



KANTAR

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THE DIGITAL BRAND EFFECT

How digital advertising is building brands
and delivering long-term brand impact

A Kantar and IAB Australia White Paper **OCTOBER 2019**



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Methodology: analysis of the following

Global and AU/NZ CrossMedia Database

Kantar CrossMedia:
Campaign-based, cross-
channel brand impact model,
Global 1,359 campaigns,
AU/NZ 145 campaigns with a
total measured media value of
\$372 million AUD

Getting Media Right Study 2019 – Getting Media Right (2019)

Mastering Flow is based on
nearly 500 survey responses
from senior marketing leaders
(Manager/Director,
VP/SVP/EVP, and/or C-Level)
at advertisers, agencies
(creative & media) and media
companies

Brand Lift Insights Digital Effectiveness Global Database

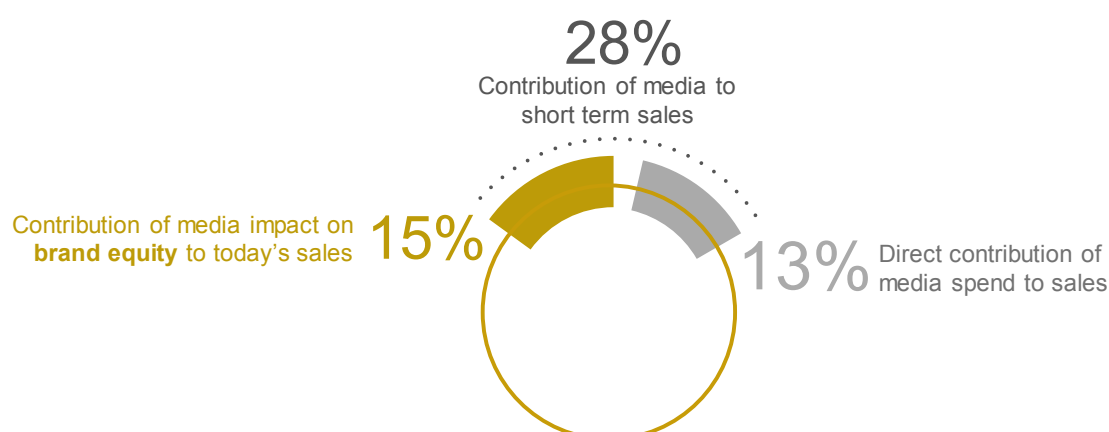
Control vs Exposed survey
methodology. c14,500
campaigns over the last 3
years, c10.5 million control
respondents, c13.2 million
exposed respondents

“BrandZ™ research over the years clearly shows us that building strong brands underpins long-term growth. Looking at the Top 100 Global Brands of 2017 reveals those with a clearly defined purpose grew in value on average three times faster over the past 12 years.”

Mark Henning, Marketing Magazine, September 2018

It is not just about strong brands building growth in the future – strong brands drive sales today. Analysis of Kantar’s Total MROI database shows that on average, 15 per cent of a brand’s sales delivered today are driven by its brand equity.

Brand Equity drives a significant part of your sales **today**



Source: Kantar Total MROI database

Building brands for future growth

Experienced marketers recognise the importance of brand building as an investment in future returns. One of the greatest challenges for marketers is also meeting shorter-term sales expectations and finding the right balance between brand and activation that is critical for business success.

Digital media continues to open exciting opportunities for marketers. These opportunities stem from 21 million Australians who spend over 112 hours each month engaging with online content and services and have increased their time spent online 29 per cent year-on-year¹. Digital media's effectiveness in sales activation is well proven but this is not the full picture of the capabilities of digital media.

The IAB have partnered with Kantar, global leaders in advertising measurement, to deliver independent insight into the contribution digital advertising makes to brand building and provide inspiration to marketers on optimising their digital investments. Kantar have mined their extensive database of real campaign effectiveness studies to provide aggregated, independent data on the brand impact marketers can expect from their digital campaigns.

There are some parties in the media industry that would have you believe that channels should be used by marketers on an either/or basis, when really the body of ad effectiveness research points to superior outcomes from taking full advantage of the synergy gained by using multiple channels, including digital media. The IAB not only wanted to understand the brand impact of digital media formats individually, but also provide a total picture of digital's contribution to brand building in cross media advertising campaigns.

The digital era will continue to impact the way brands are being built. \$9 billion was invested in digital advertising in Australia in the financial year ending June 2019². As the peak trade association for online advertising, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms. With over half of all Australian advertising expenditure on digital media³, the IAB relish our responsibility to demonstrate to marketers how to maximise impact and get the best return from their advertising investments.

The IAB encourage all brand marketers to utilise the insight from this report and continue to measure, test and learn, to ensure your branding campaigns are on track now to reap the huge benefits of brand equity in the future.



Gai Le Roy
CEO, IAB Australia

¹ Nielsen Digital Panel Text July 2019, PC P2+ Smartphone and Tablet P18+ (total time YOY 12 months to July 2019 v 12 months to July 2018)

² IAB Australia Online Advertising Expenditure Report FY2019 compiled by PWC

³ CEASA Advertising Expenditure in Paid Media 2018

Digital advertising build brands

Digital advertising is proven at generating short-term behaviour and sales effects, however questions have remained around digital's role in delivering long-term brand growth. Kantar's Getting Media Right Survey showed that 61 per cent of advertisers believed brand metrics were the best measures for measuring Linear TV effectiveness, but only 38 per cent believed the same for digital media.

Why focus on digital's ability to build brands when digital advertising is already greater than 50 per cent share of the Australian market? In the past 14 years, the biggest lesson we've learned from Kantar's BrandZ™ data is that: Strong brands generate superior shareholder returns. The Global BrandZ™ Top 100 outperforms the S&P by a significant 53 per cent, 3 times higher than MSCI index. And it is not just about strong brands building growth in the future – a strong brand is driving sales today. Analysis of Kantar's Total MROI database shows that on average 28 per cent of a brand sales delivered today are driven by media, with more than half of this delivered through impact on brand equity – higher than the amount of sales driven through immediate sales response to media activity.

In an Australian first, this report analyses the brand impact delivered by specific digital (and other) media channels based on over 140 Australian Kantar Cross Media Brand Effectiveness studies and is combined with multiple global Kantar data sources to prove that digital does help build strong brands and also provide some guidance on how to get the best out of your digital channels.

Key highlights...

1. Digital is proven to deliver impact across key brand metrics.
2. Digital channels deliver brand impact more cost efficiently than most offline channels.
3. Brand impact of digital campaign exposure is retained after exposure.
Eight weeks after the campaign, digital media retains 20 per cent of original brand impact. This is comparable to offline media.
4. Brands across all categories benefit from digital advertising impact.
5. Digital excels as part of a multimedia campaign. Demonstrating multimedia effects both across digital channels as well as with offline media.
6. Brand ROI of digital video and social formats have improved over time.
7. All digital formats can play a role, but content must be tailored to the context to get the best results.

We trust that you will find some useful insight into the role of digital in driving strong brands and most importantly take on some of the best practice which helps the top 33 per cent of brands deliver a brand impact 3.5 times higher than lesser performing competitors.



Mark Henning
Executive Director, Media and Digital, Kantar Australia

POWERFUL BRANDS

Building your brand value for the new decade

A former commissioner of the US Patent and Trademark Office (PTO) was reported to have said that a trademark is “frequently a more valuable asset of a business than all its other assets combined”. This is no longer an especially controversial idea, businesses know that their brands are a factor in consumer decisions, and thus help them to generate future sales.

By measuring the strength of brands in consumers’ minds, the world’s leading brand valuation methodology BrandZ™ puts hard numbers against the PTO officer’s observation. Since 2006, the data shows that strong brands are more resilient to challenges in the external environment in the short-term (i.e. economic downturn, competitive disruption) and produce superior shareholder returns over the long-term.

The challenge for many marketers is that tricky caveat of ‘long-term’

Marketers are under pressure to move the metrics that are most visible and available right ‘now’ – sales first and foremost, and then from there, readily available response metrics such as enquiries or click-throughs that might suggest movement along the path-to-purchase. What is harder to see is any subtle shift, or positive reinforcement, that has been made in the consumer’s mind. A nudge that might help ward off competitor advances to influence a future decision in our favour, possibly long after the marketer approving that spend has moved on.

