

# Google: Axe Anarchy Russia

CROSSMEDIA CAMPAIGN EVALUATION



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Summary and Recommendations

# Campaign Background

# CrossMedia Research



Over **200** studies

In more than **25** countries

For more than **50** brands

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 assess 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.



**1,394 (390 Predisposition, 1004 Campaign)**  
Campaign Targeting: Adults 16-24

*Best-in-class Multimedia Evaluation*

# Measuring what builds a brand

Background



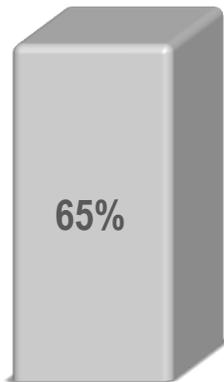
*It is important to understand all the factors that make up a consumers view on a brand.*

# Understanding the framework of CrossMedia Analysis

Background

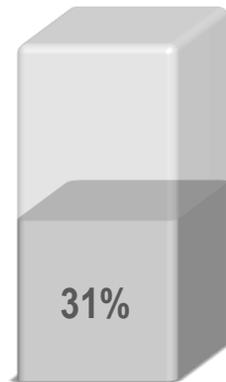
ILLUSTRATIVE  
PURPOSE

First, we take a brand  
metric



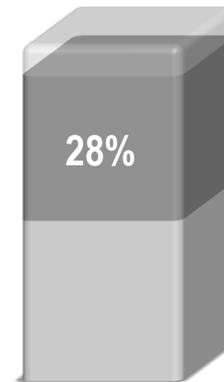
Brand Consideration

Then we identify  
the effect of  
**underlying  
involvement**  
→ the BASE



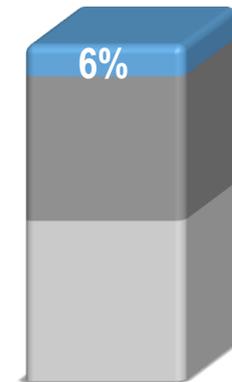
PURCHASE BEHAVIOUR  
CATEGORY INTEREST  
BRAND INVOLVEMENT

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



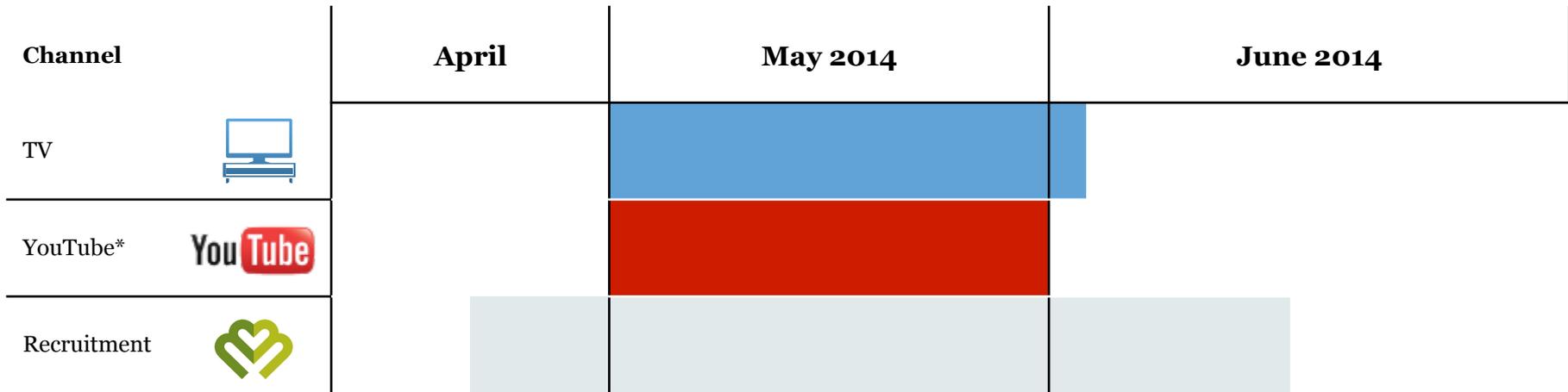
TV  
CINEMA  
ONLINE  
OUTDOOR

# Campaign Recap: Objectives and Media Plan

Background

**CAMPAIGN OBJECTIVE:**  
 Build awareness and consideration of Axe Anarchy, particularly perceptions that Axe Anarchy has launched a product line for him and her.

**RESEARCH OBJECTIVE:** Understand what YouTube delivers over and above TV



# Campaign Creatives: TV and YouTube

Background



20  
Seconds



# Campaign Creatives: YouTube MastHead

Background

YouTube  
'Masthead'

ГЕЛИ ДЛЯ ДУША  
**АХЕ АНАРХИЯ**  
ДЛЯ НЕГО + ДЛЯ НЕЕ

УЗНАЙ, КАК ПОПАСТЬ НА ИБИЦУ

Анархия — свобода, неограниченность. Здесь: исключительно открытое и неограниченное проявление чувств. Нарушение общественного порядка недопустимо. Дезодоранты, гели для душа и шампуни Ахе Анархия.

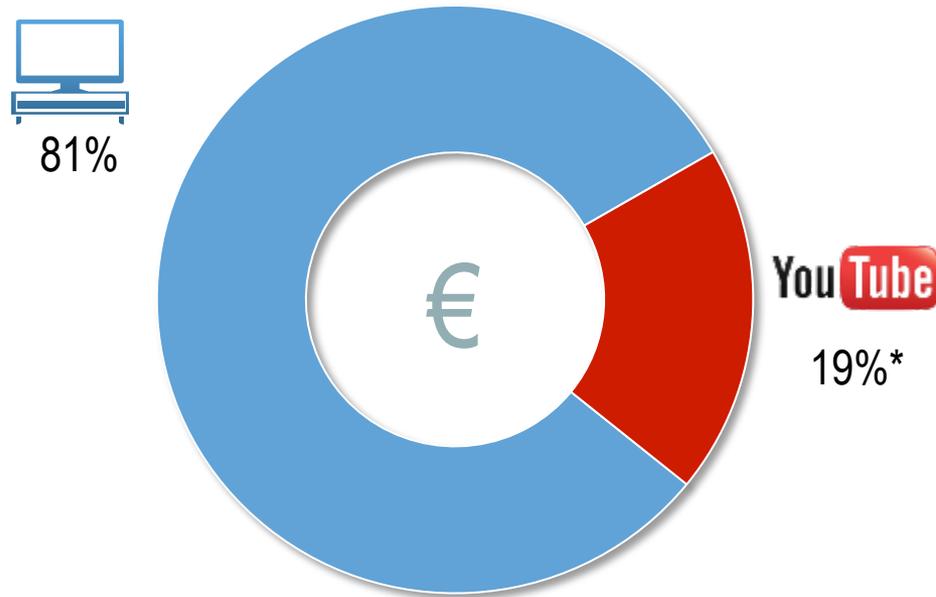
Получить больше информации об Ахе Анархия на сайте [axeparf.ru](#)

The image is a YouTube Masthead for AXE Anarchy. It features a tropical beach scene with a man in blue shorts standing in a wooden frame, looking up with his arms outstretched. To the left, there are two bottles of AXE Anarchy shower gel: a black one for men and a white one for women. The text is in Russian, promoting the brand's theme of freedom and sensuality. The background shows a clear blue sky, palm trees, and a sandy beach with a blue umbrella.

# Campaign Investment

Background

## Campaign Investment by Channel



*TV accounted for the majority of campaign spend, whilst YouTube accounted for nearly 20% of investment.*

# Executive Summary



The campaign reached 77% of the target audience, with YouTube delivering 30%. Crucially, a third of the reach delivered by YouTube was incremental to TV which far exceeds the average seen on previous Google studies.

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The Axe Anarchy campaign has met key objectives, contributing to awareness, consideration and key brand image statements. This impact is amplified among females where the creative has had the opportunity to deliver more new information.

