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australia

KANTAR

The Digital Brand Effect

How Digital Advertising Is Building Brands and Delivering Long-Term Brand Impact

The IAB partnered with Kantar, global leaders in ad effectiveness research, on an Australian first report on the impact of digital advertising on building brands.

As part of this study
Kantar analysed...



Australian Cross Media
campaign effectiveness
studies

14,500

global Digital Brand
Lift studies

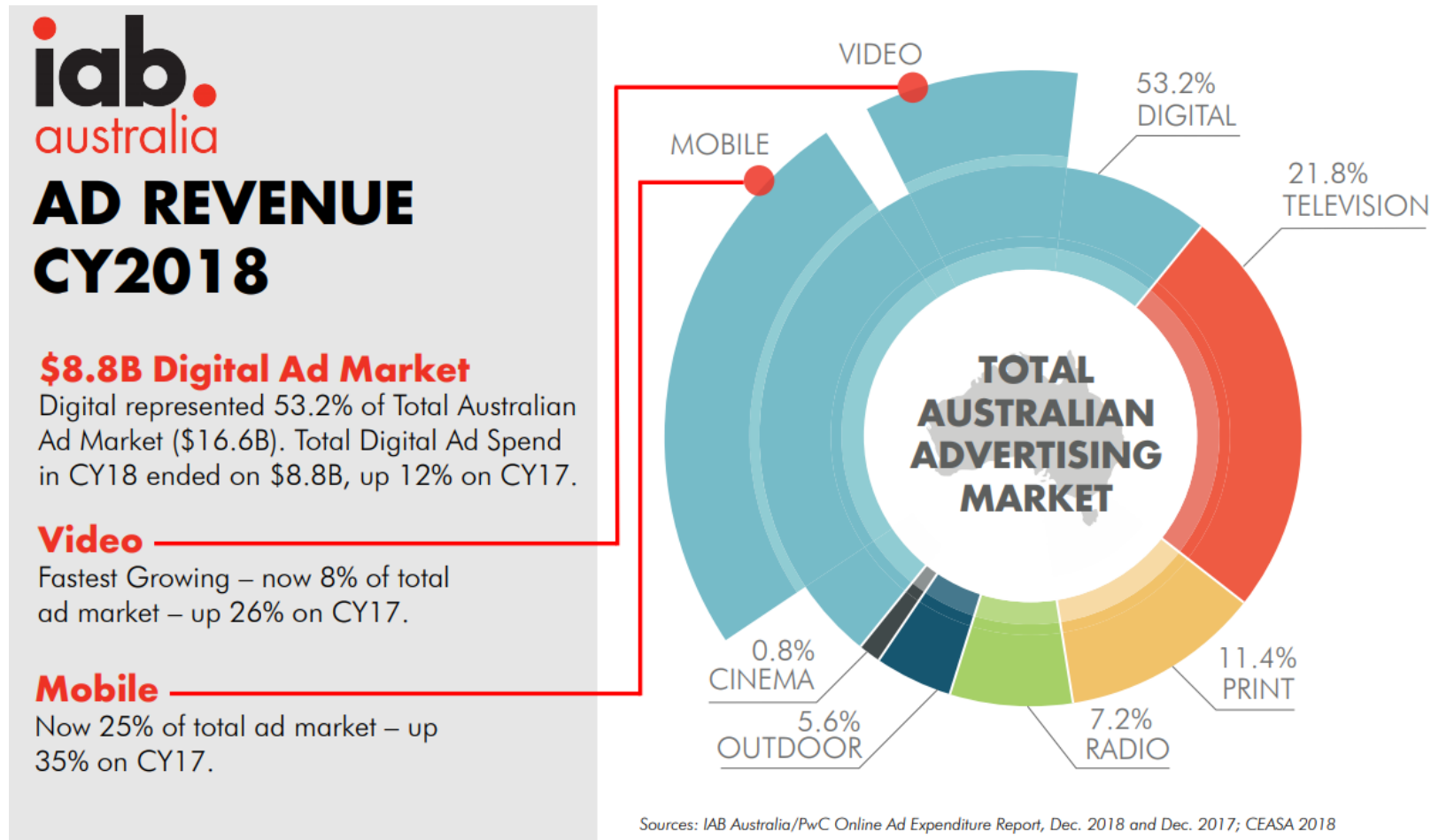
