

Google: Nokia Lumia 1520 Russia

CrossMedia Campaign Evaluation



Contents

Background

▼ Media Metrics

Reach &
Frequency

▼ Brand Metrics

Campaign Impact

Simulations

▷ Summary

 Summary and Recommendations

CrossMedia Research

A light gray world map is centered in the background of the slide. Overlaid on the map are four text blocks, each featuring a large, bold number followed by a descriptive phrase. The numbers are 200, 25, 50, and 10, arranged from top-left to bottom-right.

Over **200** studies

In more than **25** countries

For more than **50** brands

Across **10** industry sectors

Background

Methodology and Sample

Background

- **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.*



1,375 (415 Predisposition, 960 Campaign)
Adults aged 18-45

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

ILLUSTRATIVE
PURPOSE

First, we take a brand
metric

65%



Brand Consideration

Then we identify
the effect of
underlying
involvement
→ the BASE

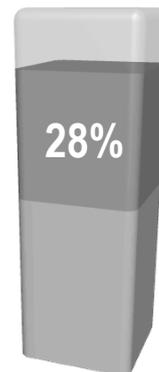
31%



PURCHASE BEHAVIOUR
CATEGORY INTEREST
BRAND INVOLVEMENT

Next we take out **ongoing**
influences
→ the NON MEDIA
CONTRIBUTION

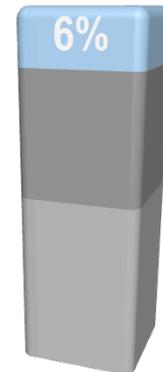
28%



NEWS COVERAGE
WOM PREVIOUS
EXPERIENCE CAMPAIGN

Finally we discover the actual
campaign influence
→ the MEDIA CONTRIBUTION

6%



TV ONLINE
CINEMA OUTDOOR

Campaign Background & Media Plan

CAMPAIGN OBJECTIVE:

- Build awareness of the Nokia Lumia 1520 and drive consideration
- Increase image attributes for Nokia (like to be seen with, beautifully designed)

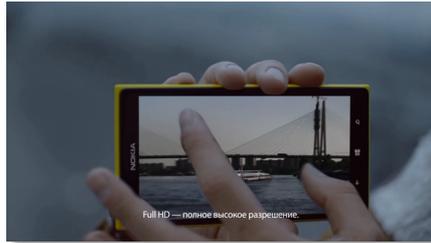
RESEARCH OBJECTIVE: *Understand what YouTube delivers over and above TV*

		November			December					January				February		
		11 th	18 th	25 th	2 nd	9 th	16 th	23 rd	30 th	6 th	13 th	20 th	27 th	3 rd	10 th	17 th
TV Spots							█		█	█			█			
YouTube							█			█						
Other Online*						█				█			█			
Research Recruitment			█	█						█			█			

*Other online activity tracked: Yandex, Mail, Infox, Sotovik, Allnokia, KinoPoisk, Yaznayu, Cimtan net, Odnoklassniki, AMNET, GDN Professional, Lenta, news.RBC
 Other online activity included: 4th December 13 – 18th February 14

20” TVC Execution – TV

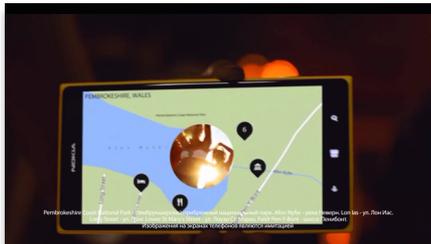
Background



“Full HD screen”



“Easy to share impressions with friends via ‘Nokia Story’ app”



“Pictures are bright and sharp”



“20 mega pixel camera”



“Impossible not to fall in love”



“Nokia Lumia 1520 ; impresses with its size, surprises with its capabilities / features”

20” TVC Execution – YouTube



“Full HD screen”



“Easy to share impressions with friends via ‘Nokia Story’ app”



“20 mega pixel camera”



“Impossible not to fall in love”



“Nokia Lumia 1520 ; impresses with its size, surprises with its capabilities / features”

Examples of the Online Display Executions

Background

*“Frame the story with Pureview 20 mpx camera and ‘Nokia Story’ app
Nokia Lumia 1520 –*

Impresses with its size, surprises with its capabilities / features. Buy and get a 1000 Rub windows phone store voucher as a gift”

ПОЙМАЙ ИСТОРИЮ В КАДР

ПОЙМАЙ ИСТОРИЮ В КАДР С КАМЕРОЙ PUREVIEW НА 20 МПИКС И ПРИЛОЖЕНИЕМ NOKIA ИСТОРИЯ

ВАУЧЕР НА 1000 РУБЛЕЙ НА ПОКУПКИ В МАГАЗИНЕ WINDOWS PHONE В ПОДАРОК

БОЛЬШЕ ИГРАТЬ

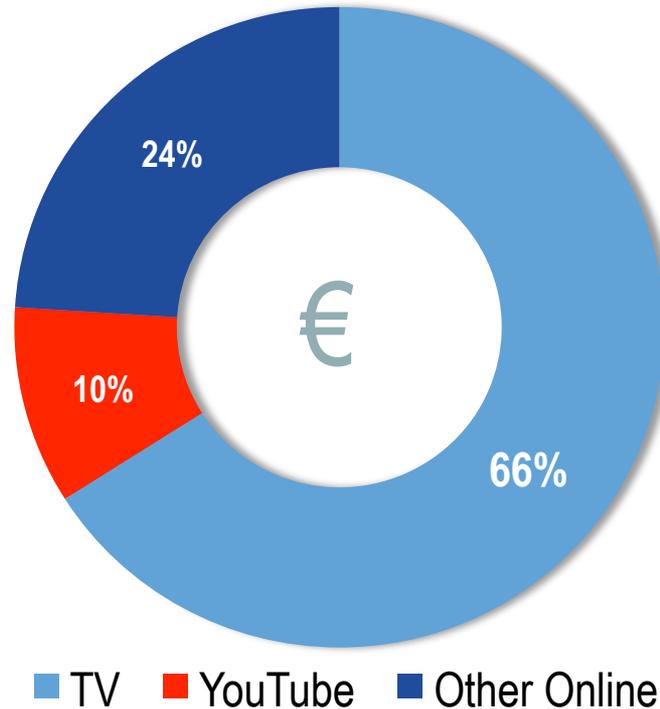
БОЛЬШЕ УСПЕВАТЬ

ВАУЧЕР НА 1000 РУБЛЕЙ НА ПОКУПКИ В МАГАЗИНЕ WINDOWS PHONE В ПОДАРОК

“Nokia Lumia 1520 – impresses with its size, surprises with its capabilities / features. Play more. See more. Achieve more.

Buy and get a 1000 Rub windows phone store voucher as a gift.”

Net Spend by Media Channel (% of spend)



TV spots accounted for the majority of spend, in addition there was a relatively large investment in other online activity including GDN. YouTube accounted for around 10% video spend.

Executive Summary



Overall the campaign reached 95% of adults aged 18-45 in the region, with YouTube delivering 3% incremental reach over and above the TV activity.



The campaign met all key objectives, contributing to awareness, consideration and key brand image statements.



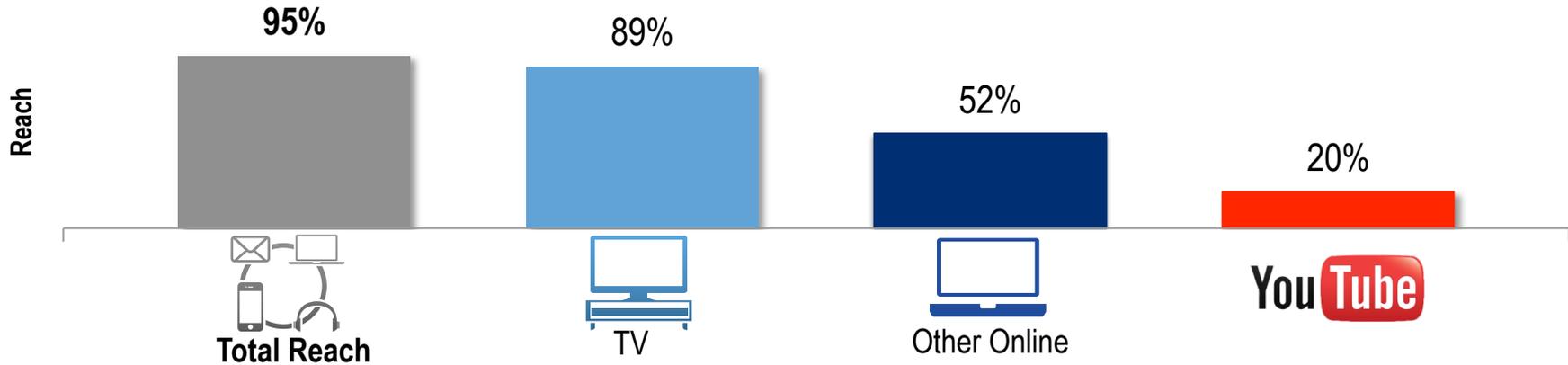
While all three media contributed to the campaigns success, Other Online and YouTube were the most efficient, simulations show there is room to reduce TV spend.

