



## Campaign overview

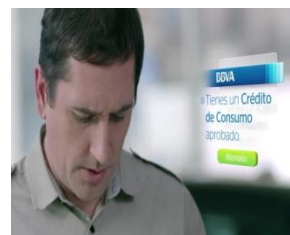
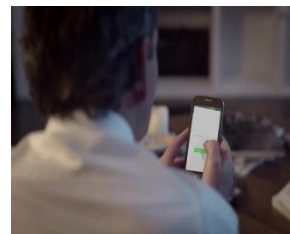




Open TV



## CAMPAÑA BANCA DIGITAL



Media MIX

# MEDIA MIX



Open TV

GRP /  
Impressions

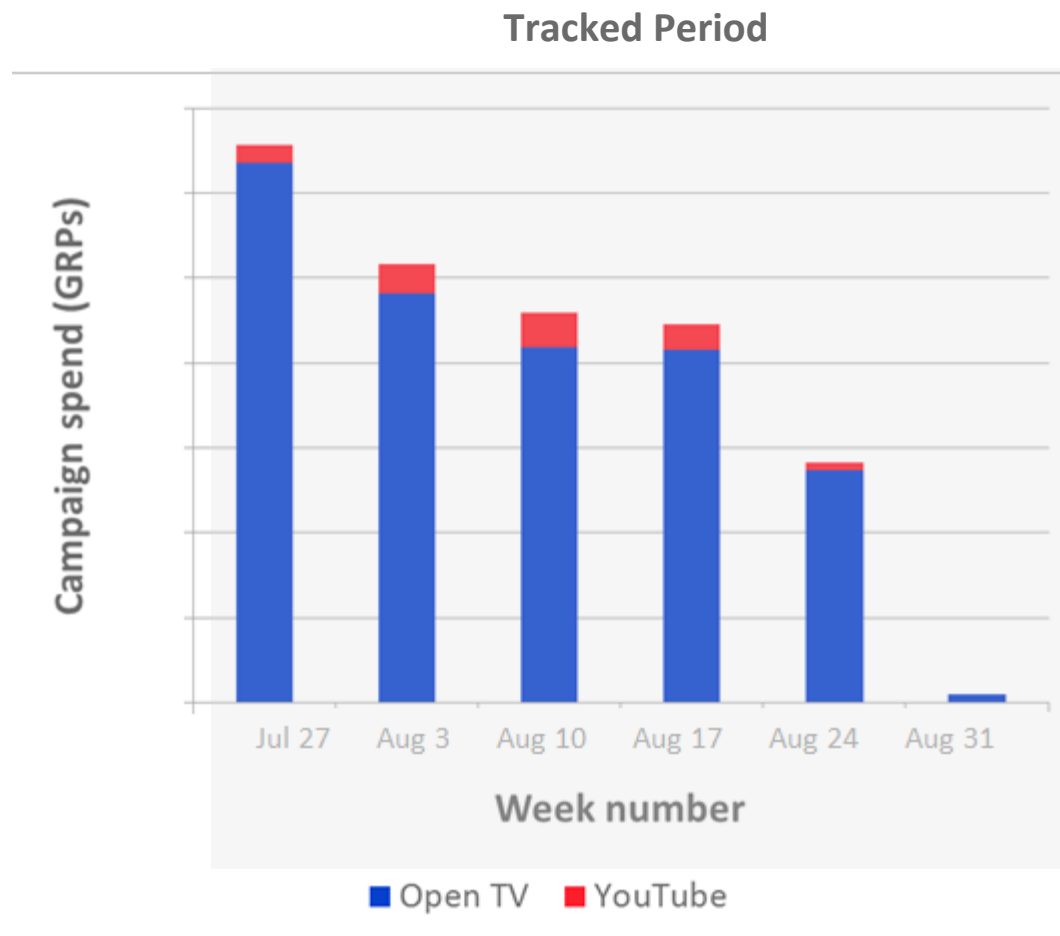
1117,03  
GRPs



YouTub  
e

68,28 GRP's  
8,19 MM impressions

**Total Investment = Confidential**



## Respondent profile

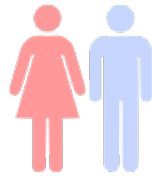


# Respondent Profile



Sample size: 1059

Men and women



20 - 55 years old


SEL ABC

National Sample - Chile

People who have a banking product/service.



# Specifications

Type of research:	<input type="checkbox"/> Quantitative				
Data Collection Method:	<input type="checkbox"/> Online, through panel.				
Type of Survey:	<input type="checkbox"/> Structured questionnaire made up mostly of closed-ended questions, and of approximately 25 minutes long.				
Fieldwork Dates:	<input type="checkbox"/> July 23th to August 29th, 2014.				
Target:	<div><input type="checkbox"/> Men and women</div> <div><input type="checkbox"/> 20 - 55 years old</div> <div><input type="checkbox"/> SEL ABC</div> <div><input type="checkbox"/> National Sample - Chile</div> <div><input type="checkbox"/> People who have a banking product/service.</div>				
Size of sample:	<div><input type="checkbox"/> 1059interviews</div> <table><tr><td>Requested</td><td>1000</td></tr><tr><td>Done</td><td>1059</td></tr></table>	Requested	1000	Done	1059
Requested	1000				
Done	1059				
Sampling method:	<input type="checkbox"/> Non probabilistic. Online, with quotas per Gender, Age and Sel.				
Weighting:	<input type="checkbox"/> This study requires no weighting				
Sampling error:	<input type="checkbox"/> 2,59 %				
Confidence Level:	<input type="checkbox"/> 90%				
Questionnaire	<div></div> <div>Documento de rosoft Word 97-2</div>				
ISO 20252 Considerations:	<input type="checkbox"/> Ipsos Argentina fulfills with ethic codes established on ESOMAR/CCI.				

But before  
we move on...

Some important concepts

# Why the same execution for TV and YouTube?

We wanted to have apples to apples comparison, without any bias for creative effects

Reality is the YouTube execution sometimes will be the same, and others should be an improved one for the medium



**Campaign's Reach**: How much of the population has been likely to be exposed to the Campaign?



Reach is based on the concept of  
**OTS** (**O**ppportunity **I**o **S**ee):

How likely a given person has  
been exposed to the campaign,  
based on media habits?

**Campaign's Reach**: How much of the population has been likely to be exposed to the Campaign?



OTS is not Recall

OTS does not guarantee neither that the person that matches media plan with media habits has certainly seen the ad

