



Annual Cross Media Forum Break Out Session:

B2B and B2C CrossMedia Success Stories

September 18, 2007

Integrated Media Campaigns are More Effective and Efficient



Everyone Knows...

But the Question Is...

<p>To be most successful, the creative idea or theme must be integrated across all controlled connection points</p>	<p>How do you compare platforms that are so different?</p>
<p>The best media mix improves reach and advertising effectiveness at the same cost, extending the power of your spend</p>	<p>How do you know what makes up the right mix?</p>
<p>Using different connection points adds to brand legitimacy</p>	<p>How many connection points and which ones are best?</p>
<p>The best media mix is one that fosters a dialogue with consumers by relevantly communicating with them when they're most receptive</p>	<p>How do I know when consumers are most receptive to my message?</p>

Integrated Creative is Critical to Multimedia Campaign Success

- ▶ Campaigns with integrated creative show a boost on key measures as media are added to the campaign, while campaigns without integrated creative may decrease in effectiveness

	Case 1: Integrated creative		Case 2: Unintegrated creative	
	One medium	Two media	One medium	Two media
Favorability	50%	67% ↑	37%	29% ↓
Consideration	16%	28% ↑	30%	24% ↓

We learned from previous studies is that different media have unique strengths within the purchase funnel...

TV



Powerful brand awareness builder

Magazine

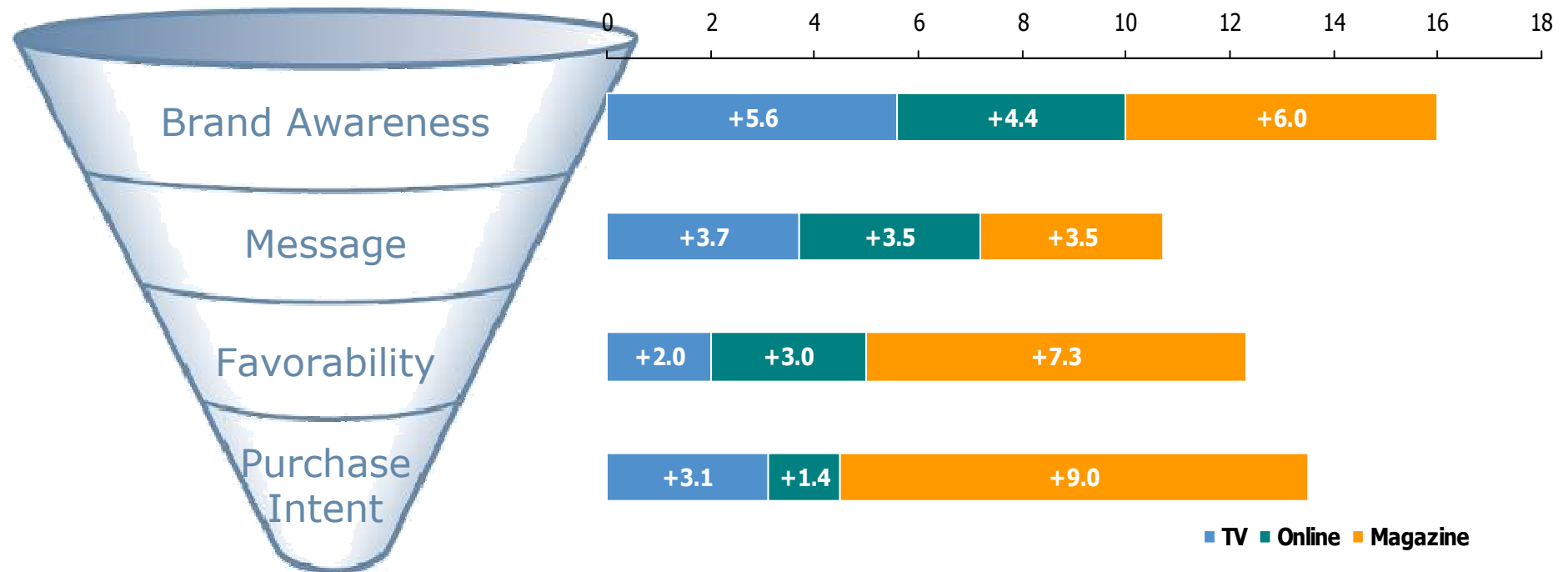


Most effective at influencing purchase intention, brand favorability, and brand awareness

