Not all Reach is Equal

An investigation into the platforms that best limit memory decay

THE BENCHMARK SERIES

A NEW STANDARD IN MEASURING THE TRUE IMPACT OF ADVERTISING

think TV

The *Benchmark* Series

- The *Benchmark* Series seeks to **challenge common assertions around what works** and doesn't work in media.

- Enlisting **Prof Karen Nelson-Field** fromThe University of Adelaide, *Benchmark* is an on-going, independent, in-home study into how Australians *really* engage with advertising across different platforms and devices

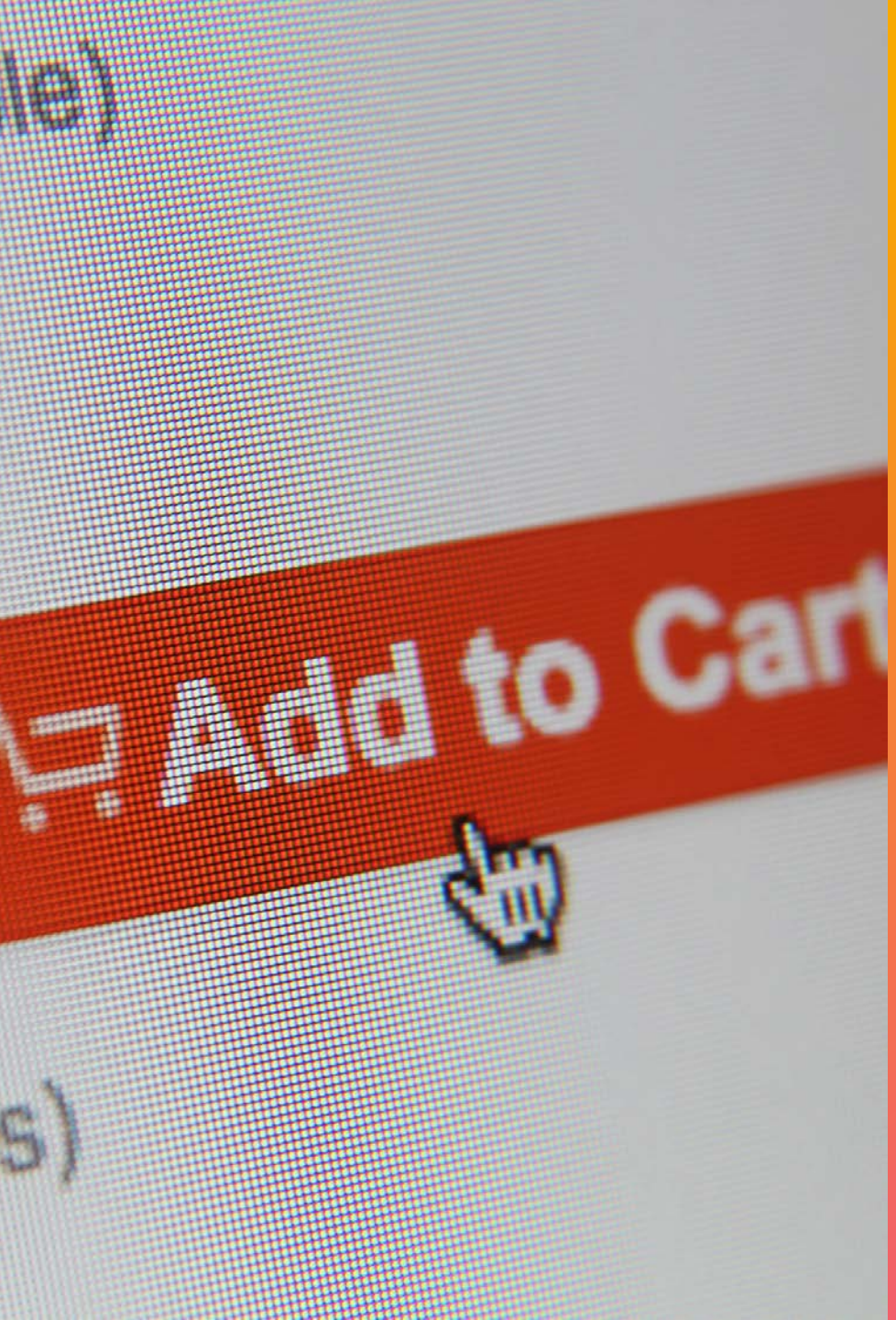
Benchmark History

- In Sep 2017, Tranche 1 of *Benchmark* identified how the various attributes of video advertising deliver growth for advertisers, highlighting the importance of Visibility and Attention
- Subsequent *Benchmark* reports followed on The Role of Emotion (Dec '17) and The Effectiveness of Video Advertising on Mobile (Feb '18)
- This 4th installment investigates the concept of Reach and in particular, the role that media platforms play in limiting advertising memory decay

Benchmark Tech

- Data was derived from bespoke A.I, machine learning tech and eye-tracking software from
- ...5,000 Australians,
