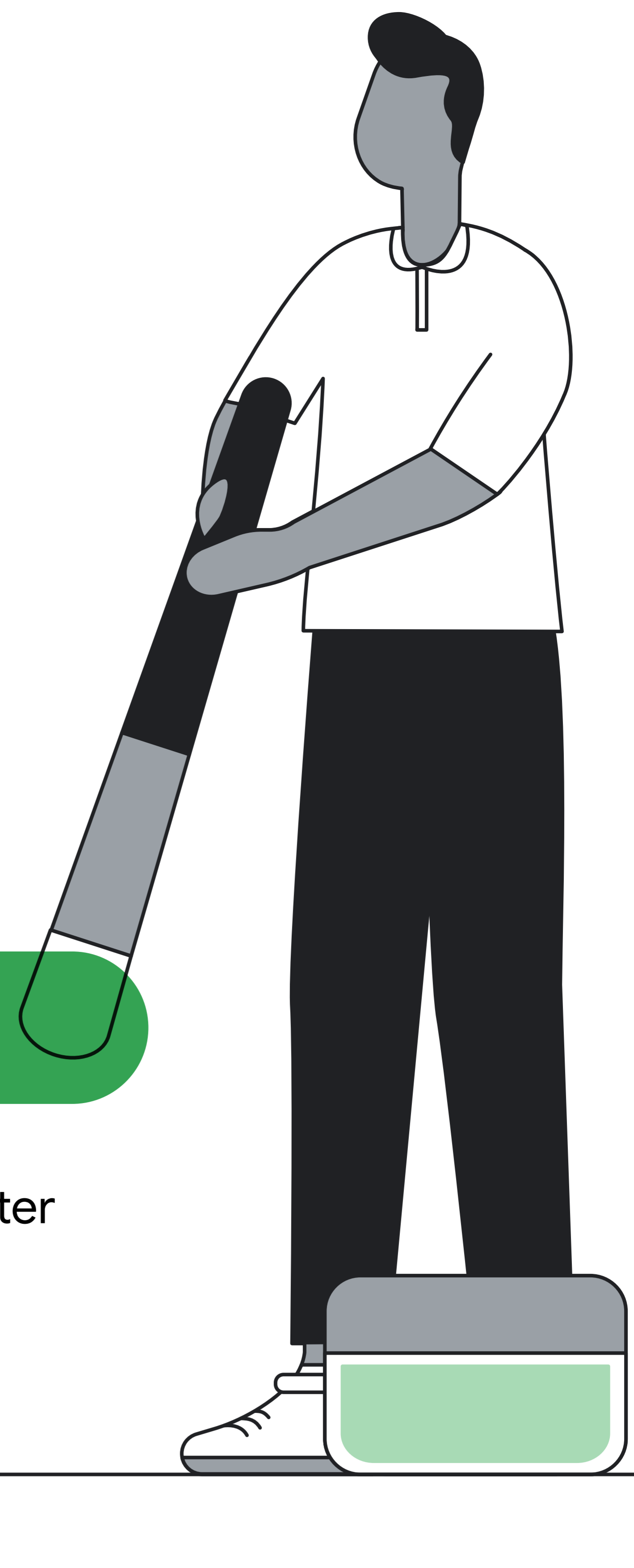


Why rethinking your media mix sets the stage for long-term effectiveness

When you have a tried-and-true marketing strategy, switching things up can seem like too big of a risk. But keeping up with what consumers want takes a willingness to test and learn. Discover why continually rethinking your media mix fuels better results.

