

Google: L’Oreal Casting Crème Russia

CROSSMEDIA CAMPAIGN EVALUATION



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Reach &
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Impact

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Summary and Recommendations

Campaign Background

CrossMedia Research



Across **10** industry sectors

Methodology and Sample

- Based on potential exposure to campaign
 - *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 the media agency), OTS (opportunity to see) scores are generated for each respondent in the respondent base.*
- Continuous recruitment throughout campaign
 - We look at weekly data throughout the period of the campaign in order to pick up campaign build over the course of activity. We also continue the study for short period of time after the campaign has ended to asses any decay in impact which may occur after the campaign has ended.
- Respondent level statistical modelling
 - From collecting digital and traditional media exposure we create a “single source” respondent base from which it is possible to derive incremental reach and other cross media analysis.



1,400 (400 Predisposition, 1000 Campaign)
Campaign Targeting: Females 18-34

Best-in-class Multimedia Evaluation

Measuring what builds a brand

Background



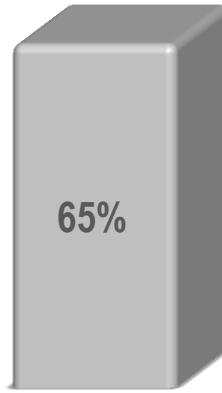
It is important to understand all the factors that make up a consumers view on a brand.

Understanding the framework of CrossMedia Analysis

Background

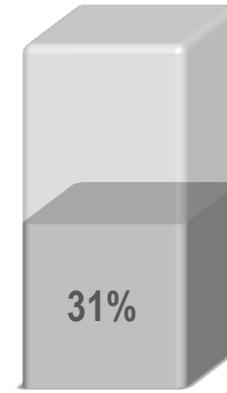
ILLUSTRATIVE
PURPOSE

First, we take a brand metric



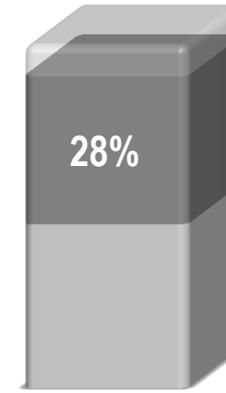
Brand Consideration

Then we identify
the effect of
underlying
involvement
→ the BASE



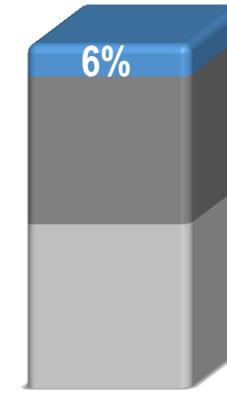
PURCHASE BEHAVIOUR
CATEGORY INTEREST
BRAND INVOLVEMENT

Next we take out
ongoing influences
→ the NON MEDIA
CONTRIBUTION



NEWS COVERAGE
WOM
PREVIOUS CAMPAIGN
EXPERIENCE

Finally we discover the
actual campaign
influence
→ the MEDIA
CONTRIBUTION



TV
CINEMA
ONLINE
OUTDOOR

Please note: all media contributions that come through in the models are significant at a 95% confidence level.

Campaign Recap: Objectives and Media Plan

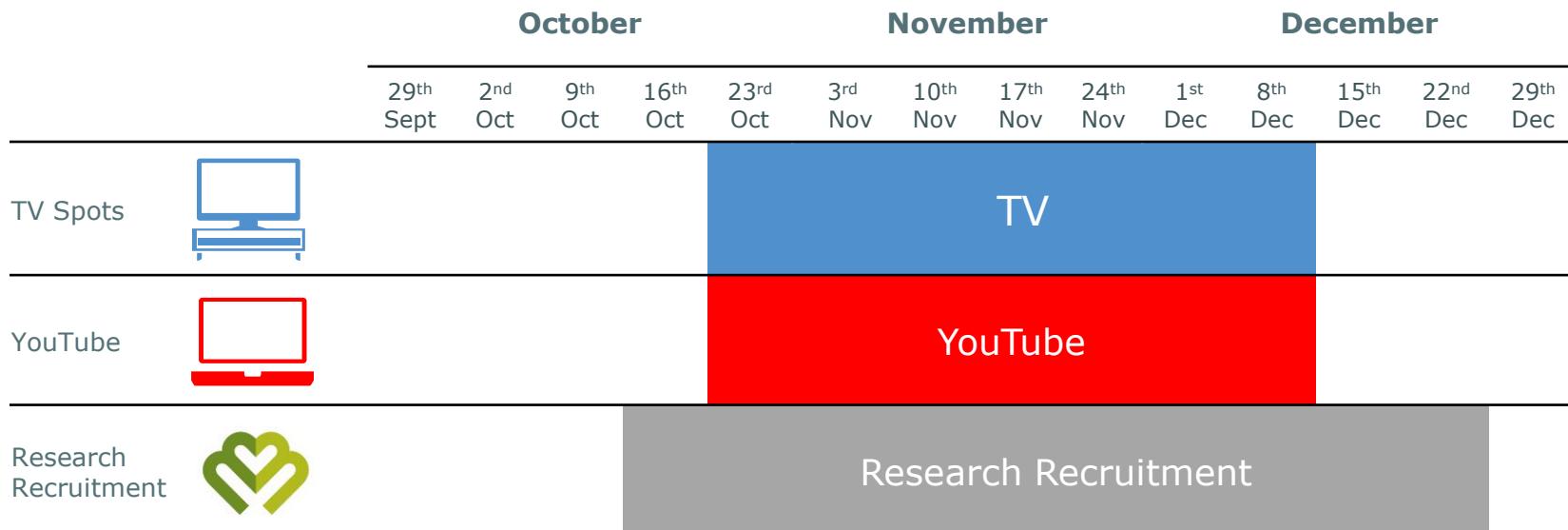
Background

Campaign Objective

Build awareness of L'Oreal Casting Crème, particularly perceptions that L'Oreal Casting Crème gives hair a seductive colour, has many shades, does not harm the hair and makes it easy to change the hair colour.

Research Objective

Understand what YouTube delivers over and above TV

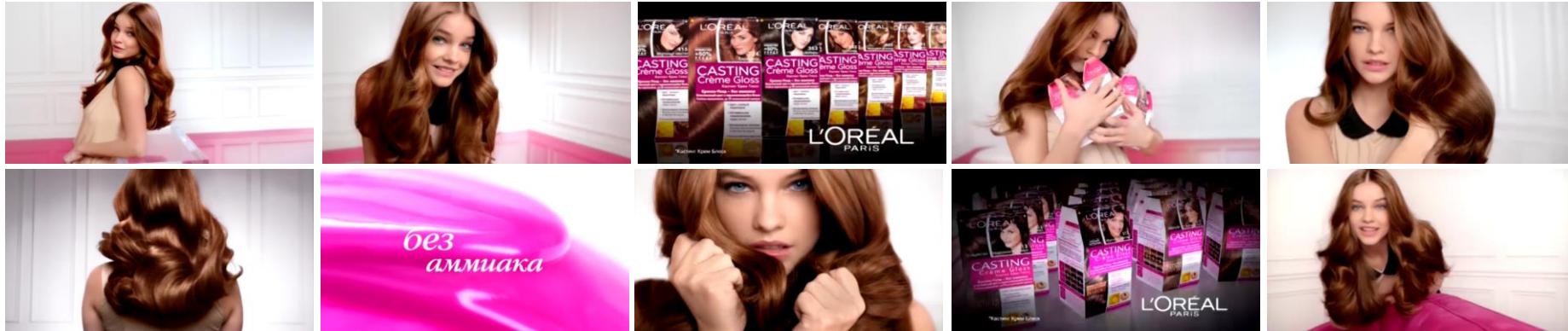


Note: The research does not include the non-terrestrial TV

TV: 27th Oct – 12th Dec 2014, YouTube (Desktop): 17th Oct – 12th Dec 2014,

Campaign Creatives: TV and YouTube 20”

