

WINNING IN OMNICHANNEL: BRINGING CAMPAIGNS TO LIFE IN THE DIGITAL ERA

Francesca Nardin
Cecilia Crespi

May 12th, 2022

GAME CHANGERS



2021: Digital still on the rise

With 84% of media spent driven by TV + Digital

	2020	2021	
TOTAL ADVERTISING (DIGITAL OTT + OTHER)	7,826,992	8,885,122	+13,5%
TV INVESTMENT	3,251,864	3,718,782	+14,4%
DIGITAL INVESTMENT	3,280,496	3,777,031	+15,1%

Source: Nielsen Ad Intel, Italy, Dati netti in migliaia di euro

Welcome to the digital era. Really?



Not really!



EFFICIENCY

EFFECTIVENESS

THE BIG QUESTION: What drives digital ad performance?

RESEARCH OBJECTIVES

1

Determine the **relationship between viewing time and effectiveness**

2

Identify creative **elements** and techniques that can lead to **effective advertising**

Think Context: How People Encounter Video Commercials

FORMATS

IN-FEED

Viewer is consuming the ad natively as part of the content they have elected, but can scroll past it



LINEAR

Viewer must watch the whole ad to get to the content they have selected



SKIPPABLE

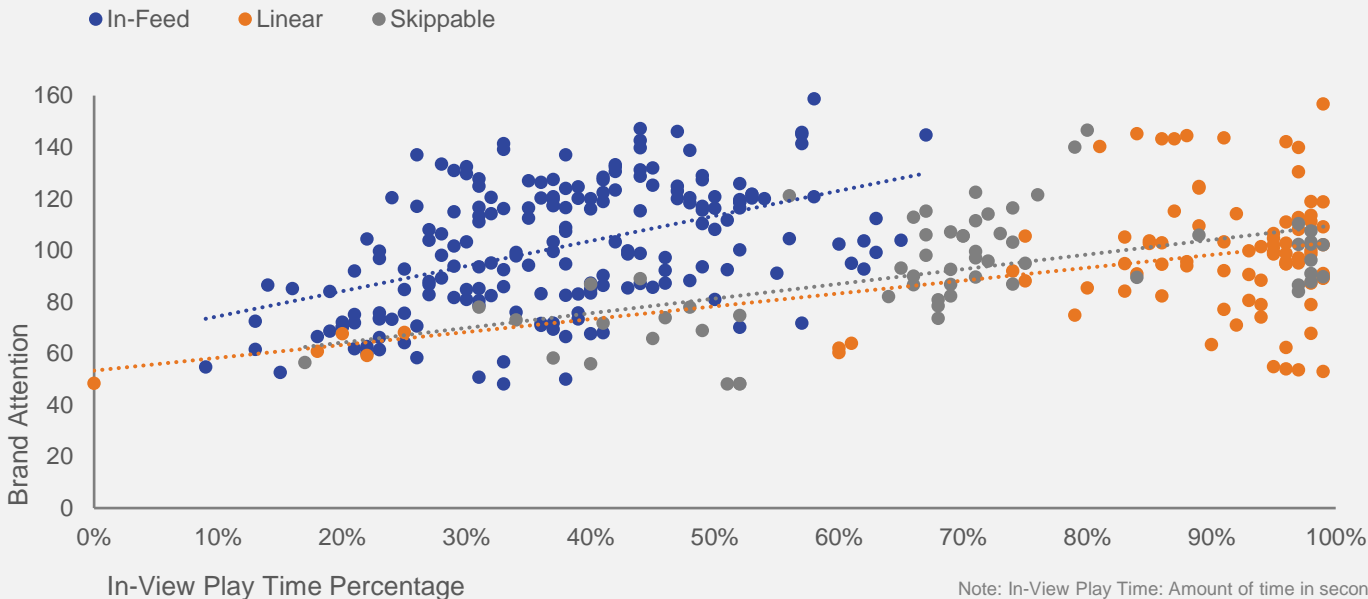
Viewer must watch part of the ad to get to the content they have elected, but can skip at a set point – typically around 5-6s



An analysis was conducted on 347 digital video ads that have been copy tested by Ipsos between 2016-2021

