



Leadership Series

How to Effectively Use Market Research to make your Branded Content more Effective

4 December 2013



““ The graveyard of failed BE programs is littered with great ideas, even great executions. ””

Ogilvy Entertainment: Making magic, using logic. BEAM

tapestry

““ The more I practice, the luckier I get. ””


Arnold Palmer

tapestry

**Measuring the
response to
the branded
content**

**Evaluating the
impact on the
brand**

**Estimating the
ROI**
(& what BC is doing vs.
other campaign
elements)



**Measuring the
response to
the branded
content**

Conscious response is ok, but limited.

- Consumers tend to post-rationalise
- They can't articulate how they're feeling

Measuring the unconscious response



Brain scans

Expensive
Difficult to
interpret



Biometrics

Single measure of
engagement
Easier to interpret
No measure of the
nature of the
response
Not cheap



Facial Coding

Single
measurement of
engagement
Measures the
nature of the
response
Simple to
implement and
interpret



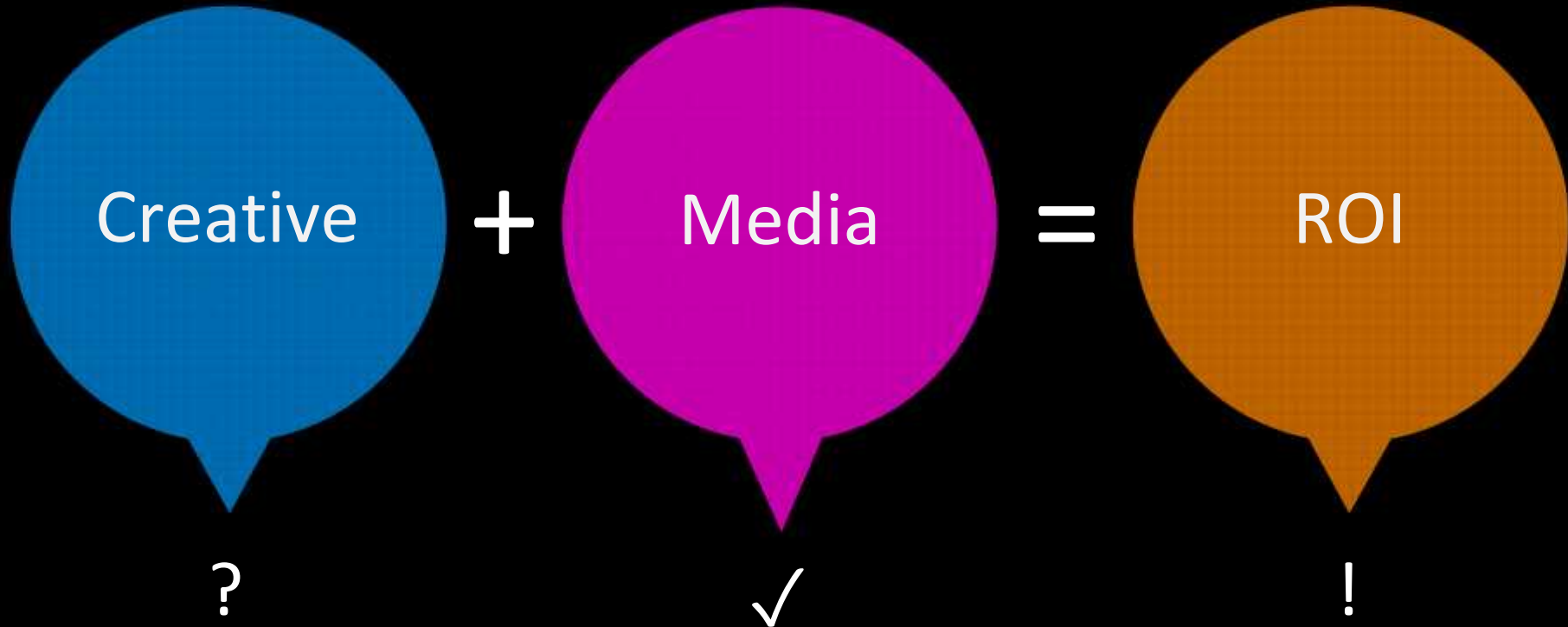
Be Emotive



Be **on**
real
eyes

loc
mo

Challenge



“
Emotional advertising
campaigns are more
effective and more
profitable than rational
campaigns - even in
'rational' categories...

”

Les Binet & Peter Field,
Marketing in the Era of
Accountability, 2007

11x
more efficient
in market share
growth

The Gunn Report



Be 

Emotions?

real
eyes



1800s



Darwin
The Expression
of Emotions in
Man and
Animals





1960s

Ekman
Facial Action
Coding System
(FACS)





