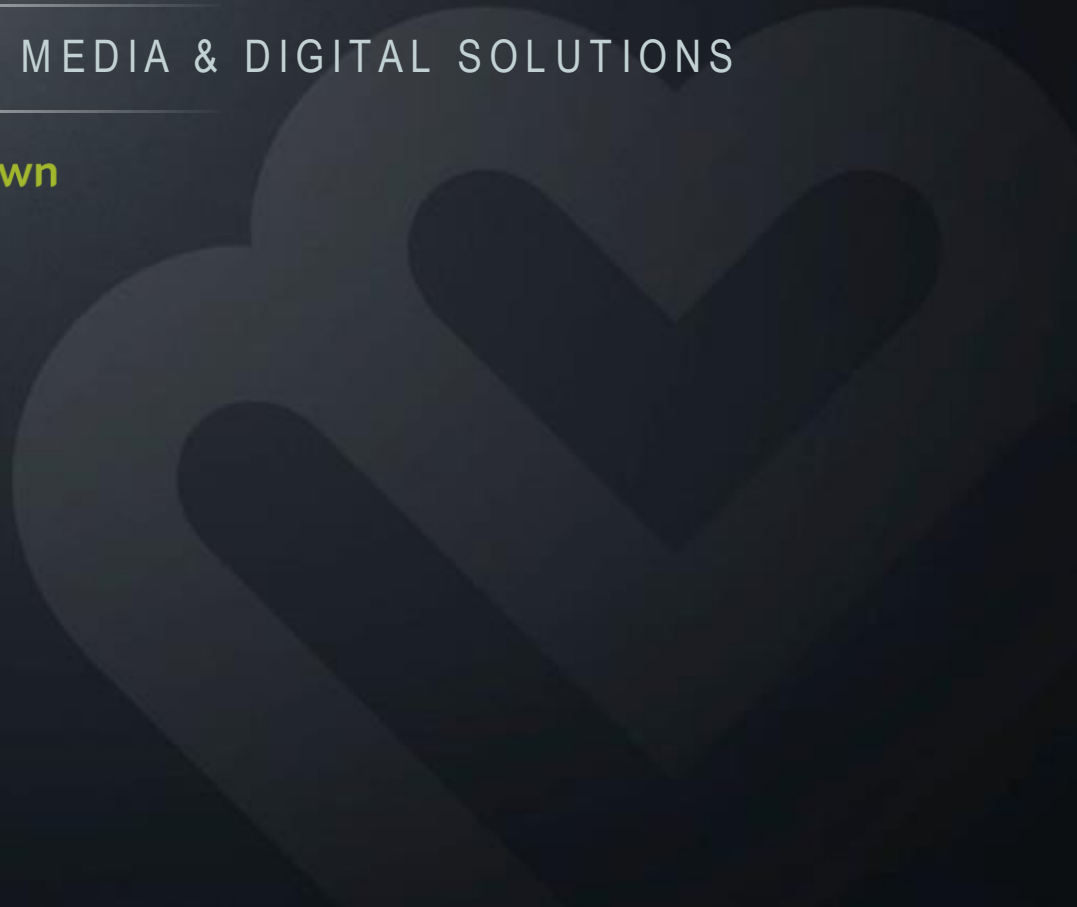


# Building Brands Online

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MARK HENNING – DIRECTOR MEDIA & DIGITAL SOLUTIONS

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# Millward Brown are pioneers of evaluating brand impact of digital advertising

Research  
Quality

Brand & Media  
Experts

MarketNorms®



**MILLWARD  
BROWN**

Brand experts for over 35 years

**DYNAMIC  
LOGIC**

Digital & media  
experts for 12+ years

# How To: Building Brands Online

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**1** **Setting the Right Objectives**

**2** **Best Practice for Brand Effect Online**

**3** **Maximising the Role of Online in a Multimedia Campaign**

# How To: Building Brands Online

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## 1 **Setting the Right Objectives**

# Online: the most measurable medium

Clicks  
Click Thru Rate  
Unique Users  
Impressions  
CPC  
Unique Browsers  
CPM  
Cost per Engagement  
Interactions  
Engagement  
Views  
View Throughs  
Fans  
Likes  
Downloads  
View Throughs  
Video Completion Rate

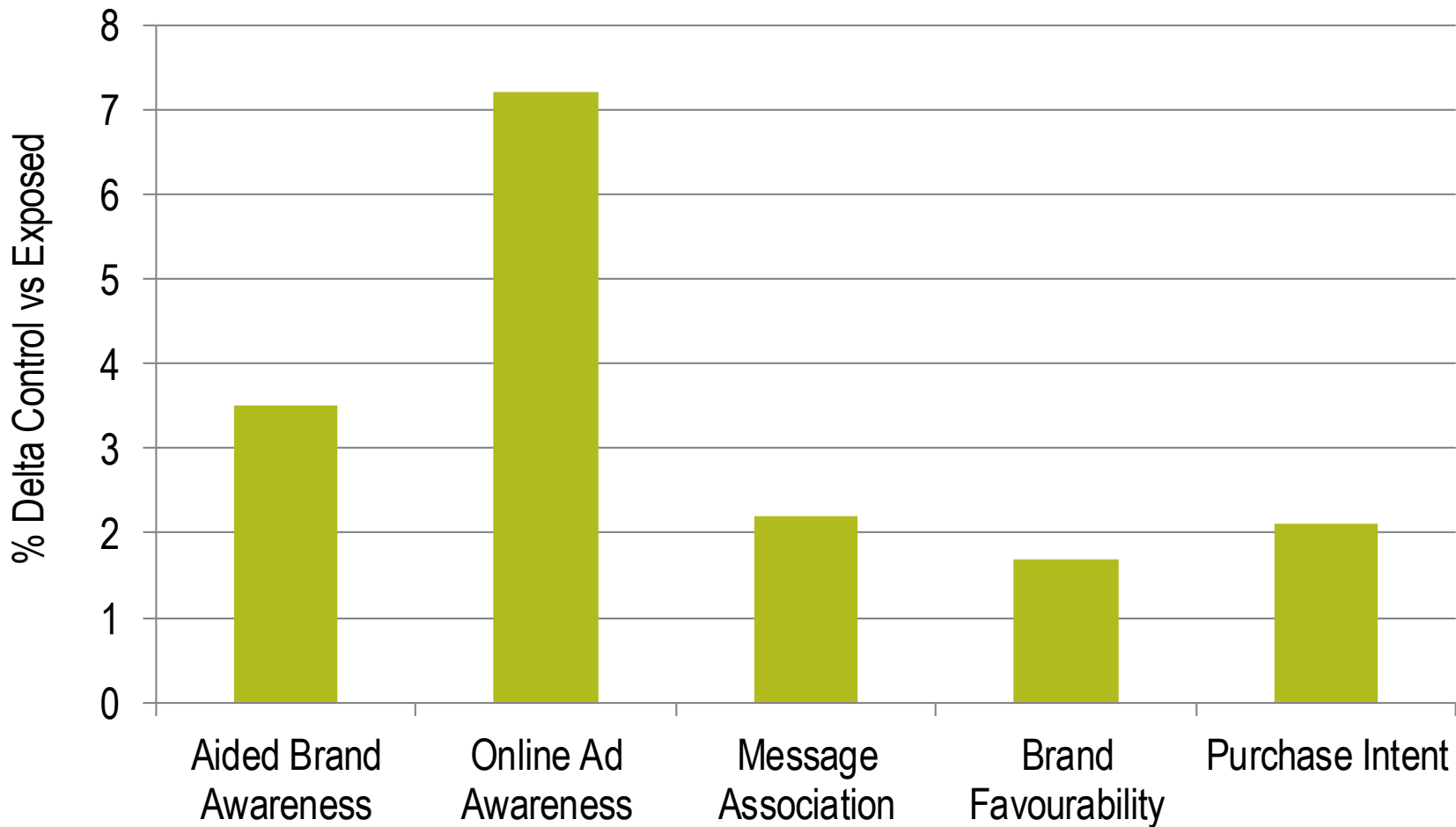
We have lots of metrics, but none of them measure brand effect