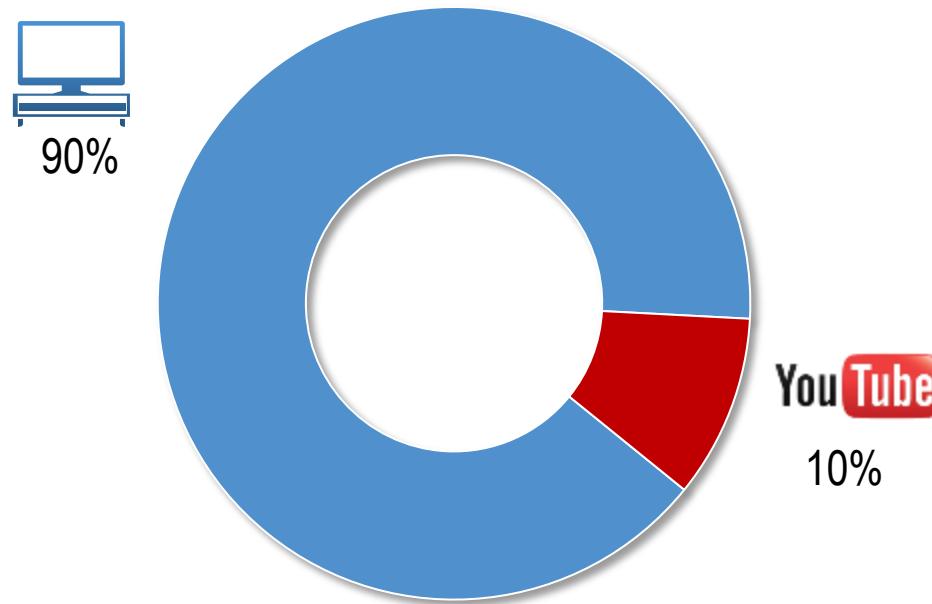
Background



*'Life in one colour?... not for me! Because there is hair colour 'Casting' from L'Oreal Paris
So many fascinating tones without harm to hair
Always desirable colour and super shine, without ammonia, without harm to hair
30 tones of 'Casting' by L'Oreal Paris... which one is yours?
Because you're worth it!'*

Campaign Investment

**Campaign Investment by Channel
(Planned Net Spend)**



TV accounted for the majority of campaign spend, with 10% going to YouTube.

* MB tracked desktop elements of the YouTube activity only but total YouTube spend will be used for investment simulations.
TV does not include the non-terrestrial TV spend

Executive Summary



The campaign reached 80% of the target audience, as expected TV delivered the majority of this reach. YouTube added 2.6% incremental reach over and above TV.



The campaign met the majority of its objectives, contributing to awareness and two of the four key brand image statements. The campaign also had an impact on consideration and advocacy highlighting how TV and YouTube work together to influence consumers with different levels of engagement with the brand.



TV reached 77% of the target audience, achieving the same reach with YouTube and TV together is 23% more efficient than using TV alone. Cost per reach point analysis also demonstrates the efficiency of YouTube in reaching this audience. Wastage analysis shows there is room to reduce TV spend and maintain the same brand impact.

Media Metrics: Reach and Frequency

Campaign Reach

CrossMedia Database
Reach Ranges
 TV - 60-90%
 Online Video - 13 -34%



Total Reach

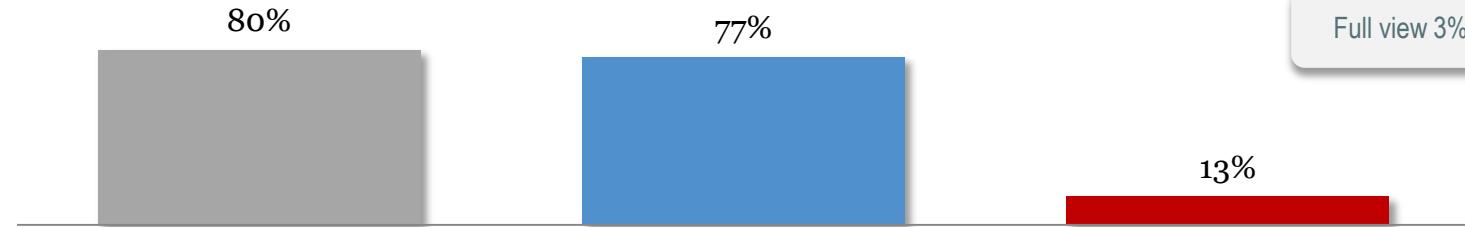


TV



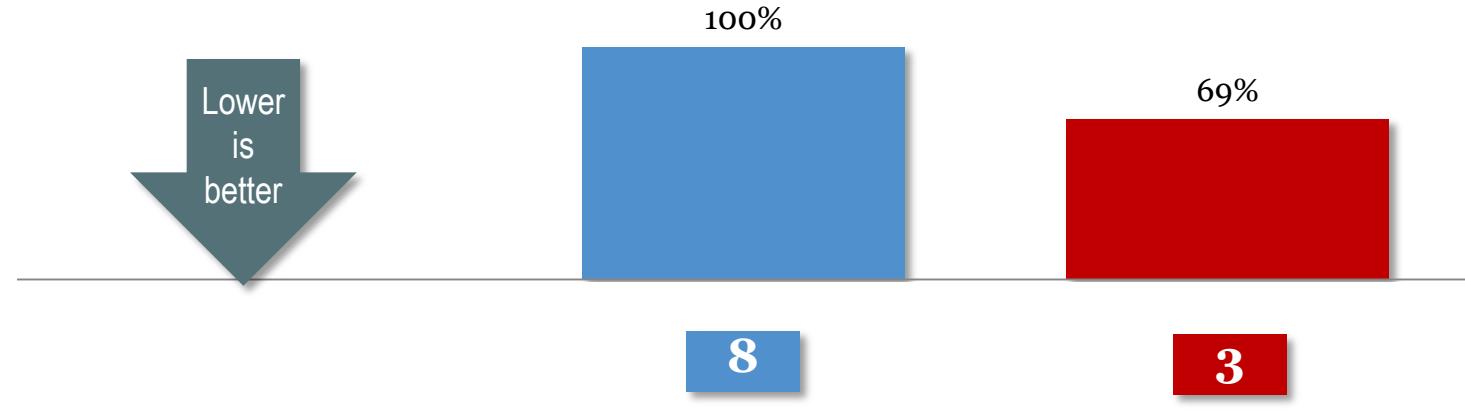
Full view 3%

Reach



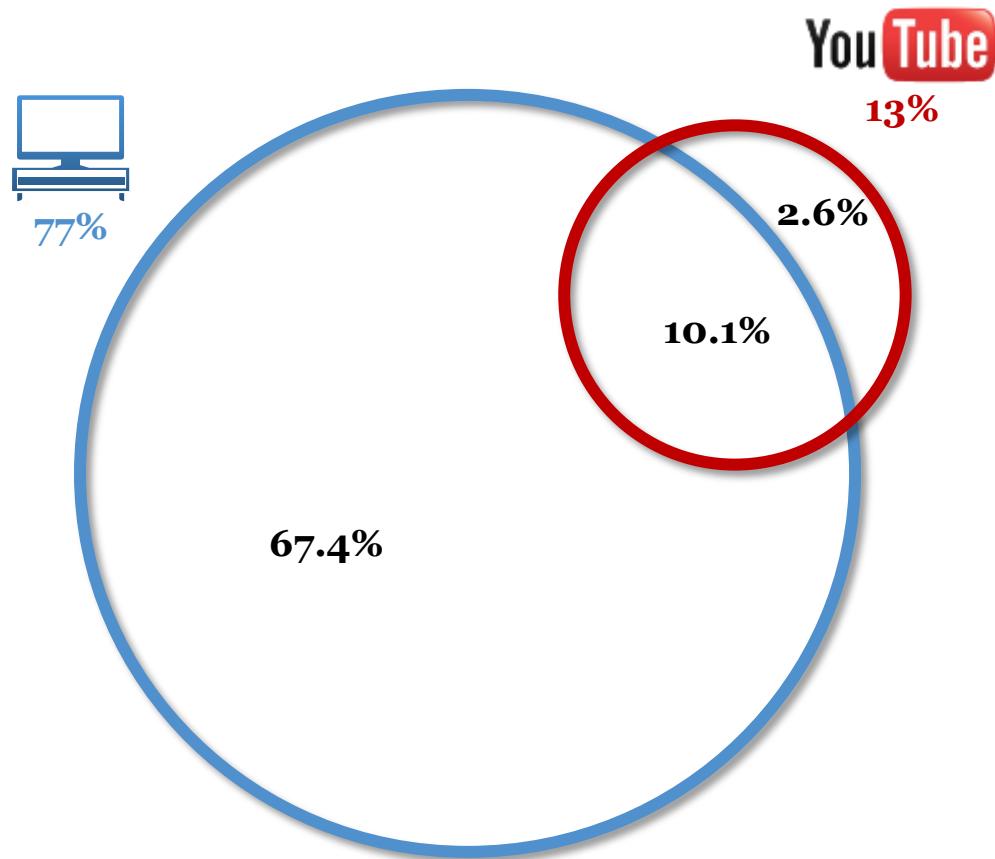
Efficiency (indexed to TV) based on: Cost per 1% reach point

Efficiency



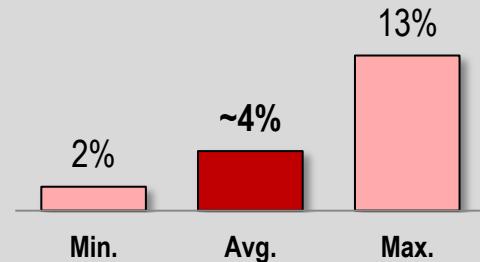
The campaign reached 80% of females 18-34 in Russia. YouTube is more cost effective than TV in targeting this audience.

