



YouTube masthead ROI in the media mix

Cross media analysis: Heineken Buizenpost

OBJECTIVES

Demonstrate the effect of TV and Masthead campaigns and identify synergies

METHODOLOGY

Single Source Media Research using GFK's Media Efficiency Panel

Executive summary



TV most **effective**, Masthead most **efficient**

- Due to high reach **TV affects most people**, however when you correct for investment **YouTube Masthead is more efficient** due to larger impact per contact
- Masthead: 15% of the effect with 9% of the budget
- TV: 85% of the effect with 91% of the budget



Highest impact occurs **when TV and Masthead are combined**

- For almost all KPIs the combined impact of TV and Masthead is higher than the impact of the individual medium.
- Clear impact synergy between the two media



Masthead works **most efficiently** for target groups Men 20-34 and 20-34

- **Masthead** is **limited in reach**, therefore TV is still required.

Study design

Primary objective

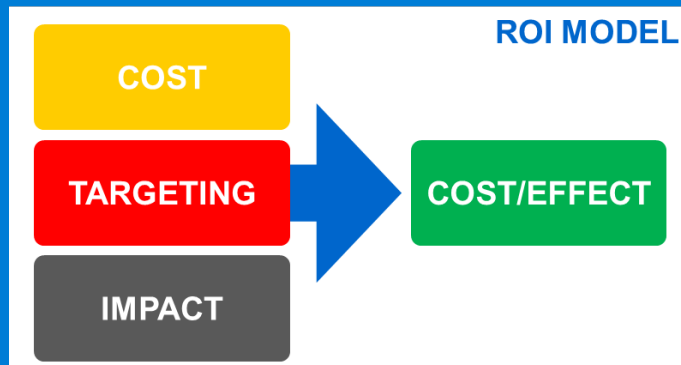
- To show the effects of contact with the TV campaign, Masthead campaign and the synergistic effect of both campaigns on the KPIs

Audience

- Beer drinkers aged 18 – 49

Sample size

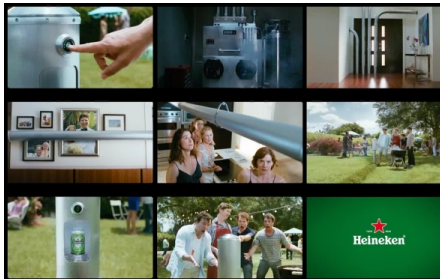
- Purchase XMOS: 2,800
- Brand XMOS: 1,511



Campaign objective

- To drive top of mind awareness and sales for Heineken brand and products

TV





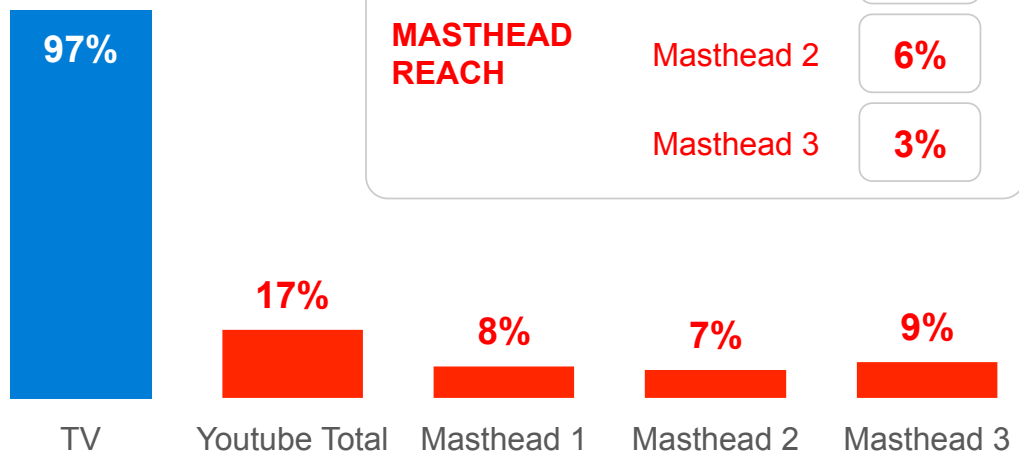
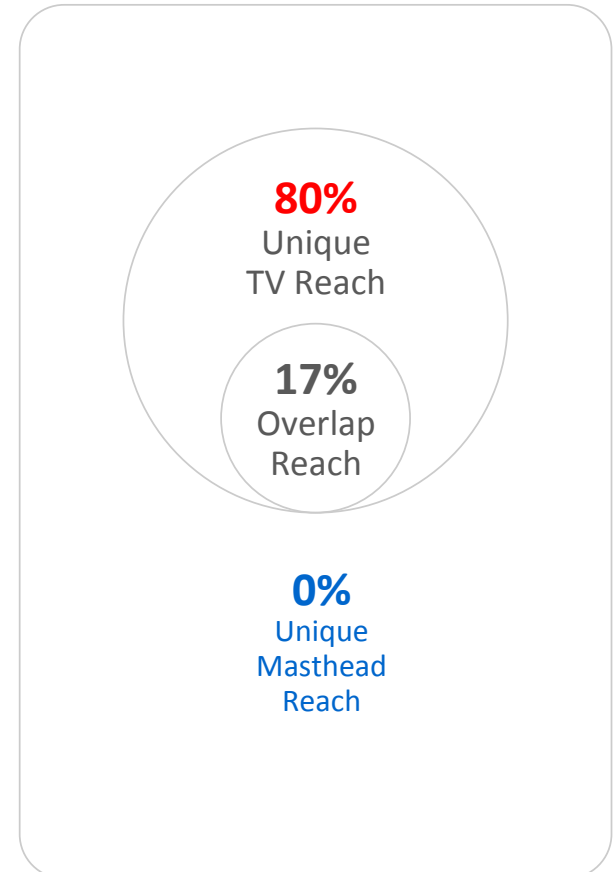
YOUTUBE MASTHEAD