Neither that he or she will remember the



ad

**Campaign's Reach**: How much of the population has been likely to be exposed to the Campaign?



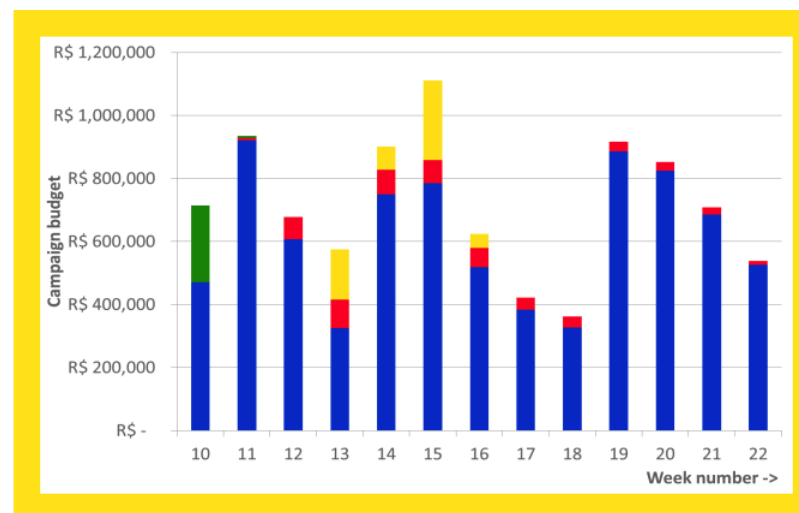
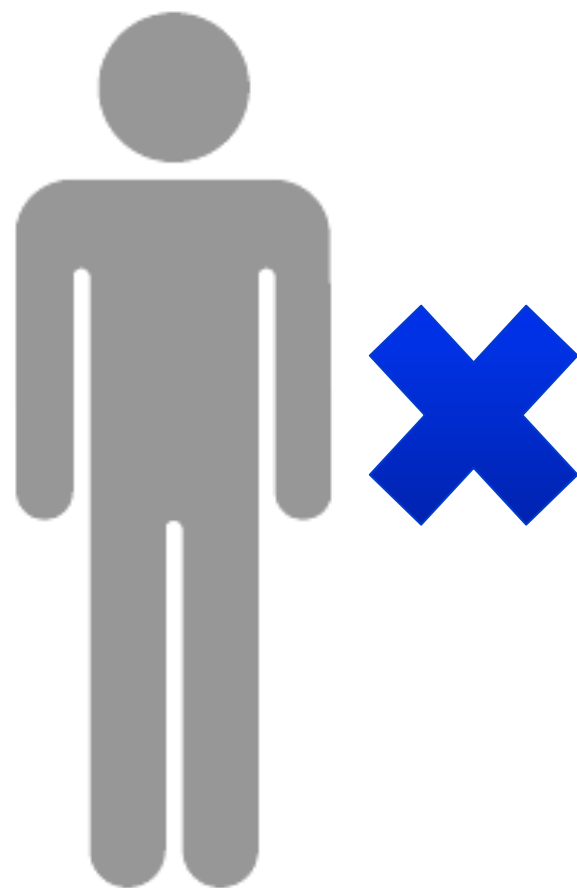
OTS is then a measure that helps us understand the media planning effectiveness in reaching the audience

## How do we calculate Reach?



We first understand consumer's media habits on an individual level...

# How do we calculate Reach?



Then we compare the media plan to understand where they match their habits

# How do we calculate Reach?



For each channel we separate the group that had an opportunity to see versus who did not



NO OTS

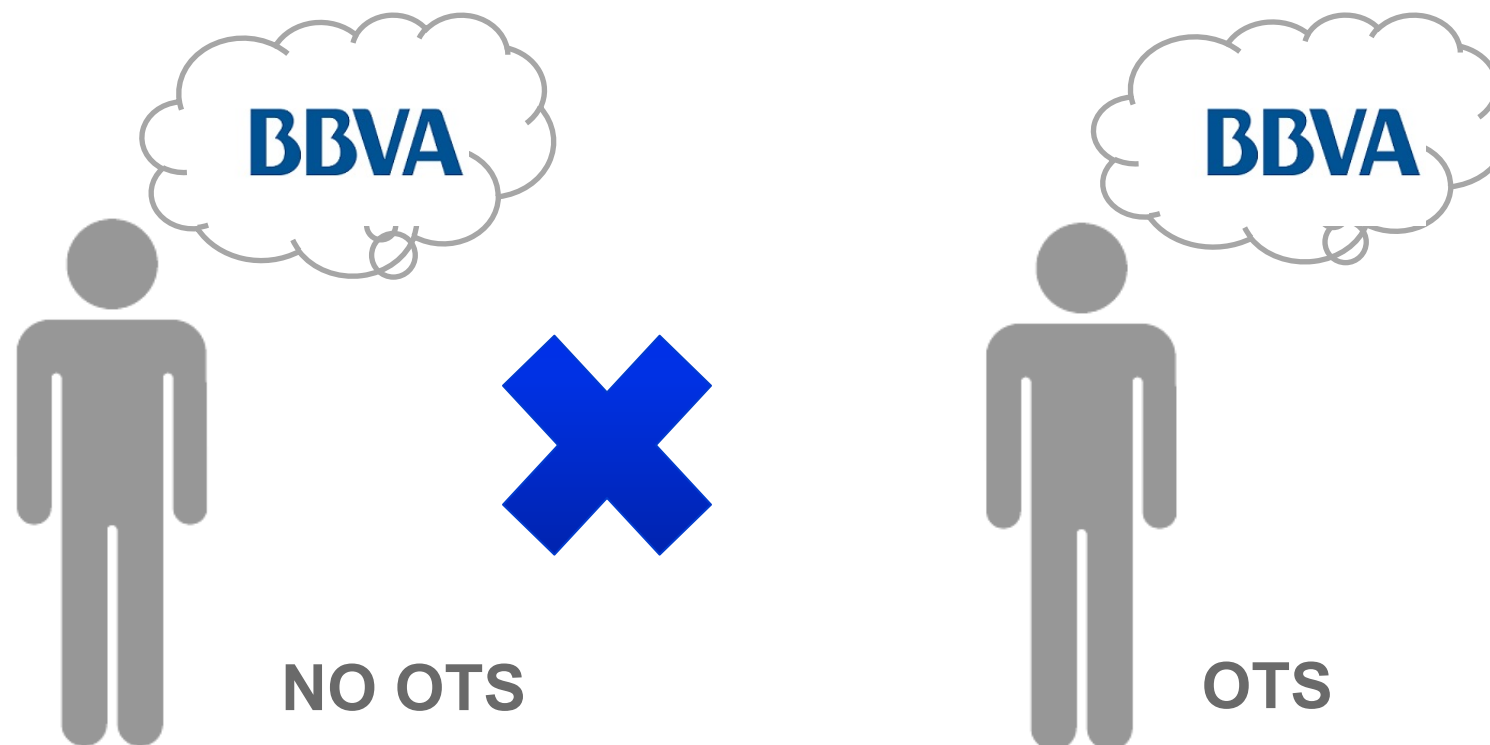


OTS

## How do we calculate Uplift?



And then understand how different those groups are feel about the brand and behave



