



Understanding ROI for Gillette multimedia campaign

Evaluation of the Future Champions of Italian Soccer campaign (YouTube case study)

MAY 2010

OBJECTIVES

Understand the Return on Marketing Investment on the Gillette Future Champions campaign and evaluate the contribution of the individual media used in Italy

METHODOLOGY

Radio, Print and TV figures delivered by Starcom
Online; YouTube figures derived from Metrixlab tracking tags and Direct Mail based on recognition

Key findings

- 1** YouTube delivers **6% incremental net reach** over TV
- 2** YouTube is **highly effective** in delivering against **brand KPIs**
- 3** YouTube is between **6 and 12 times more cost efficient** than TV (depending on brand KPI)
- 4** Used together, YouTube can help **double the cost efficiency of TV**
- 5** YouTube **delivers effect** at a **lower frequency** than TV

Study design

Research conducted via 3 step methodology:

Step 1

Understanding YouTube exposure

All banners of the online advertising campaign were tagged with MetrixLab's proprietary banner tracking technology. Every time a banner or video is served to a visitor a cookie is automatically placed on the computer of this visitor. The cookie contains information about the advertisement served (e.g. time, execution, and site).

MetrixLab cookies are dropped and updated every time the Gillette masthead or ROS advertising appears on YouTube.

Step 2

Understanding TV exposure

Using responses from consumers as to their exact media consumption across multiple channels it is possible to build up individual media consumption profiles. This profile is then matched with the booked media plan (provided by Starcom Media), and using recognition of advertising creative as a corrective measure, OTS (opportunity to see) scores are generated for each respondent in the respondent base .