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~~BRANDING~~

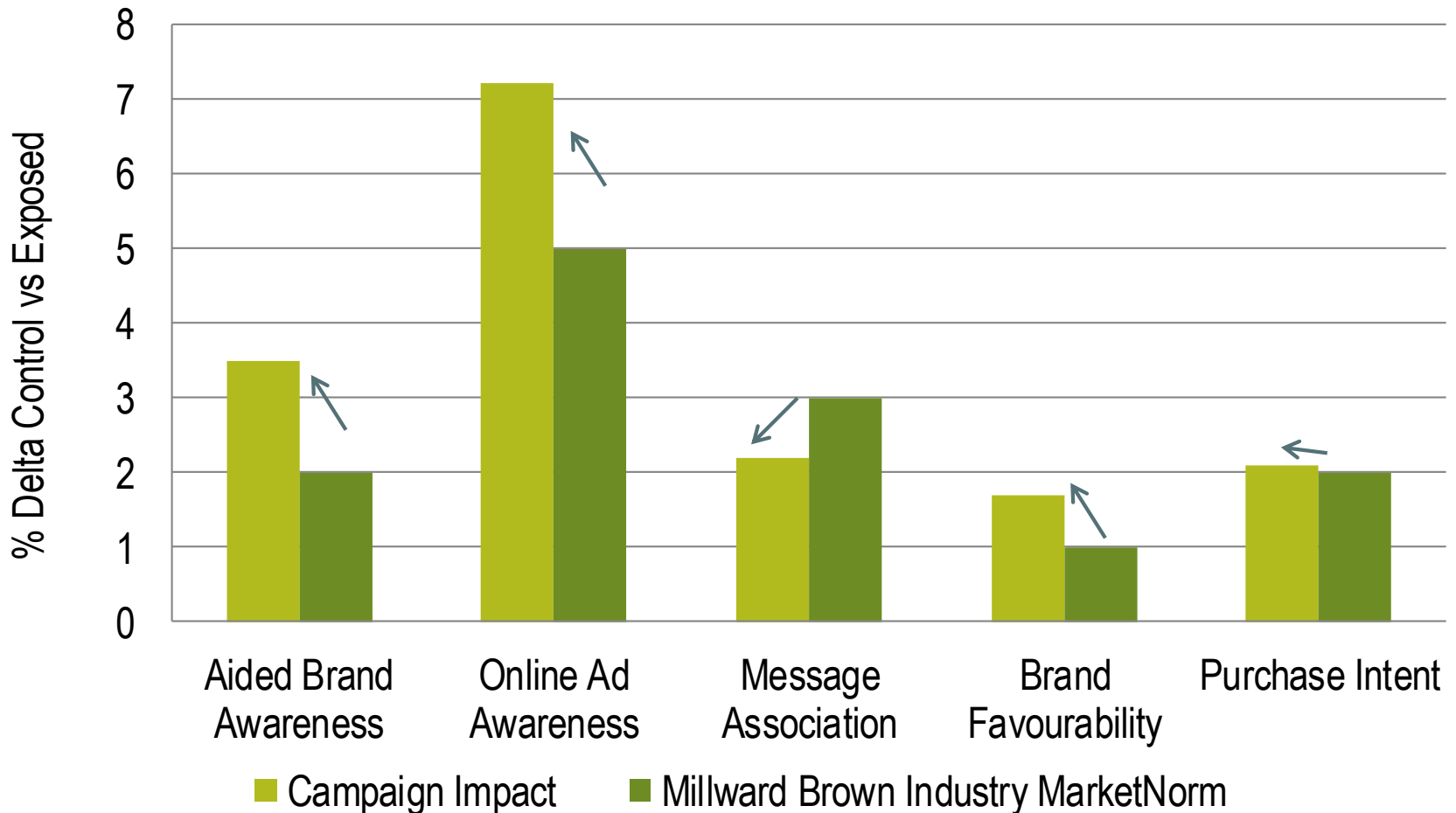
# It is possible to measure online brand impact

## Change in Key Brand Measures Due to Campaign Exposure



# And benchmark against relevant norms

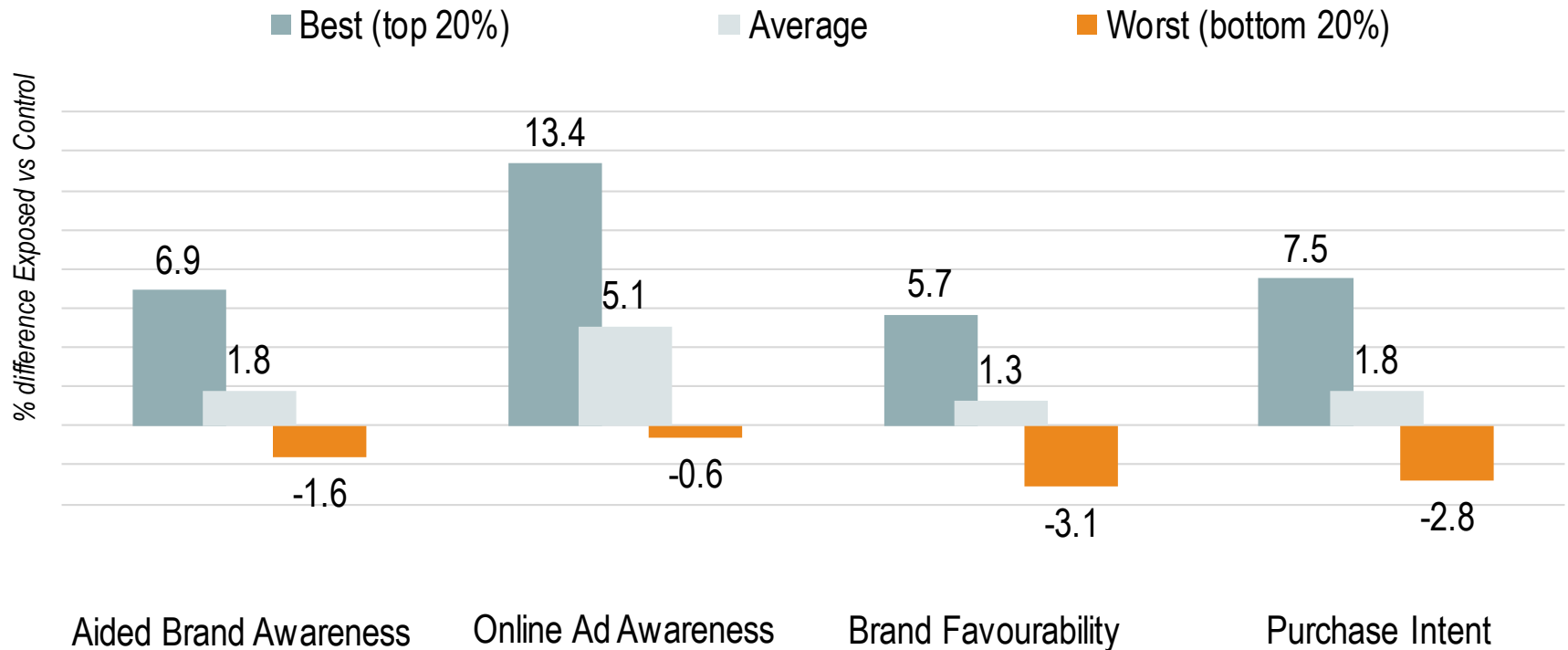
## Change in Key Brand Measures Campaign vs Millward Brown Industry Norm