## Results



# WHAT WE ARE COVERING TODAY



1

Campaign reach, and individual media contributions

2

Campaign's **Uplift** on Brand's KPIs

3

Financial Efficiency

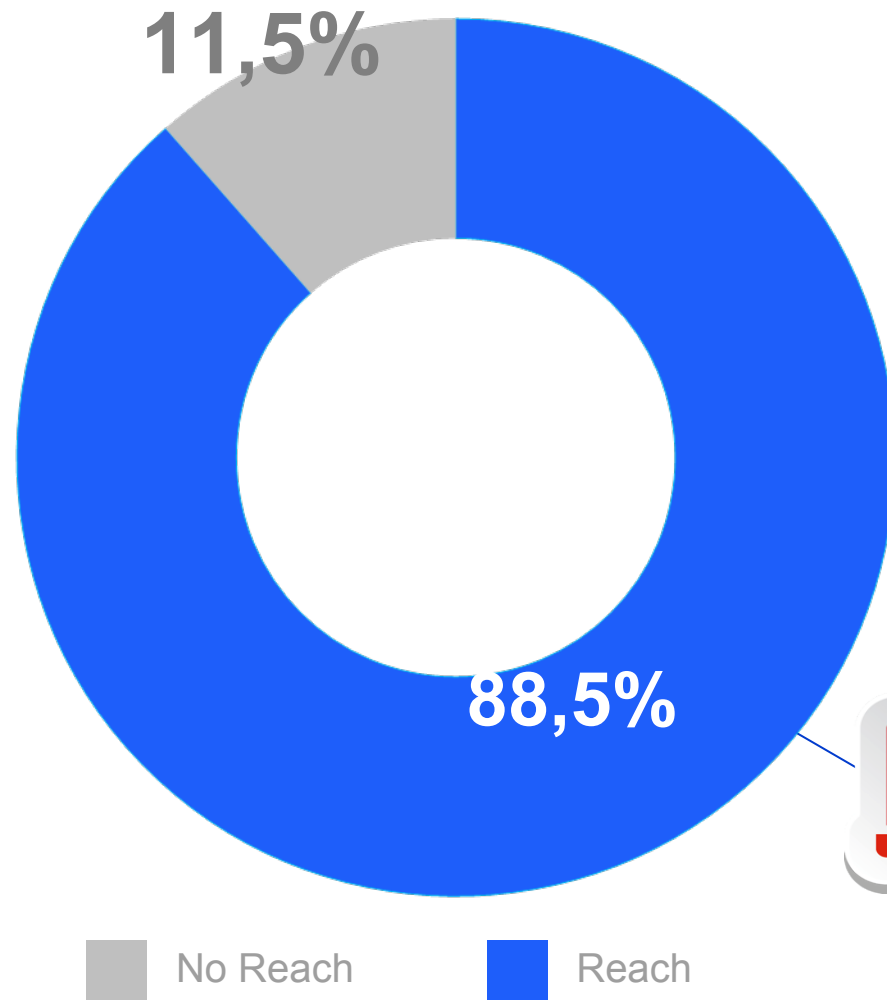
4

Optimized Media Mix



1

## Campaign Reach and YouTube exposure



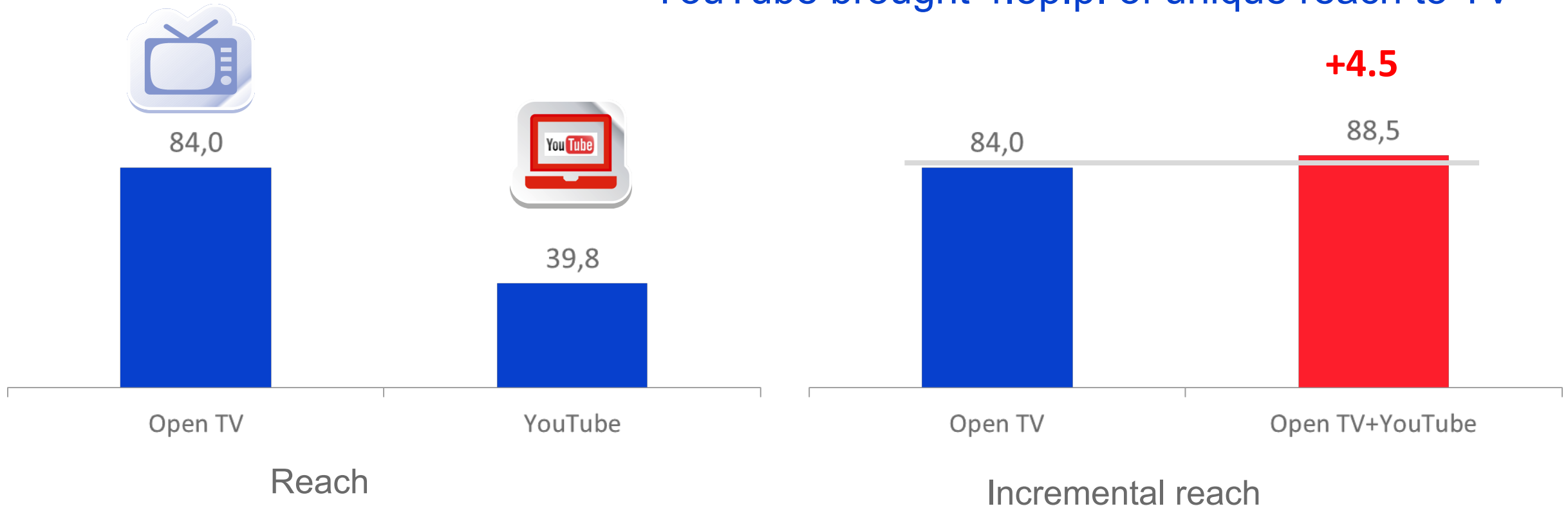
## Campaign's Reach was 89%.

Almost every respondent in the sample had the opportunity to see **some** (at least one) element of the campaign



# YouTube contributed with almost 40% of audience coverage

YouTube brought 4.5p.p. of unique reach to TV



But, is it important **only the reach?**

We have to consider the **Cost Efficiency & Brand's results.**



Let's see what is happening with Brand KPI's ...

2

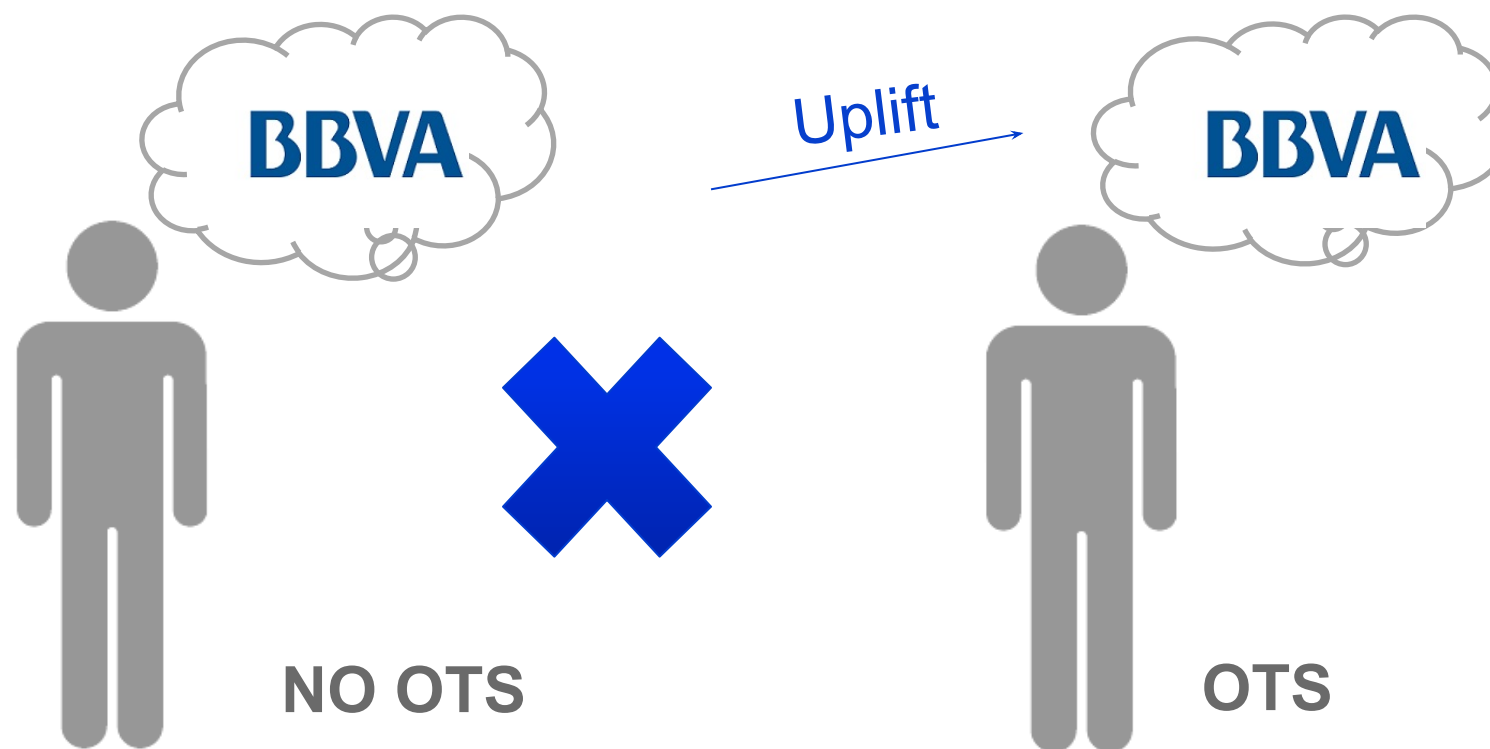
What was the campaign's effect on brands KPIs?



