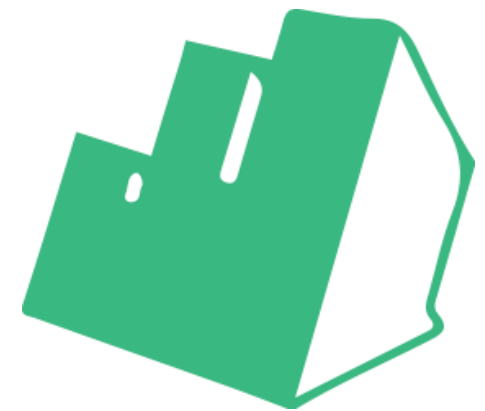


WHY AUSTRALIA'S MOST EFFECTIVE CAMPAIGNS CHOOSE TV



ROBERT BRITTAIN
CONSULTING

think 

BACKGROUND

Advertising Council Australia (ACA) is the local licensee for the Effies. The Effie Awards are Australia's preeminent advertising awards honouring the most significant achievement in advertising and marketing: effectiveness.



Primarily established to recognise advertising effectiveness



The Effie's is the pre-eminent awards program



The work of Binet and Field is held high in terms of pioneering understanding of the effectiveness of advertising



ACA contracted Rob Brittain and Peter Field to identify patterns and trends in the Effie's Australia databank

TWO KEY QUESTIONS



QUESTION 1

How do different video platform combinations impact effectiveness?



QUESTION 2

Is there a tipping point at which TV investment step changes effectiveness?

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VIDEO PLATFORM COMBINATIONS

1
Social only
(eg Facebook)

2
Social & TV

3
Social & TV & other
digital video
(eg YouTube)

WHICH VIDEO COMBINATIONS GENERATE THE BEST BUSINESS EFFECTS?



BUSINESS EFFECTS

- a) Short term sales
- b) Long term share
- c) New customers
- d) Brand profit



BRAND EFFECTS

A. Short term performance

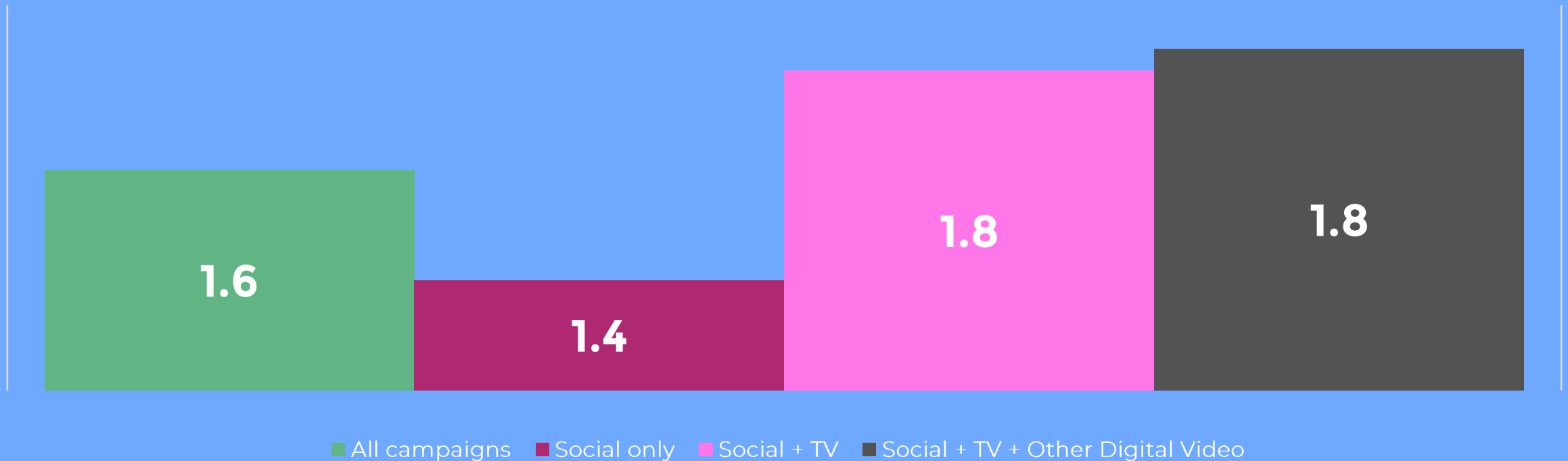
- Website visits
- Earned viewing of content
- Getting the brand into conversations on- and off-line

