



# Using Research for Effective Media Planning

## Cider Advertising UK Case Study

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**People read around  
10Mb of material every  
day, hear around 400Mb  
a day, and see 1Mb  
of information every  
second.**

”

**The Economist**

Every day we are exposed to 2,000-3,000 branded impressions of which almost 100 are TV ads. We know that when it comes to advertising success, creative is king – but the importance of getting the media strategy right should not be underestimated. In today's cluttered and constantly evolving media environment, the plethora of choices can be daunting. Get it wrong, and the power of great creative might not be maximised.

The good news is that research can help guide the media planning process. This case study demonstrates how Ipsos ASI's Media\*Planner 360 approach can be used to shape your strategy. It focuses on premium cider, a category characterised by a concentrated, seasonal period of media activity. In 2011, the brand challenge intensified, with significant new market entrants, and the highest category media investment on record. With more and more clutter crammed into a short season, how can research help advertisers use media most wisely?

## Getting Noticed

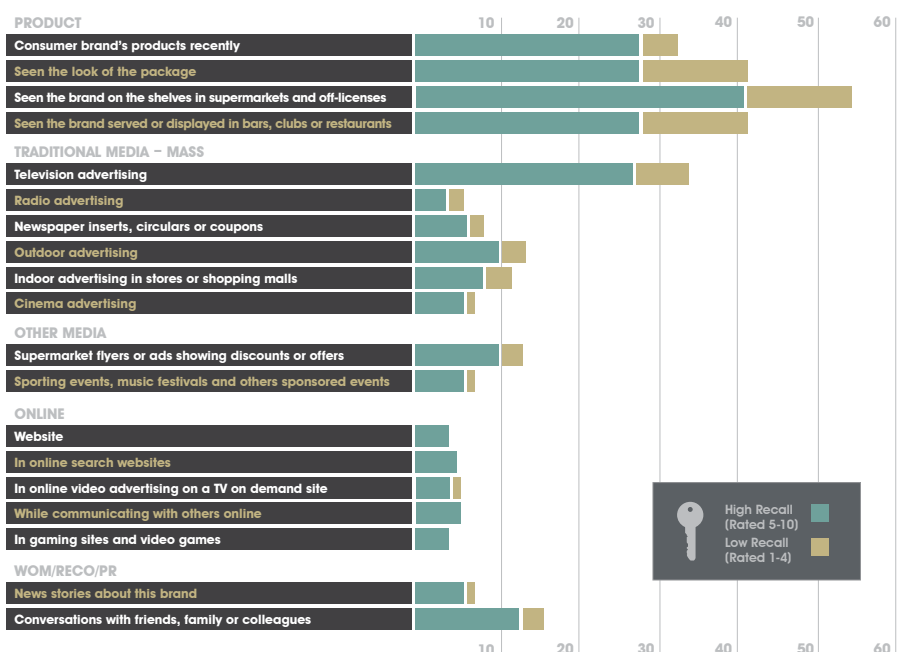
When we assess the relative levels of cut-through for different touchpoints in the category, we saw the **highest visibility** for packaging, point-of-sale, and TV advertising. These touch points also offered **better quality retention**, as people claimed more specific memories about what they saw.

Aside from actually drinking the product - the leading source of recall was seeing the brand on shelf at the point-of-sale, (both on and off trade). This highlights the need to support mass advertising with prominent distribution and effective in-store display during a campaign period. Extending brand prominence to strategic on-trade venues, such as pubs and restaurants, will help improve trial as consumers observe and follow each other (more so if recent advertising has had strong creative power).



### Recall Rating

Total Average  
Across Brands



# Premium cider.

## Making a difference for the brand

It is not realistic to rely on consumers' "claimed" effects of different media – how they "think" different media have worked to drive brand behaviour or attitudes. How can they possibly know? However, you can measure what media people remember seeing and derive the effect of exposure to different kinds of media through analysis. This allows us to assess **effectiveness** of media independently of cut-through – and therefore identify opportunities for optimisation. Some media may drive strong brand response but generate little cut-through. Could they yield stronger returns for the brand if there was greater investment in them?

We have seen that touchpoints associated with the product – consuming it, or seeing it in-store or on-trade – gained high recall.

Once recalled, along with TV advertising and word of mouth, they were also amongst the most important for generating brand impact, both short and long-term. This paints a clear picture for where strategy should focus within this category.

