

Survey highlights online video complementarities with TV



Key learnings

With a case study based on a sophisticated methodology, there is a strong demonstration that for the same commercial aired on classical TV and on the Web

- TV creates awareness and better attribution on large populations
- Online video:
 - o probably due to a less cluttered environment generates more appreciation for the message
 - o increases brand favourability
 - o generates impact uplifts at lower thresholds than TV: the ratio recall/contact is 3 to 4 times higher for Web vs TV

The case study demonstrates that an advertiser active on FMCG should consider complementing his/her TV campaign with an online video part especially if the target group he/she aims at is a rather young one.

MARS



Intent & actors

Purpose of the survey was to investigate the [incremental] effectiveness of online video with comparison to TV based on:

- same commercial
- same target group
- differences between subgroups based on exposure: TV vs Web vs duplication Web+TV
- on a food product.

This results from combined efforts from Mars, who allowed the test for the brand M&Ms and funded the adaptation of the TV commercial to Web norms, from Microsoft Advertising who planned a test campaign on their platforms in addition to the TV wave, and from the media agency Space who funded the survey. The fieldwork was conducted by Ant Research.

Sophisticated methodology

The survey was conducted in June 2009 among shoppers aged 18 to 44 years (same target group as for the media plan). From the start, we aimed at avoiding biases linked to Web consumption so the fieldwork relied on mixed data collection methods:

- self completed online interviews (n =320)
- face to face interviews conducted with pocket PC devices (n= 200).

Recruitment for the online respondents came from MSN (101) and the Ant Research Panel (219). Statistical tests (chi²) however show there are no differences on these populations on critical items.

Questionnaire included the following sections

- Product consumption frequency
- Aided brand awareness
- Viewing frequency 10 TV channels
- Surfing frequency: Web & MSN.be in particular
- Spontaneous ad recall (16 brands within the category)
- Recall of the 10" commercials with hidden brand identification
- Correct attribution to the advertised brand
- Recall origin (TV, Web, cinema, DK)
- Agreement with 14 statements (see appendix)
- Rating spot (mark 1 → 10)

Campaign phasing & performances

The online video part of the campaign started 1 week before TV, ensuring us to have a sufficient "Web only" sample. It was broadcast on MSN under different platforms.

TV was a classical national schedule.

By the end of the fieldwork, campaign performances were the following:

Medium	Reach 1+ %	Avg OTS	GRPs	Source:
Web	29.6	2.5	75	Eyeblaster/ CIM Metriprofil May-Oct 2008/ Space estimates
TV	67.7	3.9	265	CIM TV/Arianna

Target = shoppers 18-44 all Belgium

Reach & frequency of the TV campaign are therefore higher than the Web part. TV also accounted for 80% of the gross budget value, while Web was worth 20%.

Regarding the latter it delivered in total 3.3 million impressions and 1.4 million unique visitors (not all within target group). CTR amounts 0.34% (lower than the Eyeblaster norm for rich media = 0.56%), and average viewing duration was close to 8" (the whole commercial lasted 10 seconds).

Given the age of the target group, duplication between Internet and TV was important: we estimate that at least 20% of the target group was reached by both the TV and the online video commercial. Fieldworks results show that more than 1/2 of the face-to-face respondents were exposed to both TV & Internet: 107 vs a total of 200 individuals.

The impact power of online video disclosed

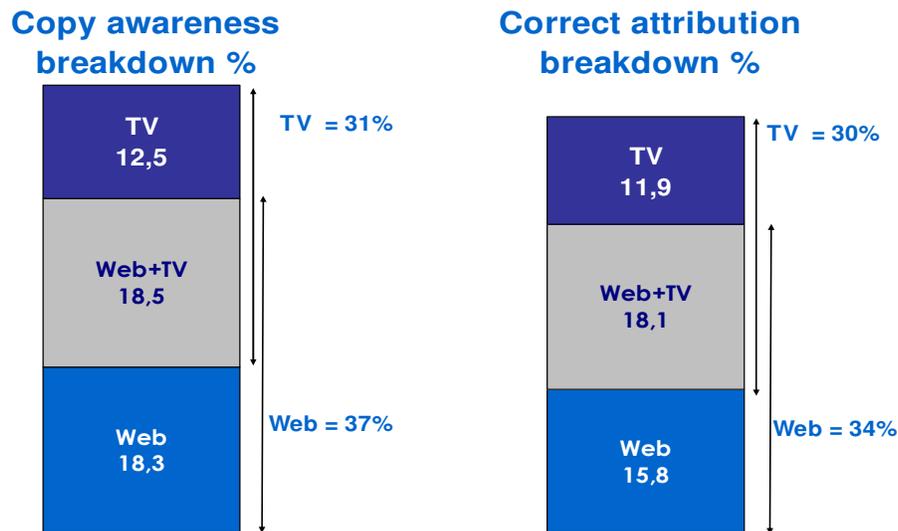
For the following tables, definitions are:

- Copy awareness; those who claim having seen the commercial while viewing it without brand identification
- Correct attribution: those who correctly link the commercial with the advertised brand. In %, the value is calculated against the total sample (ie not only those who noted the commercial).

Among the total sample, nearly 1 out of 2 respondents did note the commercial. The proportion rises close to approximately 60% while we focus on the “TV only” segment. This proportion is significantly ($\geq 95\%$) higher than the same value for the “Web only” population. Correct attribution amounts 93% of total awareness for the total sample, but the value is lower for the “Web+TV” and “Web only” subsamples.