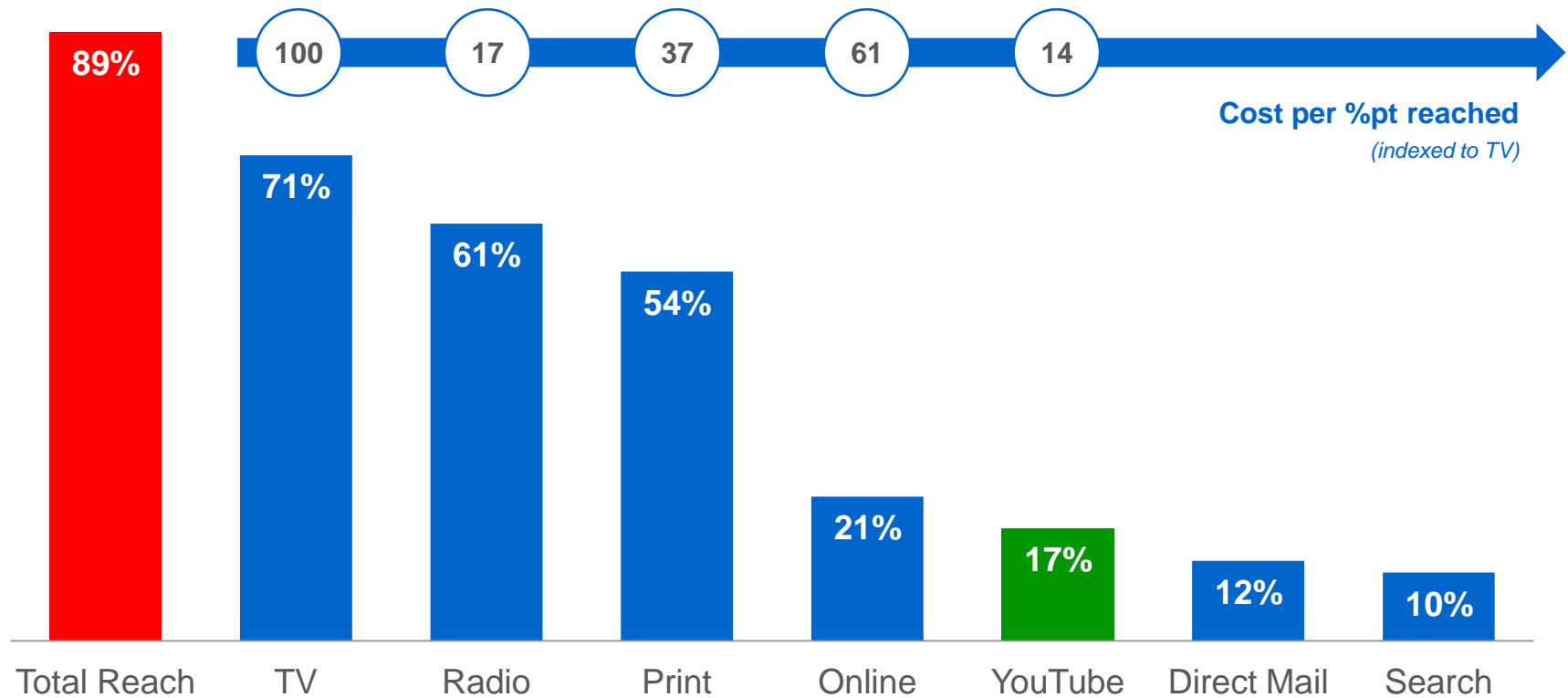
Step 3

Understanding brand effect

MetrixLab uses a control-exposed methodology to measure the branding effect of advertising campaigns. Exposure to different media groups are simultaneously sampled and their response compared. Because both groups are a random sample from the same population, the groups are statistically comparable across key demographic indicators.

YouTube reached audience most cost effectively

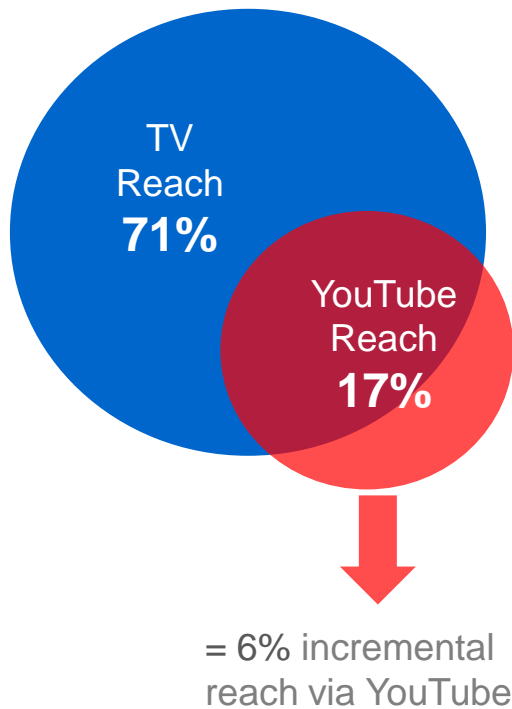
The campaign reached nearly nine in ten consumers – YouTube was the cheapest media in terms of reaching the target population (7.3 times cheaper than TV)



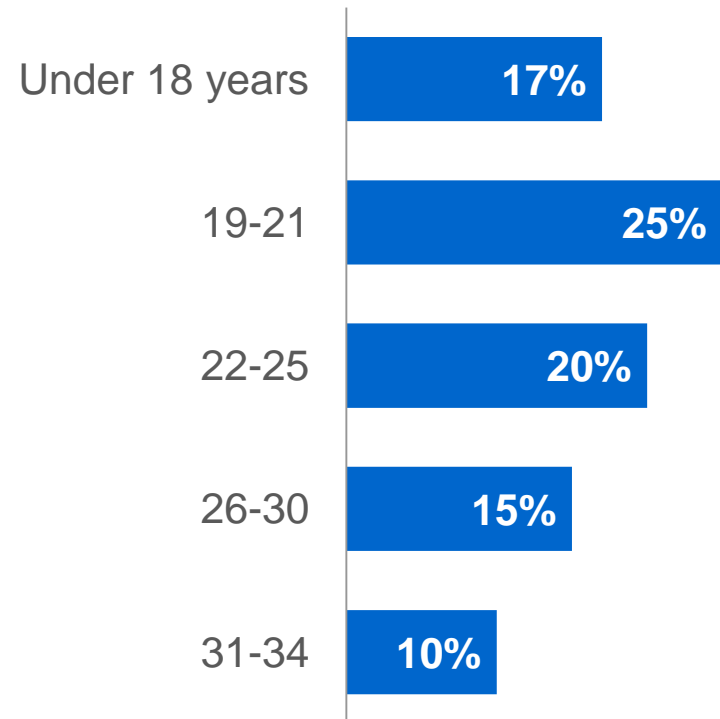
YouTube generated an additional 6% reach

