

# Cross-Media Advertising Effectiveness Using Passive Measurement of Ad Exposure

*Cross-Media Results*

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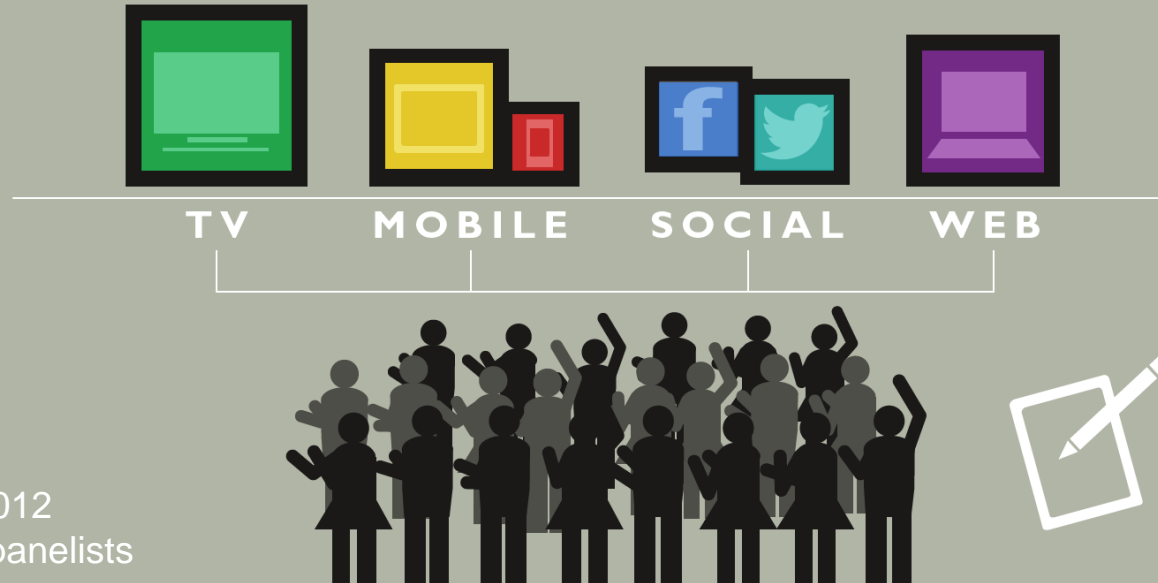
# Critical problems with ad research:

## *Madansky & Koegel for CIMM, 2011*

- **Apples to Oranges** – Digital media and offline media OTS are captured in different ways within different time frames making it difficult to compare media on a level playing field.
- **Murky Experimentation** – Difficulty of getting clean control groups and exposed groups between different combinations of media exposure cells.
- **Freaks and Geeks** – Respondents to site-based survey recruitment may not be representative of those exposed to OTS due to low response rates, survey length/complexity or other reasons.
- **Dropouts** – Respondent fatigue due to length of survey causes incompletes and respondent bias (related to above – these may be “Freaks & Geeks”).

# Symphony Advanced Media

- Single source cross media panel using patent-pending Mobile and Online technology
- Audience and advertising measurement