1 Brand attention results vary regardless of how much of an ad is viewed

BRAND ATTENTION BY PERCENTAGE OF AD VIEWED



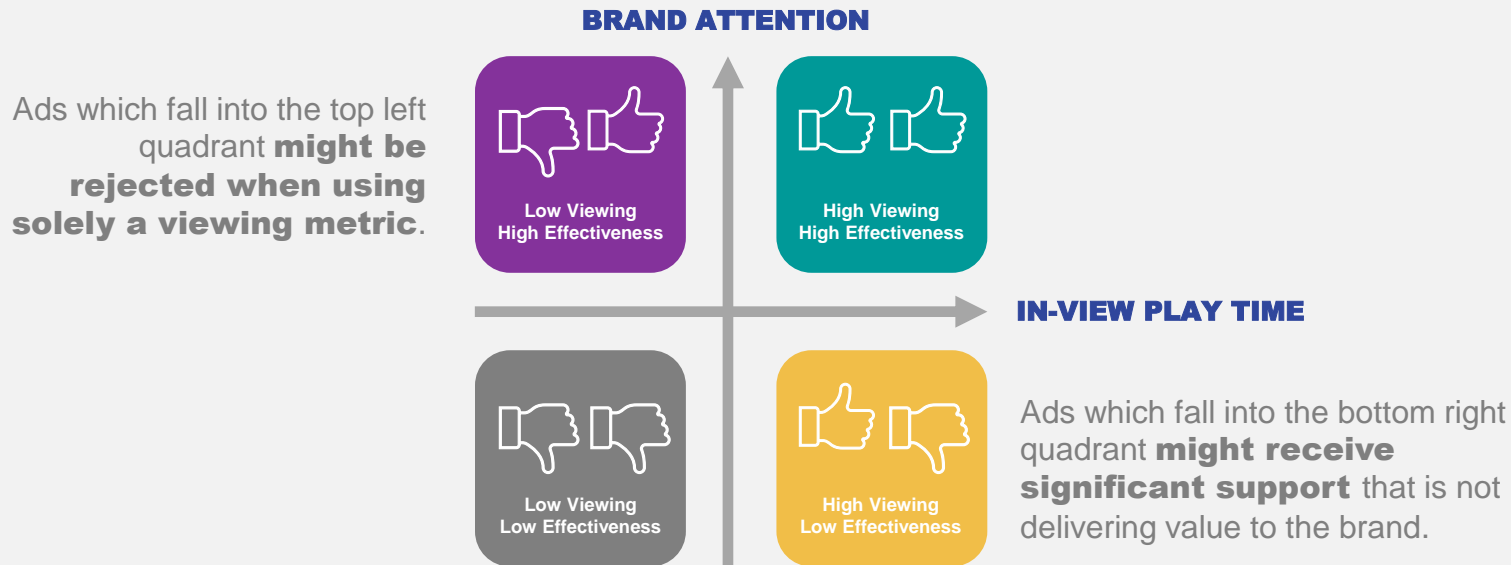
As the correlation is weak between percentage of ad viewed and brand attention, looking at behavioral metrics to make creative optimization decisions could lead to poor effectiveness choices.

Source: Ipsos US database – 347 digital ads
Note: In-View Play Time: Amount of time in seconds that the video was playing and was at least 50% in view
In-View Play Time Percentage: In-view Play Time as a percentage of ad total time length.

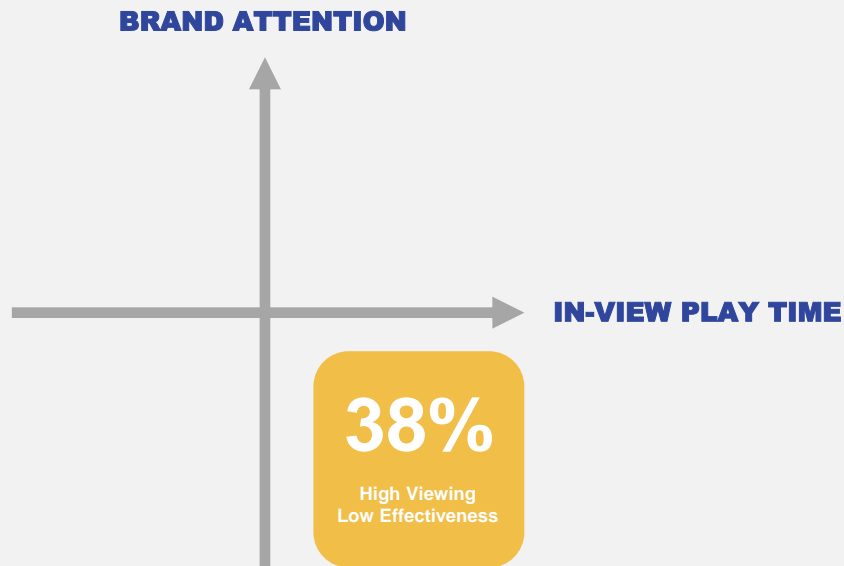
1

A nuanced picture of effectiveness emerges

There are two key scenarios where effectiveness is within reach with some optimizations.