Reach Overlaps: TV and YouTube



Overall Google Cross Media Studies*

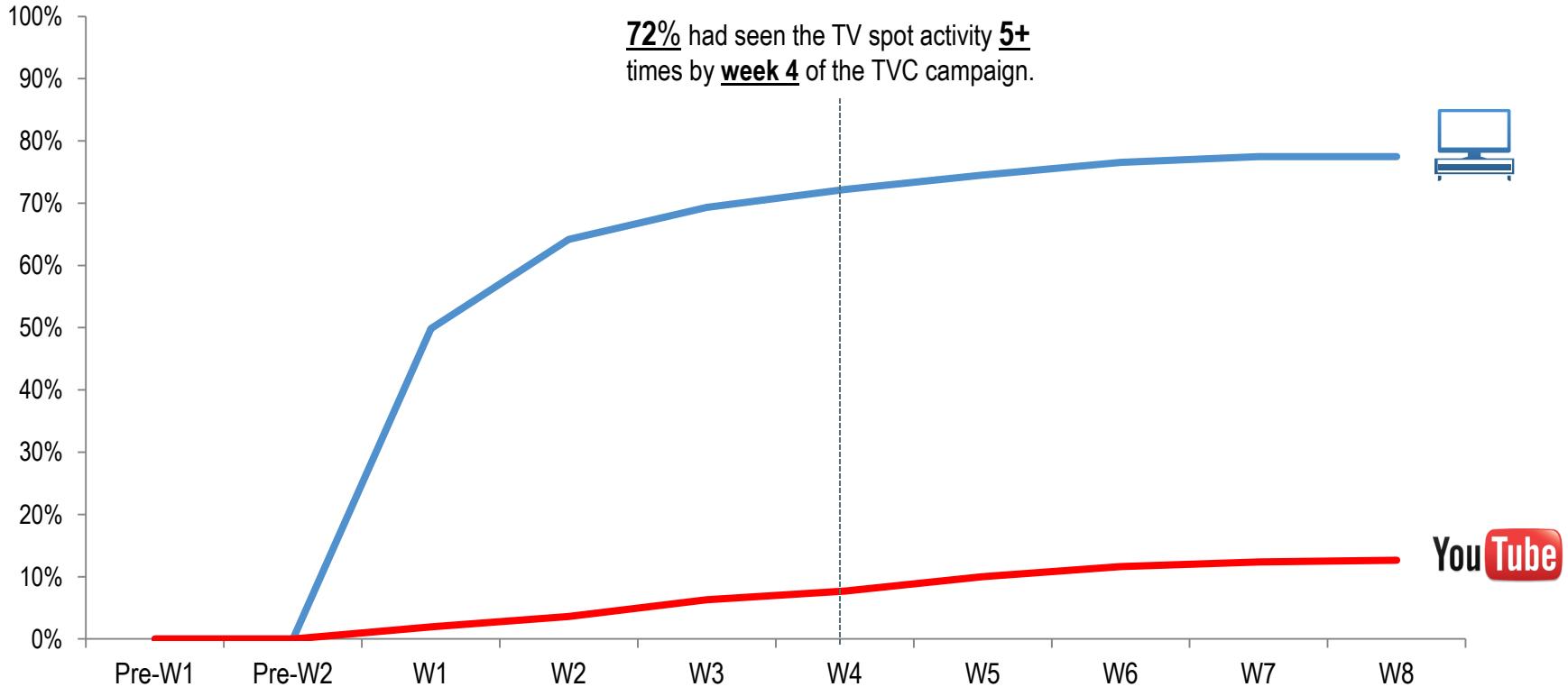
YouTube incremental reach



2.6% of the audience reached by YouTube was unique, while this is slightly below the average level of discrete reach seen in other Google studies it is inline with what we would expect with 10% spend on YouTube in Russia.

Reach Build

Reach and Frequency



YouTub's reach built steadily throughout the duration of the campaign whilst TV built more quickly. A large proportion of the audience had seen the TV spot 5+ times by week 4 of the campaign.

Incremental Reach: TV Viewer Groups

Reach and Frequency

Viewer Groups are created based on people's TV consumption habits

Heavy TV Viewers

30+ hrs a week
n=331

Medium TV Viewers

9.25 – 30 hrs a week
n=334

Light TV Viewers

Under 9.25 hrs a week
n=335



99%

0%

95%

0.7%

56%

5.5%

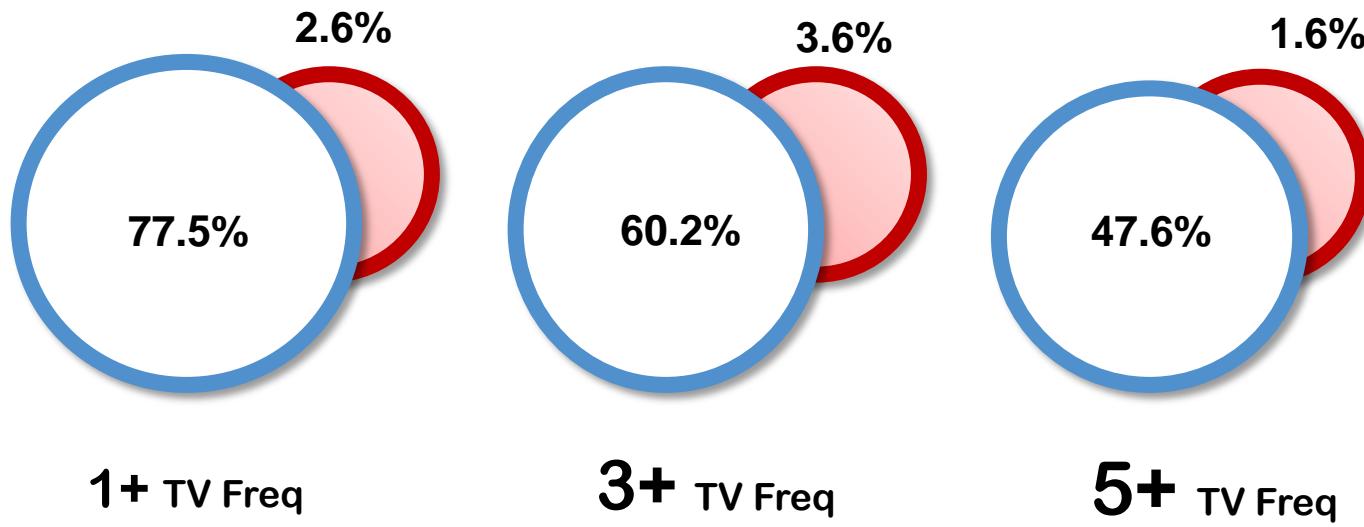
TV Reach

Discrete YouTube Reach

The majority of YouTube's incremental reach over and above TV is among the hard to reach light TV viewers.