## How do we calculate Uplift?



How different these groups feel and behave about the brand



# BRAND'S KPIs ANALYSIS



**Intent to  
contract  
BBVA**



**Consideration**



**Preference**



**Equity  
Pillars**

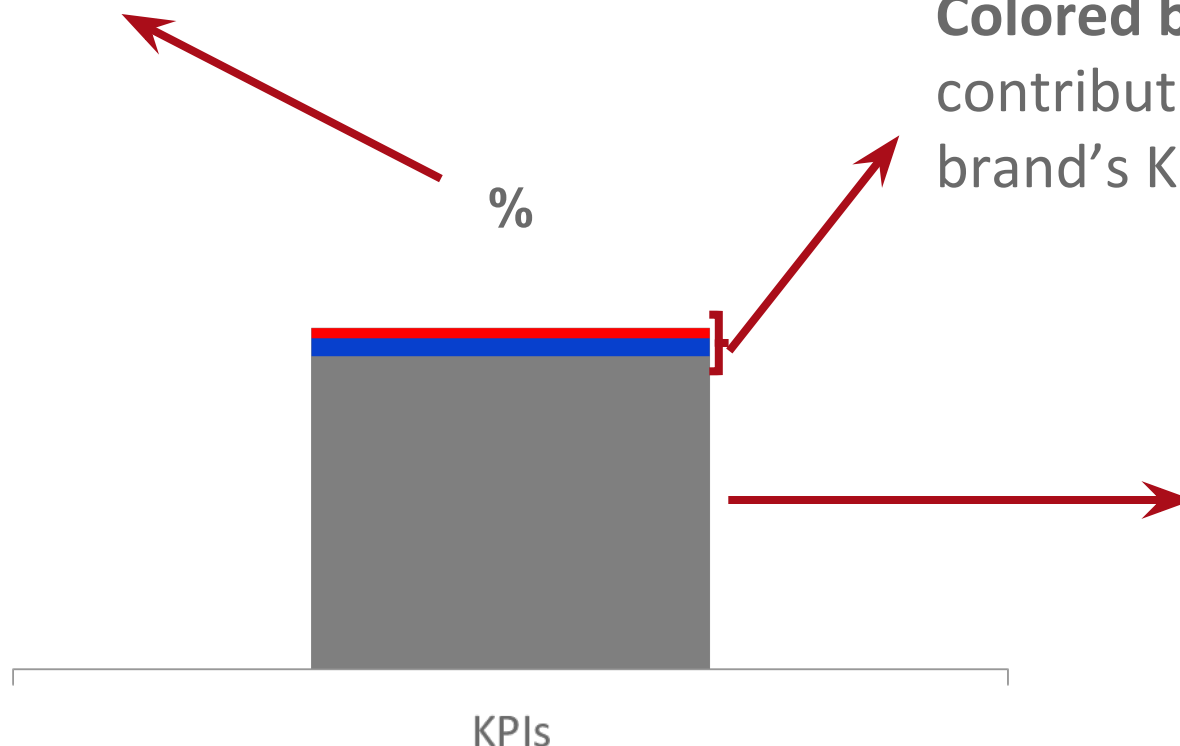
(Relevance,  
Familiarity,  
Difference)

# HOW TO READ KPIs ANALYSIS (1)

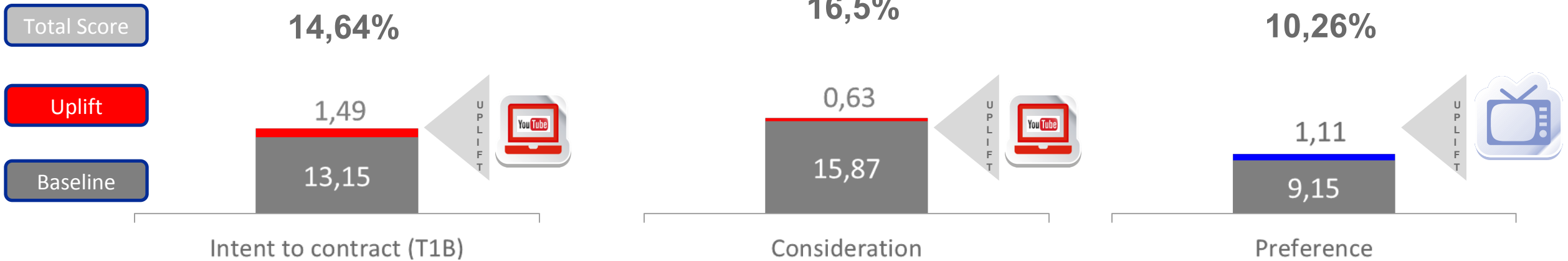
**Total score:** Brand's KPIs  
WITH campaign's effect

**Colored bar:** Campaign's  
contribution to build on  
brand's KPIs

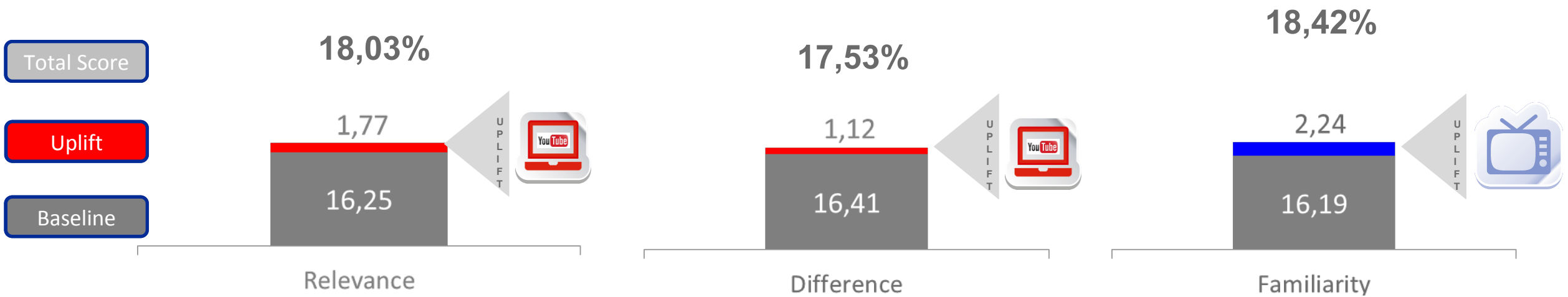
**Grey bar:** brand's **baseline**  
on that KPIs – means how  
'big' the brand is WITHOUT  
campaign's influence



