



contentmonitor

A brief intro

***Content Monitor* is an essential tool for media agencies, creative agencies, PR agencies, production companies and media owners for planning and evaluating content driven campaigns**

The approach gives an in-depth insight into:

1. How the campaign is performing against key brand metrics, allowing ROI to be determined
2. Which elements of the campaign are performing the most strongly in meeting the campaign objectives
3. What could be done differently to support the campaign more strongly and optimise its ROI

Content Monitor has been developed with three leading organisations in the area of advertising, planning and research – the BCMA, Ipsos MediaCT and Pointlogic – and is modular in its approach, making it suitable for all sizes of campaign.

A brief intro

Content Monitor has secured industry backing...



And has assessed the effectiveness of campaigns for...





Methodology

Overview of methodology

- There are two parts to the *Content Monitor* approach
 - The front end is Ipsos MediaCT's versatile and precise content evaluation
 - The 'optional' back end is *Pointlogic's Commspoint Influence*™ system, which is used by many of the leading media agencies
- The Ipsos MediaCT 'half' evaluates the power of the different elements in the campaign in meeting the objectives
 - Displaying the media in a **'distracted exposure'** reel
 - ...and using a **'test and control'** design
- The Pointlogic 'half' takes this data and converts it into a media planning tool - looking at the power and the reach of each element as well as the synergy between elements
- The output answers the initial questions of **'did the campaign work'** and **'which elements were most powerful'** and then reveals **what could have been different** with a different media spend/mix or what media plan would have been needed to reach different objectives

Measuring the power of creative

- The starting point is measuring the power of the creative content
- We do this using **'Distracted Exposure'**, whereby consumers are exposed to the elements of a campaign which we want to evaluate within clutter as part of a survey
- It **replicates the busy media environment** of today and includes a great variety of media experiences
- Throughout the experience **respondents believe that the focus is on the content of the reel** (be it a TV show, magazine, website etc.). We ask them questions about this content directly following the distracted exposure before moving to the brand related questions which lie at the heart of the study
- The respondent is not aware that the survey is about advertising and it **avoids placing undue attention onto the campaign element**, such that we get a more accurate read on its 'power'

Potential 'Distracted Exposures'

Testing TV shows, ads, sponsorships and product placements

We use Flash to stream TV shows to the target audience.

For testing TV ads, we play two different TV shows and include an ad break featuring your ad

For testing product placement, we can select a relevant section of the show including the placement



Print media

We can use software to create 'virtual magazines' and newspapers with the pages turning automatically to allow us to look at the impact of editorial and display ads.

'Interactive virtual magazines' enable respondents to flick through the pages at their own pace and zoom in on articles of interest

Potential 'Distracted Exposures'



Testing websites/online ads/brand channels

For clients such as YouTube we have tested advertising on their sites by using a combination of page scrapes and hot buttons to give the impression to respondents that they are on the live site.

The respondent believes they are being asked to look at the site in question and does not give undue attention to the advertising.

Blogs, social networks & UGC

We can also look at the impact of blogs, social networks and user generated content on sites such as YouTube to see what impact these have on the brand.

Great events/experiences lead to a lot of chat and content on the internet. Rather than measuring the impact of the actual event on the several thousand attending it, we are looking at how the event reaches and influences a much larger number of people afterwards.



Potential 'Distracted Exposures'

Radio and outdoor advertising

We use a 'virtual walk' or a 'virtual drive' to measure the power of radio and/or outdoor advertising.

This sees us show a walk or drive from the first person perspective around a major city.

When testing radio advertising we ask respondents to look out for certain elements but the real point of interest is the fact that the radio show will be playing over the top of the video.

For outdoor advertising we insert the relevant images into natural settings in the video (e.g. billboards, bus stops, underground adverts etc...)