1,350

global Cross Media
campaign effectiveness
studies

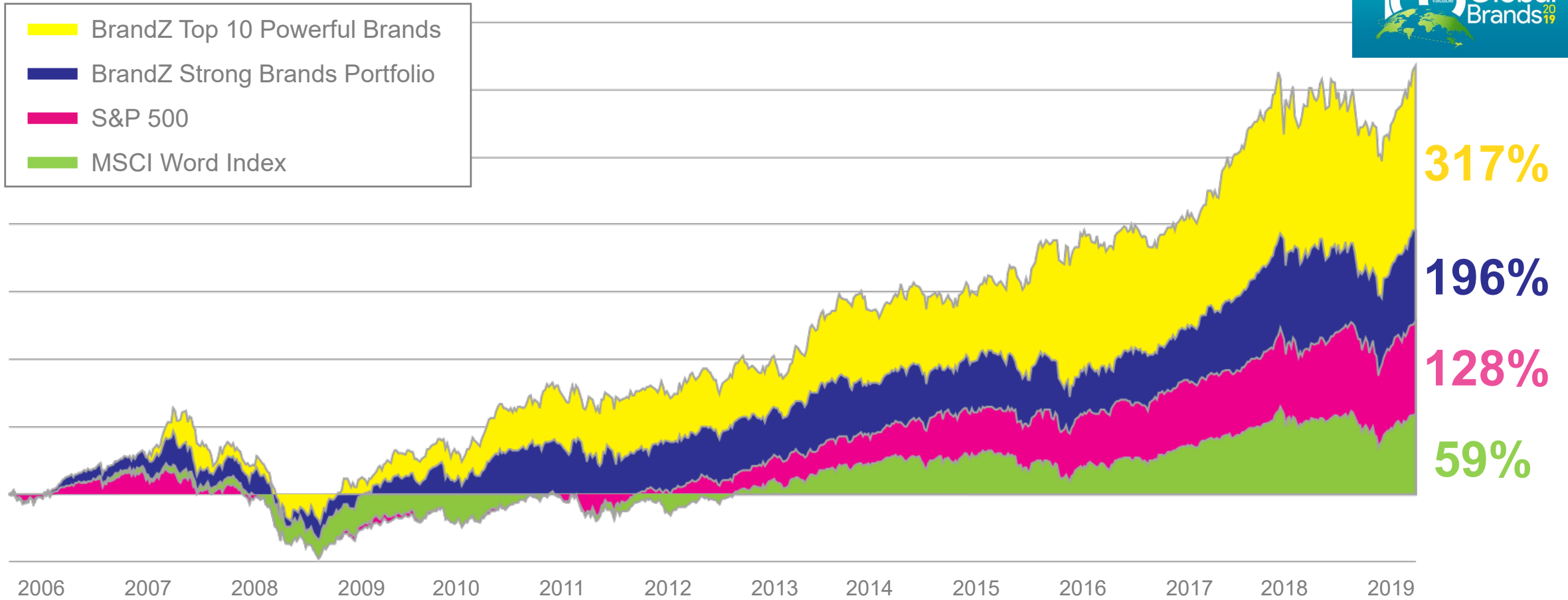
~500

global Marketers as part of
our annual Getting Media
Right industry survey

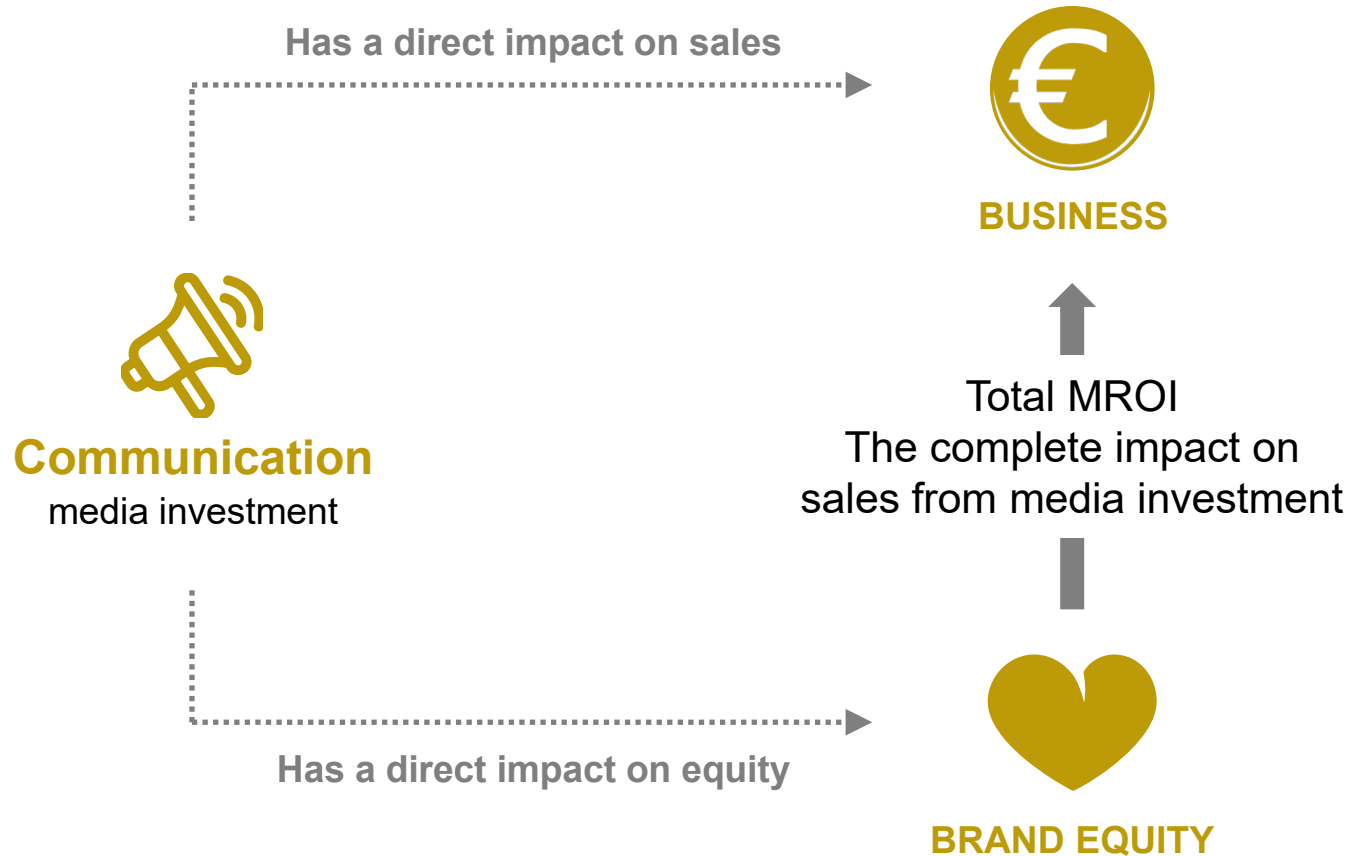
With over half of all ad dollars spent on digital media, the IAB wanted to demonstrate to marketers how to get the best return from their ad investments



Brand building is vital for business success. In the long term, strong brands generate more superior shareholder returns than leading market indexes.