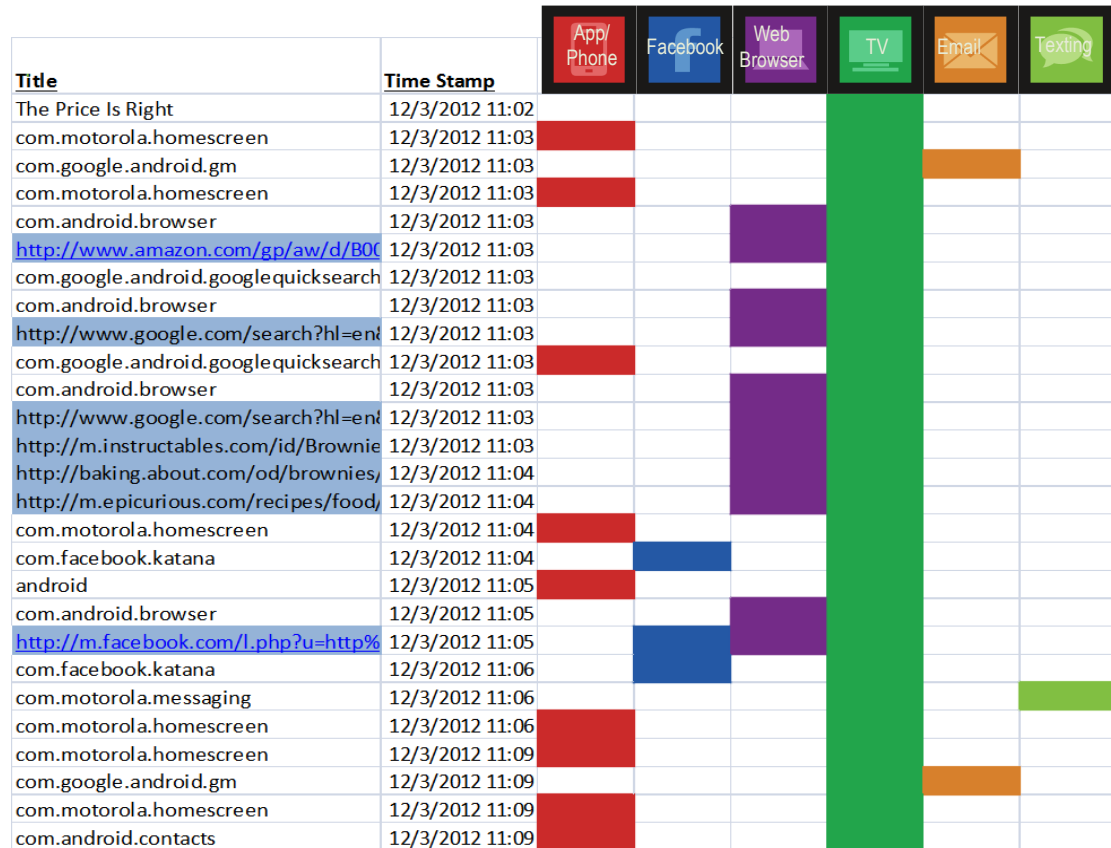


“Single source data for passive media measurement is the Holy Grail for Cross Platform Advertising Effectiveness, but isn’t going to be available in the near term for these executives who have product/inventory to sell, marketing budgets to manage and media plans to justify each quarter.”

- **Madansky & Koegel, 2011**

# Single source for TV, online and app usage

- December 3
- 11:00-11:10am
- Male
- 29
- New York City



# Passive OTS – data collection



Panelists watch TV



SymphonyAM  
MiMobile app  
picks up TV  
show viewing

For each panelist, granular data points are captured every second, every day:

- Show Watched
- Channel Viewed
- Date and Time of Broadcast
  - Time shifting: Day + 7

## Advantages:

Individual, OOH, No panelist interaction, No additional device needed for monitoring

## Challenges:

Ambient noise, voice calls, is phone on/with panelist

# Passive OTS matched to Ad Exposure

## SymphonyAM Data – Show Viewing

Channel	Show	Date	Time
OXYG	L&O: CI	1/7/2013	8:48pm
OXYG	L&O: CI	1/7/2013	8:49pm
OXYG	L&O: CI	1/7/2013	8:50pm
OXYG	L&O: CI	1/7/2013	8:51pm

## Kantar Data – Ad Airings

Channel	Ad Unit	Date	Time
OXYG	LAW & ORDER: CRIMINAL IN	1/7/2013	04:06:29pm
OXYG	LAW & ORDER: CRIMINAL IN	1/7/2013	08:50:15pm
OXYG	LAW & ORDER: CRIMINAL IN	1/7/2013	01:08:00X
OXYG	LAW & ORDER: CRIMINAL IN	1/9/2013	10:07:05pm
OXYG	LAW & ORDER: CRIMINAL IN	1/10/2013	03:33:09pm





# Does passive measurement help solve the issues identified by CIMM?

- What are the differences in advertising exposed and control group definitions across the two measurement techniques: passive OTS and ad recognition?
- Does passive advertising measurement appear to significantly improve advertising measurement accuracy?