Incremental Reach: by TV Frequency

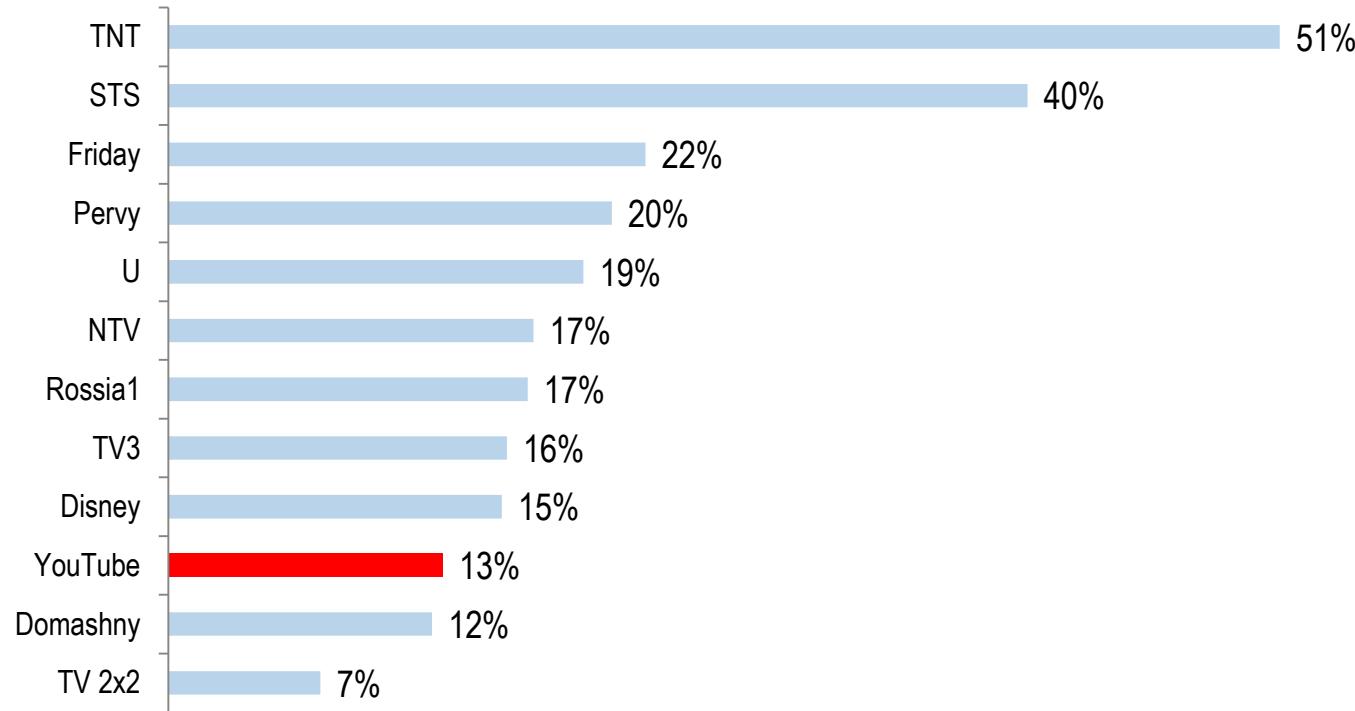
Reach and Frequency



Additionally YouTube delivers incremental reach even amongst those with high TV ad exposure.

Reach by TV Channel

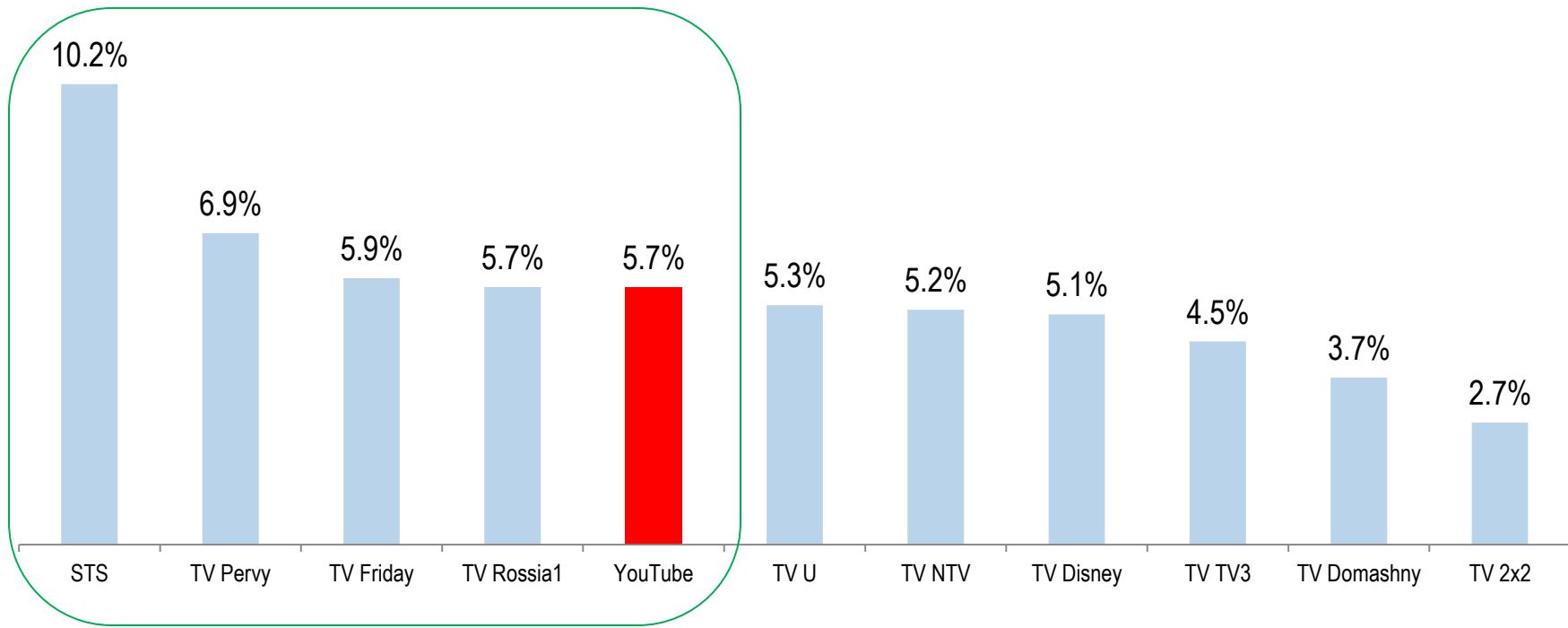
Reach by TV Channel



TNT has the highest reach amongst the target audience. YouTube delivers 13% reach, which is stronger than Domashny and 2x2.

Incremental reach by TV Channel

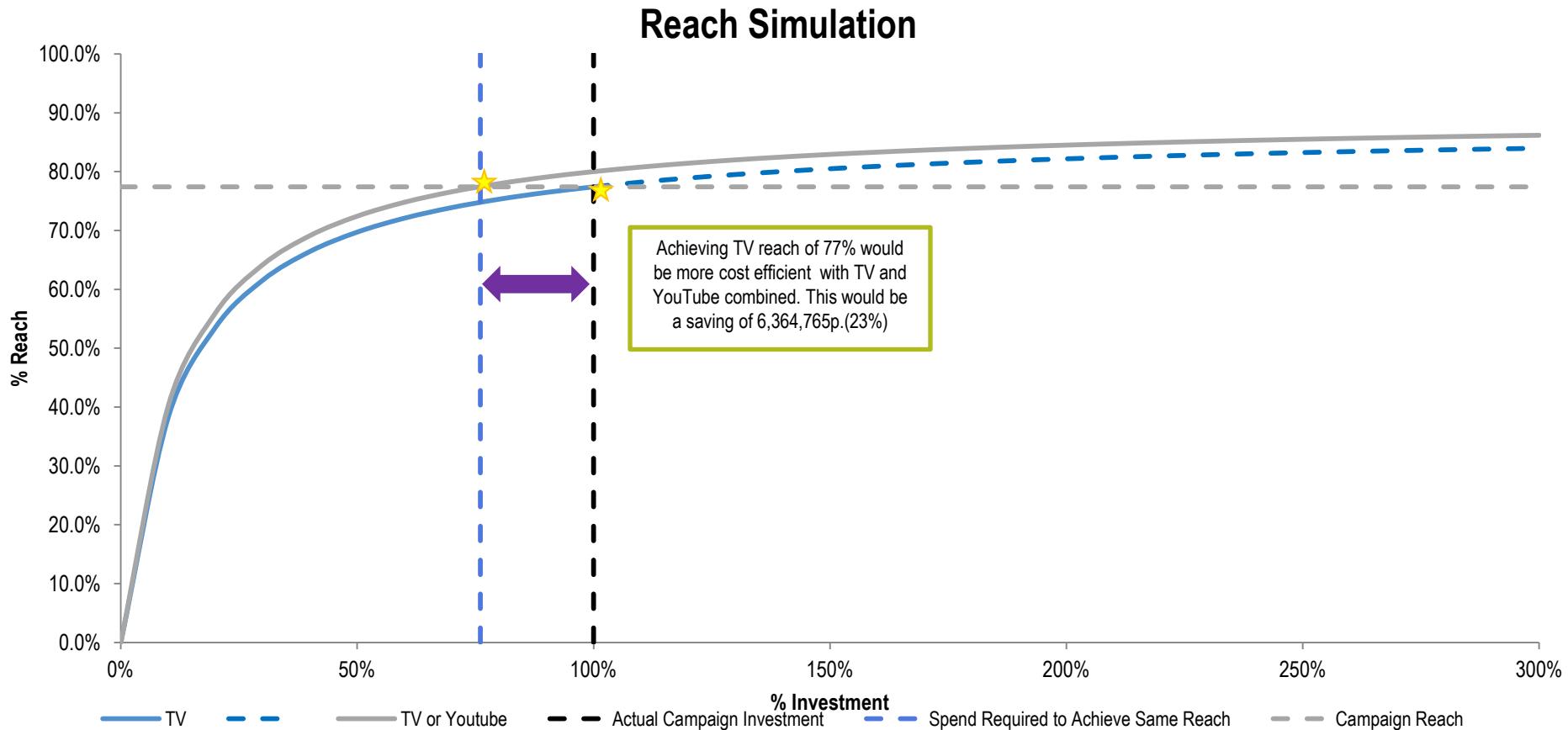
**Incremental Reach by TV Channel
(Over and above TNT)**



However when looking at levels of incremental reach YouTube sits in the top 5. This demonstrates YouTube's strength in reaching a unique audience at a lower cost.