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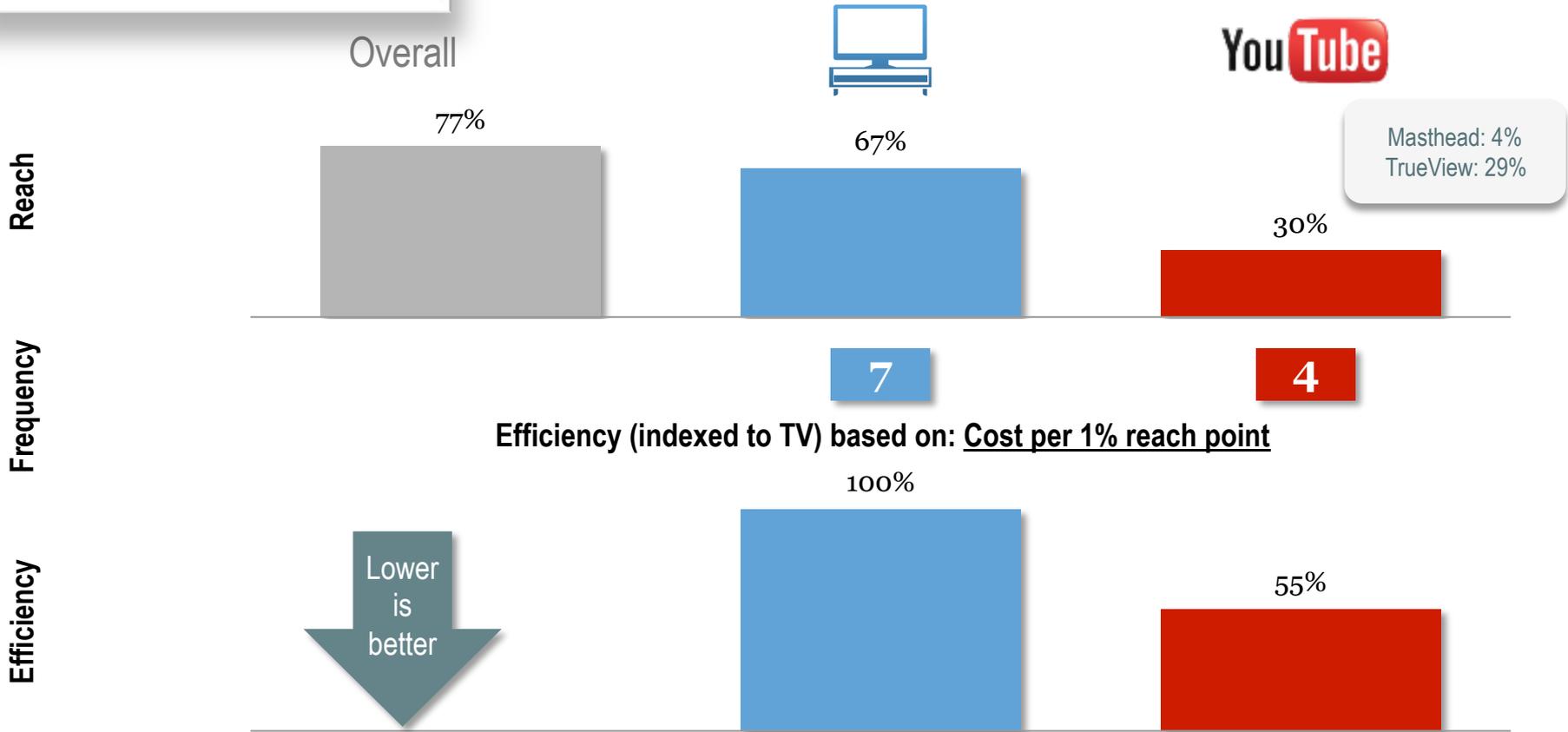
TV reached 67% of the target audience, achieving this same reach with YouTube and TV together is far more efficient, delivering a saving of 54% of the TV budget. There is headroom for TV to contribute further to the campaign KPI with increased investment, demonstrating the strengths of TV when given a strong creative.

# Media Metrics: Reach and Frequency

# Campaign Reach

Reach and Frequency

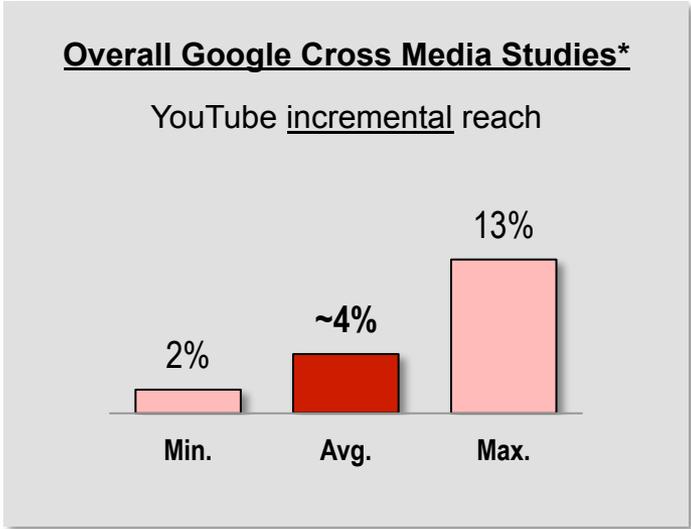
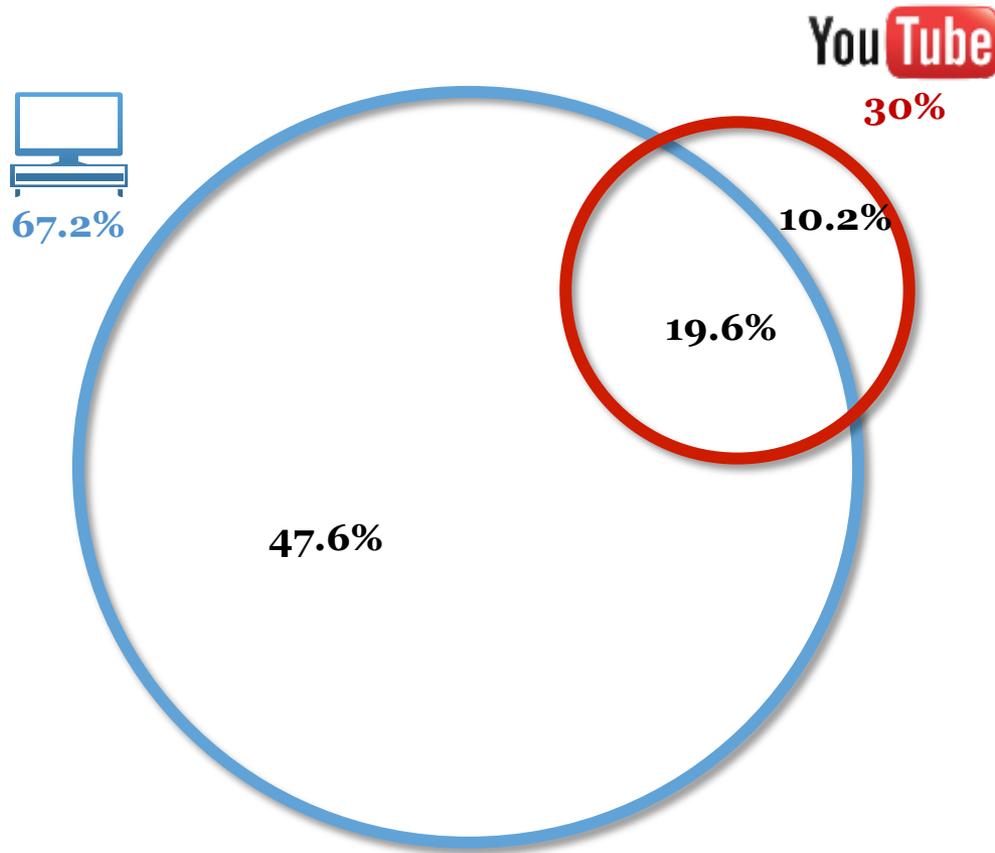
**CrossMedia Database Reach Ranges**  
 TV - 60-90%  
 Online Video - 13 -34%



*YouTube reach is at the top end of what we would expect for online video and is nearly 2 times as cost efficient as the reach of TV.*