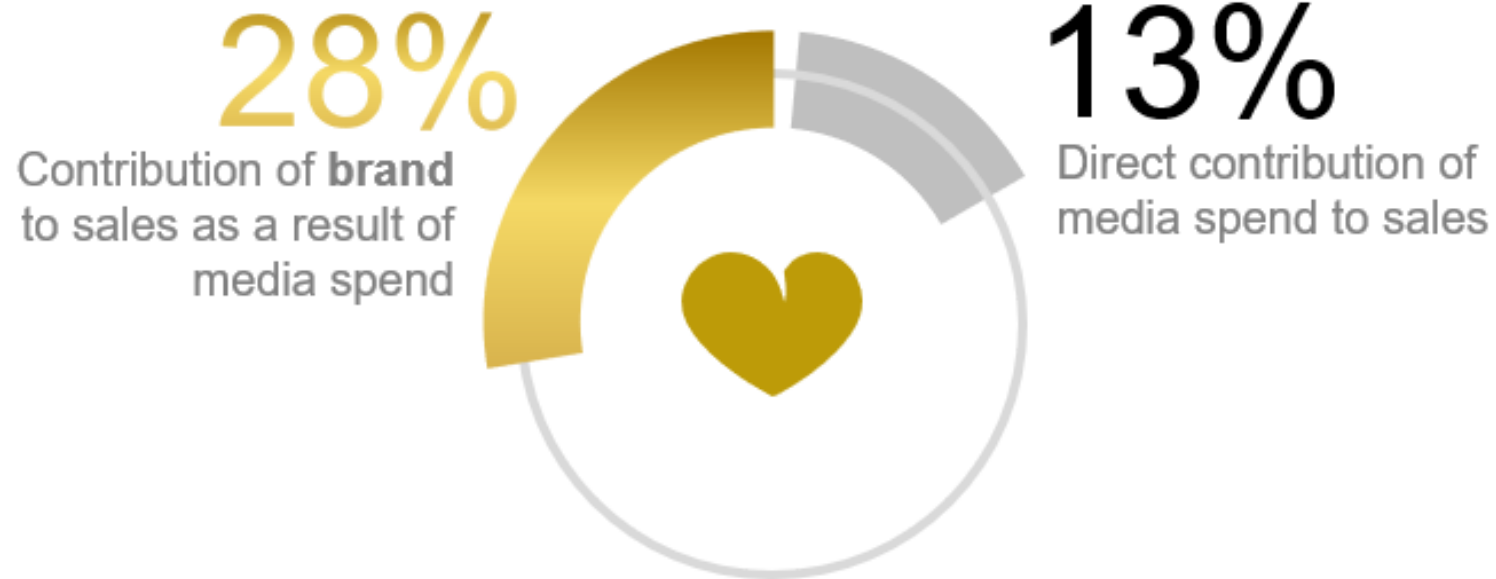


Investment in media directly impacts sales and also impacts brand equity (..... and brand equity is a driver of sales)



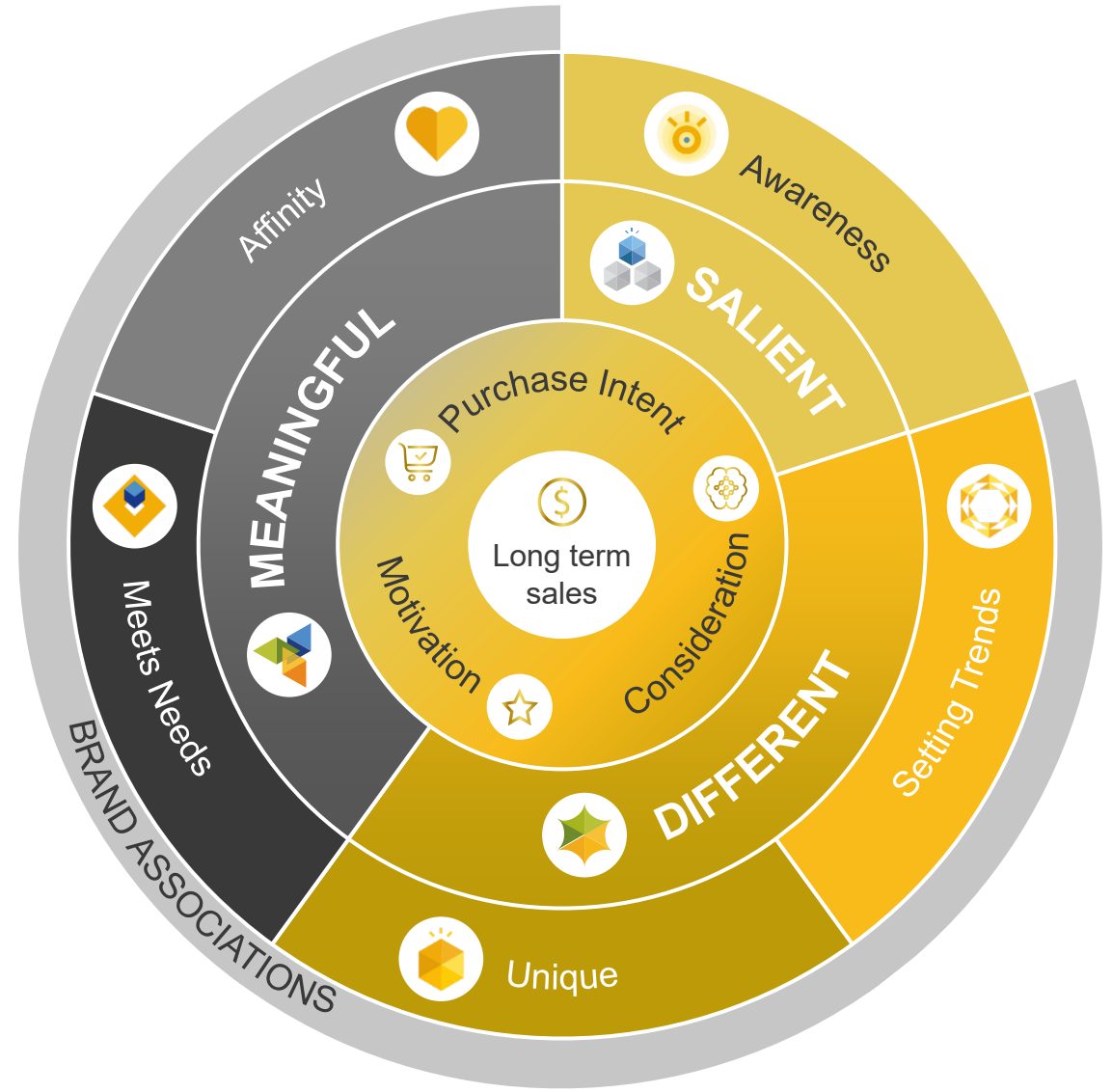
A strong brand drives future sales, as well as sales TODAY.