# YouTube contributes to build on Intent to contract and Consideration



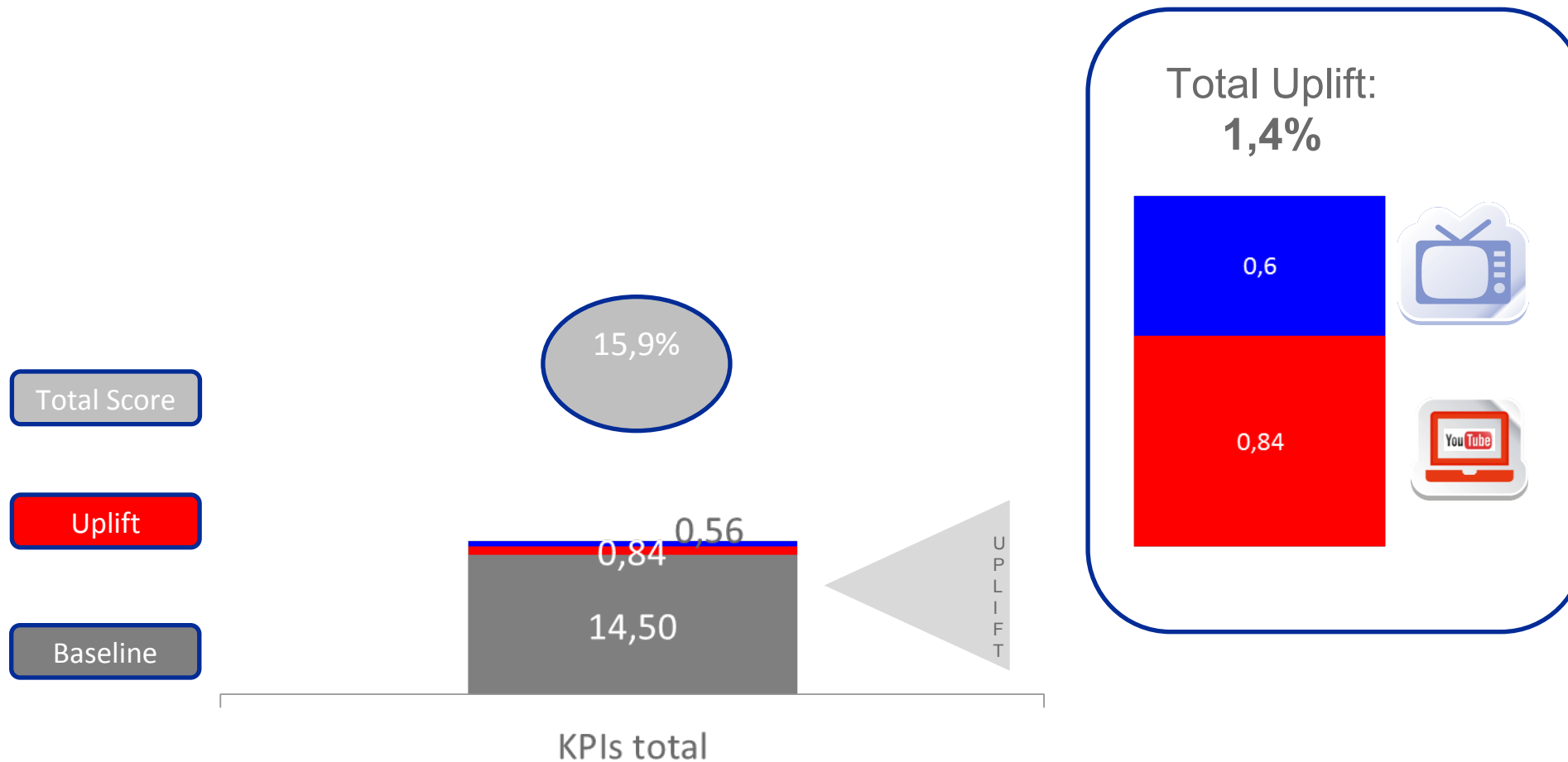
# In terms of Equity, YouTube contributes to build on Relevance and Difference



# Total KPI's



Both medias have worked on the KPIs' uplift for BBVA, but YouTube had more contribution



Scale 0 to 70

Total KPIs: Intent to contract – Consideration – Preference – Equity (Relevance, Difference and Familiarity)