Media Metrics: Reach and Frequency

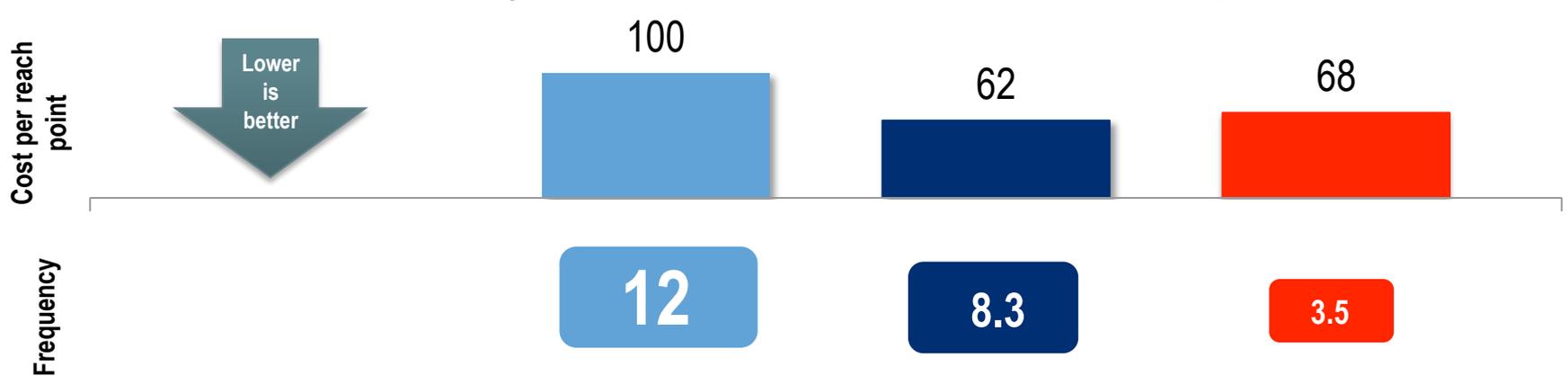
Campaign Reach

CrossMedia Database Reach Ranges
 TV - 60-90%
 Online- 15-50%
 Online Video - 13 -34%

Reach by Medium (% of sample exposed to each media channel)



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



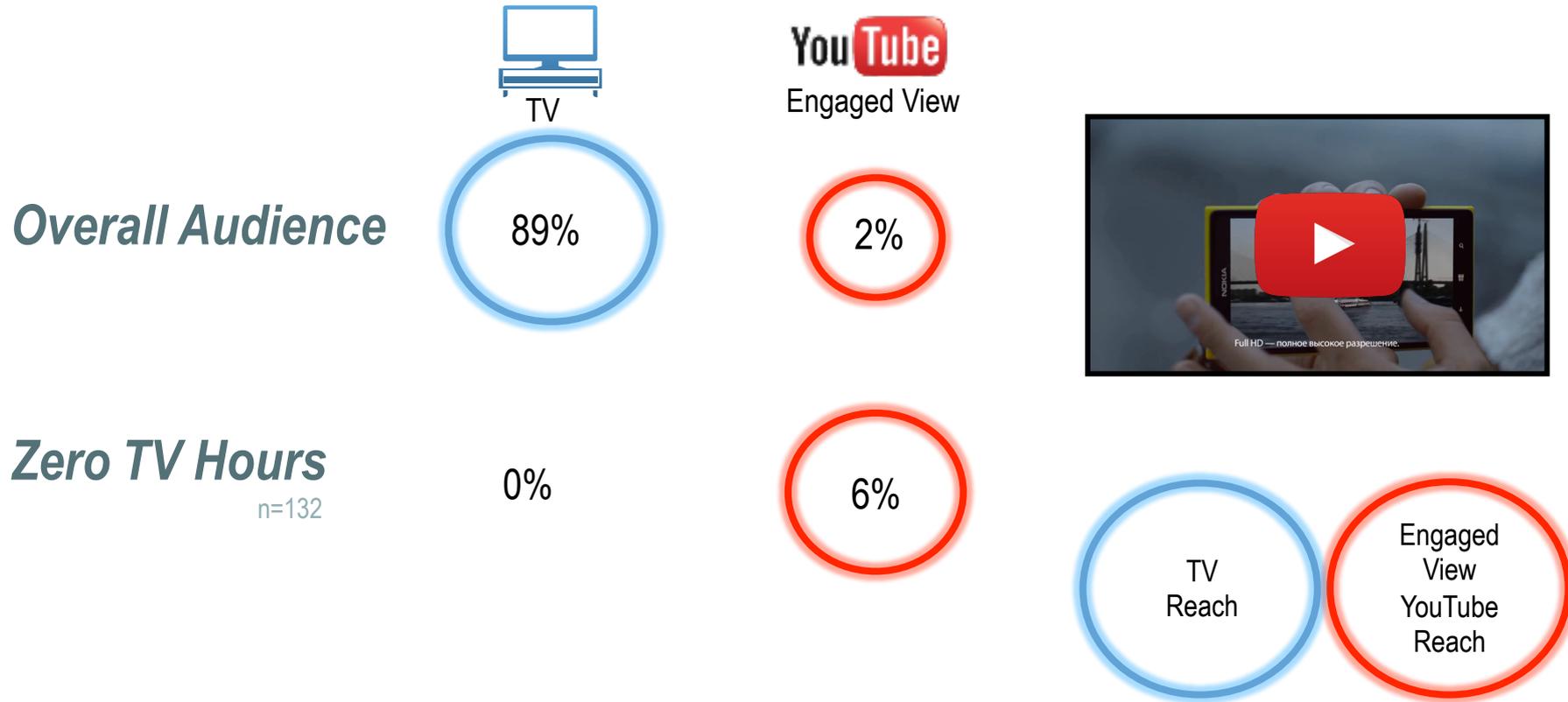
12

8.3

3.5

The Nokia 1520 campaign succeeded in reaching the majority of the target audience (95%). YouTube's reach met our expectations while TV and other online were at the top end of what we would expect them to deliver, both YouTube and online were cost efficient.

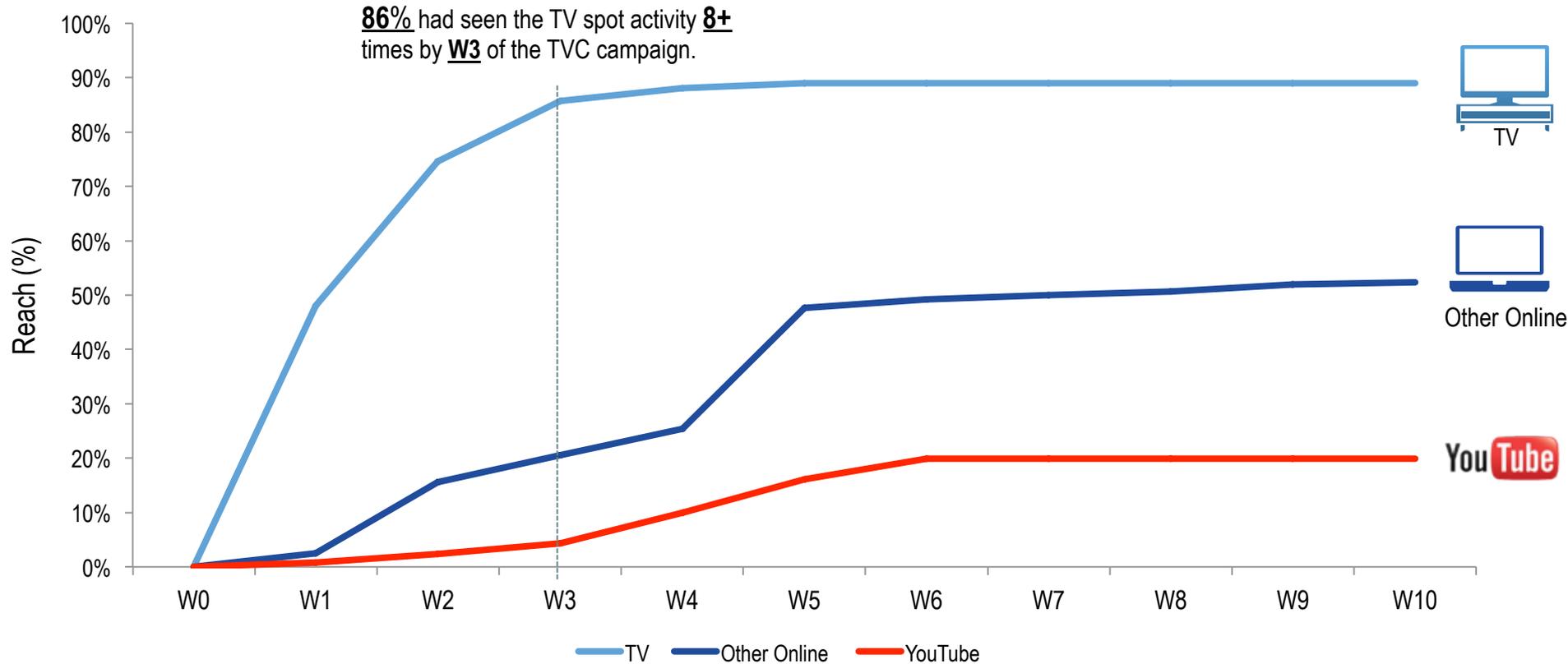
Engaged view Reach



Reach of the engaged view is low (2%) as a result of high exposure to the creative on TV. Exposure of the full view is higher (6%) among those who hadn't had the opportunity to see the ad on TV and were compelled to watch the full video on YouTube.