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



Strong brands are built by being Salient and Meaningfully Different

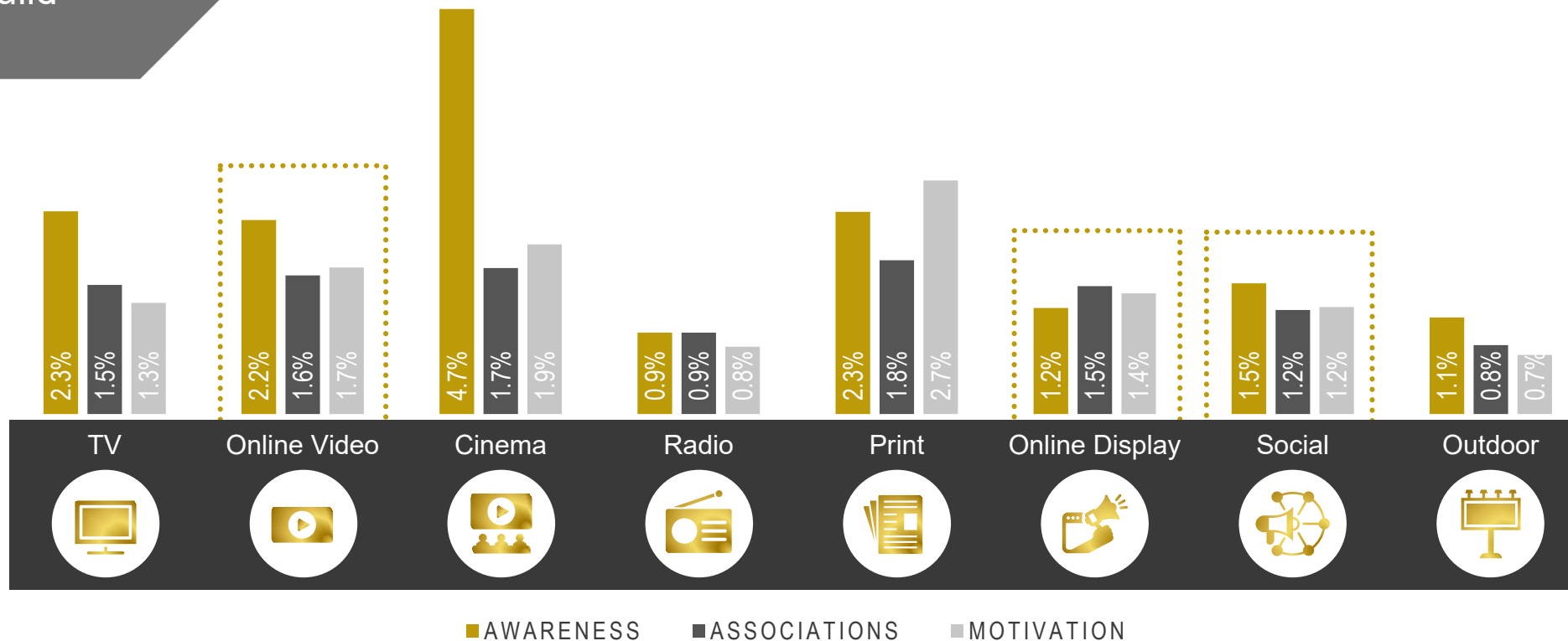
In this report these are reflected as the aggregate metrics of Awareness, Brand Associations and Motivation



Digital advertising is effective at delivering brand impact and has a marketing role beyond that of short-term sales

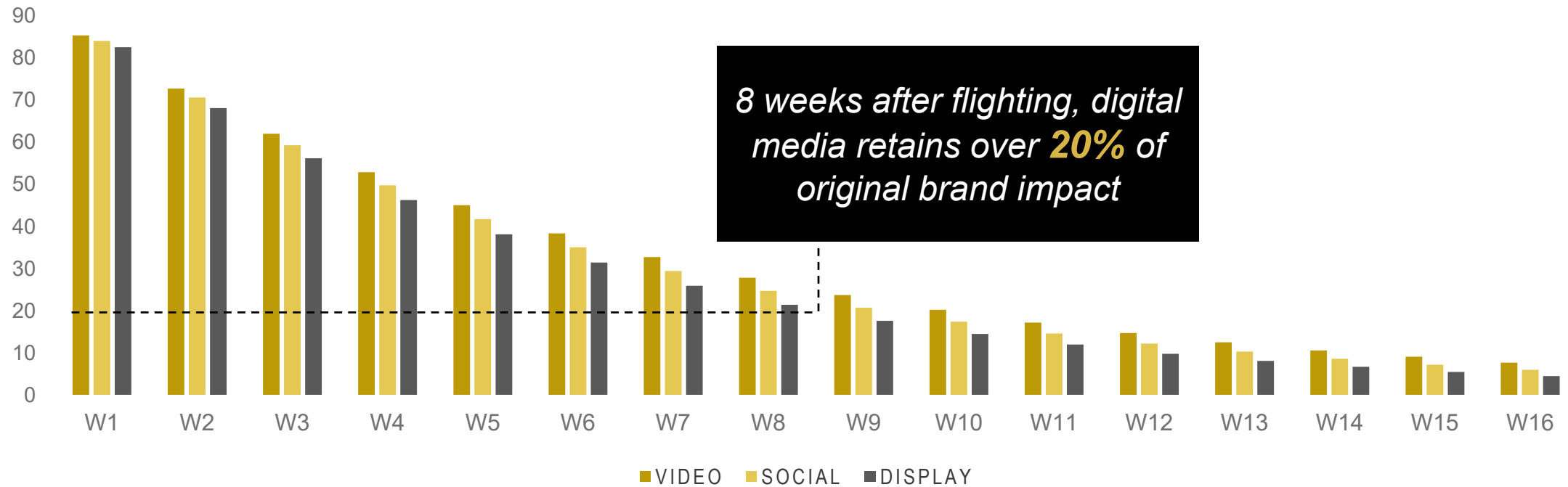
All digital formats can help build brands