Online



Boosts brand awareness, message and sponsorship association (not shown)



Source: Dynamic Logic; N=17 CrossMedia Studies with print online and television measured isolated and in unison

Jeep Compass: A Cost Effectiveness Study



A B2C Public Case Study

Campaign Measurement Background



- ▶ Chrysler's Jeep division and advertising agency PHD, in partnership with Magazine Publishers of America, selected Dynamic Logic, to conduct research on the effectiveness of the cross-media campaign launch for the Jeep Compass

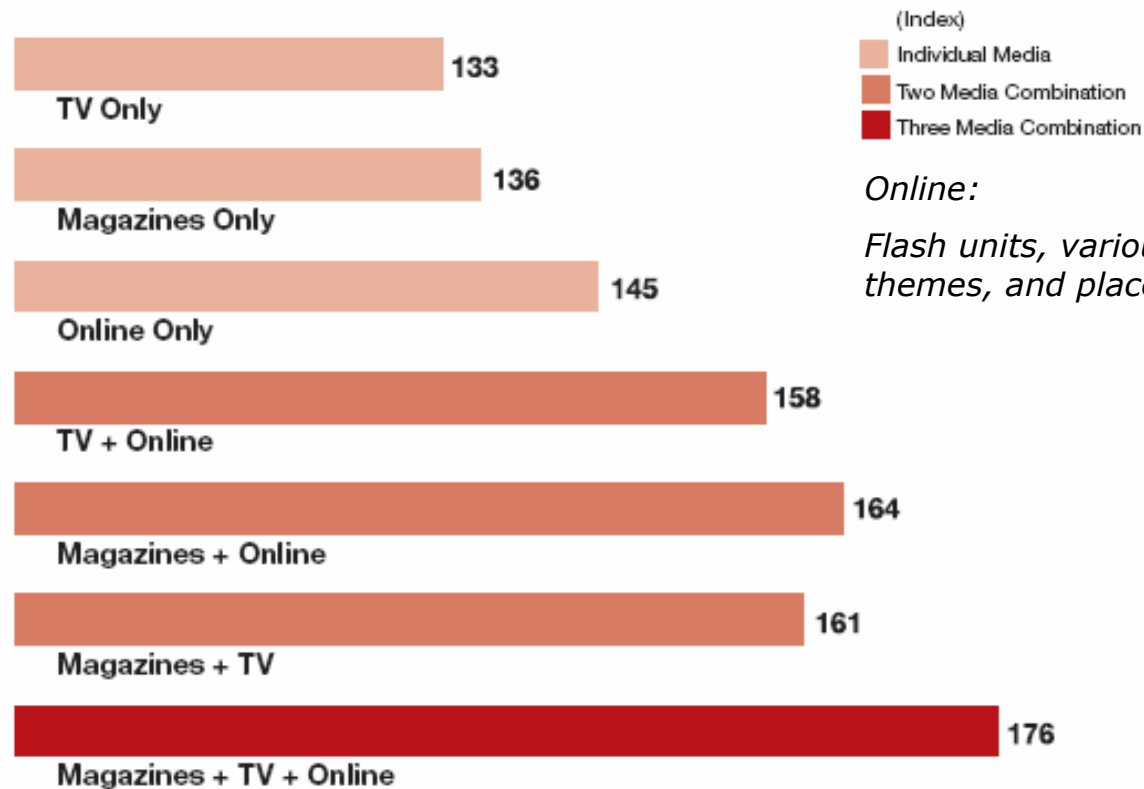
- ▶ Analysis included:
 - *Examining overall campaign impact*
 - *Comparing the influence that TV, magazines and online—alone and in combination—had on consumers at each stage of the automotive purchase decision-making process (a.k.a. "purchase funnel")*
 - *Quantifying the cost efficiency of each medium and combinations of media*
 - *Evaluating how exposure frequency of magazines and magazines with other media affected results across the purchase funnel*

Campaign produced major increases in aided brand awareness. When media were evaluated in isolation, online was associated with the largest gains



Aided Brand Awareness

Based on the question: Have you heard of the following vehicles?
(Please note both make and model.)



