

Video Works

Delivering cost-effective
incremental reach to TV

KANTAR MILWARD BROWN



Introduction

TV viewing is no longer limited to the living room.

Today's viewers watch what they want to, when they want to, across multiple platforms and devices with fragmented, time-shifted viewing. A normalised behaviour complementing linear broadcast TV consumption.

This creates challenges for advertisers and agencies who want to maintain reach and continue to impact audiences. Videology believes doing that requires marketers to consider the entirety of the video ecosystem through a single lens: Total TV. Only a holistic view is capable of delivering optimal advertising outcomes.

Our view is that linear broadcast TV will remain the centre of gravity for the video ecosystem in the foreseeable future, across nearly all audiences. However, we also expect to see viewing diversifying out from this centre as devices, distribution and consumption are enabled by current and emerging technologies that support video.

The most effective video advertising strategies will be those that have a unified and holistic approach to the video ecosystem, as opposed to those that only activate via silo-solutions, and only solve for one part of the equation.

For this reason, Videology commissioned a Kantar Millward Brown CrossMedia® Research study to analyse and showcase how digital video complements heavyweight TV campaigns.

Videology worked with one of the world's leading telco brands, a category driver of innovation, to shed light on digital video's role in complementing TV and driving cost-effective incremental reach. The research further revealed video's ability to boost brand and product differentiation.



**VIDEO DELIVERS
SIGNIFICANT
BRAND IMPACT**



**VIDEOLOGY
DRIVES BRAND
AND PRODUCT
DIFFERENTIATION**



**VIDEOLOGY
DELIVERS
COST-EFFECTIVE
INCREMENTAL
REACH TO TV**

Power Of Video

Like TV, video has the power to combine sight, sound and motion in order to bring stories to life, ensuring a genuine emotional connection between consumers and brands. Video is naturally engaging and presents content in an easily digestible manner, giving brands cut-through in an age of information overload.

Video drives better results at each stage of the customer decision journey – from awareness to favourability and purchase intent than those campaigns which do not feature video – as reported by the industry benchmarks produced by Kantar Millward Brown.

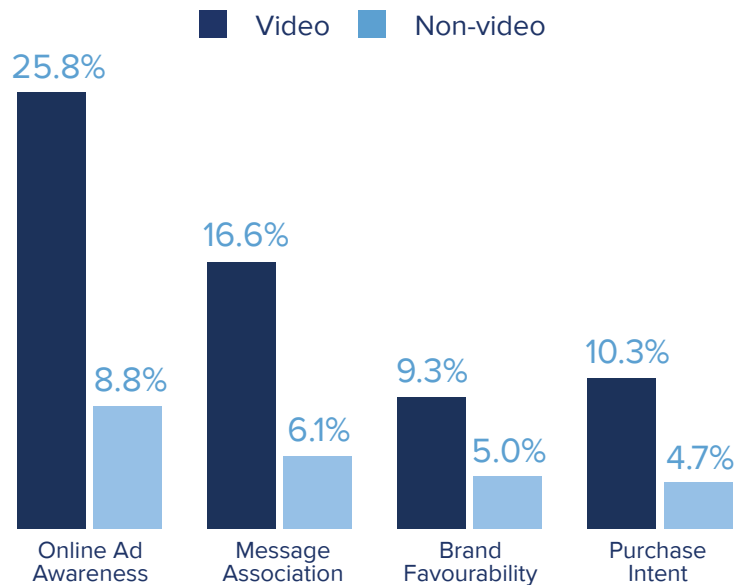
Furthermore, a recent study by Binet & Field published by the IPA shows how digital video complements TV. Campaigns that feature Broadcast Video on Demand (BVoD) and digital video perform significantly better, driving a 54% uplift in very large business effects post campaign.

The opportunity for brands lies in running both BVoD and digital video in conjunction with TV, thereby benefiting from the 54% uplift in advertising effectiveness.