AVERAGE CAMPAIGN IMPACT PER PERSON REACHED

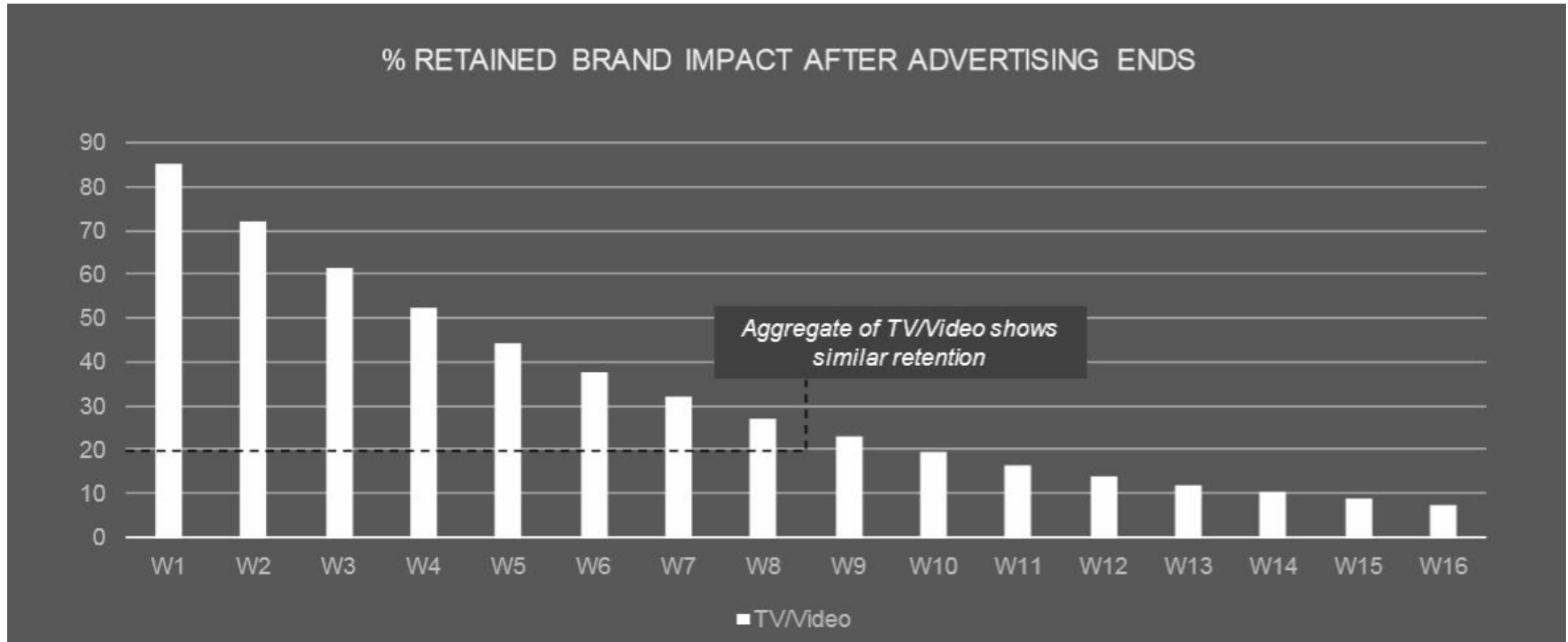


The brand impact of digital campaign exposure is retained well after the campaign ends and this retention is comparable to offline media channels

% RETAINED BRAND IMPACT AFTER ADVERTISING ENDS



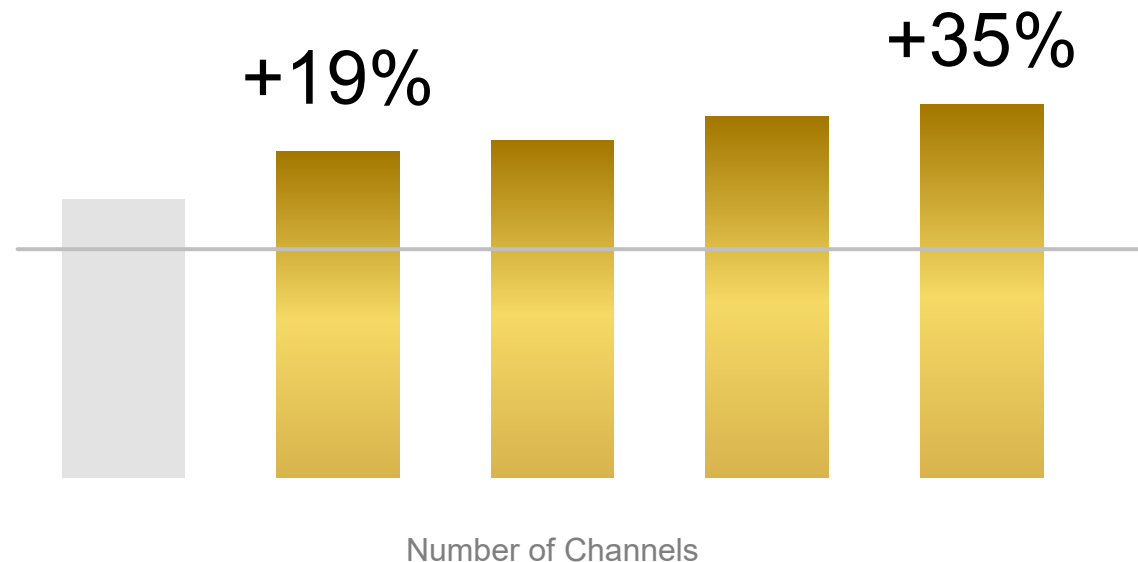
Retained brand impact for digital video is on par with that of TV - effective advertising carries through similarly online and offline



There is a body of evidence to support it is the **COMBINATION** of media (including digital) that drives greater ROI and not specific media on its own

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% for five channels.

Incremental Impact of Media Channels on ROI



Digital channels demonstrate synergy effects when working with each other (video, display, social), as well as strongly complementing offline media.

% SHARE OF OVERALL BRAND CONTRIBUTION

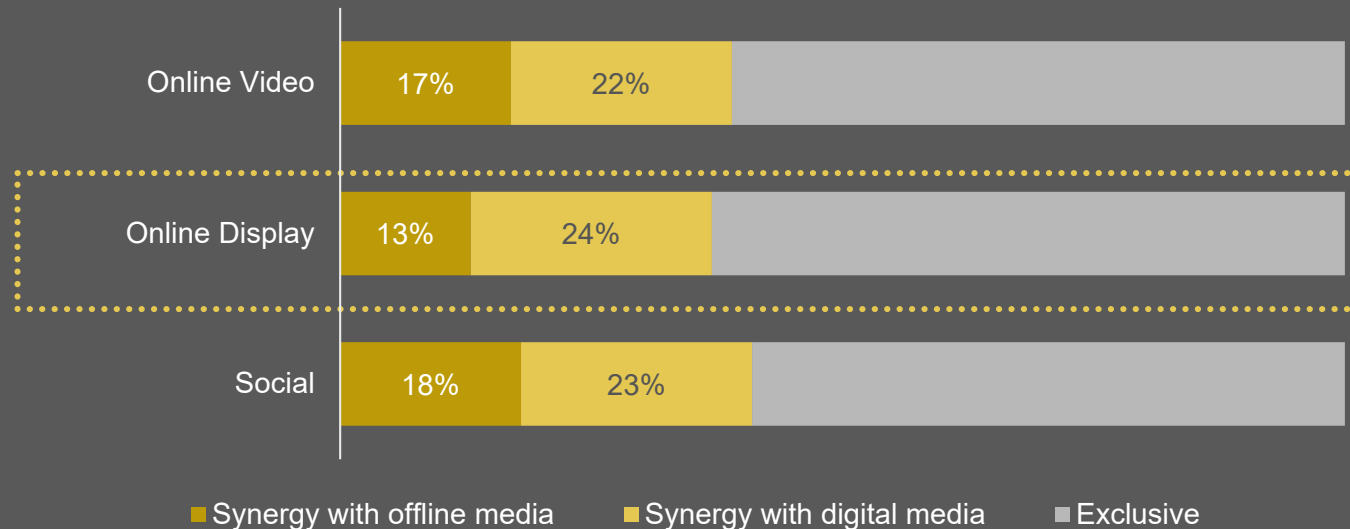
Synergy

(share of contributions due to exposure to this channel plus another)