1 Reliance on behavioural metrics could result in wasted ad spend



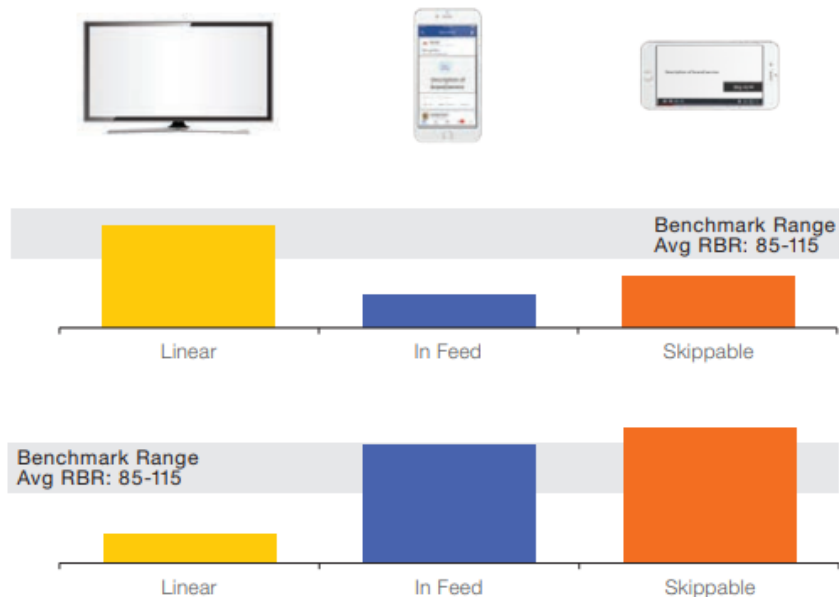
Source: Ipsos US database – 347 digital ads, IAB Internet Advertising Report 2021
Note: IAB reported \$26.2bn in digital video ad revenue in 2020 and we then take 21% of that number for ads with high viewing but low effectiveness

2 Creating for format matters!

The same creative does not perform well across formats

CASE STUDY 1: This ad was created for linear television and did not translate into skippable and in-feed environments

CASE STUDY 2: This ad was developed for a skippable channel and performed well also in-feed. But it failed in linear environments



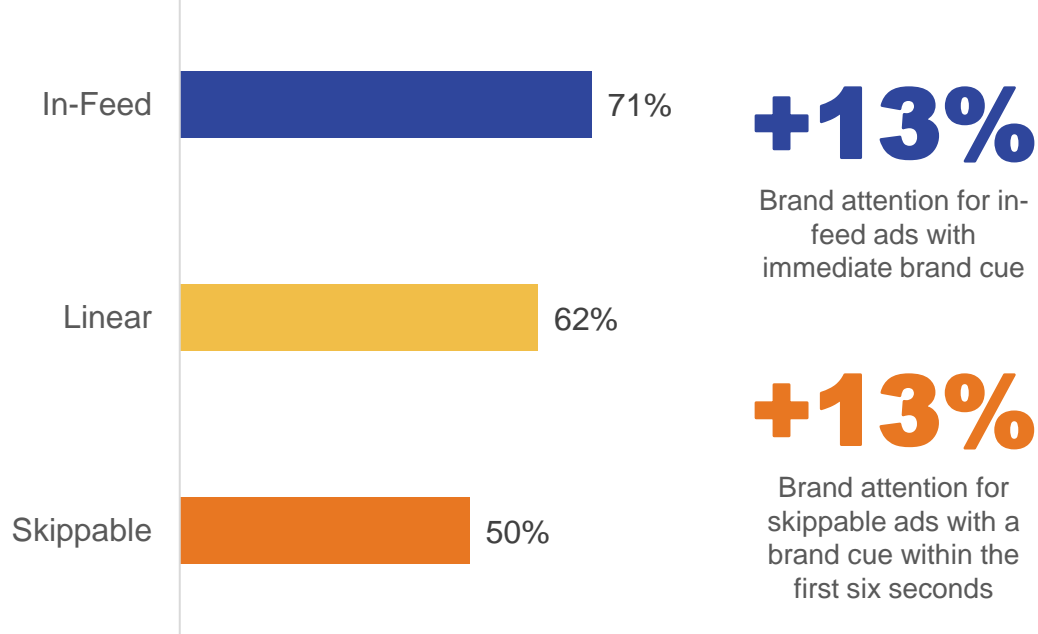
Source: Ipsos US Database • Note: Retained Branded Recognition (RBR) is a measure of brand attention

Source: Ipsos US database – 3,122 ads across TV and digital.

Note: Immediate Brand Cue: The ad begins with an identifiable brand cue within the first second

2 Branding, branding, branding!

PERCENTAGE OF ADS WITH IMMEDIATE BRAND CUE



Source: Ipsos US database – 3,122 ads across TV and digital.