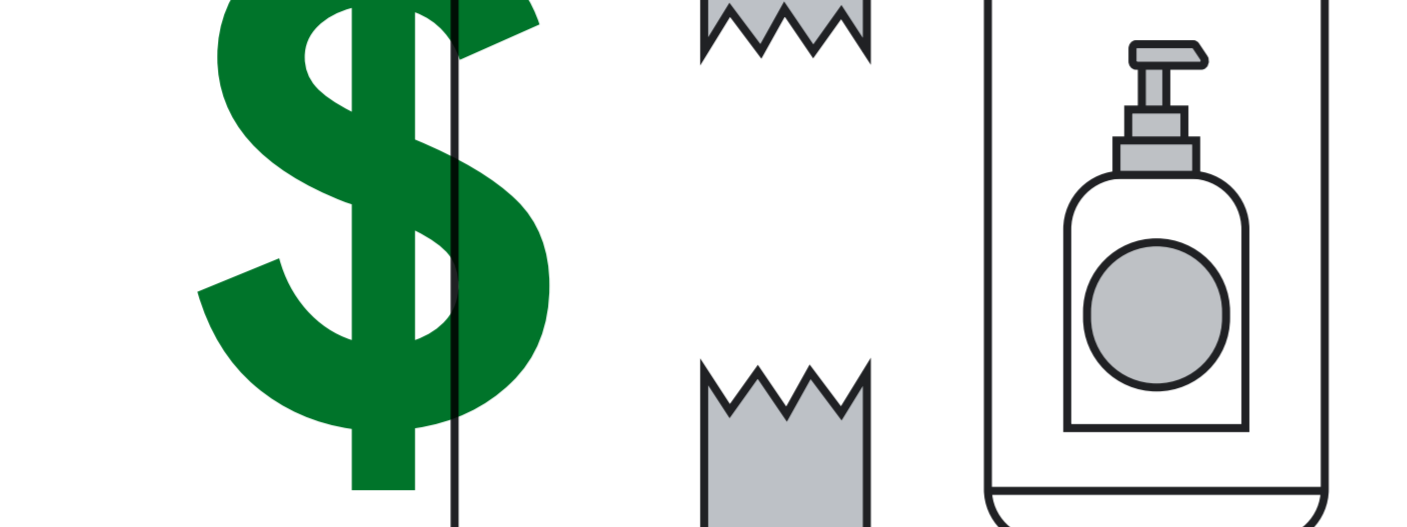