# But should we be aiming for just average?

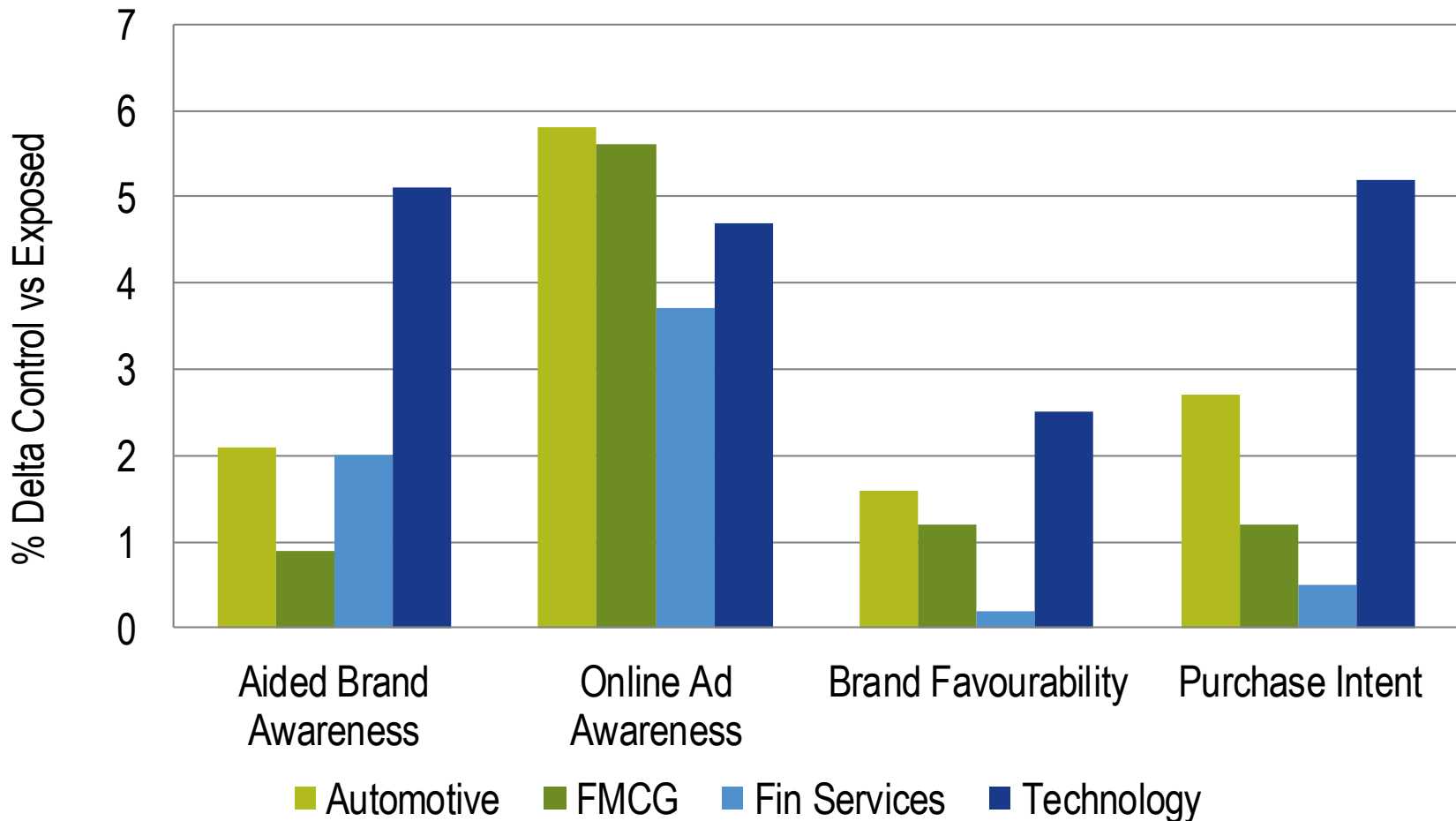
## Millward Brown Australian Campaign Market Norms



*There is large variation in performance of online brand campaigns – we should be aiming to significantly outperform the average*

# And KPI Objectives should be adjusted by industry

## Key Brand Measure Millward Brown Industry Norms



# So, what are we recommending?

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1. Be aware of how you are measuring your digital campaigns
2. Understand your goals and set relevant objectives
3. Test and learn
  1. Know what is a good result and what isn't (Benchmarks/MarketNorms)
  2. Dig deeper than just topline numbers - it is not just about a one number report card. In every campaign there will be things that worked well and thing that didn't
4. Use what you learn and apply to all your campaigns

# How To: Building Brands Online

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## **1** Setting the Right Objectives

## **2** Best Practice for Brand Effect Online

# The advertising challenge is consistent across online and offline media

*branded engagement*

- Will the ad connect with the consumer in a branded fashion?

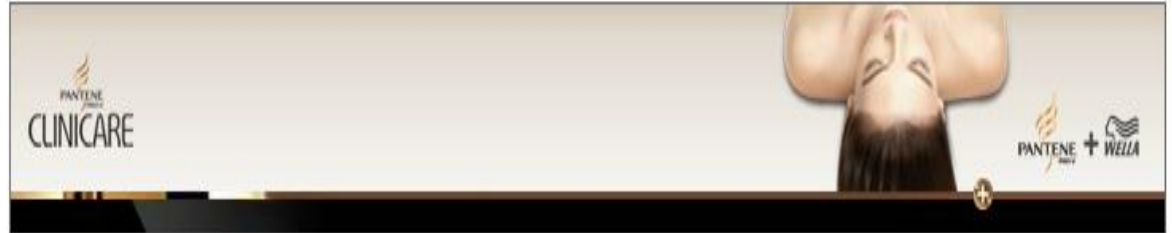


*motivation:*

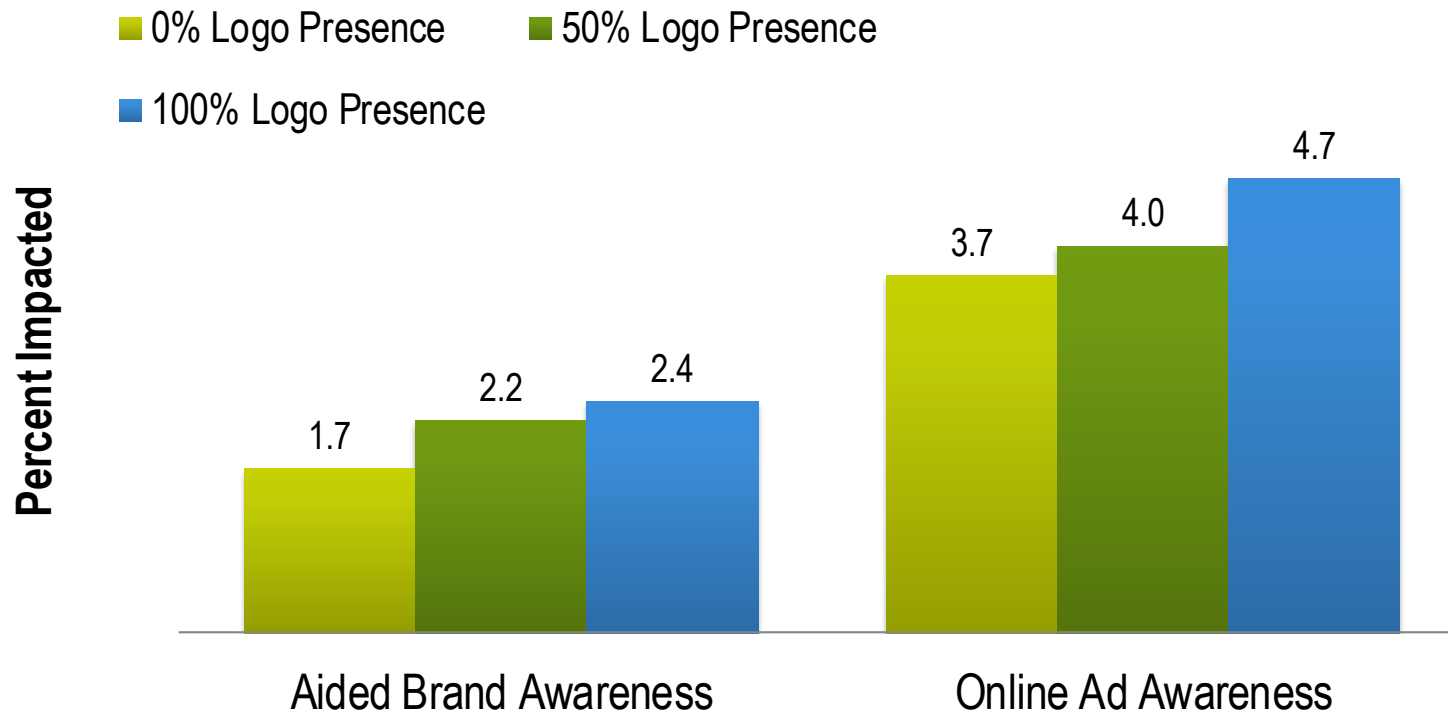
- Do the brand associations make it more desirable at key decision moments?