Note: Immediate Brand Cue: The ad begins with an identifiable brand cue within the first second



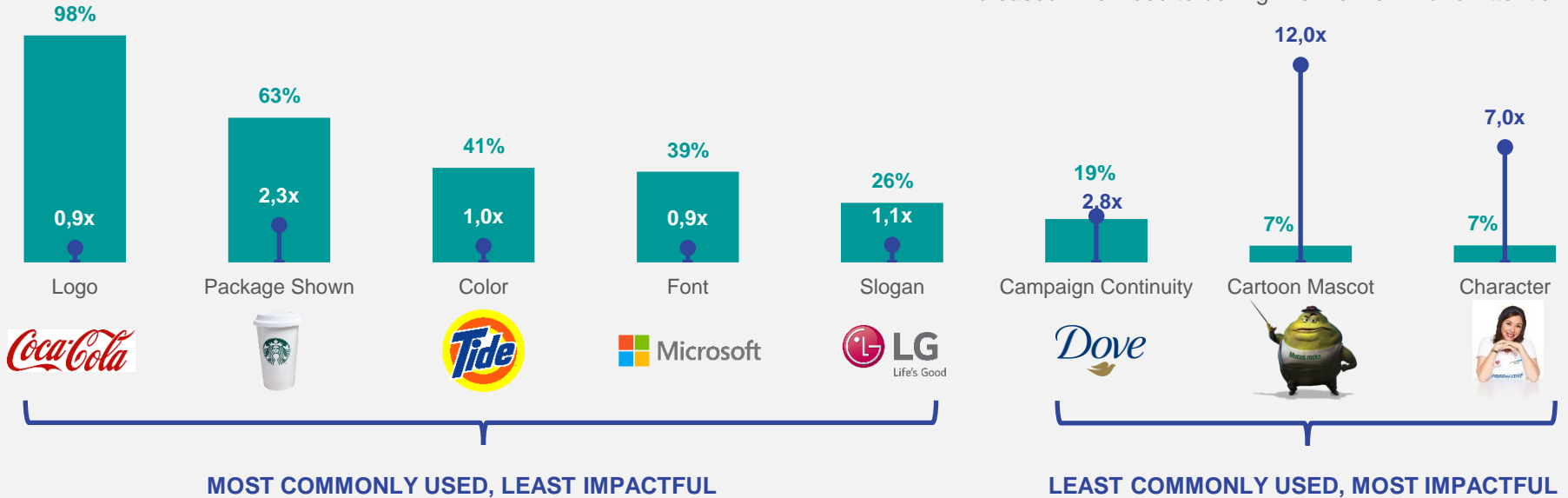
2 Distinctive brand assets drive stronger attention

...use it weird!



DIGITAL ADS USING DISTINCTIVE BRAND ASSETS

- Distinctive Brand Assets Usage
- Increased Likelihood to be High vs. Low on Brand Attention



Note: Odds of having strong brand attention is the likelihood for an ad with the referenced brand asset type to appear in the top third of the database vs. the bottom third in terms of brand attention (RBR)

Source: Ipsos US database – 347 digital ads

2 What else?



a

ACCEPT REALITY!

Live with skipping and scrolling and **get the most** out of the first few seconds.



b

DEFY THE ODDS!

Be determined that the ad will keep people watching **beyond the option to move on.**

a The perfect skippable-scrollable ad!

BRAND EARLY



LEVERAGE ICONIC ASSETS



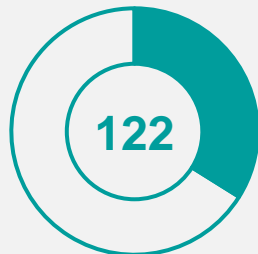
DRAW ON LARGER CAMPAIGN



THINK BILLBOARD



b Challenge conventions!



**BRAND
ATTENTION
INDEX**

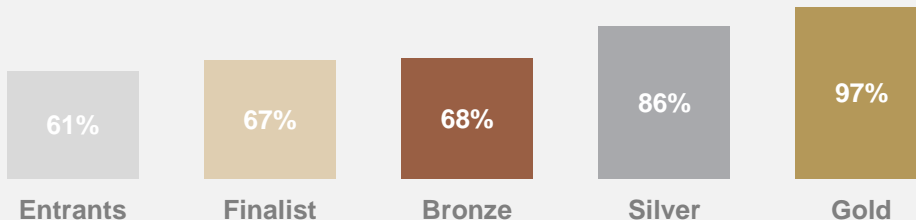
b Challenge conventions!



**BRAND
ATTENTION
INDEX**

EFFIE ENTRIES WHICH BREAK CATEGORY CONVENTIONS ARE JUDGED AS MORE EFFECTIVE

Percentage of 2020 cases which are 'non-conforming'



“ In this age of clutter, distraction and media overload, a consistent theme to the most effective campaigns - of all spend levels - is their ability to break category conventions for marketing and communications. ”



Source: Effie

Personalization is neither the ticket for the success!