Exclusive

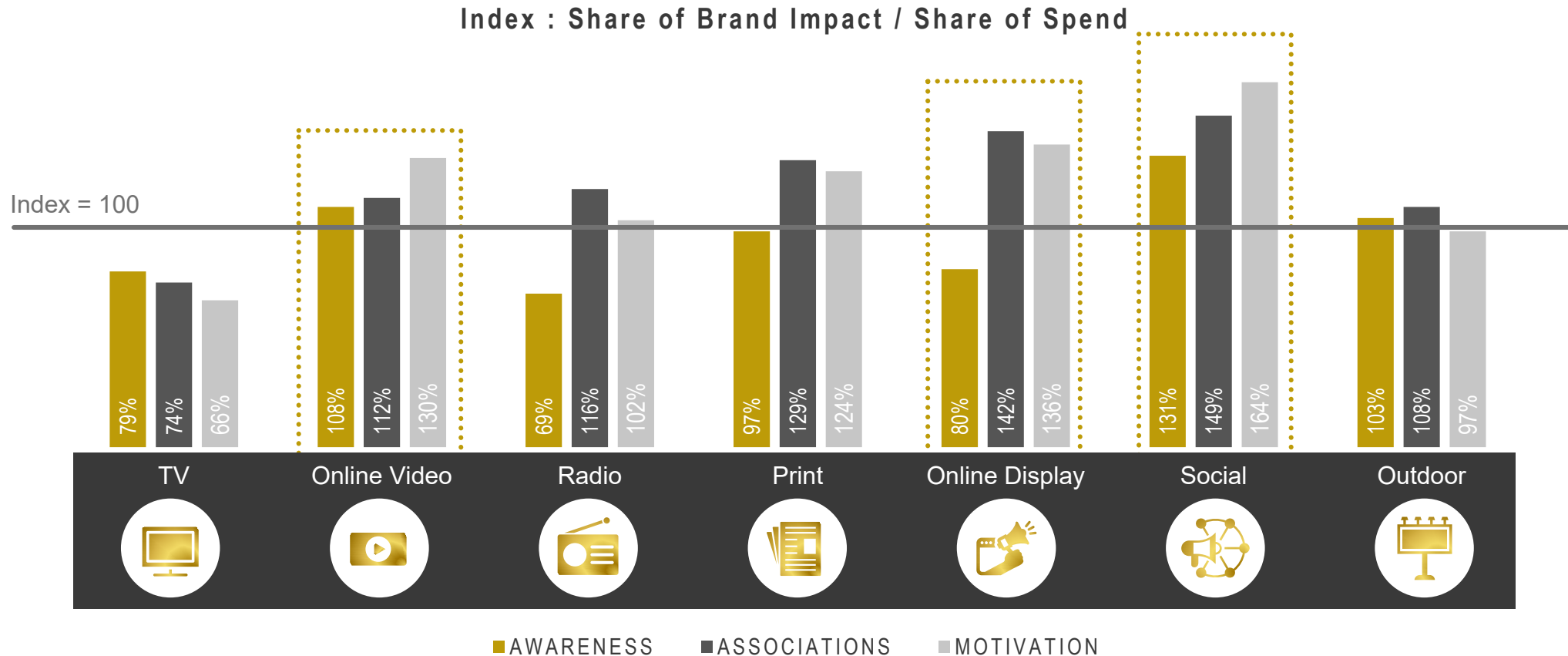
(share of contributions due to exposure to this channel on its own)

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Over 40% of digital brand effects are a result of working with other digital or offline media to produce synergistic effects.

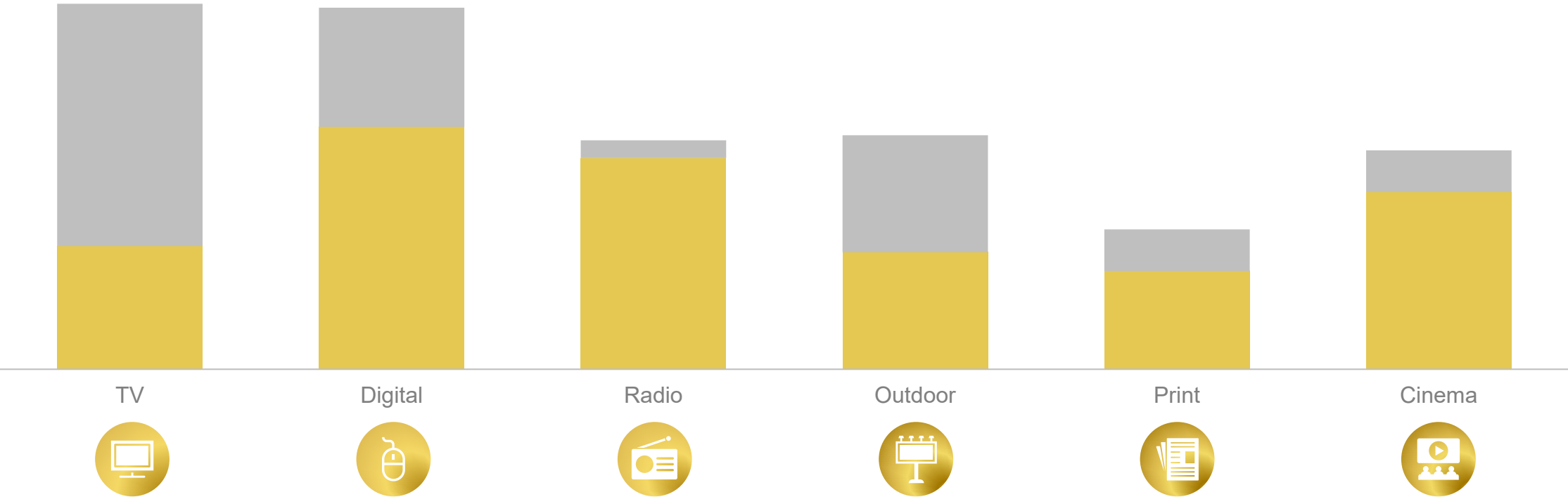
Digital touchpoints pay their way back in building brand building and are more cost efficient than most offline channels



Taking into account the complete picture of total ROI shows digital contributes to both short-term and brand equity driven sales.