YouTube delivers incremental reach to TV and reaches the core target audience of under 25s

Incremental net reach

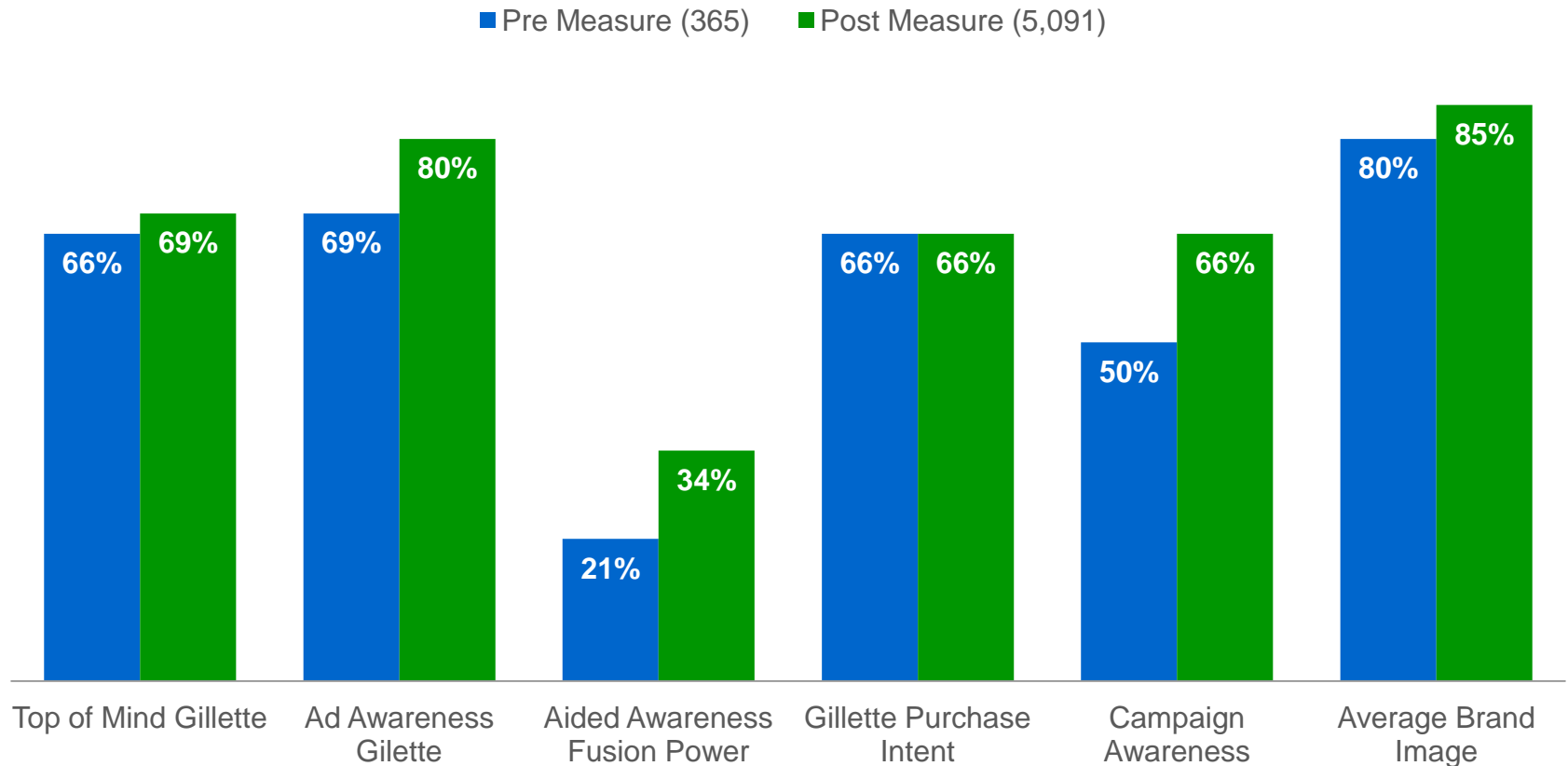


Demographic profile of YouTube reach



The campaign generated uplift on nearly all measures

Overall, the campaign was successful at increasing brand & product awareness as well as successfully driving the main campaign message



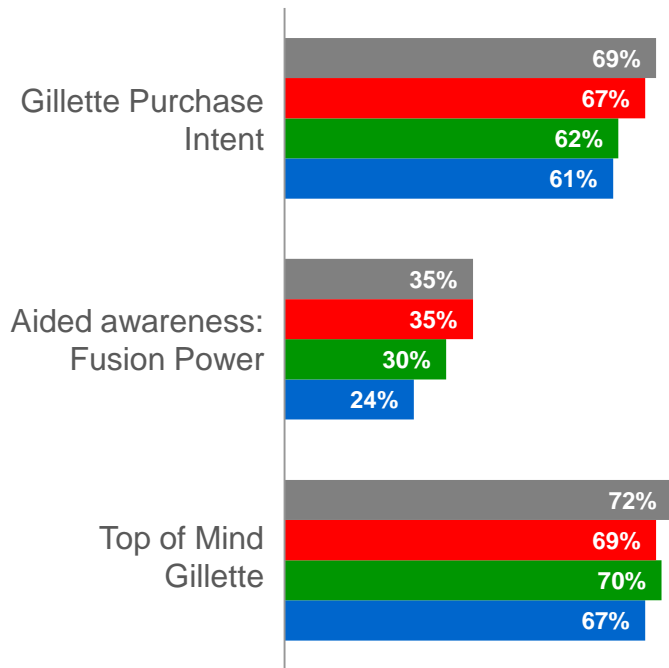