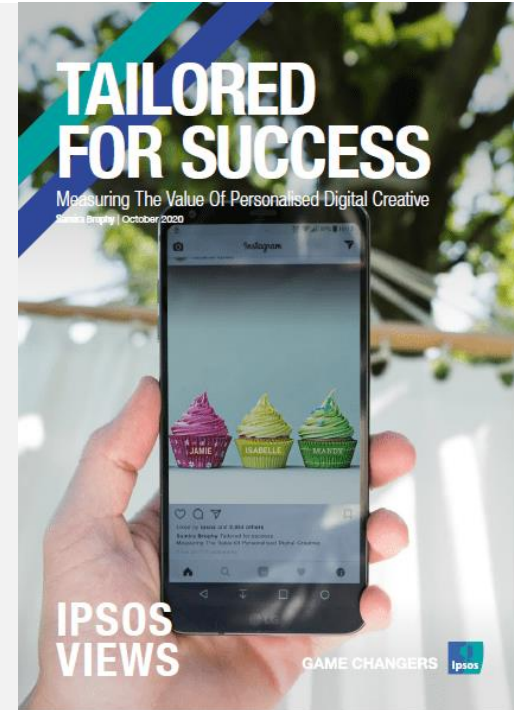
Personalizing to the individual.
Viewer **does not guarantee better attention.**
The ad still needs a creative 'hook' to connect with people.



Some audiences may be more responsive to personalized creative than others: content relevance matters.



High levels of personalization meant more elements in the copy: **more informative** and **likely to get talked about**, but **more complexity** as well.



What opportunities to bring to life campaign in the digital era?

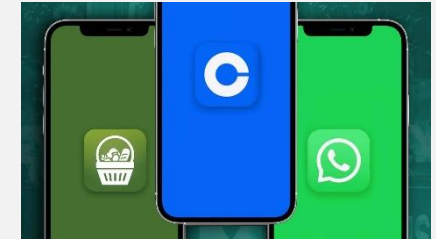
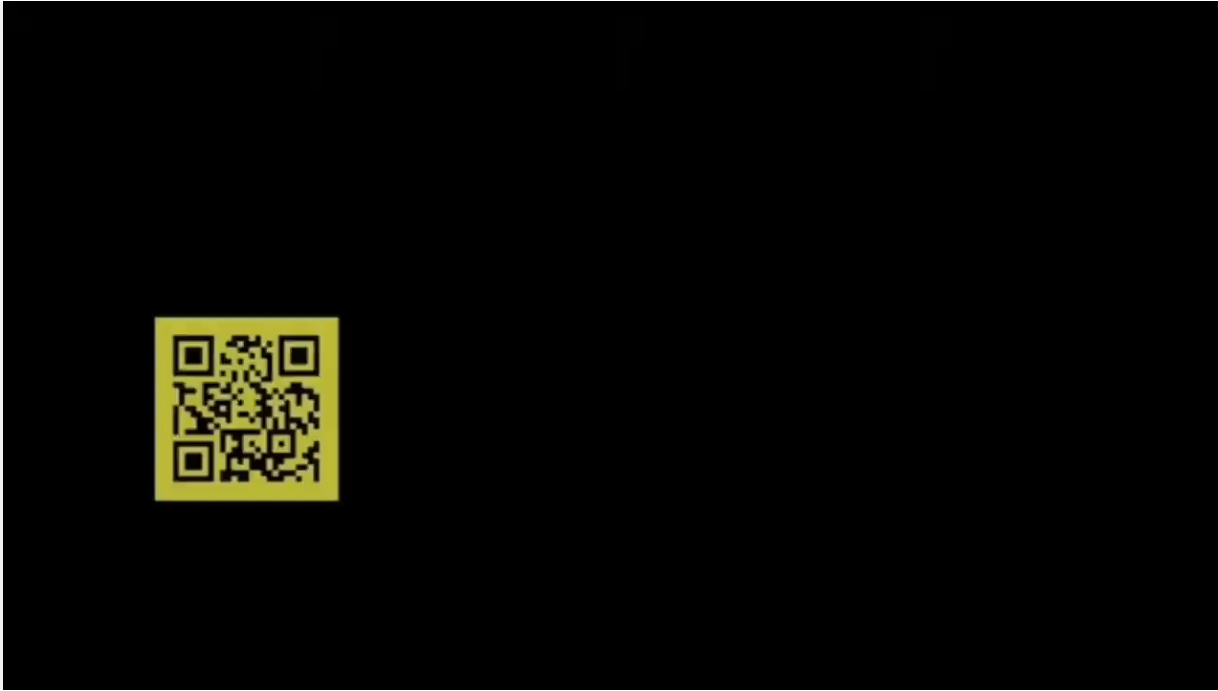


