

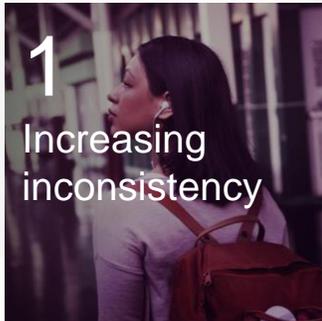
# KANTAR

## GETTING DIGITAL RIGHT

Geoffrey Ferlay  
November 2017

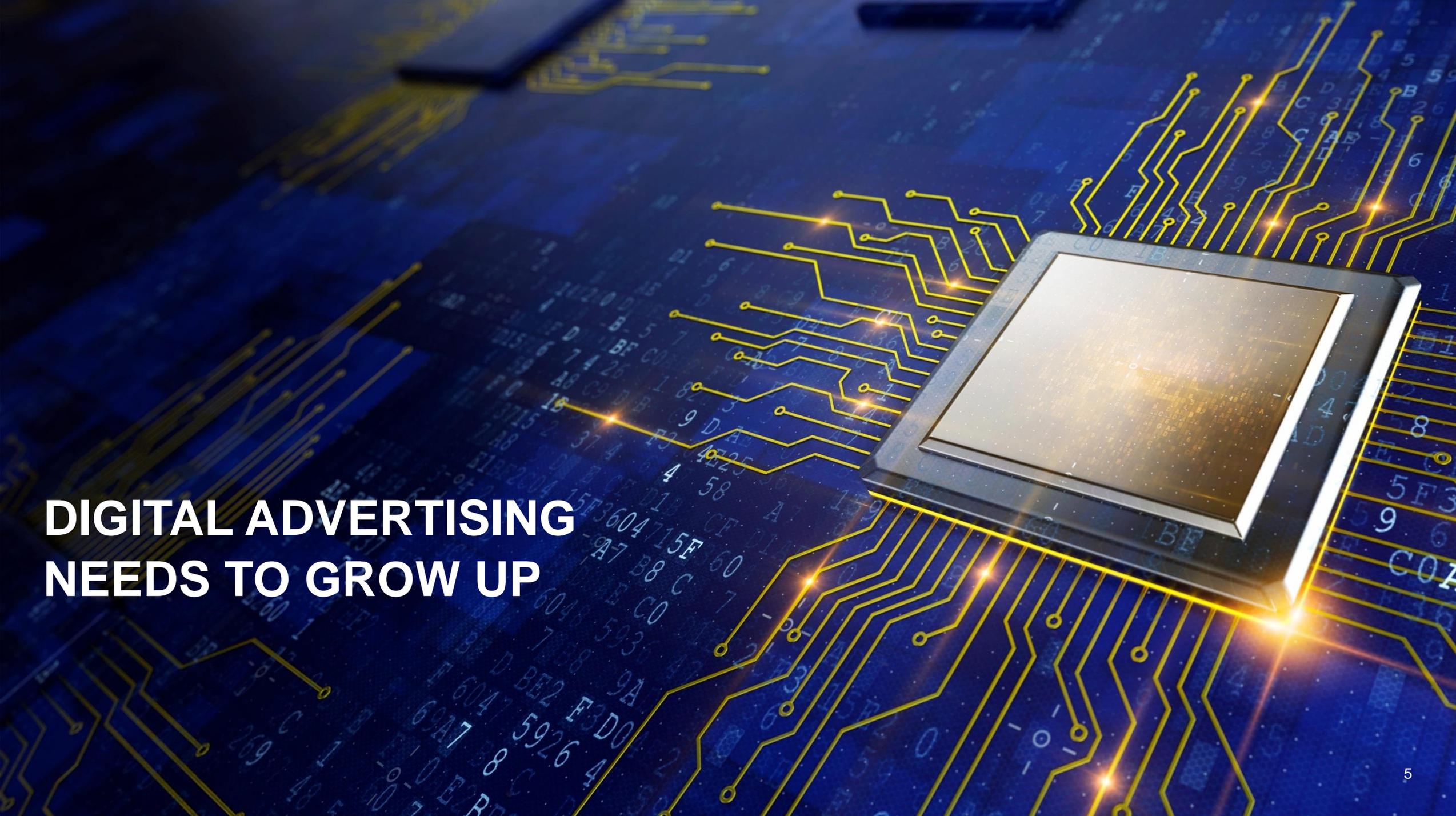


# DIGITAL HAS AN IMPACT ON OUR DAILY LIVES



**KANTAR**

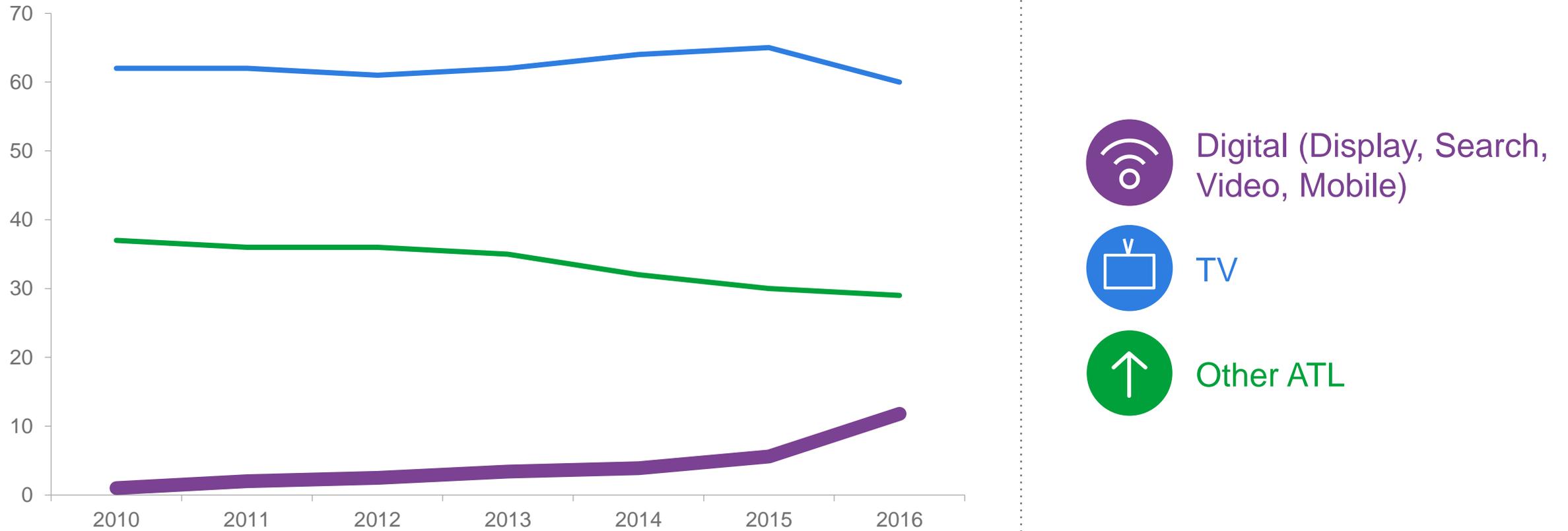
# Digital advertising

A glowing gold microchip is the central focus, set against a dark blue background filled with intricate yellow circuit traces and faint binary code. The chip itself has a textured, metallic surface and is surrounded by a bright, golden glow that radiates outwards, suggesting power and connectivity. The overall aesthetic is futuristic and high-tech.

# **DIGITAL ADVERTISING NEEDS TO GROW UP**

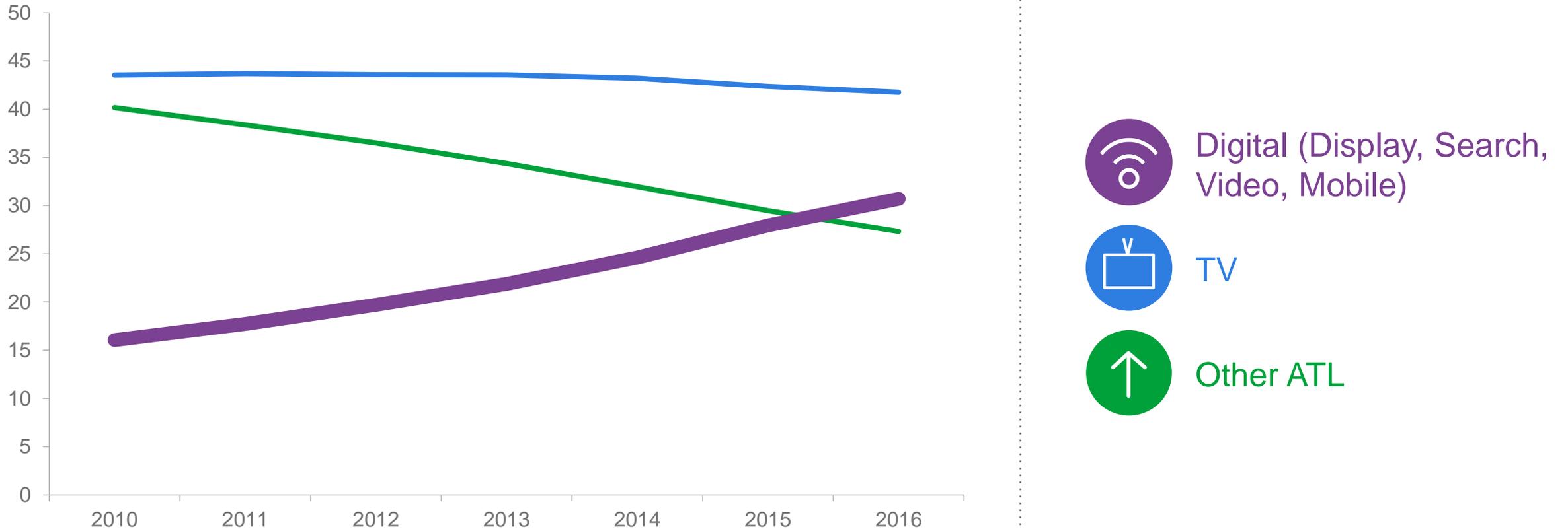
# Advertising investment in digital is increasing dramatically across time