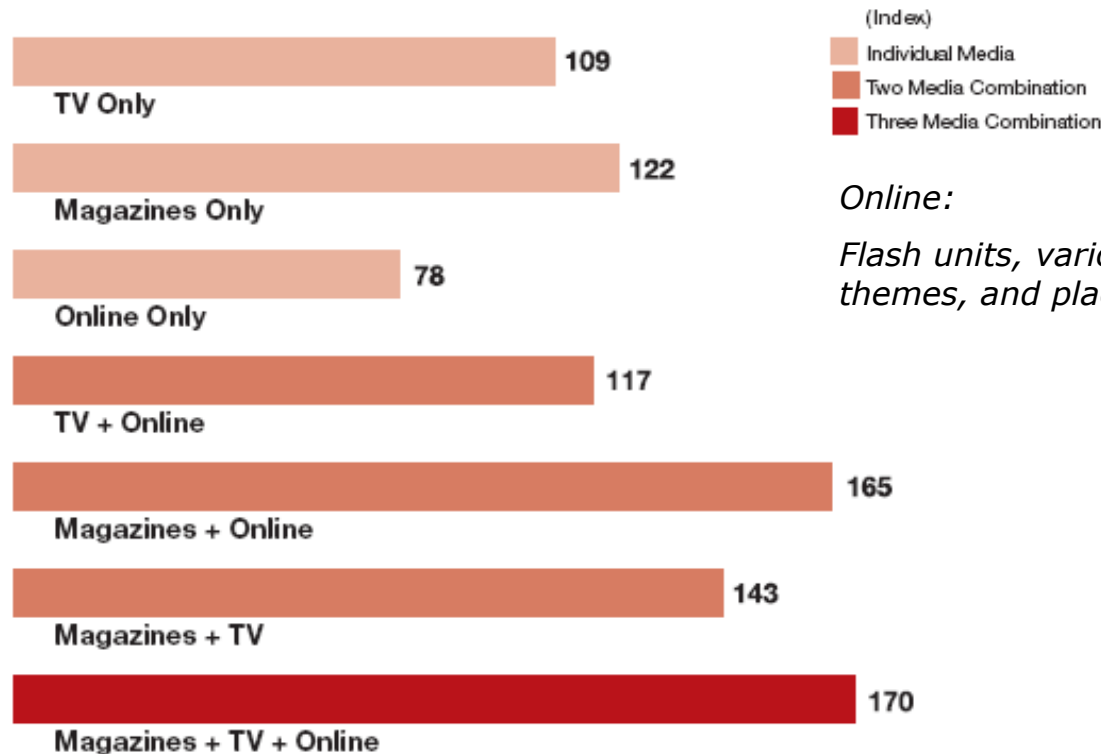
Online:
Flash units, various sizes,
themes, and placements

Source: Dynamic Logic, 2007

Magazines, particularly *in combination with online*, drove purchase consideration more than any other medium in isolation or media combination

Purchase Consideration

Based on the question: *The next time you are looking to buy or lease a new vehicle, how likely are you to consider the following small/compact SUVs?*



Online:

Flash units, various sizes, themes, and placements

Source: Dynamic Logic, 2007

Quantify the Cost Efficiency of Each Media Combination



Which media were most cost effective in increasing different metrics and against different audiences?