B. Long term memory structures

- Mental availability
- Distinctive brand assets
- Product knowledge

THE ADDITION OF TV RESULTS IN A LARGE INCREASE IN BUSINESS EFFECTS

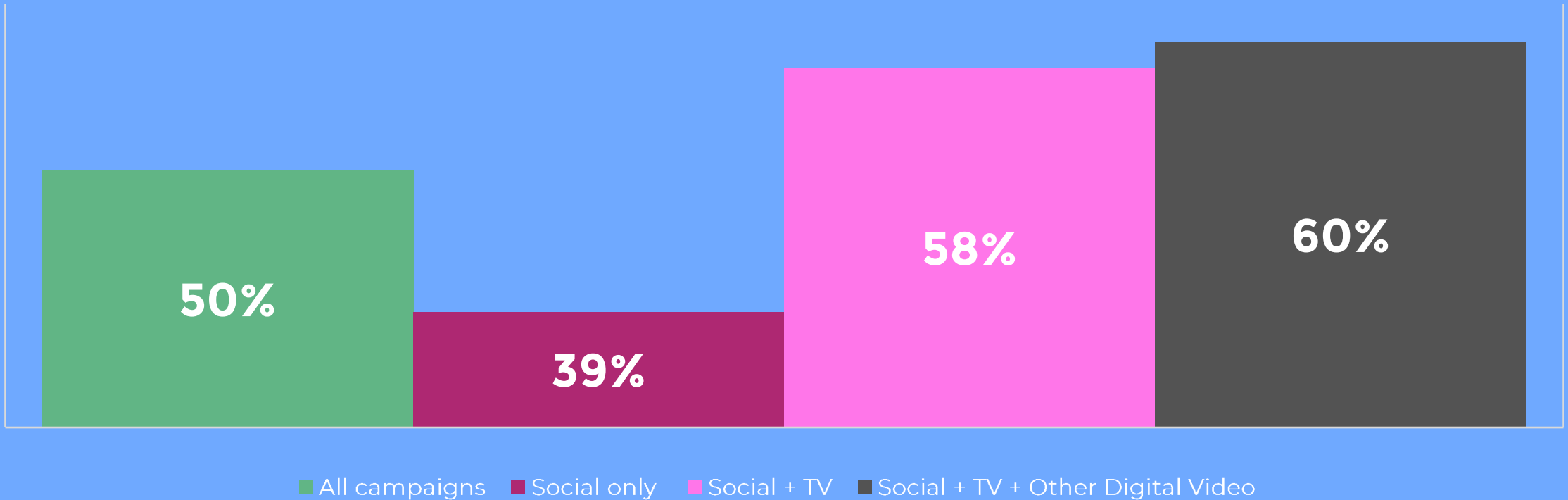
Avg # of very large business effects



■ All campaigns ■ Social only ■ Social + TV ■ Social + TV + Other Digital Video

