6. Measurement and ROI

We have forecast the Outputs (TVR, '000s viewers) and on transmission, actual audience figures will be available via BARB (Broadcast Audience Research Bureau) for the UK. Additional markets can be factored in when we have the specific data.

With regard to Outcomes (Awareness, Consideration etc.), we have provided some Case Studies albeit the actual Outcomes will not be known until after transmission. However, we can recommend a resource to measure these pre-transmission and post-transmission providing a comprehensive ROI analysis.

As an Accredited member of the Branded Content Marketing Association (BCMA), we have access to their Global Content Monitoring Tool (GCMT). This is operated by Ipsos MORI, a world leading research specialist.

The BCMA/Ipsos MORI GCMT has three key elements giving members and clients an in-depth insight into:

1. How your branded content campaign is performing against key brand metrics, allowing you to determine the ROI
2. Which elements of the campaign are performing the most strongly in meeting the campaign objectives
3. What you could do differently to support the campaign more strongly to optimise its ROI

It is completely flexible and can incorporate client data.

6. **Measurement and ROI**

Objectives

X Airways is aiming to reach new passengers and increase visibility as the 'Go To' airline in the UK and Hubs around the globe, in a Branded Content/ Sponsorship deal with ITV Network. We want to offer X Airways this unique opportunity but would like to be able to prove the impact and effectiveness of the partnership.

No matter what form Branded Content takes…its purpose is to have an impact on the brand:

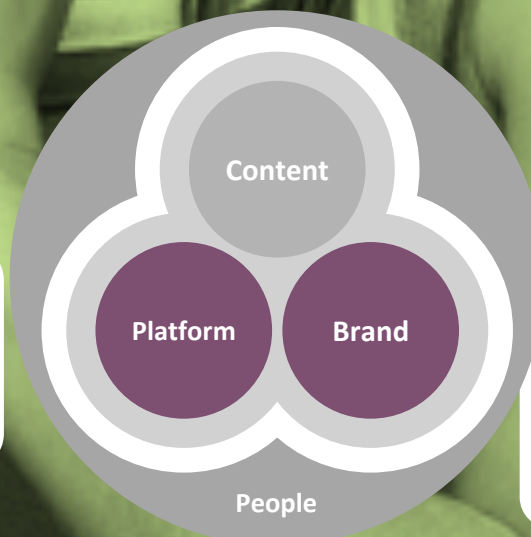Increase purchase consideration and activation

And/ or

Increase brand desire and other long term brand building effects e.g saliency

While there are many new and different ways to communicate through Branded Content, the way that brand impacts are created remains remarkably constant. **Why?** Because the way we make decisions remains constant…

Therefore the framework for success, is resonance for People with the…

Does the content grab and hold people's attention?
Does it provide them with some value e.g. information, entertainment, inspiration?
Does it motivate people to action e.g. to amplify the content, find out more about Airways and/or ITV

Content

Platform

Brand

Is it the type of content that they expect to find on the ITV channel/Hub/app?
Does it make the best of the ITV platforms' technology to deliver creative and surprising content?

Does it feel right for the ITV and Airways brands based on people's experience of them in the wider world?

People

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6. Measurement and ROI

We believe in a key set of principles across the phases…

1. **Brand Impact** is best gauged through observing differences between a **test and control** cell rather than by asking directly how content has changed their Brand perceptions
2. A **consistent framework** across creation, testing and assessment will enable a learning loop and as such at the end of each stage a detailed 'what to hold on to and what to avoid' record is created
3. **Not all KPIs** will apply to all pieces of content and therefore the **relevant KPIs** should be selected from the framework **based on the objectives** of that piece of content
4. **Behavioural metrics** should be included in the **evaluation of digital content** when launched to understand overall success

We will use a common framework of KPIs across the phases to aid learning through the process. KPIs will be chosen in line with the objectives of the particular piece of branded content.

	ATTENTION	ENGAGEMENT	IMPACT
CONTENT	Recognise Hook? Recognise Content	Engagement	Activation Amplification Revisit
BRAND	Link with Brand	Fit with Brand	Purchase consideration Advocacy Brand Building