YT + TV most effective; YT most cost effective

YouTube (especially in combination with TV) drives a strong branded effect across Brand KPIs – and YouTube is significantly more cost efficient than TV

Brand effect

= Effect in exposed Group - Effect in control Group

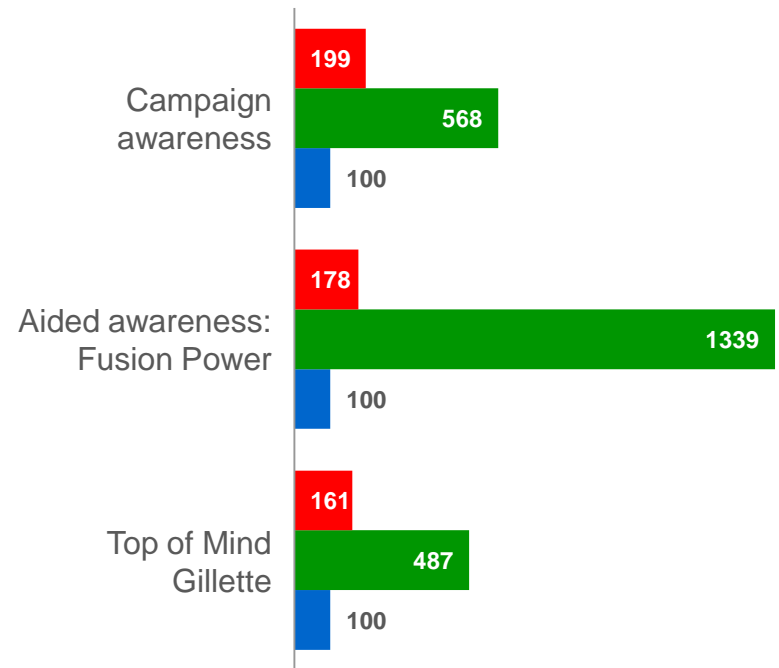
- TV+YouTube (509)
- Youtube Only (501)
- TV Only (573)
- Control (No contact) (198)