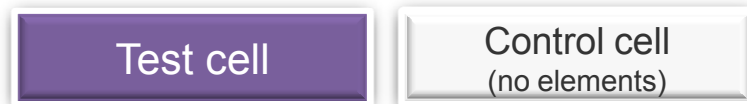


Test & control design

- The *Content Monitor* approach uses a test and control design which allows for a **high degree of flexibility**
- This approach has **three main advantages** over a 'pre and post' design.
 - We can test old campaigns, as well as campaigns which have yet to start and campaigns with a very niche audience
 - It reduces 'noise' in the data as we are controlling what each consumer is seeing, so all other things being equal we can determine precisely the effect of the campaign
 - We can accurately identify the contribution of, and synergy between, different elements of a larger campaign
- Regardless of the number of campaign elements a respondent in a particular cell is exposed to, the overall duration of the 'Distracted Exposure' remains the same to ensure that **all respondents have the same user experience**

How many test cells?

- **Depends on how many media elements you wish to evaluate**
- The basic principle is that as a minimum we need to test each campaign element selected for the evaluation in isolation as well as all pairs of elements and the holistic campaign
- If there is only one element (e.g. just an AFP, or just a home page takeover) to a campaign then we will have one test cell and one control cell



- If there are two elements to a campaign (e.g. in-game sponsorship and a short form branded vignette) then the cell structure looks like this



An example structure

- If we were testing the effectiveness of a campaign using both a home page takeover and a short form branded vignette we would recommend the following cell structure:



- The distracted exposure media experience could be...





Key Metrics and Deliverables

Key metrics

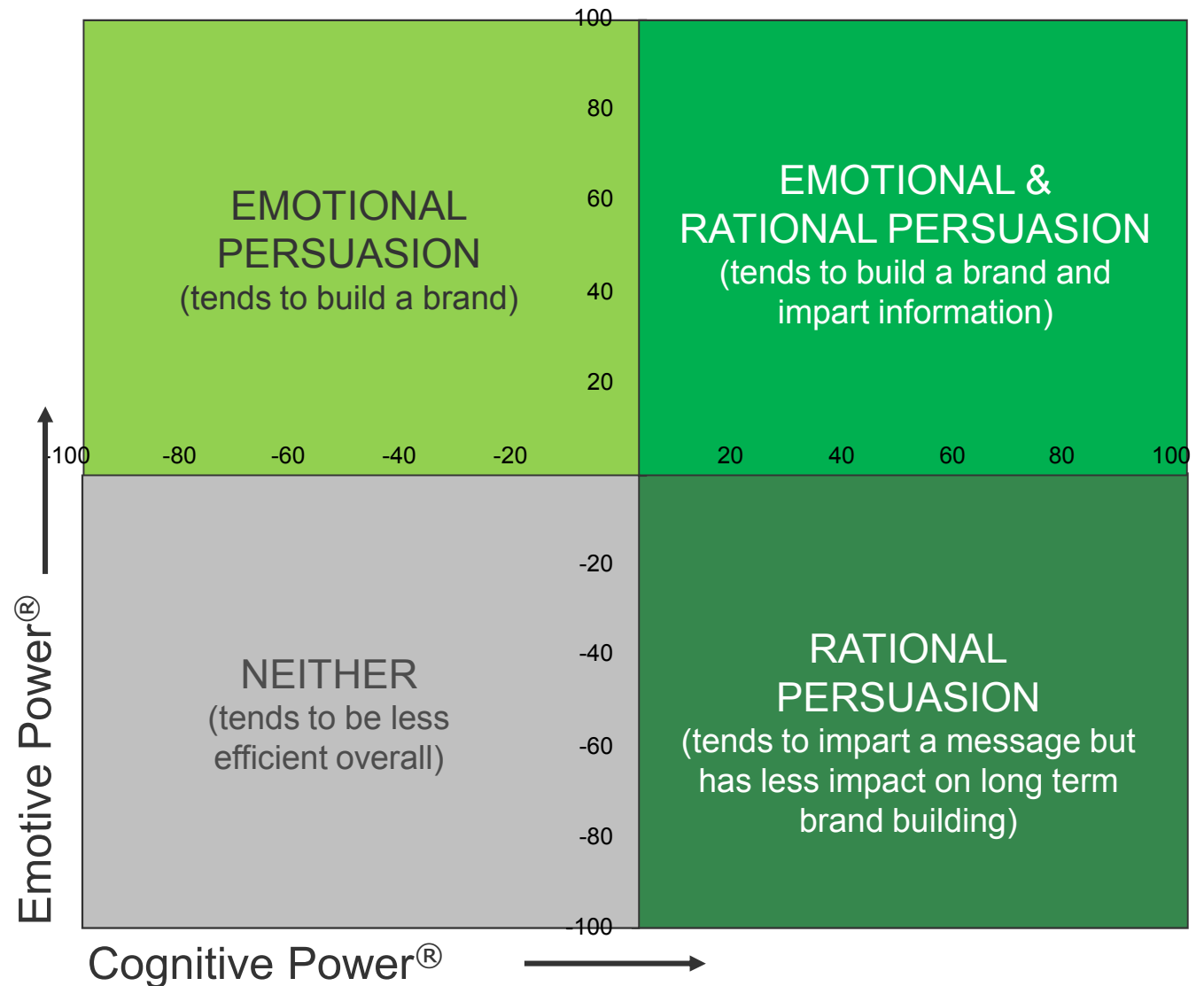
- Shown below are the key metrics included in the *Content Monitor* approach
- These **provide a complete evaluation of the impact of a campaign**, as well as the reasons why a campaign is performing strongly or below expectation.
 - Cut-through (e.g. unaided recall of anything they remember from Distracted Exposure)
 - Awareness of the product advertised
 - Interest/intention to purchase
 - Perceptions of the product
 - Perceptions of the channel
 - Diagnostics (e.g. likes/dislikes of the content)
- You also have the **flexibility to include additional metrics**, specific to your campaign objectives
- An important part of Ipsos Media CT's approach to evaluating content is that it also **recognises the importance of emotion**