Global share of media spend - [Kazakhstan](#)



# Advertising investment in digital is increasing dramatically across time

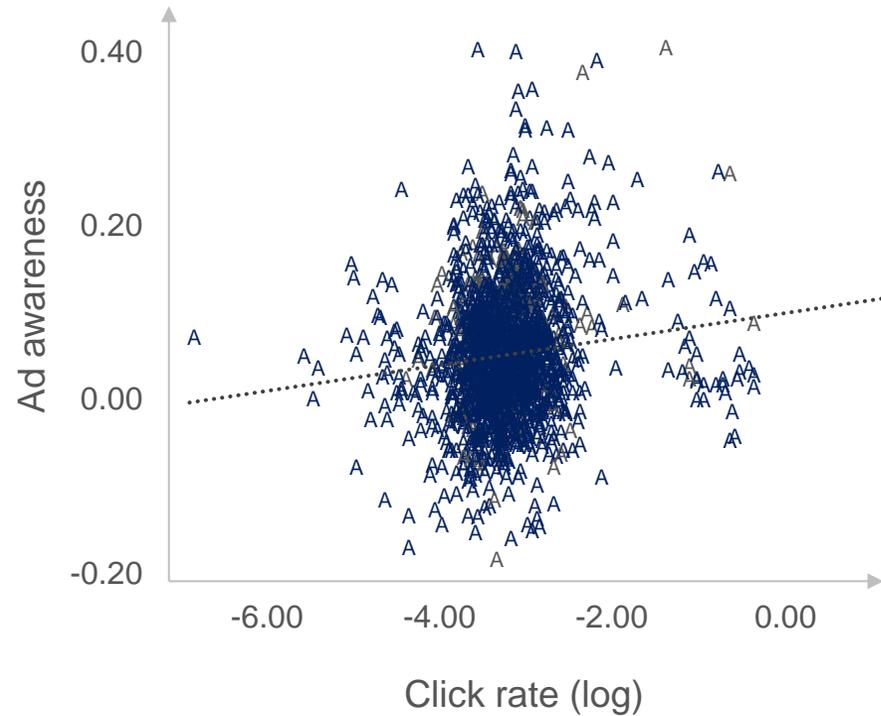
Global share of media spend - Global



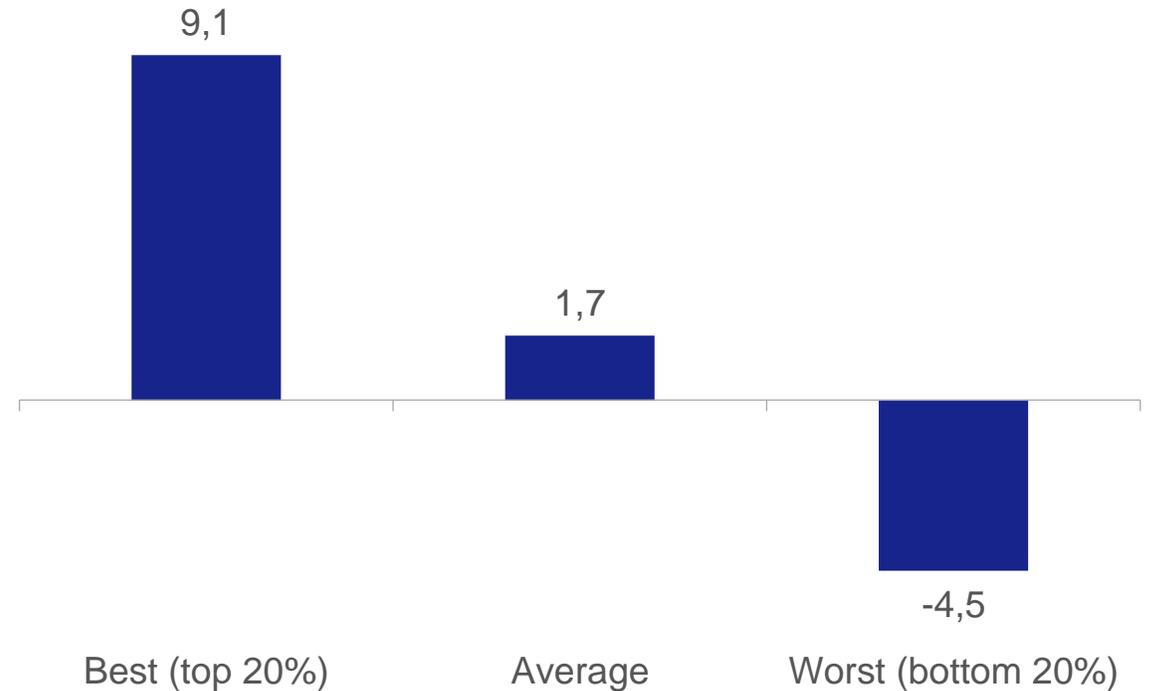
# Clicks, views and likes are no substitute for brand metrics or better still sales impact

Which is why the brand building performance of digital is variable and can even have a negative impact

We have known for years that CTR has no relationship with ad awareness, message association or purchase intent

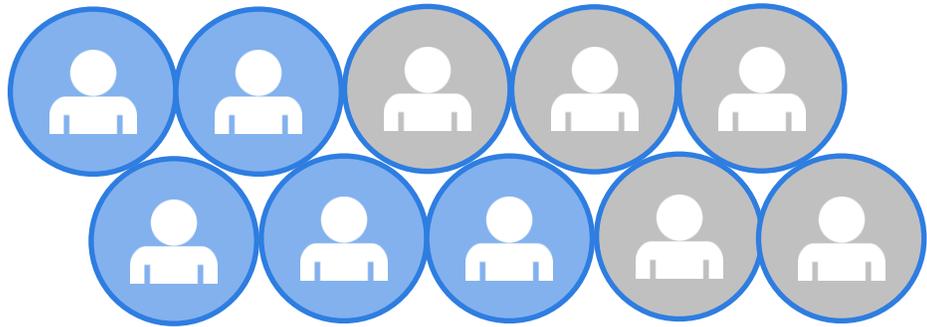


## Purchase Intent

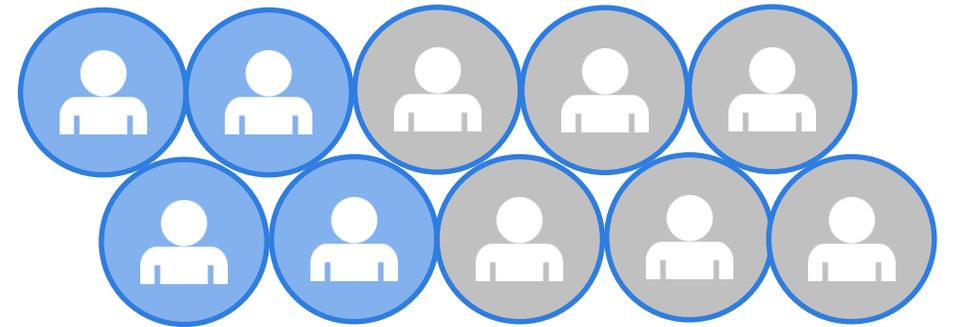


## Programmatic is no silver bullet

Effective targeting relies on having accurate data and ensuring the quality of your buy



**5** out of 10 impressions served  
**OUTSIDE THE TARGET AUDIENCE**



**6** out of 10 impressions served  
**NOT VIEWED BY A HUMAN BEING**

And now a bit more of a qualitative experience...



## Senior marketers at big companies are rethinking how to get the best value from digital

When digital represents a third of your total marketing budget you need to ensure it is well spent



“We are not doing ‘traditional marketing’ and ‘digital marketing’ separately – it’s marketing in a digital world.”

Keith Weed, Chief Marketing Officer  
at Unilever



“The days of giving digital a pass are over. It's time to grow up.”

Marc Pritchard,  
Chief Brand Officer  
at P&G

# Ask not what your brand can do in digital, but what can digital do for your brand

Digital brings all sorts of new opportunities to connect with consumers but only on their terms

Marketing is **FRAGMENTED**

but the consumer is not



Everything you do builds your brand

Digital must **EARN ITS PLACE**

in the campaign mix



How will digital help the campaign achieve its objective?