Last year, in our Video Works research with Gain Theory, we saw similar results, with digital video on average delivering an increase of 1.27 ROI relative to TV, when run in conjunction with TV. Campaigns with the highest % of BVoD saw the greatest return.

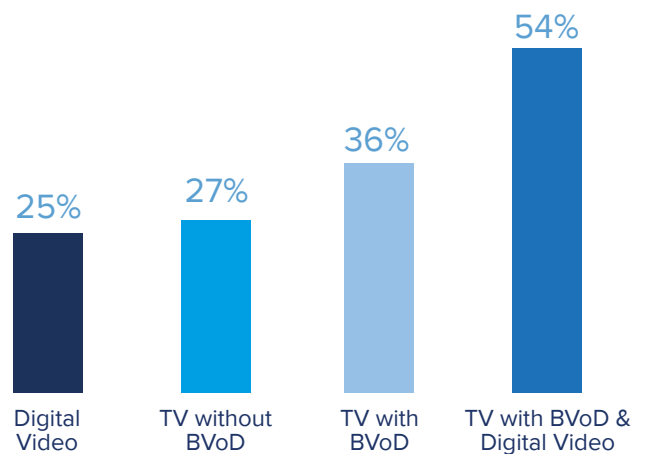
For the full Gain Theory research, please visit videologygroup.com

CAMPAIGNS WHICH INCLUDE VIDEO ACTIVITY DELIVER BETTER RESULTS ACROSS KEY BRAND METRICS



Source: Kantar Millward Brown Brand Lift Norms - Video vs. Non-video performance

AVERAGE UPLIFT ON BUSINESS OUTCOMES BY MEDIA TYPE



Source: 'Effectiveness in a changing media landscape' by Les Binet and Peter Field.

Videology Delivers Brand And Product Differentiation

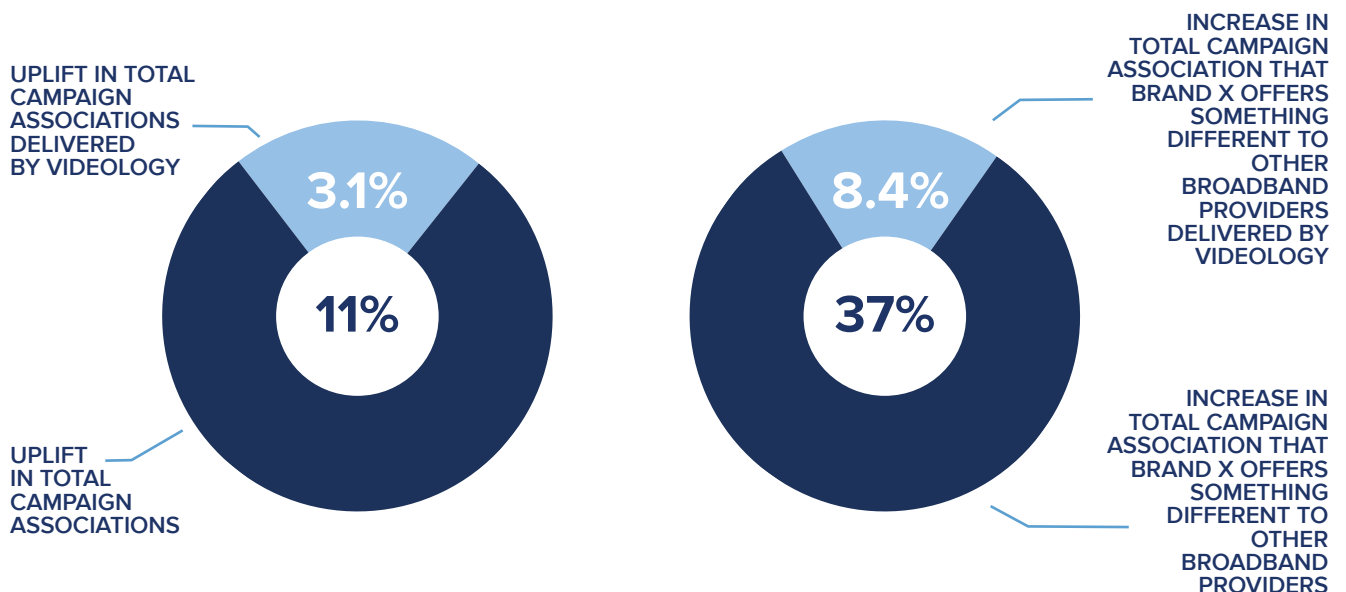
Kantar Millward Brown's Brand Equity data revealed that whilst the telco brand is salient and scores in line with the category average for meaningfulness, however there remains a need to further differentiate. Brand differentiation was identified as an opportunity to drive future growth.