- ...60,000 advertisements,
- ...100 days of content viewing
- ...60,000 virtual product choices

- ...recorded where respondents **looked, for how long, and what percentage** of the ad in pixels was in view and viewed.



Benchmark Metrics

- Respondents were exposed to an online shopping process after their natural viewing sessions and exposed to a multitude of brands

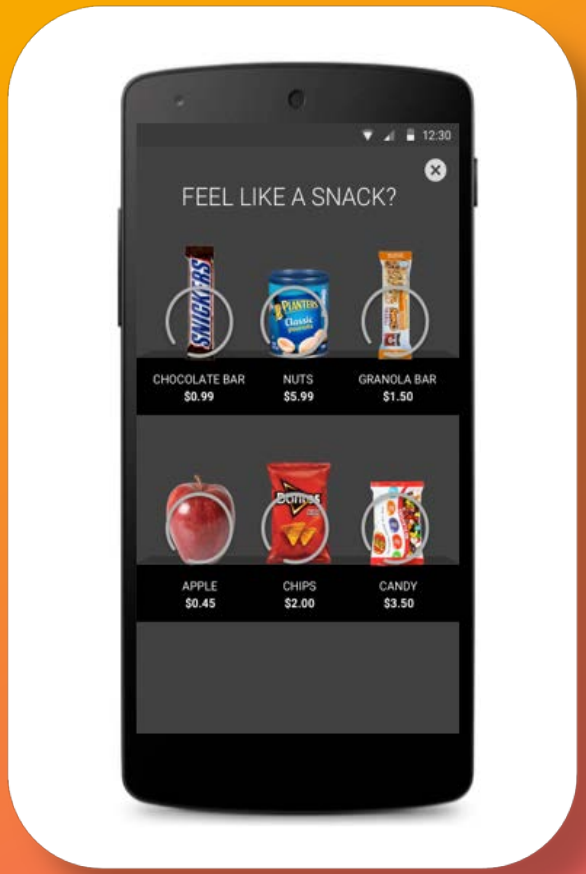
- …considered up to **60,000 different brands** – included the ones they were exposed to in the study's advertising

- …**discrete choice modelling**, **academically-validate**d as the most realistic way to reveal consumers' actual choice of brand as opposed to mere intention to buy

STAS Revision

Discrete Choice Modelling

A choice of competitive products (controlling for price)



STAS

Did Buy and Exposed / Did Buy and Not Exposed

	Not Exposed	Exposed
Did Buy	36%	42%
Did NOT Buy	64%	58%
Total	100%	100%
STAS	42/36*100 = 117	

i.e. Exposure to this ad drove 17% more sales, than not seeing the ad at all

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Benchmark Learnings to date

TV has greater Visibility, commands more Attention, and generates a greater impact on Sales