# Reach Overlaps: TV and YouTube

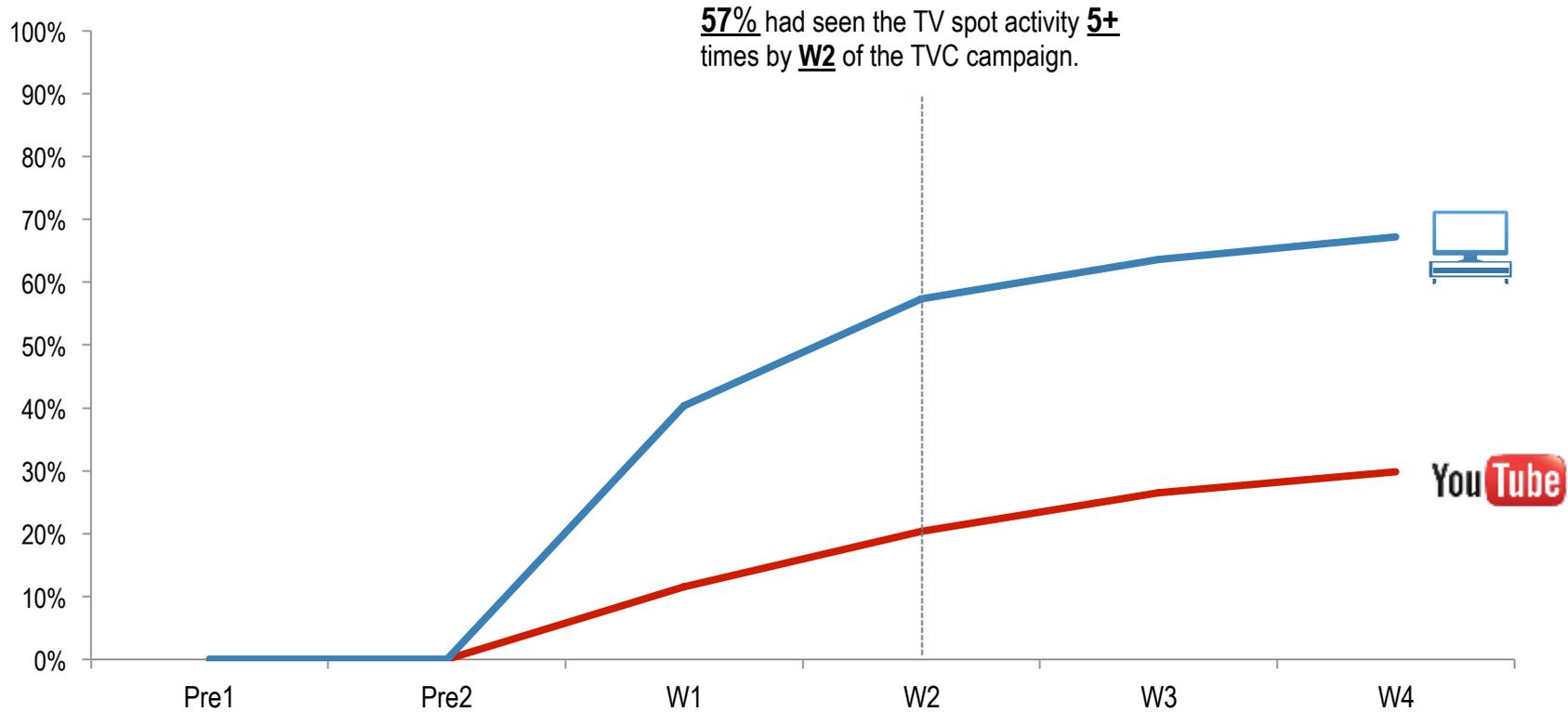
Reach and Frequency



*10% of the audience reached by YouTube was not reached by TV, which far exceeds the average level of discrete reach seen in other Google studies.*

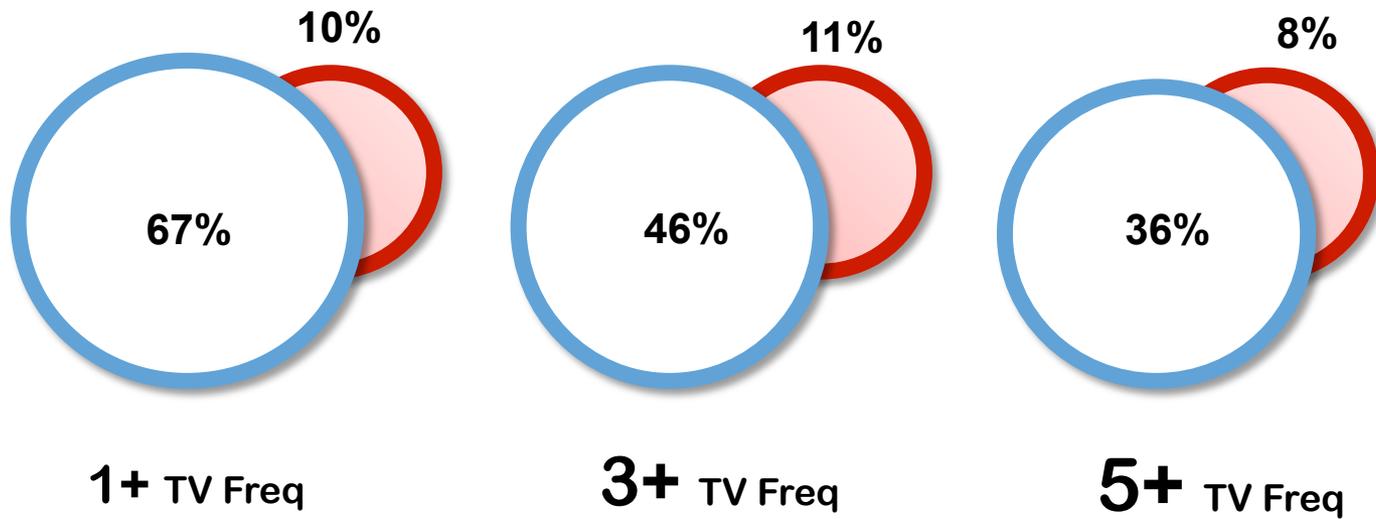
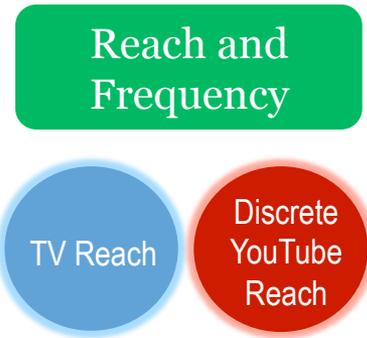
# Reach Build

Reach and Frequency



*YouTube's reach built gradually over the first half of the campaign whilst TV builds more quickly. This means YouTube needed to work harder to deliver an incremental impact.*

# Incremental Reach: by TV Frequency



*Even at a frequency of 5+ TV exposures, YouTube continues to deliver 8% incremental reach among this young audience.*

# Incremental Reach: TV Viewer Groups

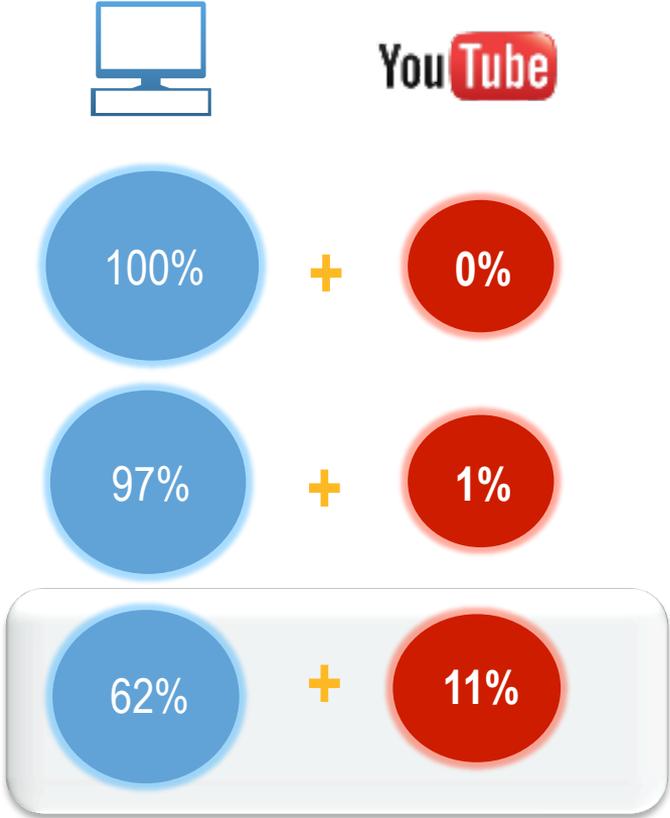
Reach and Frequency

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

**High TV Viewers**  
6.92+ hrs a week  
n=264

**Medium TV Viewers**  
2.35 – 6.92 hrs a week  
n=263

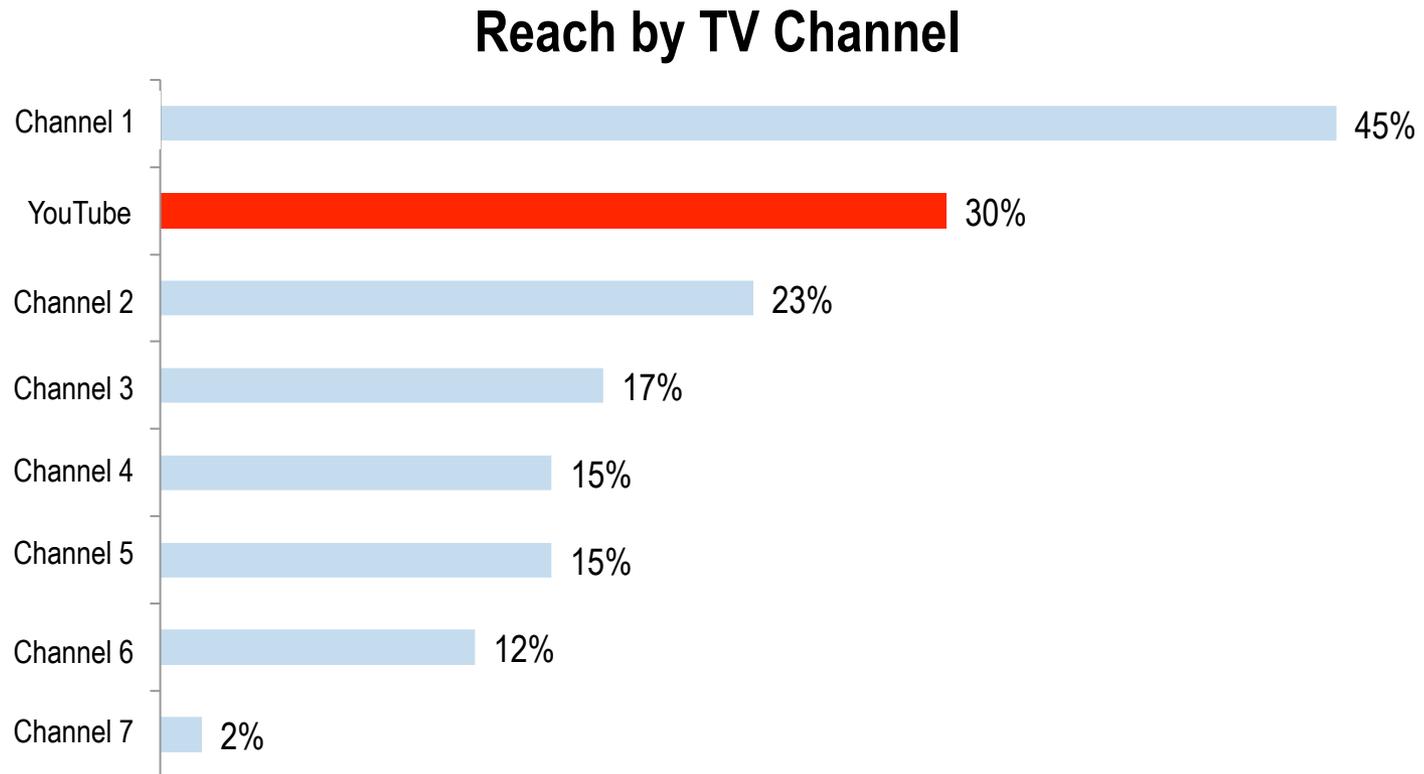
**Low TV Viewers**  
Under 2.35 hrs a week  
n=264