As a vehicle for this investigation, CIMM sponsored advertising effectiveness tests for three national advertiser campaigns: a CPG brand, a Wireless brand, and a Pharma brand. In this deck topline results in common across all three brand campaigns are shared.

# Post campaign survey statistics

## Survey Completes by Device

	Days after Campaign End	Total Completes	# Online	# Smartphone	# Tablet
Brand 1	1	475	434	0*	41
Brand 2	1	701	450	189	62
Brand 3	0	783	488	197	98

## Survey Completion Rate by Device

	Online	Smartphone	Tablet
Brand 1	92%	0%	92%
Brand 2	93%	82%	87%
Brand 3	94%	89%	93%

\* Older survey platform had issue with video, all smartphone respondents termed



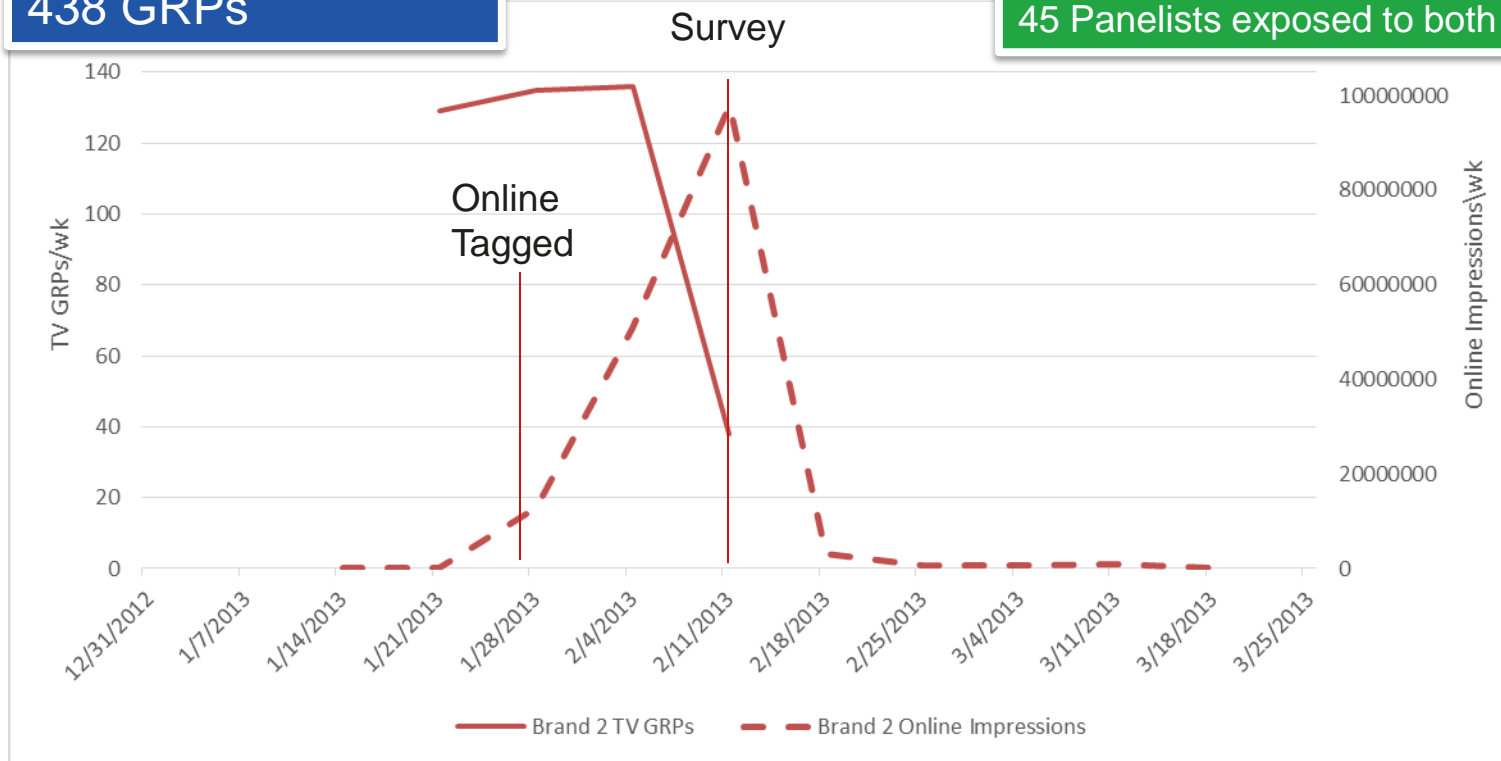
# Topline measures included in study

- Passive vs. ad recognition
  - control vs. test groups
    - Demographic differences
    - % of Passive control with positive ad recognition
- Test result differences – passive TV and online vs. stated TV and online
  - Decision makers reached
  - Unaided awareness
  - Brand opinion
  - Consideration
  - Recommendations

