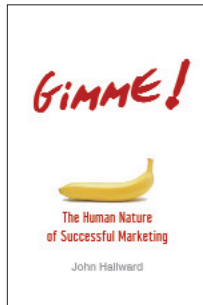


Familiarity, Reach, and TURF

Gimme! The Human Nature of Successful Marketing



For too long, many marketers have ignored the basics of how human beings are wired and how they work emotionally. And as a result, the effectiveness of their marketing and advertising suffers.

Marketers who understand the emotional triggers and genetic characteristics of their consumers are better able to persuade and convince them with their marketing programs. *Gimme!* explores these evolutionary traits in ways marketers can easily understand, so they can better leverage these primary human drivers of behavior for greater marketing success.

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About the Author



Advertising research expert John Hallward started his career with Procter and Gamble, and Johnson & Johnson. He then co-founded the

Canadian firm of Tandemar Research Inc., a leader in tracking advertising campaigns for top advertisers. After Tandemar was acquired by Ipsos, he went on to become Director of Global Product Development for Ipsos ASI, where he is also a member of the board. *Gimme! the Human Nature of Successful Marketing* is his first book.

You cannot love something you do not know. Often brand managers think in terms of building awareness of new products as a key step to getting interest and trial, but brand awareness alone, without building brand understanding and brand beliefs, is not so useful. In our research at Ipsos, we observe many consumers who have heard of a brand but who *lack an understanding of it*. Familiarity and understanding is far more important in driving brand success (+Equity) than empty brand awareness.

In order to achieve high levels of brand familiarity (and brand trial), it is desirable to achieve high levels of *reach* among the target group. If one does not reach a portion of consumers, it stands to reason that these people will not have the opportunity to gain brand familiarity. For new brands, new benefits, and new ad messages, achieving high reach should be the goal...even if it is more expensive than a media buy based on cheaper TV daytime exposures (for more frequency or greater share-of-voice).

For mature brands, for established initiatives, and once a new initiative has achieved high reach, the goal should be to repeat this reach a second time, and a third time, a fourth time, and so on. The plan is to achieve unduplicated reach once, then achieve a second unduplicated reach for a second cycle while avoiding excessive unbalanced frequency, a third cycle, etc. Why? Because it is more useful to have everyone (or at least 85+%) receive a couple of exposures than to have some consumers with several exposures, while others have none.

A similar related concept to unduplicated reach cycles is 'recency planning.' The concept is to plan an advertising exposure to each consumer as close to their purchase occasion as possible. Naturally, this is hard to execute as we do not really know when each consumer will purchase. Thus, one needs constant advertising exposure such that there is never a long dark off-air period when several weeks could pass without an ad exposure.

The idea behind recency planning is to reach all category buyers each week, every second week if one



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cannot afford each week, or once a month (or several times a year) if this is what is affordable. For example, it is better to see an ad once a month (each month), than to see four exposures in a particular month and nothing for the next several months. The one main exception would be for the introduction of a new initiative. Our data supports the benefit of a short focused burst at the beginning of a new campaign to get it on consumers' radar screens and then quickly focus on coverage (recency plan) across the rest of the budget period.

Advertising efficiency is not an issue of how much share-of-voice one has when on-air. It is about (1) strong creative, (2) reach, and (3) media spread out over time. Since one might not be able to afford continuous advertising at a meaningful level, we see that a blinking strategy, use of shorter TV ads (fifteen seconds), and/or use of alternate media can be effective to afford more unduplicated reach curves across the budget period.

I often sense that advertisers, over time, are trying to maximize the campaign build (to obtain the biggest impact on the upside) instead of minimizing the decay. Much of the Ipsos evidence suggests that *marketers should be more concerned with minimizing the decay*. Trying to maximize the up, through high share-of-voice and high media frequency, is costly and it faces diminishing returns. On the other hand, recency planning works. It helps to prevent the decay. Avoiding over-expenditure is a more efficient use of funds. It may not be so attractive or appear aggressive, **but minimizing the down is a very efficient way to approach advertising planning.**

However, we should recognize that some business situations, particularly seasonal periods, require a more concentrated media plan. In such cases, we suggest use of multiple touch-points to ensure greater reach than to simply over spend in a few media.

Recency Planning and unduplicated reach cycles encourages the use of multiple (different) media in a cost effective mix to get in front of consumers constantly.

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Write us at info@ipsos-na.com with questions and comments.

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Gimme! is a fun and very practical read. It is a sharing of over twenty years of John Hallward's research experience, studying, and reading. You won't agree with it all, but you will find it all thoughtful and thought-provoking. What more can you ask from a book!

— Bob Barocci,

President/CEO, The Advertising Research Foundation

Ipsos ASI



Ipsos ASI is a leading global advertising research firm, and is part of the world-wide Ipsos Group. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising process: advertising development, advertising pre-testing for qualifying advertising, advertising tracking, and brand equity/brand health evaluation.

Ipsos ASI has also launched a set of new holistic integrated advertising assessment tools designed to provide advertisers with the insights to help in the development, evaluation, and improvement of their advertising efforts.

Next*360 brings Ipsos ASI's proven methods and sales-validated measures to an interactive, multimedia pretest. Evaluative measures gauge the campaign's overall potential for visibility, branding, and persuasion. A unique rotation analysis shows you what each message contributes to the whole. In-depth diagnostics reveal what's working, what's not, and why, to help you refine the fit and the mix across media.

Brand*Graph 360 tracks the in-market reach, impact, and cost effectiveness of all your communications. A powerful consumer mix model shows you the contributions of POS, packaging, sponsorship, even uncontrolled communication like word of mouth, in addition to each part of your ad media mix. By analyzing the effect of each consumer touch point on brand equity, purchase intent, sales and other measures, we can help you to focus your communication on the messages that work best.