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

# Reach by TV Channel

Reach and  
Frequency

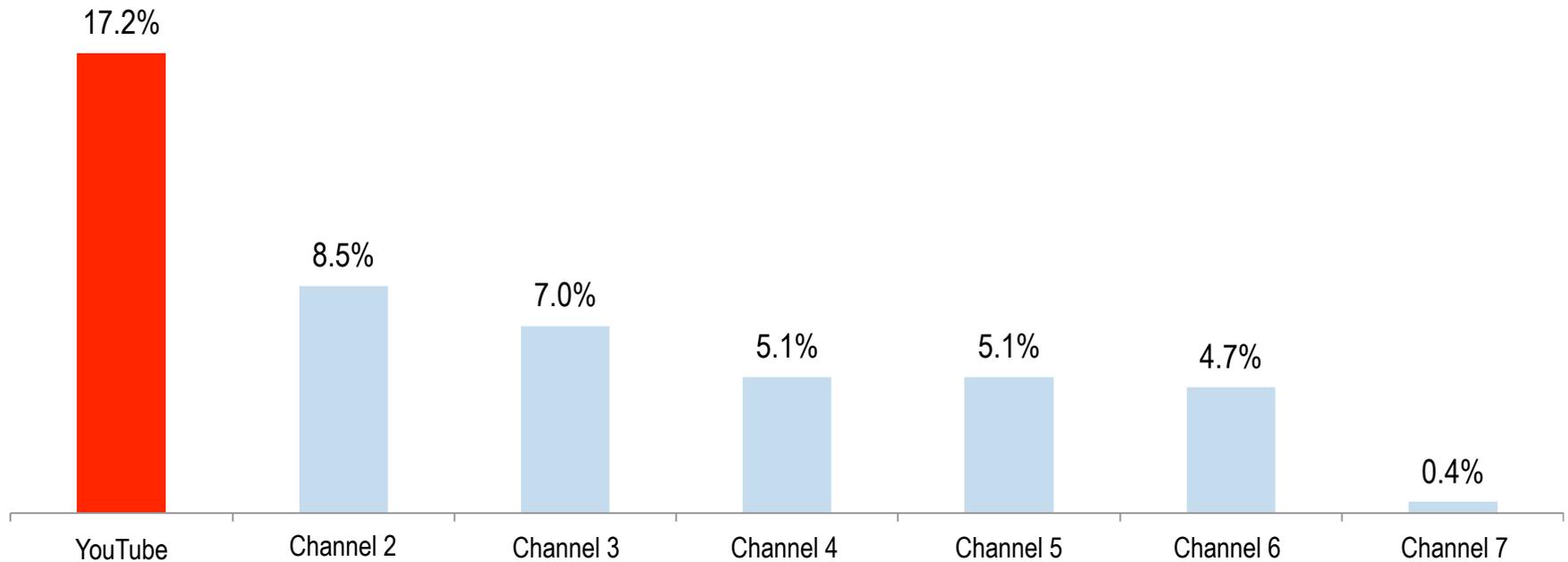


*YouTube exceeds the level of reach delivered by the majority of the TV channels with only 1 Channel being the exception.*

# Incremental reach by TV Channel

Reach and Frequency

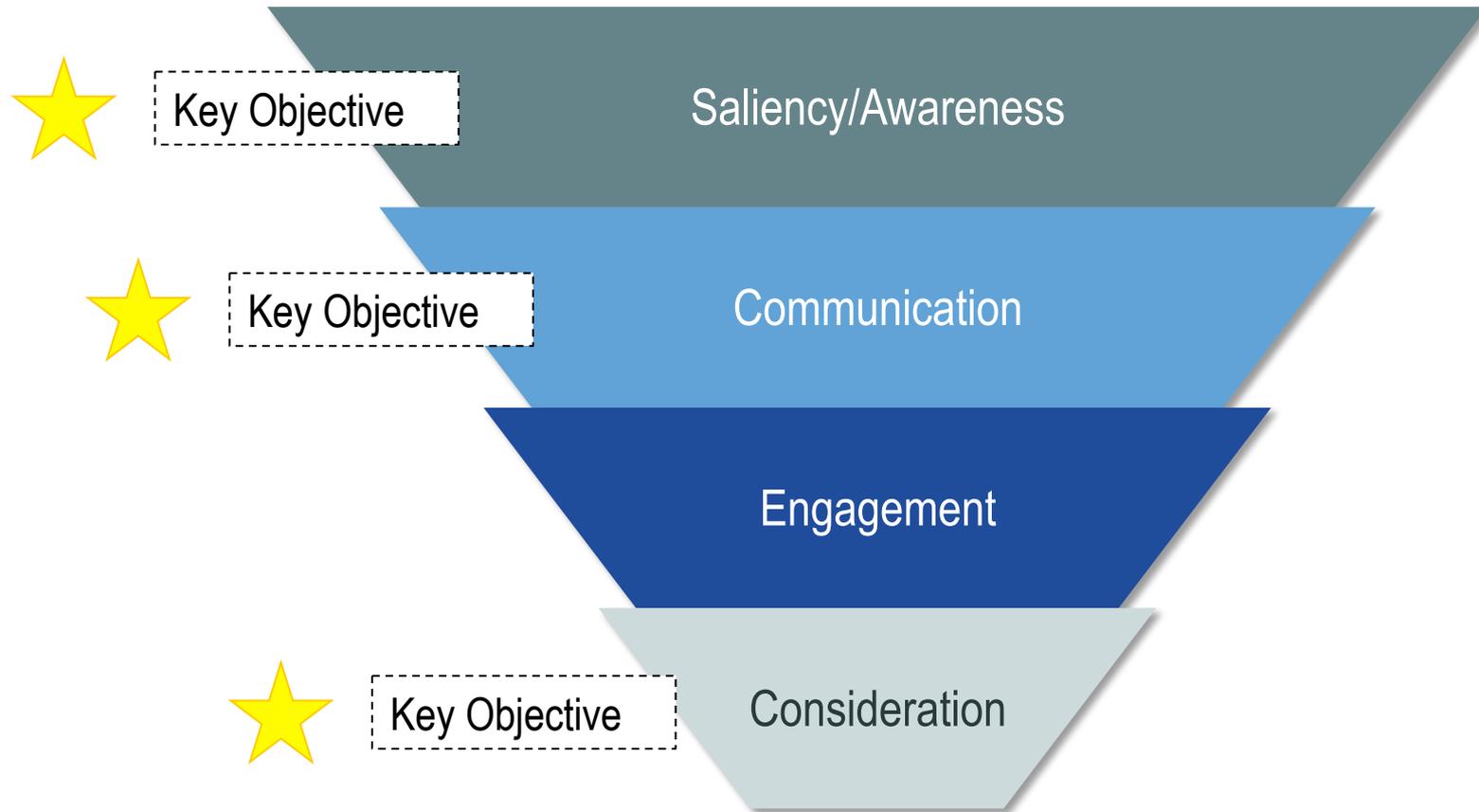
## Incremental Reach by TV Channel (Over and above Channel 1)



*YouTube delivered significantly more incremental reach over and above the dominant TV channel compared to other channels on the plan. This demonstrates YouTube's potential to reach an audience where TV struggles.*

# Campaign Impact: Brand Metrics

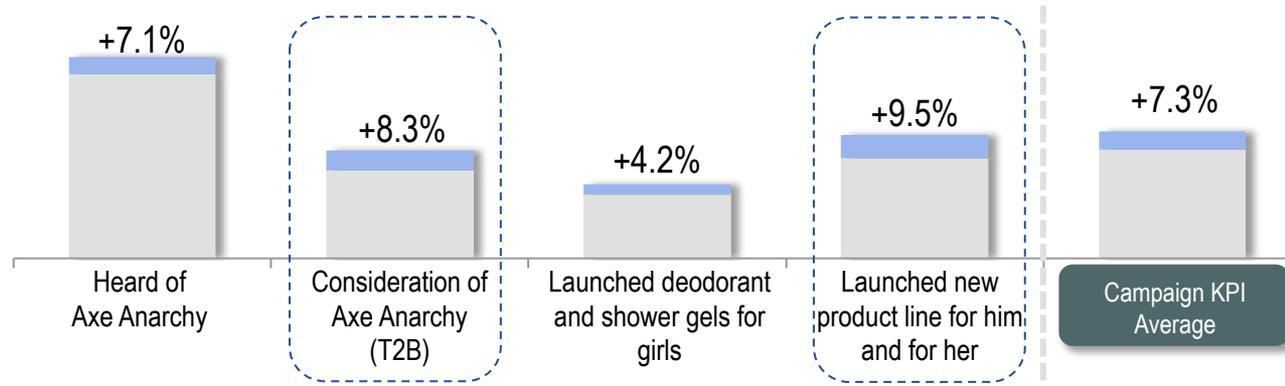
# Brand measures and the purchase funnel