*But online, we need to achieve this in*  
***LESS THAN THREE SECONDS***

# The brand name should always be highly visible throughout the creative



# Consistent brand presence is critical for raising awareness in the online environment



*Percent Impacted = Exposed - Control*

Source: MarketNorms, Full Dataset Q2/12; 0% Logo Pres. N= 217 campaigns, n= 244,360 respondents; Partial Logo Pres. N= 2,268 campaigns, n= 2,701,813 respondents; 100% Logo Pres. N= 4,519 campaigns, n=5,369,946 respondents

# Keep the messaging simple, clear and direct

## Each frame of the ad should be able to stand alone



The A-Z of making the most of your money.



**A** is for achieving your goals sooner.



It all starts with an A-Z Review.® [Find out more](#)





# Don't make your viewers work to see your message



**Passat CC.** Drag to rotate and click on hotspots to explore.

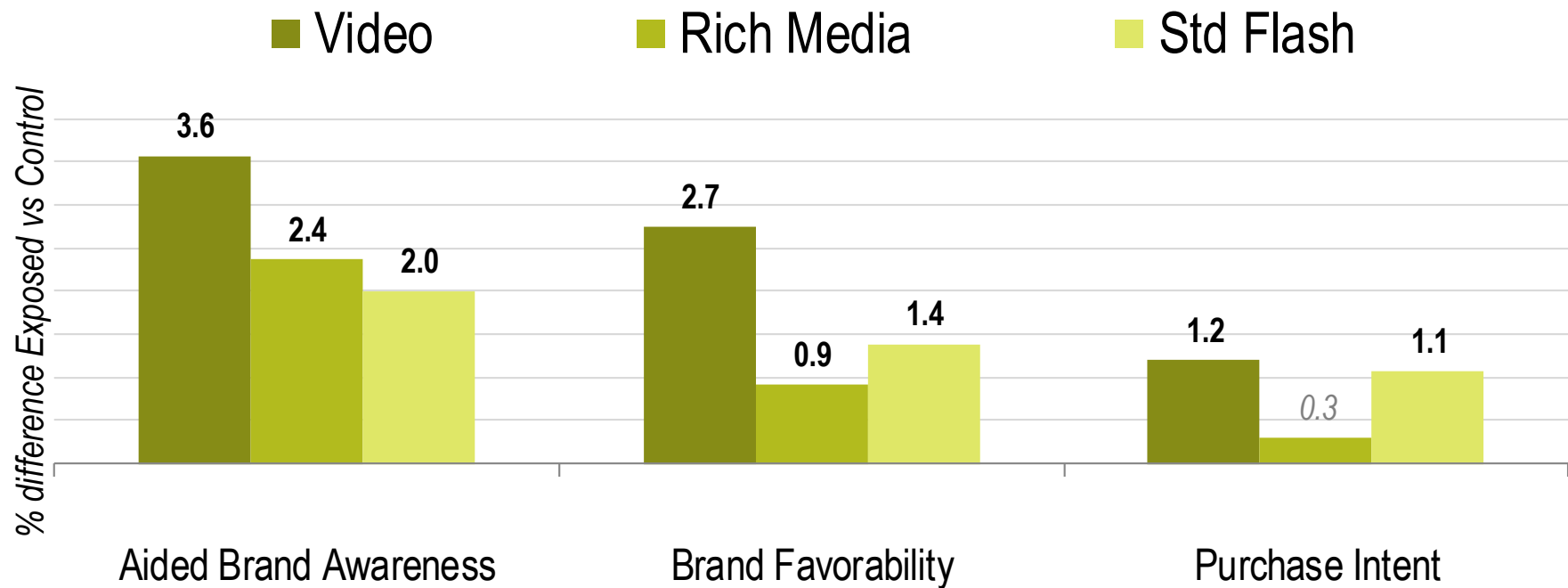
- **Panoramic glass roof.\***  
Feel the warmth of the sun with our optional electric tilt adjustable glass roof, featuring a massive surface area of 75cm by 112cm.

\*Optional extra.

**Uncommon sense.**

**Judge for yourself.**

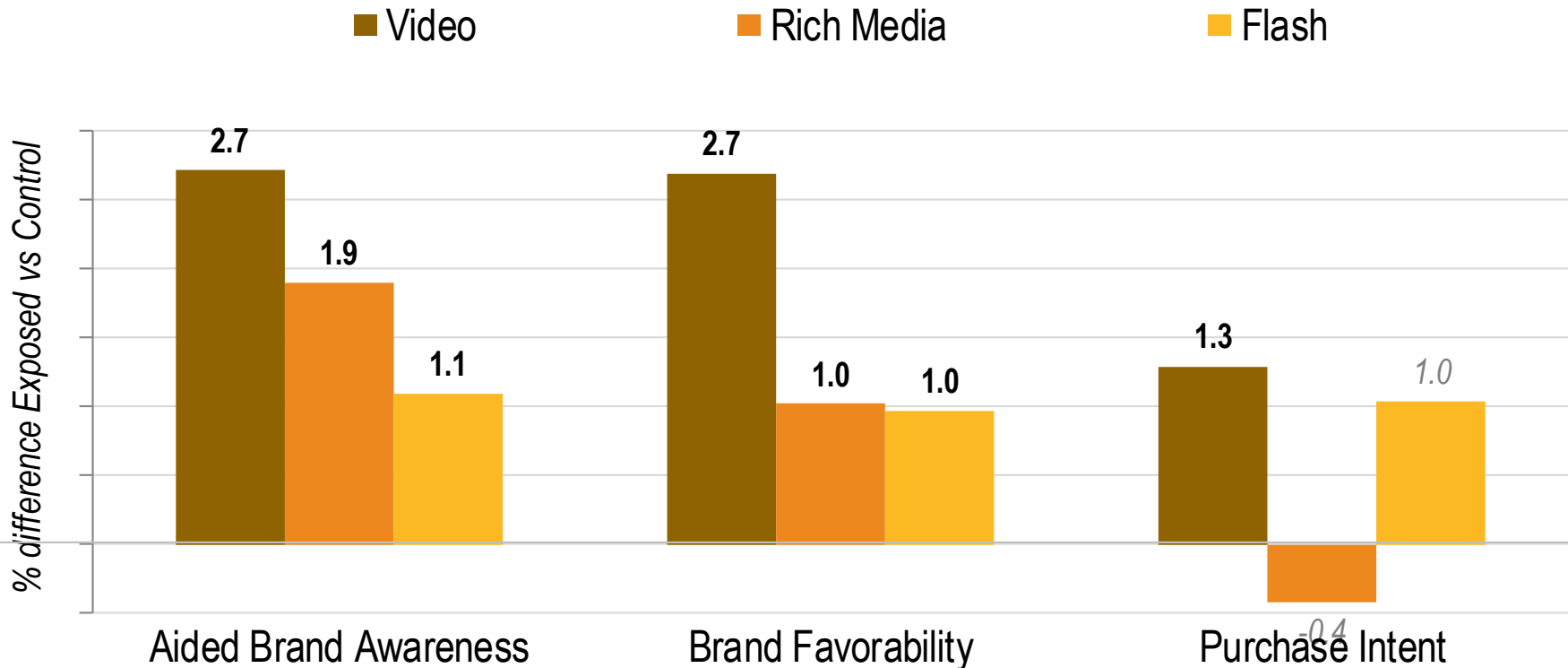
# In Australia, we see that Video has a stronger impact on brand metrics than other online formats