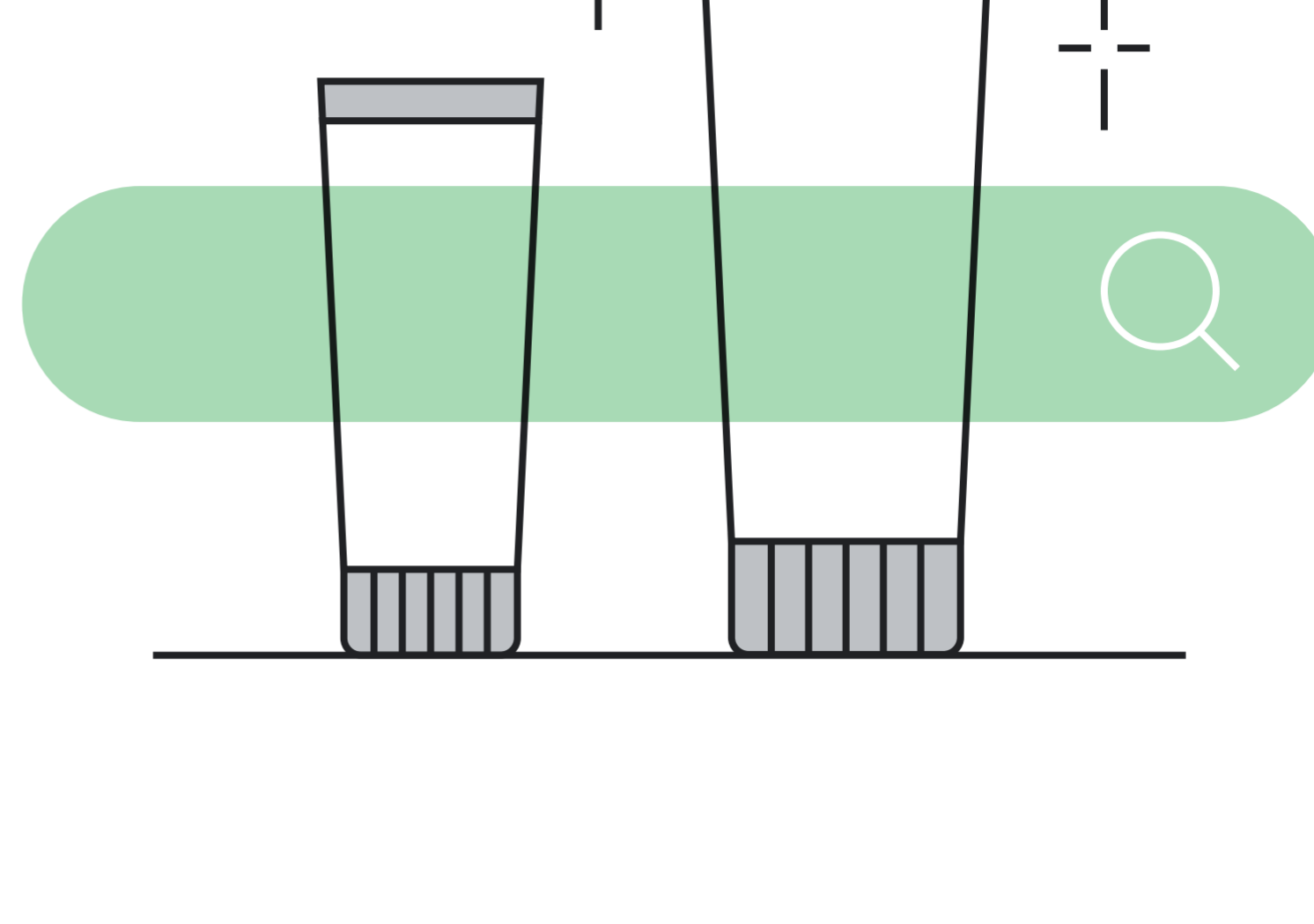