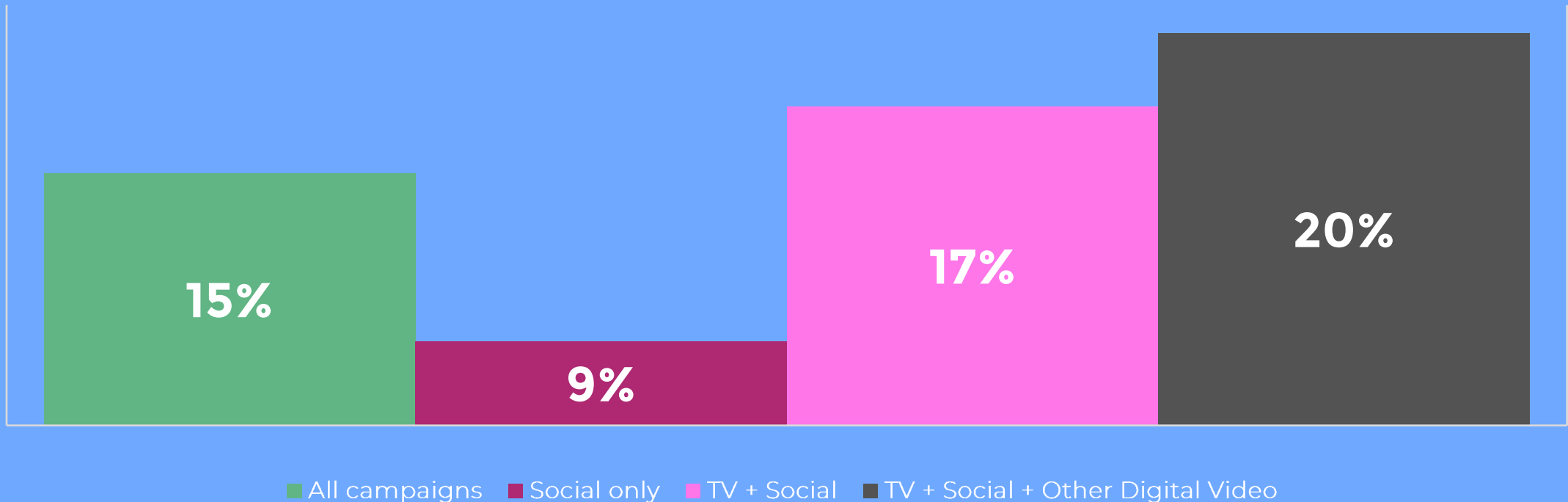
CAMPAIGNS WITH TV DELIVER STRONGER SHORT-TERM SALES EFFECTS

% of campaigns showing very large effect on short term sales response



CAMPAIGNS WITH TV DELIVER STRONGER LONG-TERM MARKET SHARE EFFECTS

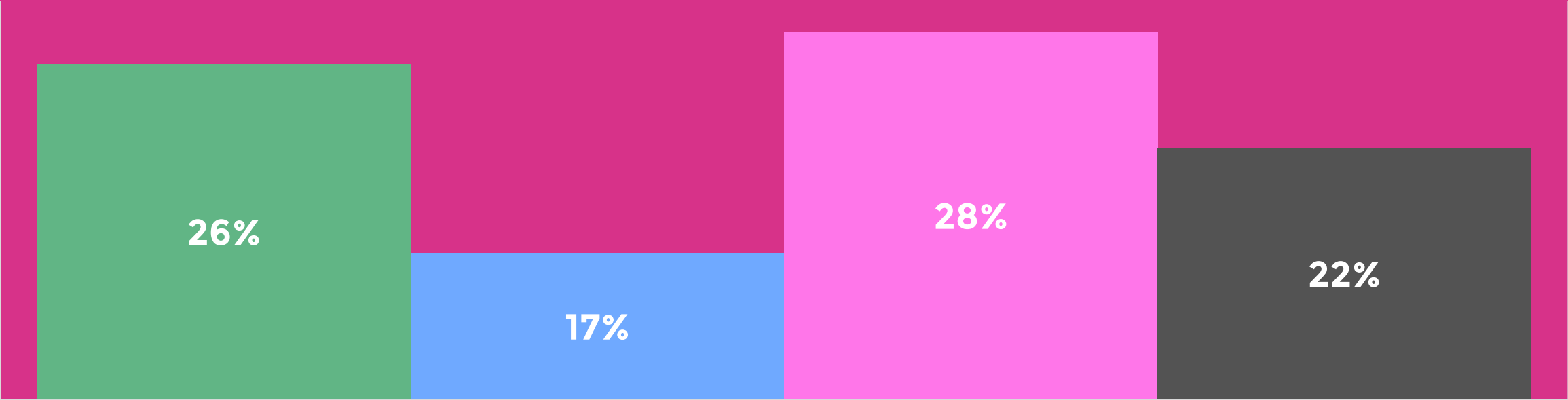
% of campaigns showing very large effect on long term share growth