Videology helped the brand to address this issue, with a targeted, optimised and effective video campaign delivered across brand safe, viewable and premium media.

By accessing premium, professional and brand safe content from the leading UK broadcasters and publishers, Videology ensured that the telco brand was presented to the right audience in quality content environments creating positive associations for the brand.

The Kantar Millward Brown study reported that Videology was successful in delivering positive brand and product differentiation. The strongest contribution occurred around the brand's core messaging 'enables me to live life the way I want to live' and 'are offering something different to other broadband providers'.

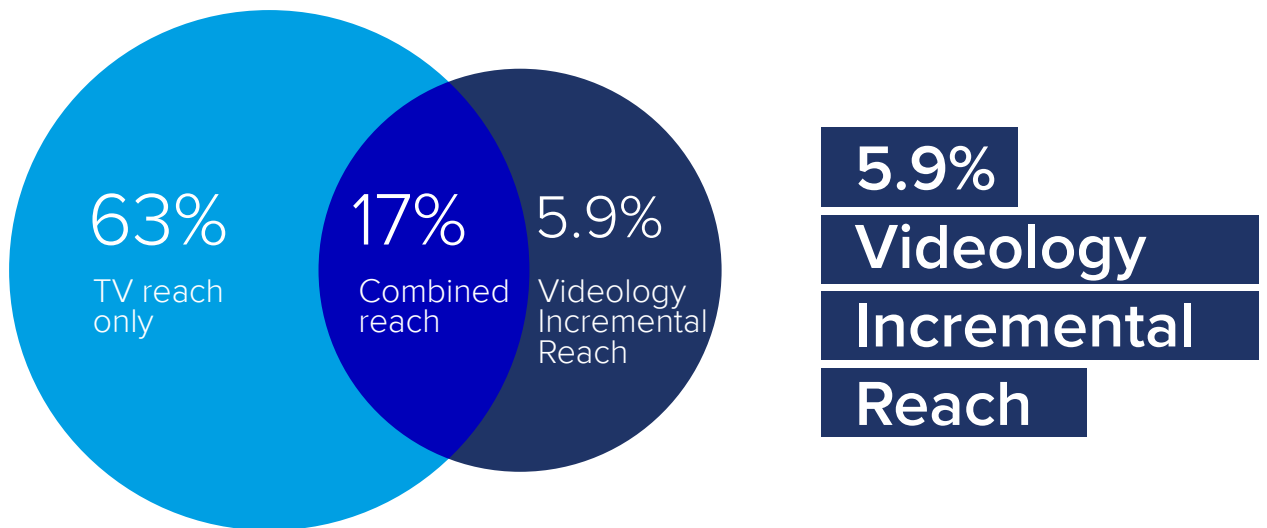
VIDEOLOGY DROVE A SIGNIFICANT PORTION OF BRAND AND PRODUCT DIFFERENTIATION



Videology Delivers Cost-Effective Incremental Reach To TV

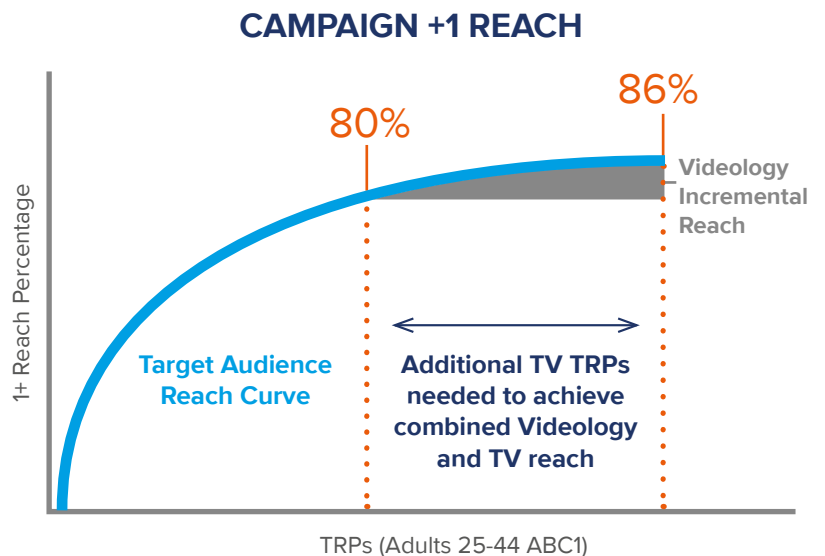
Digital video is an increasingly important opportunity, enabling advertisers to engage with hard-to-reach light TV viewers. Well-executed video advertising complements the effectiveness of TV investment as well as delivering cost-effective incremental reach.

Kantar Millward Brown's analysis of the TV-heavy telco campaign revealed that Videology added 5.9% incremental reach to the TV activity. This is significant given the TV campaign achieved 550 rating points. Not only was the reach incremental but also cost-effective relative to TV.



Additional 5.9% reach on TV would have cost £200,000 more than the video activity

Source: Target audience weighted CPT's at rate card



Conclusion

Kantar Millward Brown's CrossMedia® Research has proven this campaign delivered via the Videology platform drove tangible business outcomes. Achieving key communication objectives for product differentiation and delivering cost-effective incremental reach to TV even for a heavyweight TV campaign.