1800s

Emotions



1960s

Coding



2010s

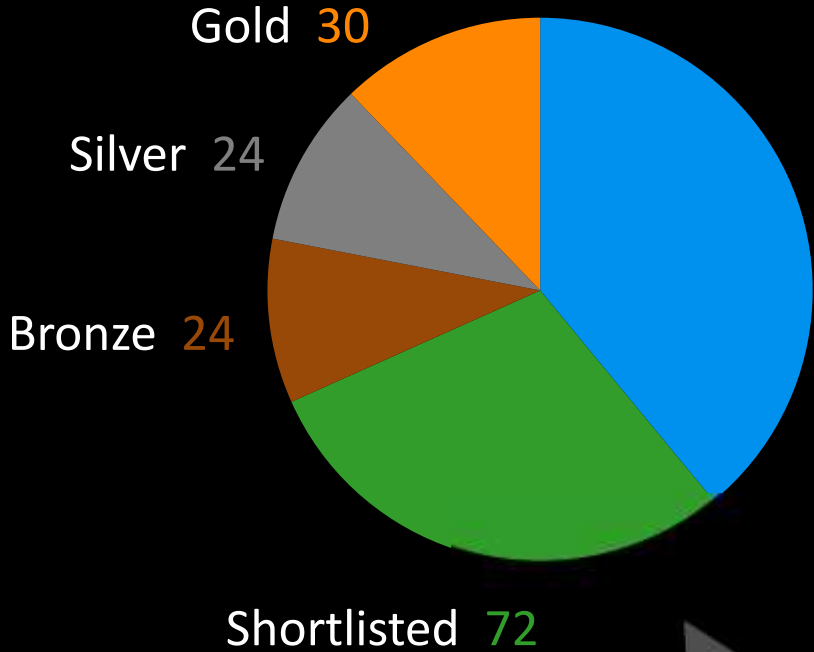
Automated
Facial
Coding

Be  On

real
eyes

Demo

Cannes Study



246
videos tested

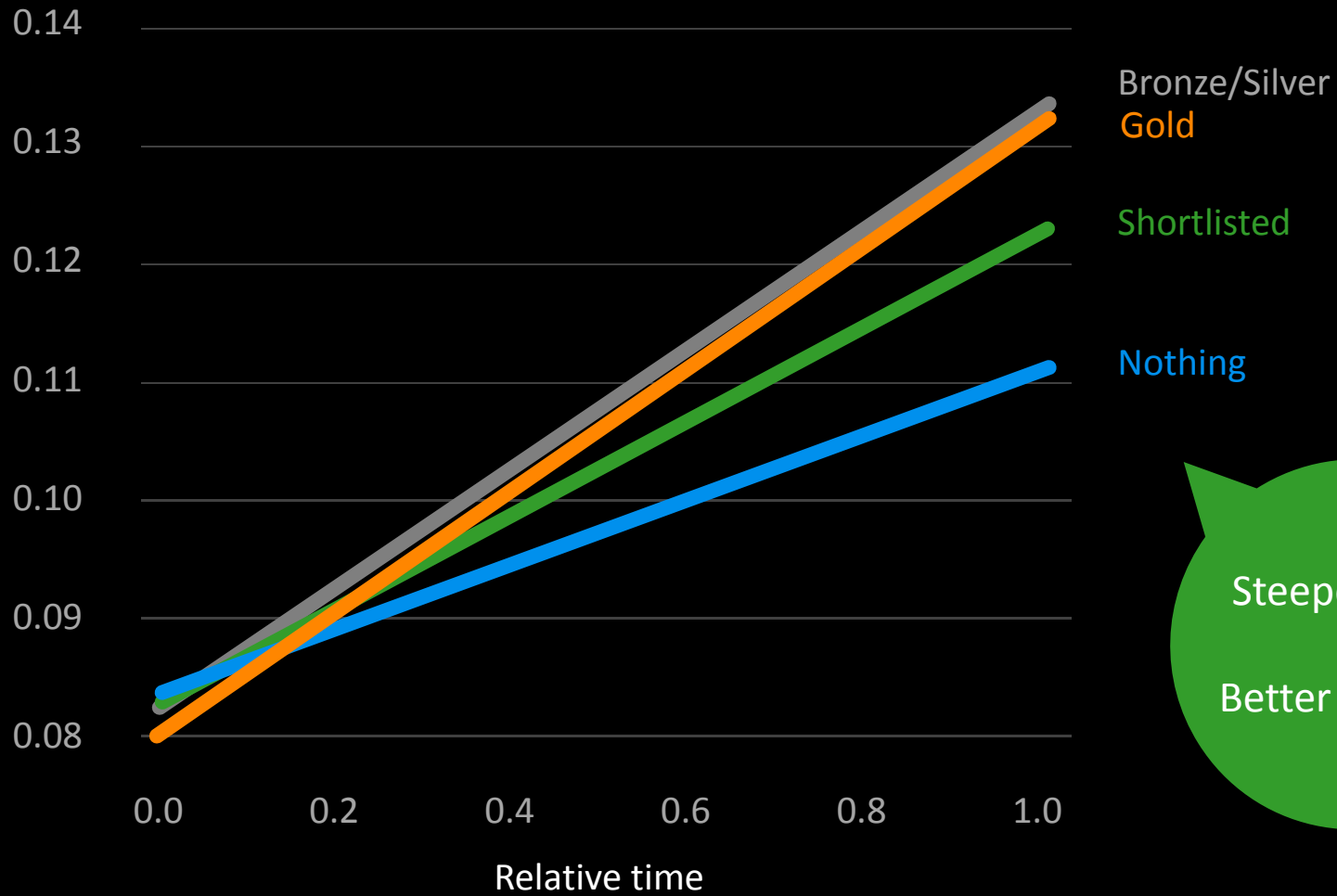
11k
people

35k+
viewings

75%
prediction
accuracy for
shortlists

Grow the trend

Happy aggregated trendlines



Steeper slope
=
Better outcome

Value

What kind of emotions does your video spark?

How different demographics react to the content?

How does it compare to close competitors and industry?

**Emotional
Impact**

15" to 5'
content length

20+
categories

1,000+
videos tested

30+
countries

Successful video components

Attraction
Hook in 8 seconds



Retention
Keep the audience



Engagement
Connect via emotions



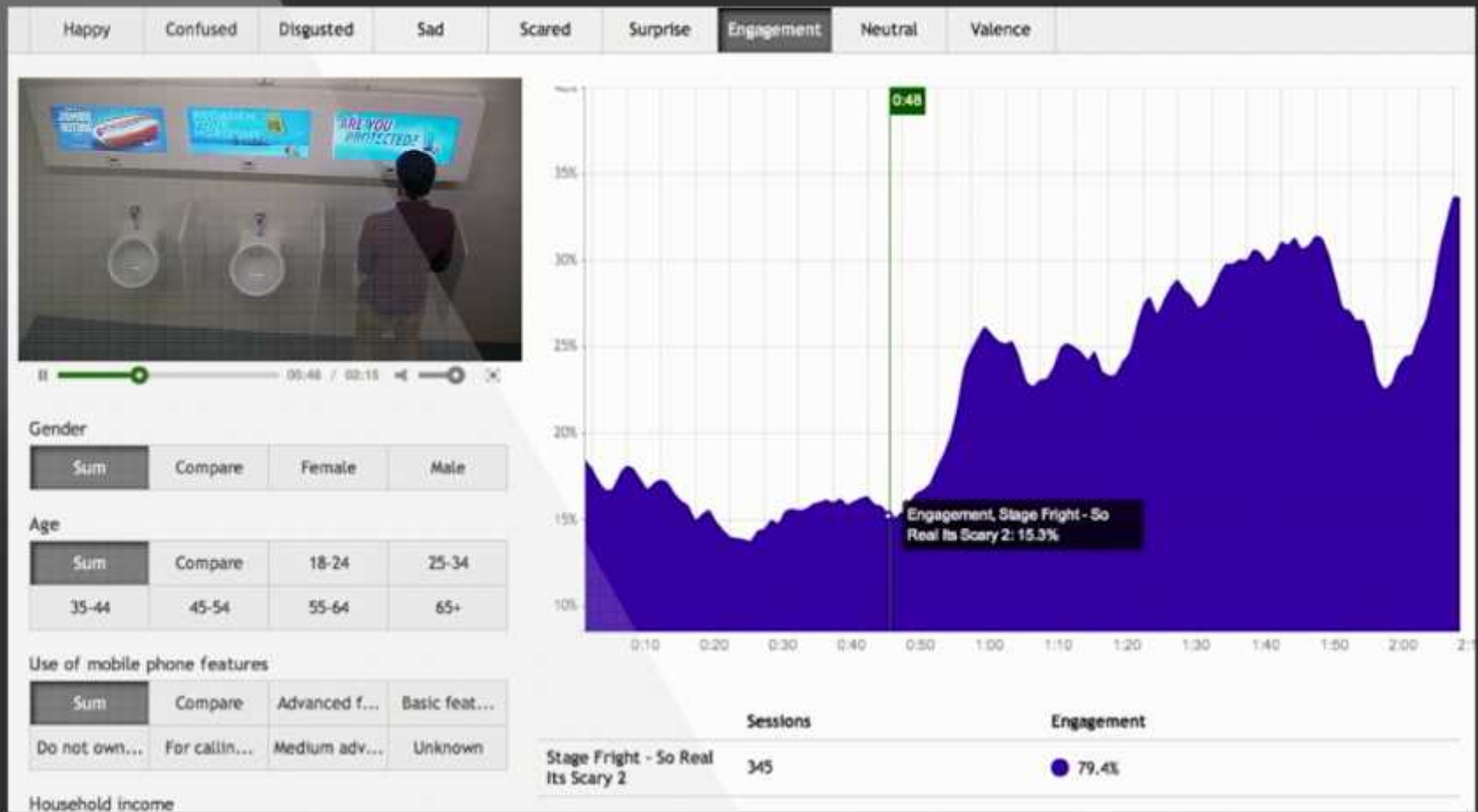
Impact
Kahneman's Peak-End





Case study





Minimal negative emotions throughout

Confusion is dominant emotion for first 45 secs, lowering attraction

Surprise	Scared	Sad	Disgusted	Confused	Happy
55.7%	35.9%	27.0%	28.4%	40.3%	66.7%

Increasing trend in happiness means higher engagement

Happiness spikes and dominates throughout

Happiness drops, but video ends with peak, leaving viewers with strong impact



LG

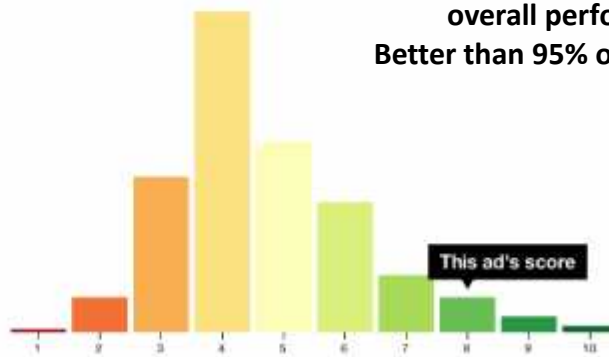
So Real it's Scary

Emotional
Impact

EmotionAll Score



This video has very good overall performance. Better than 95% of videos.