Reach of TV campaign 5.7 times higher than Masthead

The target group is reached 8.1 times by the TV campaign and 2.7 times by the Masthead. Note that increase in reach of the Masthead campaign diminishes as you increase the number of Mastheads.

	Budget allocation	Net cost/ GRP	Average frequency	GRP's
	91%	100	8.14	790
	9%	173	2.70	46



MASTHEAD REACH	
Masthead 1	8%
Masthead 2	6%
Masthead 3	3%

The Masthead best for niche audiences

Although the reach of the Masthead is substantially lower than that of TV, it has greater impact amongst niche audience groups e.g. young men who are 18 - 35

Indexing of impact - Category Buyers

(MEP Panel, n=15.000)



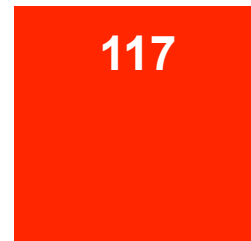
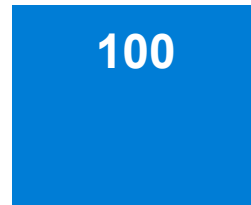
You Tube

Indexing of impact - Young Men (18-35)



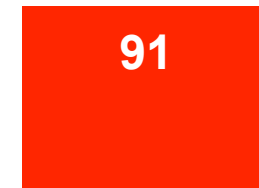
You Tube

Indexing of impact - Low Education



You Tube

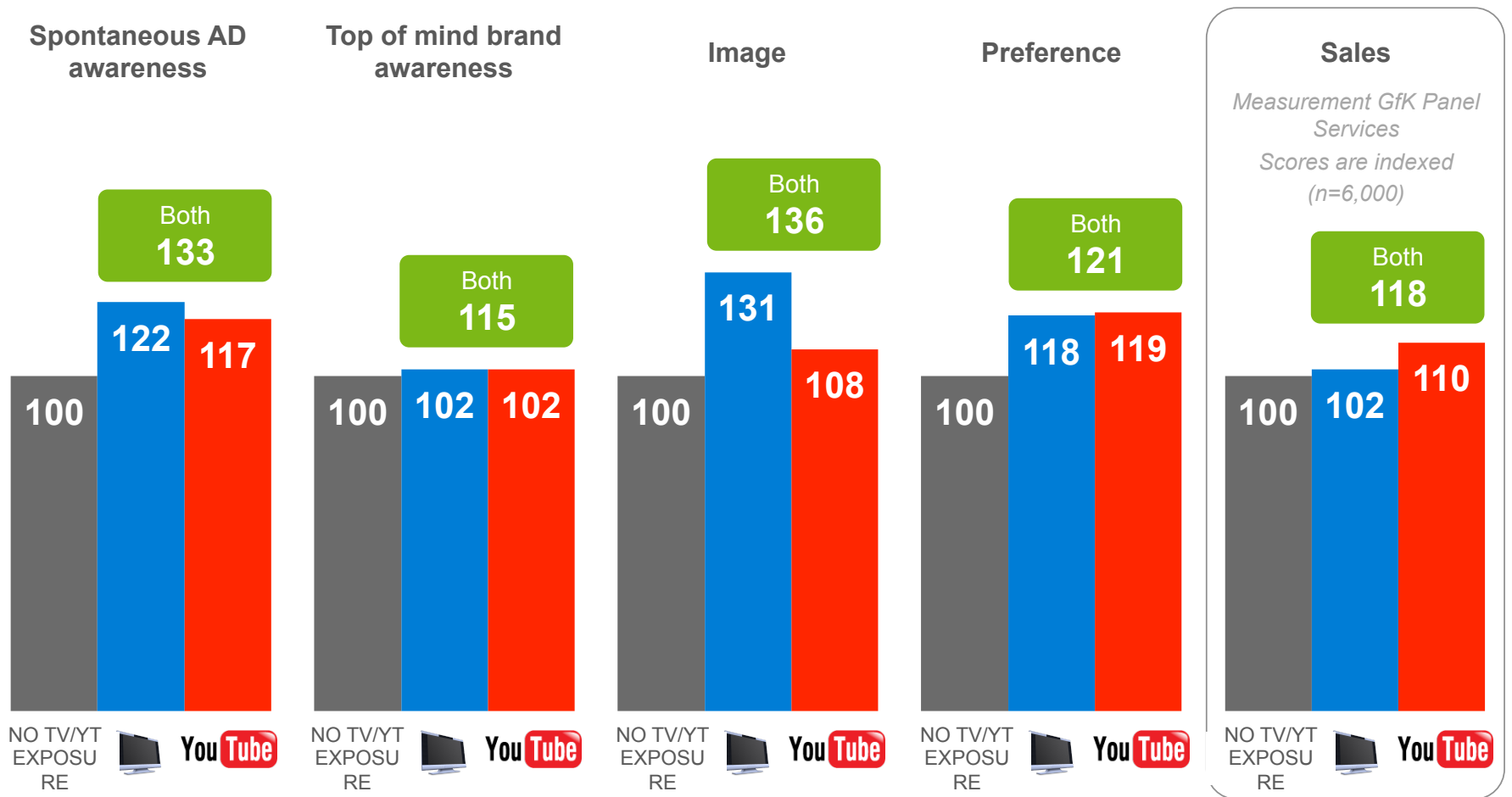
Indexing of impact - AB1



You Tube