	TV on TV	Facebook on PC	YouTube on PC
Average Screen Coverage	100%	14%	32%
Average Pixel Load	100%	51%	66%
Overall Attention	58%	20%	45%
Sales Impact (STAS)	144	118	116

Source: ThinkTV: Benchmark Series: Viewability 2017

Mobile Device generated the same result

	TV Screen	PC	Mobile	Tablet
TV (BVOD) on Mobile	144	153	161	174
Facebook on Mobile		118	121	
Youtube on Mobile		116	137	

Source: ThinkTV: Benchmark Series: Mobile Advertising 2018

TVs lowest STAS device (TV screen) still outperforms best of online options (YT Mobile 137).
Small screens deliver more sales for all platforms, **including** TV (BVOD)

TV via BVOD continues to outperform competitor online platforms on advertising sales impact

Still 100% visibility, 100% pixels, 100% of the time

Platforms that limit Decay

Ad Memory Decay

- Benchmark Tranche 1 laid out the foundations of effective media
- Benchmark Tranche 2 pivots to look at the components of audience reach that drive effective sales outcomes
  - Not all reach is equal, particularly when certain media platforms generate more attention

- If Media Platform can affect Attention and cut through, could it also affect the rate of advertising memory decay?
- As most advertising is not done at the point of purchase
- Retaining a brand in memory, and limiting its decay from memory is as crucial to impacting sales, as generating attention

STAS recap

60%

45%

$$60/45 = 1.33$$

STAS application to memory decay

The metric was applied at 1, 14 and 28 days. The percentage of respondents who chose the product should decrease over time as ad memories decay