Attraction

6

Retention

8

Engagement

8

Impact

8

real
eyes

Be on

A Division of
AOL NETWORKS



LG

In-depth analysis



Emotional Impact

Age

Income

Competitor

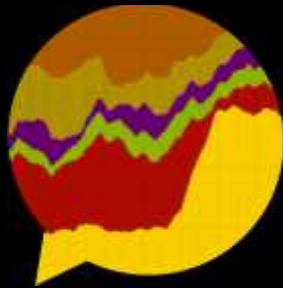
Countries



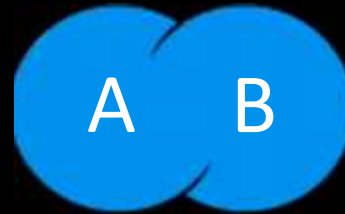
A Division of AOL NETWORKS



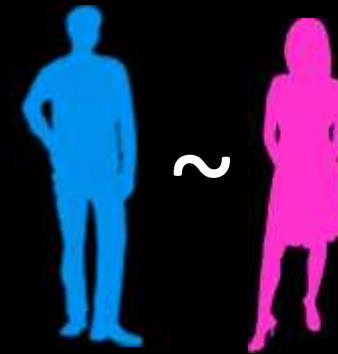
LG Conclusions



Confusion in the first 45 seconds lowers attraction. Happiness spikes and dominates throughout.



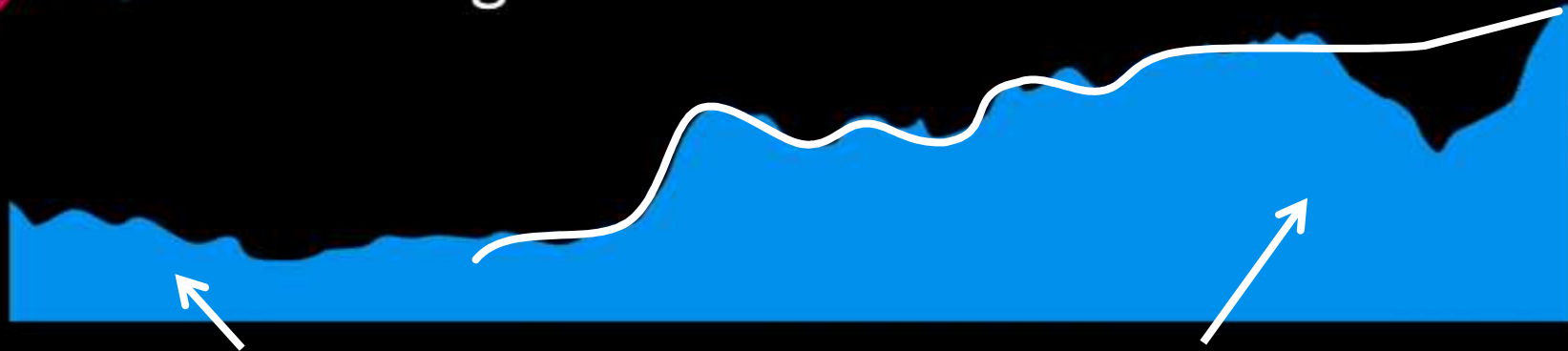
Compared with video A, LG leaves viewers with a higher impact.



- 18-34
- Single, divorced, separated.
- Low or very low income.



A Division of
AOL NETWORKS



Get attention with a strong spike of surprise and happiness in the first eight seconds. Avoid confusion.

Prevent drops and end with a spike for the strongest impact.



Ending with an engagement spike benefits the syndication strategy of publishers with higher play-to-end rates.



Syndicate to relevant audiences with the highest engagement.