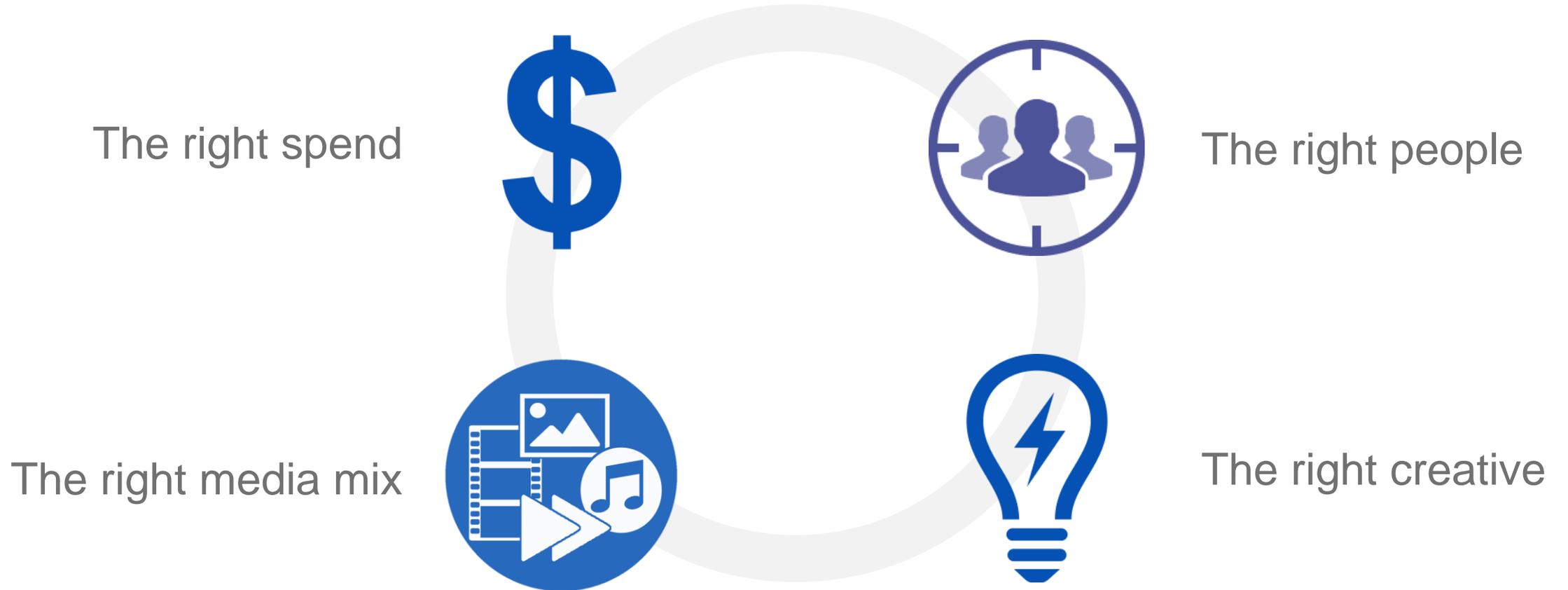
“Attention is a **REWARD**

not a right”



Why will anyone pay attention?

## 4 things we know help to grow great brands in the digital world

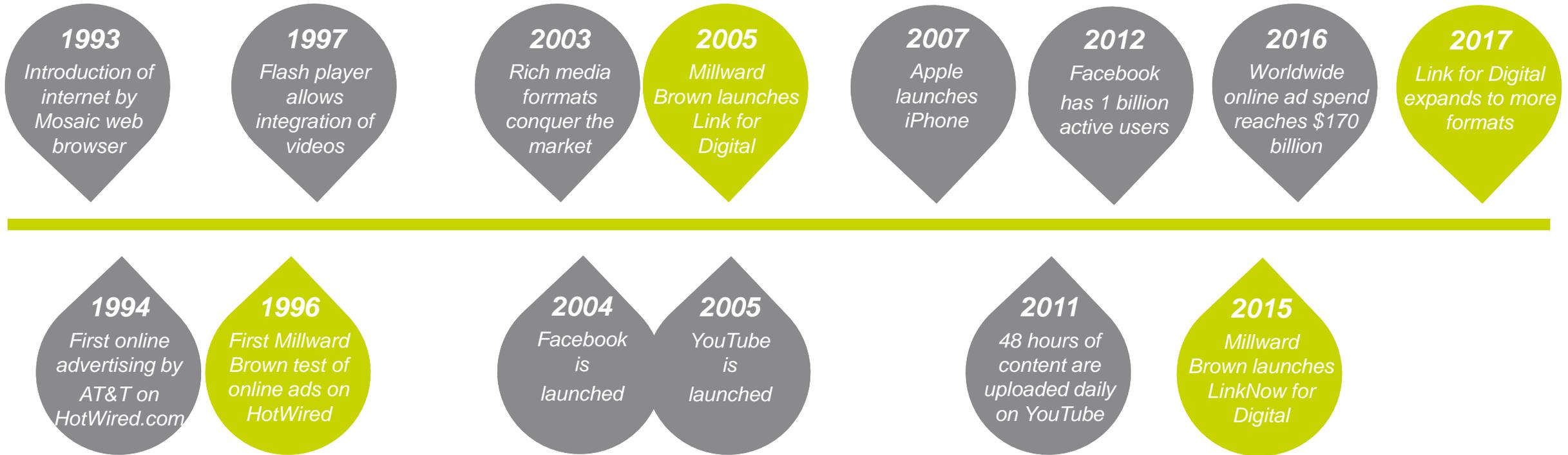


## 4 things we know help to grow great brands in the digital world



# Online Advertising – a short but incredible success story

And Kantar Millward Brown has been part of it from the beginning



# Digital follows the same basic principles of successful advertising as other channels

## ATTENTION



### ATTRACT

*An ad's potential to attract attention*

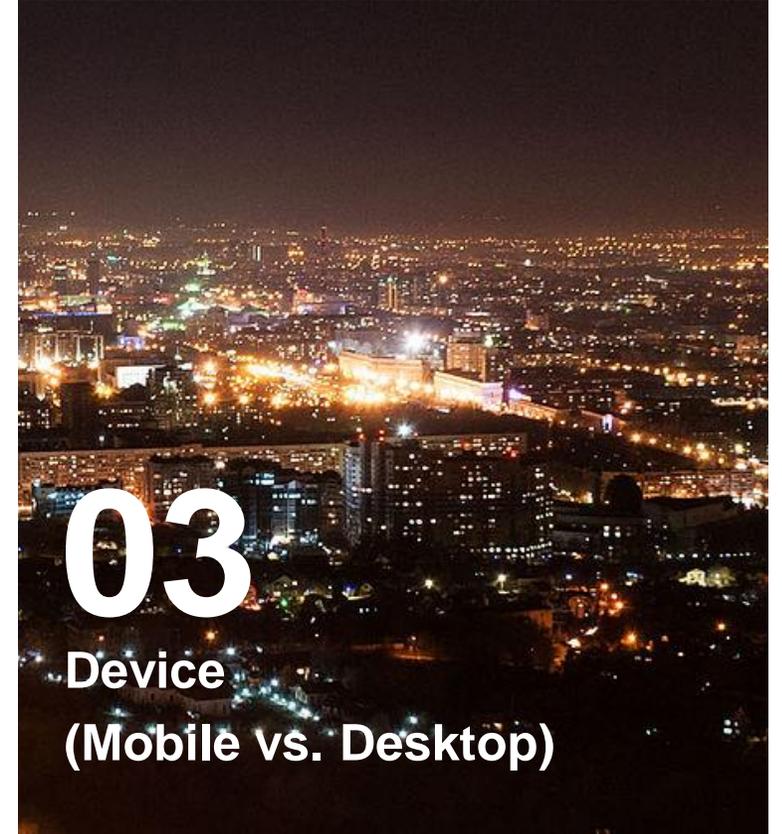
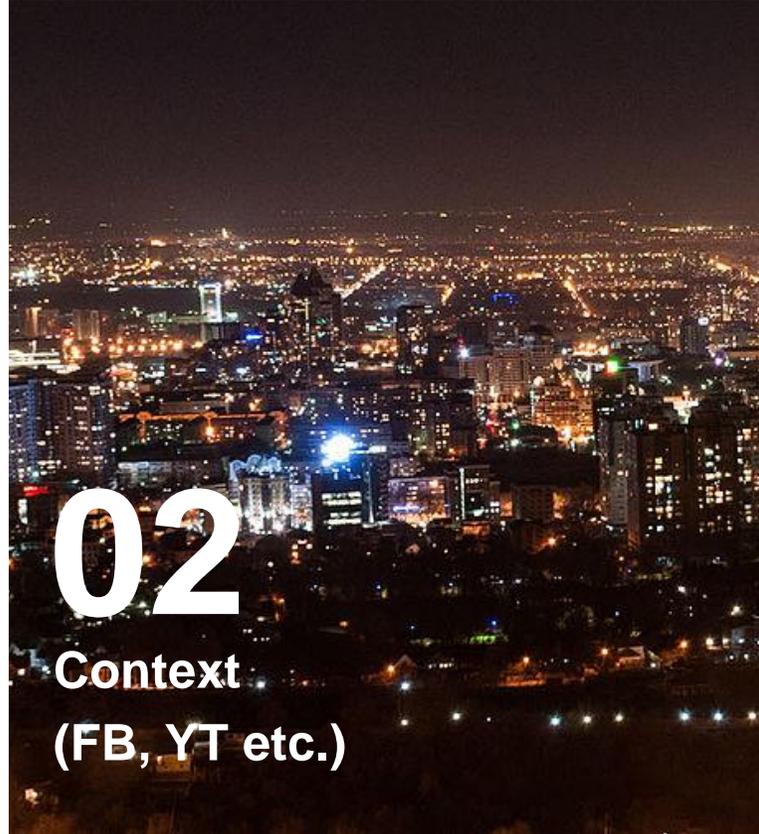
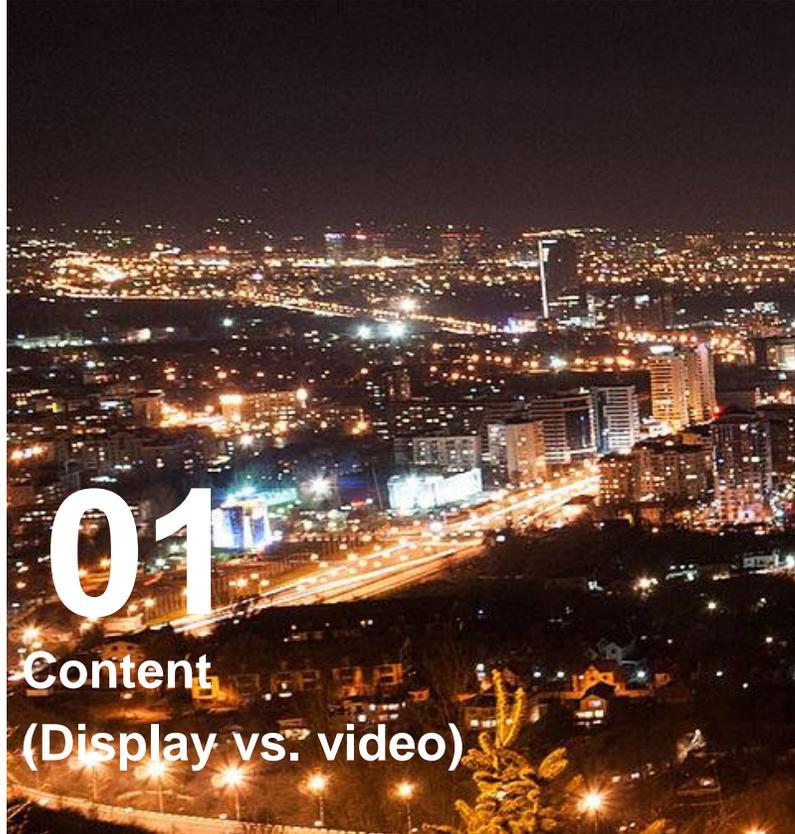
## MENTAL PROCESSING



