# Decision Making with Media & Content Brands

## August 2014

Gailynn Nicks  |  29 July 2014

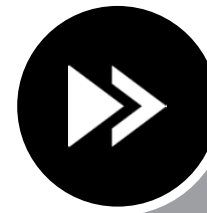**Media brands and content have unique connections with consumers**
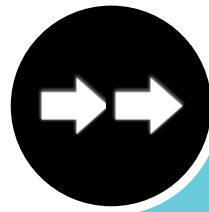
# And a unique landscape in which they operate

UNIQUE DECISION PROCESS

LOW SWITCHING COST

ALL NEW, ALL THE TIME

MULTIPLE REVENUE SOURCES

INSTANT SCALE

WINNER TAKES IT ALL

**Ipsos MediaCT**

Strictly  Confidential: If you are interested in learning more, please contact e: firstname.lastname@ipsos.com  www.ipsos.com/mediact

3

# We make a lot of assumptions about the "Brand Funnel", the way we believe consumers make decisions

# But, how many times do we...

...view or read or use something before we're even aware of it?

How is some content chosen before others?

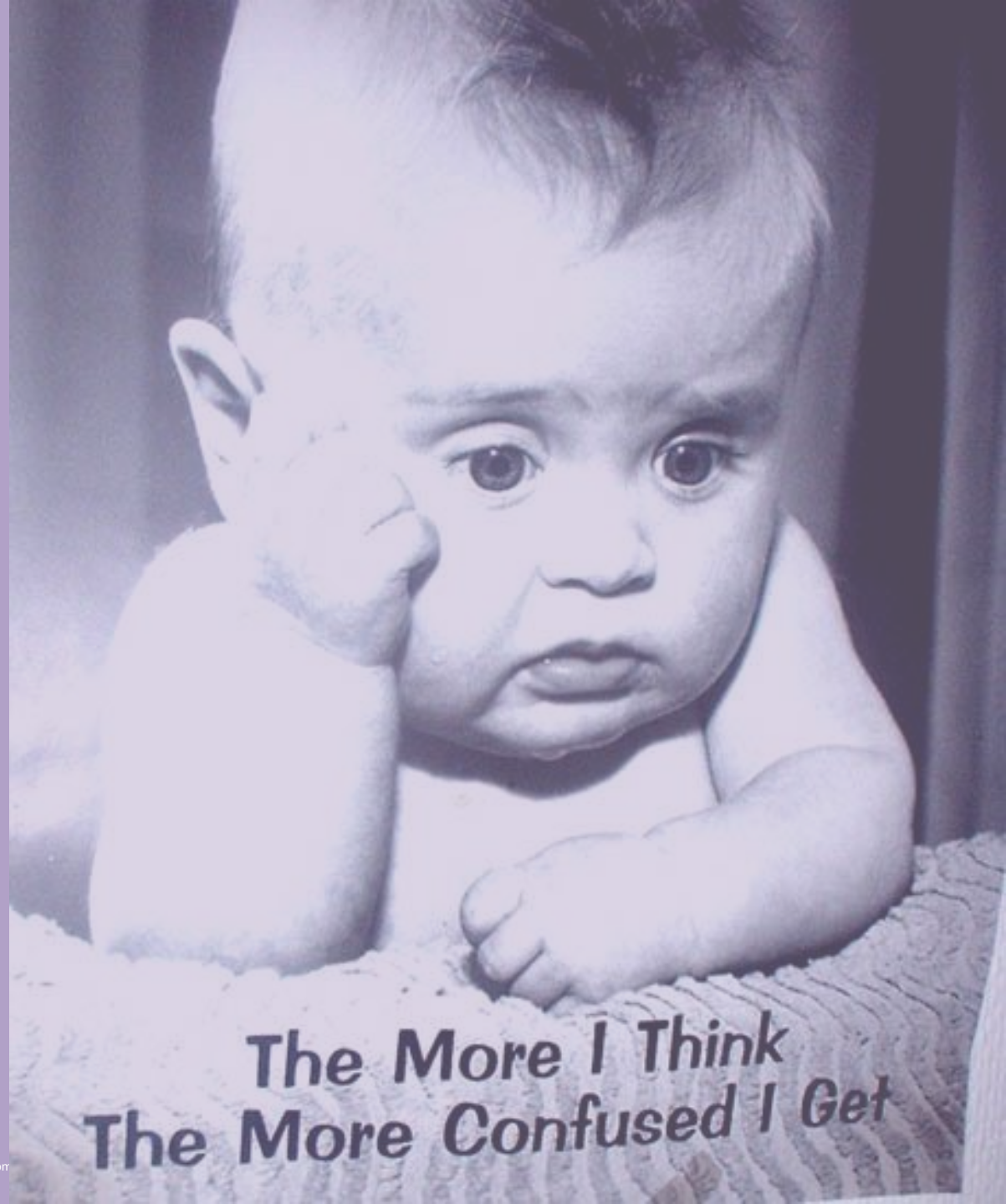**...get distracted because the alternatives are so many and it is so easy to switch?**