Reach Build

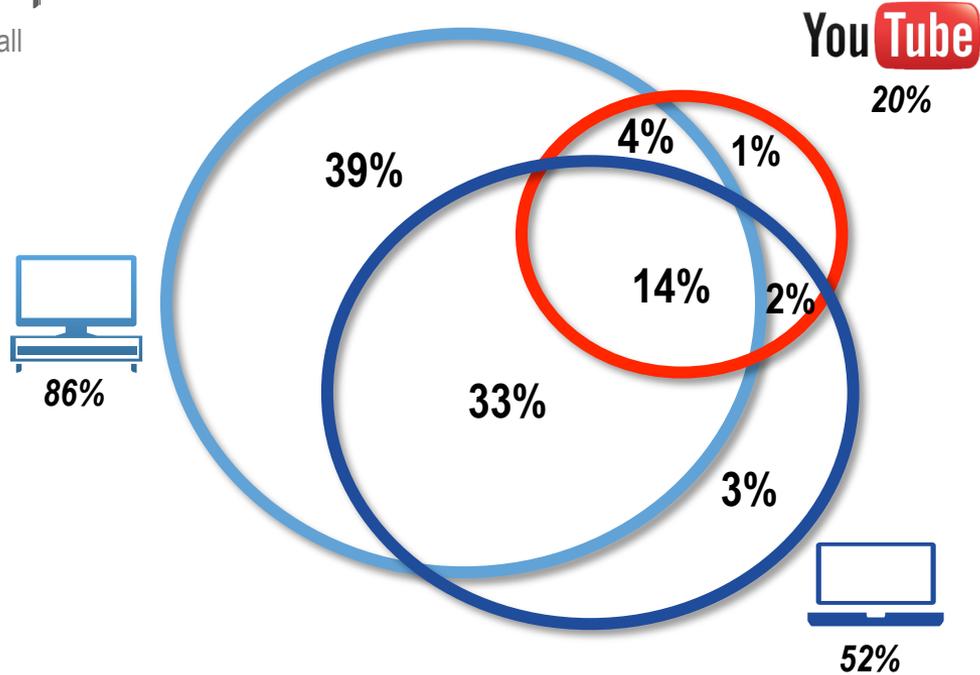
Reach and Frequency



TV reach built quickly in the first two weeks so by the time the YouTube activity started to build in week 3, 86% of the target audience already had 8+ exposures to TV. This means YouTube is adding frequency, as opposed to more discrete reach.

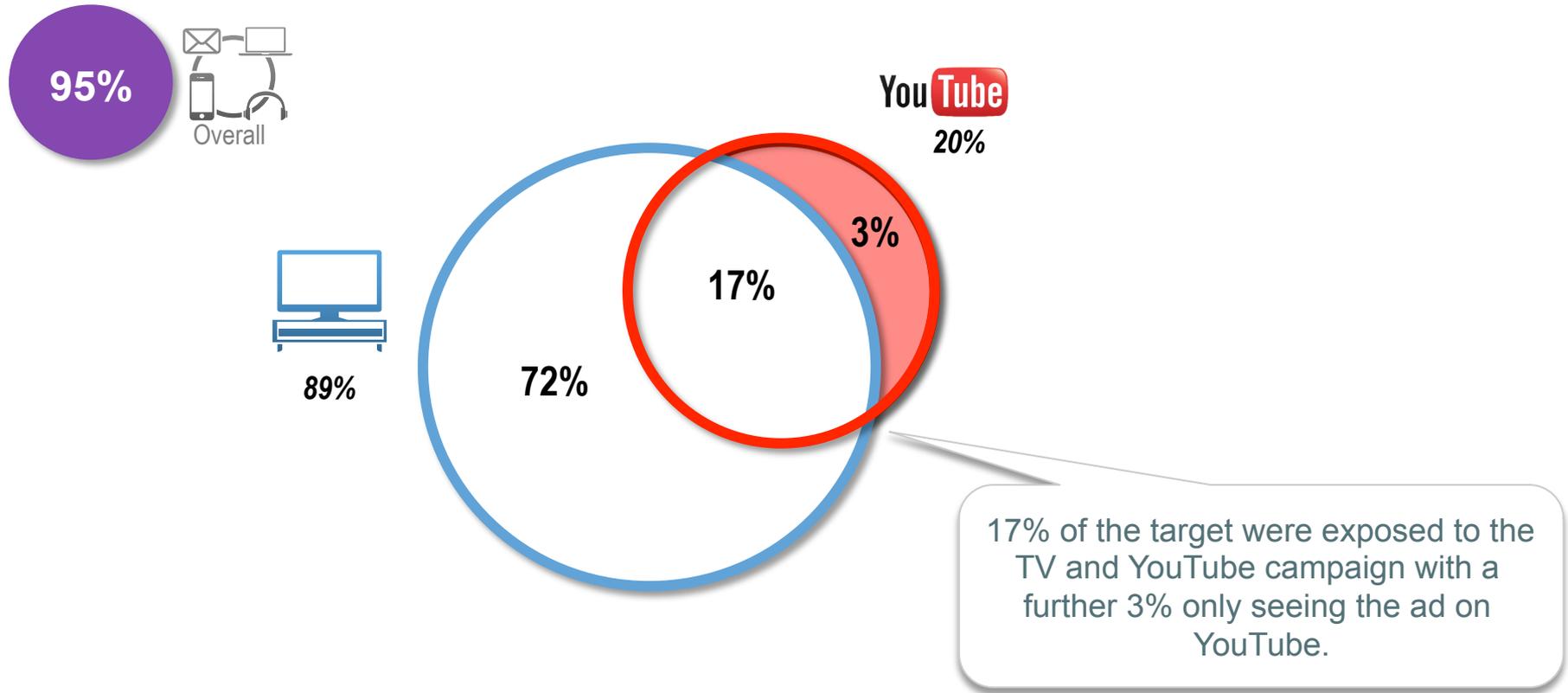
Reach Overlaps

95%



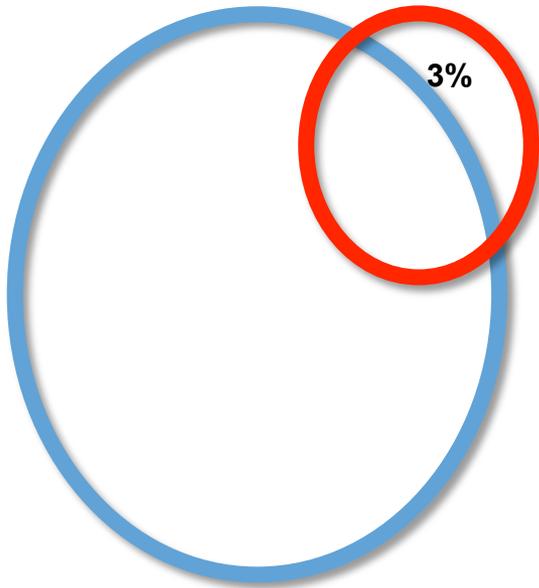
YouTube was able to deliver a 1% incremental reach over and above the high reach of TV and other online activity.

Reach Overlaps: TV & YT



Considering the very high reach of TV (89%), YouTube has done well to achieve a 3% incremental reach over and above this activity.

Profiling of YouTube and Network viewers



YouTube only viewers

46% Male
53% Female

71% 18-34
29% 35-49

52% In Market
48% Not in Market

TV only Viewers



48% Male
52% Female

67% 18-34
32% 35-49

51% In Market
49% Not in Market

YouTube Total Viewers



48% Male
52% Female

67% 18-34
33% 35-49

51% In Market
49% Not in Market



89% reach

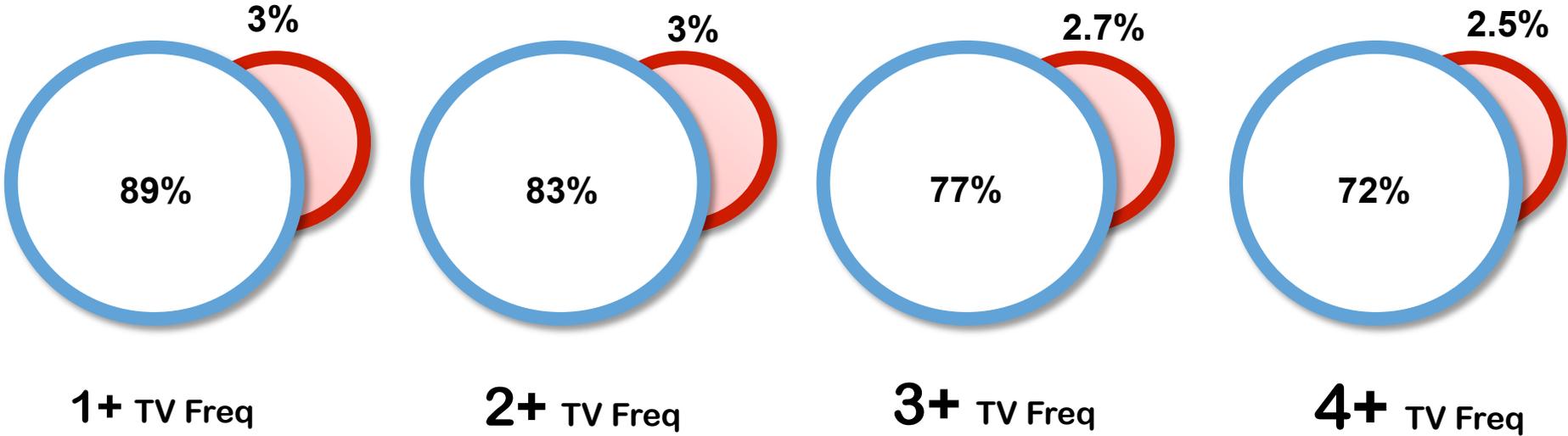
The proportion of younger (18-34) respondents, is slightly higher for YouTube only viewers. YouTube is a good platform for delivering discrete reach to this younger audience who are more difficult to reach by TV.

Incremental Reach: by TV Frequency

Reach and Frequency

TV Reach

Discrete YouTube Reach



As most of the audience have heavy exposure to TV early in the campaign, TV frequency has less impact on the incremental reach of YouTube which remains relatively stable even amongst those that have seen the TV creative several times.