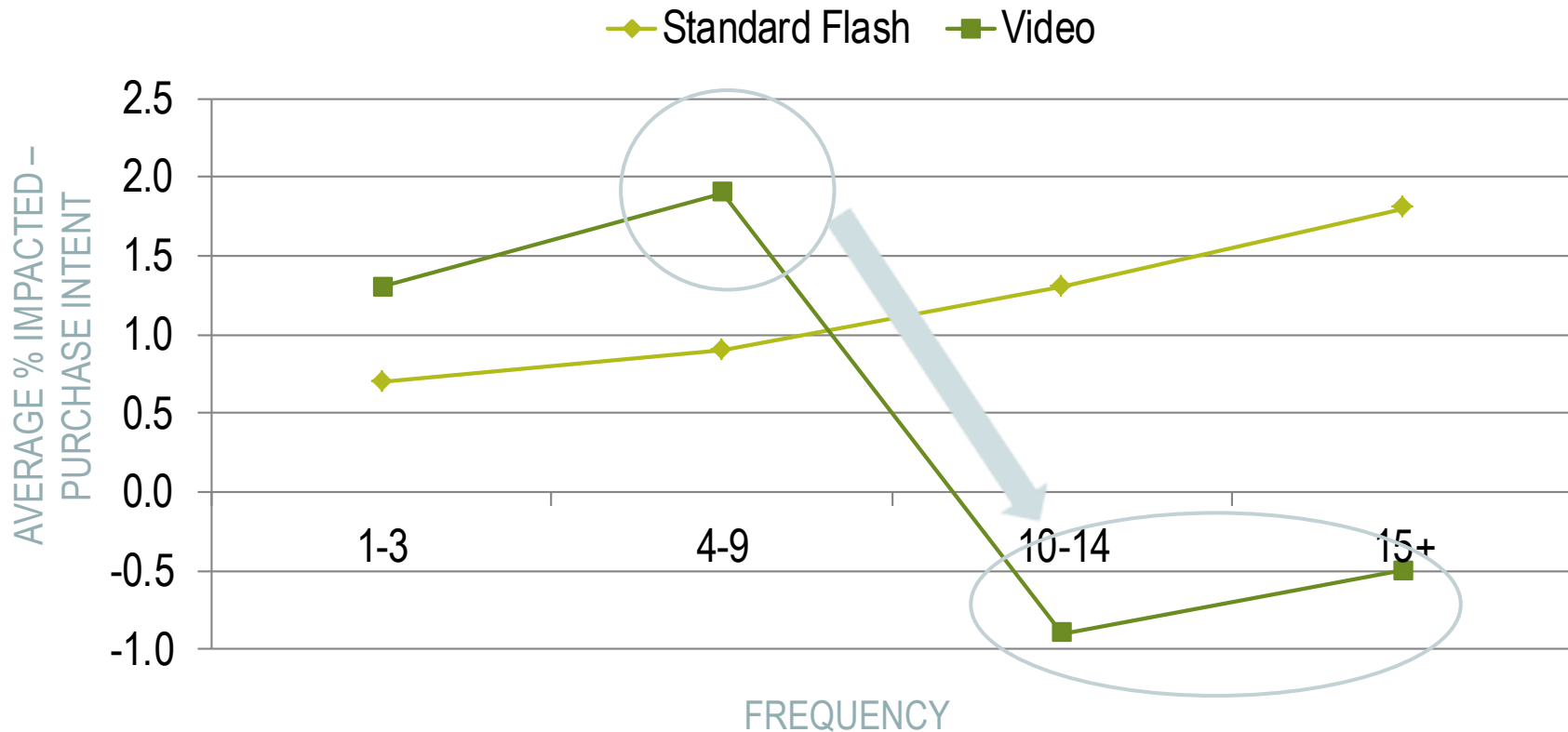
*Online Video outperforms other online ad formats in building Aided Brand Awareness, generating Brand Favourability and Purchase Intent*