Measuring the emotional response - the CEP™ Test

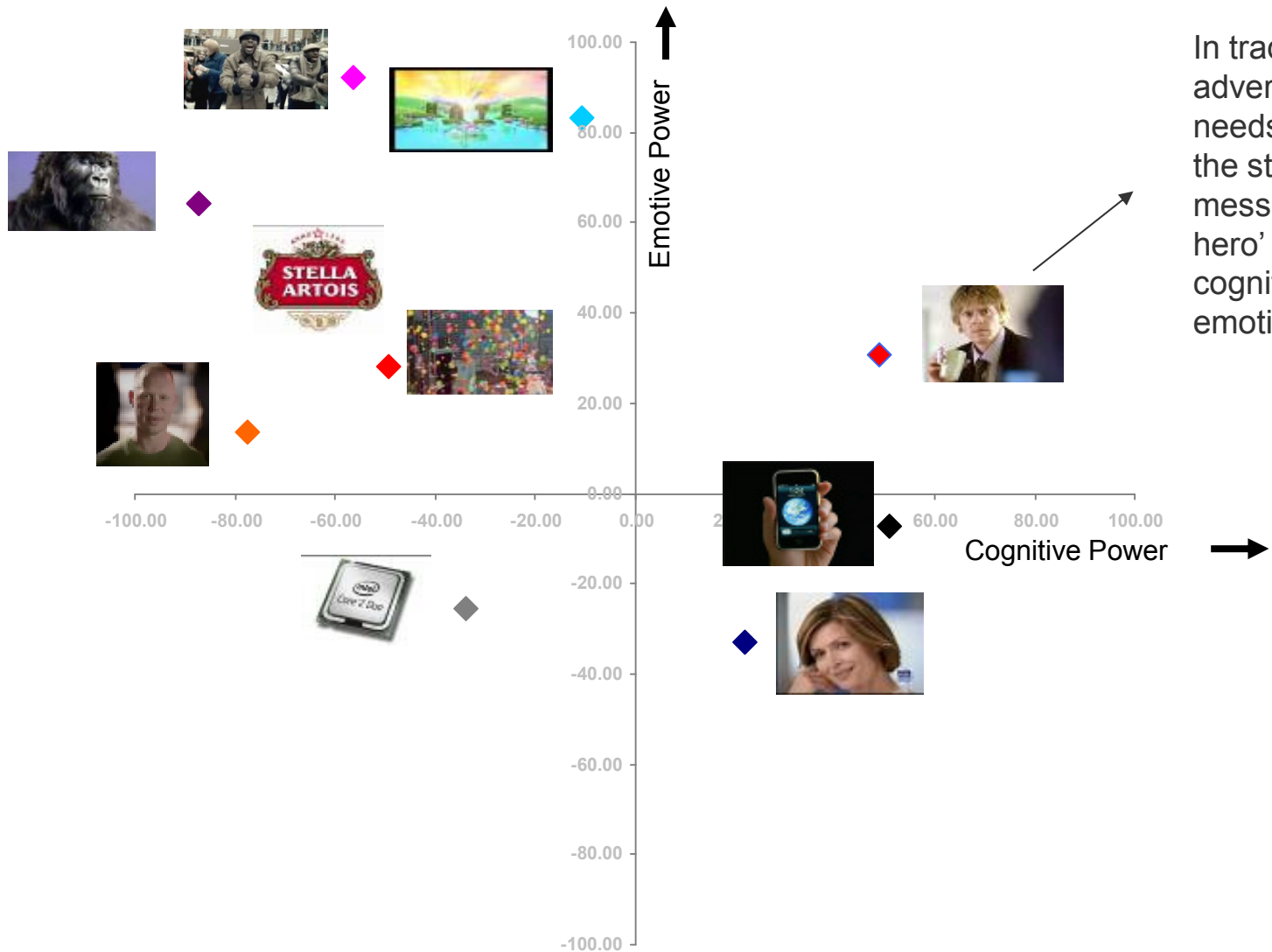
The CEP™ Test is an important part of our campaign testing approach and was developed with Dr Robert Heath, author of *The Hidden Power of Advertising*.