### ENGAGE

*An ad's potential to sustain attention; implies deeper levels of cognitive processing*

But different rules apply depending the content, the context and the device used



The background of the slide is a dark, out-of-focus photograph of various colored lights, creating a bokeh effect. The lights are in shades of yellow, orange, red, green, and blue, scattered across the frame. The text '1) Content' is overlaid on the left side of the image.

**1) Content**

**Unlike TV, with Digital advertising we don't have the luxury to tell a full story...**

**Instead we rely on  
snapshots, so it's  
important to focus on the  
basics**



# 1.1 display

**Make sure that your banners are consistently branded, free of clutter and “single-messaged”**

# Make the most of the first impression

Display ads have less than 3 seconds to deliver in an often cluttered online environment



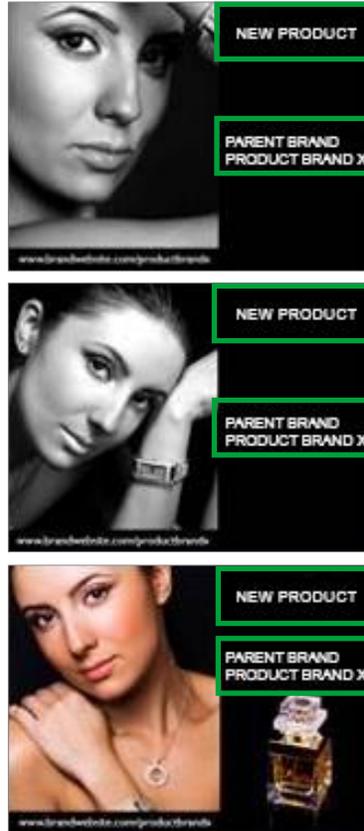
Average (ad) dwell time\*

2.3s

# The brand name / logo should always be highly visible throughout the creative

Well-branded ads that avoid “reveal” branding are still key to successful awareness and persuasion campaigns across all industries; this finding is also particularly important for **new product campaigns**

Additionally, **Rich Media ads** should not require interaction in order to reveal the brand name



*Brand prominent regardless of screen*



*Advertised brand unclear*

# Make use of established brand cues like colors, fonts, slogans, jingles, spokespeople – to help to trigger recognition



When you only have a few seconds, branding becomes an even bigger challenge! For more established brands, using online ads with a consistent look and feel to the overall brand scheme can aid ad breakthrough and awareness



# Don't make your viewers work to see your message

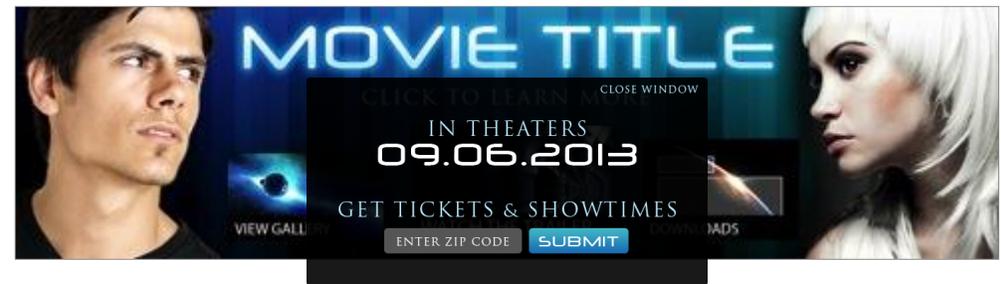
Reveal messages do not work in the digital environment



The primary message should not be shown on the last frame.



And please, do not have users interact with Rich Media ads in order to get the messaging



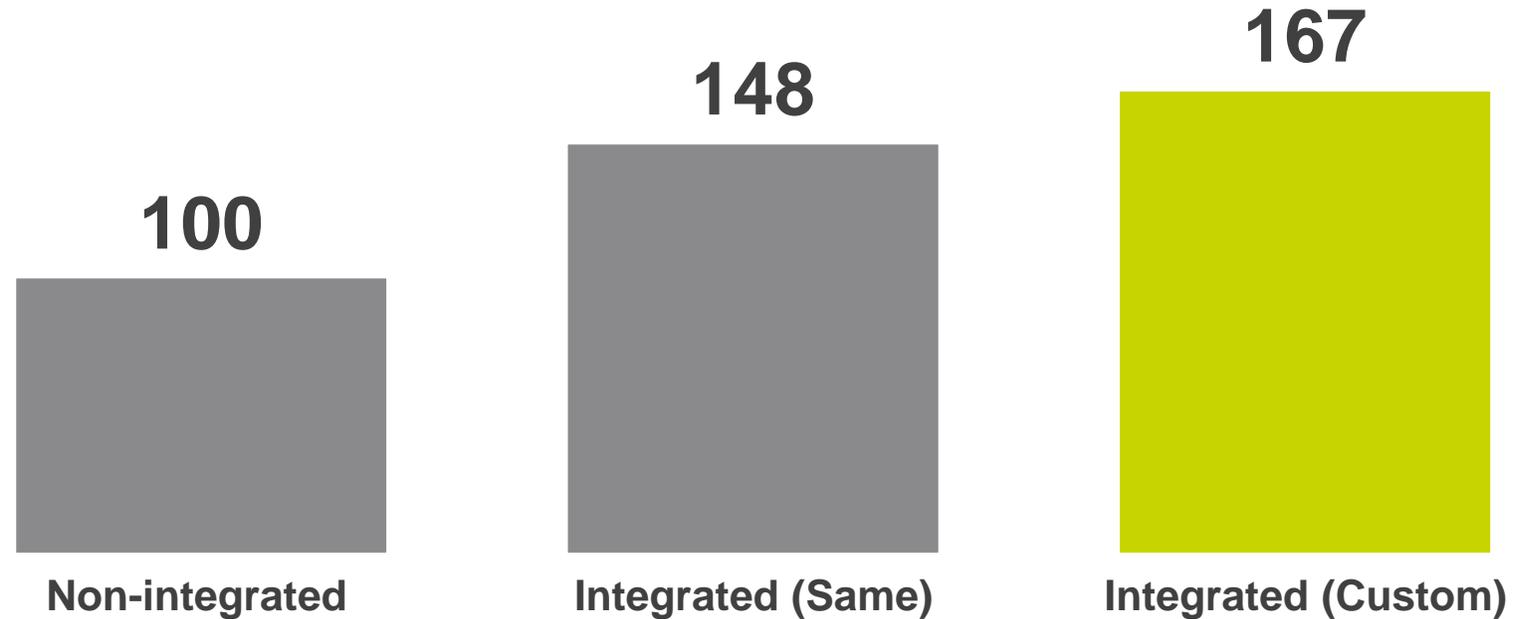
# 1.2 video

**Think in campaigns – not in silos. Integrate and customise.**

# It is all about integration – and customization to channels

ROI on Brand Effect by Platform / Combination

Integrated Campaigns with  
customized Creative = More  
Impact



# Example for a well integrated and customised campaign



Swagger Wagon TV 30



Customized Digital Video



**Swagger Wagon**

Daddy Like Protecting      Mommy Like Deals      Meet The Parents

Humour, music and design are particularly important when targeting younger audiences. And all three of these aspects are embodied by Oreo's Wonderfilled ad