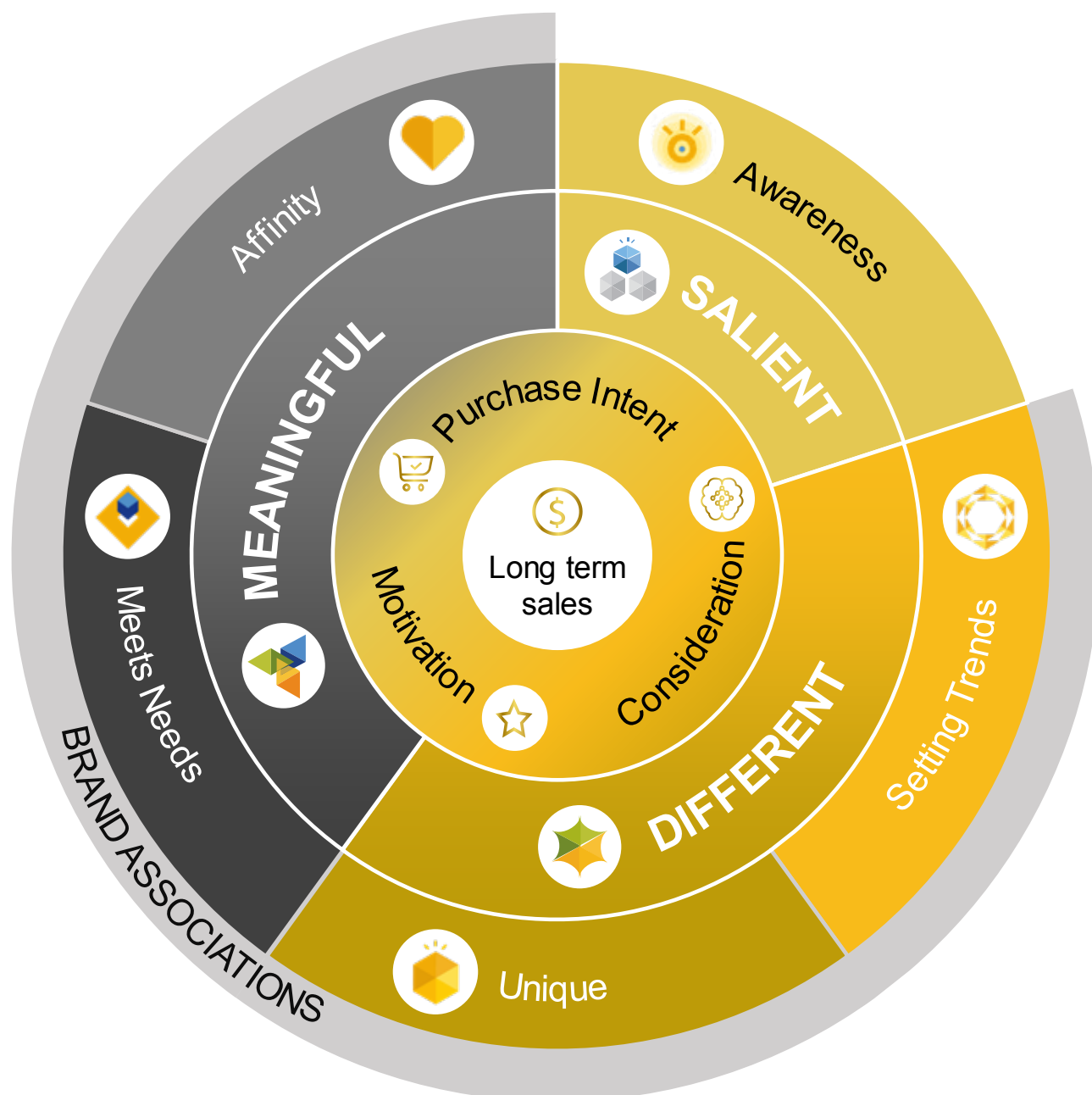
To value long-term effects as a valid and desirable outcome from marketing investment, businesses must firstly measure this effect in the mind of consumers. Fortunately, we don’t need to re-invent the wheel here. Extensive research and development and validation (the BrandZ™ most valuable brands in 2019 outperformed the stock market by 196 per cent) breaks down the intangibles of brands into three simple and measurable component parts.

1. **Meaning** – meeting needs and positive affinity
2. **Difference** – standing apart from competition in some positive way
3. **Salience** – coming spontaneously to mind in a buying situation

These component parts can (and should) be looked at individually or combined into a ‘brand power’ metric that is proven to drive long-term sales. For campaigns with objectives to build strong brands and reap the benefits of long-term growth; Meaning, Difference and Salience - and their components - are the metrics that matter.



Ryan France
Executive Director, Brand Strategy, Kantar Australia



Note: Due to the varied metrics tracked by brand and category in Cross Media studies, for the majority of this report we have focused on the key aggregate metrics of

- Awareness as a measure of salience
- Associations and motivations to reflect elements of meaningful difference

EFFECTIVENESS ANXIETY

Measuring cross-channel performance is challenging

Understanding brand effects across channels reveals how customer communications and experiences improve brand awareness and perceptions – ultimately influencing brand growth and the bottom line. Yet, there is advertiser anxiety about measuring brand effectiveness caused by lack of understanding of the holistic impact of digital and offline media in brand building. Most marketers feel they can assess some aspects of brand performance, but there are gaps. Blind spots such as ‘walled gardens’ are impacting the ability to measure cross-channel performance while lack of understanding of integrated campaigns across digital and non-digital activities is also a challenge.

MARKETERS ARE ANXIOUS

76% are struggling with a holistic understanding of cross-channel performance on brand

81% agree that ‘It’s tough to assess digital channels, given blind spots in measurement’

BALANCING ACT

Measuring short-term sales with long-term brand building

Almost all marketers recognise the importance of balancing short-term sales with long-term brand building, but just over half are using both short-and-long-term tools. And 38 per cent rely solely on short-term sales results. Marketers appreciate the need for balanced measurement but are finding creating responsive marketing performance programs challenging due to pressures to generate short-term results or resource issues.

MARKETERS LACK CONFIDENCE

51% unsure they have the right balance between brand building and performance marketing

40% doubt they have the optimal media mix

46% don’t believe they have the right balance between digital and offline media

*Source: Getting Media Right (2019 is based on survey responses from senior marketing leaders (Manager/Director, VP/SVP/EVP, and/or C-Level) at advertisers, agencies (creative and media) and media companies. The survey was conducted online between June 2019 – August 2019 and was accessible via link through various channels (email, social, website, and etc.). Global: N=486 Advertiser n=152 Agency n=236 Media n=98, APAC n=119 Europe n=158 LatAm n=52 North America n=101

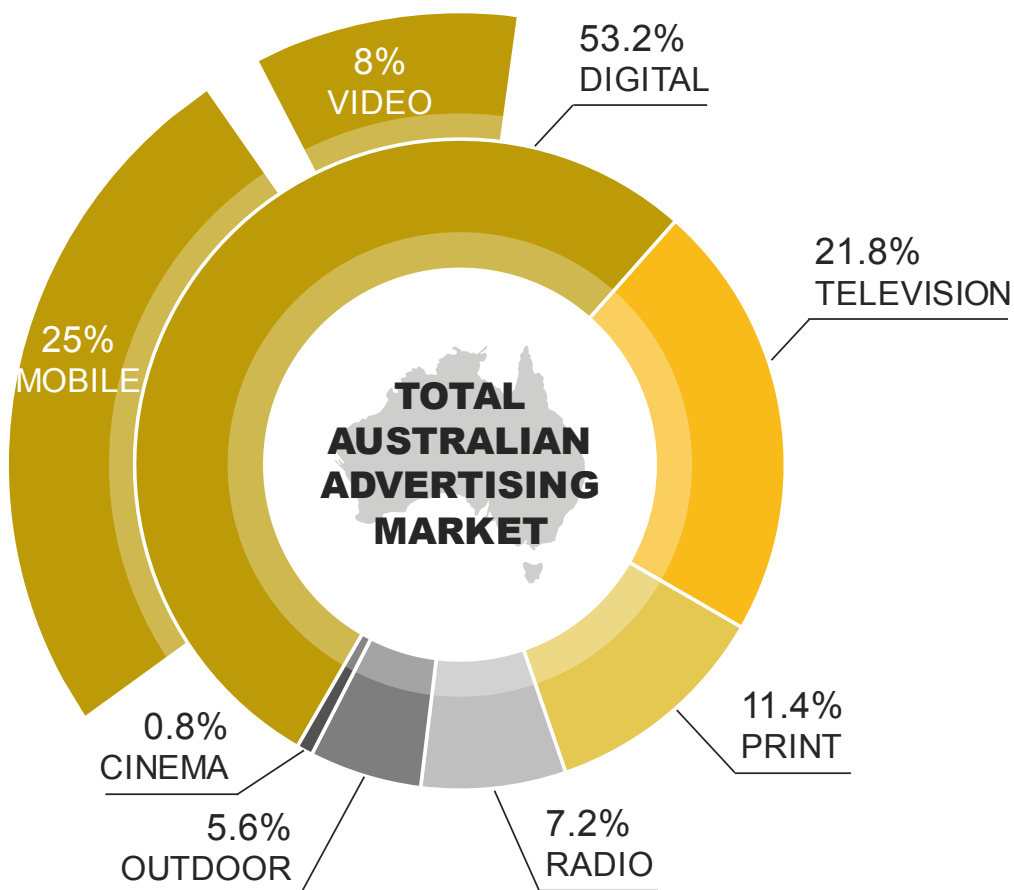
“From our own normative data, we see that different digital formats can each play a significant role in delivering strong brand impact. No single format is inherently better than another, and there is often a major benefit in employing multiple formats across a campaign. The key is leveraging the media strength of each format and placement, and also ensuring that the creative is customised to work optimally within its respective environment.”