Was combined media more cost efficient than each medium working alone?

$$\text{Cost Per Person} = \frac{\text{Spend in Medium or Media Combination}}{\text{Branding Effect} \times \text{Target Reach}}$$

(Exposed - Unexposed) (Reach X Target market size)

Magazines PLUS Online Were the Most Cost Efficient Media at Influencing Respondents



- ▶ 100 = the most efficient medium or media combination
- ▶ Least cost-efficient combinations shown in red

Calculated Cost-per-Person (CPP) by Metric and Exposure Cell

Lower Index = Greater Efficiency

	Individual Media			Two Media Combinations			Three Media Combination
	TV Only	Magazines Only	Online Only	TV + Online	Magazines + Online	Magazines + TV	Magazines + TV + Online
Aided Brand Awareness	236	100	131	282	133	314	207
Aided Ad Awareness	434	100	167	1666	147	380	212
Message Association	186	113	115	644	100	239	322
Brand Favorability	594	112	—	2496	100	330	317
Purchase Consideration	—	—	—	—	100	1887	960

Note: A dash means that the increase was under one percentage point or did not increase.

Source: Dynamic Logic, 2007

Looking Forward...



- ▶ Continue to leverage the Online + Magazine combo – these two media were most cost efficient at engaging respondents overall
- ▶ Use Magazines to drive Purchase Consideration, in combination with online – this medium is particularly helpful at engaging respondents to develop a more personal connection with the brand

Forbes Sybase: A Media Synergy Study

 **Forbes**
com **SYBASE**

A B2B Public Case Study

Public Case Study: Sybase

▶ **Background**

- *Sybase provides information management & mobility products*

▶ **Research Objectives**

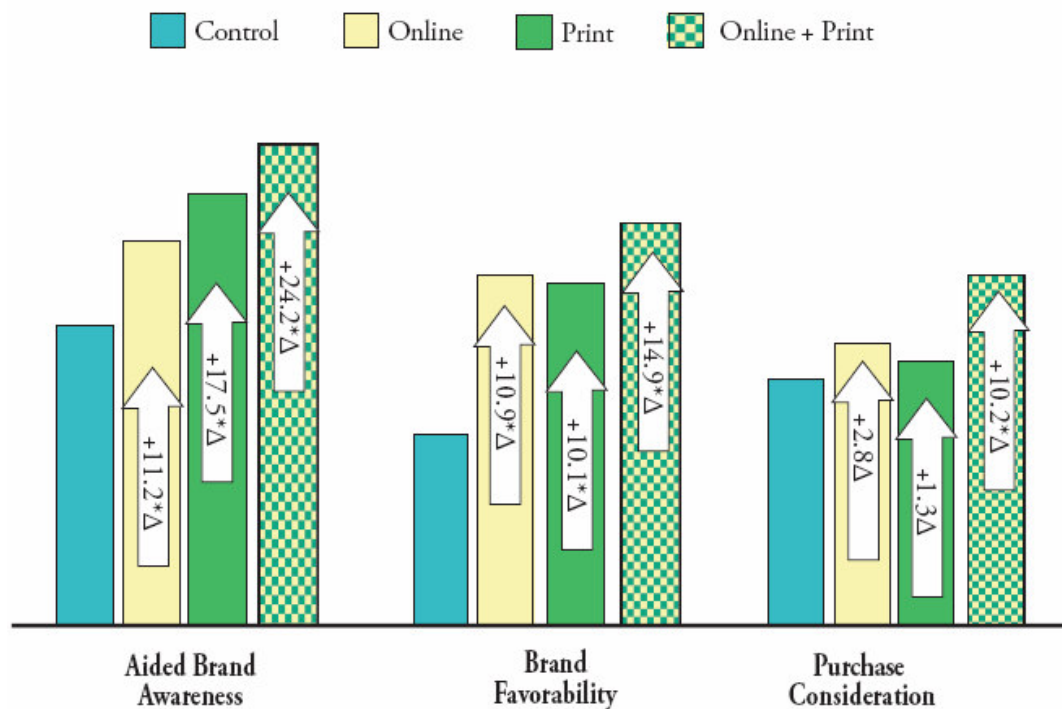
- *Quantify the impact of Sybase's integrated campaign at **increasing overall awareness***
- *Examine the effectiveness of the online and print investment at building brand awareness and **shifting perceptions of the Sybase brand***
- *Measure the impact of each medium in isolation, as well as the **synergistic effects of the combined print-plus-online exposure***