# And online video impact only requires low frequency

## AD FORMAT – FREQUENCY OF 1-2

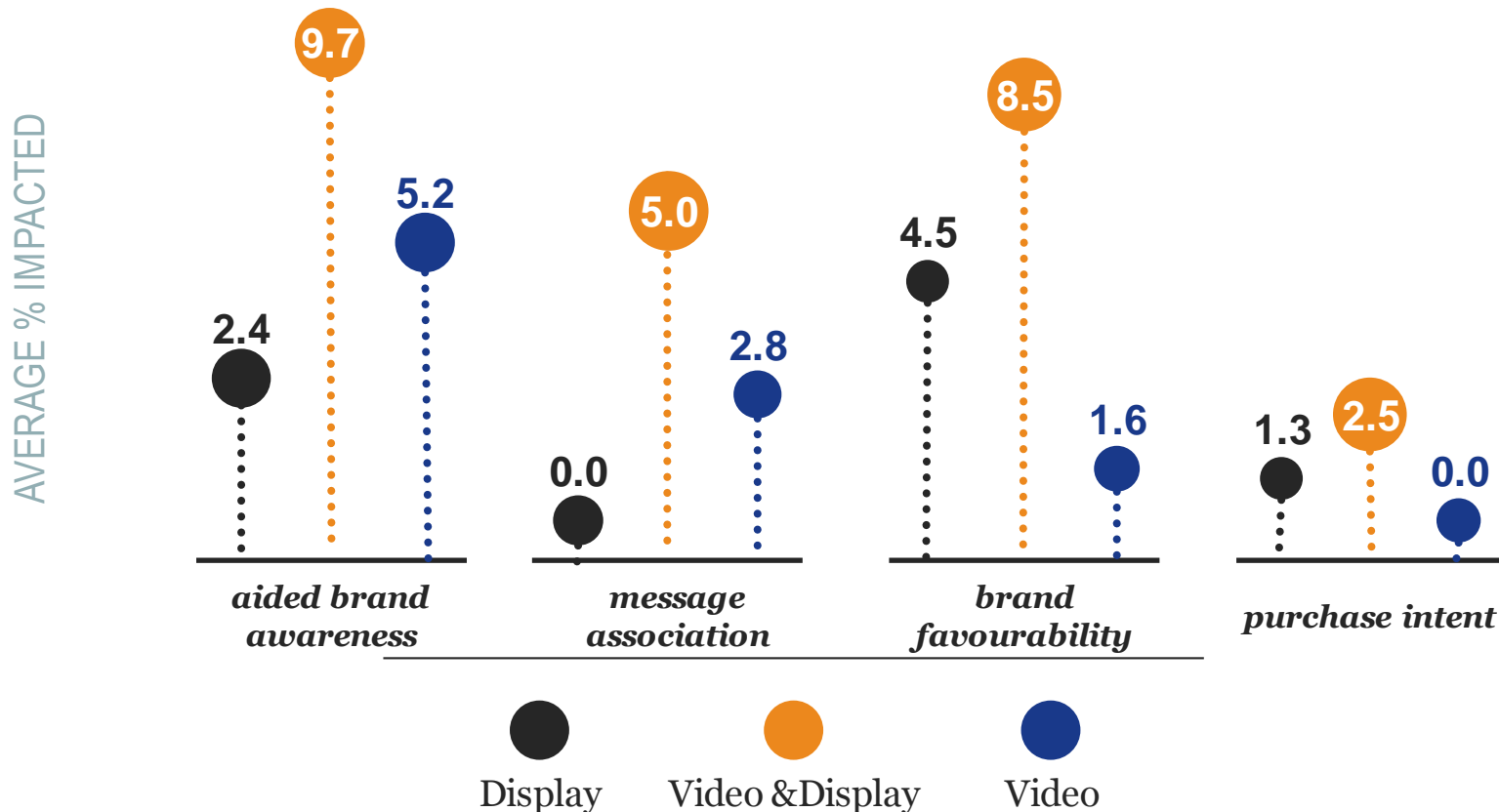


# However, high frequencies for online video can be negative



*Managing frequency across publishers/networks is critical*

# Consider using video and standard flash to extend the life of your online campaign



*Video and Flash combined gave a better result in this FMCG campaign*

# Best Practice for Brand Effect Online



- Quality Creative Plays a Big Role



- Video and High Impact Outperforms



- Manage your Frequencies

*But generally online is not used in isolation*

# How To: Building Brands Online

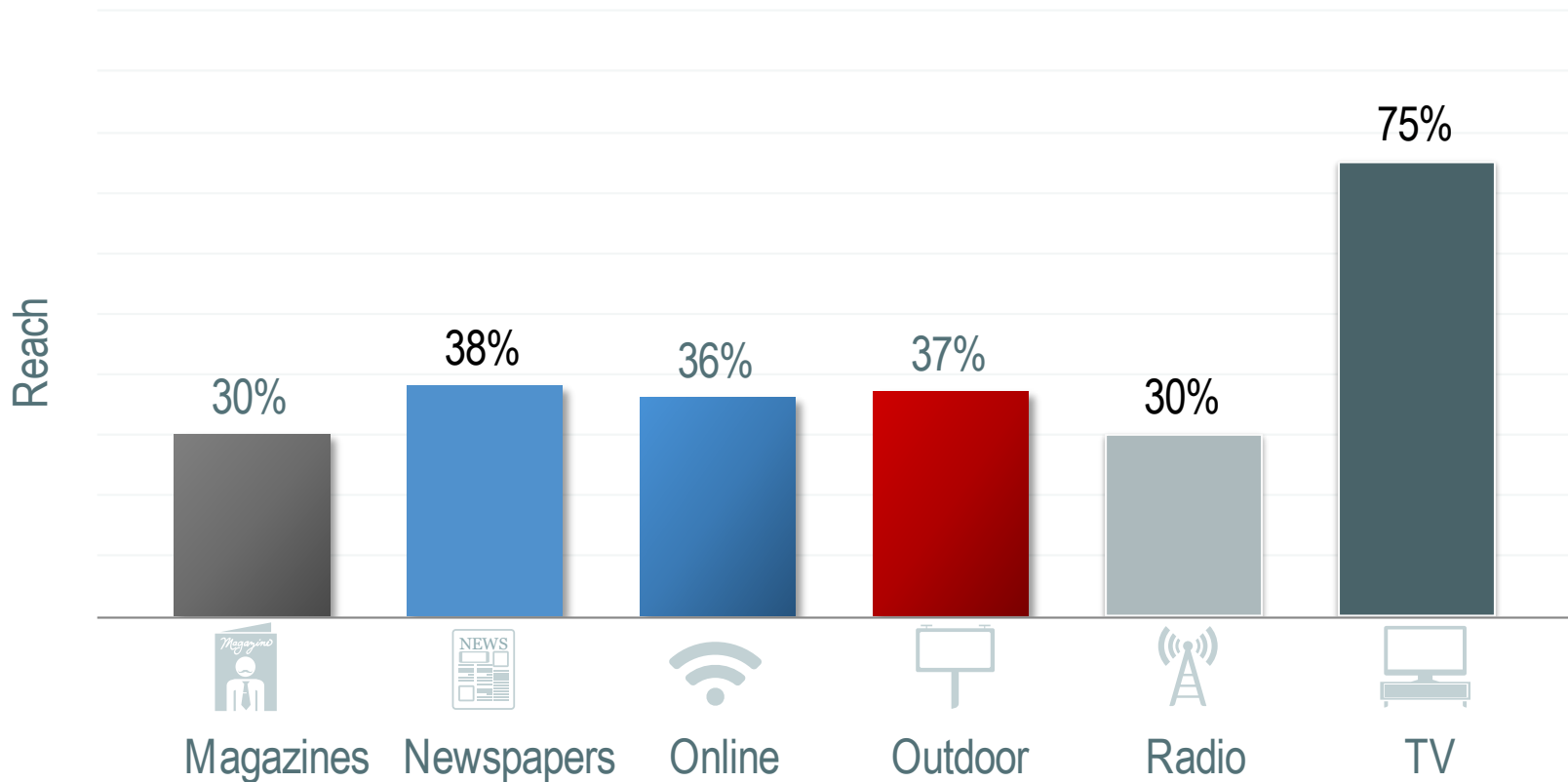
**1** **Setting the Right Objectives**

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# Based on a range of Cross Media studies across the Asia Pacific Region, we see that TV still dominates for reach

Reach by Medium (% of Total Sample exposed to the campaign through each channel)

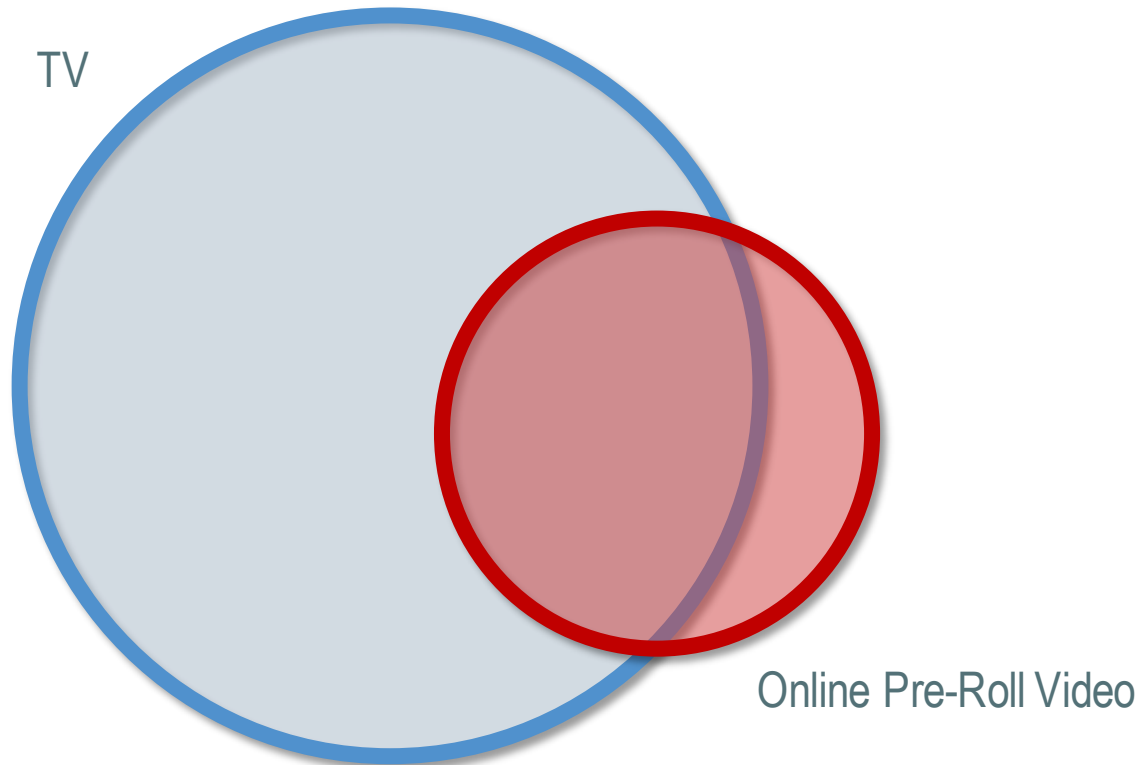




# Online Video can add reach to TV campaigns.....

Discreet Reach & Duplication for TV and Online Video

Target Audience: Total Reach 83%

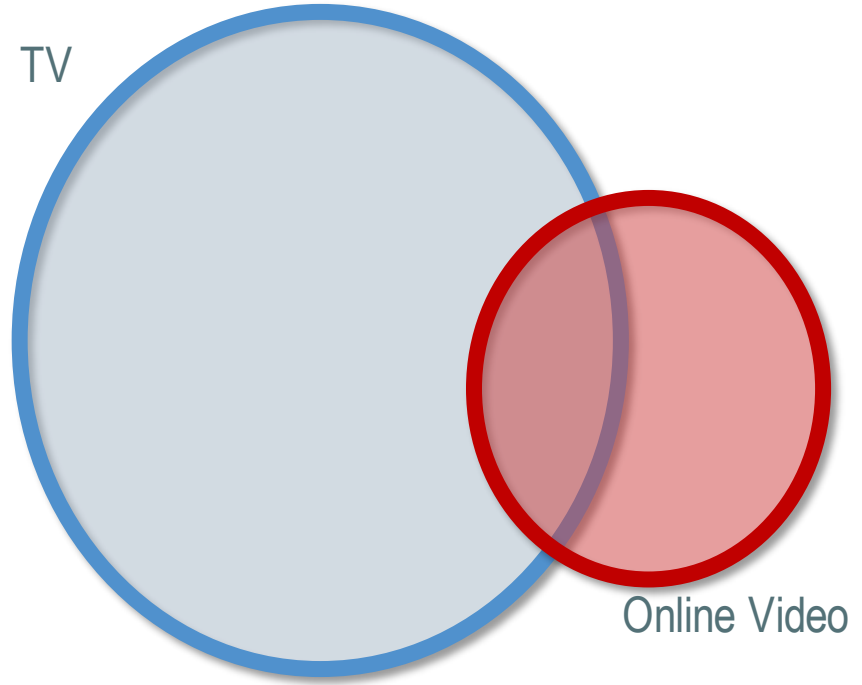
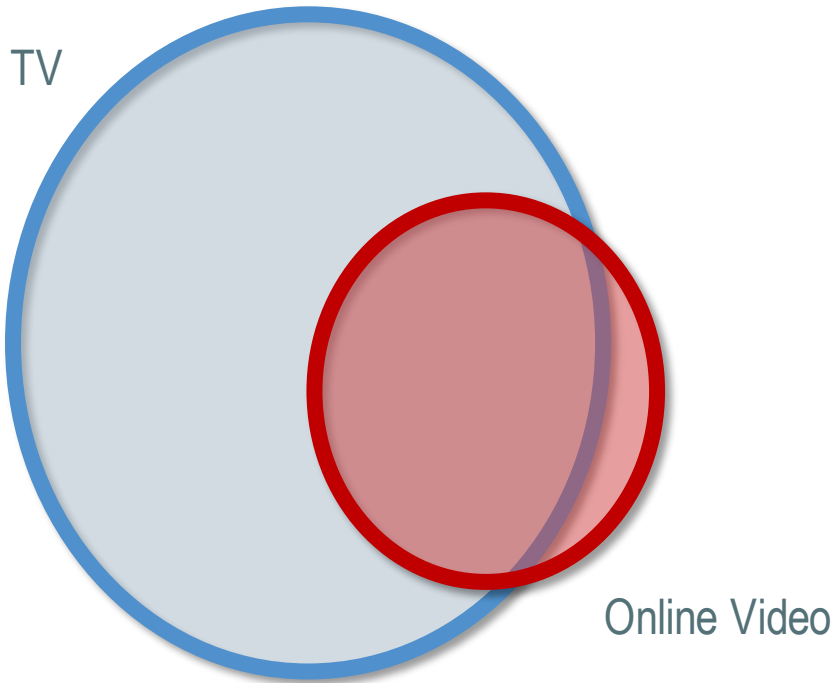