This part of the test involves a forced exposure to the content, followed by a series of questions where the respondent rates the content on 10 different elements. Using an algorithm the responses to these elements are converted into a score for:

- **Emotive Power** (strength of subconscious *feeling*)
- **Cognitive Power** (strength of conscious *thinking*)

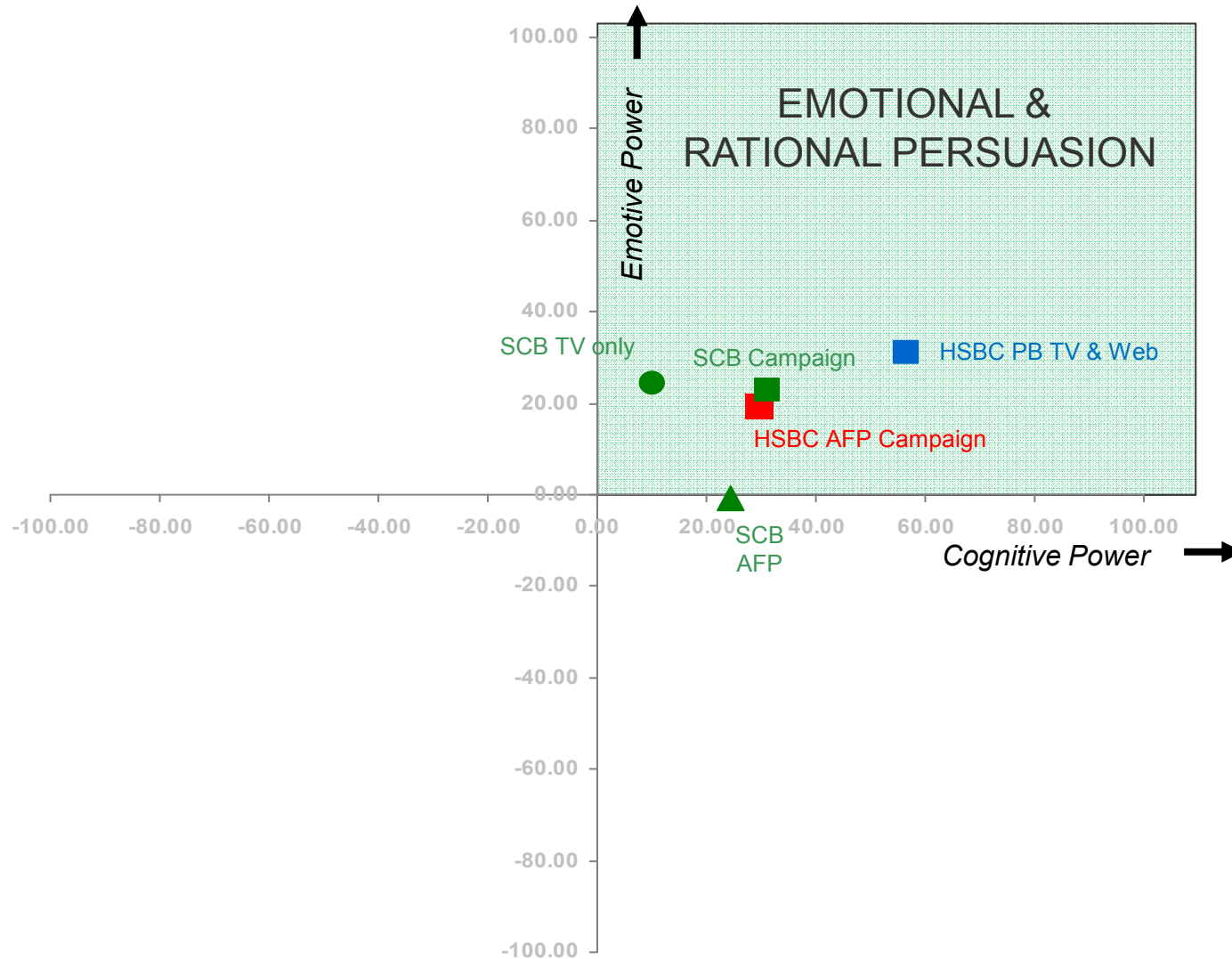


Traditional ads can find it hard to be both emotional and cognitive



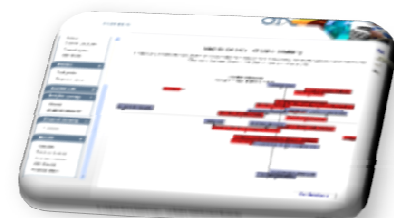
In traditional TV advertising the brand needs to be central to the story and the message – ‘brand as hero’ – to get both cognitive and emotional power

Branded content and traditional advertising can work together to produce a campaign that is both emotive and cognitive



Content Monitor deliverables

- Depending on the size of your campaign and your research objectives, there are two parts to the analysis
- The first part evaluates **how well the campaign has worked** vs. the objectives and identifies strengths and weaknesses in the creative approach
- The second involves *Pointlogic's Commspoint Influence*™ media planning system. This uses the survey results and translates them into a response curve to capture diminishing returns. It also manages costs, reach and frequency and other planning details. This optional part of the analysis **looks at 'what ifs'** to see how the campaign would have performed vs. each objective with a different spend and a different mix
- Both parts (if applicable) are combined into **a single exec summary**





Example Investment

Example Investment

- The fees shown below are for evaluating different types of campaign and exclude the cost of *Pointlogic Commspoint Influence*™ modeling
- The example costs below are for interviewing a nationally representative sample of adults aged 18-55 in the UK (200 per cell) with a 20 minute interview length on average

	Cells Needed	Investment
1 campaign element	1 control 1 test	£12,650
2 campaign elements, each tested only in isolation	1 control 2 test	£16,250
2 campaign elements, tested in isolation <u>and</u> combined as a 'campaign'	1 control 3 test	£19,850
Cost per additional cell of 200 completed		£3,600

- All fees shown are indicative only and exclude VAT
- Exact costs will be provided on a project by project basis upon request