Activate the video across UK and US audiences



<http://beon.aolnetworks.com/en/advertisers/case-studies/technology>

real
eyes

Be  on

A Division of
AOL NETWORKS

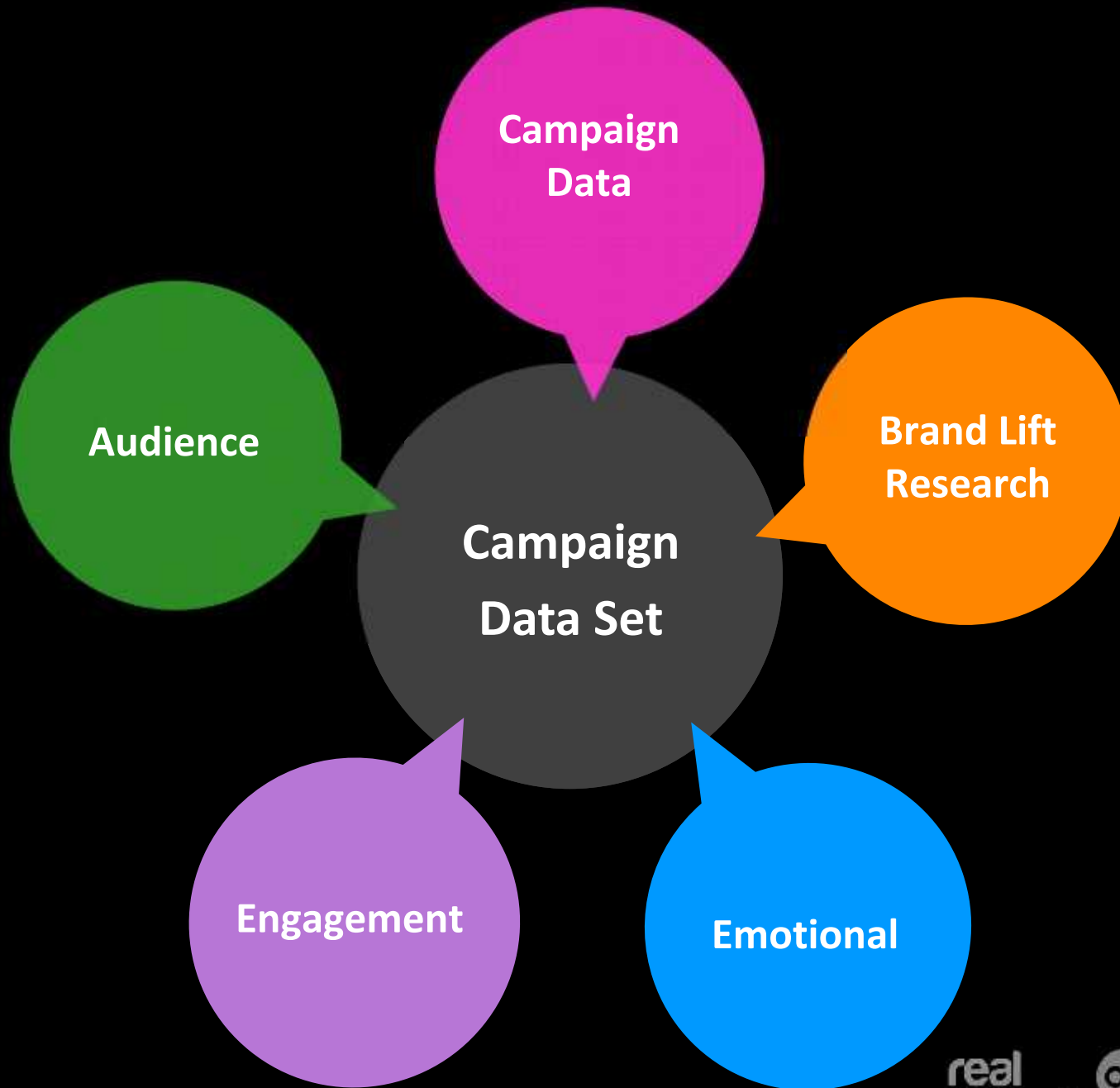
**Campaign
Data Set**

Emotional

real
eyes

Be on

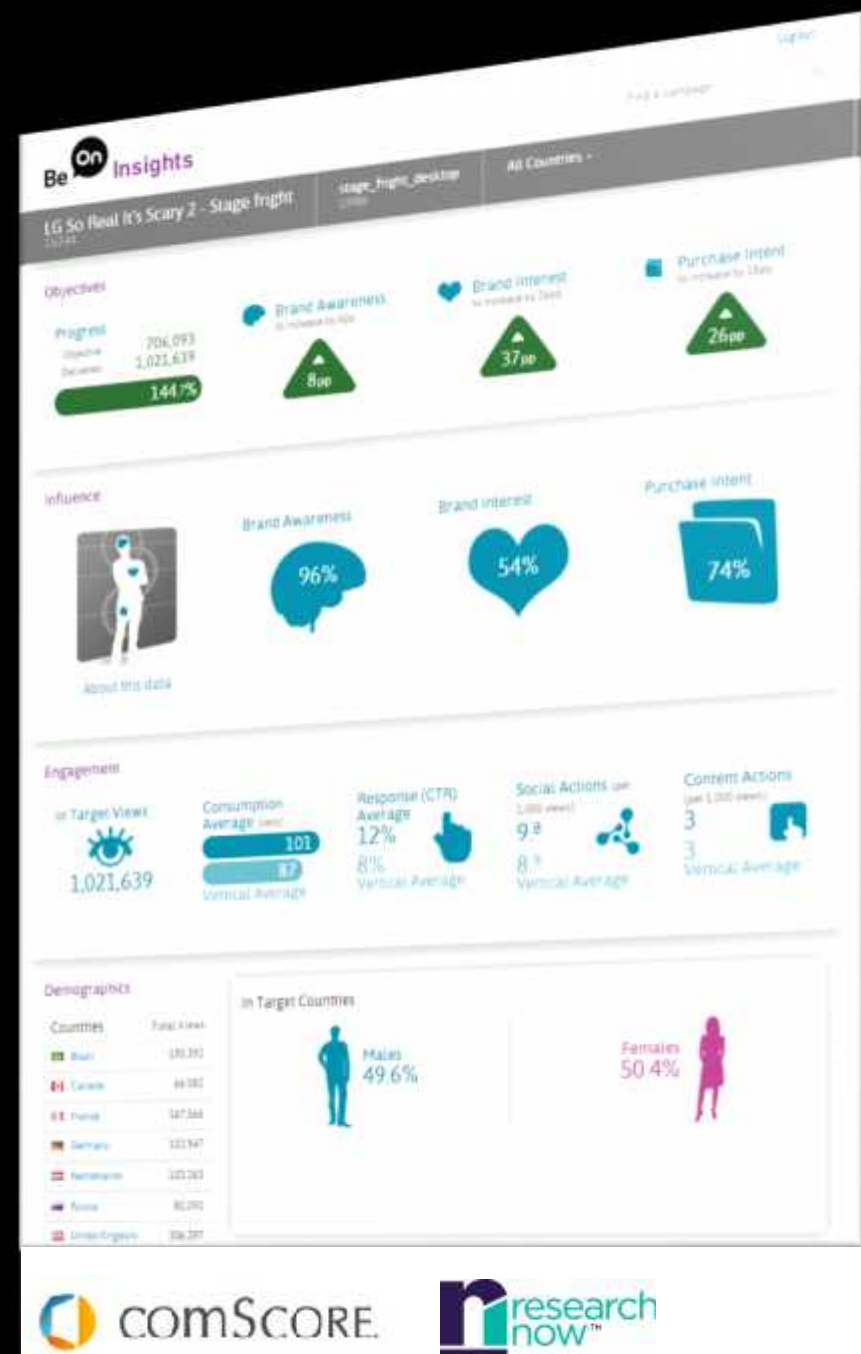
A Division of
AOL NETWORKS



Be On Insights

Revolutionising measurement

The most advanced campaign reporting tool, utilising industry standard brand lift measurement, audience profiling, engagement and emotive analysis to provide ROI visibility.



Consumers love emotional content...

3x

higher average
view to end %

8x

higher click
through rate

20x

better in
converting views
into social
actions

100x

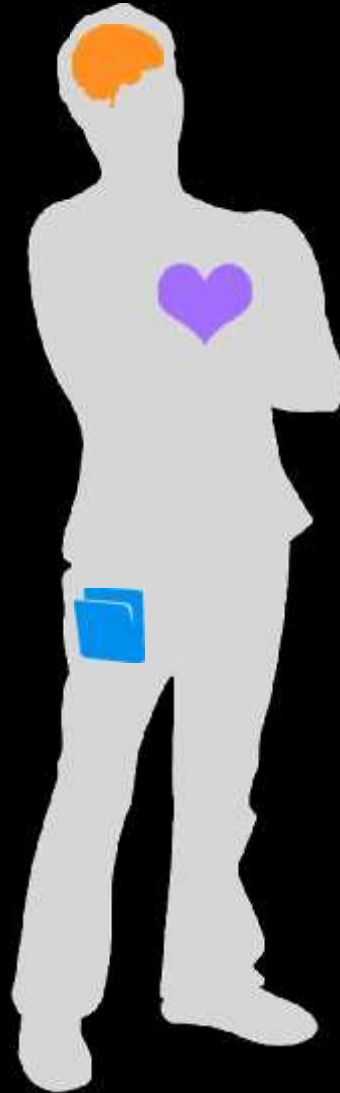
Quicker in
attracting
viewers

Source: Be On research

...and it also creates ROI

8pp
increase in Brand
Recommendation

7pp
increase in
Purchase Intent



14pp
increase in Brand
Favourability



Impact Model



Create

+



Syndicate

=



Measure

**Measuring the
response to
the branded
content**

**Evaluating the
impact on the
brand**

**Estimating the
ROI**
(& what BC is doing vs.
other campaign
elements)

Non-survey based approach



Perrier's "Le Club"

11.5m views on YouTube

#1 tweeted about video in France (a tweet a second)