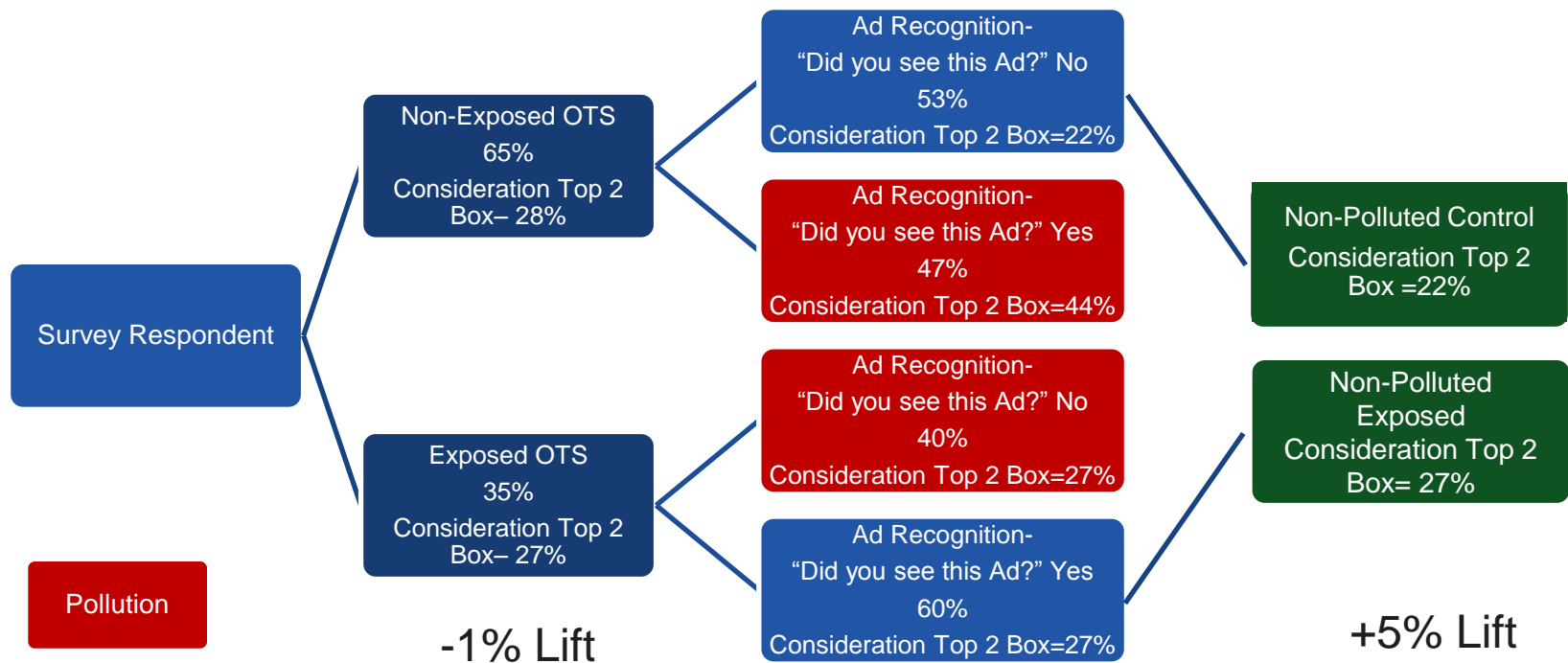
# Brand test summary detail

Under Measurement:  
165MM Impressions  
438 GRPs

Survey Statistics:  
Sample size 701  
249 Panelists exposed to TV only  
51 Panelists exposed to Online only  
45 Panelists exposed to both



# Removing pollution revealed lift of 5% in consideration due to TV ad exposure



# TV with the addition of online provides an increase in upper funnel metrics

- TV in conjunction with Online drives an additional 51% lift in brand favorability and 22% increase in unaided awareness
- Multiple screen viewing increases during ad pods

	TV Exposed Only	TV Exposed + Online	% Change
Unaided Awareness	72%	88%	22%
Favorability	37%	56%	51%
Consideration	35%	36%	3%
TV Time/Users/Wk	22	19	-14%
Mobile Time/Users/Wk	12	10	-17%
% Time Co-View of TV Time	16%	13%	-19%
Users Co-View % (TV Ad)	35%	44%	26%

n=43

n=16

# Concurrent use of mobile devices & TV

- 30% to 40% of the actual ad viewing occurred concurrently with by mobile device usage
- Ad viewers spend more time viewing TV, and concurrent mobile viewing increases as well.
- TV viewers may not be tuning away from commercials...just picking up the phone or tablet

	% Ad Time Using Mobile	Hours/Wk TV – Exposed	Hours/Wk TV – Not Exposed
Brand 1	31%	21	11
Brand 2	29%	21	7
Brand 3	40%	28	11
Average	33%	24	10

# Summary of findings

- Passive Measurement significantly improves the practicality of cross-media measurement
  - Higher survey response rates, fewer dropouts
  - Future technology eliminates tagging altogether
- Limited overlap between Online and TV campaigns shows importance of multiple platforms for full campaign effectiveness