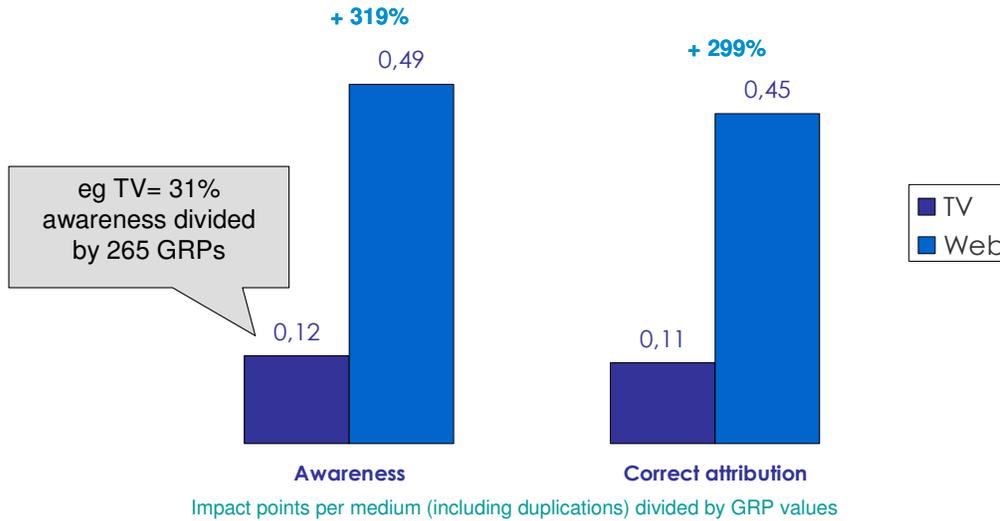
	n=	% Copy awareness	% Copy attribution	Index attribution to awareness
All respondents	520	49,2	45,8	93
Web+TV	190	50,5	49,5	98
Web only	223	42,2	36,8	87
TV only	107	59,8	57,9	97

These results paradoxically illustrate the strength of online video, since the difference in impact is far lower than the difference in reach/frequency and/or budget value. If we segment the copy awareness value into exposure origin and reallocate “duplicants”, we observe that the online video exposure accounts for 37% of total and TV for 31%. The same calculations for attribution lead to 34% for Web exposure and 30% for TV.



Relating those values to the GRP levels, table below shows that online video contacts are 4 times more effective to create copy awareness (0.49 / 0.12) and 3 times more effective to generate correct brand attribution (0.45 / 0.11).

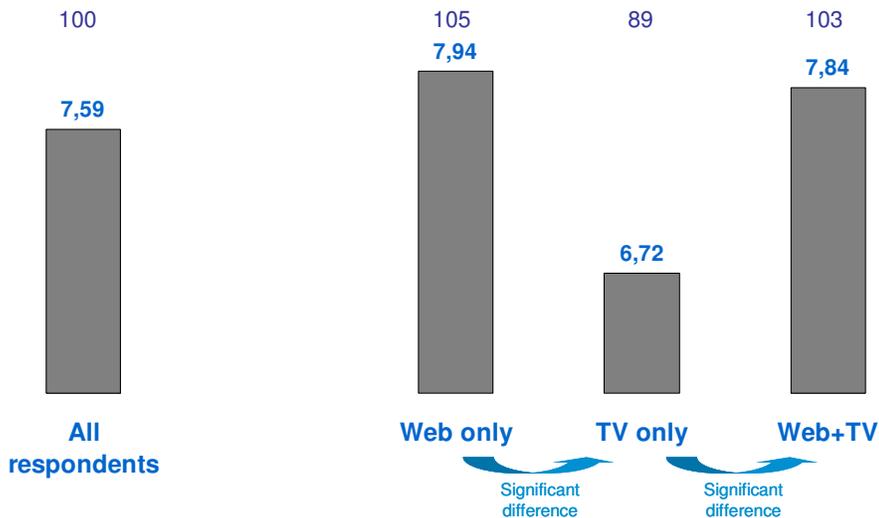
Impact points per GRP



More empathy for Web commercial

Overall appreciation of the commercial is better for online exposure (or combined) than for TV only: while television creates more awareness of the commercial, it seems online video generates more empathy.

Average mark for commercial (1 bad → 10 excellent)



This is also true when we examine the significant differences (sign \geq 95% except *) between replies to the qualitative statements. Online video alone or in duplication with TV generates uplifts vs “TV only”:
 in message appreciation (“nice to watch”, “fits the brand” and “gives a positive image”)
 in brand appreciation (“for a brand that amuses me”)

in brand consideration ("makes want to consume")

Item	Modality	Copy awareness			
		All respondents	Web only	TV only	Web+TV
is nice to watch	Totally agree	36,3	43,2	26,2	36,5 *
fits M&Ms image well	Totally agree	33,6	37,9	20,0	38,5
gives a positive image of the brand	Totally agree	27,0	33,7	15,4	28,1
is for a brand that amuses me	Totally agree	30,9	38,9	15,4	33,3
makes want to eat M&Ms	Totally agree	28,1	29,5	16,9	34,4

* Difference not significant with Web only or Web only

Among the differences shown in the table above, the most striking element of success is the product consumption intention, that doubles among the respondents exposed to both TV and Web ads.

"Makes want to eat M&Ms", "fully agree", in %