2000 facebook fans in 2 days

Quasi-survey based approach

100,000 people interacted with Persil on the forum

25,000 people aged 18-35 bought tickets to the event

9% uplift in brand awareness among target audience*

8% increase in brand usage*

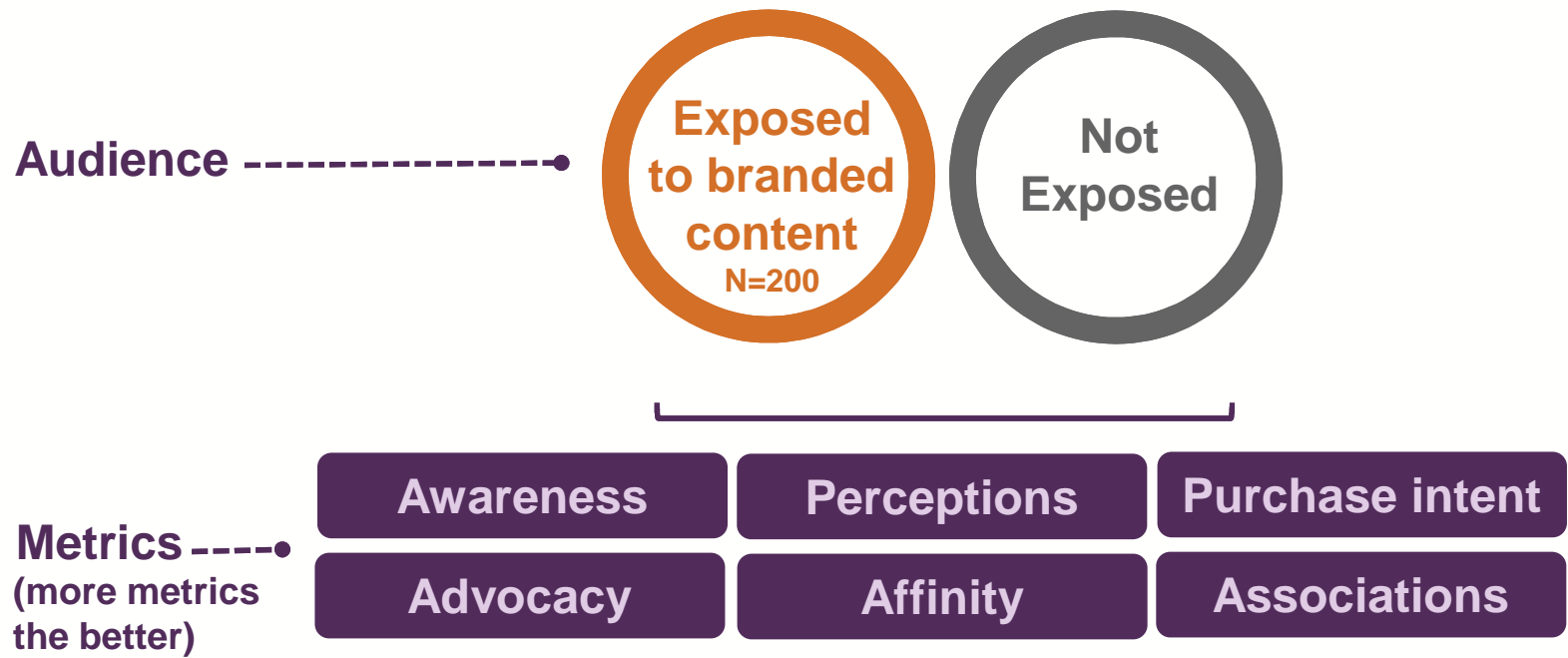


*Source: TNS Russia

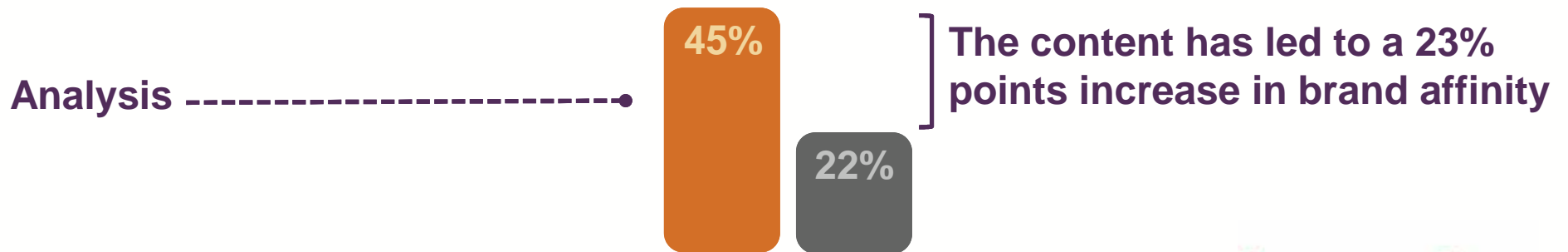
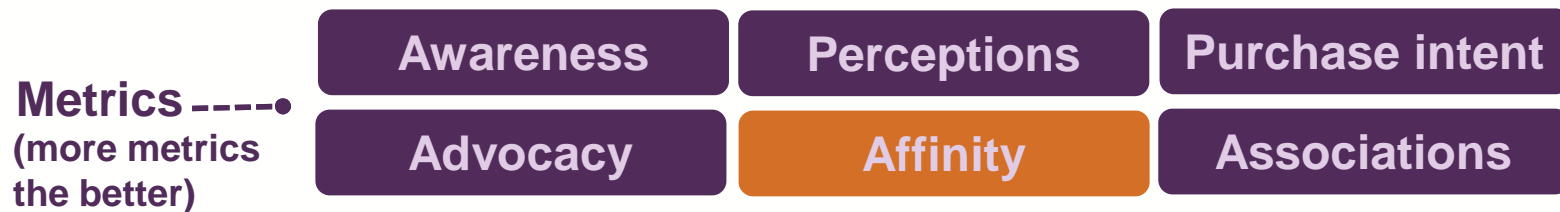
Survey based approach



Survey based approach



Survey based approach





Aired on UKTV at a time when paid-for references for products and services were NOT permitted in TV shows in the UK





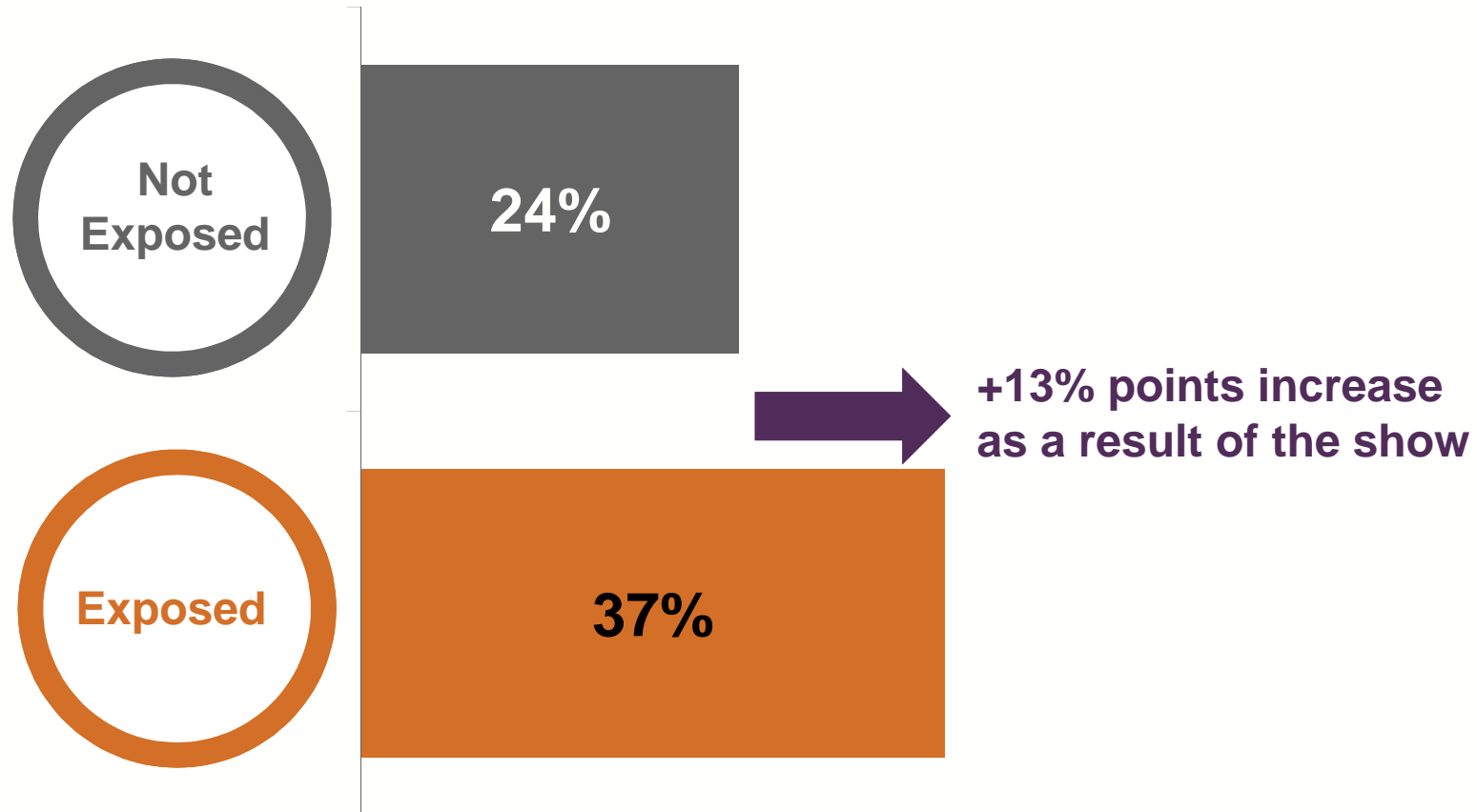
contentmonitor

- 900 adults aged 18-44 in the UK were interviewed
- Five groups of respondents
 1. Not exposed
 2. Exposed to promo only
 3. Exposed to promo and show
 4. Exposed to promo and website
 5. Exposed to promo, website and show