■ All campaigns ■ Social only ■ TV + Social ■ TV + Social + Other Digital Video

CAMPAIGNS WITH TV ARE MORE EFFECTIVE AT ACQUIRING NEW CUSTOMERS

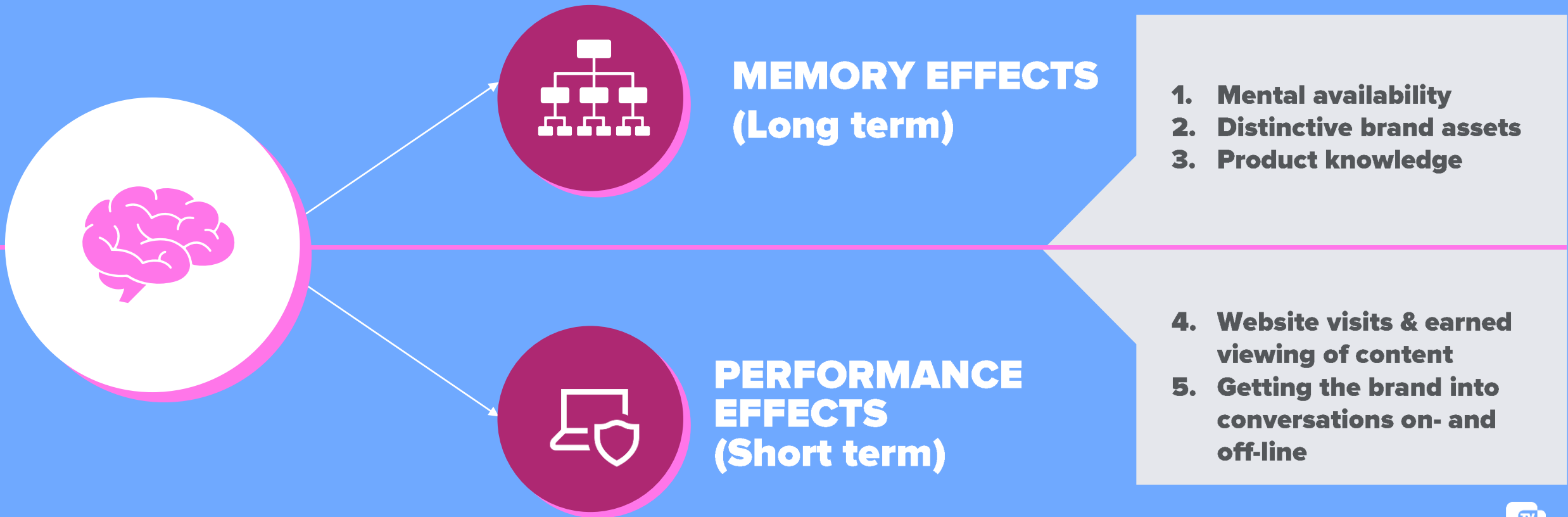
% of campaigns showing v. large effect on new customer acquisition



■ All campaigns ■ Social only ■ TV + Social ■ TV + Social + Other Digital Video

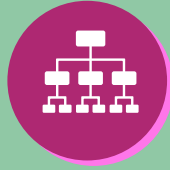


WHICH VIDEO COMBINATIONS GENERATE THE BEST BRAND EFFECTS?