Combination of TV and Masthead has strongest impact

No doubt that the TV campaign and Masthead work synergistically – all measures increase significantly for those who have been exposed to both.

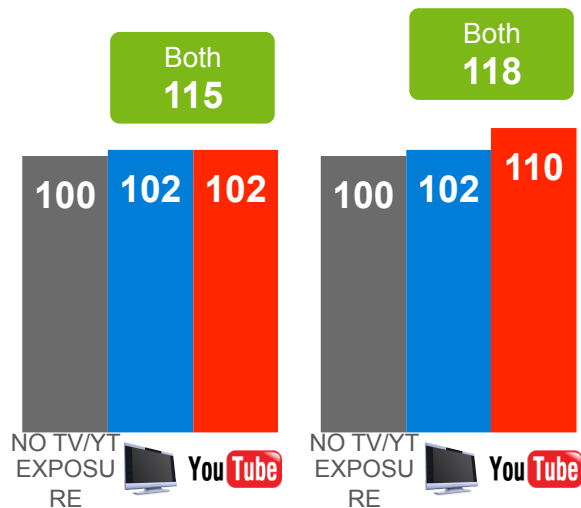


TV is more effective in driving TOMA and sales, while Masthead is more efficient in doing so

As we have seen, TV has the biggest impact and reach, but bringing spend into the equation highlights how efficient the Mastheads are.

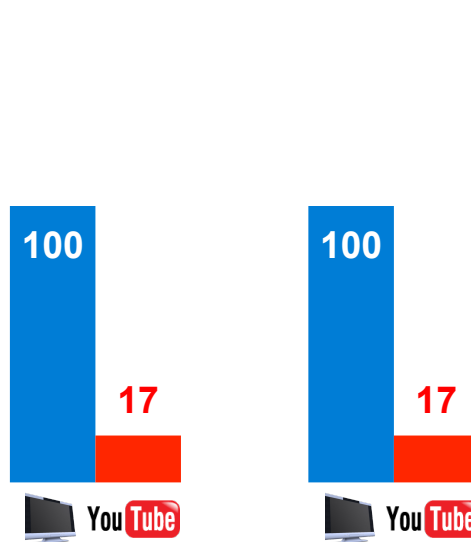
Impact

KPI score on exposed group - KPI score on unexposed group



Effectiveness

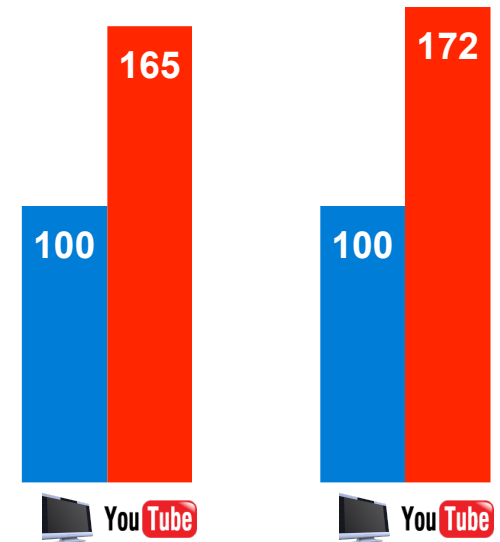
Impact x Reach



Cost / effect

Impact x Reach

Budget



Masthead is more efficient than TV across all audiences, particularly males aged 20-34 and 20-34s

However, Masthead is not targeted which means that it works better for target groups that visit YouTube more often. For mass reach TV is still required

Masthead efficiency in driving sales
(Indexed against TV efficiency)