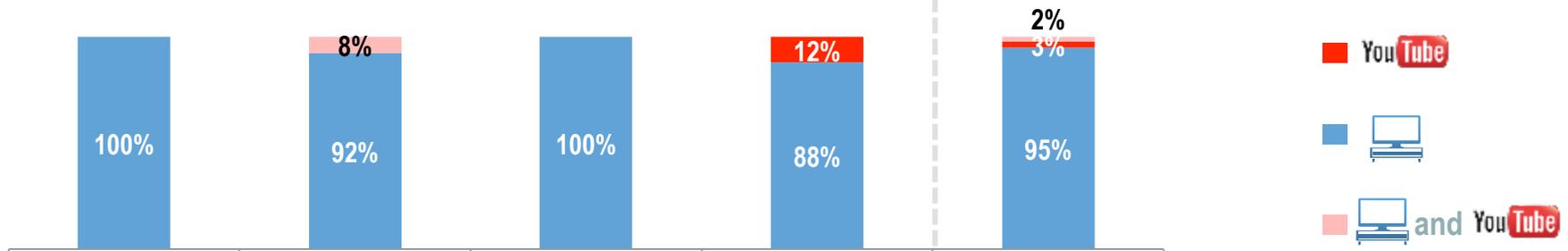
# Campaign KPI: Total Audience

■ Base

■ Campaign Contribution



## Individual Media Contribution



*Campaign contributions to key brand metrics are very strong. Awareness of the new product line for him and her is particularly high alongside consideration for Axe Anarchy as a result of the campaign. TV is the main contributor but YouTube and synergies between the two have also worked well to deliver this impact.*

# Comparison to European Norm

Campaign Performance comparison to European database**		
Campaign Communication	European Database	Axe Russia Campaign (Average)
<b>Saliency</b>	Impact Per Person	
TV	2.3%	15.1%
Online Video	0.3%	0%

Brand impact measure →

Campaign media channels →

European database impact per person on brand measure

Campaign impact per person on brand measure. This will differ from the overall impact as this is based on impact per person reached

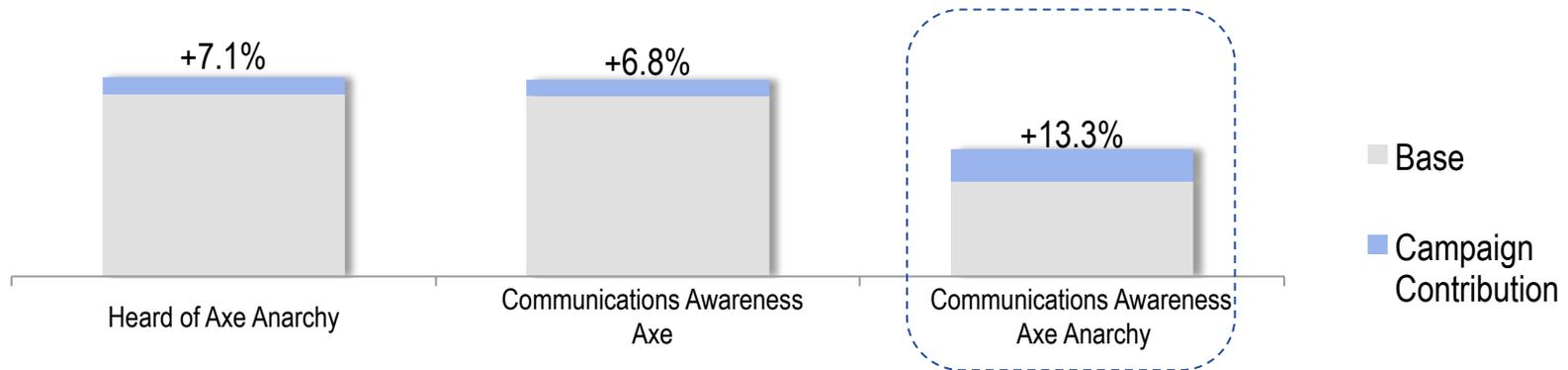
If the campaign figure is greater than the European database then this campaign performance is **better than** other European campaigns.

If the campaign figure is less than the European database then this campaign **underperformed** compared to other European campaigns

Campaign Performance comparison to European database**		
Campaign Communication	European Database	Axe Russia Campaign (Average)
<b>Consideration</b>	Impact Per Person	
TV	0.6%	11.3%
Online Video	6.0%	4.1%

*Compared to norms TV performed well above expectations on awareness and consideration. YouTube delivered impact around the norm.*

# Impact on Awareness



## Individual Media Contribution

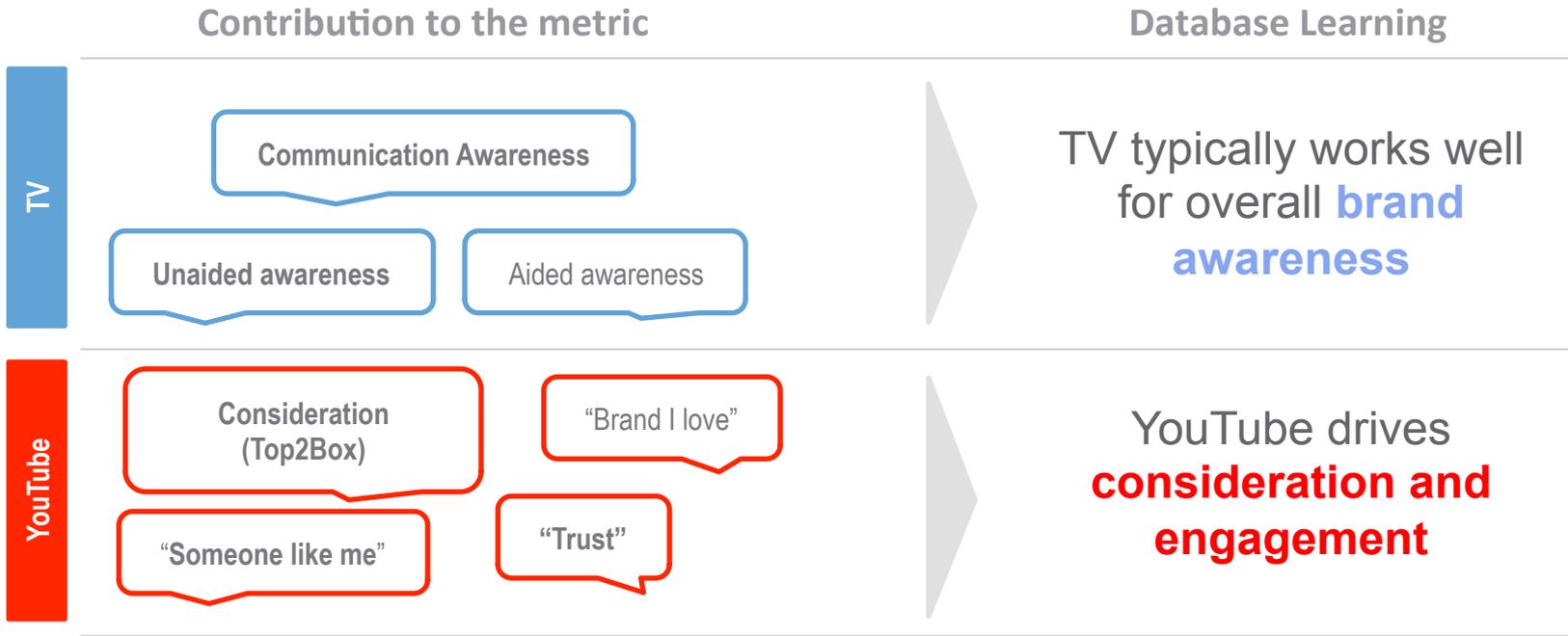


*In line with the higher investment in TV, its high level of reach was very effective at delivering contributions to awareness metrics, especially awareness of brand communications.*

We typically see the greater reach of TV delivering more against awareness metrics compared to lower reach channels such as YouTube.