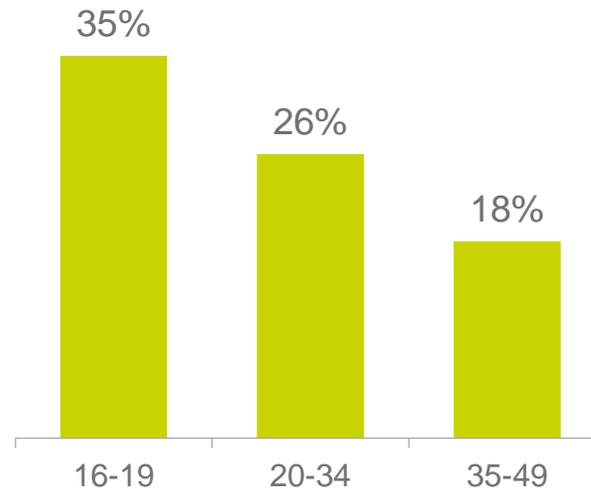


*I absolutely loved the ad. The music, the animations, everything is very engaging and loveable, as well as being very different from most of the biscuit commercials out there. I'm not particularly a big fan of Oreo, but this ad even made me want to try it." (male 16-19)*



*Very cool ad, the cartoon style catches attention, the drawings and music fit well together and are very cute. Congratulations to the brand. A very nice commercial to see." (female 16-19)*

### Love it



### Oreo "Wonderfilled"



OLX Brazil also demonstrates the power of music and (local) humour to deliver outstanding impact, message and response metrics



# Checklist



## Display



## Video



## YouTube



## Facebook/ social



## Mobile Display



## Mobile Video

- Brand on every frame
- Attract through arresting visuals, but don't "shout"
- Each frame needs to work on its own
- Assume you have 3 seconds
- Simple message
- Don't rely on interaction to deliver message

- Brand early
- Focus on music and design for younger audiences
- Use companion banners
- Don't be any longer than you need to be
- Encourage engagement and conversation
- Integrate with other channels, but adapt for online

## 2) Context

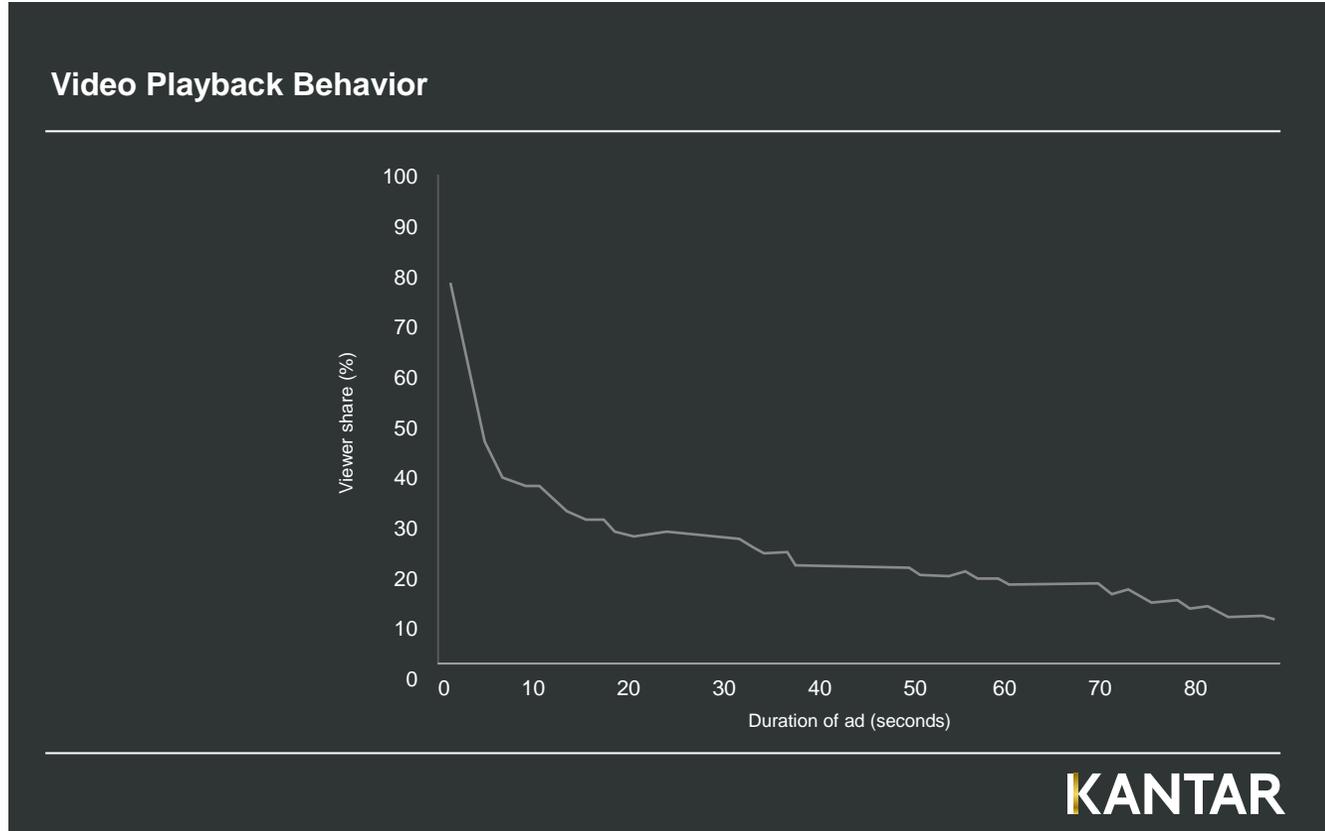


# 2.1 youtube

**Especially on YouTube, you need to overcome the skipping problem! Short, punchy videos are one approach. Long-form video does also have potential to reward if you build intrigue but keep your canvas clean**

# You need to overcome the skipping problem!

When given the opportunity, the majority of users skip after the first 3 – 5 seconds. Front load or give audiences a compelling reason to continue within the first 3 seconds of a video ad.





Some people are getting very creative with the skip (Geico US)



Pampers “Pooface” UK is another great example of capturing and retaining attention



# Pampers “Poo Face” is highly engaging and cues the category where it is the clear brand leader



Pampers  
'Poo Face' UK

## Percentile scores

Branding

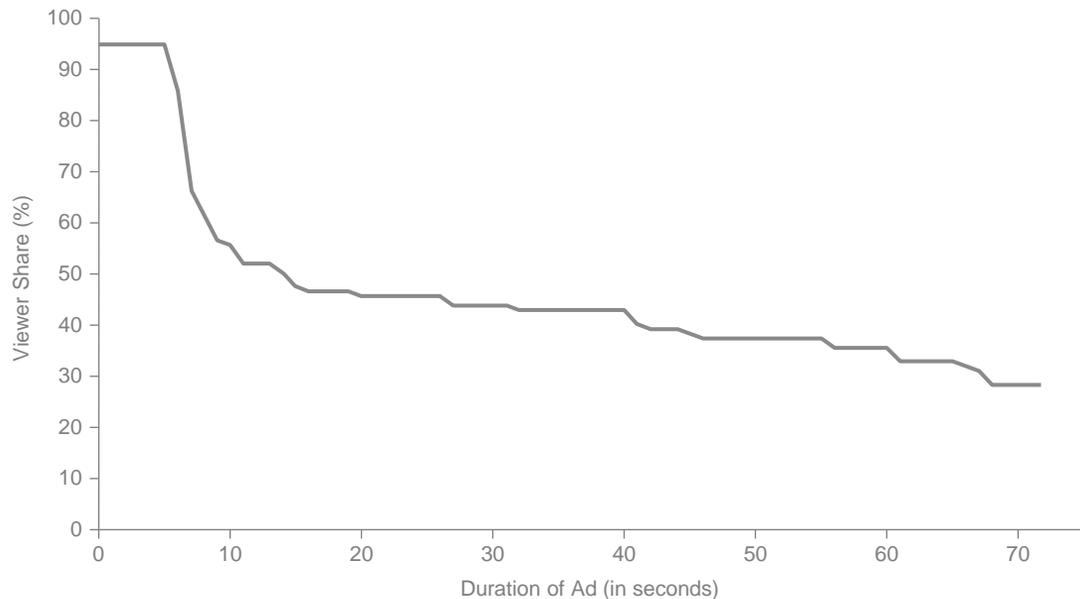
97

Enjoyment

97

Active involvement

97



*People really enjoy the ad and find it engaging, many watching all the way to the end even when they have the chance to skip, and therefore focus on it enough that they remember the brand easily*

*Love the way the children are just going about their usual playtime/routine. Mirrors the reality of having a little one & shows you that Pampers cares for your child's skin.*

*I thought it was very creative, fun and interesting to watch. I thought it promoted the Pampers message well.*

*Amusing and original, you find you are waiting for the next face to come along*

*I love the music and amount of different babies and expressions shown; any parent could relate to this ad*

# 2.2 facebook

**Capturing and retaining attention within a social news feed is a different challenge to YouTube in-stream viewing. Here content needs a strong setup and focal point to draw people in, and of course most viewing is now mobile.**

How did this Smart ForFour “Reverse Parking” ad perform online?