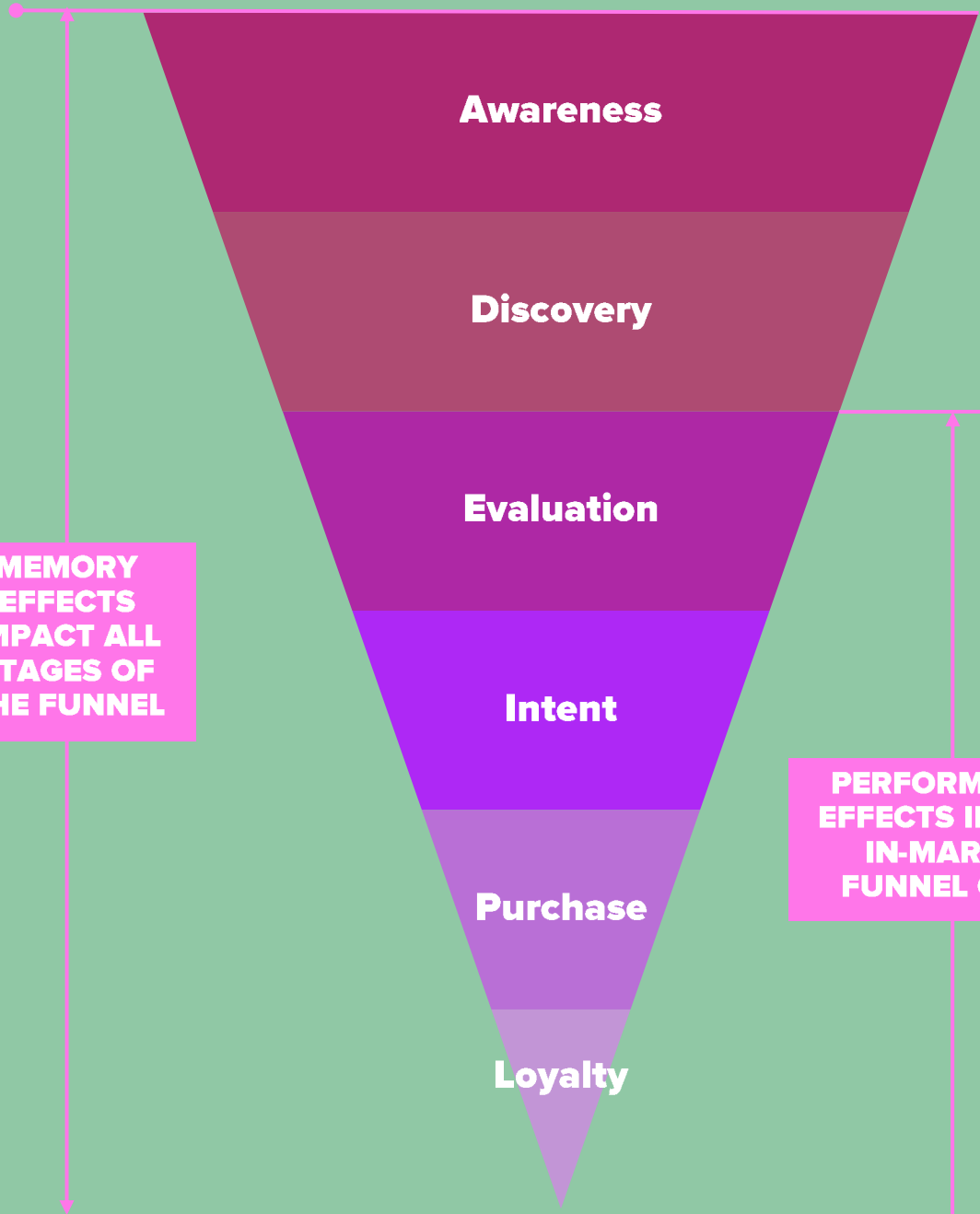
MEMORY-BASED BRAND EFFECTS IMPACT ALL CATEGORY USERS

PERFORMANCE-BASED
BRAND EFFECTS IMPACT
IN-MARKET BUYERS AND
CURRENT CUSTOMERS



MEMORY

MEMORY EFFECTS
IMPACT ALL
STAGES OF
THE FUNNEL



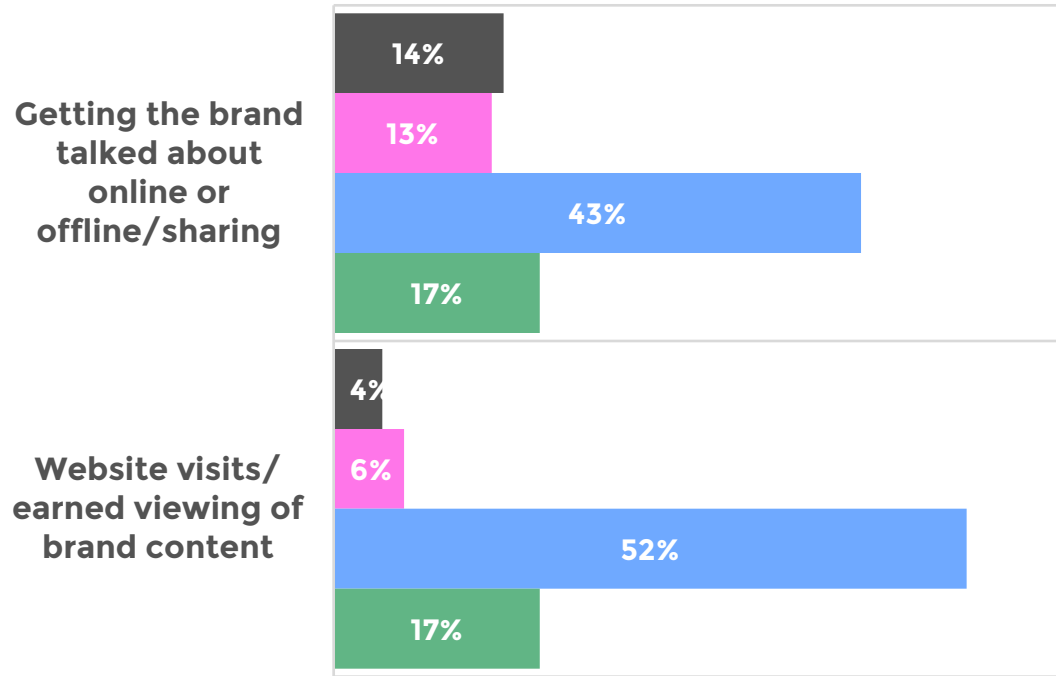
PERFORMANCE