**How to measure & optimise engagement?**

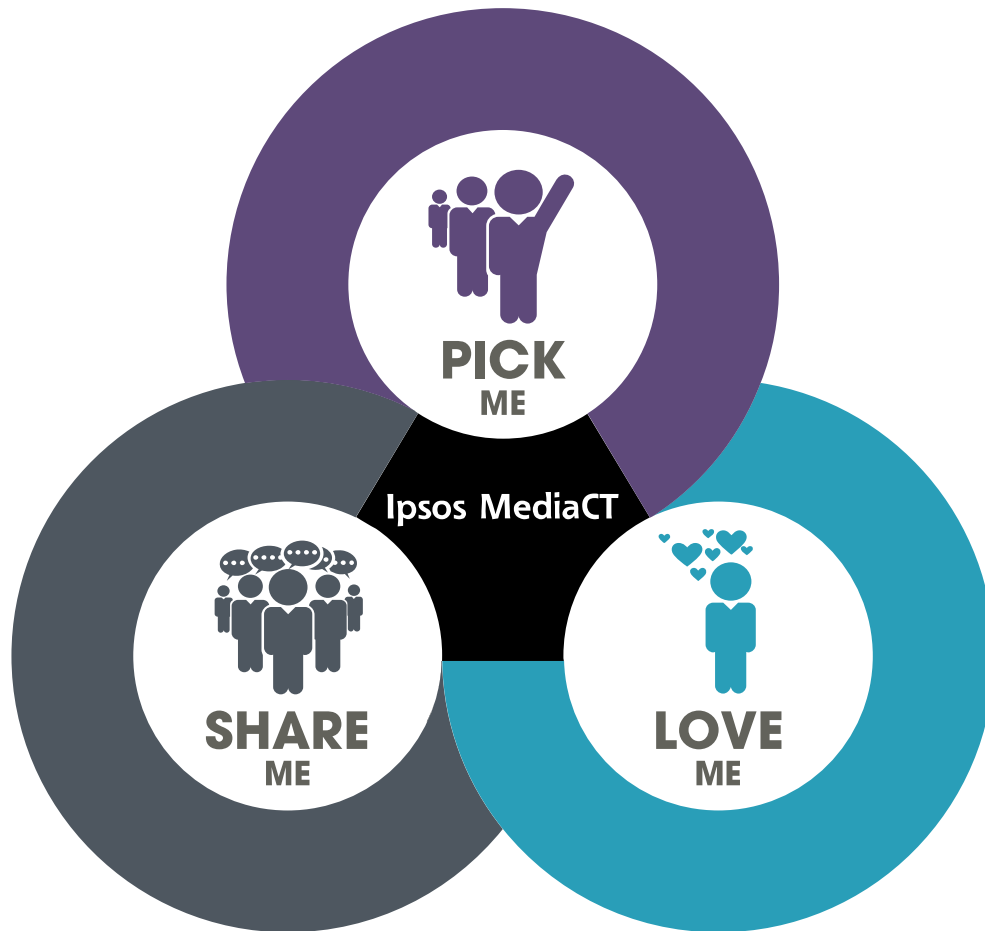...don't see any relationship between consumption and purchase?

How to assess the best way to monetise?