Reach Simulation: TV & YouTube

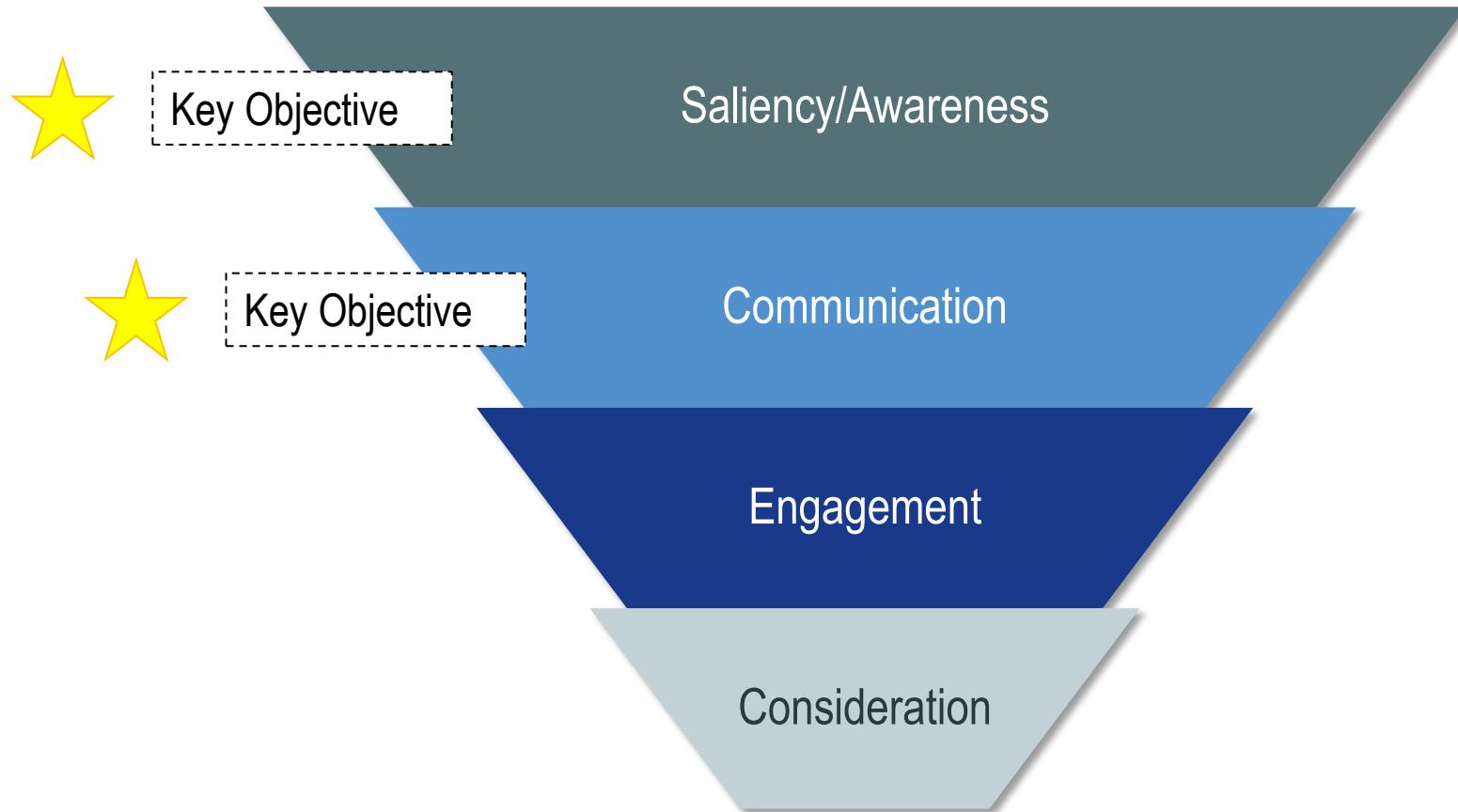
Reach and Frequency



Reaching 77% of the audience is 23% more efficient when using TV and YouTube together, demonstrating the strength of using the two media in combination to reach this target audience.

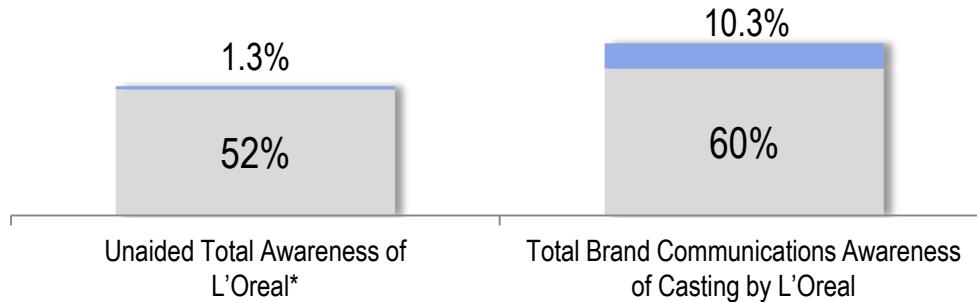
Campaign Impact: Brand Metrics

Brand measures and the purchase funnel



Awareness Measures

Campaign Contribution to Awareness Metrics

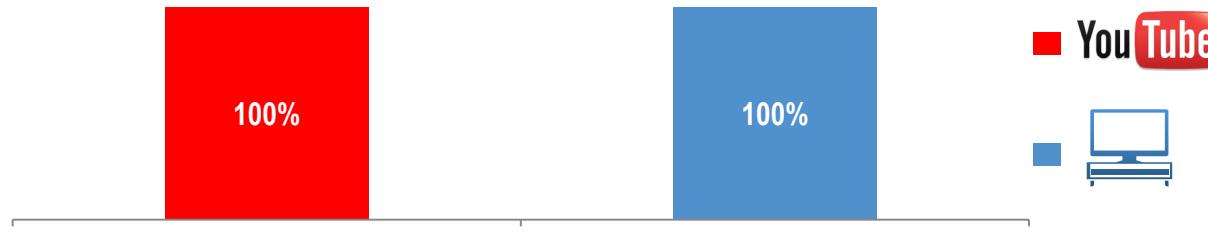


Campaign Communication	European Database	L'Oreal Russia Campaign (Average)
Salience	Impact Per Person	
TV	2.3%	6.7%
Online Video	0.3%	5.2%

Source: 156 CrossMedia studies
Salience = unaided awareness and TBCA

■ Base
■ Campaign Contribution

Individual Media Contribution

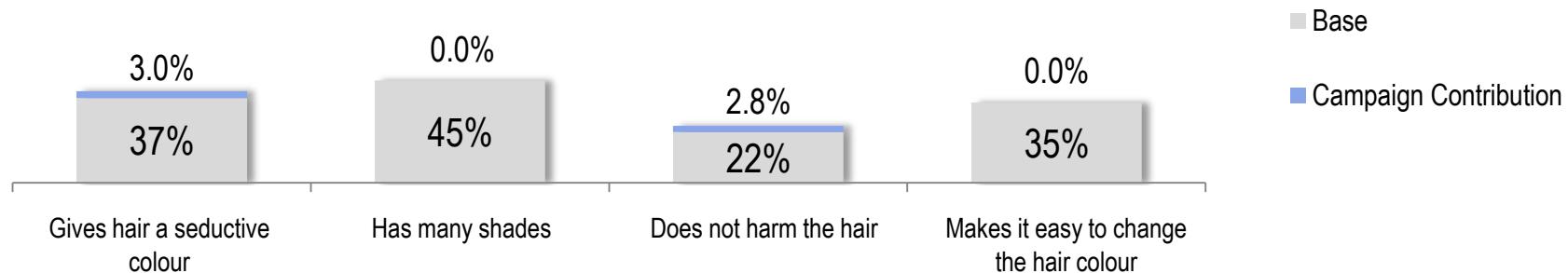


Both TV and YouTube have outperformed the awareness norm - YouTube is very effective in increasing top of mind awareness, a measure that is usually driven by TV. TV successfully cuts through driving campaign awareness, however this might be slightly enhanced by the recent L'Oreal Crème campaign.