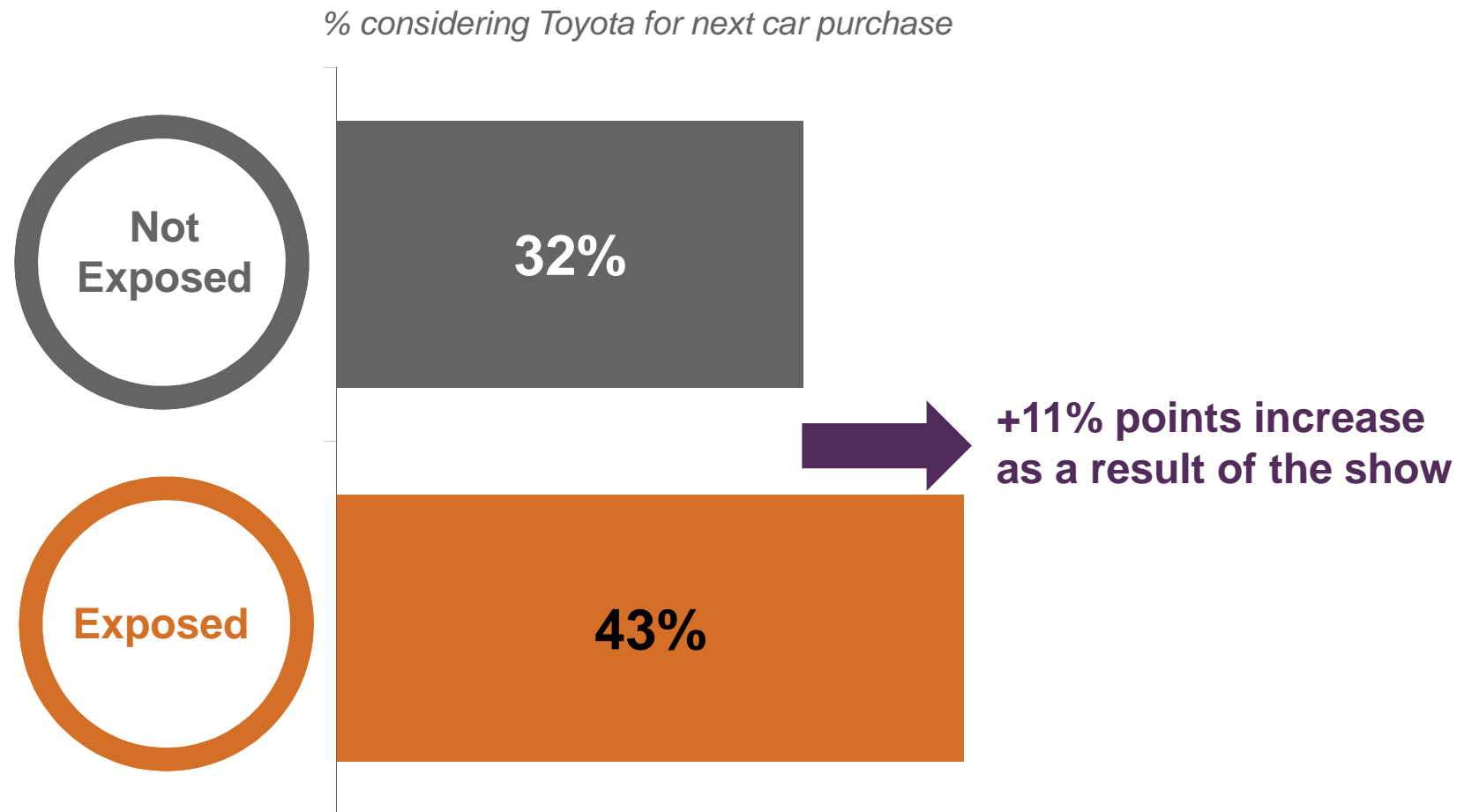


Impact #1: Unprompted awareness of Prius increased

% mentioning 'Toyota Prius' or 'Prius' (unprompted)



Impact #2: More people would consider buying a Toyota



Impact #3: The show strengthened perceptions of Toyota

+12% Leads the way in tackling environmental issues

+10% Safe

+9% Suitable for families

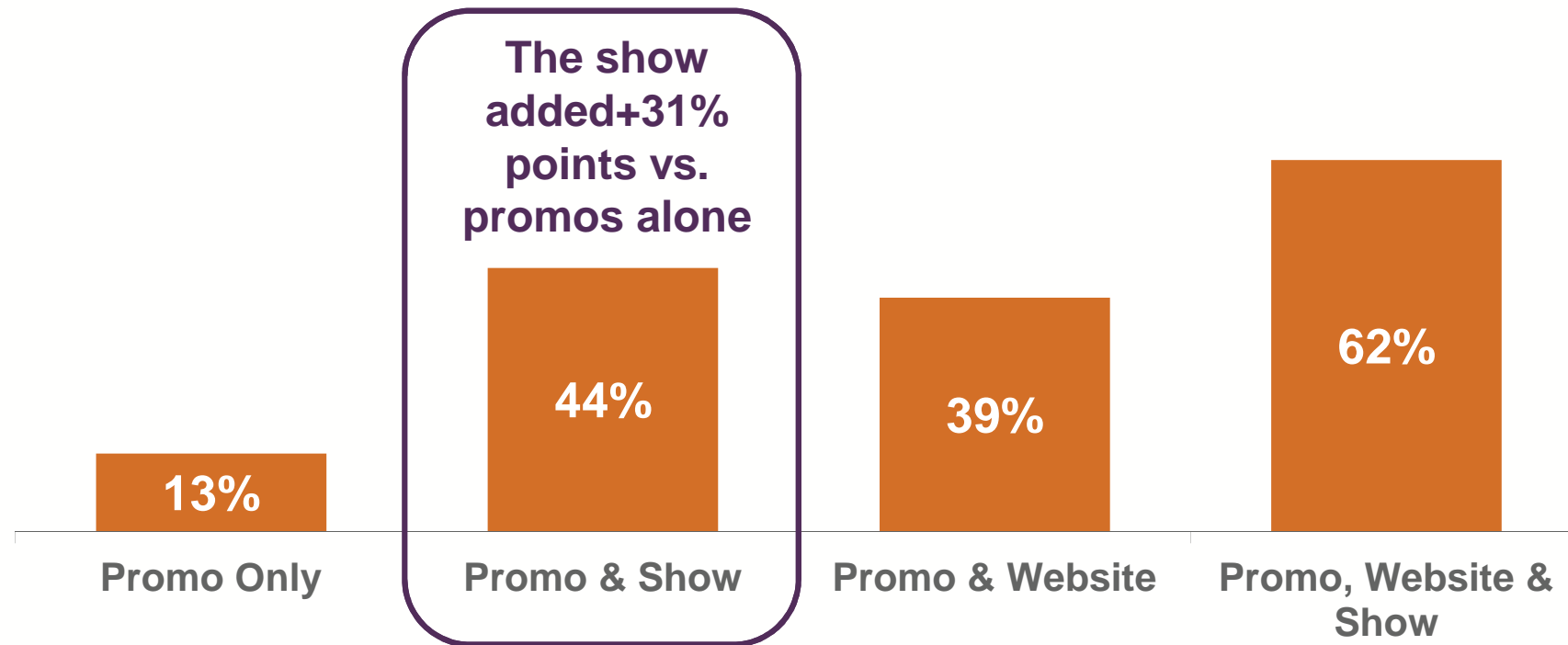
+8% Practical

+7% Honest

+7% Constantly innovating

+5% Warm / friendly

We can also analyse what each campaign element delivered...



% correctly identifying Toyota/Prius as the sponsor of Carpool once the name of the show has been revealed

**Measuring the
response to
the branded
content**

**Evaluating the
impact on the
brand**

**Estimating the
ROI**
(& what BC is doing vs.
other campaign
elements)



ROI of branded content in a complex world

Pointlogic Valuepoint - Respondent level modelling

What does Return on Investment (ROI) mean?

R
O
I



All the things a brand does

- Ads
- Sponsorships
- Branded content
- Product experience

Investment types



What does Return on Investment (ROI) mean?

R



All the things that happen

- Sales
- Brand health

O

I

The challenge

What have
you seen ?



What did
you do ?



What else
made you do
it ?



What we would like to know?

How many people saw the campaign from any source?

Did the branded content work against different KPIs?

Did the print ad work to communicate our new ranges?

Which KPIs were moved the most?

Did the tactical campaigns also move brand health?

Was my TV spend too high or too low ?

Could we have got by with fewer campaigns?

How did the campaigns work against my light users ?