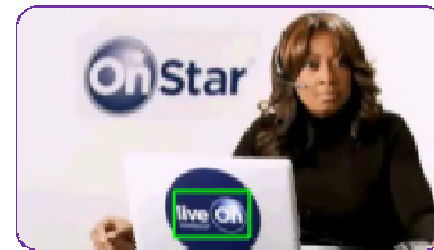
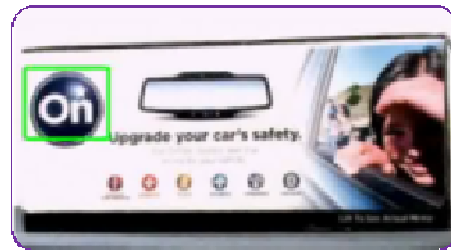


Further Developments: Product Placement Considerations

Position, duration and quality



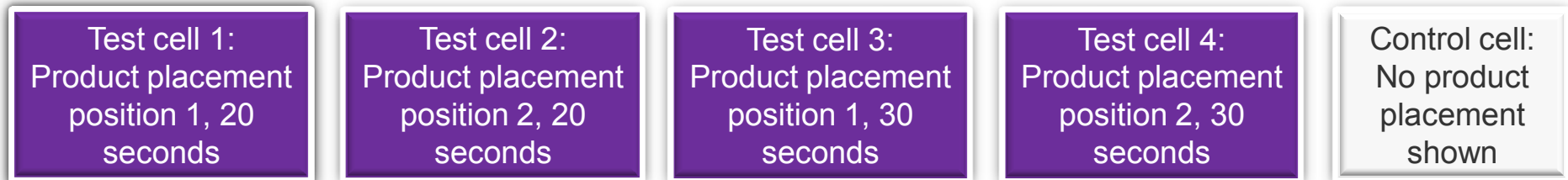
- An important element to consider when testing the effectiveness of Product Placement is to fully understand the placement that is being tested, including (amongst others)...
 - ...how long the product was on screen
 - ...where on screen it appeared and for how long
 - ...how visible it was (i.e. fully or partially visible)
 - ...is it a static or interactive placement



Position, duration and quality



- The research objective may actually be **to determine the effectiveness of different types of product placement** based on factors such as position on screen, length of exposure or static vs. interactive
- The test & control and distracted exposure methodology of *Content Monitor* can be adopted to meet these research needs as well. For example:



- Comparisons of each test cell against the control cell will indicate **which positioning or duration would be most effectiveness** at meeting the objectives of the product placement campaign

Sample selection for testing product placement



- As previous research has shown, viewers who are more engaged with the programme content are less likely to explicitly notice product placements
- For this reason, it is important to design a sample universe that includes ‘true fans’, ‘occasional viewers’ and ‘passive viewers’ (i.e. only watching when someone else has chosen the programme) of the show hosting the product placement
- The design of the sample should match across all test and control cells



Further Developments: Incorporating 'Big Data'

Mixing 'Big Data' into *Content Monitor*

- When brands partner with certain online media owners, or are the owners themselves, what additional insights can be gleaned from the wealth of data the media owner potentially has on the individuals actually viewing the content?
- How can this information be incorporated into a campaign evaluation study and be used to **increase the relevancy** of the findings to the partner brands?



**BIG
DATA**



contentmonitor



Mixing 'Big Data' into *Content Monitor*

1. Defining the most appropriate target sample:

By providing the exact profile of those having experienced the content, we can ensure we are inviting the most relevant demographic groups to take part in our survey



2. Providing additional data on 'actual' behaviour:

Content Monitor is able to effectively test differences in opinion and behaviours between those exposed and not-exposed in a test environment. The ability to also include 'actual' rather than just 'claimed' behaviour will add rich context to our results. Information on the viewers' online journey during and after viewing the content will be insightful

3. Providing additional samples:

We can invite actual viewers of the content to take part in the research. These individuals could form an additional test cell and be split into groups: such as those who 'only watched', 'watched and interacted positively' and 'watched and interacted negatively'

Incorporating 'real' viewers of differing levels of engagement should show that the greatest rewards come from the most engaged audiences



For more information contact...

stewart.thomson@ipsos.com

+44 (0) 208 861 8116