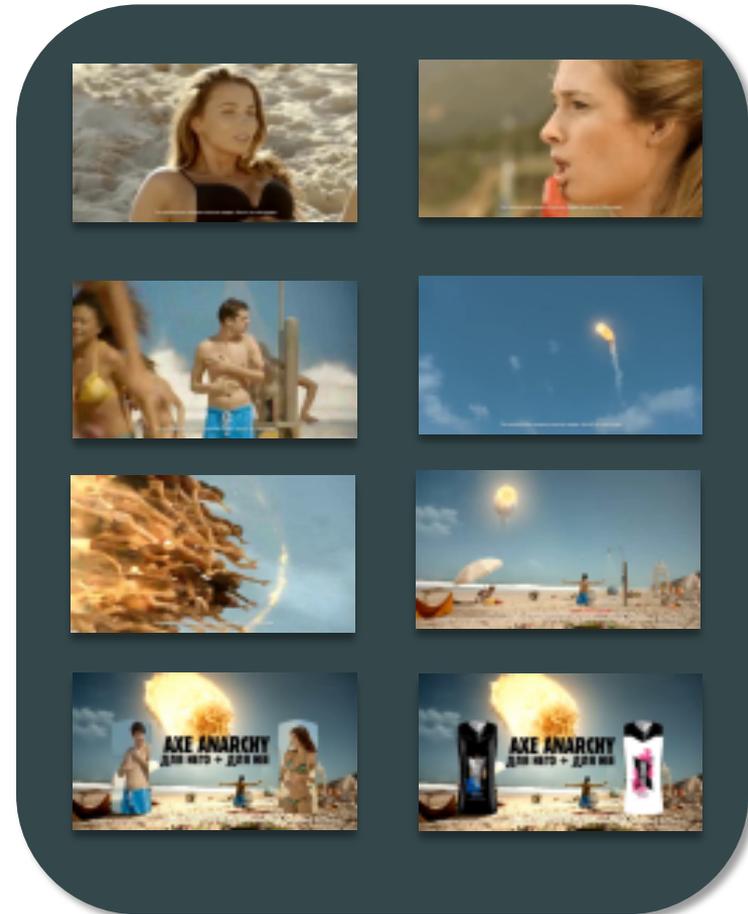
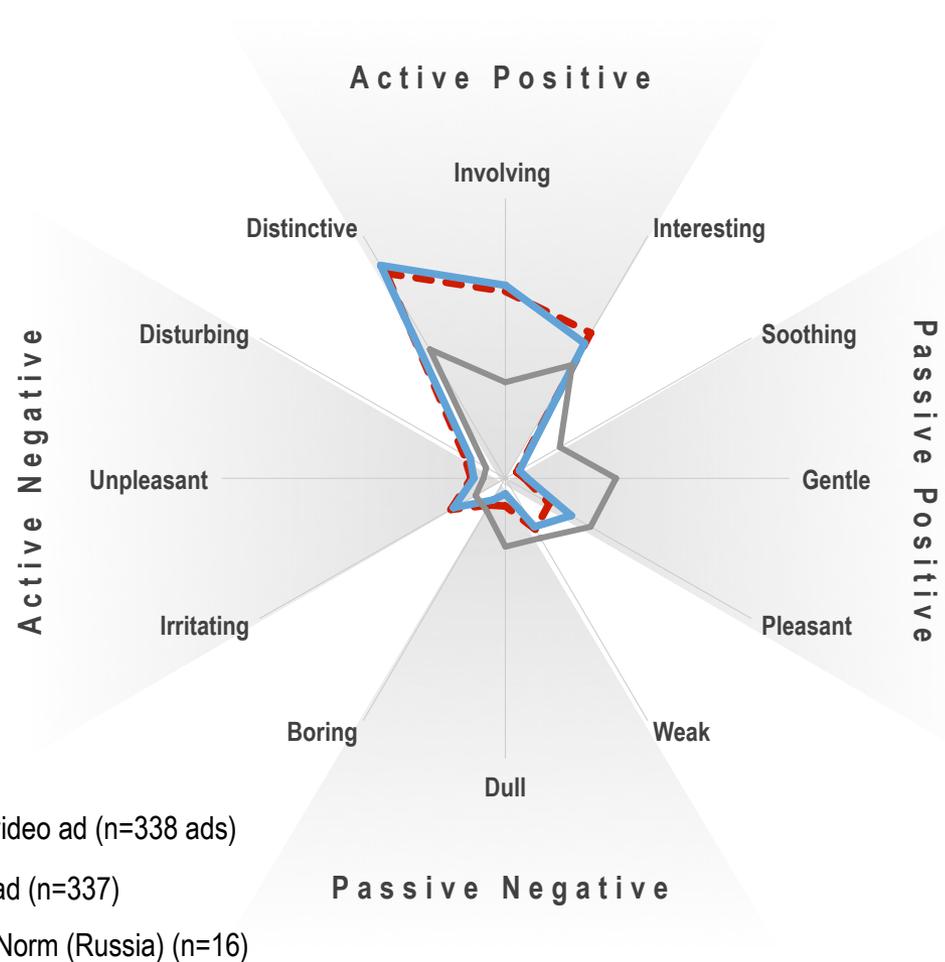
Database Learning

GOOGLE XM LEARNING



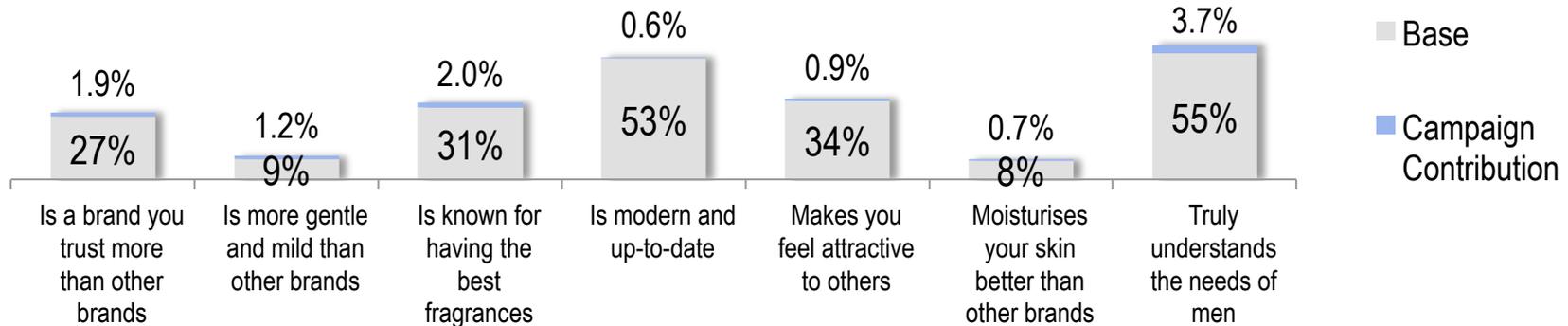
*Previous learnings suggest YouTube is more effective at engaging its audience, leading to stronger consideration. In this case we see TV and YouTube working together to drive consideration.*

# Creative Diagnostics: Engagement

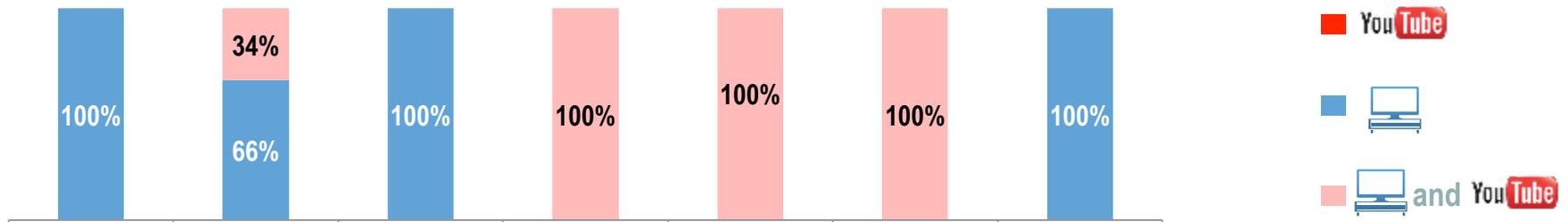


*The video creative was very engaging, particularly in terms of being distinctive which is key to delivering against persuasion and communication metrics.*

# Image Statements

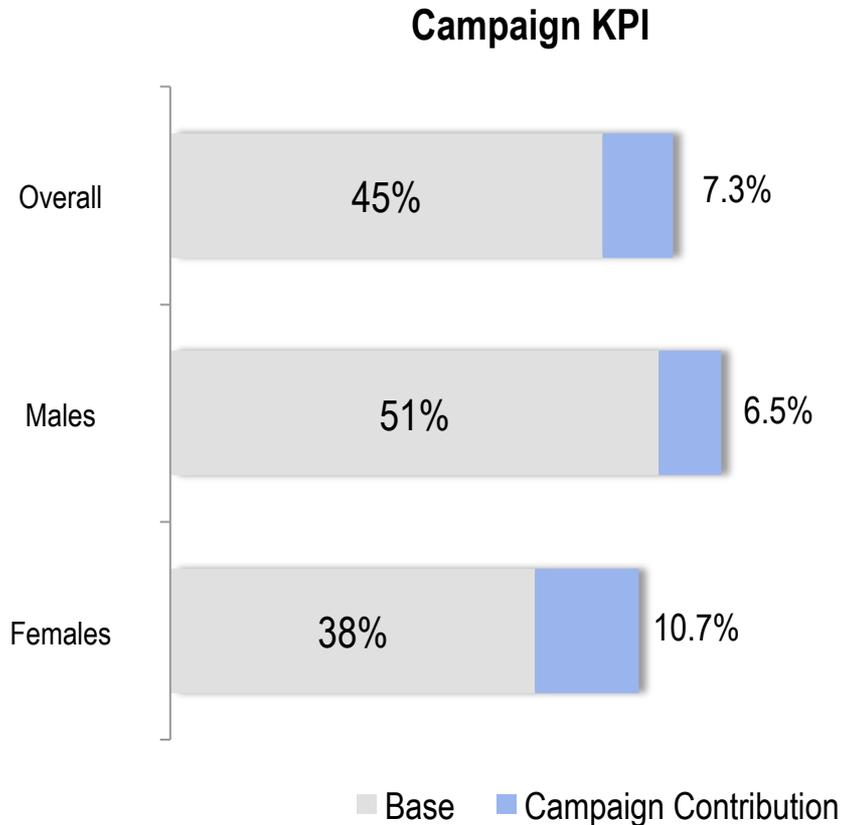


## Individual Media Contribution



*The engaging video has helped to deliver broader emotional and functional messaging for Axe Anarchy. YouTube and TV have worked well together to deliver these contributions.*