Incremental Reach: TV Viewer Groups

Reach and Frequency

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

High TV Viewers

33+ hrs a week
n=147

Medium TV Viewers

15.5 – 33 hrs a week
n=146

Low TV Viewers

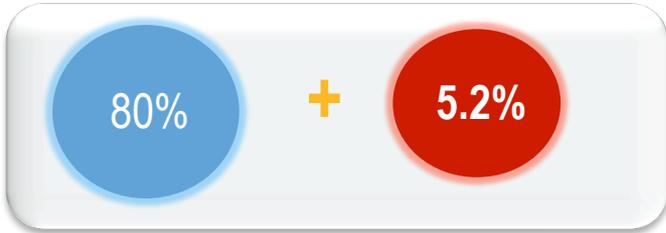
Under 15.5 hrs a week
n=132



+



+



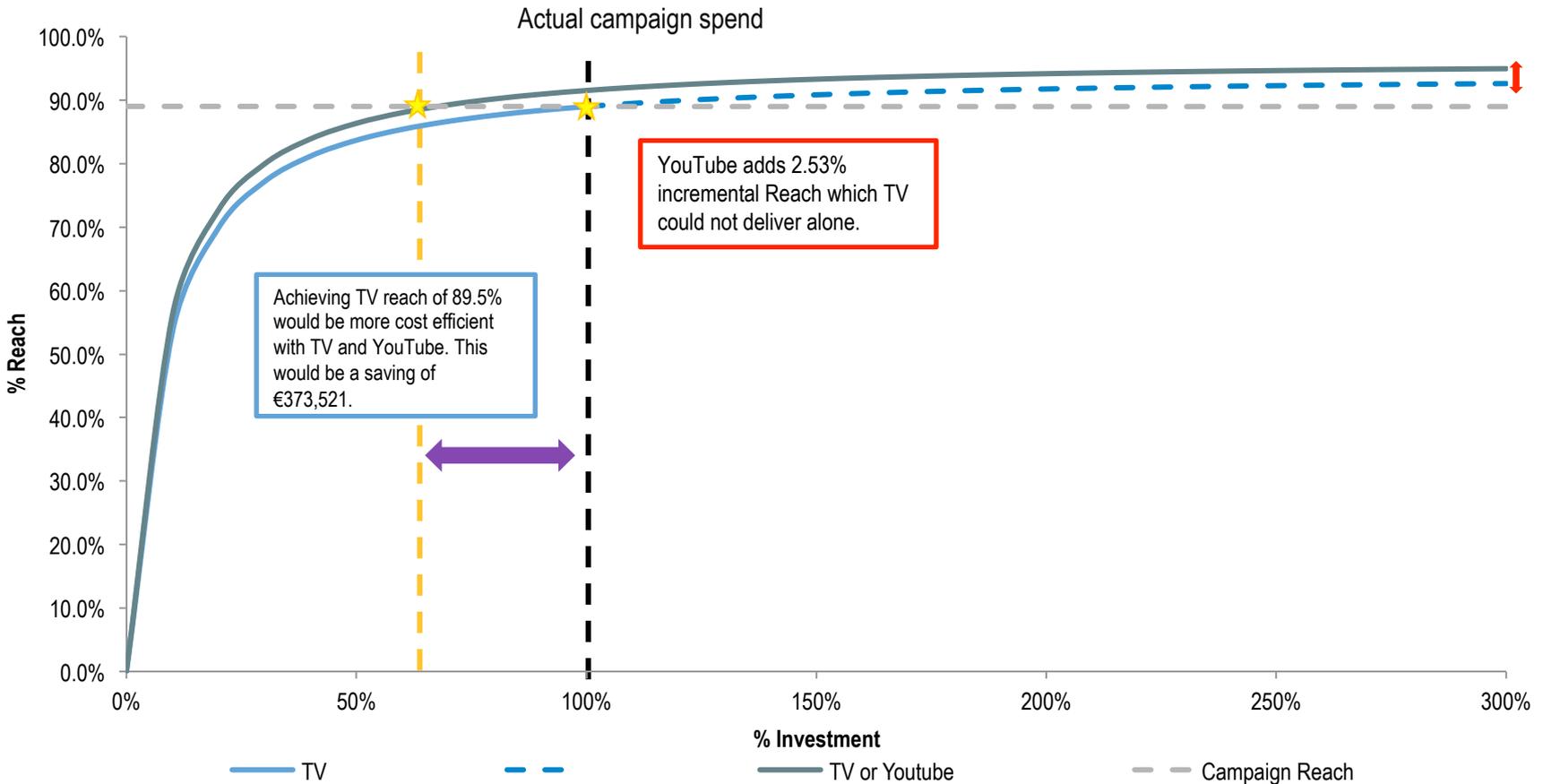
+



YouTube offers greater incremental reach (5.2%) among the light TV viewers even though TV exposure is still relatively high (80%) among this group.

Incremental Reach Build

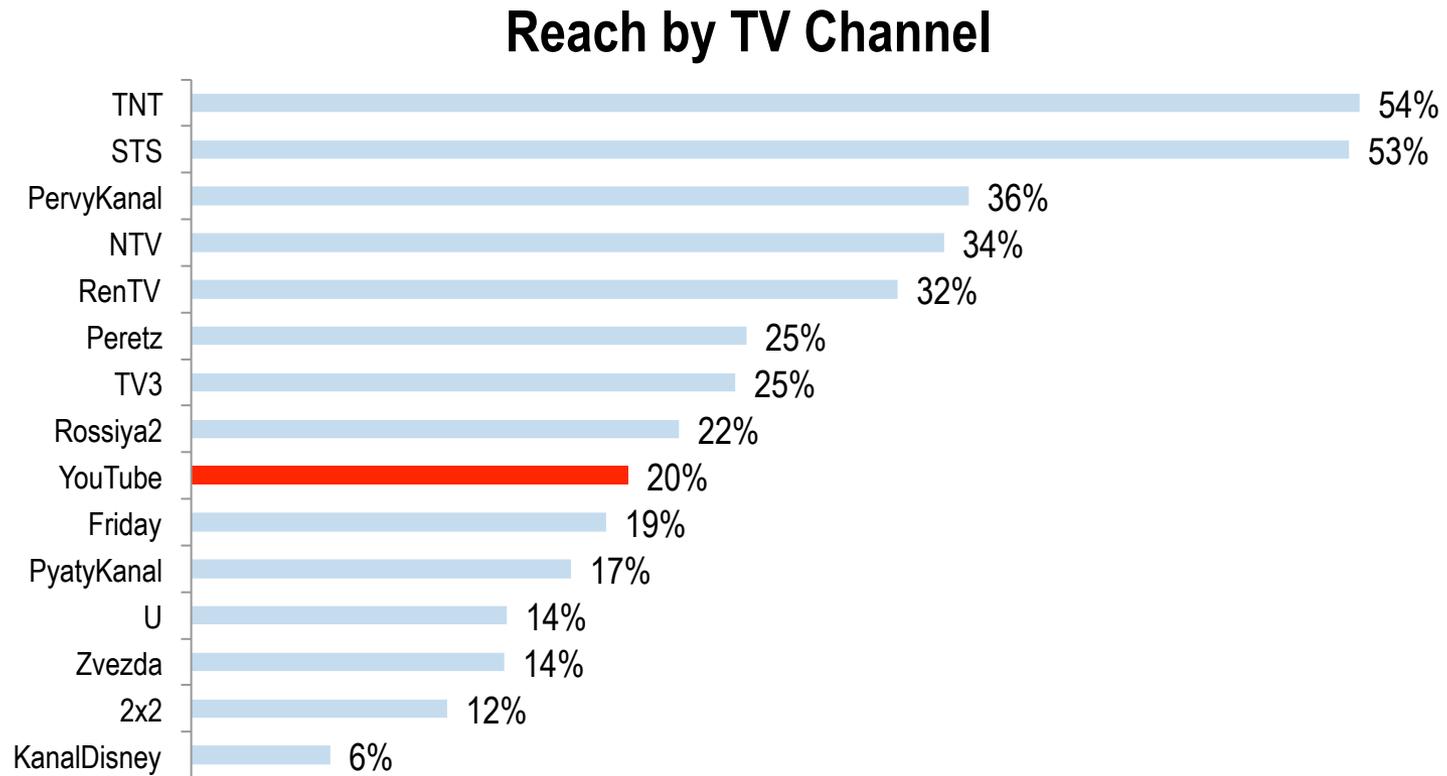
Reach Simulation



Over €373K could be saved through using YouTube and TV together to achieve the same reach as TV alone (89%). Regardless of investment, TV alone could not deliver the final campaign reach without the incremental reach of YouTube.