Exposure and Day 1 Choice

+

dare ICED COFFEE

Day 14 Choice

Day 28 Choice

6 Different Groups @ 1 – 14 – 28 days.

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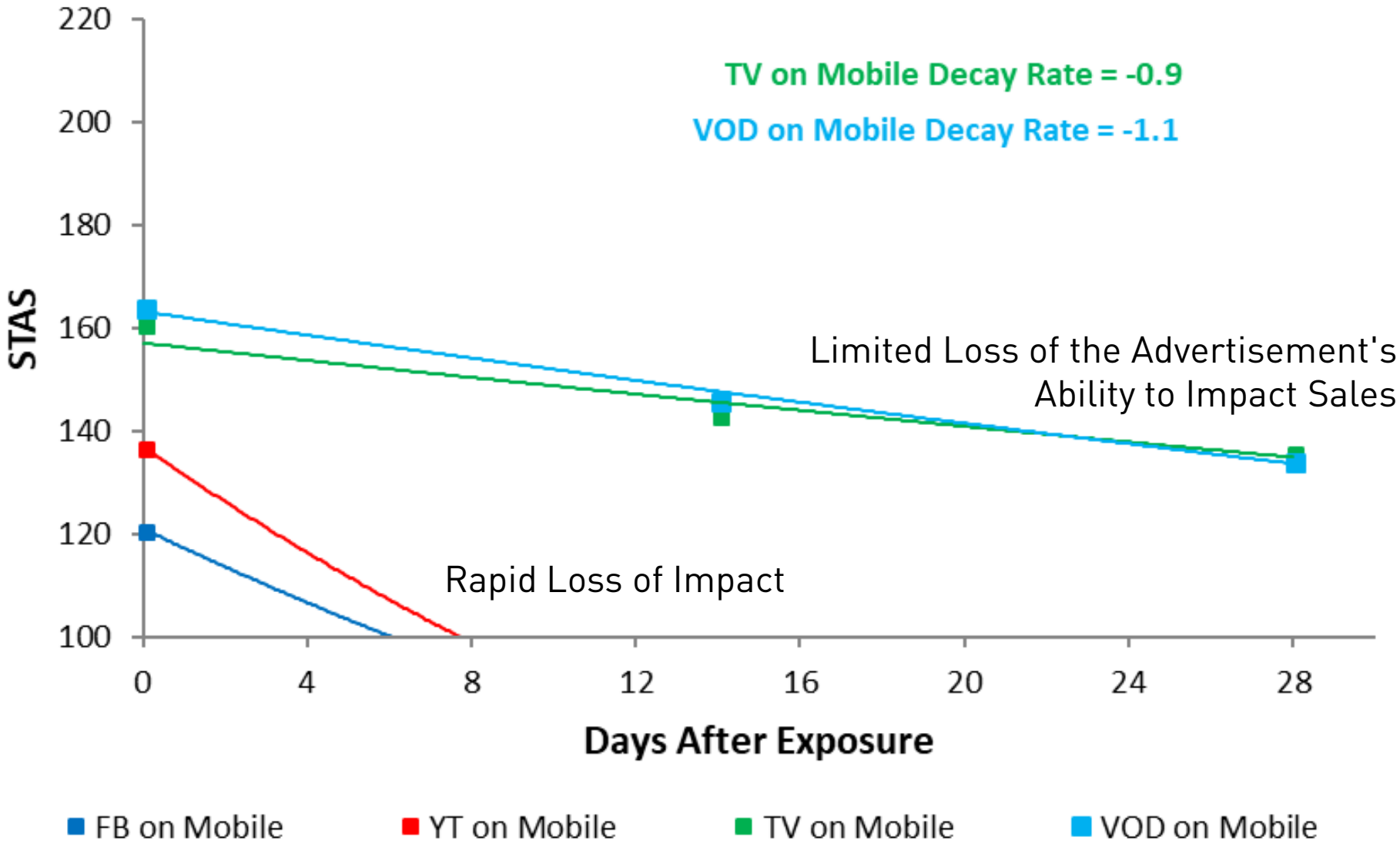
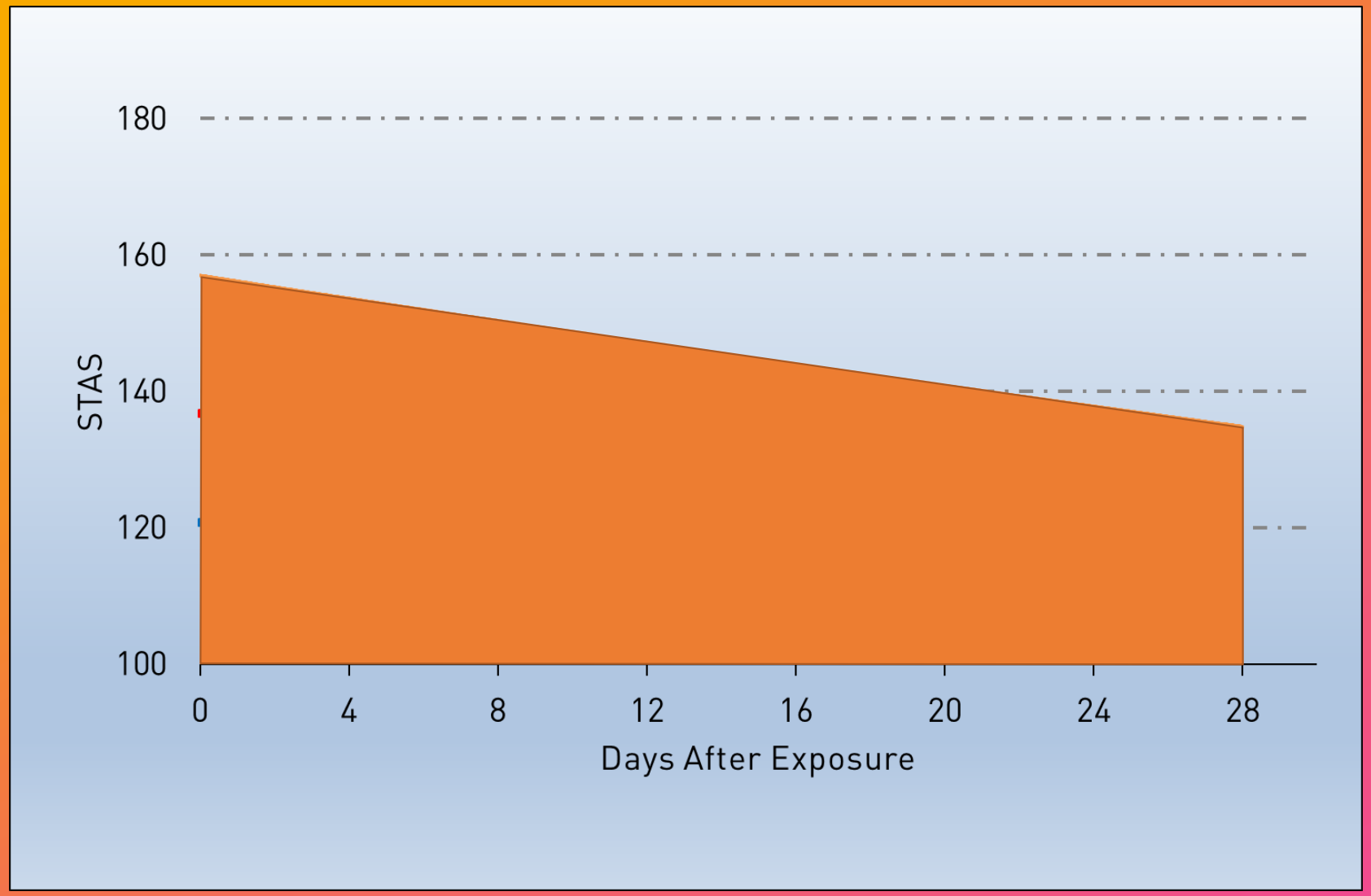
Which platform offers advertisers the slowest rate of DECAY?