Our approach in 4 steps

1

Understand what marketing consumers have been exposed to

2

Measure their brand attitudes and behaviours

3

Determine the links between marketing and behaviour

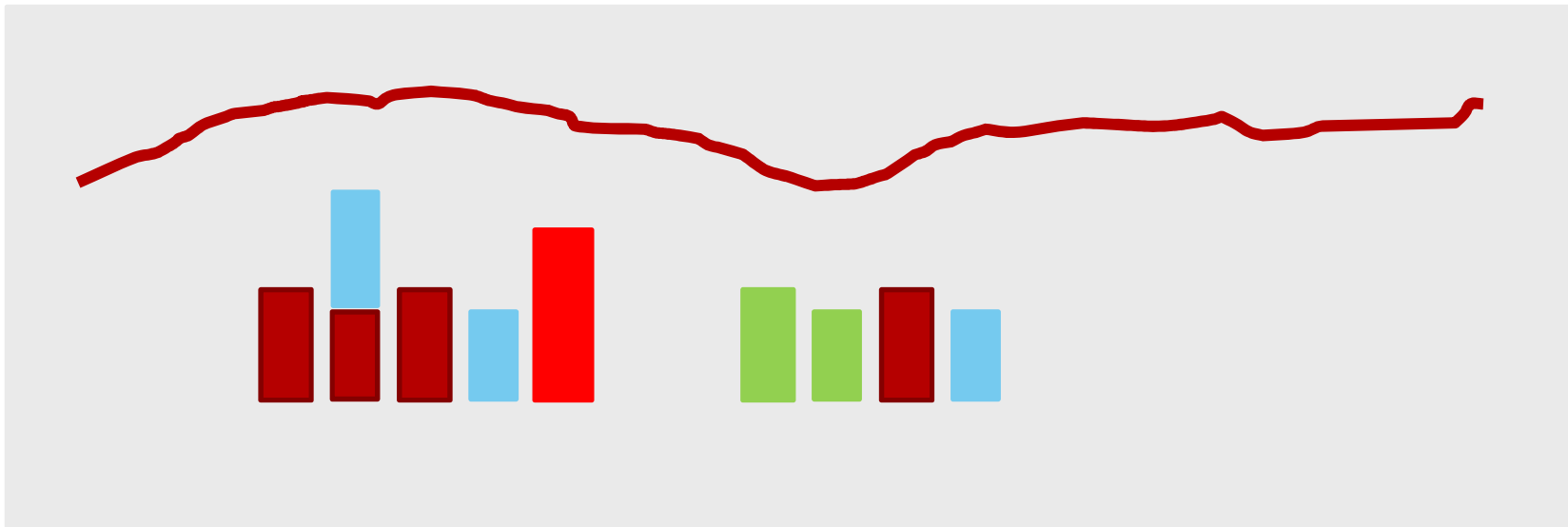
4

Feedback into future planning

Understanding Communication ROI

Traditional methods

- Aggregate modelling - Look at each week and work with total spend, total TV exposures etc.
- Struggles badly to isolate the effects of media in complex environments



We start with individuals...

Trialist
Trusts brand
Aware of ad message
Intends to buy us

What did they do or believe ?

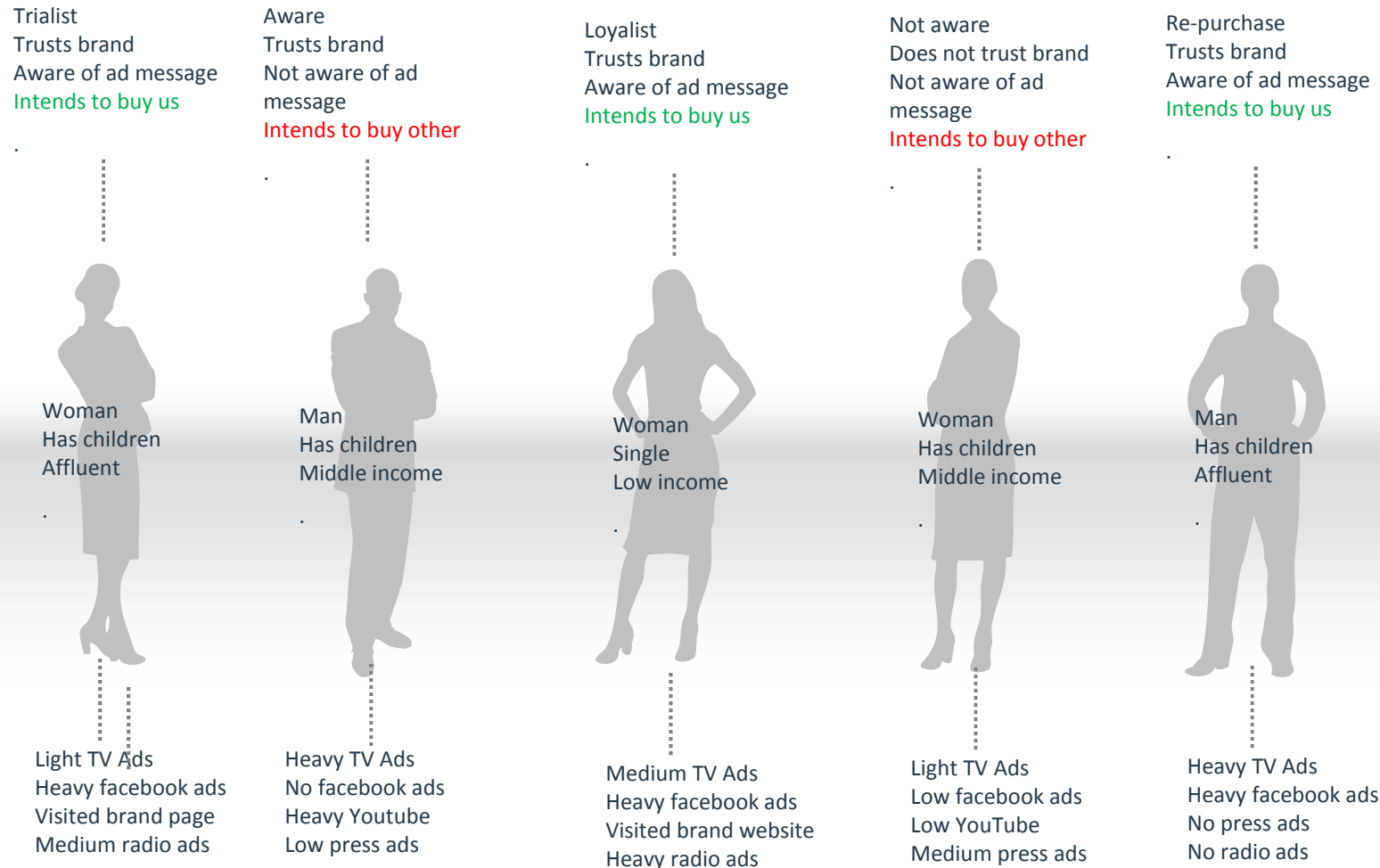
Woman
Has children
Affluent

What else makes them do that?

Light TV Ads
Heavy facebook ads
Visited brand page
Medium radio ads

What have they seen ?

As the numbers grow, we can isolate more effects...

