



Ipsos Connect

RIGHT MEDIA, RIGHT MOMENT

**UNDERSTANDING PEOPLE
IN THE MEDIA WORLD**

Thought Piece
2016



Talking about media in a consistent manner is a challenge in itself, and one that the research and media industries have yet to overcome.

Platform is the overarching name for the way content is delivered by a brand or provider, e.g. Apple TV, cable TV, Twitter, apps in general etc.

For the purposes of this piece, a media brand is the source or distributor of content within any given platform. In TV for example, Channel 4 is a brand; in social, you might look at Facebook or Snapchat as brands (though these can sometimes be platforms in and of themselves!).

**MEDIA OWNERS AND ADVERTISERS TODAY FACE
CHALLENGES LIKE NEVER BEFORE. IT IS A CONSTANT
REFRAIN: JUST HOW BUSY EVERYONE'S LIVES ARE;
ATTENTION DEFICIT; EVERYTHING ALWAYS ON; HOW
CLUTTERED WITH MEDIA THAT TIME IS; AND HOW
OVERWHELMING THE CHOICES ARE.**

My own media habits have changed immeasurably, and not just because I have a new born baby in my life. There are so many great things I love about the way media and technology has advanced; I can watch and listen – and read – what I want, when and where I want.

Advertising is more relevant and targeted to my individual needs than ever before.

There's no doubt it enhances my life in many ways.

At the same time though I am always on and constantly connected which makes my life – and I'm sure that of many others – more busy and cluttered. Adding to this is the abundance of content, which can sometimes be overwhelming.

This brings challenges for media owners in that they need to build brands that you and I choose to spend time with. On the flip side they also need to demonstrate to advertisers that they can deliver the right audiences and impact for their campaign.

To do this media owners must showcase to audiences and advertisers the unique value of their brands and platforms. Of course this isn't as simple as it once was.

Media choices are always in flux. New players emerge that didn't even exist yesterday. The competitive set is always changing; content is always changing; and the audience needs and expectations are always changing. Both advertisers and media owners need to better understand when the right time is to target people, why it is the right moment and the right platform and brand.

MAKING CHOICES IN A COMPLEX MEDIA WORLD

In the midst of the constant change of media, brands and content, people have an almost infinite choice when it comes to how, when and where they spend their time and money.

So, how do I decide? Well, I choose the media that positively comes to mind at the relevant moment – the moment that matters – to me; in the morning I want to understand what's going on in the world, so I'll listen to the Today Programme; I also want to check in to see if I've missed anything 'while I was away' overnight so will also be on Twitter at the same time.

Those brands and platforms that I choose are those most likely to come to mind easily, the ones I associate with meeting my needs. This is because media brands, like other brands, act as mental shortcuts, enabling people to make decisions quickly, intuitively and often unconsciously. We're creatures of habit, so often the platform or media brand considered "best" will be the one that fits best with my needs at that very moment. Do I really want to search through the relative strengths and weaknesses of all the breakfast radio shows before choosing? No. Hence my media usage is broadly similar (or almost exactly the same) day-to-day.

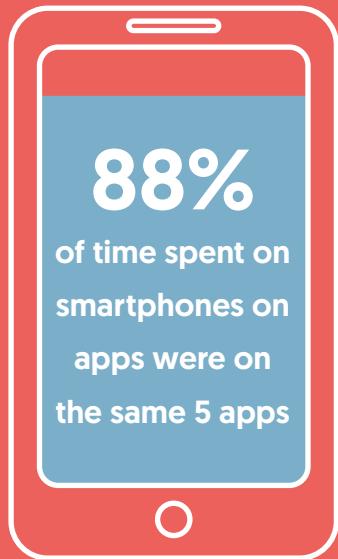
Understanding how to influence the choices we make is paramount for media owners and advertisers to measure media platform effectiveness and increase potential (i.e. the ability to encourage people to spend time with them AND measure the strength in advertising).

To fully understand effectiveness, we have to understand why people do what they do and when they do it, just as much as what people are doing in the first place.