6. **Measurement and ROI**

The proposed 'Test and Control' design reflects the reality of how people make decisions: we observe the impact of exposure through this design, rather than asking directly which 'one' is best.
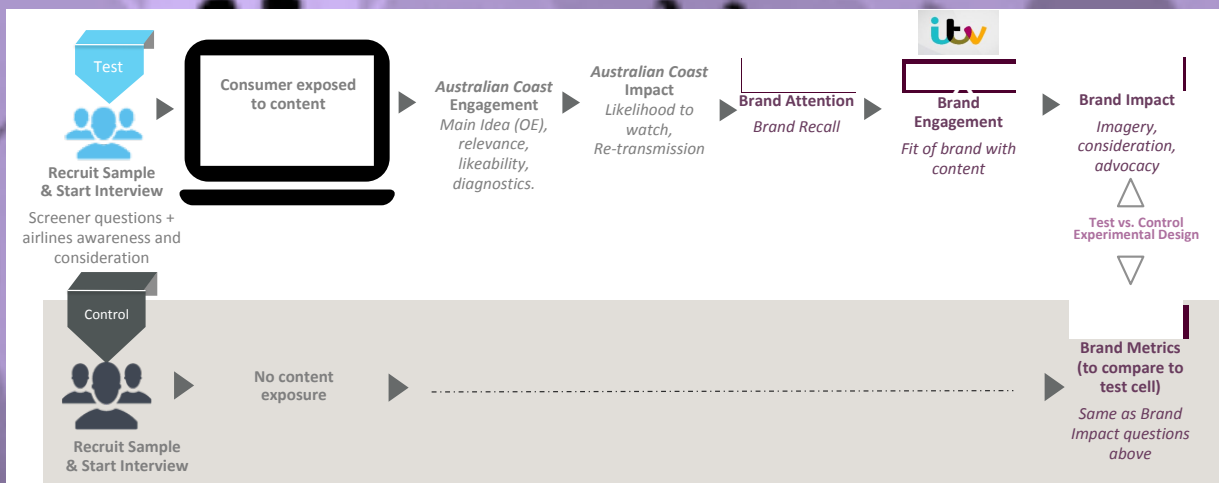
Below are our 'Suggested Questions' based on recommended metrics from our framework. This ensures we can evaluate the appeal of the content, the impact on the X Airways brand, and the suitability of the ITV partnership.

Content Engagement	Content Impact	Brand Attention	Brand Engagement	Brand Impact
Engagement: • Describe Main Idea of the content (OE) • How relevant is the idea? • Likeability scale • Content diagnostics, e.g. interesting, new/ different, enjoyable • James Nesbitt likability	**Activation:** • Likelihood of watching show **Amplification:** • Likelihood of telling friends about the show • Likelihood to talk about the show	**Link with brand:** • brand recall	**Fit with brand:** • How does the content fit with their perception of ▨▨ Airways? • Does it fit with their perception of ITV? • Is it believable?	**Consideration:** • Would they consider ▨▨ Airways next time they fly? **Advocacy:** • Would they recommend QA to a friend? **Brand Building:** • Brand Imagery, e.g. luxury, premium service, airline of choice, relevance

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6. **Measurement and ROI**

Outputs designed to drive impact

We know insights need to land and have impact. This needs to be simply put, succinctly delivered and visually engaging. We understand the impact of exposure to the content by observing the differences in key metrics between test and control cells. Cells are matched in every way, ensuring the only difference between them to explain differences in the data, is their exposure to the content (or lack of it)

Therefore, our reporting and debrief will:

• Show the potential of the partnership with X Airways

• Highlight the impact of the sponsorship on brand

• Be Insights led focussing on what the data is, what it means to the business and what to do next as a result

• Deliver best practice guidelines and principles on how to build best practice branded content

• Be design-led, visually impactful and easy to share across research and non-research teams alike

6. Measurement and ROI

We recommend a broad sample to reflect appeal of show

18+ UK adults with nationally representative demographic distribution

Sample size: n=500 per cell to ensure a robust sample size for key subgroups on which to run detailed analysis and understand impact.

Estimated fall out:
        35% 18-34
        19% 35-44 (quota: minimum n=95)
        46% 45+
        55% ABC1
        45% C2DE
        50%/50% gender split
        Regional nationally representative quota applied

We will match samples on X Airways consideration by weighting

6. Measurement and ROI

Approximate Timeframe

Item	Day (working day)
Commission	Day 0
Kick off call/meeting	Day 1
Draft questionnaire to GLB/Client	Day 5
Questionnaire confirmed (latest)	Day 7
Content sent to Ipsos	Day 7
Field start	Day 12
Field end	Day 20
Top lines	Day 27
Report	Day 30
Presentation	TBC (following report)

*Subject to field team availability upon commission

Investment

Total cost: £18,300 (Exclusive of VAT)

6. Measurement and ROI

Includes:

1 Test cell (n=500)
LOI: 10 min
Sample of 18+ UK adults (nationally representative)
Coding of 1 open end (brand link)

1 control cell (n=500)
LOI: 5 min
Sample of 18+ UK adults (nationally representative)

Deliverables in PowerPoint report format presented face to face in London

*Subject to Ipsos standard Terms & Conditions (available upon request)