### Top 10 Drivers: Cider Category

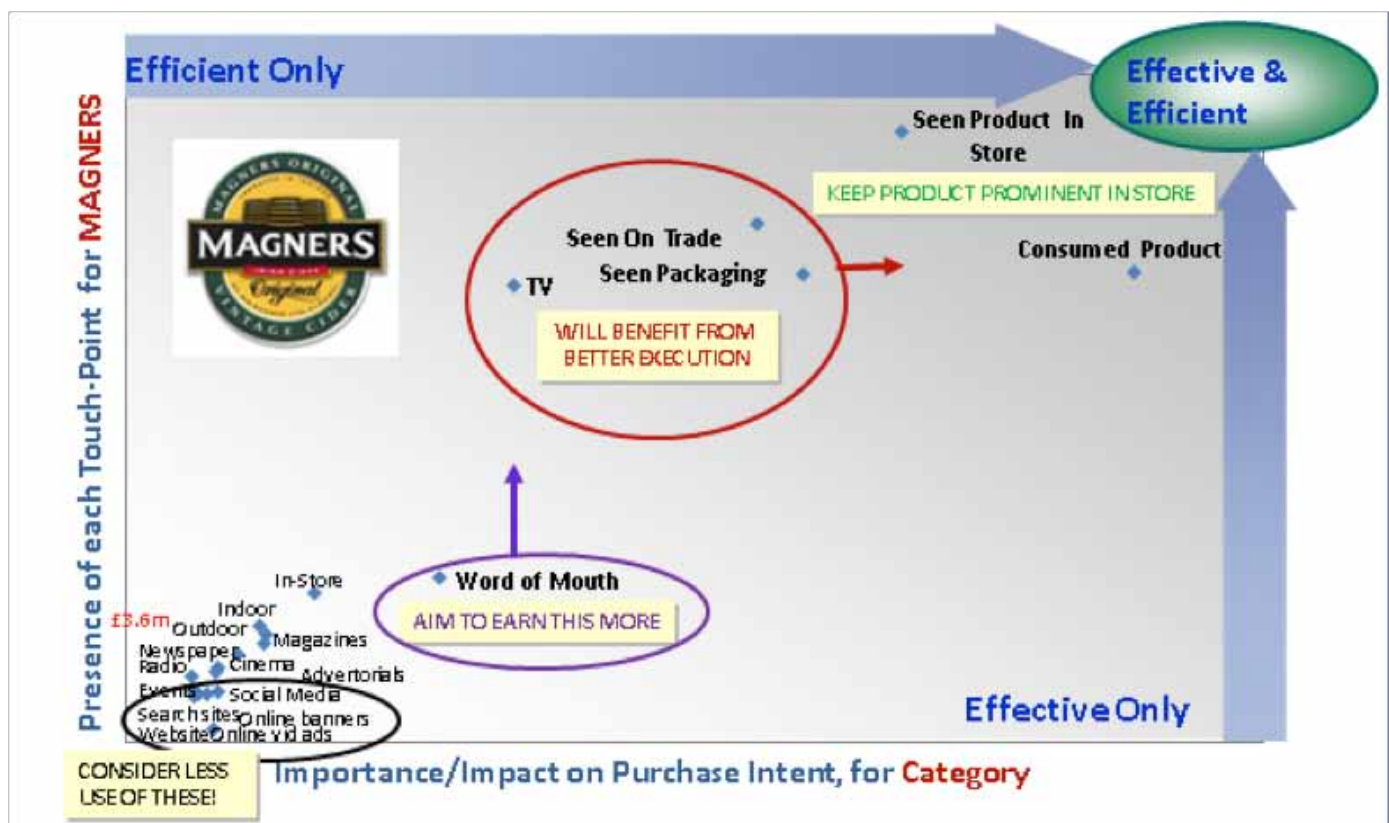




In this context, it is interesting to focus in on the category leading brand, **Magners**. Having kick-started the transformation of cider a few years previously, it conceded share in 2011 despite a 9% year-on-year increase in its marketing budget. Clearly, it came under pressure from high profile new entrants to the market. However, by summarising the actual performance of Magners on different media, relative to their importance to driving purchase intent, we can see there was potential for optimisation.

While effective in-store presence was key to supporting purchase, performance in TV, on-trade and packaging could have been more effectively executed.

Also, a cluster of undifferentiated, low-spend touchpoints appeared not to be working hard for the brand – suggesting an opportunity to review whether and how they are used.



# Planning the next burst



**Ipsos ASI's Media\*Planner360 simulator helps marketers understand the possible return for driving greater visibility.**

For example, consider a scenario where increasing the recall of TV by 5% requires further investment of £1 million, and this is projected to increase purchase consideration by 10%. If the monetary value of the incremental desire to purchase is greater than £1 million – short answer - buy this media!





# what about Digital?

## No impact without suitable investment and good content

What we've seen in this case study is a glaring absence of online advertising as a key influencer of visibility or brand impact. Digital touchpoints cannot be realistically expected to gain the same level of exposure as TV given the relative levels of spend.

However, the low rankings for brand impact raise issues about whether Digital is being used to best effect. As with creative for TV advertising, we firmly hold that for Digital, content is king. Good online and mobile content is capable of creating a unique and engaging branded experience for consumers, through participation and engagement. This in turn can transform opinion and create buzz.

For example, the Alan Partridge revival boosted market share for Foster's by 0.2% - a notable lift in a category with very little head space.

The results of the Media\*Planner360 provide a clear recommendation for this category in terms of where to invest. Carrying a TV campaign to point-of-purchase can convert an implicit impression to brand choice.

In a cluttered media environment, the substitutability battle is most fiercely fought at the point-of-purchase. Differentiating your brand from a host of premium ciders is vital for your brand to stand out.

The approach is highly adaptable, helping advertisers to save money or generate more brand impact from the same spend.

## About Ipsos MORI

Ipsos MORI is one of the largest and best known research companies in the UK and a key part of the Ipsos group, a leading global research company. With a direct presence in 84 countries, our clients benefit from specialist knowledge drawn from our five global practices: public affairs research, advertising testing and tracking, media evaluation, marketing research and consultancy, customer satisfaction and loyalty.

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