Jane Ostler, Global Head of Media Effectiveness, Kantar

DIGITAL IS DOMINATING INVESTMENT

Digital brand measurement must be a priority

Digital is dominating media investment. Mobile now commands 25 per cent of the total ad market – greater than TV. Video continues to climb spurred on by increasing availability of screens and greater consumer access through connected TV and publisher creation of quality content. It is imperative that marketers shed light on some of the blind spots and develop an understanding of both the short and the long-term effects that digital media can deliver.



Source: IAB Australia/PwC Online Ad Expenditure Report, Dec. 2018 and Dec 2017; CESA 2018

From aggregate analysis, digital activity is engaging Australians and it's more than paying its way*:

- ☑ Delivers ROI on brand metrics
- ☑ Builds key equity components to similar levels as other media
- ☑ Drives brand metrics after media flight ends – similar retention to other channels

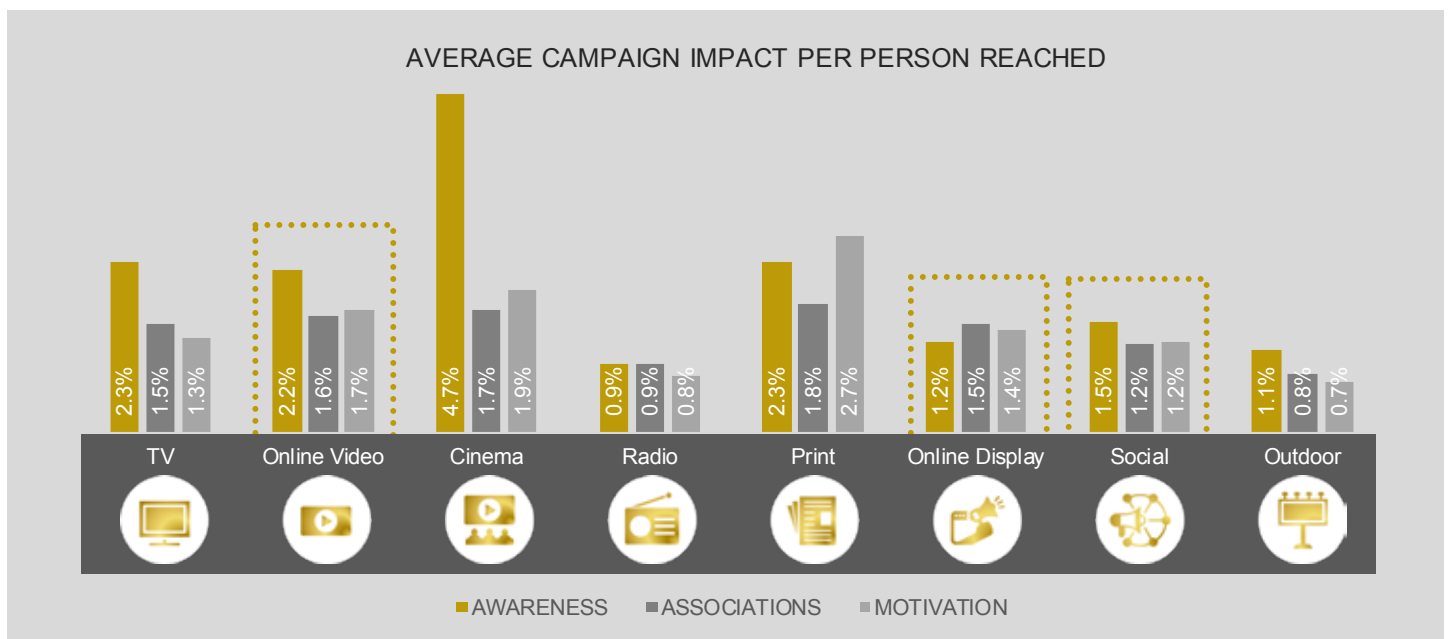
*from aggregate analysis

DIGITAL DELIVERS

Digital media delivers impact across key brand metrics

Earlier in the report, we outlined that the key to driving a strong brand over the long term is to create awareness (or salience) and a meaningful difference from competitors (in this case measured through brand associations and motivation).

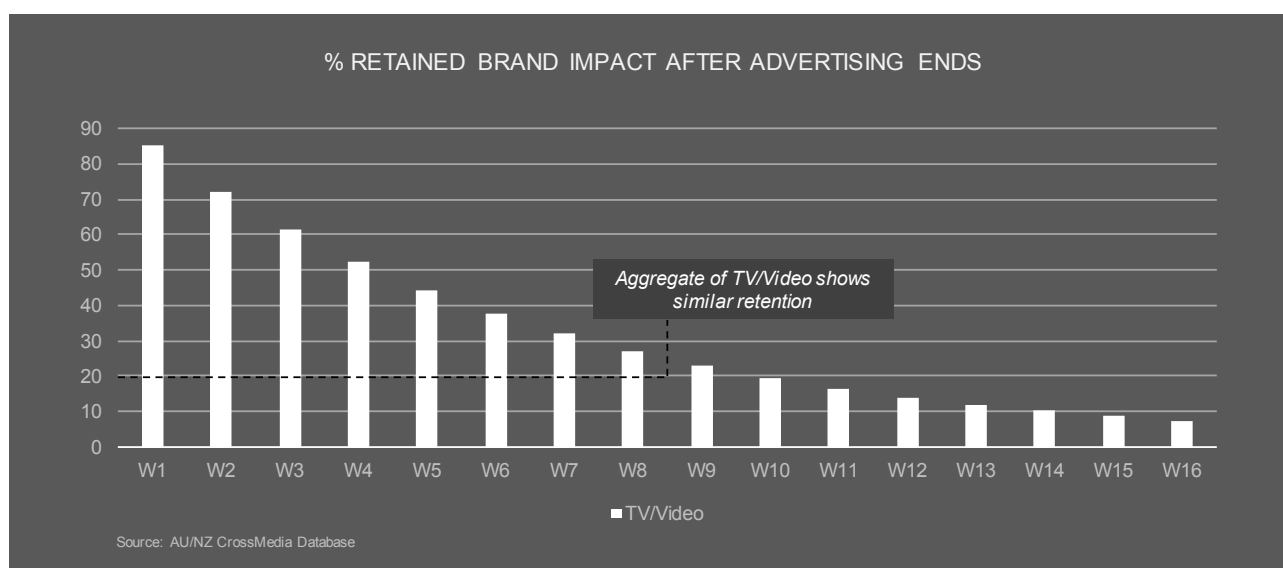
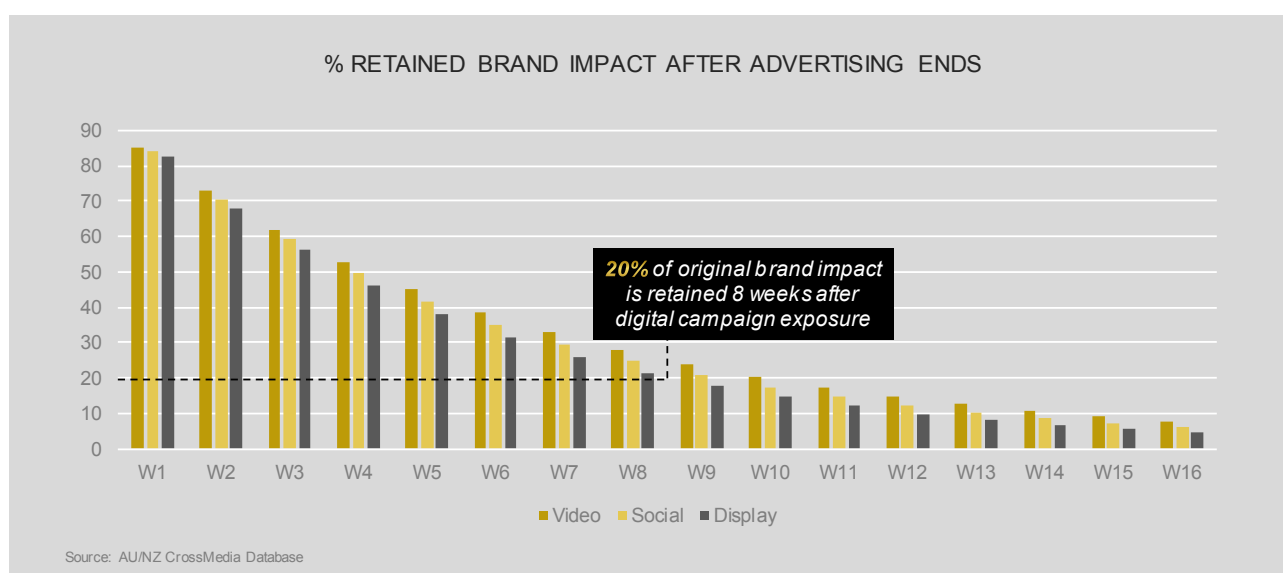
Aggregate analysis of 145 Australian/New Zealand cross-channel studies shows digital media delivers impact across these key measures on par with other media.