Reach by TV Channel

Reach and Frequency

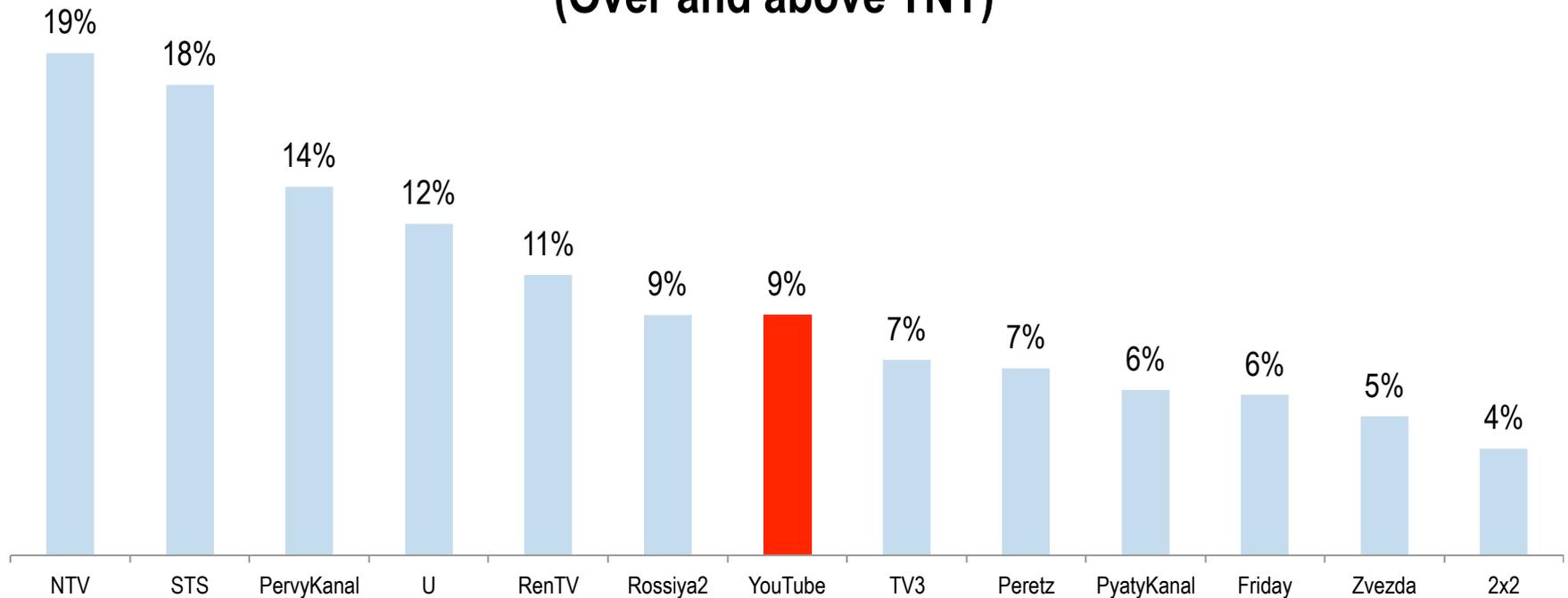


TNT and STS are the highest reaching channels delivering well against this audience. YouTube managed to deliver more reach than 6 TV channels including PyatyKanal.

Incremental reach by TV Channel

Reach and Frequency

Incremental Reach by TVC Channel (Over and above TNT)



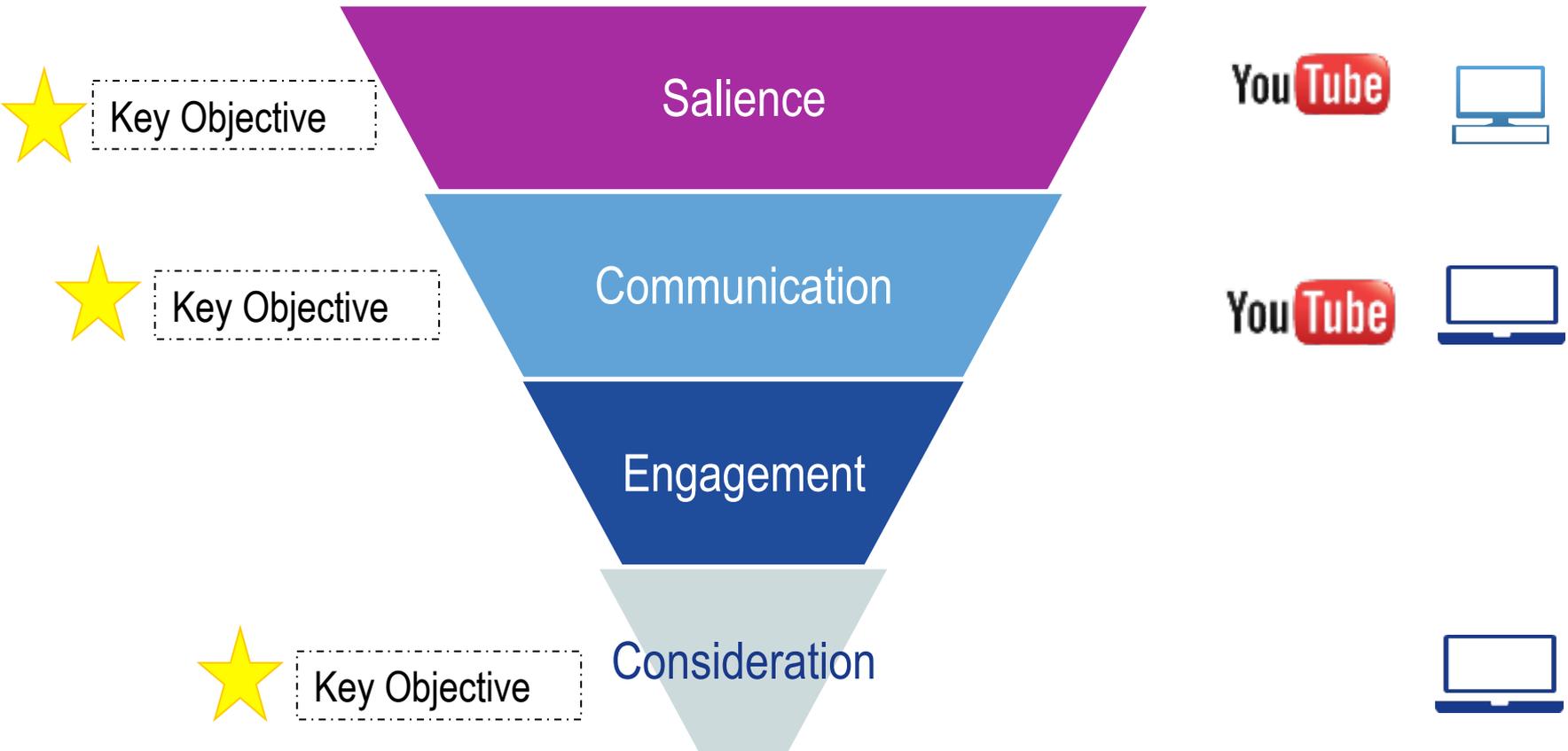
Over and above the dominant TNT channel, YouTube delivered more incremental reach than some of the higher reaching channels such as TV3 and Peretz.

Brand Metrics: Campaign Impact on Nokia Lumia 1520

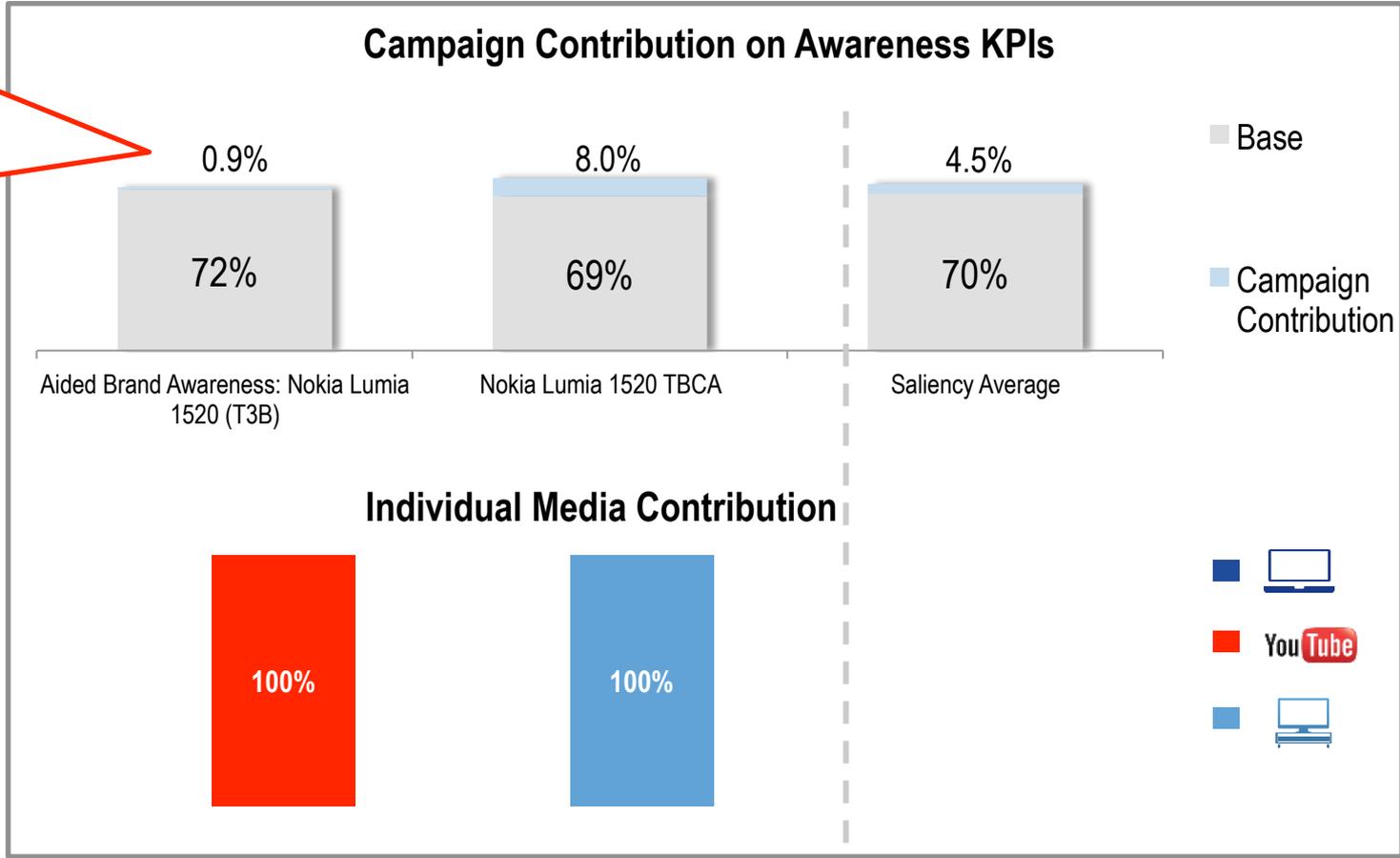
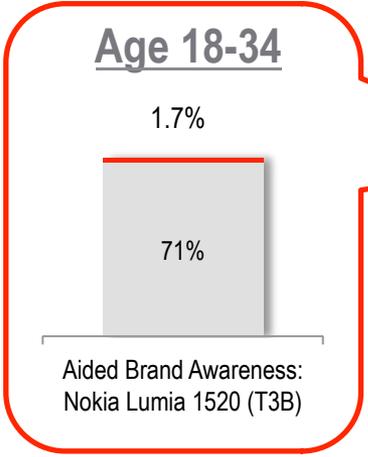
Brand measures and the purchase funnel