*Difficult to add incremental reach when 80%+ of target are reached by TV*

# But this varies significantly across campaigns

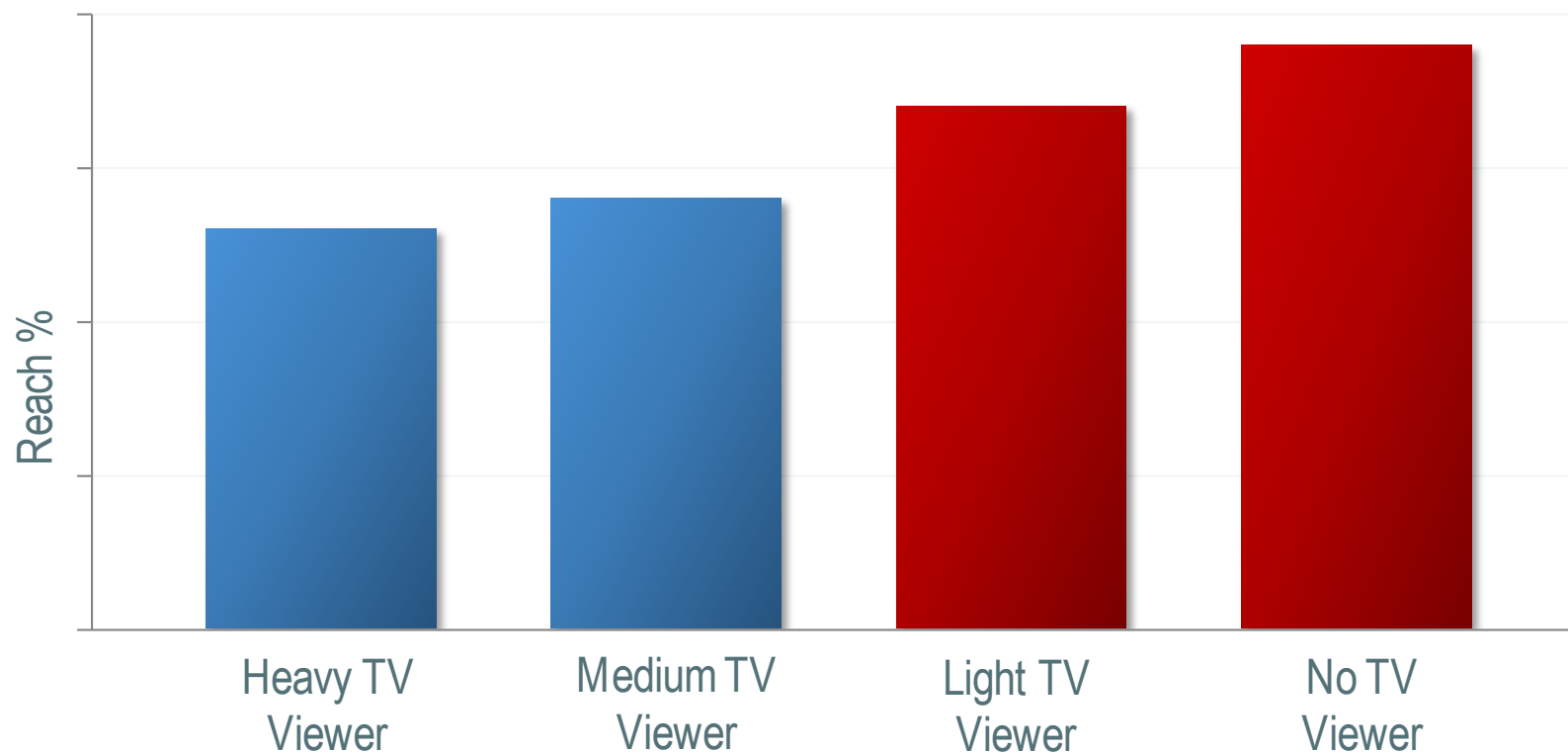
**Highest Overlap of Campaigns Measured**  
Target Audience: Total Reach 93%

**Highest Incremental Reach of Campaigns Measured**  
Target Audience: Total Reach 62%



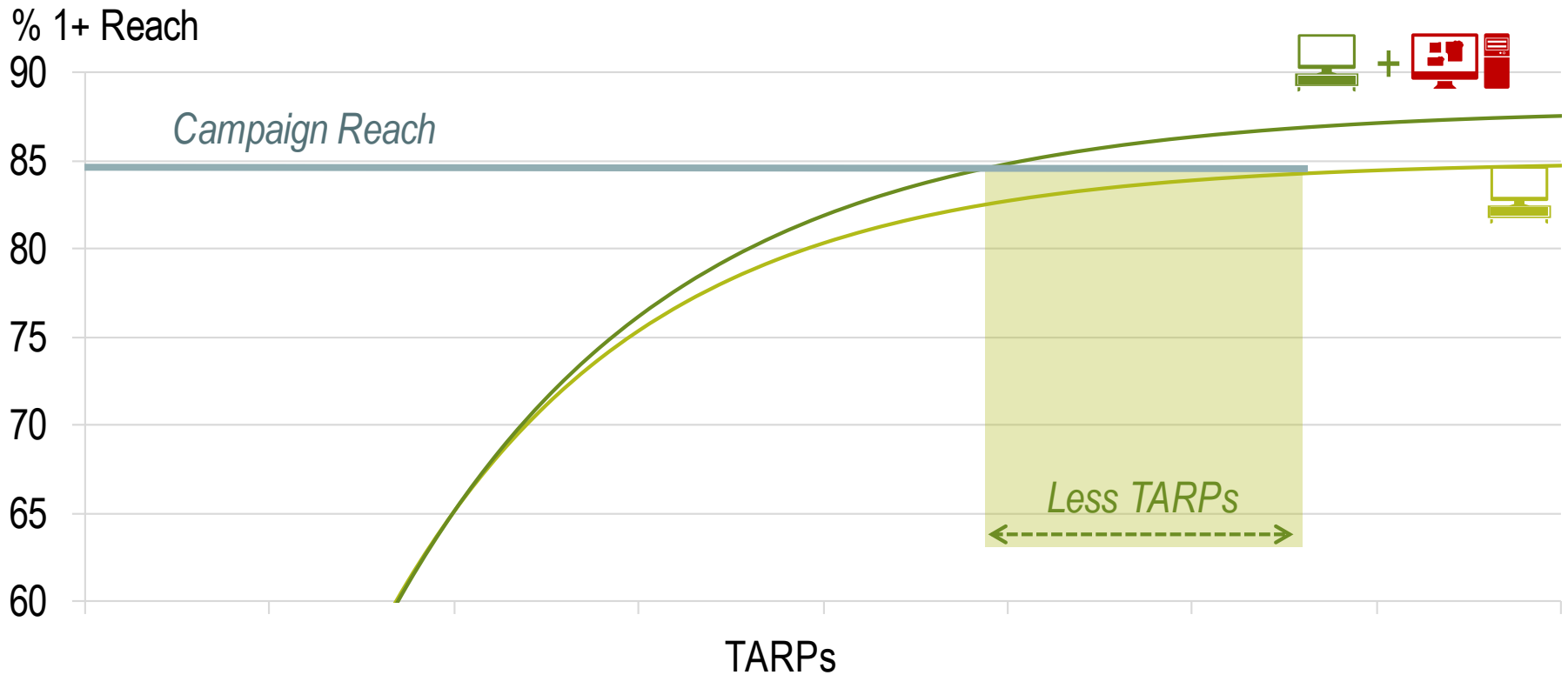
*Online Video can provide incremental significant incremental reach to a smaller TV campaign*