PERFORMANCE EFFECTS IMPACT
IN-MARKET
FUNNEL ONLY

CAMPAIGNS WITHOUT TV DRIVE PERFORMANCE-BASED BRAND EFFECTS. THE ADDITION OF TV DELIVERS STRONGER IMPACT ON MEMORY-BASED BRAND EFFECTS

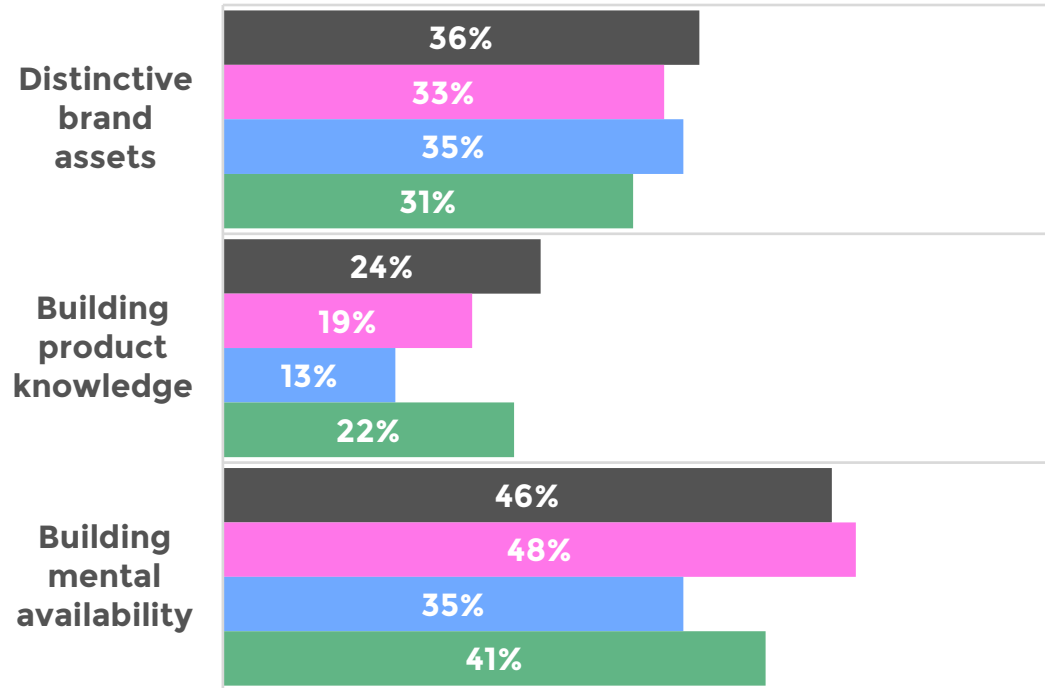
% of campaigns showing very large effects on key brand measures