BRAND EFFECTS ARE RETAINED

Consumers retain brand effects of digital well after exposure











We know there are carry-over effects of TV and other traditional advertising. The week after someone is impacted by TV ad exposure there are still some latent effects that remain in a consumer's memory. Aggregate analysis from Kantar's cross channel database reveals that the same is true of campaign exposure through digital touchpoints – **over 20 per cent of original brand impact is carried through due to ad stock eight weeks after impact**. Retained brand impacts for digital channels are on also par with those of other media, reiterating that effective advertising carries through no matter the medium of delivery.



INDUSTRY VERTICALS

Digital drives brand impact across all industries

We have seen that digital effectively drives brand impact, and it can be seen below that this is true across all types of industries. Whilst some verticals show relatively stronger effects, such as Entertainment (driven by new news/launch value and high inherent pre-disposition), we see that across advertiser types there are significant lifts across key brand metrics.

DIGITAL BRAND LIFT BY INDUSTRY										
	 FMCG	 Financial Services	 Auto	 Entertainment	 Retail	 Telco	 Travel	 Electronics	 B2B	 Education
Aided Awareness	2.5%	3.3%	2.0%	6.1%	2.4%	3.2%	2.5%	2.8%	2.7%	5.6%
Online Ad Awareness	5.7%	4.0%	4.1%	10.0%	5.9%	5.1%	4.4%	4.4%	3.1%	4.7%
Message Association	3.3%	2.3%	3.0%	4.3%	3.6%	3.1%	2.8%	2.8%	1.8%	4.1%
Brand Favorability	1.9%	2.1%	1.7%	3.7%	2.5%	2.1%	2.3%	2.0%	1.7%	3.7%
Purchase Intent	1.7%	1.7%	1.6%	2.5%	2.1%	2.0%	2.0%	1.9%	1.2%	2.9%
Campaigns	4,877	1,496	1,612	907	795	593	548	580	299	65

Source: Global Brand Lift Insights Database

BRAND IMPACT VERSUS SPEND

Digital is cost efficient across all formats

We also see from our cross-channel database that digital touchpoints pay their way back in building key brand building metrics* such as awareness, brand associations and motivation. Video delivers 30 per cent more share of motivation impact than its share of expenditure. These efficiency impacts reflect a similar trend to that seen in global data.

* relative to spend

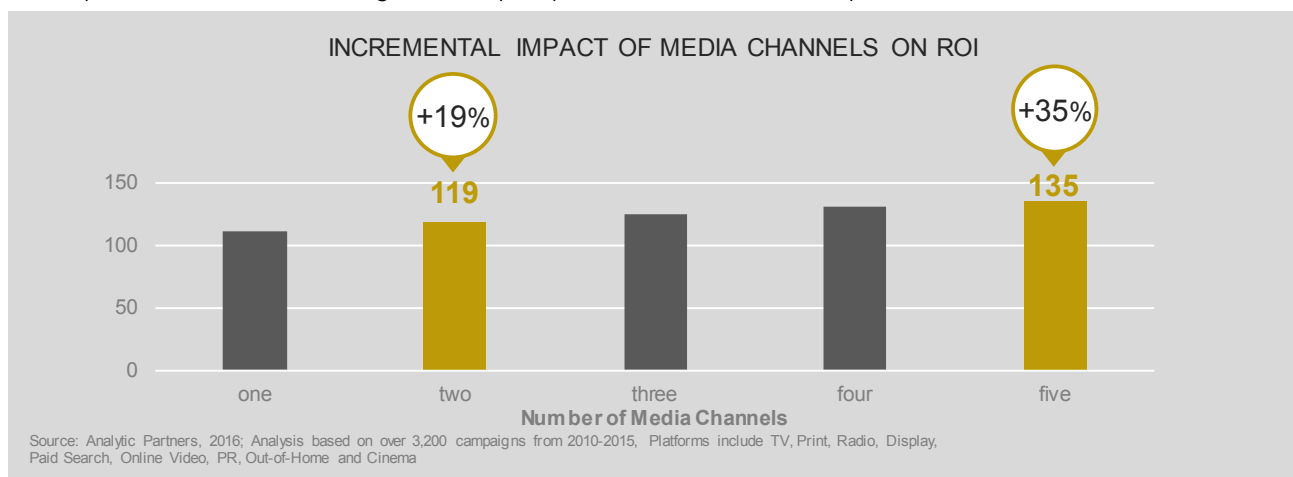
INDEX: SHARE OF BRAND IMPACT VS SHARE OF SPEND							
	TV	Online Video	Radio	Print	Online Display	Social	Outdoor
Awareness	79	108	69	97	80	131	103
Associations	74	112	116	129	142	149	108
Motivation	66	130	102	124	136	164	97

Source: AU/NZ CrossMedia Database

SYNERGY INCREASES ROI

Making the most of the media multiplier effect

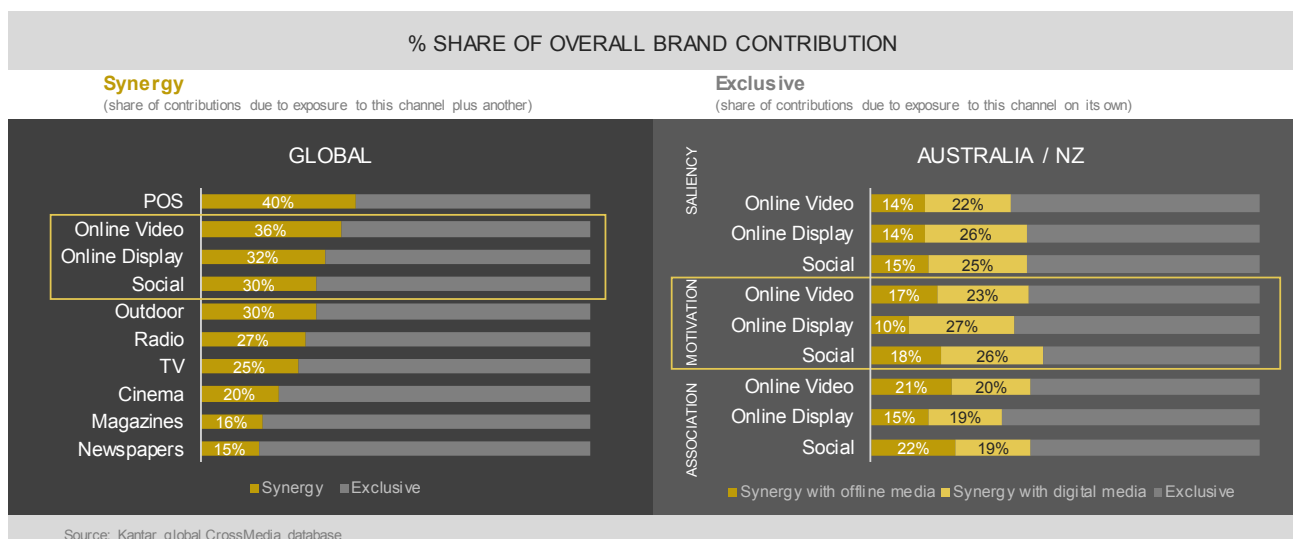
Synergy is integral to multi-touchpoints effects and a big driver a brand choosing to advertise across different media. Kantar are not the only measurement company to prove that synergy drives greater marketing effectiveness, Analytics Partners meta-analysis shows adding multiple touchpoints increases ROI significantly – up to an additional +35 per cent for five channels.



THE TOUCHPOINTS EFFECT

30%+ impact is from synergy effects between digital and other media

All media can benefit from synergy effects when other touchpoints are running alongside them, but Kantar global cross media database analysis reveals digital's effectiveness when working with other media. These effects are especially powerful in Australia with 33-45 per cent of digital brand effects resulting from synergy. Digital channels demonstrate strong synergy effects when working with each other, and complement offline media with strong impacts across all key brand metrics.