▶ **The Test**

- *The test was conducted in a live, in-market environment among respondents recruited from Forbes.com*

Integrated Campaign Exposures Worked Best Among the Core Target Market

Among Senior Management, the Combination of Forbes Print & Online Advertising Increases Brand Awareness, Favorability and Purchase Consideration



Aided awareness

Online was enhanced by print exposure by 24.2 point gain

Brand favorability

Online was enhanced by print exposure by 14.9 point gain

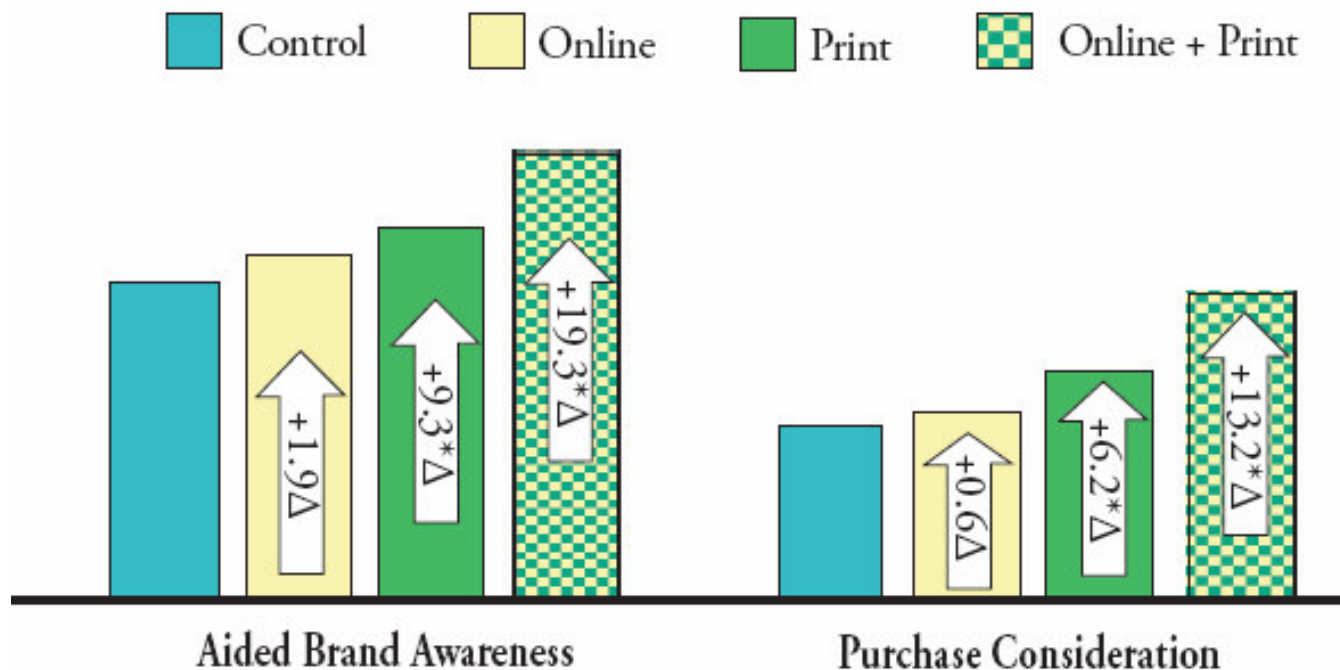
Purchase consideration

Online was enhanced by print exposure by 10.2 point gain

Source: Dynamic Logic December 2005, n=1,768 respondents
 * Statistically significant difference at a 90% confidence level compared to control group
 Delta (Δ) = Exposed - Control

Integrated campaign also worked well among professionals at large companies with 1,000+ employees

Integrated Advertising Increases Brand Awareness and Purchase Consideration Among Employees at Large-Scale Companies



Source: Dynamic Logic December 2005, n=1,768 respondents

* Statistically significant difference at a 90% confidence level compared to control group

Delta (Δ) = Exposed - Control

Looking Forward...