Purchase Funnel

Media Channel Contribution



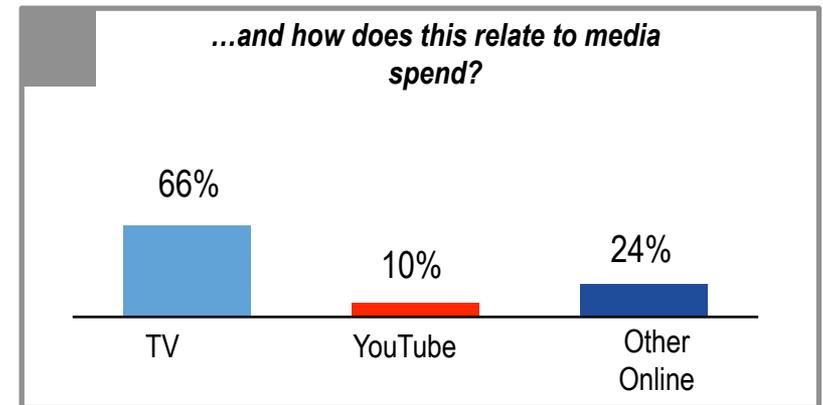
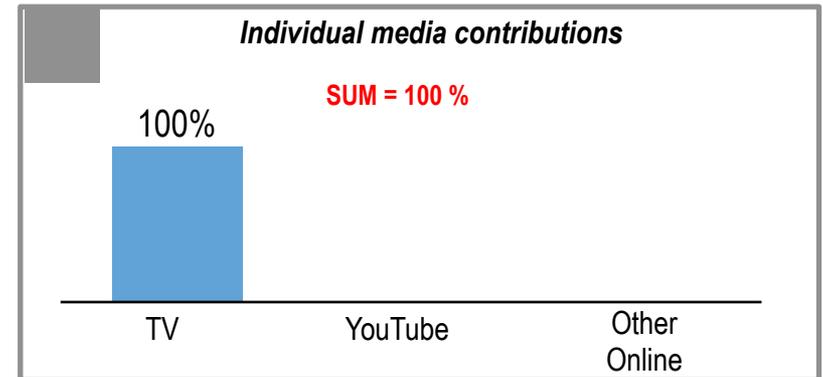
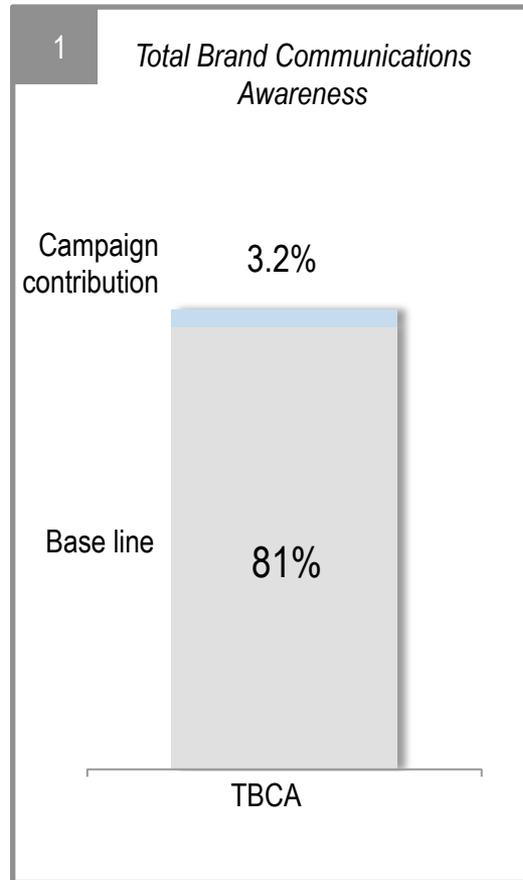
Saliency KPI: Nokia Lumia1520



The campaign delivered notable contributions to saliency measures for the Lumia model, particularly TBCA (8%) driven by TV exposure. YouTube’s modest impact on aided awareness for the Nokia 1520 is commendable given the high reach of TV activity and is driven by a younger audience (18-34).

Q. **Aided brand awareness**- How familiar are you with each of these brands? (This is the smartphone brand I currently own and use regularly, I've bought this smartphone brand previously, I've seen or heard a lot about this smartphone brand but never bought it)
 Q. **TBCA**- Have you seen, heard or read anything about Nokia Lumia 1520 anywhere **recently**?

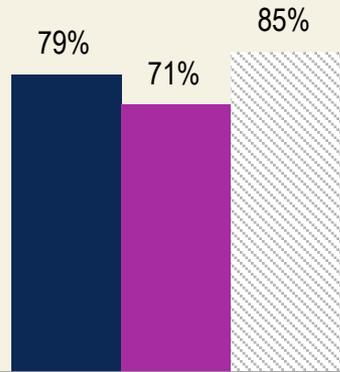
Halo impact on Nokia Brand



Despite a greater impact at the product level, the campaign also increased already high awareness of the parent brand. As with this campaign, we tend to see YouTube contributing more to the product variant whilst TV delivers for the Masterbrand.

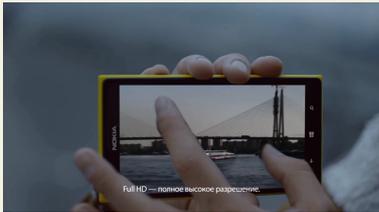
Branding in diagnostics

TV Ad

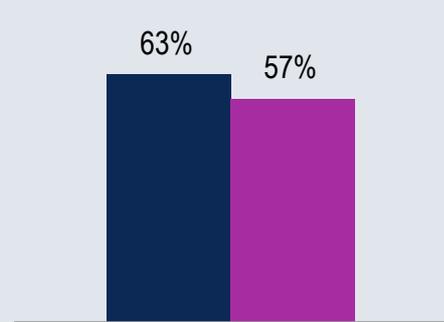


Lumia 1520 TV ad

- Branding Nokia (n=112)
- Branding Nokia Lumia 1520 (n=112)
- ▨ Russia TV Norm (n=442)

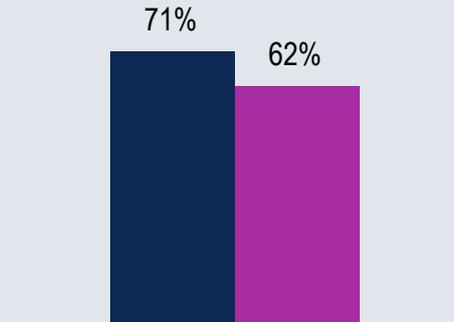
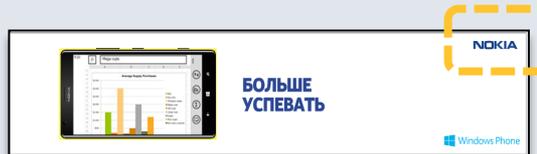


Display Ad's



Lumia Lenta 2 (n=112)

- Branding Nokia (n=112)
- Branding Nokia Lumia 1520 (n=112)