Opportunity 1: RE-THINKING INTEGRATED



Re-thinking integrated TV & digital

Coinbase Super Bowl ads boosted crypto app downloads by 279%



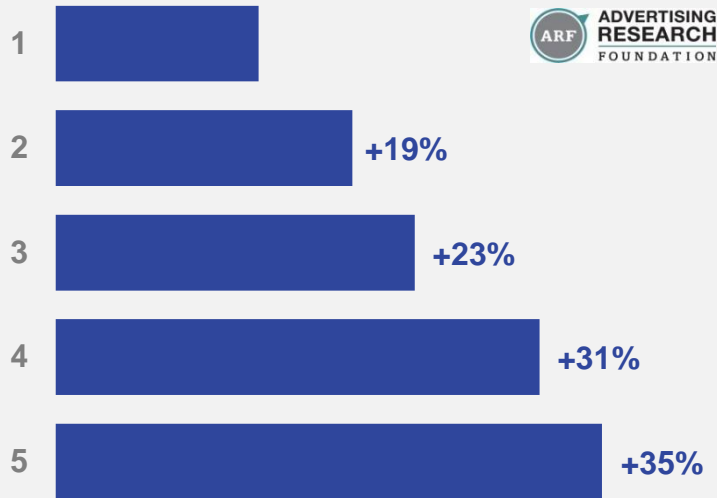
Opportunity 2: BACK TO THE REAL MULTICHANNEL



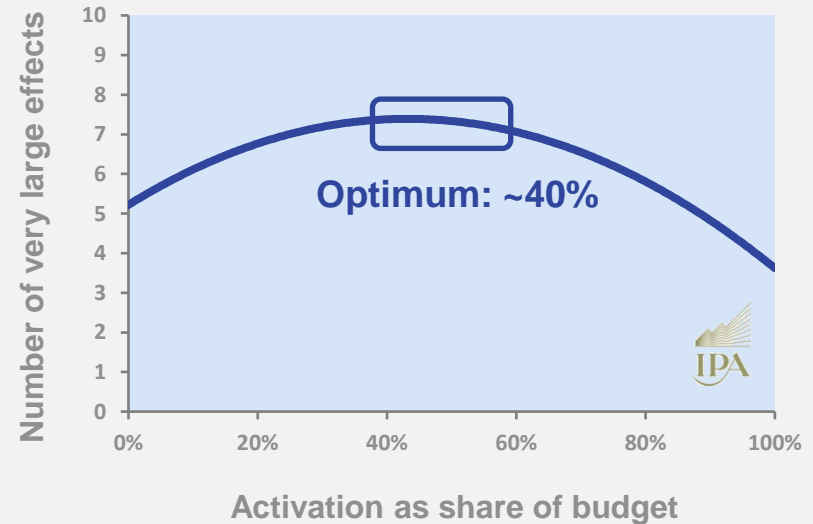
Effective campaigns orchestrate various touchpoints

Translating effectively the Big Idea and setting long and short term objectives for each touchpoint

Incremental ROI of Additional Media Channels



60% Focus sul Brand + 40% Focus su Activation



Great campaigns make all touchpoints play together

HOLISTICITY

Deliver one, consistent, holistic brand experience to consumers.

COMPLEMENTARITY

Orchestrate seamlessly how each Touch Point delivers a chapter of the big idea story.

SYNERGIES

Maximize synergies between Touch Points to amplify their impact.

Campaigns leveraging on these principles show stronger potential

14%

Points in Campaign awareness*

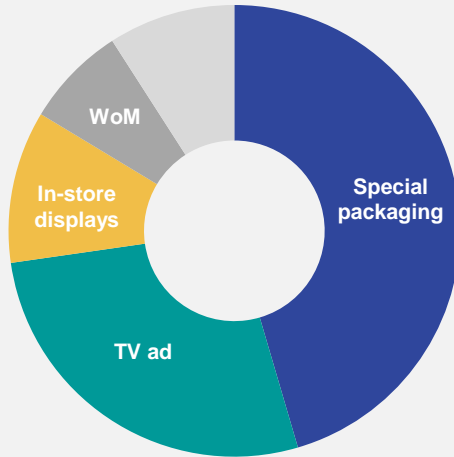
40%

increase in Brand Desire*

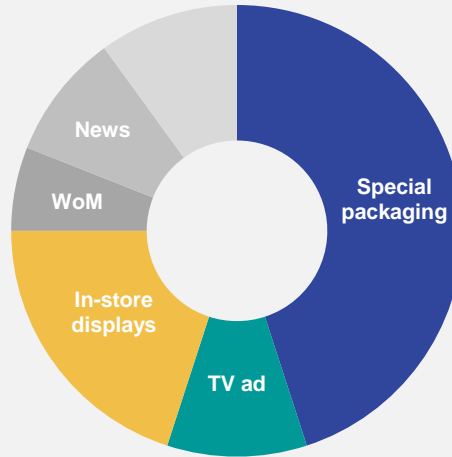
*Ipsos in market database comparing campaigns with holistic creative approach vs campaigns with different creative strategy content