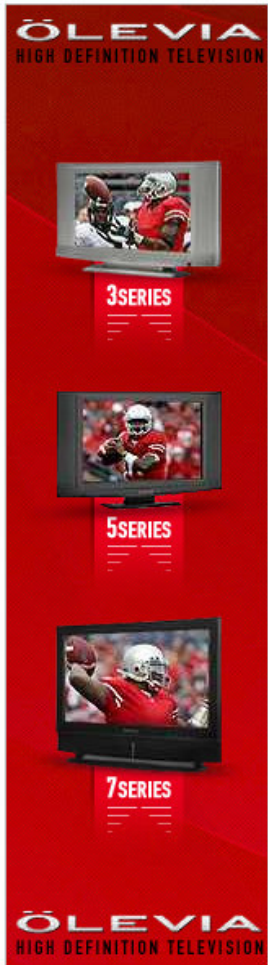
- ▶ Maintain the high-reach print campaign using a threshold of 3 to 4 exposures
- ▶ Leverage online as a complementary medium added to magazine exposure. While one exposure was efficient, consider 4+ to drive intent

ESPN Ölevia: A Media Synergy Study



A B2C Public Case Study

Identify Effective Media Synergies



ÖLEVIA OBJECTIVE:

- Build Brand Awareness
- Examine overall campaign impact
- Compare the influence the media — alone and in combination — had on consumers

ESPN MEDIA USED:

TV
official HD sponsor of "SportsCenter"



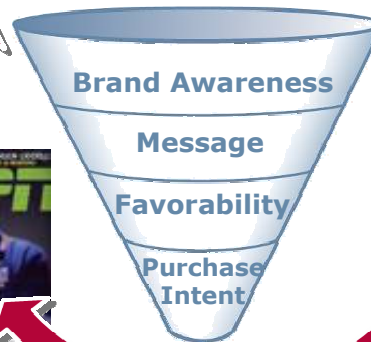
Magazine
cover-wrap advertisement



Online
various rich-media creative online and sponsor of "Full Court Online"



Radio
"Mike & Mike in the Morning"



KEY TAKE-AWAYS:

Utilizing each medium's strength within the purchase funnel is key to achieving branding goals:

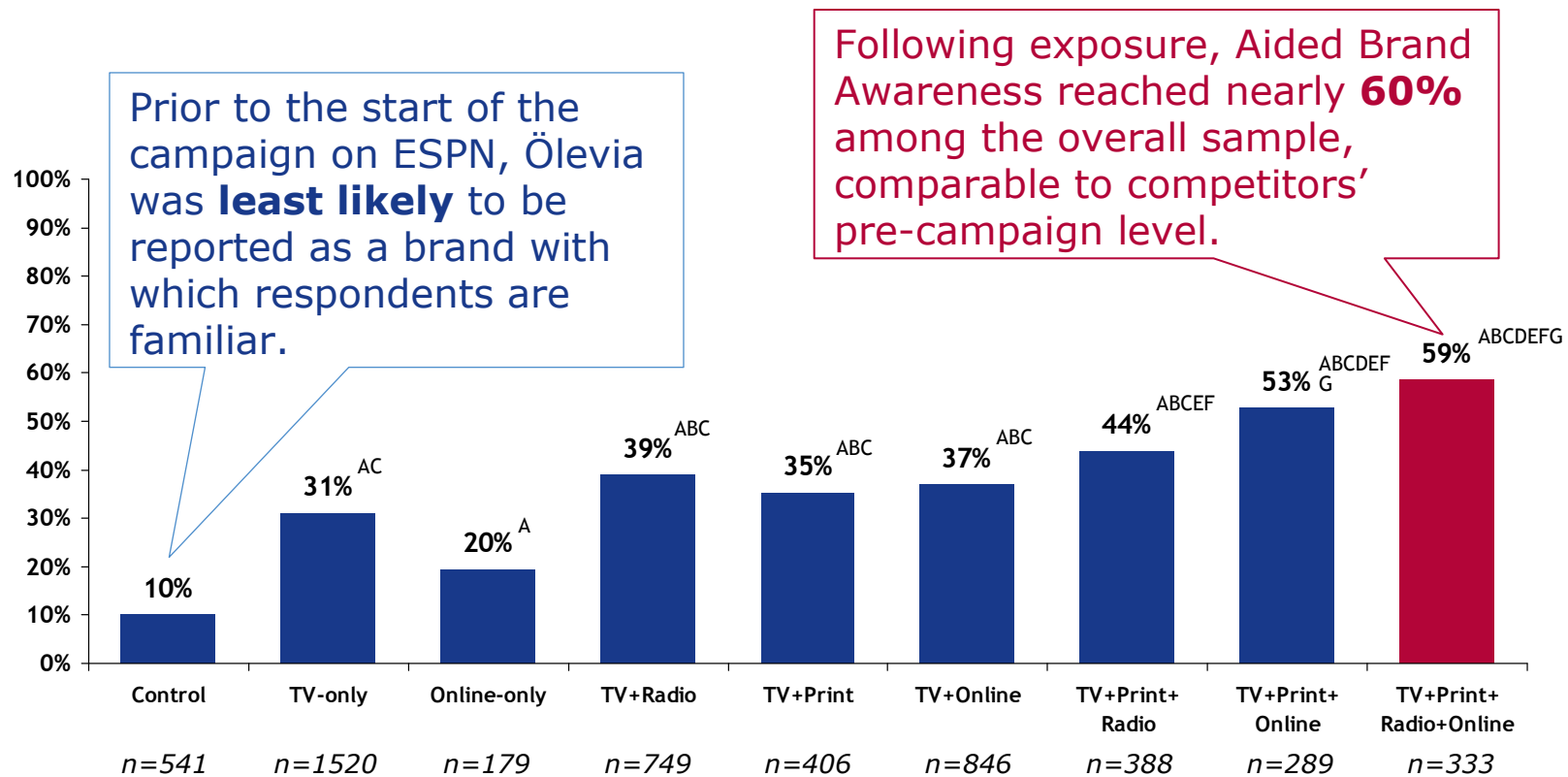
- TV and Online generated higher awareness
- TV, working with either Radio or Print, was effective at building perceptions

Key Learning: Combining All Media Was Most Effective at Reaching Campaign Goals



Aided Awareness of Ölevia Brand

Have you heard of the following brands of flat panel HDTVs?