Cost efficiency

= (Effectiveness * Media Reach)/investment

- TV+YouTube
- Youtube Only
- TV Only



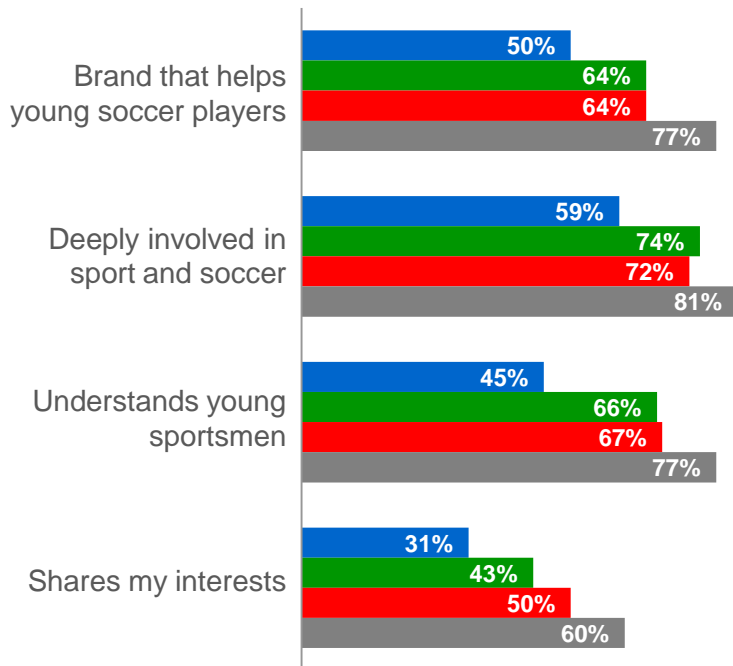
YT proves valuable in creating positive brand imagery

YouTube drives a very significant uplift across the key campaign metrics and is significantly more cost effective than TV at fostering an association between Gillette and soccer.

Brand effect

= Effect in exposed Group - Effect in control Group

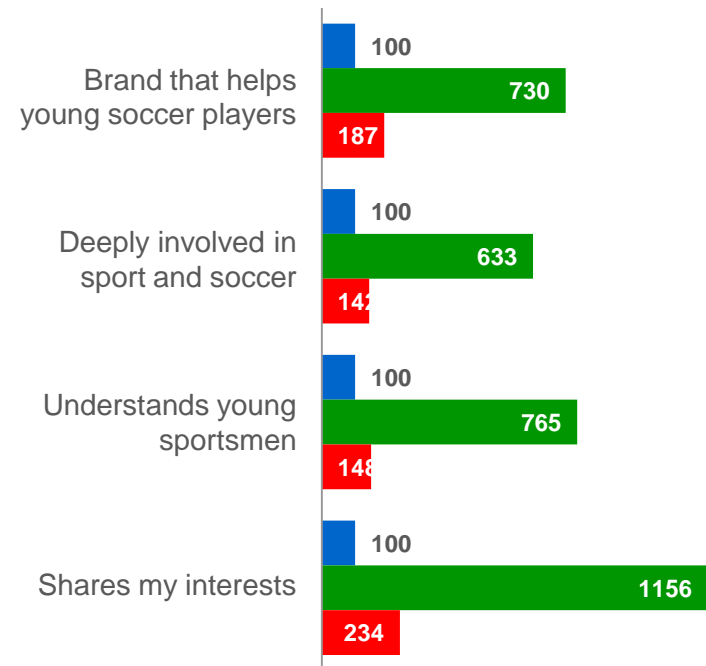
■ Control (No contact) (198) ■ TV Only (573)
 ■ Youtube Only (501) ■ TV+YouTube (509)



Cost efficiency

= (Effectiveness * Media Reach)/investment

■ TV Only ■ Youtube Only ■ TV+YouTube



Initial YouTube exposures more effective than TV

Initial exposures on YouTube are significantly more effective than on TV

Top of Mind Brand awareness Gillette

Shares my interests