Sample: 1059

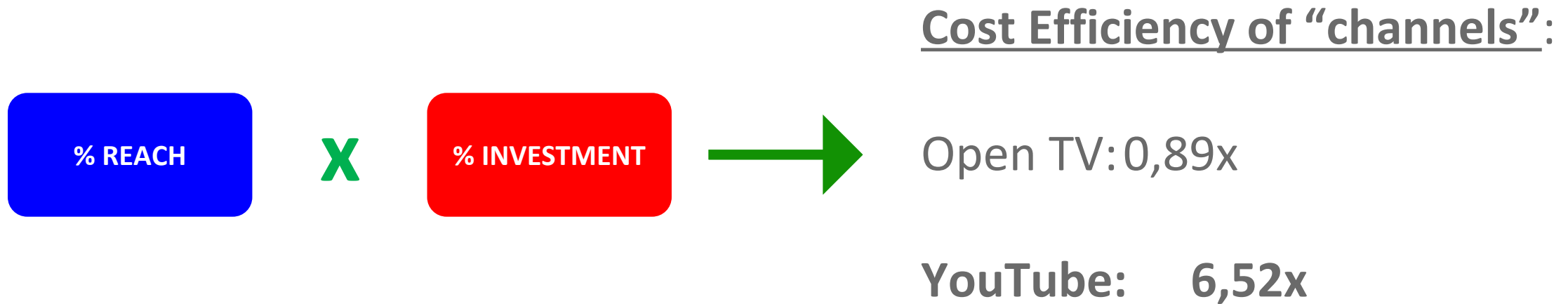


3

## Financial Efficiency

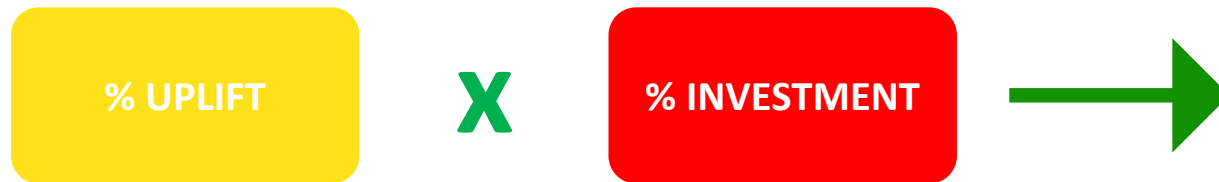


# Investment in YouTube was 6x more efficient than OpenTV for delivering Reach



# Share of Uplift vs Share of Investment

In terms of building Uplift, YouTube has better cost efficiency than Open Tv



## Cost Efficiency of "channels":

Open TV: 0.4 x

YouTube: 9.7x

4

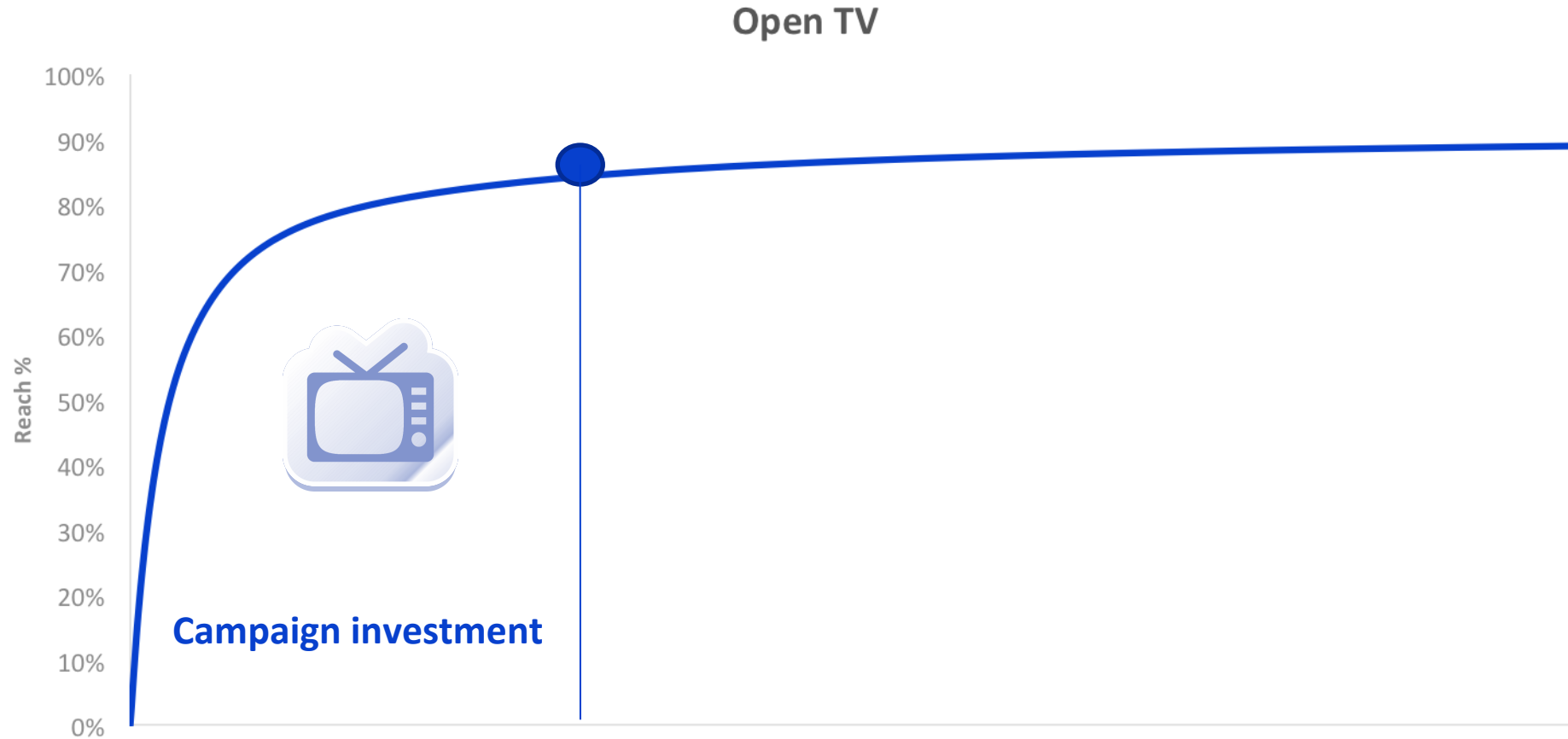
## Optimized Media Mix



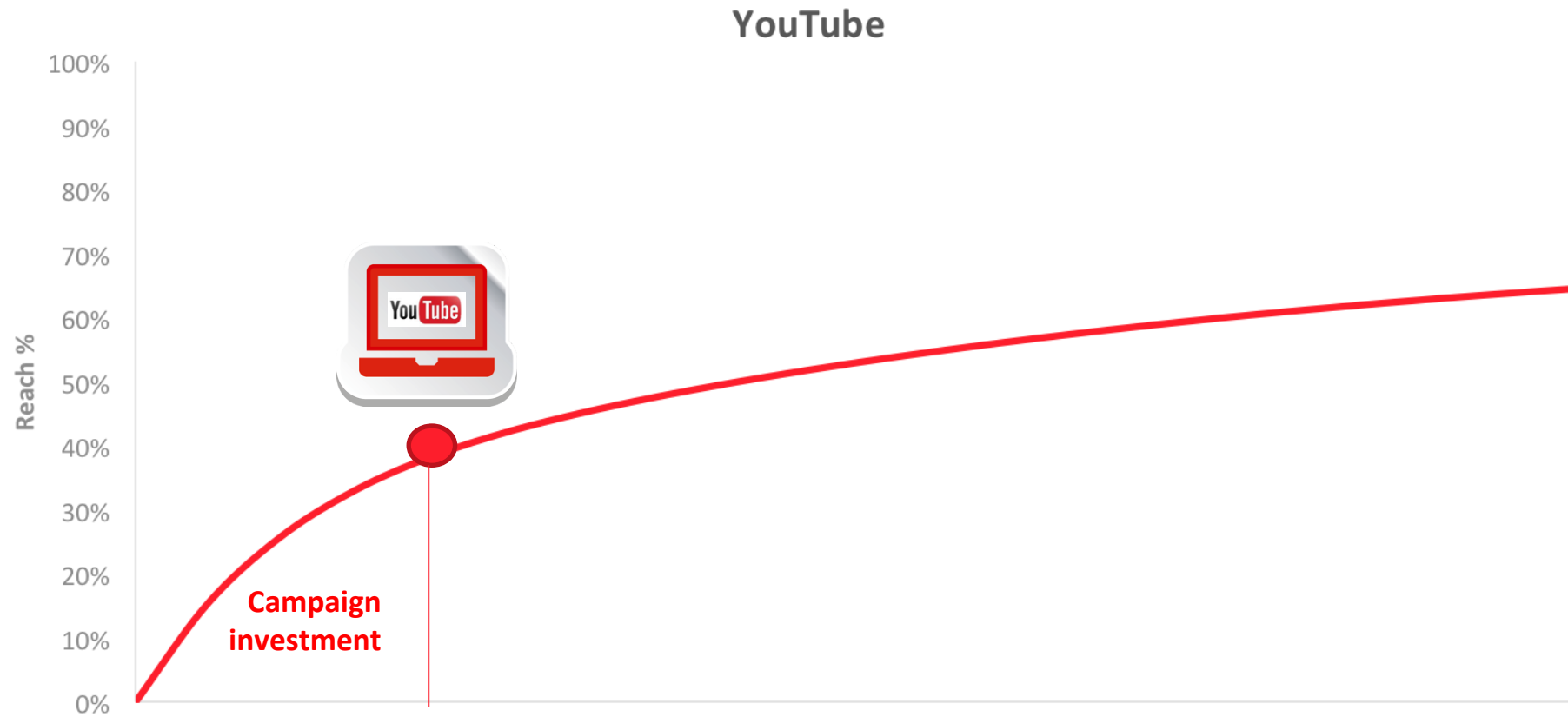
Let's see the potential reach taking into account different amount of investments....



Open TV presents the most saturated levels of Reach inside the media mix.