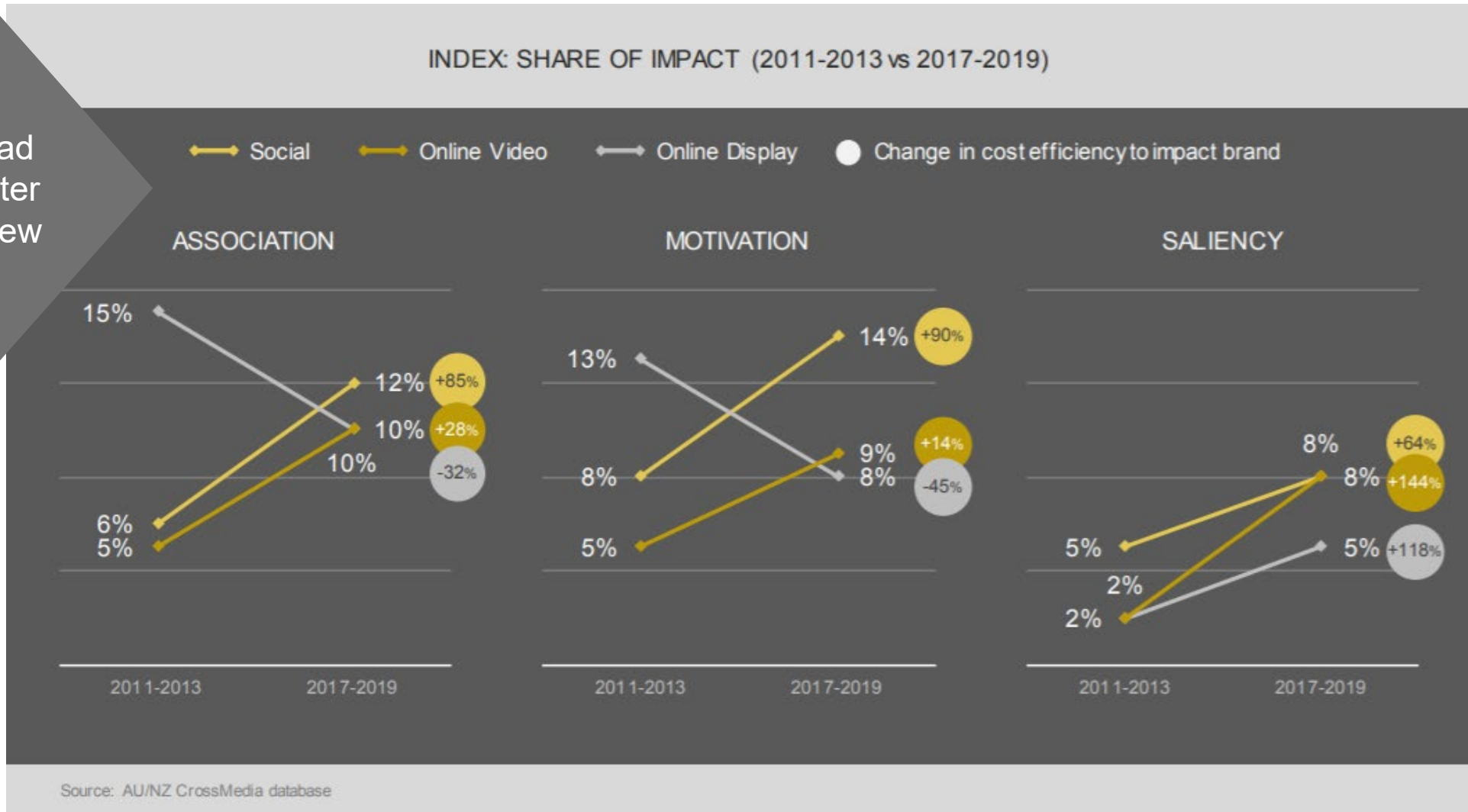
Total ROI by media today

- Short term sales
- Equity driven sales through that media



Social and video formats have come of age with brand ROI improved over time

Reflects adoption and reach as well as improved ad units with better integration, new features and user experience.