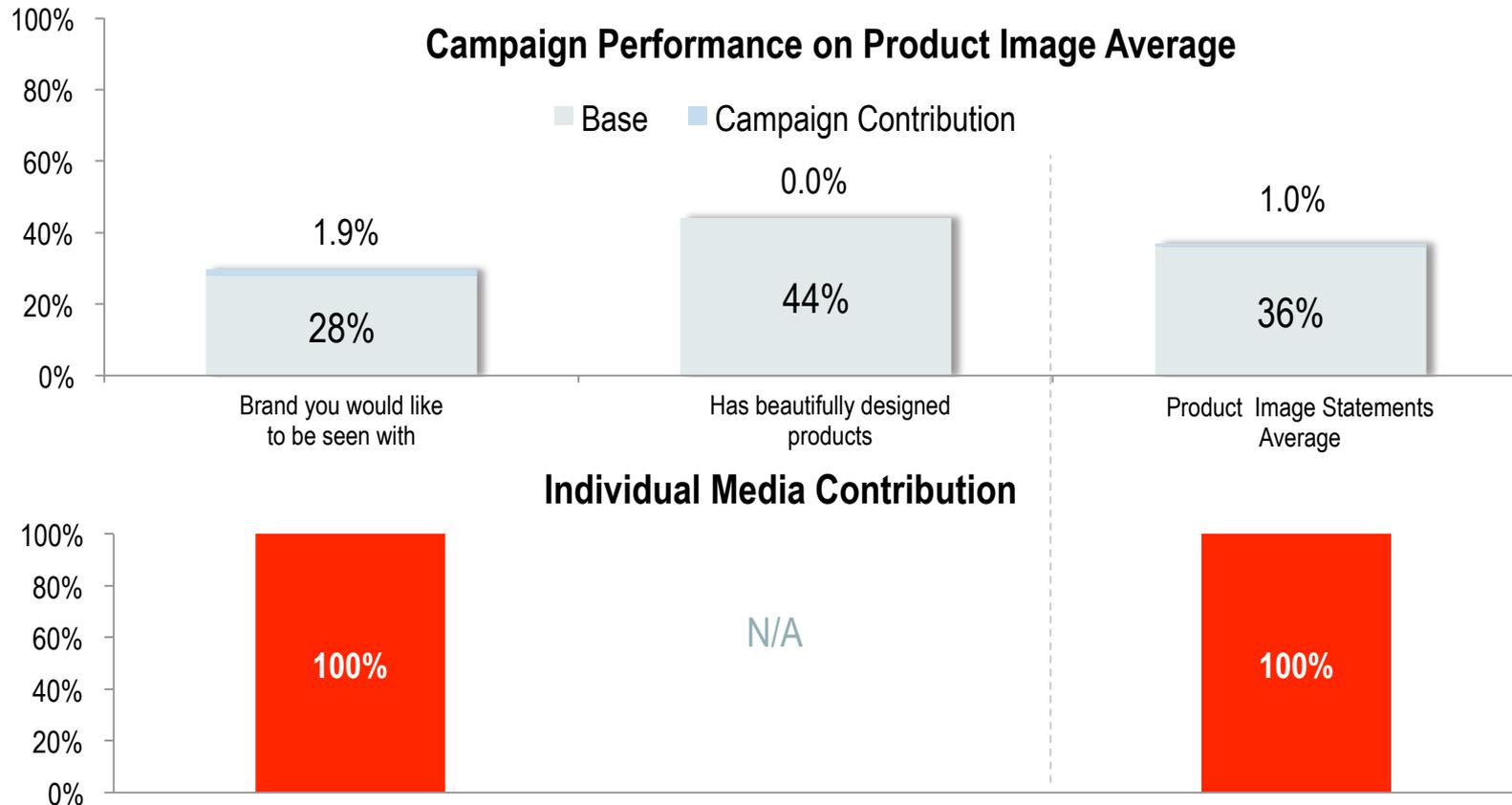
Lumia Lenta 3 (n=112)

- Branding Nokia (n=112)
- Branding Nokia Lumia 1520 (n=112)



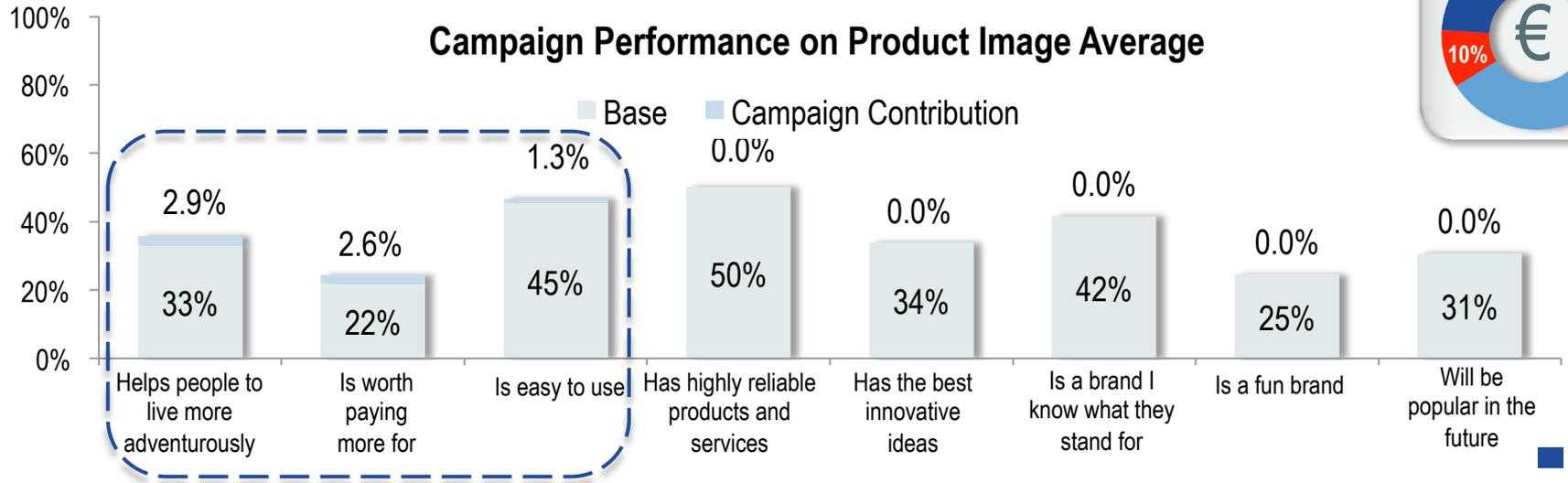
Consistent parent brand presence on the display ad is helping drive higher branding scores for 'Nokia' but the sub brand only appears once and therefore isn't contributing to awareness of the Lumia 1520. Stronger branding in all executions could help drive saliency measures further across channels.

Image Statements KPI: Nokia



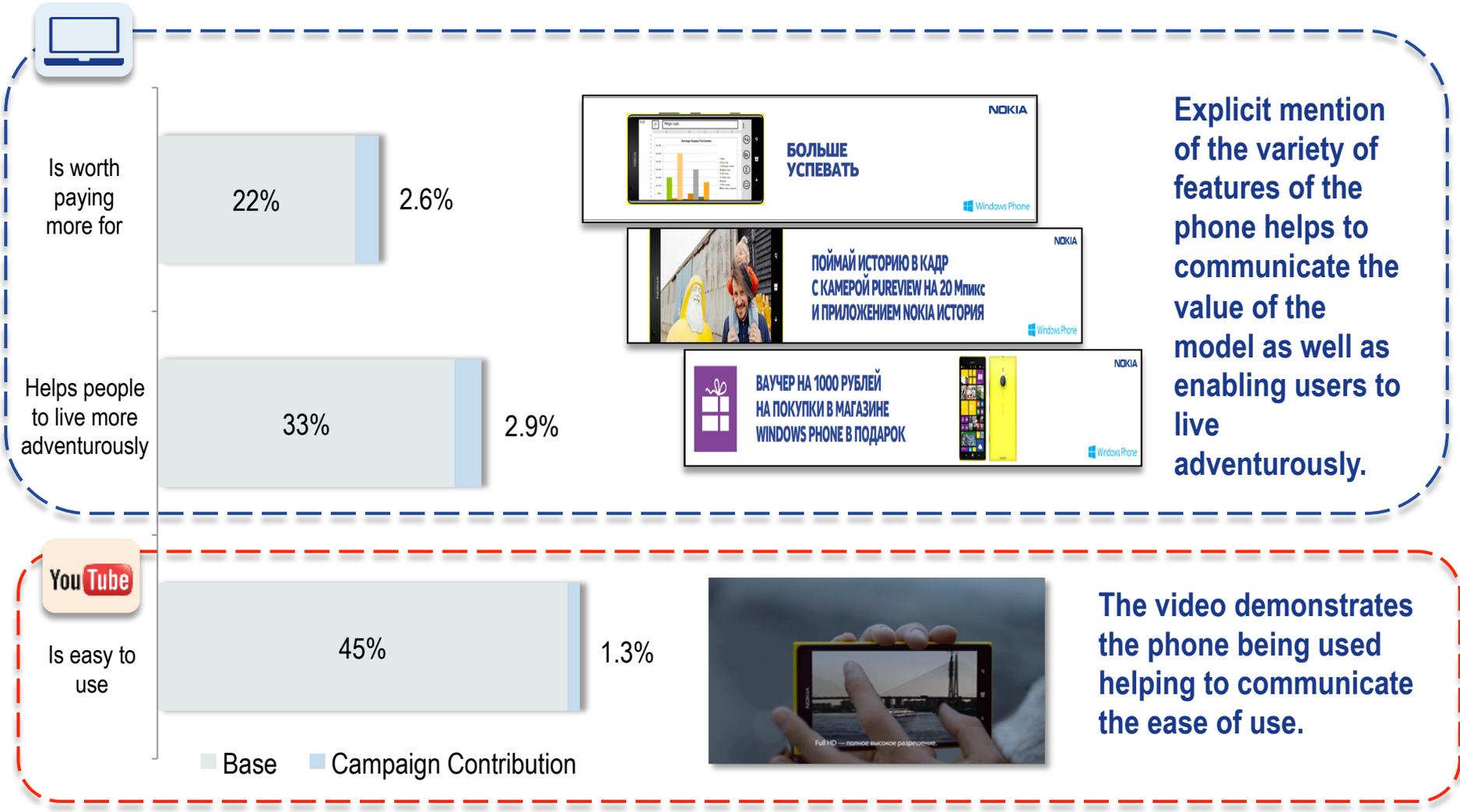
There was an encouraging contribution to one of the key brand perceptions among those exposed to the YouTube campaign. Association with the YouTube platform could be helping to increase respondents perceptions that Nokia is a brand they 'would like to be seen with'.