## While YouTube has still potential to reach more people



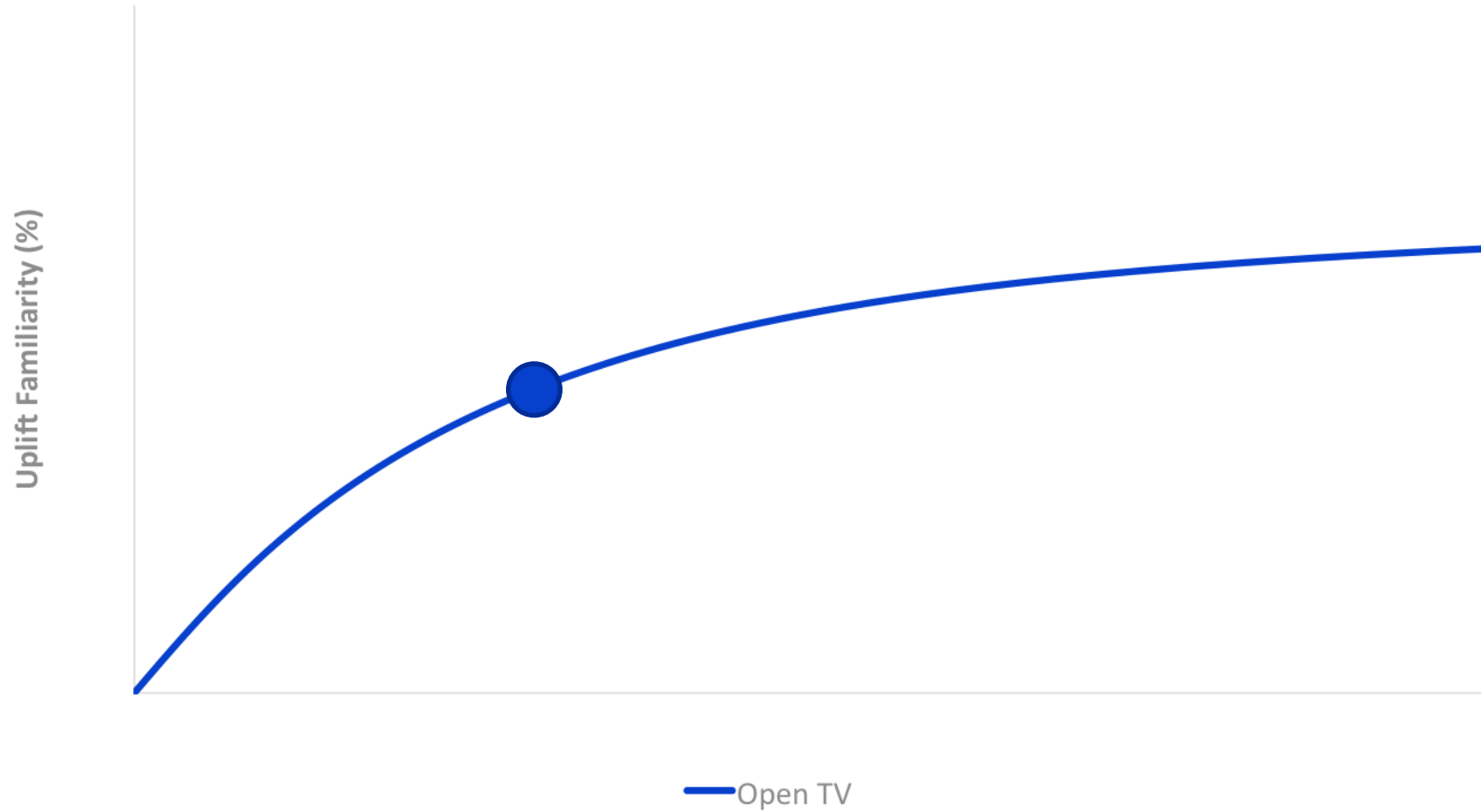
# How about the opportunities to go beyond?



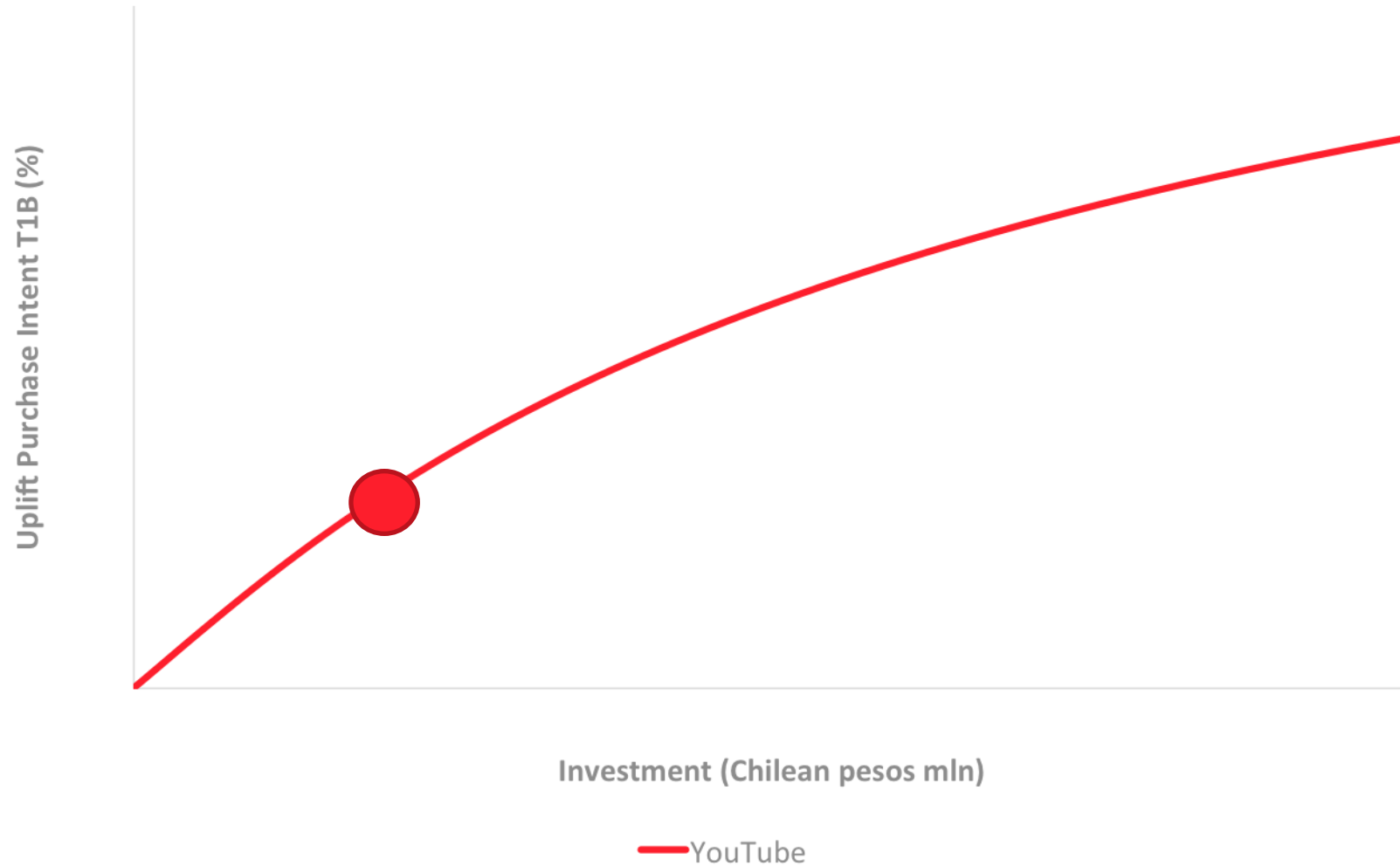
What's media showing highest potential to grow considering the main objectives...

**MAXIMIZE** BRAND'S UPLIFT,  
**WITHOUT LOSING** CAMPAIGN REACH,  
**RESTRIBUITING** THE MEDIA SPENDITURE



Open TV seems to be saturated: more investment would not increase considerable uplift



While YouTube presents higher potential to grow, and at the same time it grows faster than OpenTv.