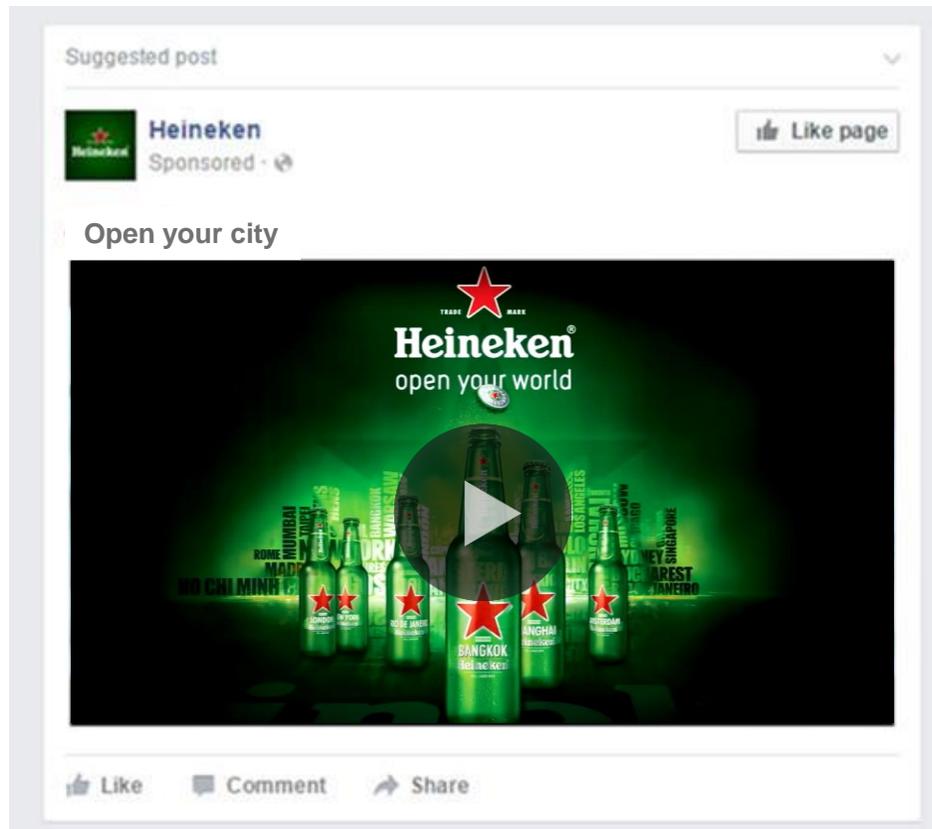


# “Reverse Parking” relies heavily on audio, so worked much better in pre-roll context vs social auto play

		
	Pre Roll Context	Social Context
Impact (Percentile)	<b>77</b>	<b>57</b>
Played whole ad	<b>63%</b>	<b>24%</b>
Average of ad viewed	<b>73%</b> <b>23 sec</b>	<b>32%</b> <b>10sec</b>

For Facebook click-to-play, initial frame and introductory text is crucial.  
You don't need a lot of words to set expectations, but those words should be chosen carefully

UK



Suggested post

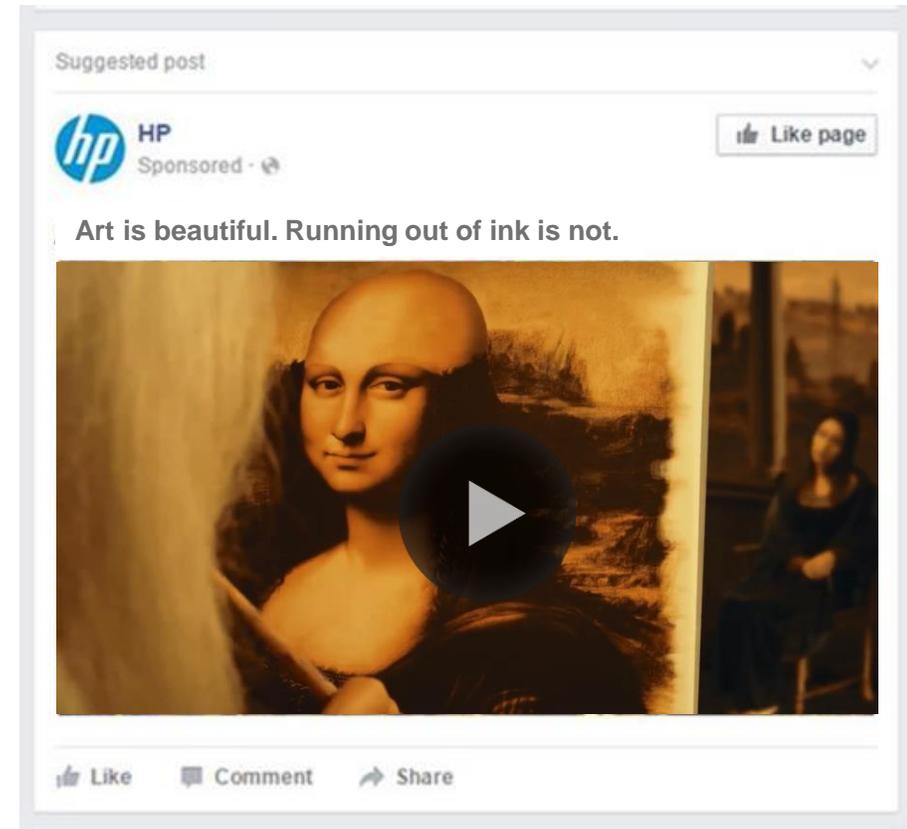
 **Heineken**  
Sponsored · 

Open your city



Like Comment Share

USA



Suggested post

 **HP**  
Sponsored · 

Art is beautiful. Running out of ink is not.



Like Comment Share

# Checklist



## Display

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## Video

- Brand early
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## YouTube

- Brand early
- Use humour to avoid being skipped
- Captivate early
- If long-form, keep your canvas clean
- Be distinctive to give yourself a chance of going viral
- But don't rely on virality!



## Facebook/ social

- Don't rely on feed logo for branding
- Think carefully about the focal point of your image
- Ensure caption sets suitable expectations
- Assume mobile
- Don't rely on audio
- Embrace fun new formats like sponsored lenses