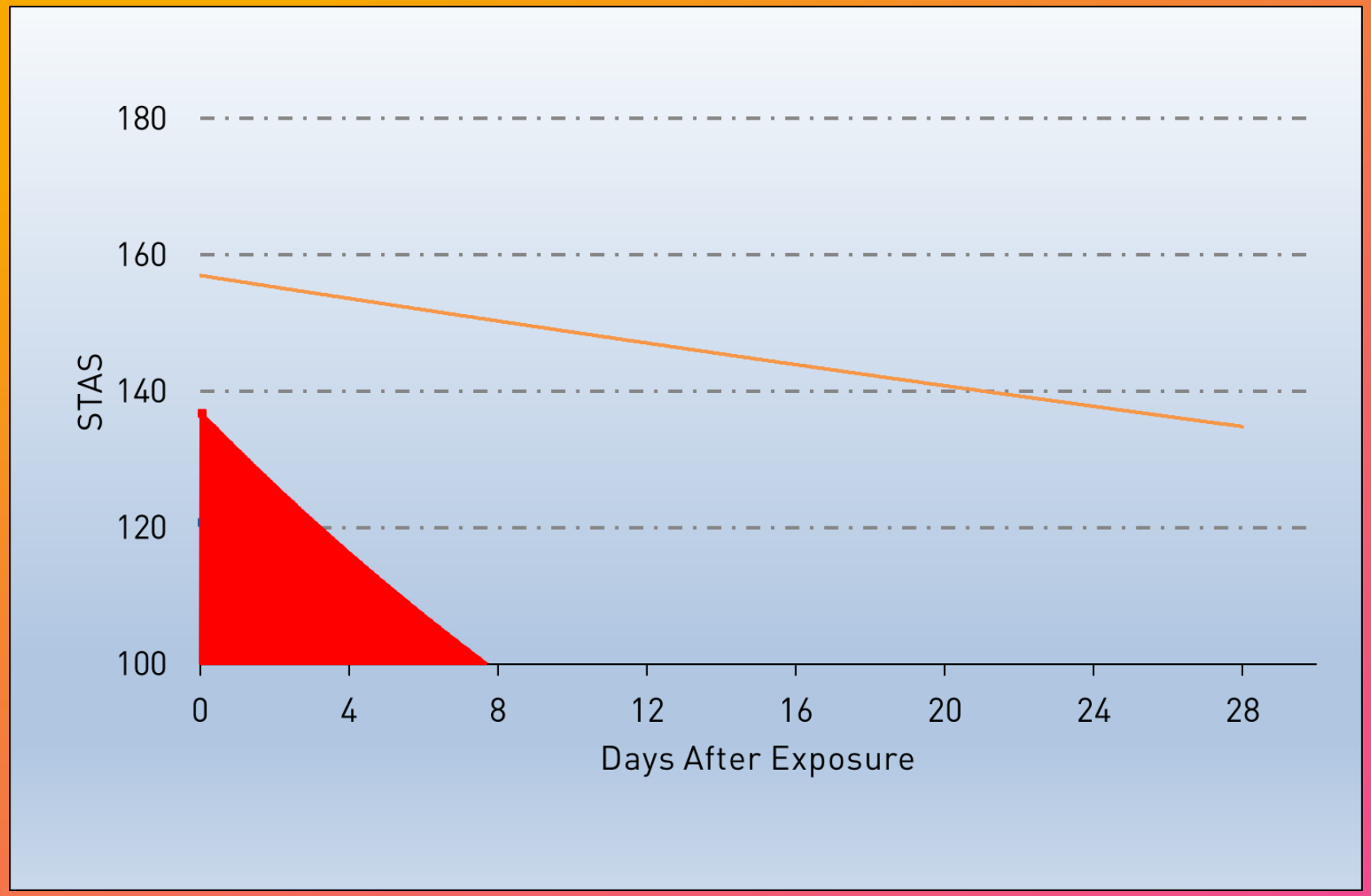
STAS Decay Across Platforms



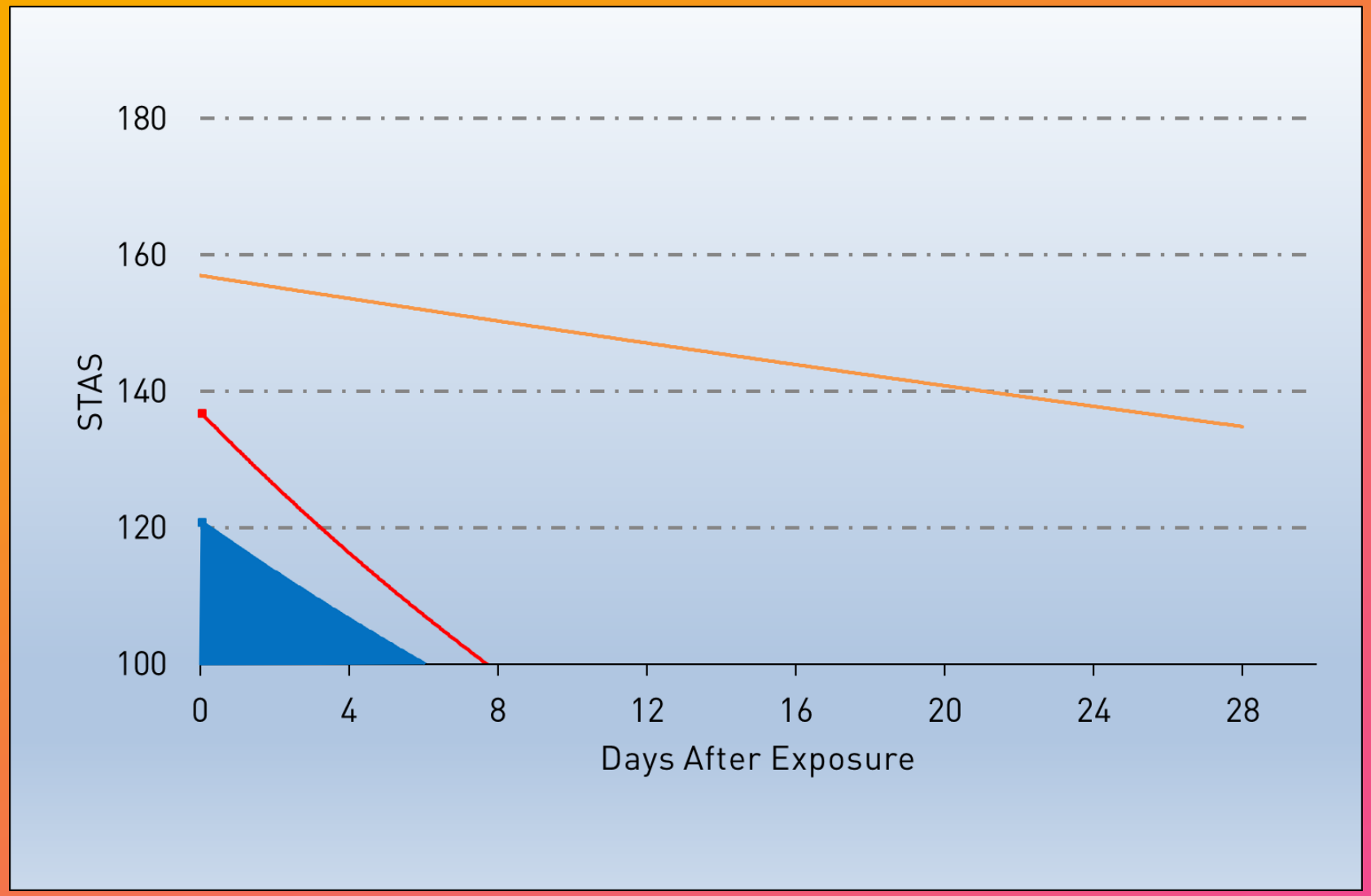
Advertisement's Impact on Sales- TV/BVOD



Advertisement's Impact on Sales- Youtube



Advertisement's Impact on Sales- Facebook



The length of time that an advertisement on TV continues to impact sales far exceeds that of either Facebook or Youtube

Facebook advertising decays 2.5x faster and Youtube decays 3x faster than TV

TV advertising memory retention is so strong that the impact on sales that it generates after 28 days is greater than what Facebook or Youtube can generate immediately after exposure

BVOD has greater sales impact...