- Online and TV exposure together drive synergistic response however media targeting determines duplication
- TV ad viewers typically spent 30 to 40 percent of ad viewing time using a mobile device
  - Suggests further research about the role of mobile in TV ad effectiveness



# Summary of findings, continued

- The addition of the ad recognition information with an OTS methodology helps clean both the control and exposed groups
  - Using ad recognition in conjunction with passive measurement allows the creation of experimental groups that reflect our understanding of what the definition of control and test should be
    - Control = did not see add and did not recall seeing the ad
    - Test = saw the ad and did recall seeing the ad
- Bottom line: a new consistency has been achieved in the definitions of test and control across TV and digital media.

# What's Next For Us

- MediaPulse Product
  - Panel growth to handle smaller/more complex campaigns
  - Passive video, display, and search advertising exposure capabilities rolling into panel this month
    - Elimination of need for Tags and Cookies
    - Enhanced competitive exposure capabilities
  - Ad replacement – create specific test/control groups for comprehensive campaigns
  - Social media – incorporate as required, based on the campaign
- Panel recruitment: Wireless carrier recruiting plan
  - Offer panelists 30% savings per month on an unlimited voice/text/data plan
  - Expected to reduce panel costs, as well as attrition
  - May expand to other carriers if program is successful

# Thank You!

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