## Mobile Display



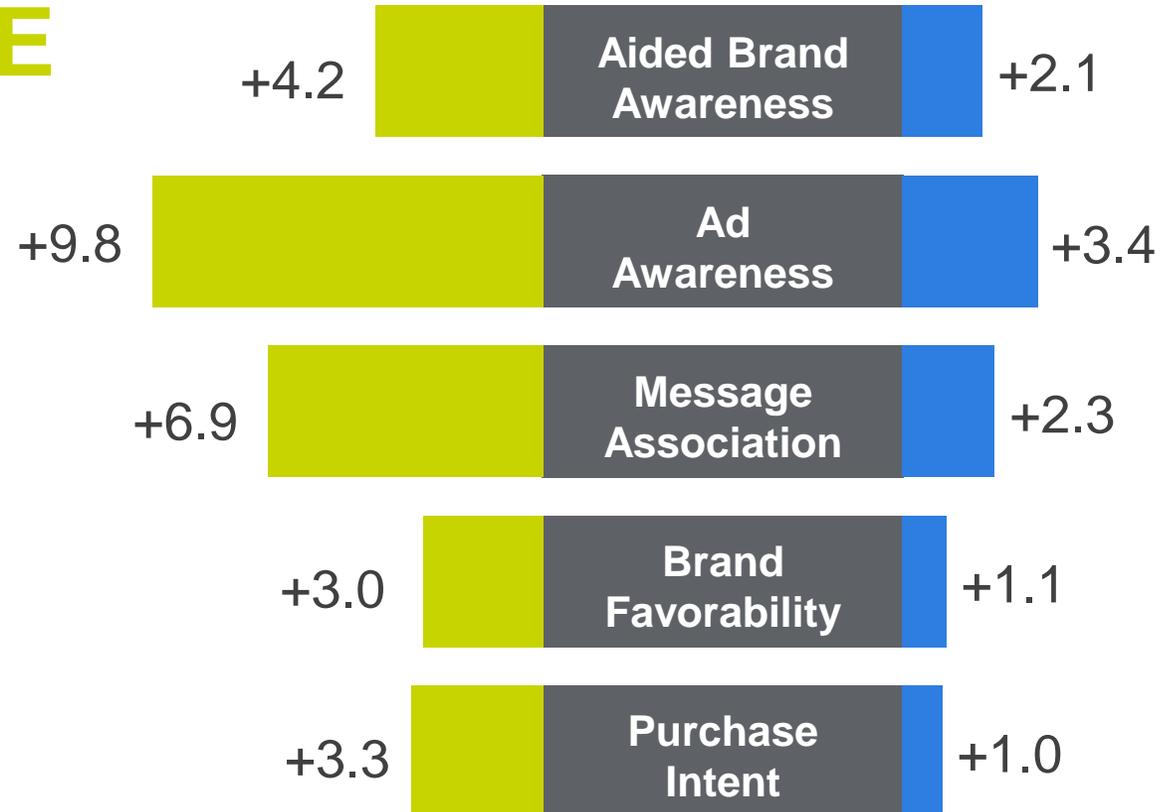
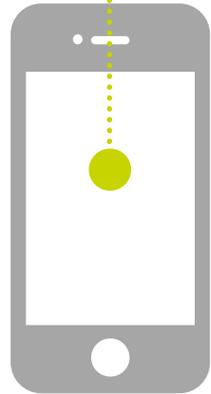
## Mobile Video

### 3) Device

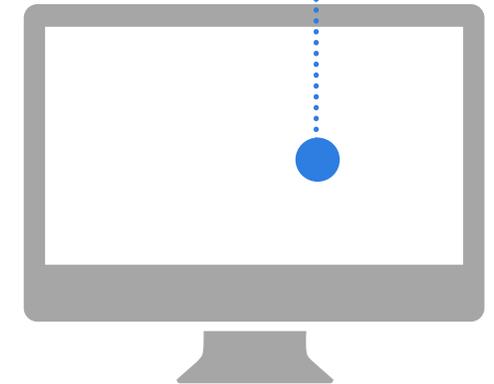


# Mobile (still) works stronger!

## MOBILE



## ONLINE

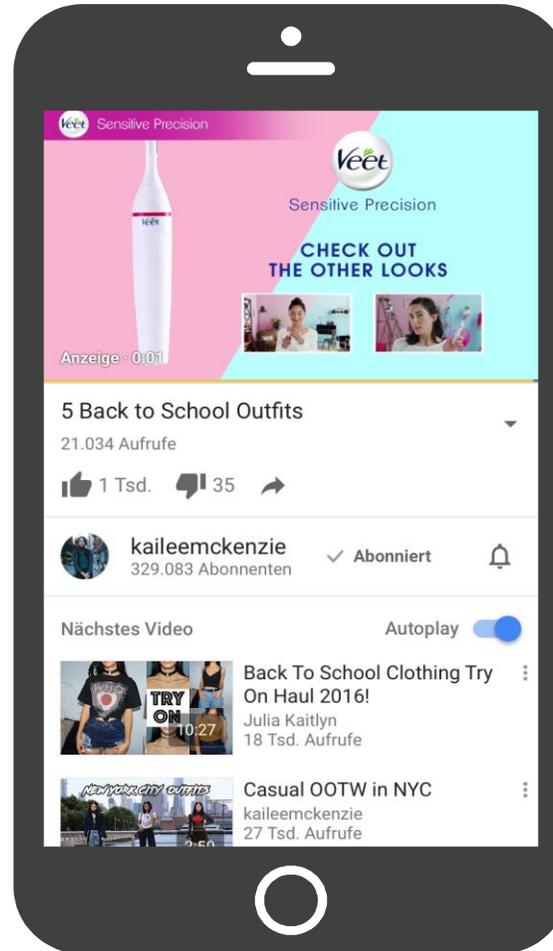


# 3.1 mob display

**Mobile can boost your campaign – but be aware of pitfalls.**

**Targeting is key, and some form of value exchange massively helps.**

High quality, relevance and exact targeting are important to use the potential of mobile.



# With Mobile Display, it's also about the Value Exchange

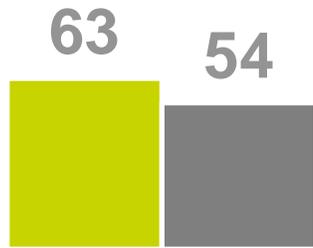


# 3.2 mob video

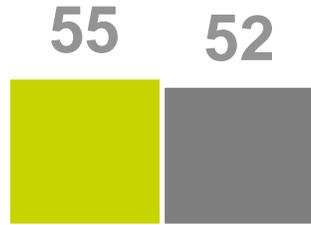
**Mobile can boost your campaign – but be aware of pitfalls**

But be careful with ad lengths - on mobile, shorter ad lengths work best among Millennials but longer format work best for 35+

18-34 (%)



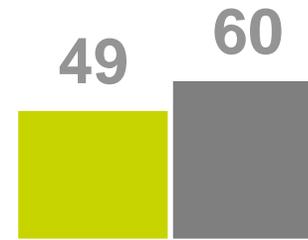
Brand Appeal



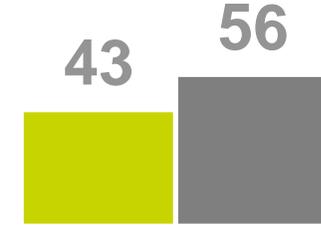
Persuasion



35-54 (%)



Brand Appeal



Persuasion



- 10 second (a)
- 30 second (b)

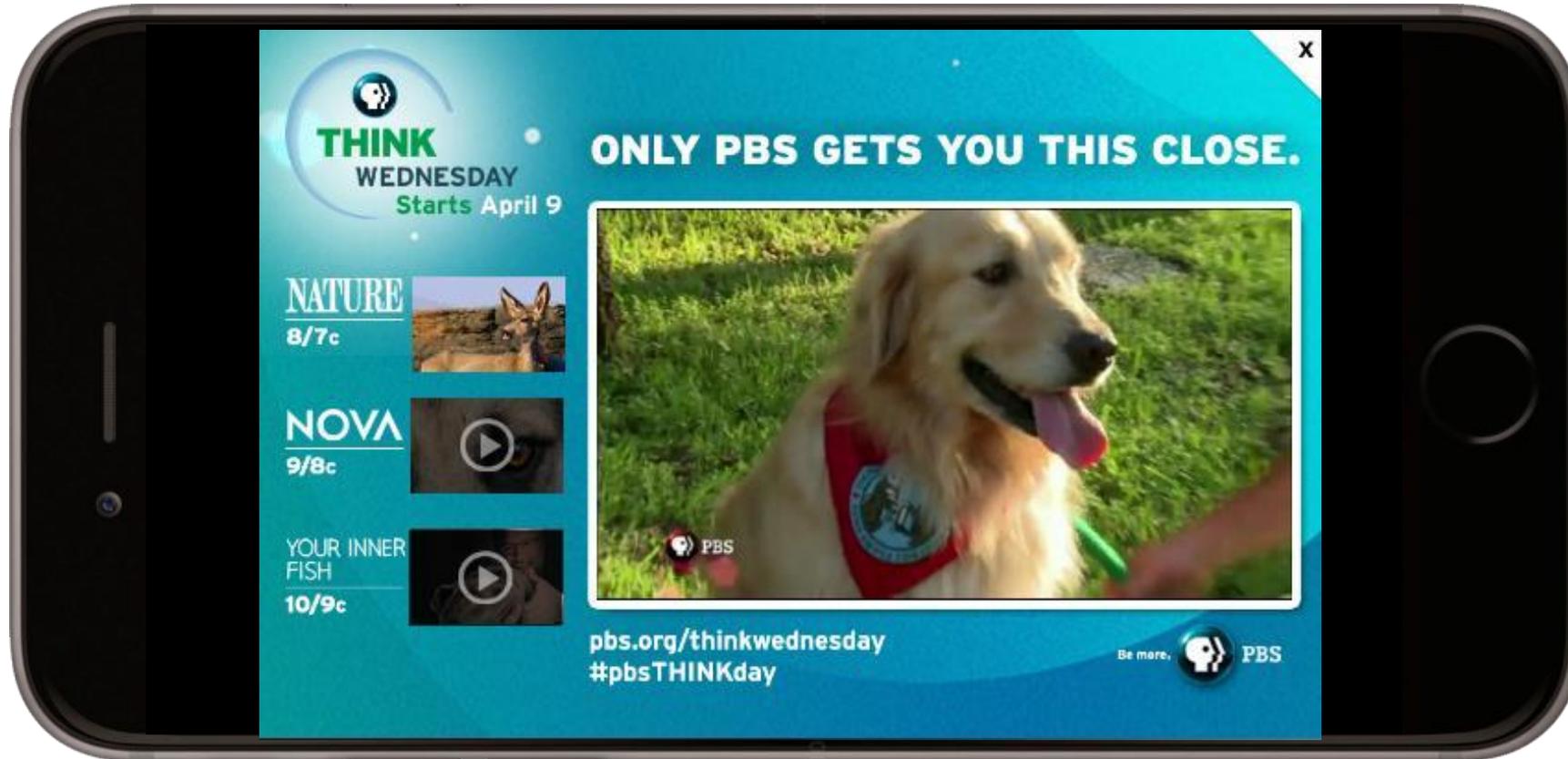
On mobile, use interactive layers to create a symphony, not noise



On mobile, use interactive layers to create a symphony, not noise



On mobile, use interactive layers to create a symphony, not noise



Mobile can be so much more.