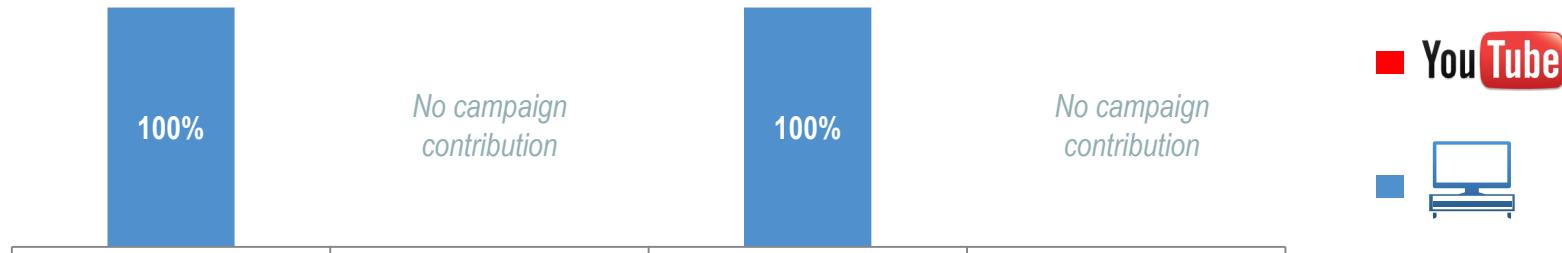
Campaign Communication

Casting by L'Oreal...

Campaign Contribution to Brand Perceptions



Individual Media Contribution



TV also successfully educates the audience about two key product attributes around seductive colour and colouring without any damage – a message repeated twice in the advert. Lack of uplift from the other two messages can be caused by too many messages being included in the advert and ease of changing colour not being mentioned explicitly.

The power of the right creative execution

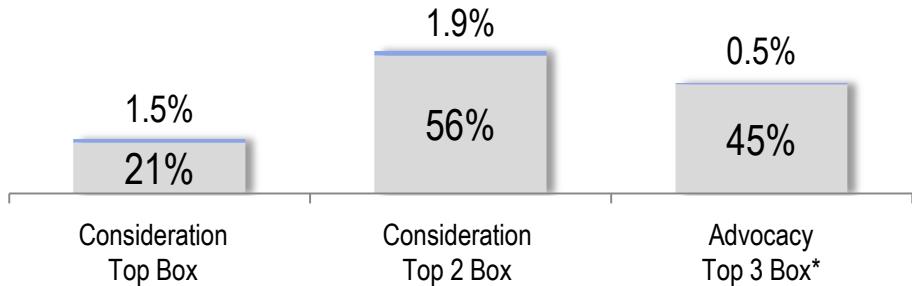
Consider utilising the YouTube platform to deliver functional product messaging through adapting the TV creative to the online environment.

- **Made for web ads** can work well for brands with high levels of awareness to deliver something new above and beyond the TV creative and drive engagement. **Even small changes to the TV creative** can help engage and interest the online audience.
- When using skippable ad formats, the **first 5 seconds are the most important**. Delivery of key content such as **branding and/or product shots** should be during this time to maximise impact.
- **Masthead and/or companion banners** can be used to deliver more information and inform about the product benefits.
- **Sequential messaging** can be used to talk about multiple product attributes – a number of ads each talking about a different product benefit can take the consumer through a learning journey.



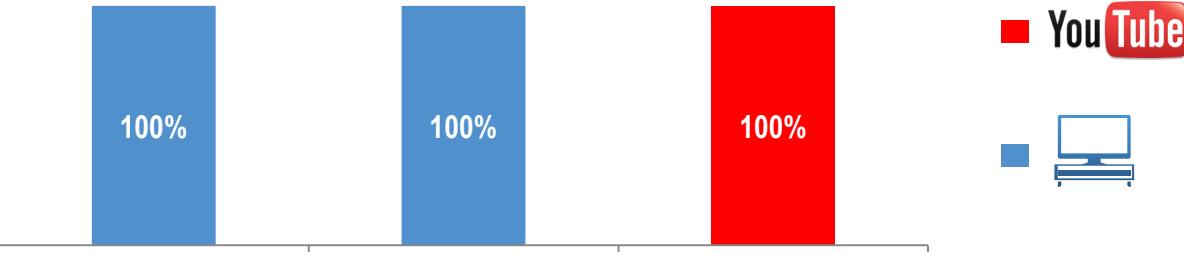
Consideration and Advocacy

Campaign Contribution to Persuasion Metrics



- Base
- Campaign Contribution

Individual Media Contribution



- YouTube
- TV

TV does a good job at increasing consideration, while YouTube contributes towards advocacy. Our norms demonstrate that online video, and in particular YouTube, is typically good at driving consideration, however in this case we don't see YouTube contributing to this measure.

Campaign Communication	European Database	L'Oréal Russia Campaign (Average)
Consideration	Impact Per Person	
TV	0.6%	11.3%
Online Video	6.0%	4.1%

Database Learning

Previous learnings suggest YouTube is more effective at engaging its audience, leading to stronger consideration. In this case we see TV and YouTube working together to drive consideration and advocacy

Campaign impact amongst relevance groups

Low relevance

(Never tried Casting by L'Oreal)

Awareness



Medium relevance

(Tried Casting by L'Oreal)

Consideration



High relevance

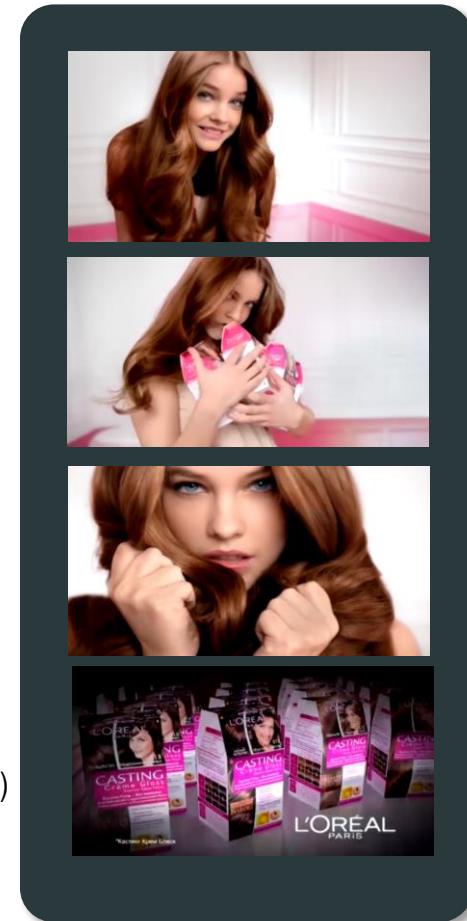
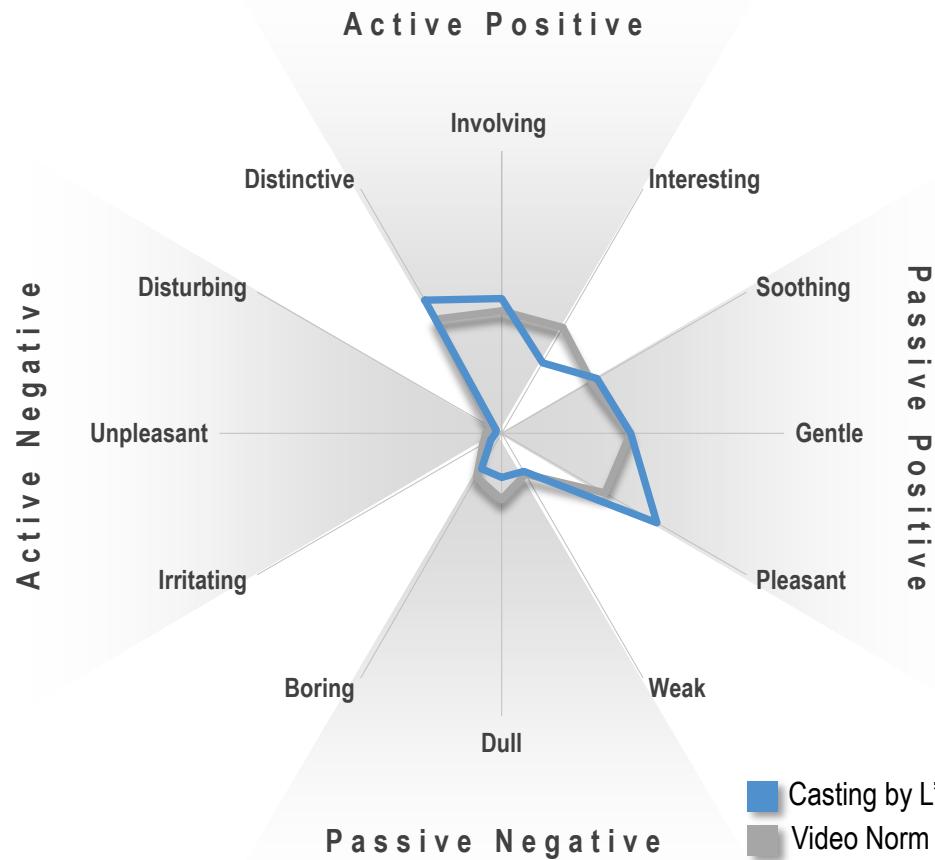
(Buy Casting by L'Oreal
regularly or most often)