CASE STUDY

Australian Entertainment Brand Synergy

AUSTRALIAN ENTERTAINMENT BRAND

TARGET AUDIENCE:



18+



National
Australia

MEDIA:



Radio



OOH



Social



Display



Print

■ Synergy

AU/NZ average:

42%

AWARENESS:

22%

MOTIVATION:

64%

90%

...of synergy effects were a result of digital interacting synergistically across offline and online touchpoints

A RESULT OF:

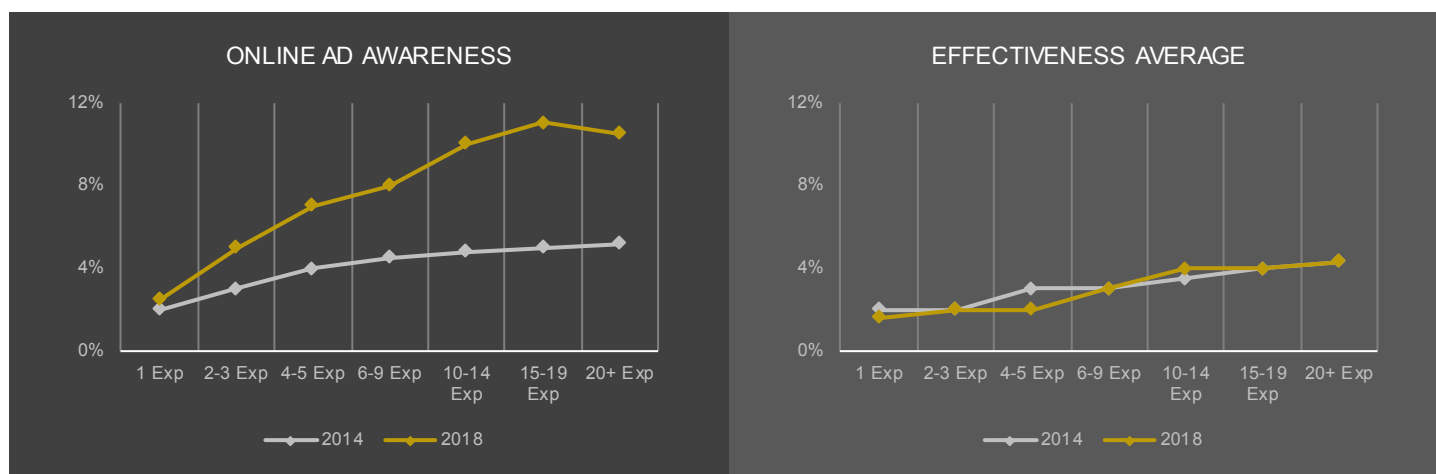
- High reach of digital and offline touchpoints
- Simultaneous flighting of media to allow for recency of duplicated exposure
- Strong unified creative thread across channels to allow people to easily 'connect the dots' between channels

FINDING FREQUENCY

Frequency is increasing in importance to drive brand effects, but must be managed

Frequency remains one the most fundamental components of media planning. Long-term brand effect relies on building brand memories through consistent reminders rather than a single magic exposure. This said, getting campaign frequency right is also a common blind spot for many marketers. And managing frequency is important: it can be the key to campaign success but there is a tipping point at which consumers can become annoyed or disengaged, so beware of overdoing it as media efficiencies are lost once this point is reached without necessarily further building brand effects.

57% Marketers not confident of reaching optimum frequencies



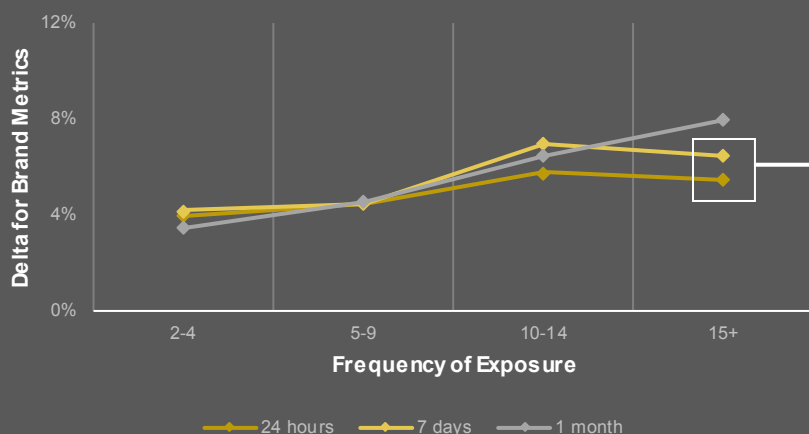
New ad formats offer richer ways to connect and drive more awareness at similar frequency

Analysis of Kantar's Global Brand Lift Insights Marketnorms database comparing digital frequency impacts from 2014 to 2018 shows the effectiveness of new ad formats at frequency, but also that they are no more effective in persuading consumers than ads previously. In fact, a single exposure is less impactful today as compared to four years ago, making frequency even more crucial realise brand building effects in market.

Further analysis does reveal a natural limit to frequency within a timeframe. Frequencies higher than 10 are best spread out over a month rather than squeezed into shorter windows, as high frequency reduces efficiency and also runs the risk of reducing brand effects due to annoyance. Spreading frequency more evenly over longer periods and/or bursting approaches can maximise productive exposures and avoid wastage.

FREQUENCY LEARNING

AVERAGE OF ALL BRAND METRICS BY TIME & FREQUENCY



Over-exposure within shorter time-frames tends to reduce efficacy and cost efficiency of campaign impact

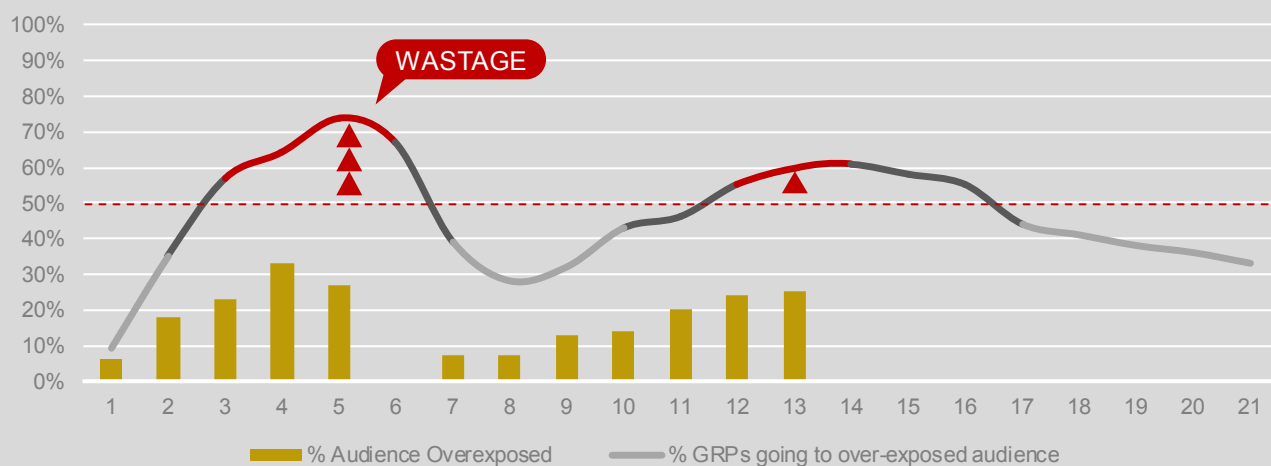


Ensure relevant capping is in place, particularly with an always on approach to a targeted audience



In addition, bursting strategies and creative refresh can also help contain over-exposure

WASTAGE ANALYSIS | VIDEO | AU CPG BRAND

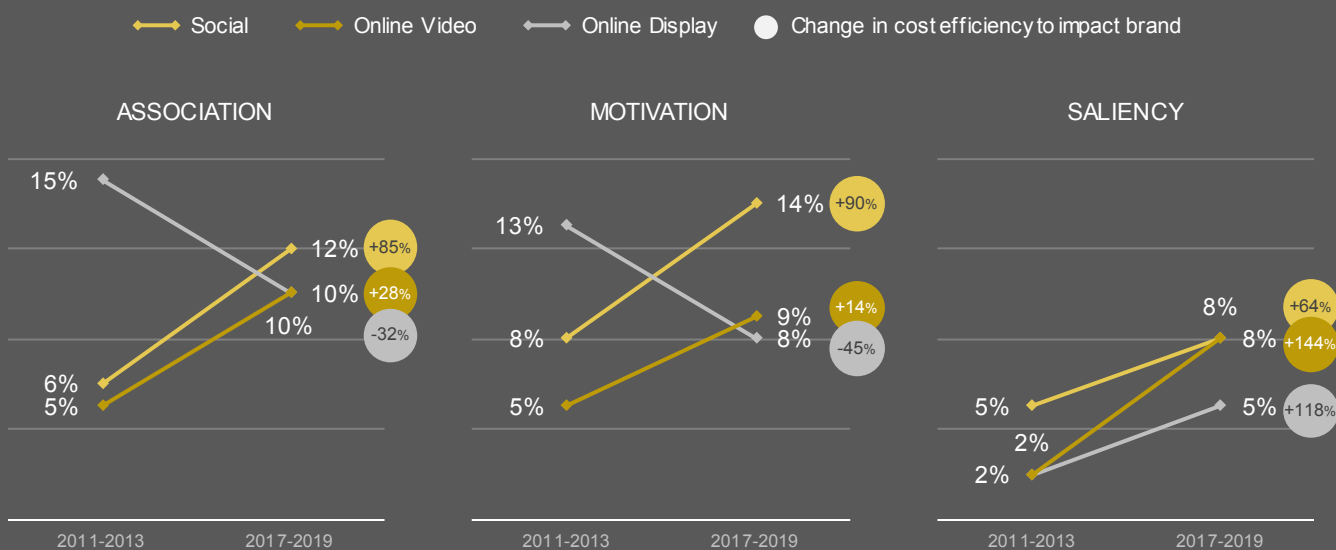


EVOLVING FOR EFFECTIVENESS

Video and social are growing in cost efficiency of brand effect over time

Social and video are growing from strength to strength over time, but banner display ads must work harder as other formats become more established. Eight-year database analysis highlights the brand effects of social and video are improving over time: for example, brand association impact for online video has improved 28 per cent in last eight years. Conversely, while still highly cost efficient, display advertising share of brand effect has eroded. Social and video formats have truly come of age in terms of adoption and reach, and the evolution of these formats means improved ad units, with better integration, new features and user experience have likely contributed. Additionally, while there is still work to be done, marketers are also producing better quality creative, adapted to the context and format to maximise effects.