Every touchpoint has its own role in supporting the brand

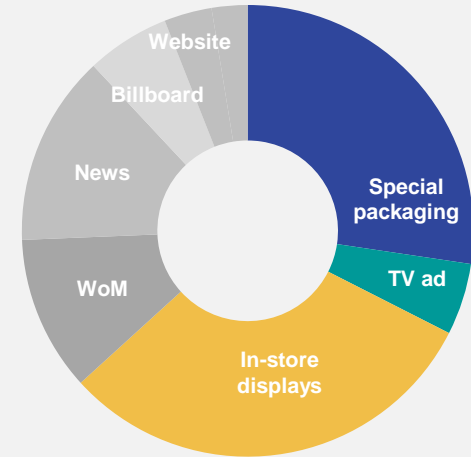
DESIRE



TRIAL



VOLUME



None touchpoint is a secret for the success

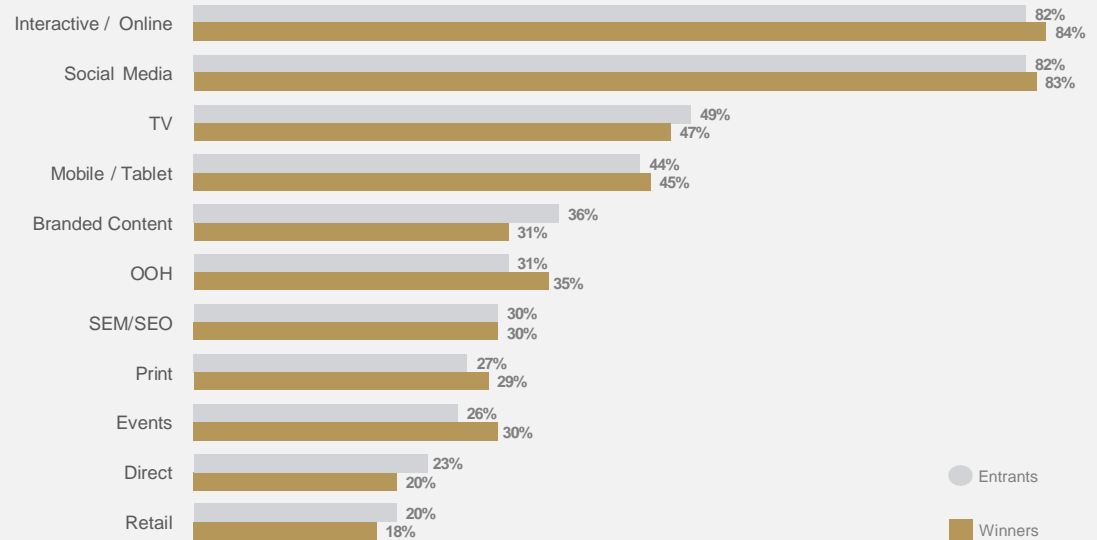
Effie winners don't have a secret recipe of channels

effieAWARDS

UNITED STATES

2019 Effie Report • In partnership with Ipsos

Channels



Data from all Effie 2019 Entries, Specific Touchpoints utilized

Touchpoints orchestration to articulate complexity

Mistrust as insight: the French Carrefour case

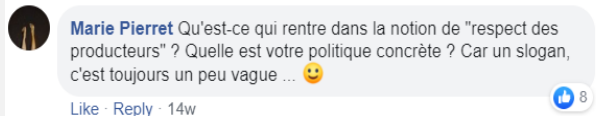


TV e POS: To build visibility

https://www.youtube.com/watch?v=CuBPvRTy_5A

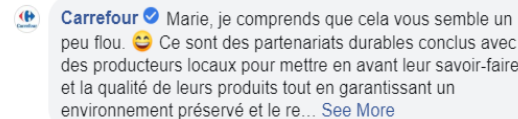


LIVE SOCIAL To answer questions and take part in conversations



Like · Reply · 14w

Most Relevant is selected, so some replies may have been filtered out.



ACTFORFOOD.CARREFOUR.EU
Des actions pour mieux manger - Carrefour Act For Food

Like · Reply · 13w

View 4 more replies

THE ACTIVISM To challenge the EU Legislation in favour of food diversity

<https://www.youtube.com/watch?v=a3Kq14LS3Lo>

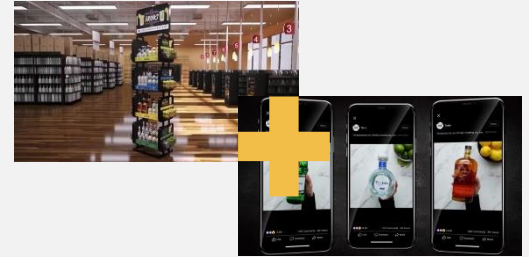


Opportunity 3: REVERT BACK TO ~~physical~~ PHYGITAL



Exploiting physical + digital

Diageo 'Pretty, Simple Drinks'