Showing up where it counts

Consumers value convenience even more after a year like 2020. For shoppers who prioritise availability and ease, online search is a go-to platform.

1 in 3 consumers

will choose their **second-choice** brand over their first because it **shows up on the search page**¹



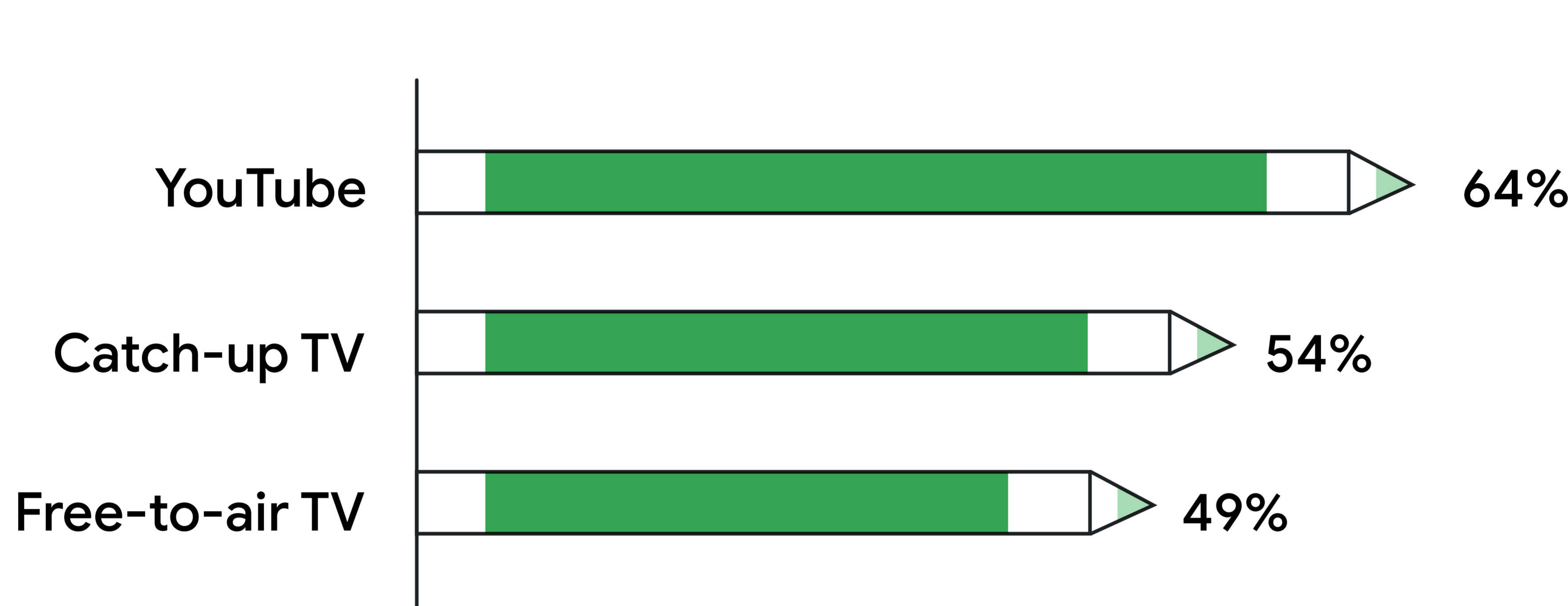
>2X returns

on **paid search** when brands shifted to online fulfillment²

Online video surged in popularity last year, and research revealed people pay the most attention to YouTube — both in and outside the home.