INDEX: SHARE OF IMPACT (2011-2013 vs 2017-2019)



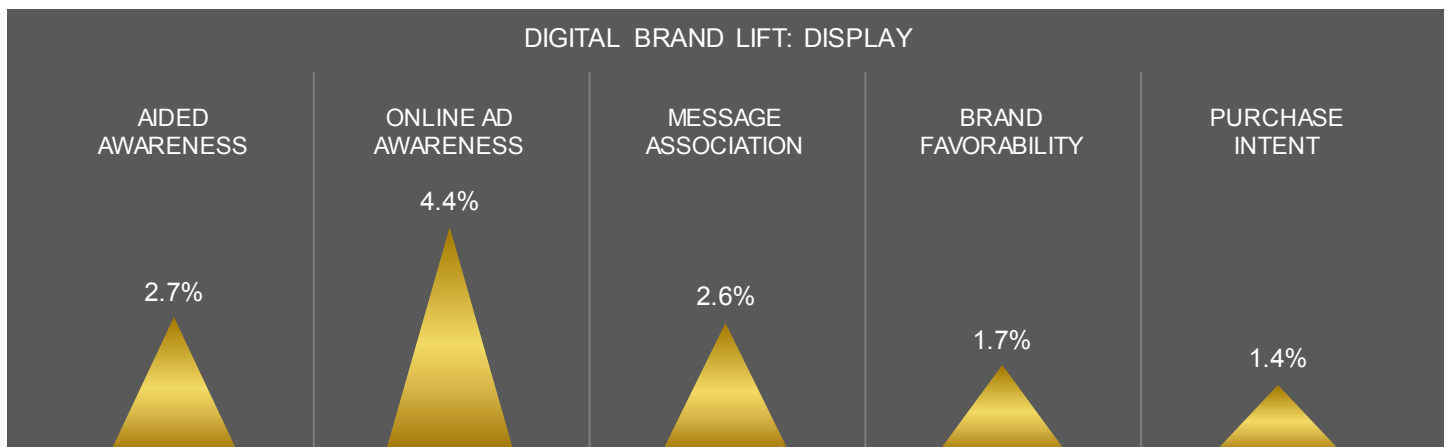
Source: AU/NZ CrossMedia database

ONLINE DISPLAY

Continues to be a powerful connector

Online display continues to generate impact across all brand metrics and is still highly cost efficient.

Online display delivers in synergy with Newspapers, TV, Online Video and Outdoor. Spend will likely continue to grow, fuelled primarily by rising mobile media usage. Marketers across all categories will increasingly look for ways to harmonise and balance online brand-building versus performance marketing investment.

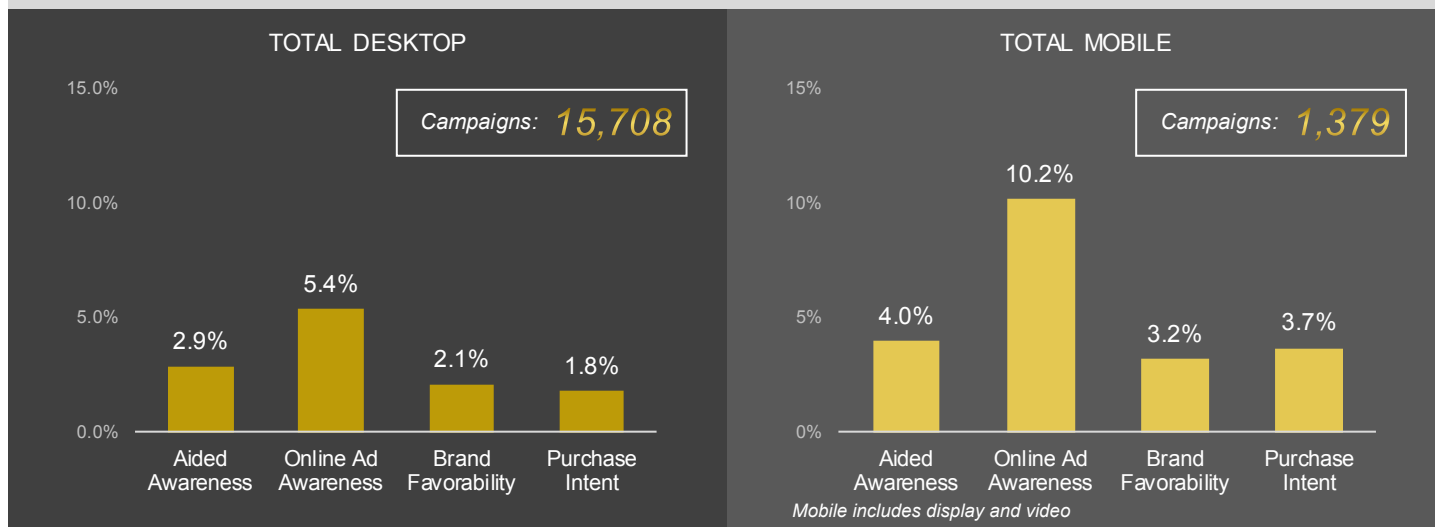


MOBILE PLATFORMS

Mobile delivers strong brand impact

Kantar's Digital Brand Lift database (including banners, videos, and apps) shows us that mobile ads are effective. Mobile advertising typically impacts brand to a greater extent than desktop ads. This is likely due to several factors: the constant innovation within mobile advertising, the fact that mobile ads use a larger proportion of the screen than desktop ads, and the tighter focus that results from constraints of screen size and technology.

EXPOSED VS CONTROL - BRAND IMPACT



ONLINE AND MOBILE DISPLAY SUCCESS

GET CREATIVE

Ensure brand is prominently positioned on every frame, avoid clutter through well-composed visuals and focus on building a meaningful impression.

TAILOR CONTENT

Tailor content for its destined placement and screen (mobile vs. desktop) and make the most of mobile location signals.

BE CLEAR

Viewers should never have to interact to see your brand or message. However, a clear and concise call to action can inspire response.

SIZE AND CONTEXT MATTER

Bigger placements generally deliver more impact. Yet, premium, less-cluttered contexts deliver better awareness and messaging. Programmatic is better for driving purchase intent. Context strongly impacts purchase intent in categories like automotive where it's important to find people who are "in market".

CASE STUDY

Australian Financial Services Banner Display

AUSTRALIAN FINANCIAL SERVICES BRAND

TARGET AUDIENCE:



18-54



Metro 5-CAP
Australia

MEDIA:



TV



Radio



OOH



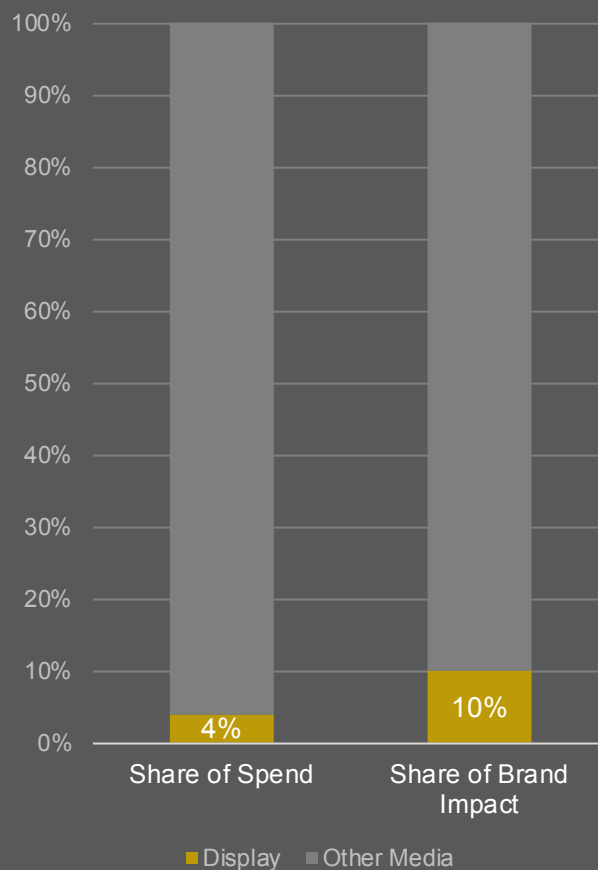
Social



Display



Cinema



2.5x

...return on brand
impact vs spend

A RESULT OF:

- Strong reach of Display
- Synergistic effects with other touchpoints (all Display impacts were in synergy with other media)
- Short and sharp messaging
- Targeting overlays

ONLINE VIDEO






Powerful in a variety of contexts

Delivering incremental reach beyond TV; online video is very cost effective but must not invade. It's highly effective at building frequency amongst light TV viewers helping to deliver where TV struggles and builds brand associations much more cost-effectively - benefiting greatly from TV synergy.