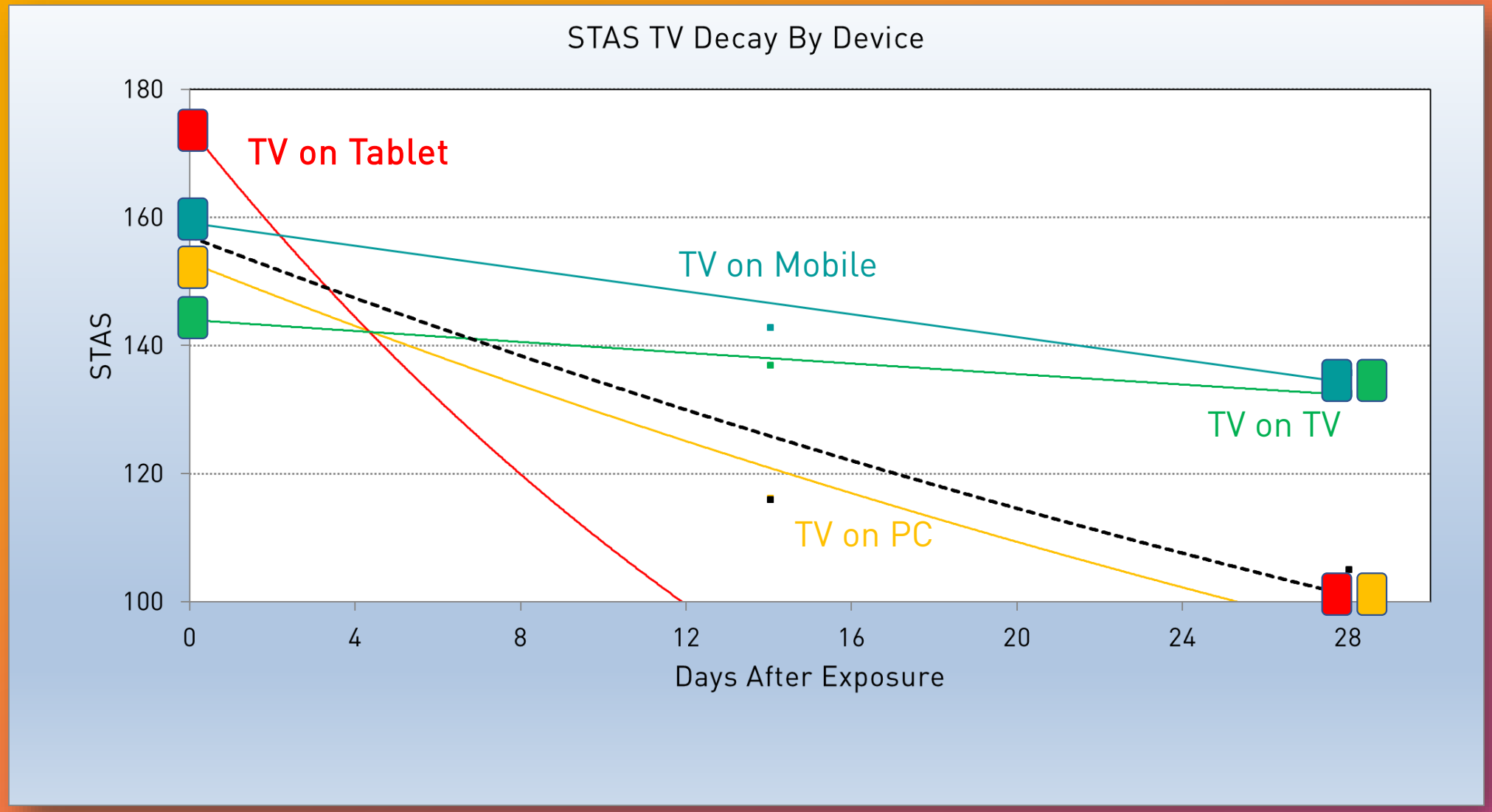
	Initial STAS	Day until advertising no longer has an impact on sales	Decay Rate (slope)
Streaming on Mobile (BVOD)	161	66	-0.9
Facebook Mobile	121	6	-2.4
YouTube Mobile	137	8	-3.0

Better memory retention leads to longer impact on sales

	Initial STAS	28 day STAS	Decay Rate (slope)
Streaming on Mobile (BVOD)	161	136	-0.9
Facebook Mobile	121	-	
YouTube Mobile	137	-	

Comparison of all Screens used to view TV

TV STAS and Decay by Screen



TV/BVOD outperforms Facebook and Youtube

TV outperforms on both the initial impact it delivers and the rate at which that impact decays over time

	STAS	Decay Rate (slope)	Day until advertising no longer has an impact on sales
TV on TV	144	-0.4	109
TV on PC	153	-2.0	25
TV on Mobile	161	-0.9	66
TV on Tablet	174	-4.3	14

TV/BVOD Average	159	-1.7	55
FB/YT Average	129	-2.8	7

TV & BVOD Advertising

1. Commands more attention
2. Generates a greater sales impact
3. Produces memories that create an impact on sales for almost 100 days longer

Facebook and Google Advertising

Remember
VISIBILITY is KING

TV reigns supreme on impact longevity (and visibility, attention and sales impact)

This is Why Not All Reach is Equal

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