# Campaign KPI: Males and Females



## Campaign KPI

Heard of Axe Anarchy

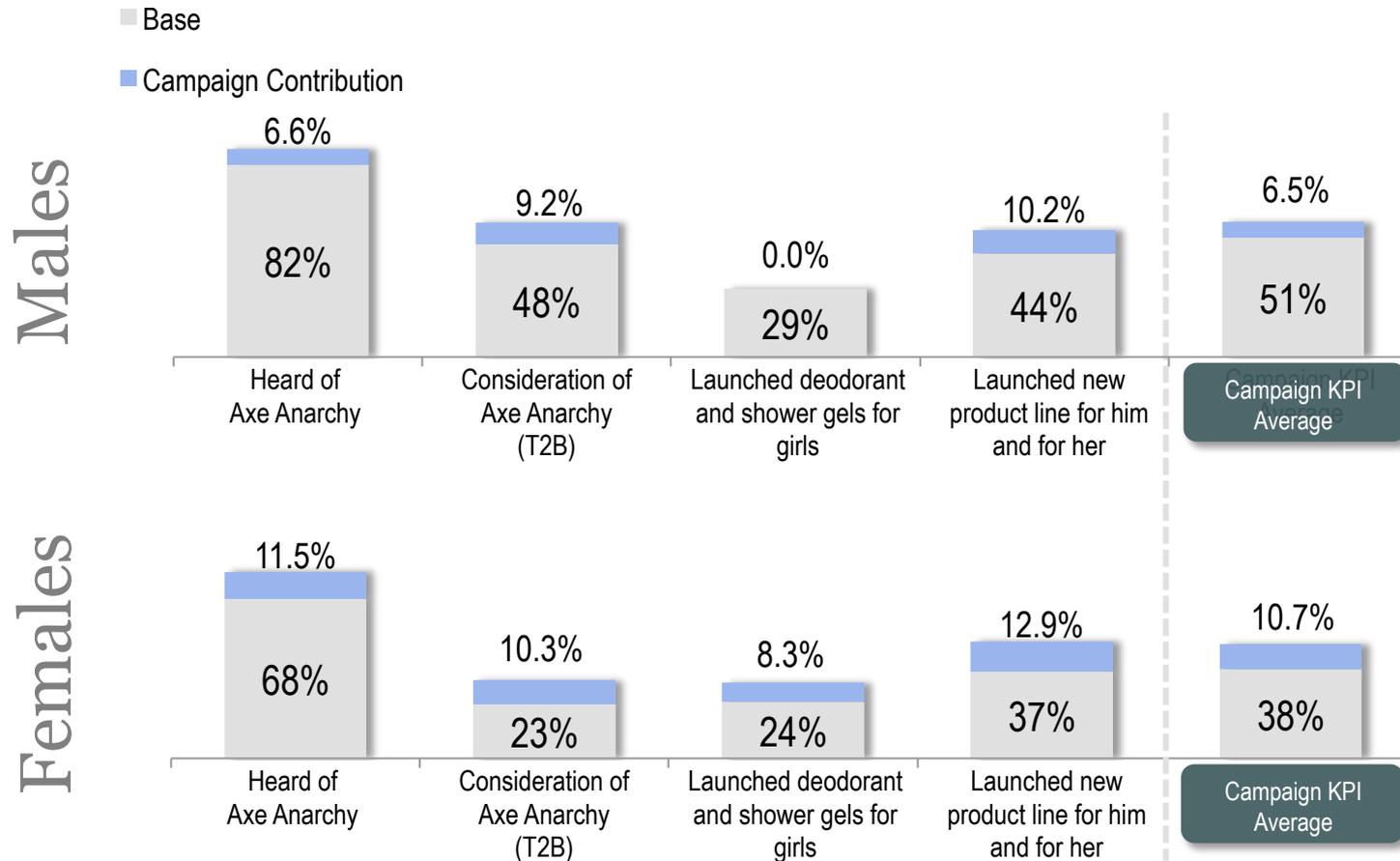
Consideration of Axe Anarchy(T2B)

Launched deodorant and shower gels for girls

Launched new product line for him and for her

*While brand familiarity among males led to higher baselines for the KPI, the campaign has done a better job among Females across all the key campaign measures. Contributions to awareness of Axe Anarchy and their launch of deodorants and shower gels for girls were particularly strong compared to males.*

# Campaign KPI: By Gender in Detail



*When looking at results among males we see some strong contributions on top of high baselines. It's encouraging to see that awareness of the new product lines is coming through. Campaign impact among females was stronger than among males, although baselines are considerably lower.*

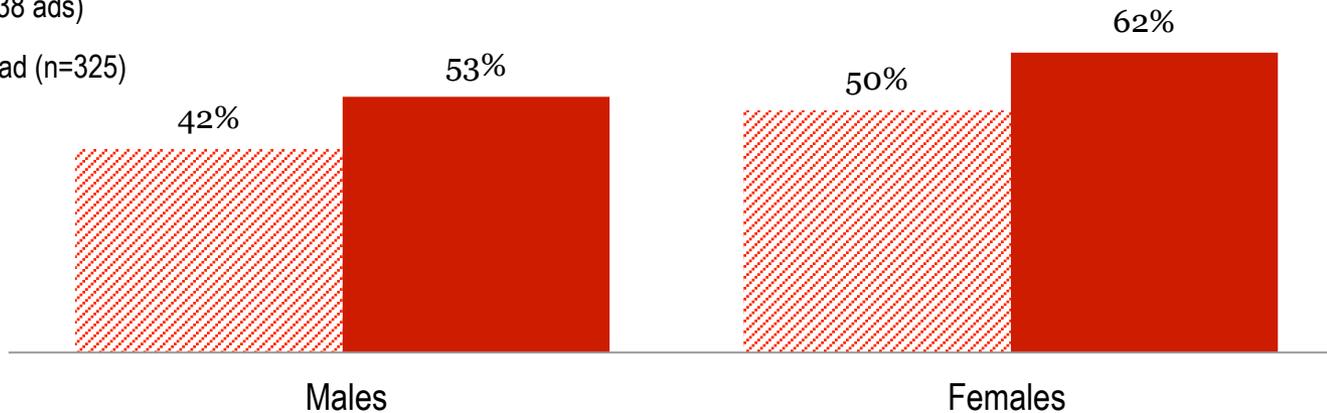
# Creative Diagnostics: New Information



## New Information

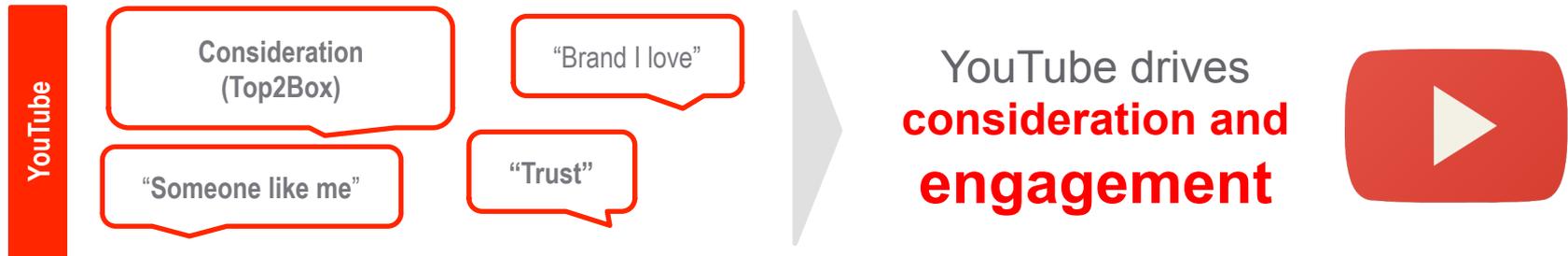
 Video ad (n=338 ads)

 YT masthead ad (n=325)



*The creative successfully communicated new information about the brand to females, leading to stronger campaign contribution compared to males. This is particularly true of the Masthead which has a companion banner to complement and reinforce the messaging in the video.*