Percentage of ad minutes actively viewed (eyes on screen)³



83% of Aussie adults

watched **YouTube** in April 2020⁴

>30 hours of content watched by each Aussie adult on YouTube in April 2020⁵

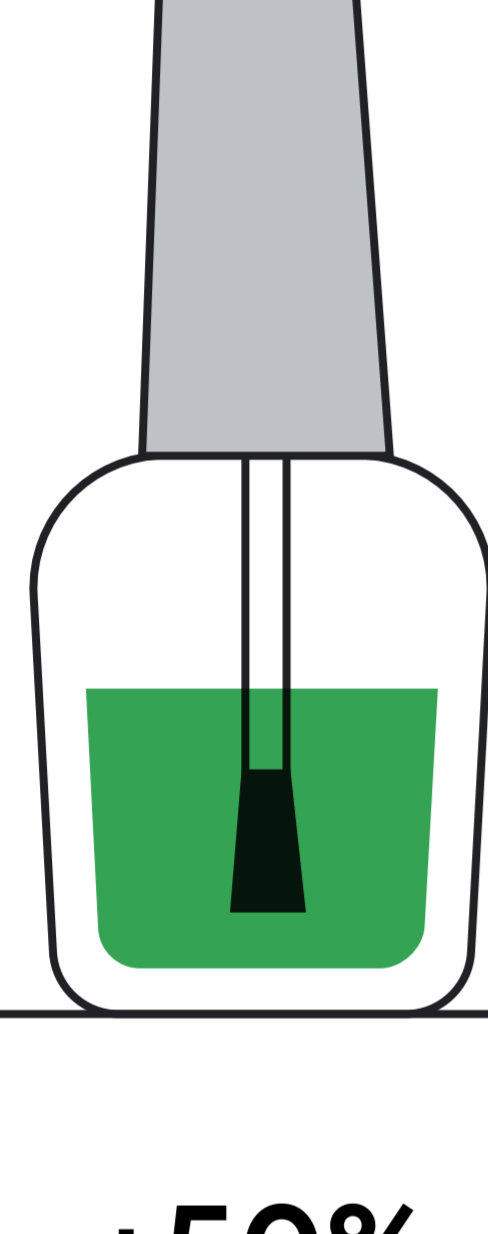
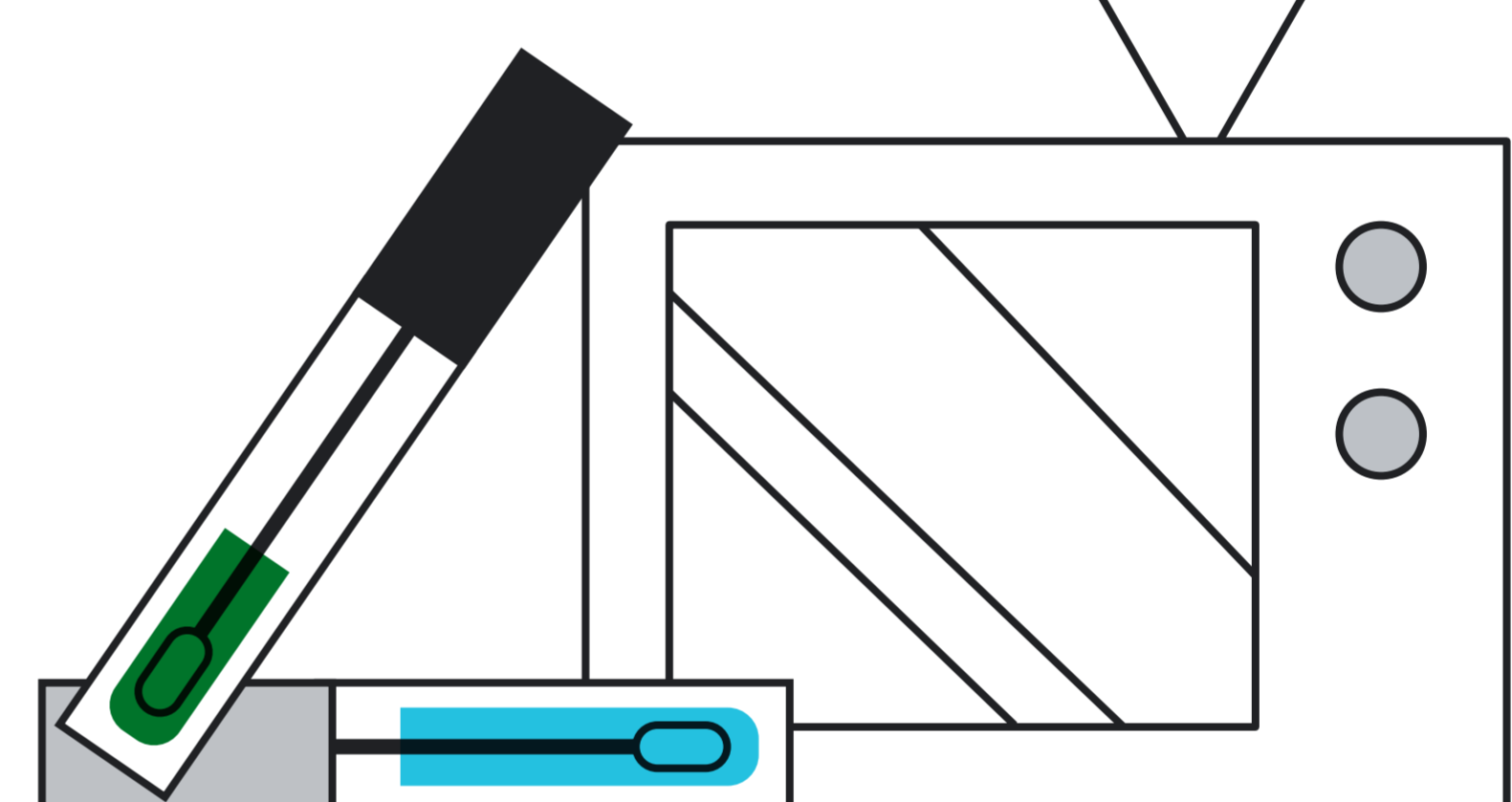


Marketer tips and tricks

Online shoppers are just a click away from a plethora of options. Earning their consideration starts with meeting them the moment they're ready to buy.