Advocacy



TV and YouTube work well together to impact consumers who have varying levels of involvement with the brand. TV is pushing awareness among those with the least experience of the brand and consideration with those that have trialled the brand, and YouTube encourages advocacy among brand loyalists.

Creative Diagnostics: Engagement

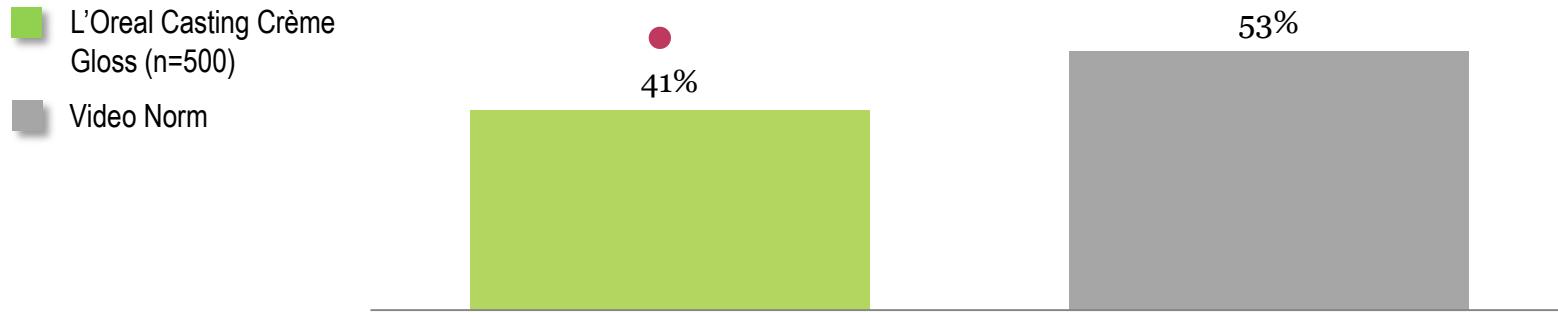


The video creative was seen as engaging and pleasant but there is room for improvement as respondents do not find it particularly interesting – could this be the first sign of creative wear out?

Creative Diagnostics: Different information



Different information from other brands



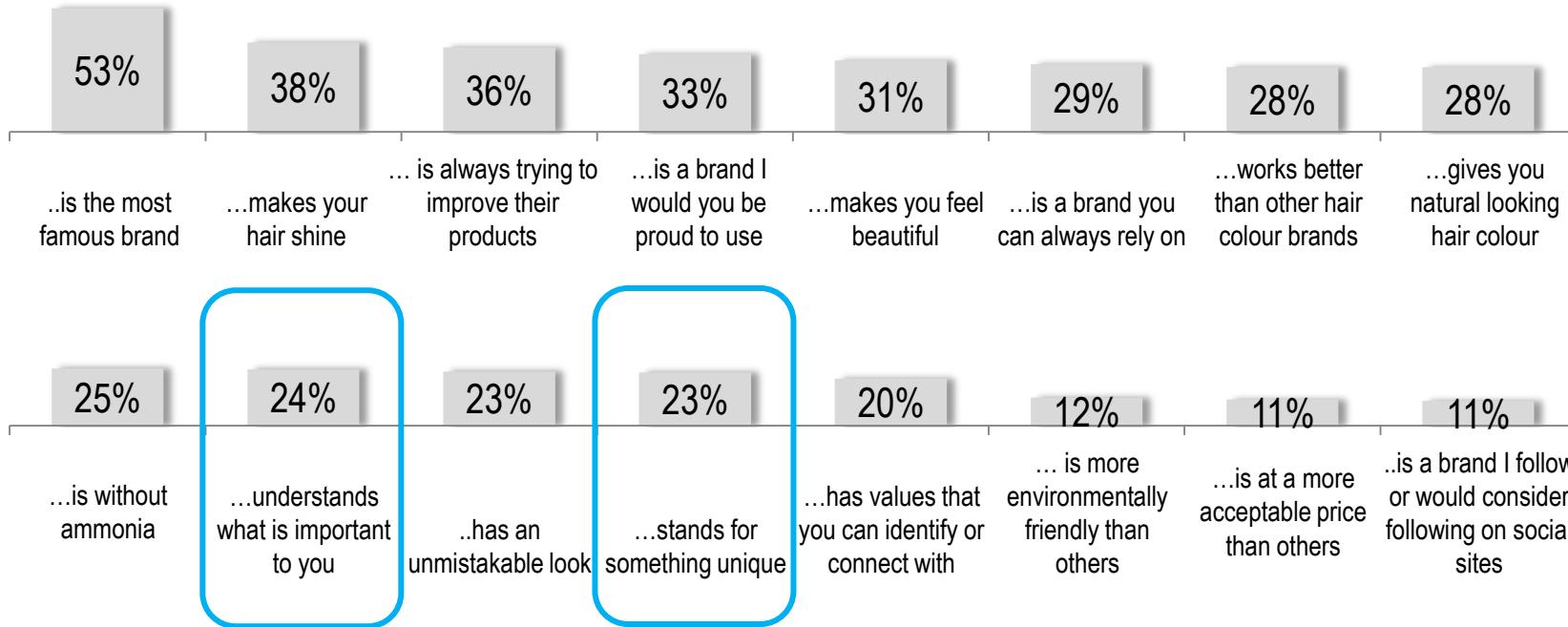
In fact, the creative underperformed against the norm when it comes to differentiating the brand from others. As the creative has run previously and the vast majority of the communication is the same it becomes harder for it to deliver more impact.

Brand Perceptions

Campaign Contribution to Brand Perceptions

■ Base ■ Campaign Contribution

Casting by L'Oreal...

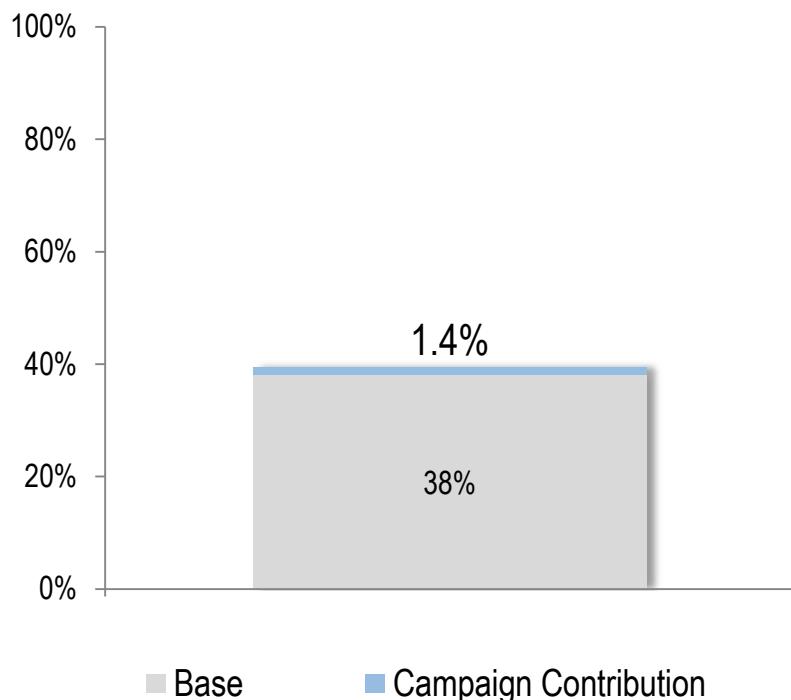


The campaign didn't impact any other brand perceptions. The brand isn't connecting with consumers on key points such as understanding their needs and being different. However, it could be that the creative has already impacted these measures during the previous campaign, leaving little room for the creative to deliver further impact this time around. Is it time to consider changing the creative?

