back with more than 3 types of media, often due to insufficient intensity per media used



Average ROI of Mono vs. Mix
Campaigns
(EU benchmark)



MEMORABLE ADS DRIVE CONSUMERS INDIRECTLY TO OTHER MEDIA ON THE PATH TO PURCHASE

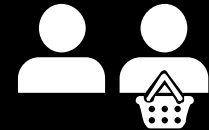


FUTURE OBSERVATIONS

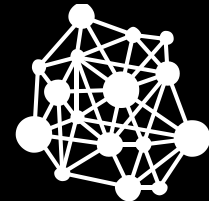
Major International advertisers increasingly want to easily execute campaigns across screens



They will demand consistent comparable metrics that focus on people and consumers



Advertisers and Media Buyers & sellers must align on KPIs that reflect ROI – inventory prices will reflect this



Combining offline / online datasets will improve future planning and execution

Programmatic will come to TV just live Radio



The Nielsen logo consists of the word "nielsen" in a lowercase, sans-serif font. Below the letters "i", "e", "l", and "s" are four small dots, and below the letters "n", "e", and "r" are three small dots.

AN UNCOMMON SENSE
OF THE CONSUMER™

LET US COME AND TALK ABOUT YOUR ADVERTISING CONSUMERS