DISTINCTIVE ASSETS MEANS EACH BRAND AND PLATFORM HAS A ROLE

And herein lies some of the major challenges for media owners and advertisers alike. If the mental network associated with media platforms and brands (or destinations, services, apps, etc.) help people make often unconscious choices, the added challenge for media brands is that the cost of switching is frequently free (or very low).

The effort required is typically nothing more than a click of a button or the tap of an app.



Source: Forrester Research – 'Data Digest: Just A Handful Of Apps Account Nearly All App Time on Smartphones'

Moreover, people are creatures of habit and habitually choose relatively few media out of many options. For example, in the US 88% of time spent on apps on smartphones was on the same 5 apps!

To be chosen we must therefore grab people's attention, especially because choice is so great. With this almost constant competition for audiences, it is important to know the distinctive character your assets bring to people and thus to advertisers; what elements bring the brand to mind for consumers? With so much choice, it perhaps goes without saying that every brand and every platform has a role to play

in the overall landscape. What is critical is finding the (often unique) role any particular platform or channel has and how to make that better or more targeted, as well as how it can best deliver the right audience at the right moment for advertisers.

Take Waitrose, for example, whose media agency recently claimed that print was the supermarket's most effective ROI channel, reaching a huge audience, allowing for a richer narrative and an ability to utilise print's enduring value with the Waitrose reader base². Interesting then that Waitrose also partnered with Telegraph.co.uk to enrich the reader experience as well as reach audiences at a different time and place, with different campaign objectives, and that Waitrose leverages social and television heavily for the wide-reaching annual Christmas events. So, multiple platforms or brands can have an incremental effect, assuming they are used in the way that takes best advantage of their distinctive offers.

UNDERSTANDING DECISIONS AND MEASURING IMPACT

Understanding how we make brand and media choices, as well as the impact different media platforms have on our responses to content and communications is something we at Ipsos Connect help you with.

We map the decision-making process and then provide insights on how to influence it. Capturing people's behaviour and response in the moment, where possible, is critical. I choose media based on right time, right moment, right device for me. It makes sense then we reflect this in research, using mobile diaries, observation or passive measurement, for example, which can reach people in those moments.

This means we can help media owners to demonstrate the unique role that their platforms and channels play in delivering an audience that is more than just a demographic, but an engaged, specific and valuable group of people that advertisers want to reach.

It also means we can help advertisers to understand and optimise their media mix, giving real clarity on the role that different media platforms and channels play in any campaign to drive success, effectiveness and efficiency.

A research environment must replicate the real life environment as closely as possible. In the same way as people have so many choices, we need to reflect this in the research putting their experiences, behaviours and habits at the heart of the research. In doing this, the research creates powerful outcomes for our clients.

IN SUMMARY

There are three key questions that media owners and advertisers should be asking when thinking about understanding the effectiveness of a particular platform or channel:

1. Am I reaching the right people, at the right time, in the right way?
2. Why is it the right moment to reach these people? This is what needs to be leveraged and promoted so as to be compelling.
3. Can I prove the unique value that one platform / channel offers to both people and advertisers? Naturally this may be incremental as part of any campaign.

To get the answers to these questions right, you need to truly understand how platform effectiveness can be measured, understood and optimised to create impactful campaigns, and then you'll be well on your way.

SOURCES:

1. Forrester Research: 'Data Digest: Just A Handful Of Apps Account For Nearly All App Time On Smartphones'
2. 'Waitrose: print is our most effective advertising channel.' Media Week 1 March 2016

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT IPSOS CONNECT

Ipsos Connect are experts in brand, media, content and communications research. We help brands and media owners to reach and engage audiences in today's hyper-competitive media environment.

Our services include:

- **Brand & Campaign Performance:** Evaluation and optimisation of in-market activities to drive communications effectiveness and brand growth.
- **Content and Communications Development:** Communications, content and creative development from early stage idea development through to quantitative pre-testing alongside media & touchpoint planning.
- **Media Measurement:** Audience measurement and understanding.

Ipsos Connect are specialists in people-based insight, employing qualitative and quantitative techniques including surveys, neuro, observation, social media and other data sources. Our philosophy and framework centre on building successful businesses through understanding brands, media, content and communications at the point of impact with people.