Short term performance metrics



■ Social + TV + Other Digital Video
■ Social + TV
■ Social only
■ All campaigns

Long term memory structures



■ Social + TV + Other Digital Video
■ Social + TV
■ Social only
■ All campaigns

TWO KEY QUESTIONS



QUESTION 1

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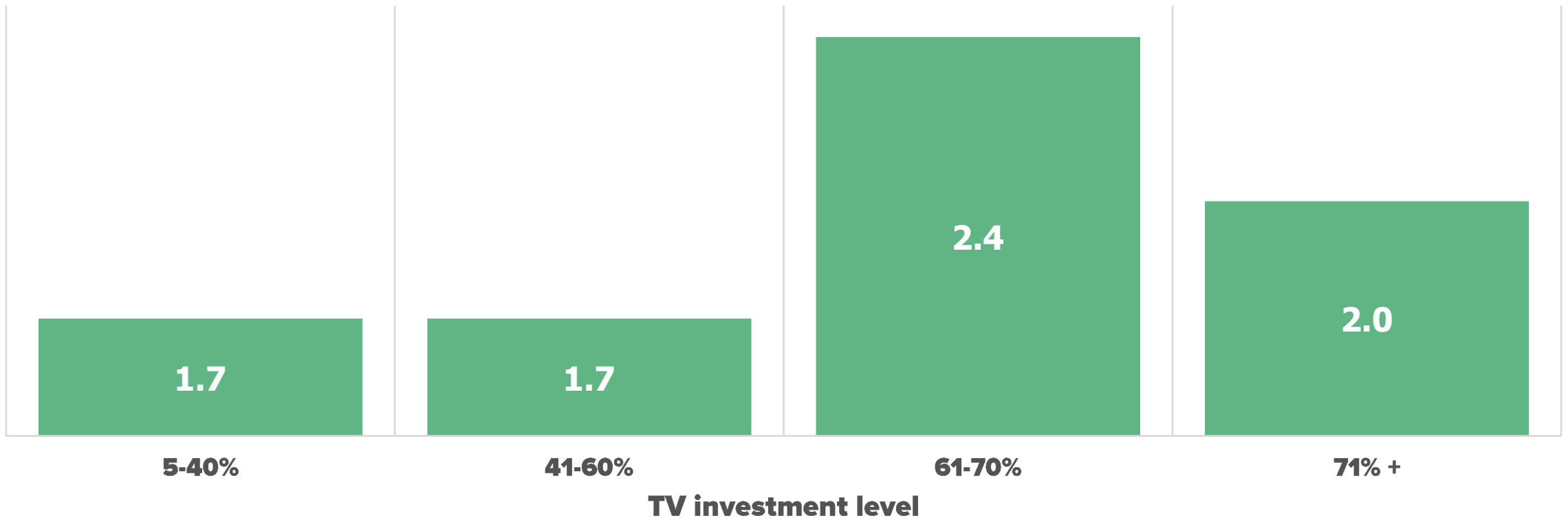


QUESTION 2

Is there a tipping point at which TV investment step changes effectiveness?