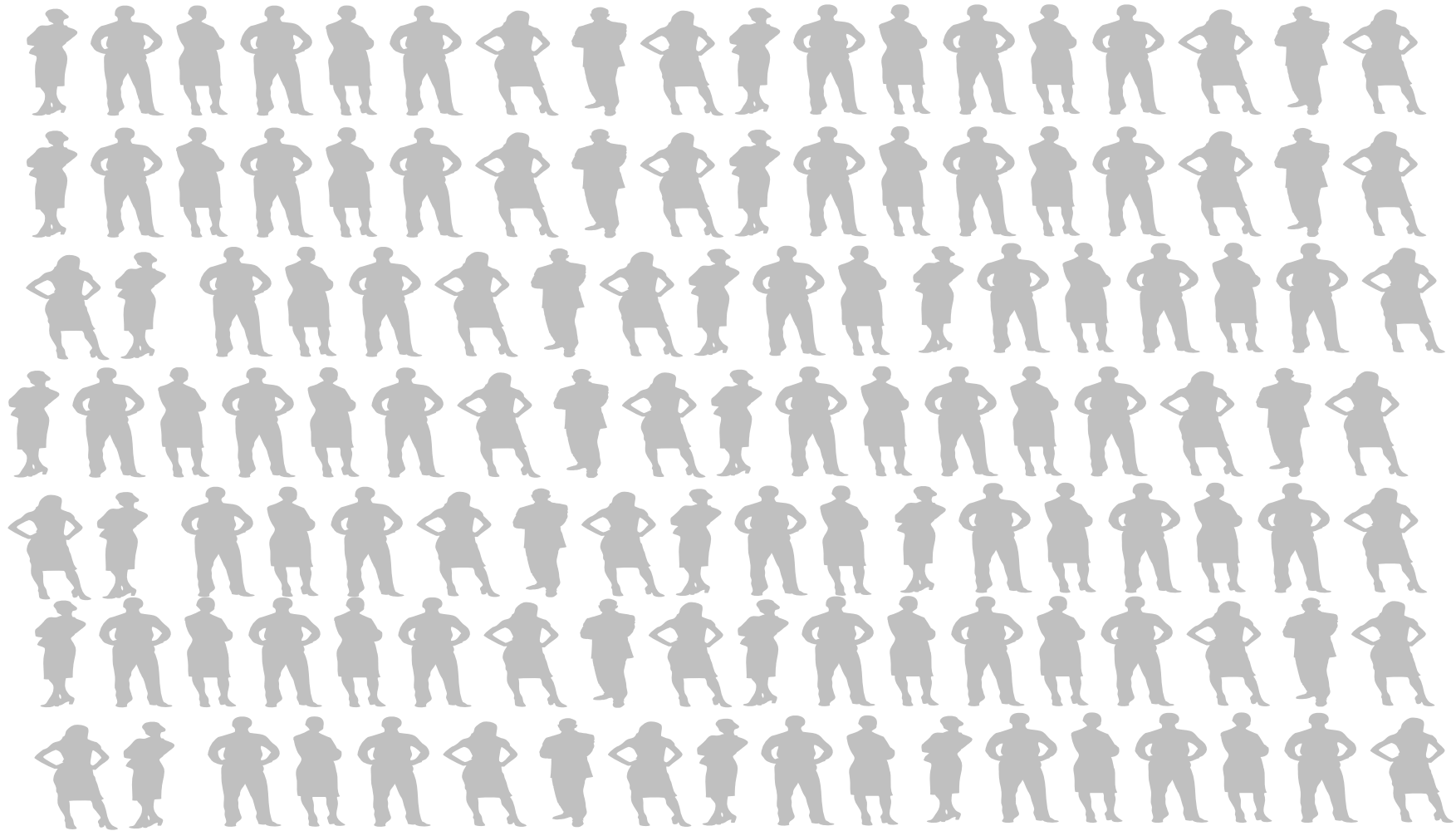


What did they do or believe ?

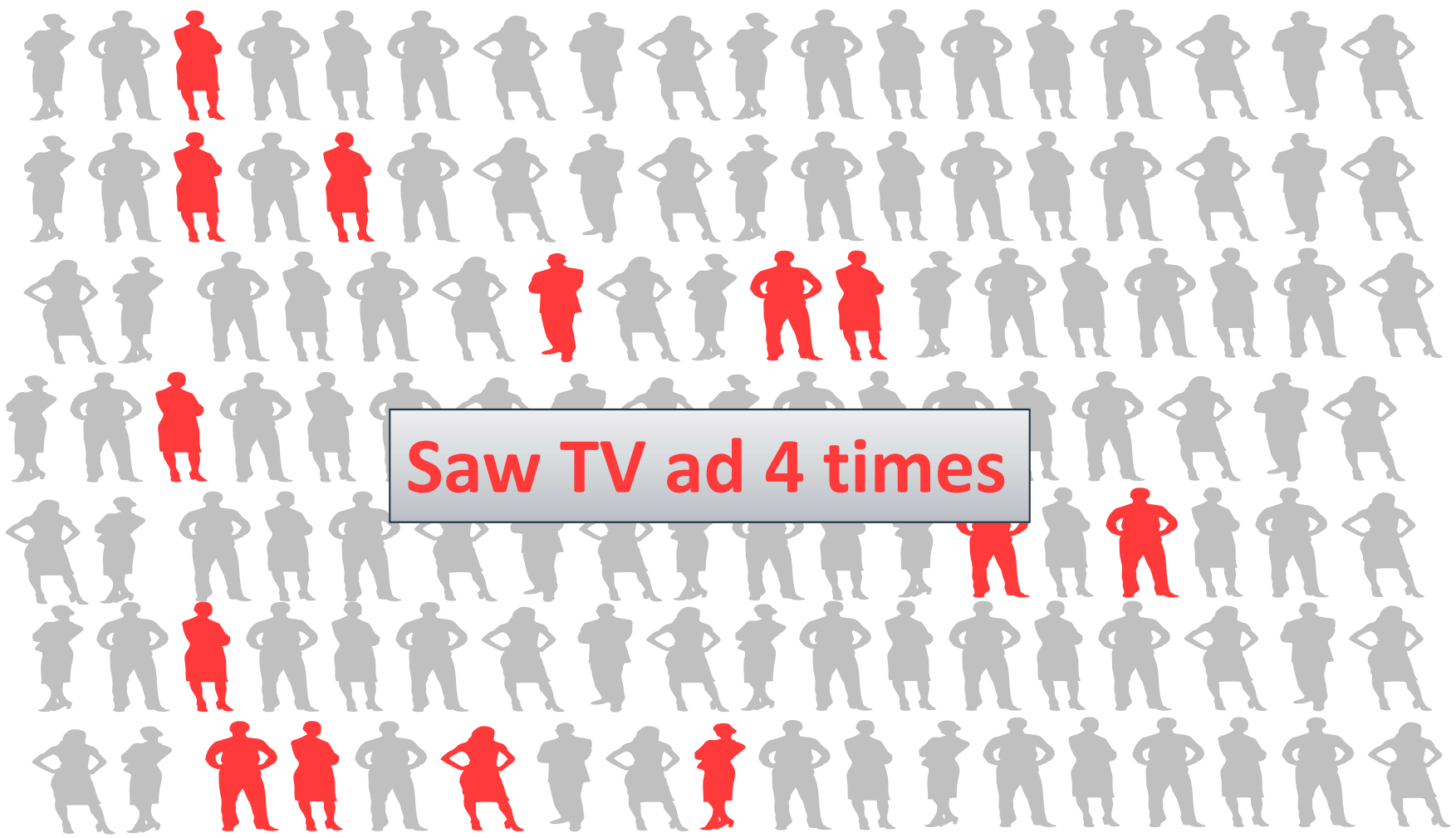
What else makes them do that?

What have they seen ?

Once we get up to bigger numbers, we can start to unpick ROI



Once we get up to bigger numbers, we can start to unpick ROI



Once we get up to bigger numbers, we can start to unpick ROI



Once we get up to bigger numbers, we can start to unpick ROI














Applying the power of modelling

- We then just need modelling to tease out all the causes and effects from the hundreds of individuals we have precise data for
- We can sort out the media effects but also understand what is down to their personal history and preferences
- We use new and powerful techniques to do this at respondent level




Example - modeling results

Which media have a significant effect and are cost efficient to increase the KPI?

	Product A Awareness	Product A Purchase intent	Product B Awareness	Product B Purchase intent
Television Campaign 1				
Television Branded content				
Print				
Online Campaign 1				
Online Campaign 2				

 Significant, highly cost efficient

 Significant, less cost efficient

Practical implementation

- The media agency and client supply details of all the media activity at a detailed level
- In a survey (existing tracker or custom) we measure all behaviours, brand health and media usage
- Branded content can be specifically probed for
- From the media usage we can estimate how many exposures to all the campaign activities
- Then we do the modelling
- Then we load the results into our planning tools

Software to use insights for scenario planning...





Leadership Series

*How to Effectively Use Market Research to
make your Branded Content more Effective*



Thank you.