**But we ask people to recall all of those things or tell us in advance what they will do**

The More I Think The More Confused I Get

# We need to measure things the way people experience them

# Pick Me!
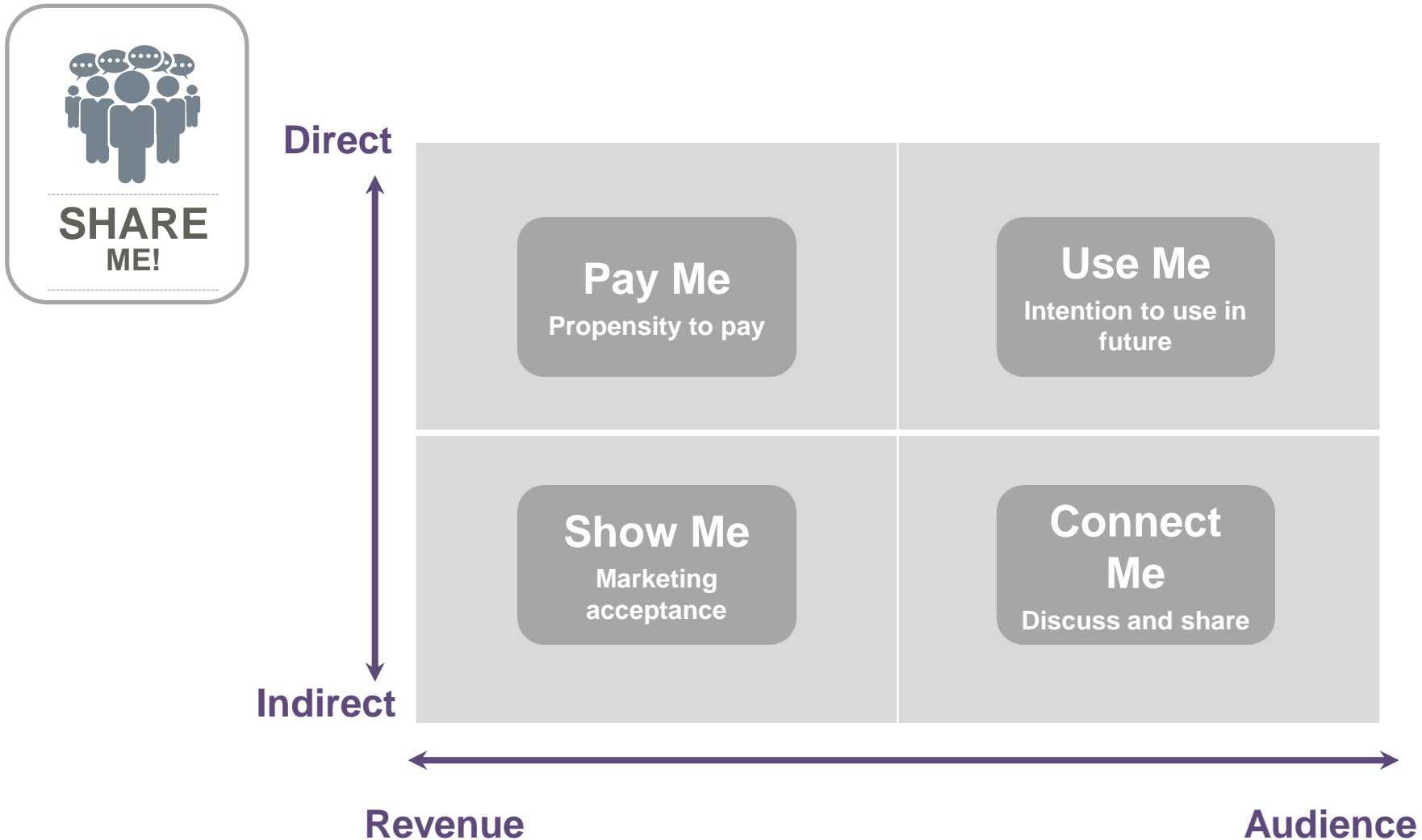
To diagnose and build *stand out and appeal*

# Love Me!

To diagnose and build *engagement* through *emotional response and share of attention*

# Share Me!

To build *successful monetisation strategies* by building *revenue* and *audience*

# Share Me! – a combination of generating revenue and audience

**SHARE ME!**

**Direct**

| | |
|---|---|
| **Pay Me** Propensity to pay | **Use Me** Intention to use in future |
| **Show Me** Marketing acceptance | **Connect Me** Discuss and share |

**Indirect**

**Revenue** ⟷ **Audience**

# PLSme! – A short set of measures with many applications

| Element | Summary | Output | Questions |
|---------|---------|--------|-----------|
| **PICK ME!** | Diagnosing standout and appeal | **Pick Me! Score** Performance (users) Potential (non-users) **Pick Me! Index** Score weighted by usage | 1. Stand out and catch attention, awareness 2. Potential: Prefer others, strongly dislike, would consider 3. Performance: Provides what you want |
| **LOVE ME!** | Diagnosing and building engagement | **Love Me! Score** Emotional response Share of attention | 1. Emotional response 2. Share of attention |
| **SHARE ME!** | Building successful monetisation strategies | **Share Me!** Revenue (Pay me, Show me), Audience (Use me, Connect me) | 1. Propensity to pay 2. Marketing acceptance 3. Intention to use in the future 4. Likelihood to share (on and offline) |

- Where there are many options, many of them new and categories are hard to define, our standard measures of awareness and consideration don't always reflect how decisions are made.

- We still need to measure engagement in terms of brand desire in the context of alternatives.

- We need measures to diagnose options for monetisation where direct payment is not the primary economic model.

- Integration in a multi-channel environment is now possible as the tool can be used to assess the performance of media and content brands across TV, print, online and digital.

**Attracting audiences, building emotional connections and assessing monetisation options**

**A 3-tiered strategy for media and content brands**
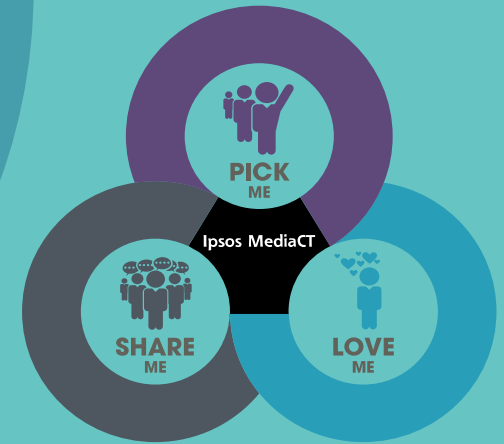
# Thank you!

**gailynn.nicks@ipsos.com**