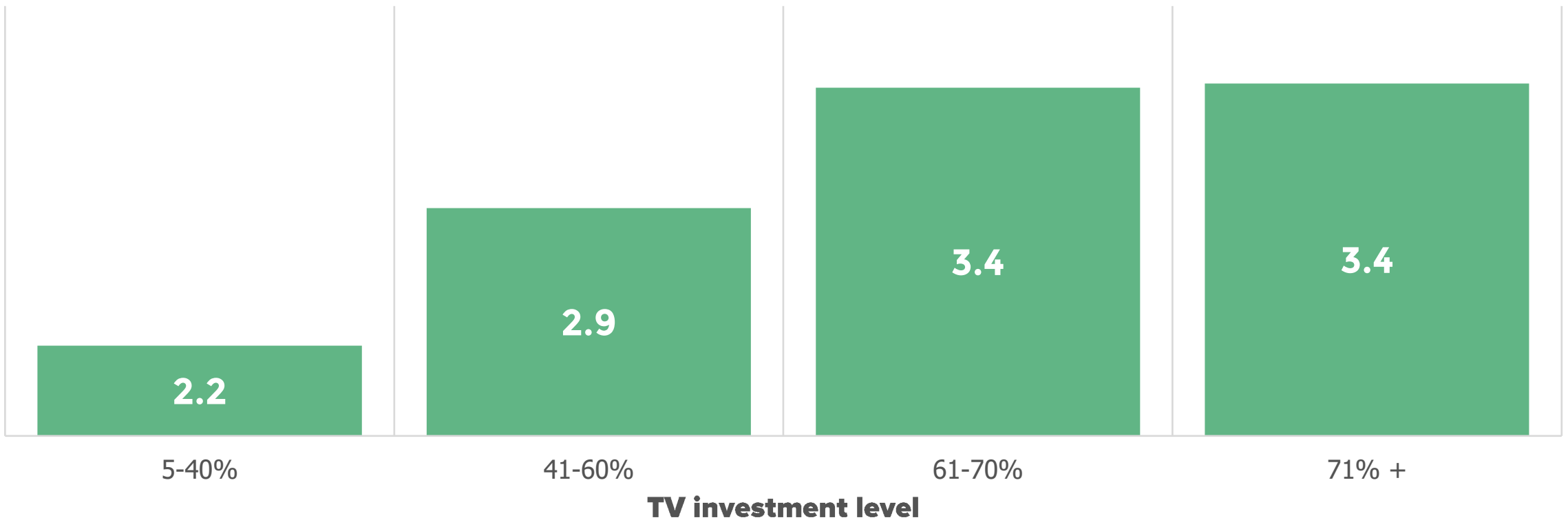
BUSINESS EFFECTS: TV SHARE AT 61-70% OF TOTAL MEDIA INVESTMENT SHOWS THE LARGEST IMPACT

Avg # of very large business effects by TV investment level



BRAND EFFECTS: TV SHARE BEYOND 60% OF INVESTMENT WILL DELIVER THE STRONGEST EFFECTS

Avg # of very large brand effects by TV investment level



SUMMARY

BRAND EFFECTS

Long term memory structure effects are among all category users (in and out of market)

- ⦿ **The addition of TV results in stronger effects on these metrics – mainly due to TV’s ability to build mental availability at scale.**

Short term performance effects are primarily among potential buyers/users who are in-market and current customers.

- ⦿ **Campaigns with social generate short term branding performance gains such as earned viewing/sharing of content and getting the brand into conversations on/offline.**

BUSINESS EFFECTS

- ⦿ **The addition of TV to campaigns results in stronger effects on:**
 - 1) Short term sales response**
 - 2) Long term market share gains and**
 - 3) New customer acquisition**
- ⦿ **The tipping point at which investment in TV delivers maximum effectiveness was observed at 61-70% of the total media budget**

RECOMMENDATIONS

- **When budget allows, TV should be the first video platform you invest in.**
- **Using TV in combination with social or other digital video will generate improved business and brand effects.**
- **TV's % of the total media budget is a better indicator of effectiveness than absolute spend.**
 - **Aim to maximise effectiveness with TV at 61-70% of the total media budget.**



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