# Harness the potential of YouTube

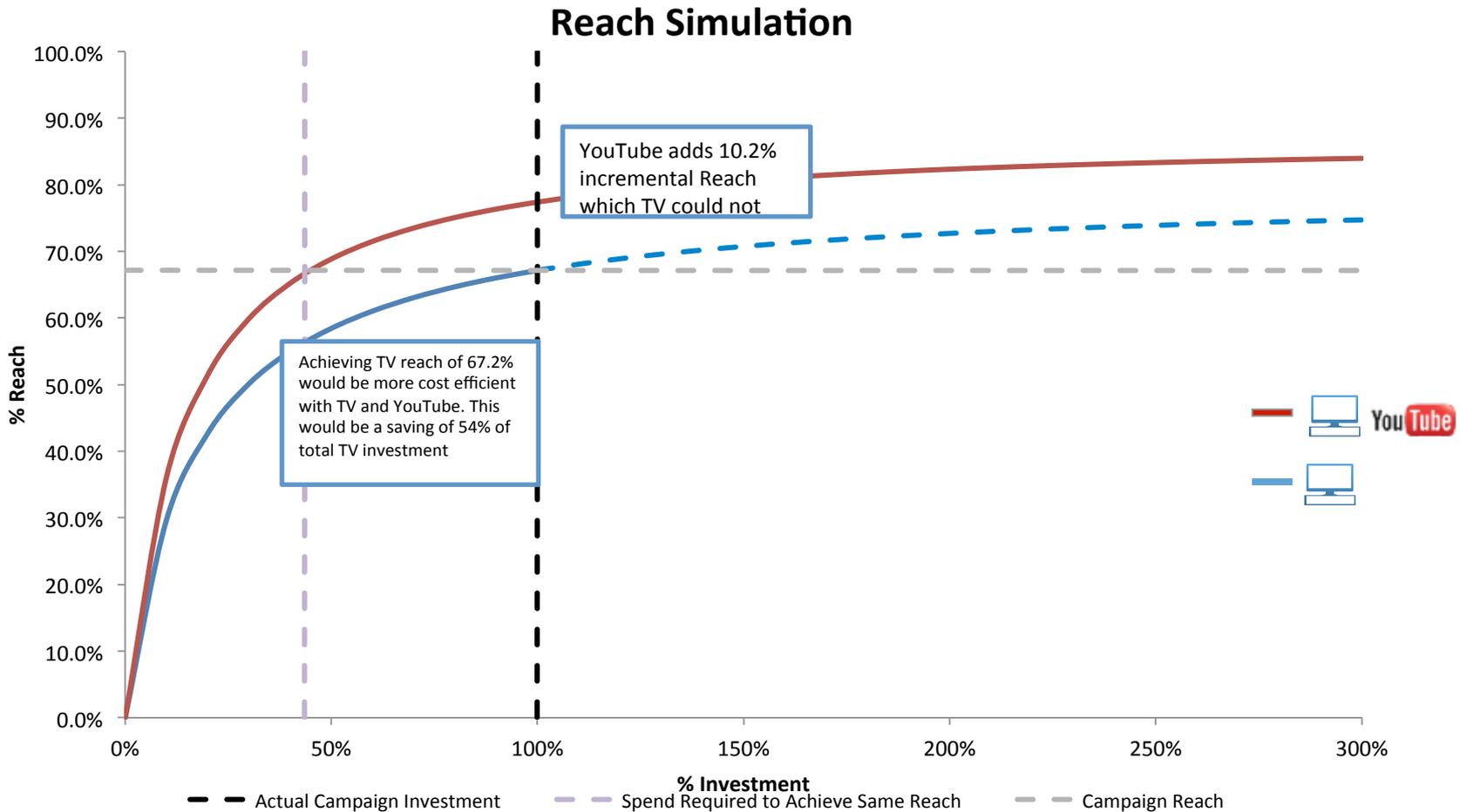


Consider utilising the YouTube platform to deliver functional product messaging through adapting the online creative.

- **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. This can be the case for the Masthead as well as video.
- Ads on YouTube can both refresh offline campaigns and provide a new platform for a different kind of storytelling.
- Utilise cookie data to avoid recycling the same creative and deliver a variety of messages to your YouTube 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.

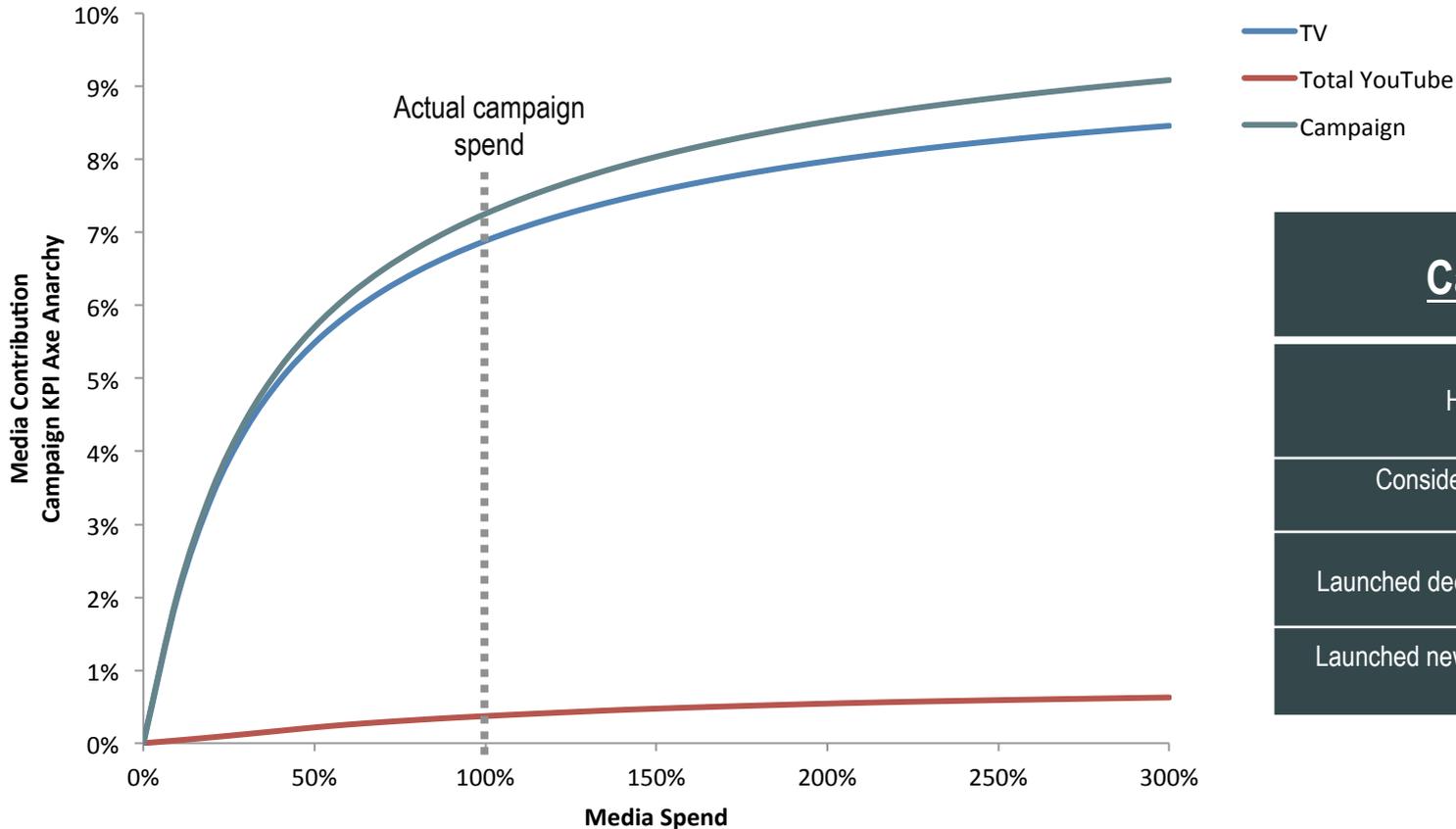
# Simulations

# Reach Simulation: TV & YouTube



*Total TV reach could have been delivered at 44% of TV investment when YouTube is used as well, demonstrating the strength of using the two media in combination to reach this target audience.*

# Media Contribution for Campaign KPI



Campaign KPI
Heard of Axe Anarchy
Consideration of Axe Anarchy(T2B)
Launched deodorant and shower gels for girls
Launched new product line for him and for her

*In terms of brand impact when we simulate impact past the actual campaign spend we see that there is headroom for TV to contribute further to the campaign KPI with increased investment. This suggests there was opportunity to extend the TV campaign and creative wear-out was low.*

# Recommendations

# Recommendations

1

While TV drove most campaign reach, YouTube was nearly twice as cost efficient and was instrumental for reaching hard to reach audiences, adding 10% incremental reach that TV could not have achieved alone.

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

2

The Axe Anarchy campaign has done a great job at meeting key objectives, contributing to awareness, consideration and key brand image statements. This impact was amplified among females where the creative has had the opportunity to deliver more new information.

- Use the reach of TV to build awareness of the variant brand (particularly among females) and utilise YouTube to target messaging to hard to reach audiences.
- Use Masthead as well as online video to deliver more information about the product, also ensure key content such as branding and/or product shots are delivered in the first 5 seconds when using skippable formats.

3

Simulations show that YouTube delivers efficiency to reach, and TV had the most potential to drive further contributions to the campaign KPI.

- Continue to use YouTube to deliver reach more efficiently in combination with TV.
- Consider whether this creative could be used again for a lower frequency reminder campaign.