GOLD

Shopper marketing:
multi-brand shopper solution



GOLD

Shopper marketing:
omnichannel shopper experience

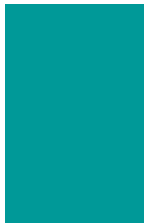
FAKE



Final results may be different from the initial vote counts, as ballot counting will continue for days or weeks after polls close.
Source: Republican Policy Center
See Election Updates



ISOLATION



CONFLICT



Ipsos Cultural Intelligence Ethnography June 2021 – Expectations after Covid (20+ countries)



Relatability is making the difference in successful ideas and campaigns

One of the top 5 drivers to fuel **Brand attention**, **Brand choice** and **Brand relationship** of **Creative execution**

	Brand Attention	Persuasion	Brand Relationship
01	Driver one	Driver one	Driver one
02	Driver two	Driver two	Driver two
03	Driver three	Driver three	For people like me
04	Driver four	Driver four	Driver four
05	For people like me	For people like me	Driver five

The top drivers of truly **BIG Creative Ideas**

Creative Idea Performance Drivers	
01	Relevance
02	For people like me
03	Driver three
04	Driver four
05	Driver five

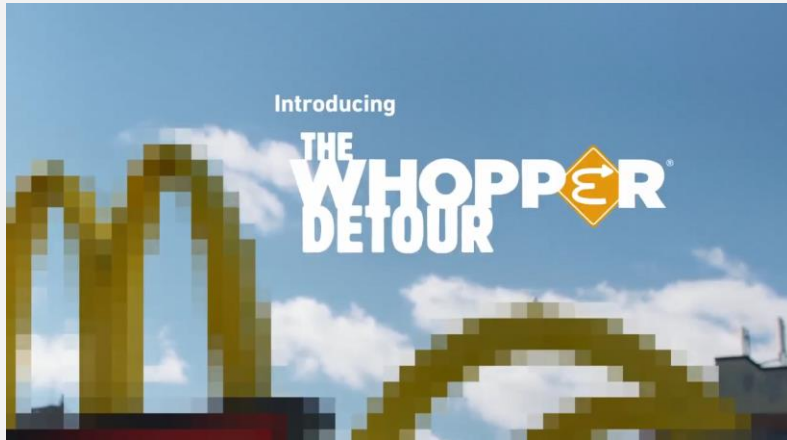
When will my target consumer will be more open to receive my brands message?

A simple receptivity example - connecting the having a break moment



Exploiting receptivity creatively: Burger King targeting the McDonalds order moment

with the BK app, you are never very far from a Burger King Whopper, even at McDonalds



WHAT HAVE WE LEARNED TODAY?

1 **BREAKING CONVENTIONS COUNTS FOR EFFECTIVENESS**

Digital offers opportunities to disrupt and to be more effective. Think & explore how to link creatively digital to the other touchpoints.

2 **PHYGITAL & RECEPTIVITY ARE OPPORTUNITIES**

The opportunity today is to regain space in the physical relationship and identify new moments of receptivity for brand messages.

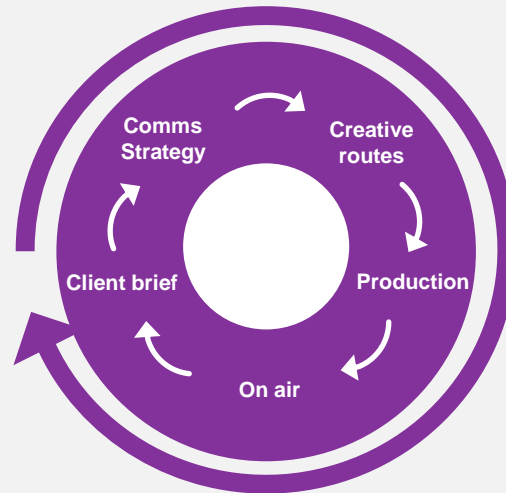
3 **ORCHESTRATE TOUCHPOINTS & OBJECTIVES**

All touchpoints can play an effective role in campaigns, make the most of TP synergies, also linking them with the specific Brand goals.

How does this translate in researching omnichannel comms?

EARLY-STAGE RESEARCH AT THE CORE THINK MEDIA NEUTRAL BOLD IDEAS.

Content is king to hook consumers, make sure your campaign idea is **RELATABLE**.



CONTEXT IS QUEEN

Assess executions **IN THEIR REAL CONTEXT** to understand how they capture attention and create brand impact, also leveraging **COMPLEMENTARY** roles for touchpoints and **CONNECTED EXECUTIONAL CUES**.

ASSESS HOLISTICALLY

Evaluate the 360-communication campaign, to understand **HOW EACH TOUCHPOINT CONTRIBUTES** to your brand building

GRAZIE!

www.ipsos.it

Francesca.Nardin@ipsos.com

Cecilia.Crespi@ipsos.com

GAME CHANGERS