In order to maximise the potential incremental reach of your campaigns, we strongly recommend working with a platform that has the ability to seamlessly execute across your broadcast video and digital video inventory. Furthermore, has the appropriate data integrations to identify TV viewing behaviours and in particular to target light TV viewers.

Whilst the levels of incremental reach will vary for different campaigns, as different target audiences have different media consumption habits, digital video is proven to be an invaluable channel that delivers throughout the purchase funnel.

Methodology

The CrossMedia® Research approach helps advertisers and agencies understand the brand-building return from their media investments both collectively and individually.

The CrossMedia® Research uses passive metered or tagged exposure where possible and/or Opportunity To See (OTS) estimated from detailed media consumption and behavioural questions for publishers that do not accept 3rd party tags. Exposure modelling ensures it takes account of diminishing return relationships where each additional exposure has a progressively smaller impact. Exposure modelling also incorporates media decay rates that allow advertising impact to build and decay over time.



Videology (videologygroup.com) is a leading software provider for converged TV and video advertising. By simplifying big data, we empower marketers and media companies to make smarter advertising decisions to fully harness the value of their audience across screens. Our math and science-based technology enables our customers to manage, measure and optimize digital video and TV advertising to achieve the best results in the converging media landscape.

Videology, Inc., is a privately-held, venture-backed company, whose investors include Catalyst Investors, Comcast Ventures, NEA, Pinnacle Ventures, and Valhalla Partners. Videology is headquartered in New York, NY, with key offices in Baltimore, Austin, Toronto, London, Madrid, Singapore, Sydney, Tokyo and sales teams across North America.

Videology UK

Noah's Yard
10 York Way
London, N1 9AA