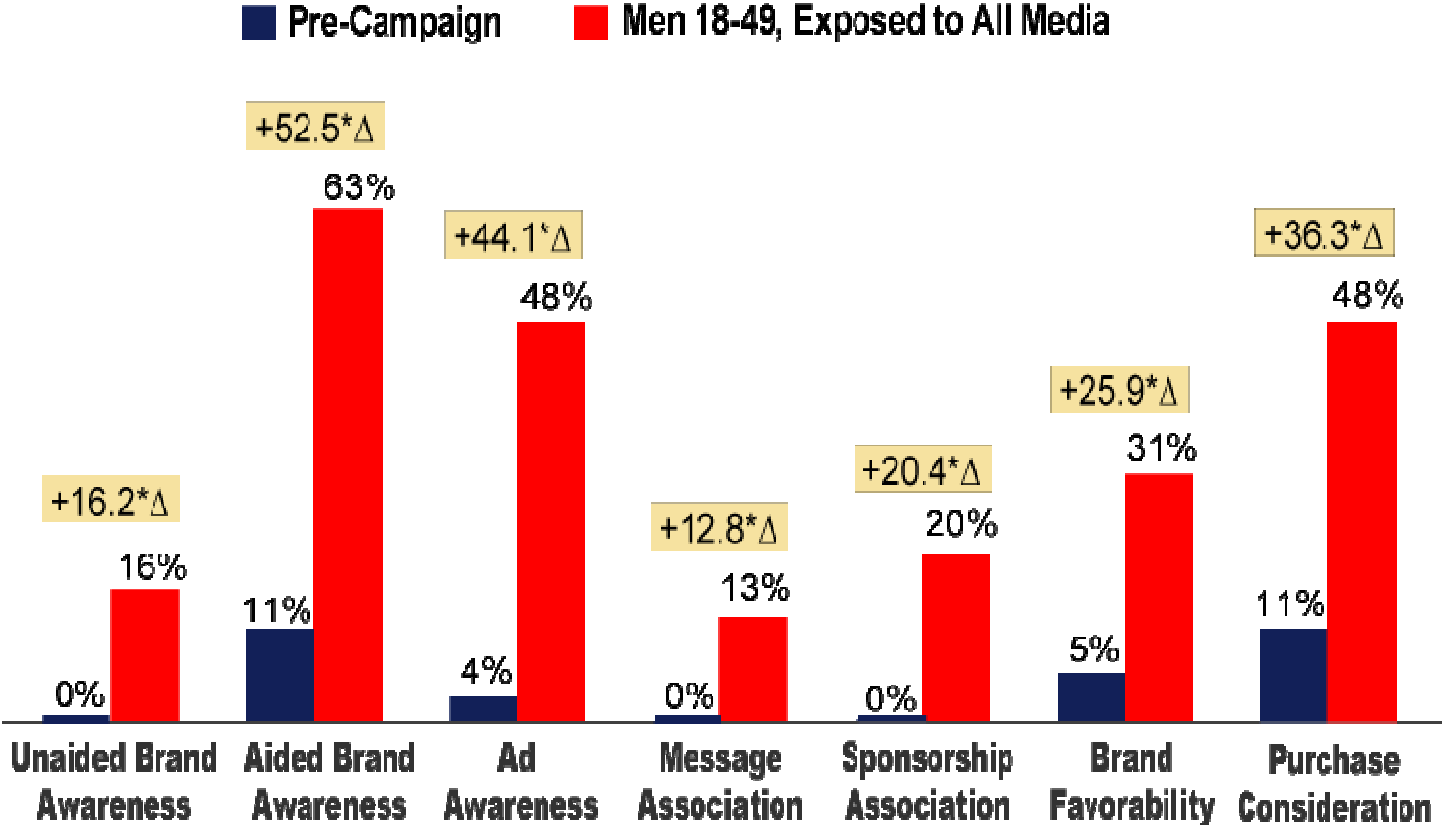
Source: Dynamic Logic, July 2007

A/B/C/D/E/F/G/H/I = Statistically significant difference at a 90% confidence level

Combination of All ESPN Media Significantly Impacted the Target Audience



Ölevia Brand Impact on Men, Ages 18-49



Source: Dynamic Logic, July 2007; A/B/C/D/E/F/G/H/I = Statistically significant difference at a 90% confidence level

Looking Forward...



- ▶ Using a multi-media package delivers good results for the brand—continue to invest in multi-media packages from media companies
- ▶ Consider enhanced strategy to improve Message Association. Be sure to include in various touchpoints throughout campaign.
- ▶ Leverage Radio as an incremental medium to bolster Purchase Consideration

Key Learnings from 180 CrossMedia Campaign Evaluations . . .

- ▶ Keep a consistent look and feel across media, but utilize online messages sequentially in addition to its offline counterparts
- ▶ **Information Technology:** Print generally has the highest overall impact, while online adds incremental value at lower funnel branding metrics and encouraging behavioral measures
- ▶ **Consumer Packaged Goods:** Latest findings indicate that online advertising (including broadband video) is highly effective among the lowest TV viewing quintile over extended time periods
- ▶ The combination of 32 cross-media studies, to be released this October, indicates **consistent** results with previous aggregation of 17 campaigns discussed earlier
- ▶ **Synergy exists**...when looking at frequency. We have seen 1+1 is greater than 2 for campaigns that are magazine and online "partnerships"