Simulations

Campaign KPI Measures

Media Contribution to Campaign KPI

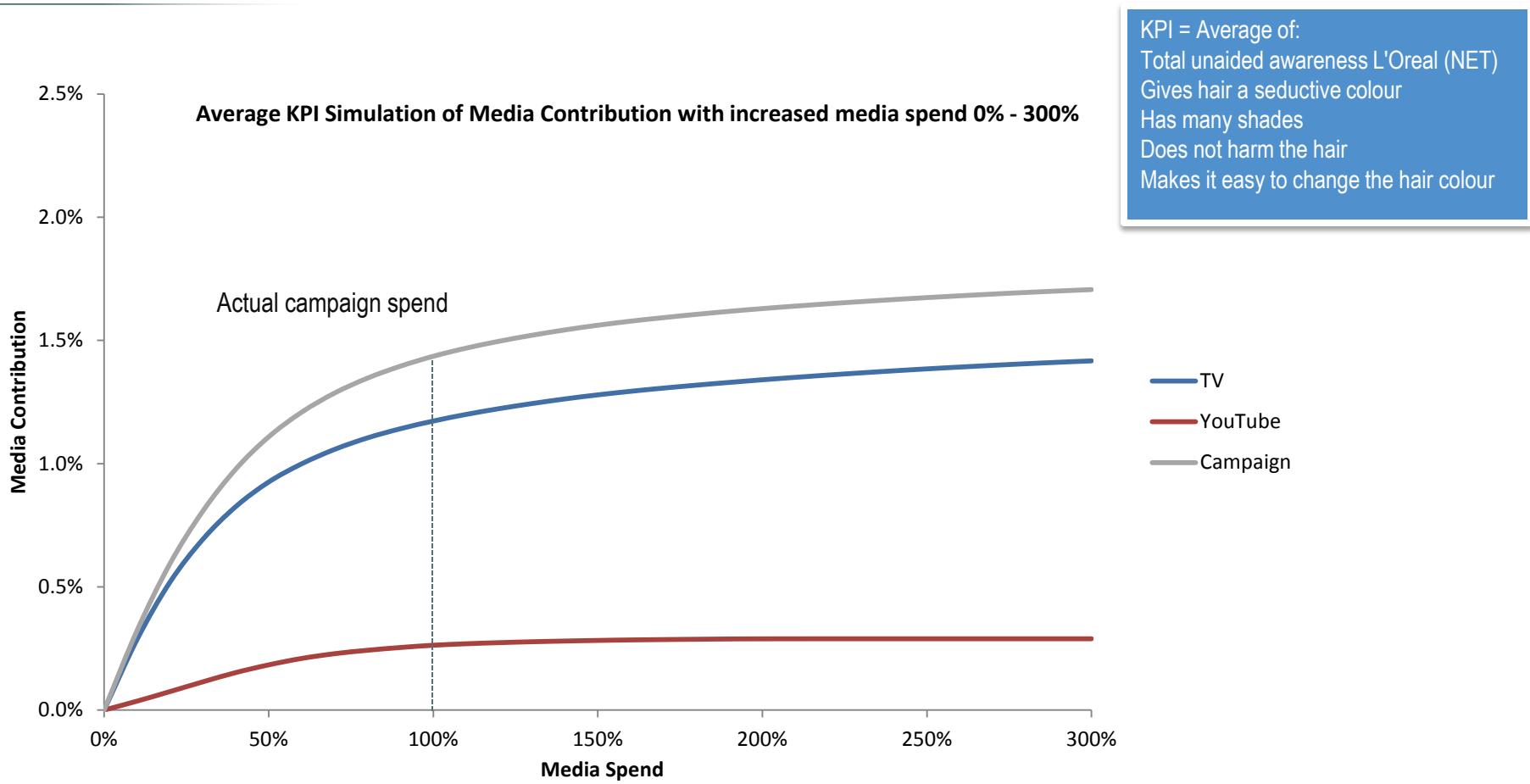


Measures included in Campaign KPI:

- Total unaided awareness L'Oreal (NET)
- Gives hair a seductive colour
- Has many shades
- Does not harm the hair
- Makes it easy to change the hair colour

Overall the campaign contributed 1.4% to these key brand measures.

Media Contribution for Campaign KPI



In terms of brand impact when we simulate this past the actual campaign spend we see that there is opportunity to deliver a small amount extra, however the cost of doing this would be disproportionate to the achieved impact.

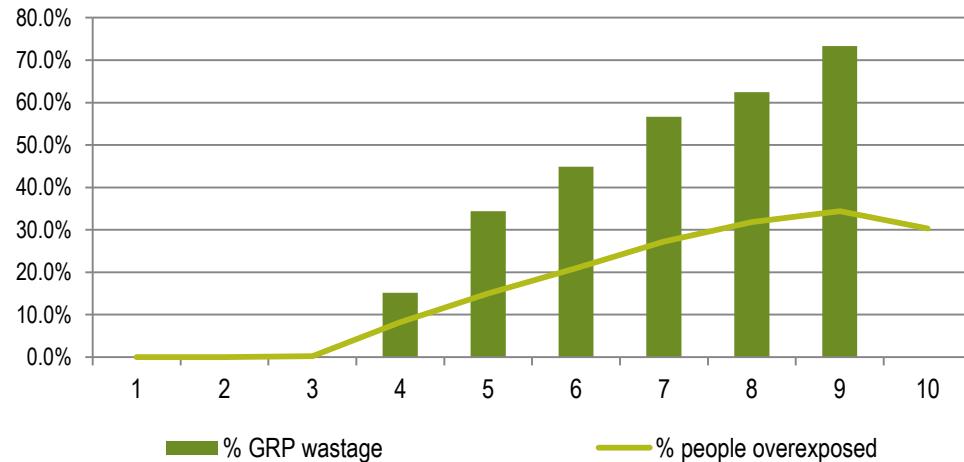
Wastage Analysis: Based on KPI Measures



Total wasted spend (%)	38%
Threshold	5.5

To identify the optimal frequency for TV we look for the percentage spend where we have achieved 90% of the total KPI impact, and then find the associated frequency. In this case the optimal frequency is 5.5.

Based on optimal frequency of 5.5 exposures



	pre W1	pre W2	1	2	3	4	5	6	7
% People overexposed	0.0%	0.0%	0.2%	8.2%	15.0%	21.0%	27.2%	31.8%	34.4%
% GRP wastage	0.0%	0.0%	0.1%	15.1%	34.4%	44.9%	56.7%	62.4%	73.3%

In fact by week 4 of the campaign we see that 45% of GRPs are wasted, and this continues to grow with campaign delivery. This suggests there is room to take some money out of TV whilst maintaining the majority of the impact.

Spend Scenarios: KPI



Campaign Contribution

Actual Campaign

100%

100%

1.4%

Budget Reallocation Scenarios

Reduced Spend Scenario 1

90%

100%

1.4%

Spend simulations show that the campaign contribution remains the same even when reducing spend in TV by 10%. This saving could be used towards re-editing the online creative to make the most of the YouTube platform to engage with online audience.

Recommendations

Recommendations

1

TV delivered in terms of reach, and YouTube amplified this by reaching a unique audience in a cost efficient way.

- Continue using YouTube in addition to TV to increase the reach of video creatives and save media investment.

2

The Casting by L'Oreal campaign has done a good job at meeting most key objectives, contributing to awareness and some of the key brand image statements. The combination of TV and YouTube worked well to build customer engagement. YouTube drove awareness but there is potential for this channel to impact consideration and product communications. The impact was slightly lower than expected but this is due to the campaign being a brand re-fresh and the same creative being used previously.

- Use the reach of TV to build awareness and communicate product attributes.
- Use YouTube to build your fan base by increasing advocacy levels but also consider tweaking the creative by introducing new elements within the existing video (especially first 5 sec) or introducing a new execution to maximise audience engagement.

3

Simulations show that YouTube is an efficient channel to reach this audience and is best used in combination with TV. There was some overspend in TV, by the end of the campaign 73% of GRPs went to those that had seen the campaign more than the optimum number of times.

- Continue to use YouTube to deliver reach more efficiently in combination with TV.
- Consider reducing TV spend and using this money to modify the creative.