Tighter targeting and 'lean forward' viewing environments can result in high engagement, yet receptivity is very low. Skippable formats providing control are more popular. We are seeing strong brand lift impacts from our database, especially in-stream/pre-roll placements.

Innovation also continues apace in video. Beyond 'standard' video ads, there will be greater use of innovative formats such as full screen vertical video, stories, augmented reality and 360-video. Companion Banner 300*60 can also help build brand effects for video.

DIGITAL BRAND LIFT

	 Pre-Roll	 In-Stream	 Not In-Stream	 With Companion banner	 Non-Video
Aided Awareness	4.5%	3.8%	3.1%	4.8 %	2.7%
Online Ad Awareness	8.3%	11.0%	6.1%	9.1 %	4.9%
Message Association	6.6%	7.4%	3.6%	4.7 %	2.8%
Brand Favorability	3.2%	2.7%	1.9%	4.0 %	1.6%
Purchase Intent	3.1%	1.7%	1.5%	5.5 %	1.3%
Campaigns	126	66	451	31	6,000

ONLINE VIDEO SUCCESS

INTEGRATE

Works best when integrated with TV and deployed simultaneously to maximise synergy effects, but also needs to be customised for digital contexts.

USER EXPERIENCE FIRST

Work with formats that provide user control and embrace the skip. Unlike TV, you need to brand early and grab attention from competing distractions in the online environment.

CONSIDER CONTEXT

Digital contexts are not all the same, each requires thought. Consider how and where consumers will view.

CASE STUDY

Australian FMCG Video

AUSTRALIAN CONSUMER PACKAGED GOODS BRAND

TARGET AUDIENCE:



18–54

MEDIA:



TV



Radio



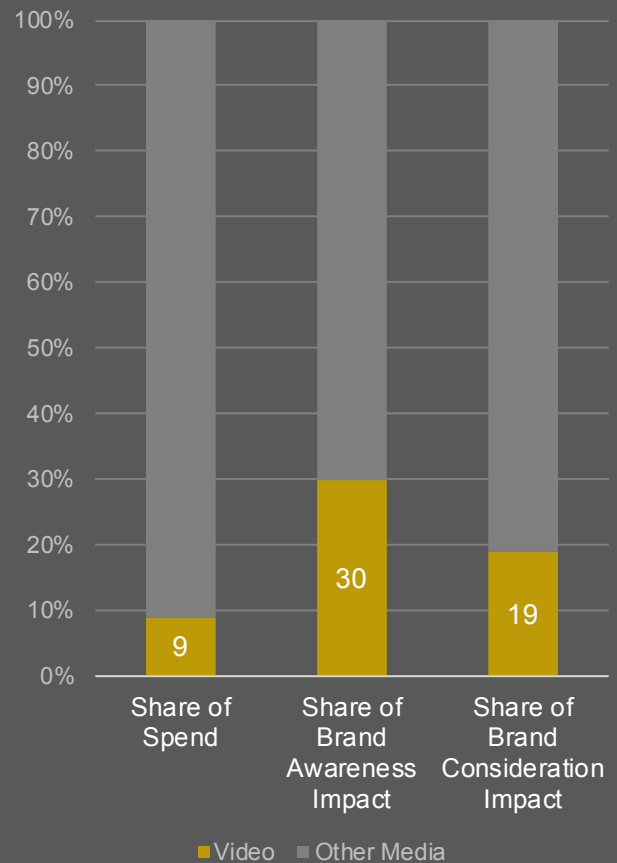
OOH



Social



Video



2.5x return on
brand awareness and
2x consideration vs
spend

A RESULT OF:

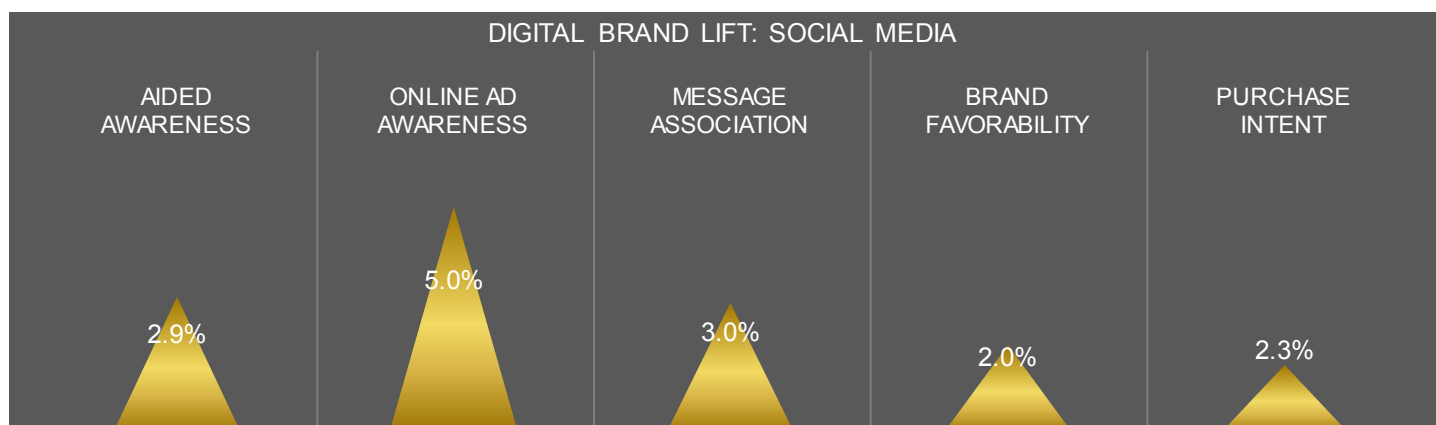
- Flying alongside TV and OOH to generate synergy effects with these channels
- Cost efficient reach delivery
- Intriguing visuals and consistent use of brand cues with other media

SOCIAL PLATFORMS

Mobile-first approach delivers most impact

Social platforms deliver the cost-effective, targetable impact for a mobile world. Success is due to tight, mobile-first targeting at scale, which ensures content is highly relevant. Social works well in synergy with TV, and cost effectively extends video reach beyond TV. It also brings the heart of a brand or its creative idea to people in a familiar and engaging environment, and can be a strong educational platform when working synergistically as part of a campaign.

Key for marketers will be continuing to strive for brand safety controls and seek ways to measure the brand building effects of social channels as part of the broader marketing mix.



SOCIAL PLATFORM SUCCESS

EMBRACE SPEED OF FEED

Competing in a personalised social environment requires tailored, thumb-stopping content to grab attention.

VALUE FIRST

Content should offer value – whether it's information, tips and advice, or a brief and entertaining diversion – and enable people to share it with others. Beware of irritating with invasive tactics or high frequency.

BE PROMINENT

Branding should be prominent. Early and crisp messages have the best opportunity for success. Long ads with late reveals tend not to perform well.

STAND OUT

Design video ads that resonate and deliver impact even when people don't unmute.

CASE STUDY

Australian Retail Social

AUSTRALIAN RETAIL BRAND

TARGET AUDIENCE:

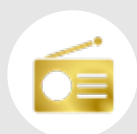


25-54



5-CAP
Australia

MEDIA:



Radio



OOH



Social



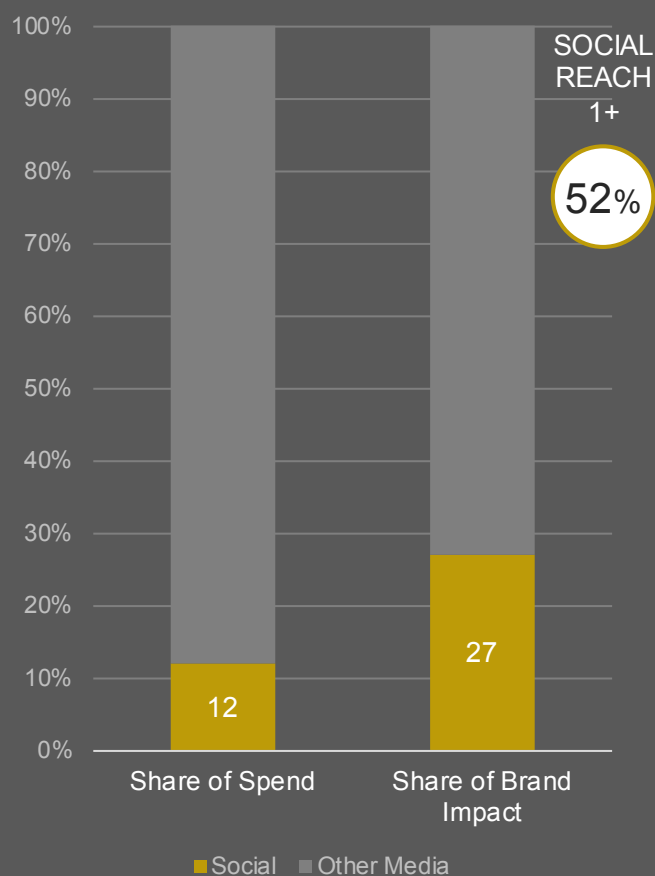
Video



Print



Display



Over 2X more
cost efficient

vs other media in the
campaign

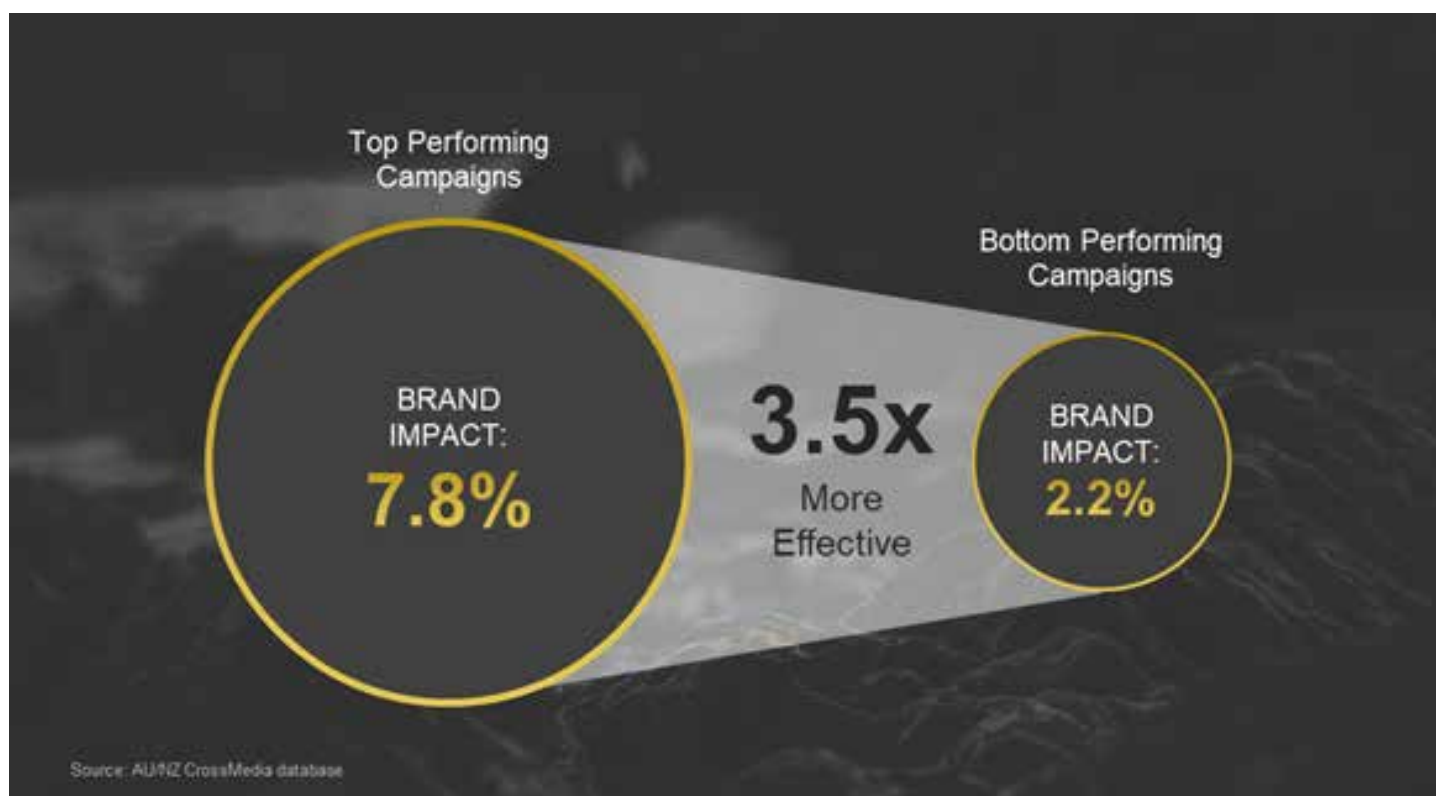
A RESULT OF:

- High reach
- Clear branding and strong use of brand cues
- Short and simple messaging
- Targeting layers, including day & time targeting

VIEW FROM THE TOP

Best practice delivers far more impact than investment

Top performing Australian and New Zealand campaigns are over 3.5 times more impactful than the bottom performers – and there is little difference in investment between the two. On average, top performing campaign spends were just 12 per cent higher than the bottom performing campaigns. Why? Top campaigns have higher occurrences of using best practice guidelines across all touchpoints, including digital. And versus spend, they have a well-calibrated multi-channel execution making all channels more cost efficient.





Getting to the Top

Our top best practice tips for making the most of digital to build brands:

1. Have a holistic mindset – digital works both in the short and the long term

Digital channels pay back more than their fair share of brand motivation versus spend, returning between 30-64 per cent on investment

2. Synergise with other media – high reach, concurrent flighting, and creative consistency are key

Digital works in synergy with other media to the tune of 33-45 per cent of brand impact

3. Manage frequencies – avoid over exposure

Containing frequency will minimise wasted investment and avoid driving a negative brand response

4. Design creative with context in mind

Optimising assets to work their hardest makes your advertising dollar work to its full potential

5. Test and learn with new and emerging formats

Employing newer and more engaging formats yields stronger efficiency

SYNERGY

PLAN FOR AUDIENCE OVERLAPS AND TOUCHPOINT INTEGRATION

Link by strong central idea driven by strong visuals, messaging or call to participate

- Ensure high duplication of reach between channels and flight together but ensure 'Priming' channels gets a slight head start
- Planning and mapping toles for each channel is key

DISPLAY

MAKE IT WORK AT A GLANCE

- Strive for 'Instant Meaning' and feature brand prominently
- Focus on the viewer, avoid clutter, trigger recognition and spark interest
- Establish a connection through relevant human imagery and meaningful, user-centric messaging
- Keep messaging simple with clear call to action
- Seek user participation or co-creation
- Integrate ad interactivity but don't rely on interaction to deliver message

Mobile Display

- Clearly brand on every frame
- Use compelling visuals and bold/striking colours to draw attention
- Keep the messaging very simple and short
- Consider relevant value exchange in mobile ads and seek to build experiences and leverage locations

NATIVE CONTENT

GIVE THE BRAND A ROLE

- Ensure brand is the hero/integral part of the content and intrinsically mentioned
- Transparency in brand sponsorship delivers better results
- Articles that clearly demonstrate a need for the product/brand perform better on communication and response measures – aim for explicit brand and story tie-ins
- Include a mix of motion-based/interactive visual stimuli help to engage and maintain flow through the content
- Maintain best practices for any surrounding display advertising
- Be concise to minimise dilution of category/brand specific information takeout
- For longer articles/long listicles, ensure the brand is consistently woven in
- Utilise positive tone of voice

VIDEO

TAILOR TO THE FORMAT

- Integrate with other media channels but adapt/customise for online
- Integrate the brand early and give it a leading role
- Dial up emotion and make a lasting impression
- Consider length and don't be any longer than you need to be
- Embrace storytelling in both short form and long form content – keep your canvas clean
- Stand out at the start and compel viewers to watch
- Ensure brand communication is clear for non-audio enabled video formats

Skippable Video

- Integrate the brand upfront and ensure the brand has a clear role
- Communicate key message upfront in the first 5-10 seconds
- Hook viewers early and build intrigue to sustain attention
- Use creative elements like music, design and humour to avoid being skipped
- Adapt to the format and find ways to creatively use the skip function

Mobile Video

- Amplify what matters (in screen prominence) but make it distinctive
- Leverage colour intensity
- Focus on new news
- Use storytelling that is authentic and entertaining

SOCIAL

GET TO THE POINT QUICKLY

- Use bold, high quality images/videos
- Have a clear focal point in your image to focus the viewer's attention
- Strong branding upfront is key
- Tone of the ad should fit with the brand's personality
- Content must be relevant to the viewer
- Provide a reward
- Deliver message with engaging yet simple and clear caption/post text
- Don't rely on audio
- Align creative with the objectives, embrace the platform style, brand early and keep it simple



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Allan Breiland has over 15 years of research experience, in roles spanning the US, Thailand, and Australia, working across brand equity, communications and media practices. Allan specialises in understanding the brand impact of media activity within the context of the media environment and providing strategic recommendations on optimisation and routes moving forward.

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