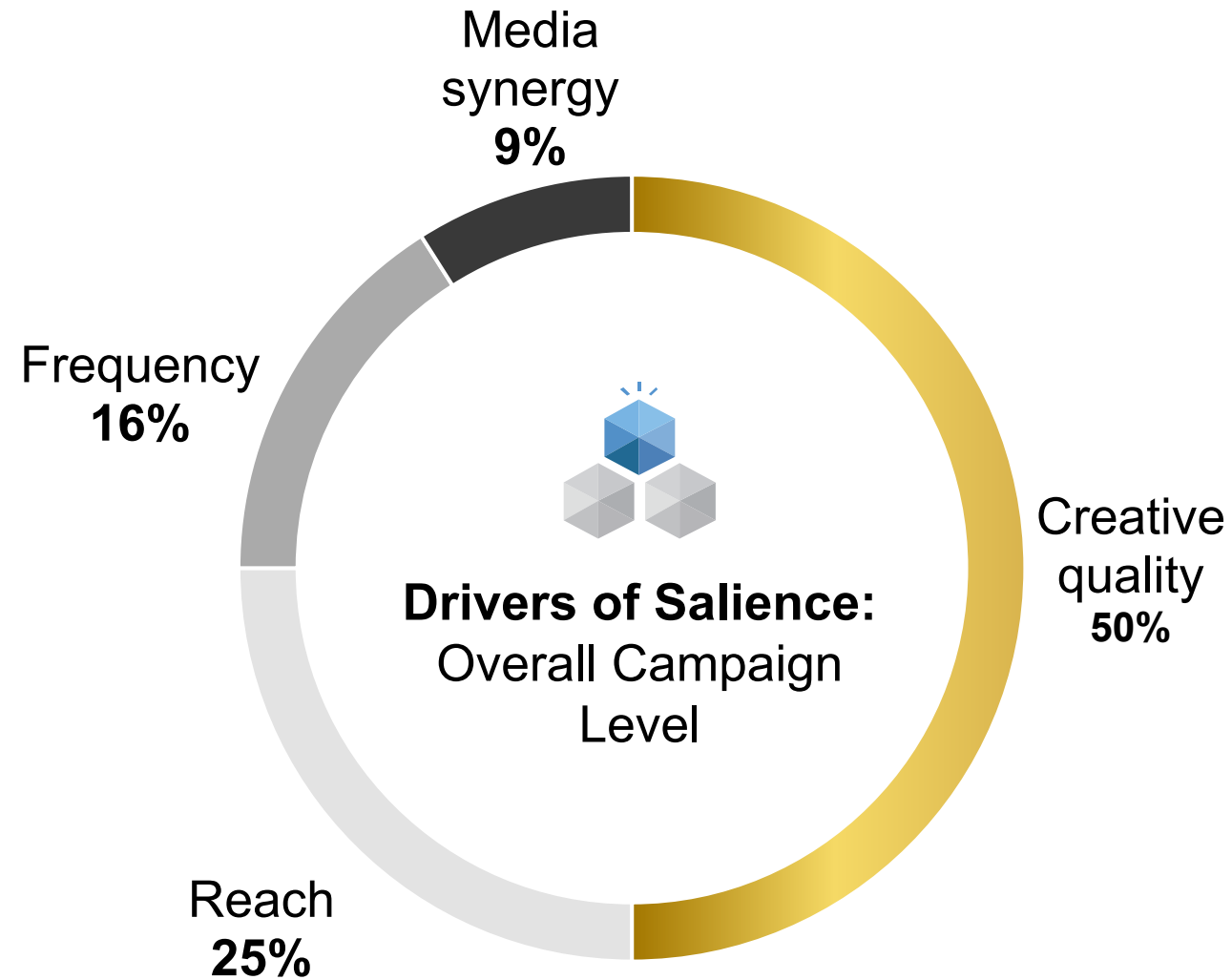


Top performing digital campaigns are over 3.5 times more impactful than the bottom performers, with top performing campaign spend just 12% higher



Creative quality is half of campaign impact, followed by reach and frequency.

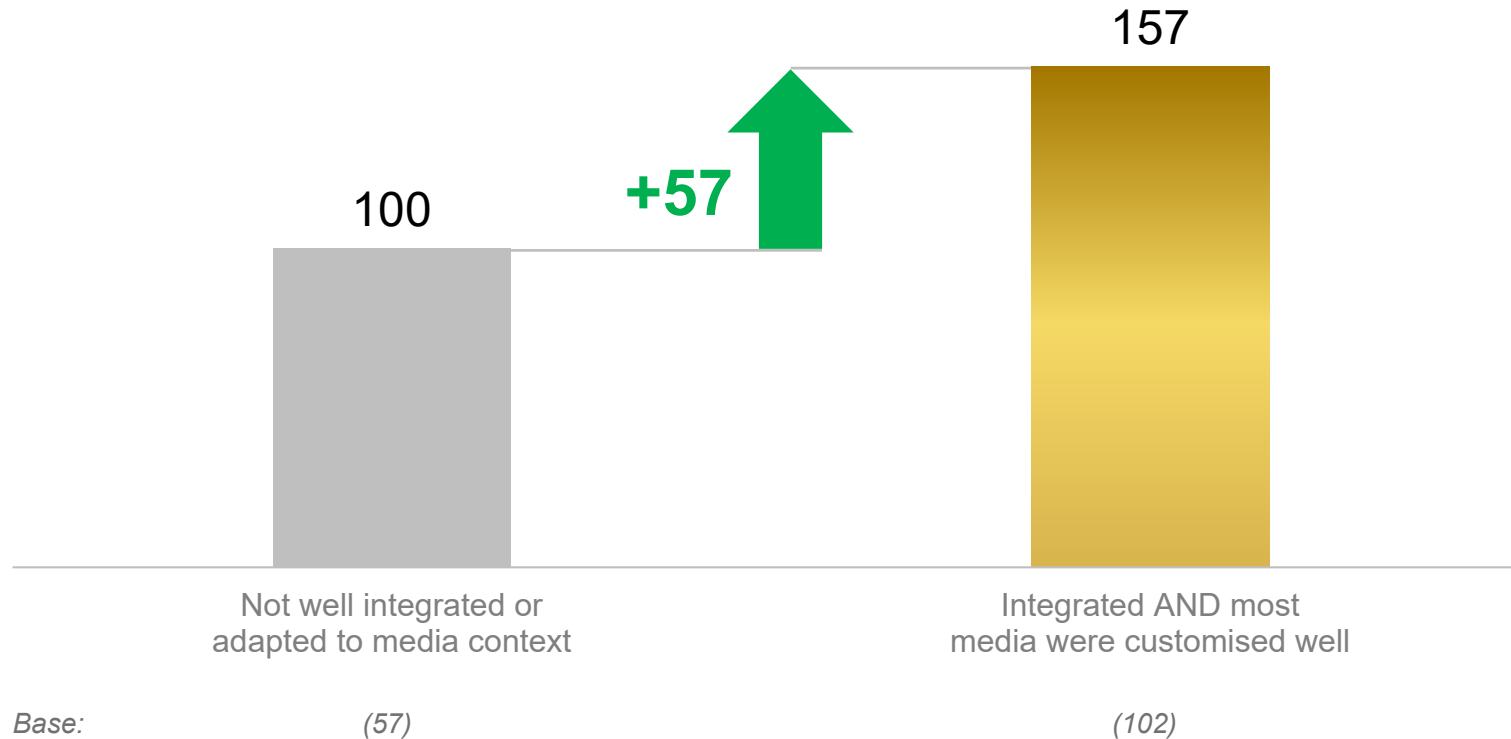
Design creative with context in mind. Optimising assets to work their hardest makes your ad dollar work to highest potential



Creative synergies help to drive much greater return and optimize both digital and traditional spends

Campaign contribution to brand exposure growth

(100 is indexed)



For top digital campaign performance, best practice is more than simply a bigger investment

- 1. Don't just think short term** – Digital channels are highly cost efficient for driving brand metrics
- 2. Work with other media** – 35-45% of digital impact comes from working effectively with other media
- 3. Manage your frequencies** – over exposure impacts cost efficiency and can be negative for brands
- 4. Test and learn with new and emerging formats/platforms** – in the early stages of development, they can out perform other channels
- 5. Optimise your creative assets** to the channel/platform where they will appear

In summary

All digital channels are effective at delivering brand impact - digital media has a marketing role beyond that of short-term sales activation.

The brand impact of digital campaign exposure is retained well after the campaign ends and this retention is comparable to offline media channels with 20% of the original brand impact of digital campaigns retained for eight weeks after the original exposure.

Digital campaigns have a higher share of brand impact compared to the share of spend, with the report finding that digital touchpoints pay their way back in building key brand building metrics being more cost efficient than most offline channels.

Digital advertising excels when it is part of a multimedia campaign. Adding multiple touchpoints (including digital media) to a campaign increases ROI significantly.

The upside in brand impact is significant for brands who create digital campaigns with context in mind and integrate with other media. Top performing campaigns are over 3.5 times more impactful than the bottom performers.