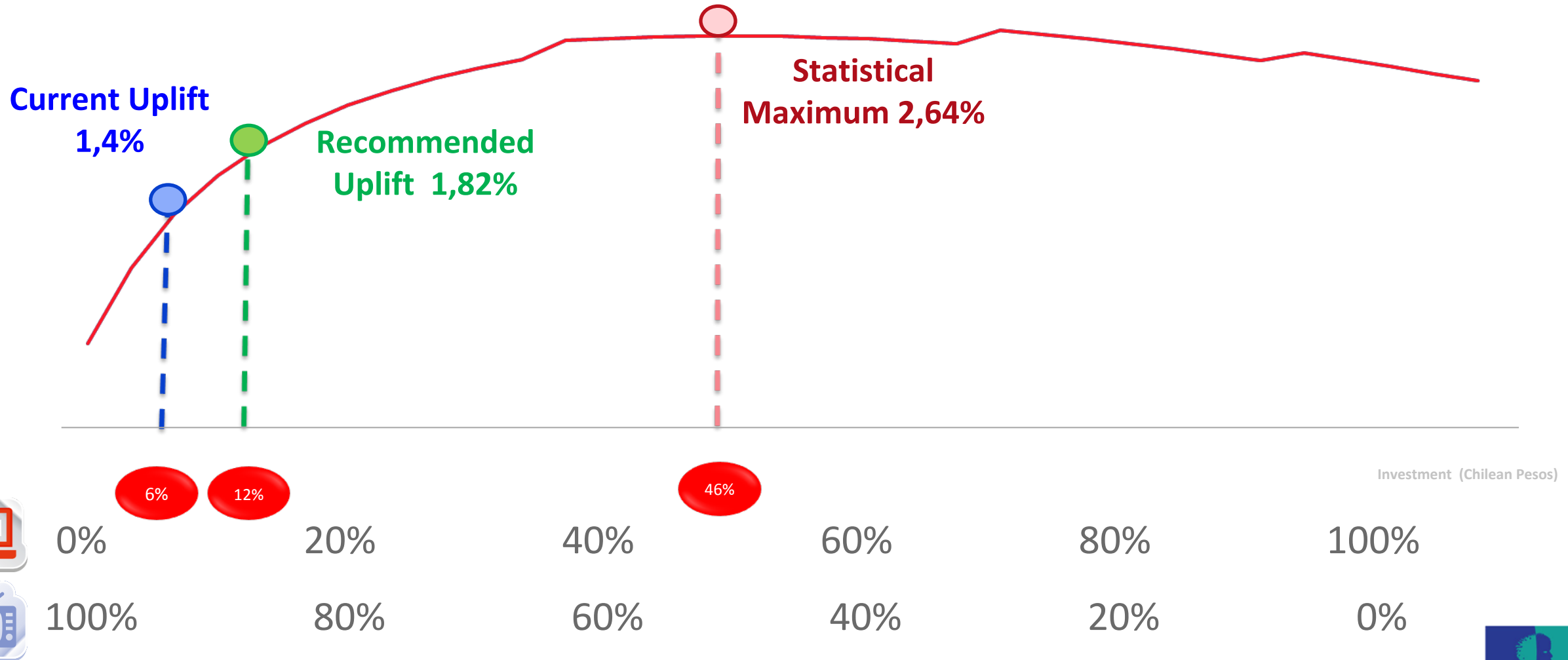
# YouTube comes up as an efficient media in generating incremental reach and uplifts

		
Incremental reach (vs. Open TV)	n/a	<u>4.5 p.p</u>
<b>Intent to Contract</b>	No effect	<u>Yes</u>
<b>Consideration</b>	No effect	<u>Yes</u>
<b>Preference</b>	<u>Yes</u>	No effect
<b>Relevance</b>	No effect	<u>Yes</u>
<b>Difference</b>	No effect	<u>Yes</u>
<b>Familiarity</b>	<u>Yes</u>	No effect
Growth opportunity	Less	More

**Until now we saw that Open TV is saturated and YouTube is has greater growth potential**

Let's see what would be the recommended level  
media distribution...

# The recommended mix will drive OpenTV's investment to YouTube to maximize the campaign's uplift



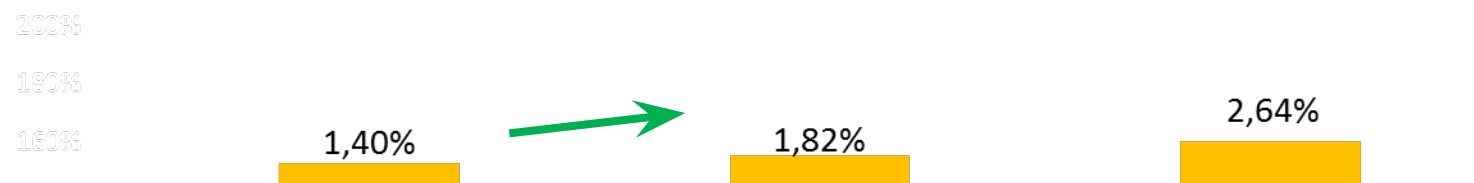
# Summarizing our recommended Scenario...

1 - Current scenario

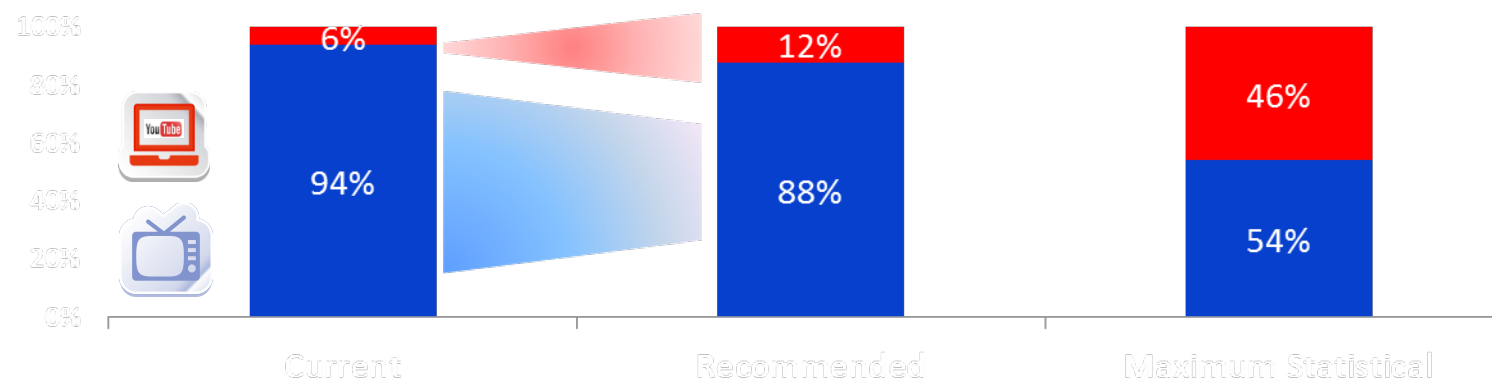
2- Recommended Mix

3- Maximum Statistical

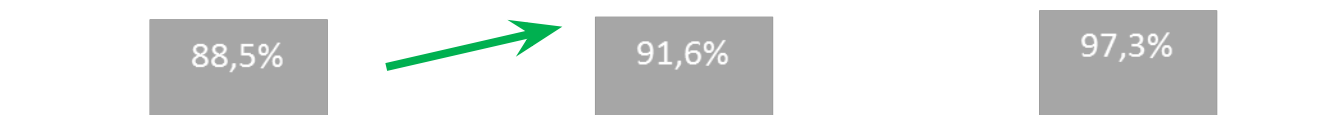
Uplift



Media Mix



Reach



# Findings

## Campaign's Reach almost the total target.

- YouTube contributed with 4.5 p.p. of incremental reach with Open TV. We also see that between these two touchpoints, YouTube was the most efficient in terms of Reach

**Open TV and YouTube** have **worked on generating uplift** for BBVA in the KPI's

**Youtube is the most efficient** media considering the investment needed to generate changes in the KPI's.

At the same time is the channel **with most opportunities** to develop from the brand 's investment.

A feasible **recommendation is to duplicate the investment in YouTube**, saving from Open TV, which is a saturated media.

IPSOS ARGENTINA complies with the  
ethic codes established by



Ipsos complies with the Quality Standards set by the  
**ISO 20525:2006 international norm** for Market, Social  
and Opinion Research.

# THANK YOU

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