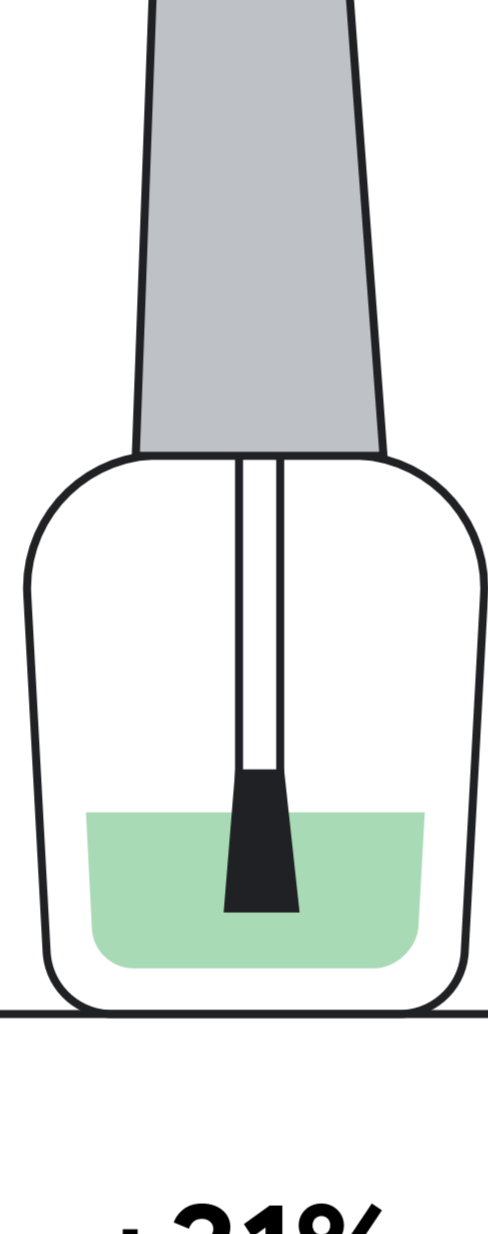
Pairing the right channels

Platforms like TV complement online media by amplifying one message across multiple screens.