# Importantly, Online Video Reach increases amongst lighter TV viewers



# Resulting in more efficient reach for integrated campaigns

## 1+ REACH CURVE – Target Audience

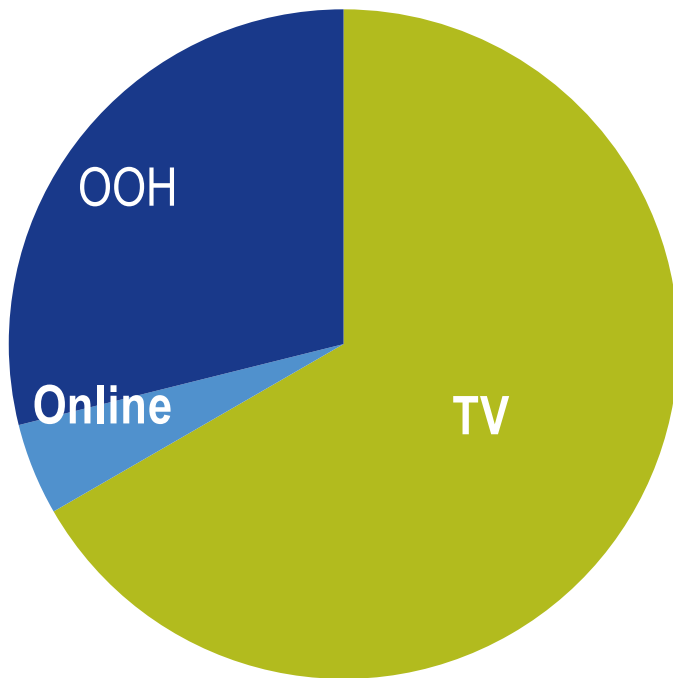


*Fewer TARPs required to achieve Campaign reach when TV and Online Pre-Roll are used together*

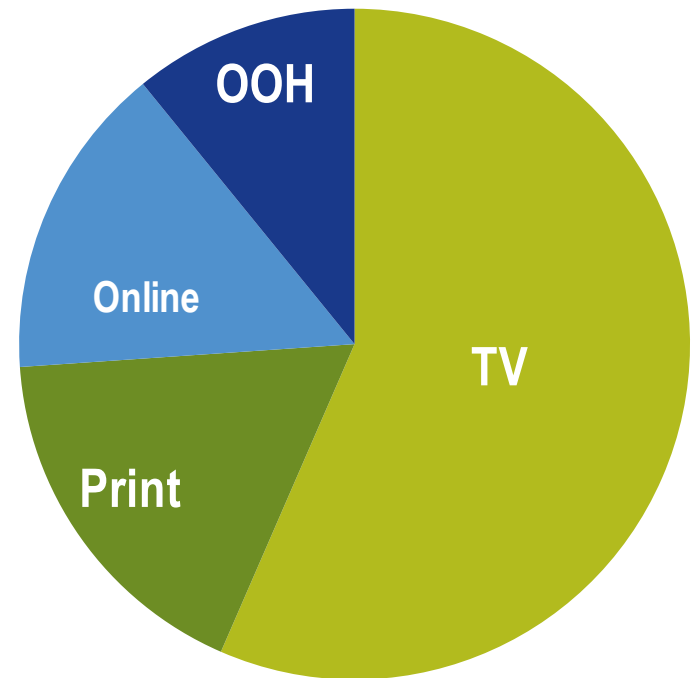
# Online also impacts brand metrics within multimedia campaigns....

Proportion of Brand Impact Attributable to each Media Channel

Brand Awareness



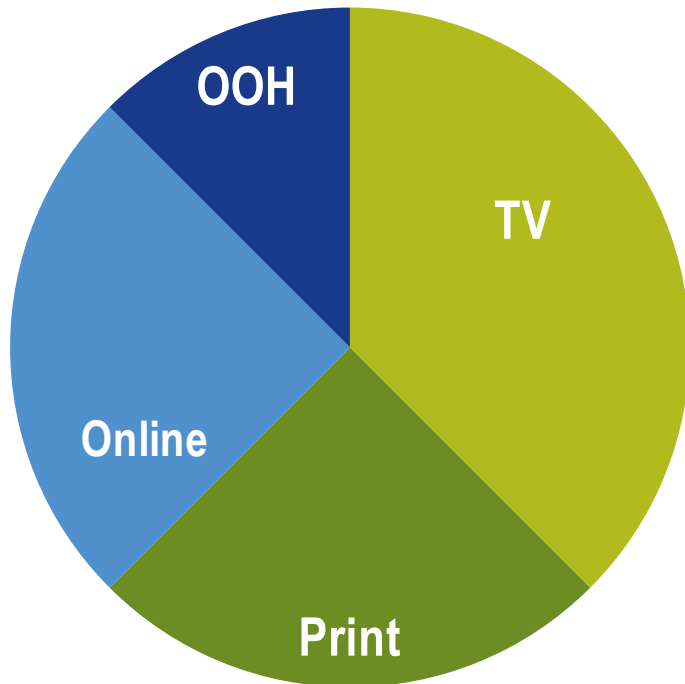
Campaign messaging



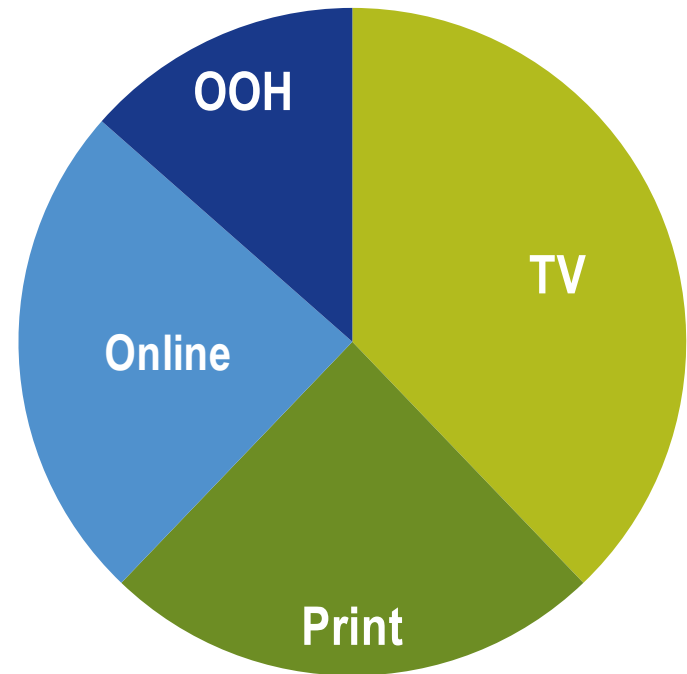
# Importantly punching above its spend weight for Purchase Intent and/or Consumption metrics

Proportion of Brand Impact Attributable to each Media Channel

Consideration



Consumption



# In Summary



- If the objective is to build brand, then measure brand effect
- Manage your campaign creative quality, frequency and format
- Online is effective in multimedia campaigns especially to drive efficient reach and purchase intent

# Building Brands Online

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Mark Henning – Director media & Digital Solutions

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