Nike - Turkey



Smart - Philippines



Active Wheel - India



# Checklist



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- Don't rely on feed logo for branding
- Think carefully about the focal point of your image
- Ensure caption sets suitable expectations
- Assume mobile
- Don't rely on audio
- Embrace fun new formats like sponsored lenses



## Mobile Display

- Brand on every frame
- Ensure key visuals are visible on small screens
- Consider value exchange
- Assume you have 2 seconds
- Very simple message
- Build experiences, leverage location



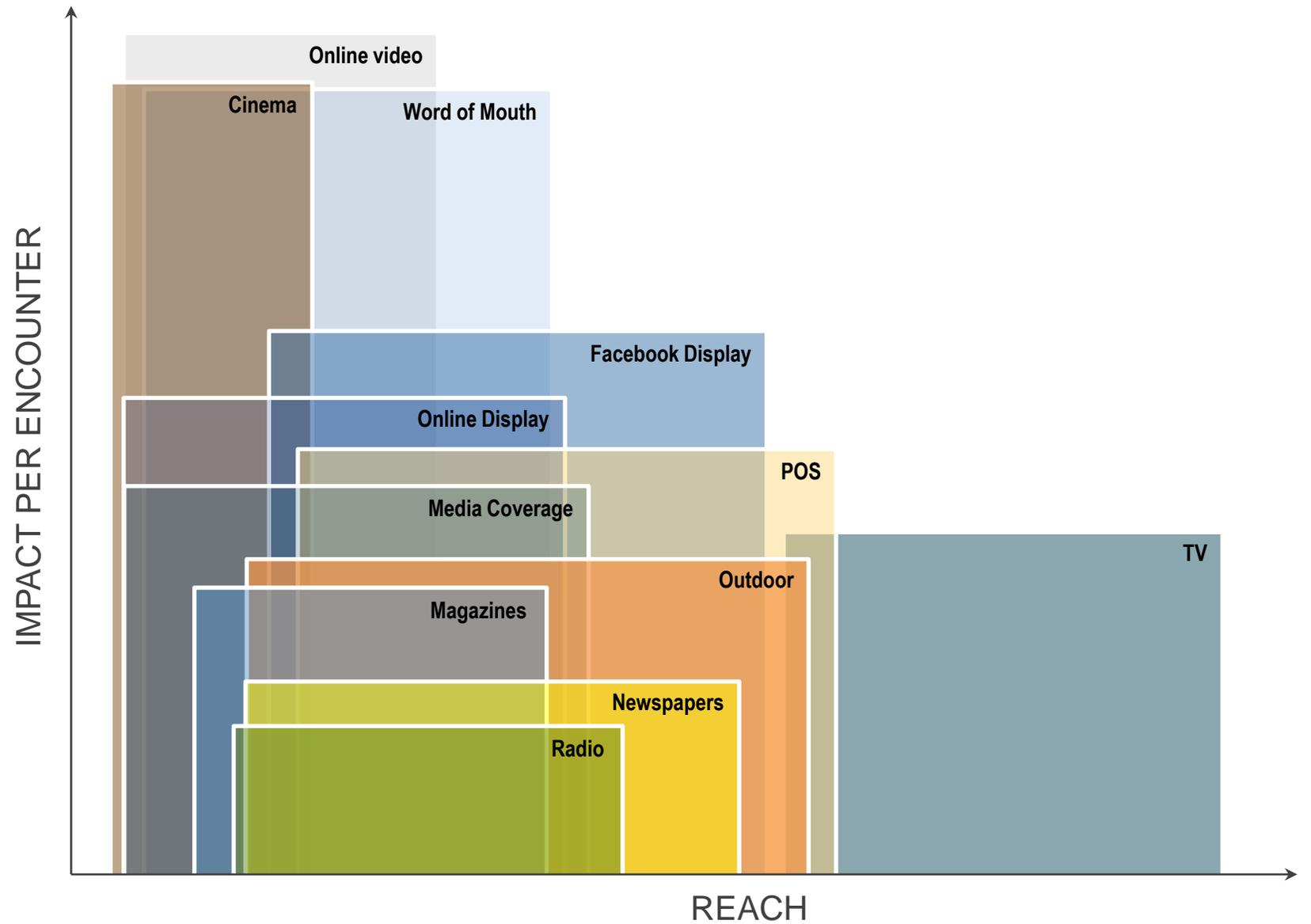
## Mobile Video

- Brand early
- Ensure key visuals are visible on small screens
- Consider reward formats
- Keep it short, especially for Millennials
- Don't rely on audio
- Use interactive layers to deepen message

## 4 things we know help to grow great brands in the digital world

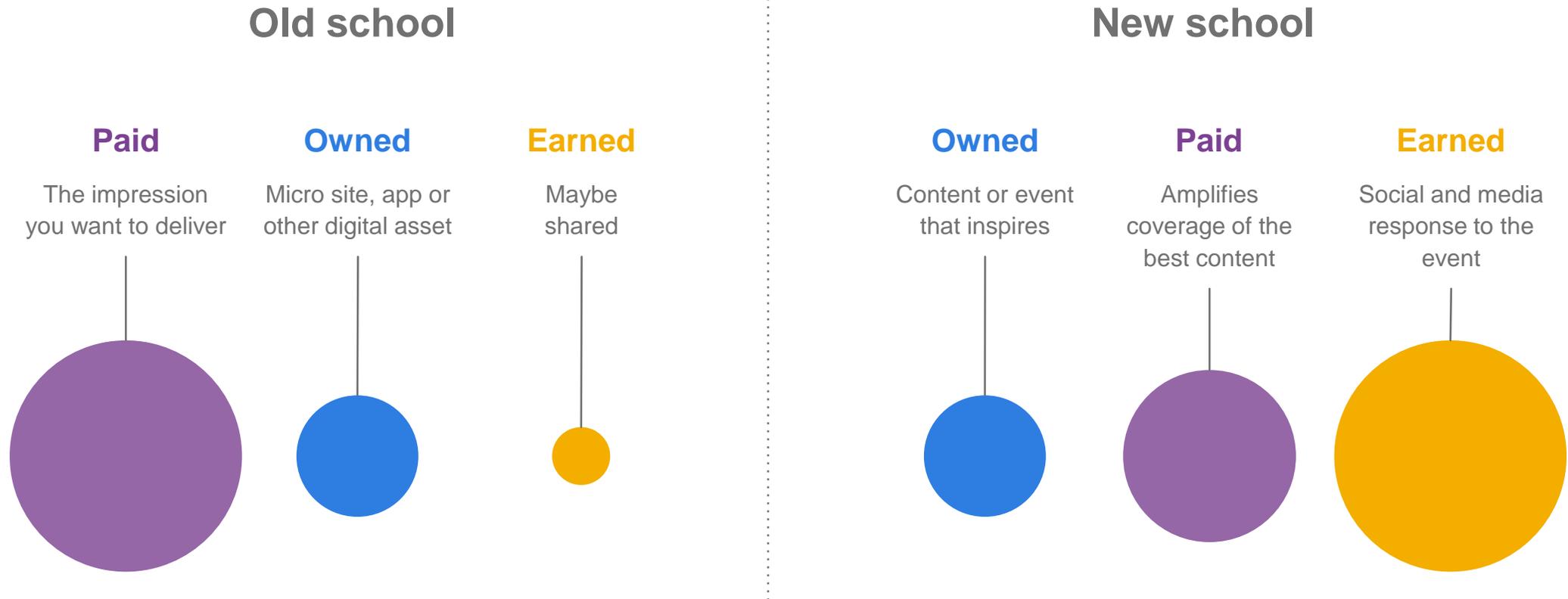


Ideally, digital and traditional channels should be used synergistically for maximum effect



# Digital is empowering a shift in the media model from Old School to New School

New school campaigns are designed from the start to earn a sharing and publicity bonus



## Media Markt's Rabbit Race is a good example of brand-owned event-led campaign

A multi-media campaign but focused on an event designed to earn attention and drive people to the store



Silver, Creative Effectiveness  
Lions 2015

# TV and Digital make a great combination when it comes to generating ROI

TV primes attention and interest and digital allows deeper engagement and activation

Sales ROI by Platform/ Combination

*Investing in TV +  
Digital = +60% ROI*



**KANTAR MUIWARD BROWN**



**THANK YOU.**