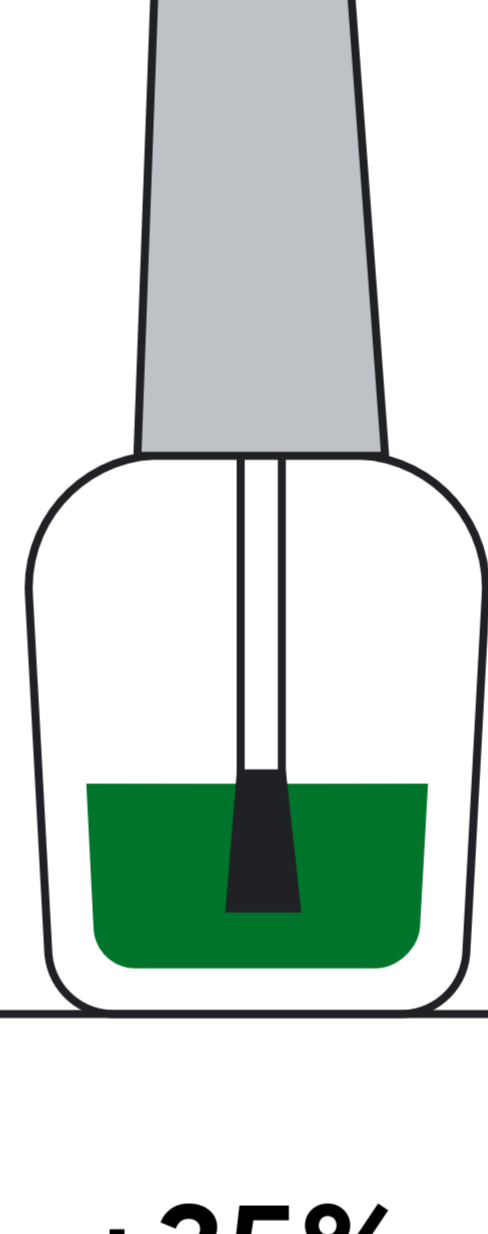
+50% efficiency

Offline and online channels vs. offline only⁶



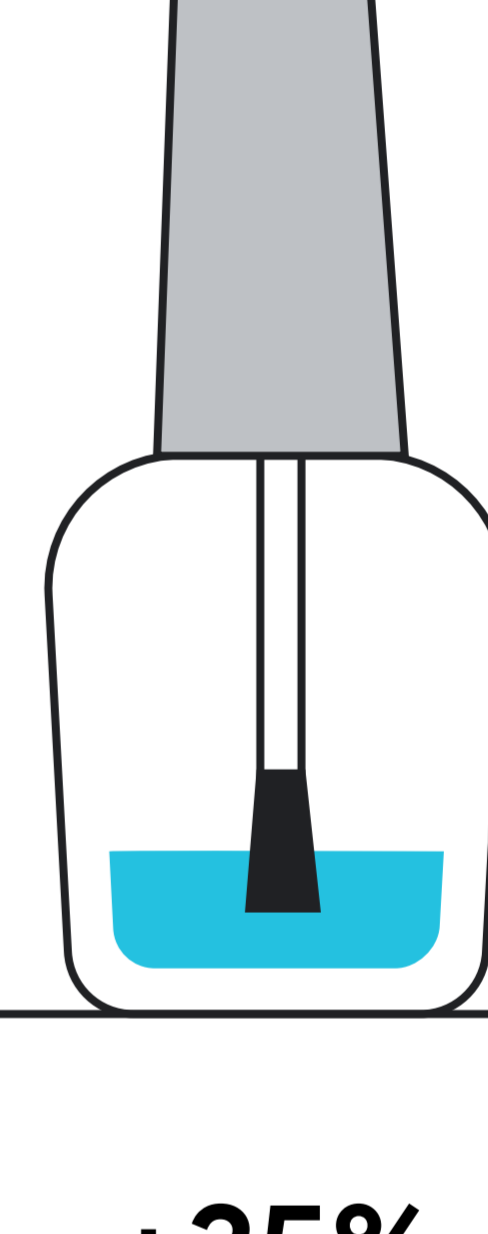
+31% effectiveness

Integrated campaigns vs. non-integrated campaigns⁷



+35% ROI

for TV and online video with strategic integration⁸



+25% ROI

when combining TV and paid search⁹

Up to 35% ROI and effectiveness

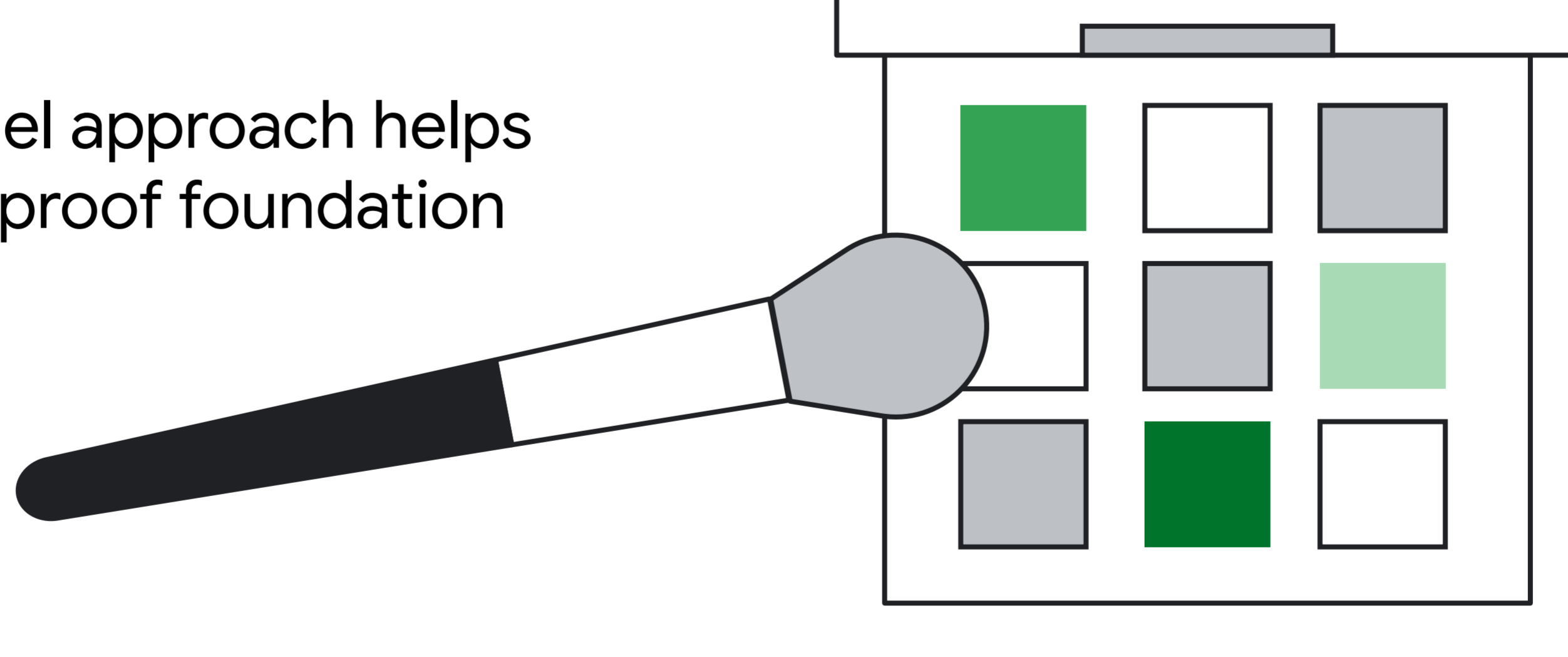
for **every channel** that's added to a campaign¹⁰

Marketer tips and tricks

When it comes to your media mix, balancing online and offline platforms is critical. Freshen up your campaigns by making the most effective channels work together.

Curating a palette of platforms

An omnichannel approach helps build a future-proof foundation for growth.



Make your multimedia campaigns shine

- Learn from past performance**
Marketing mix modelling can help you uncover strengths and weaknesses.
- Embrace experimentation**
Research shows fostering a test-and-learn culture has the single biggest impact on future ROI.¹¹
- Tell a consistent story**
Brand messaging outperforms product or promo messaging 80% of the time.¹²

Marketer tips and tricks

The right blend of channels depends on your unique brand goals. Test consistently to keep up with your business' changing needs.

Sources
 1 Google/The Behavioural Architects, Australia, "Untangling the Messy Middle," n=1,000 prospective online purchasers per category, ages 18-65, Feb. 2020.
 2 Analytic Partners, Crisis, Stabilisation, and Revitalisation Report, Global, ROI Genome Database, 2010-2020 (Global).
 3 Google/Kantar/Eye Square study, AUS, 2,808 ads, 737 mins of ads shown where ad length was identifiable. Platforms included: YT, FTA, CUTV, March 2020.
 4-5 Nielsen Digital Content Ratings, Monthly Total, Platform C/M, Video 0 seconds, Ppl 18+, Brand: YouTube, Unique Audience, April 2020.
 6 Analytic Partners, ROI Genome, collected works, 2002-2017 (Global).
 7 Kantar Millward Brown, 223 global Crossmedia studies, Categories: Food & Bev, Household, Retail, Travel, Personal care, Financial Services, Technology, Automobiles, 2015-2017.
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