Image Statements: Nokia

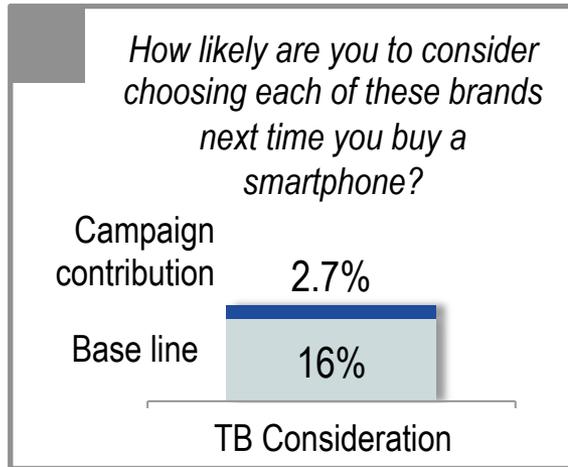
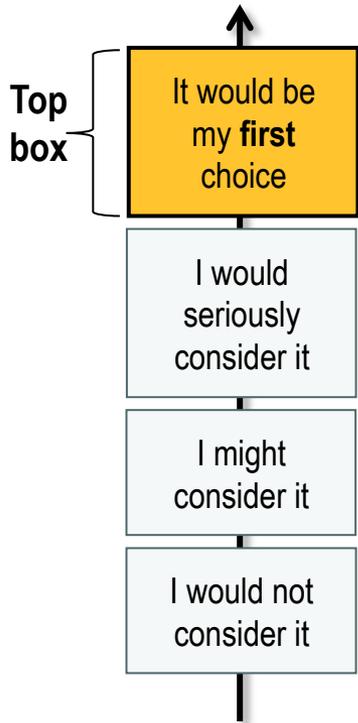


The campaign also contributed to perceptions around value and ease of use but not to more implicit messages. Contributions were driven by online media which is typical given the more lean forward and engaging nature of the channel.

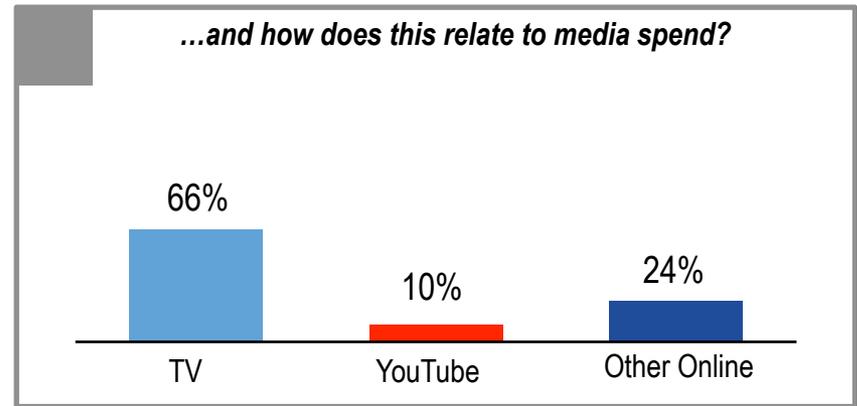
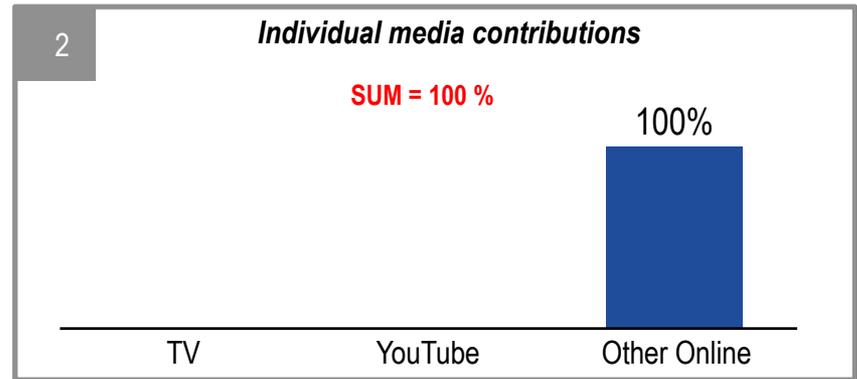
Image Statements: Nokia



Top Box Consideration KPI: Nokia Lumia 1520



“Buy and get a 1000 Rub windows phone store voucher as a gift.”



The campaign has also met consideration objectives, successfully managing to increase consumers considering the Nokia Lumia 1520 as a first choice (top box). This could be being driven by the voucher call to action which is easier to take out on the shorter display creative, delivered at high reach and frequency.

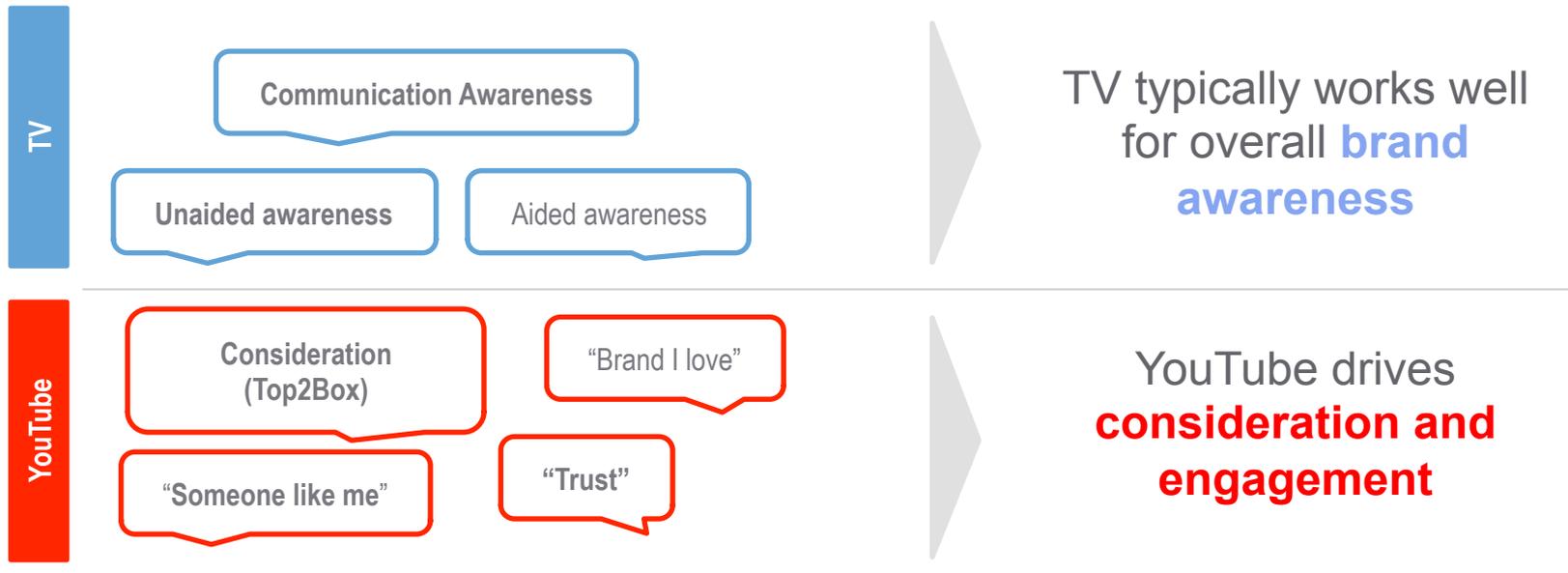
Database findings indicate that YouTube has done well to impact awareness which we usually see being driven by TV, particularly given the high reach of the TV activity for this campaign.

Database Learning

GOOGLE XM LEARNING

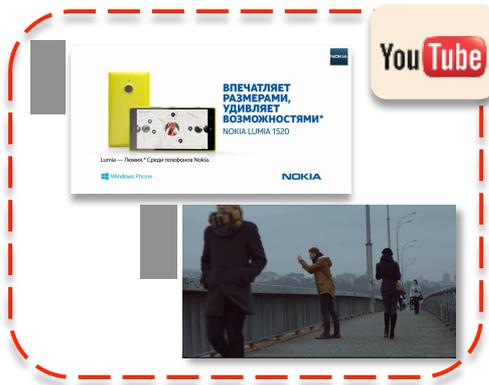
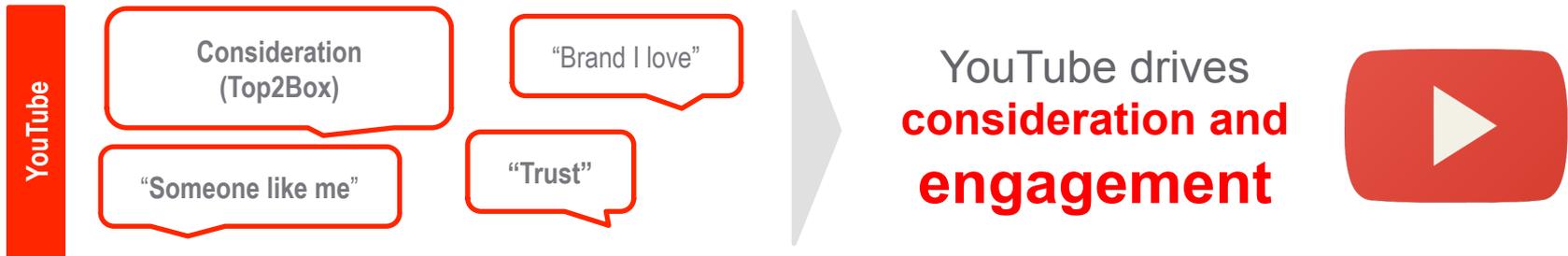
Contribution to the metric

Database Learning



While the targeting capabilities of YouTube reaching people in an active environment has helped drive a key image statement, there is potential for it to do more in terms of communication and consideration.

Harness the potential of YouTube

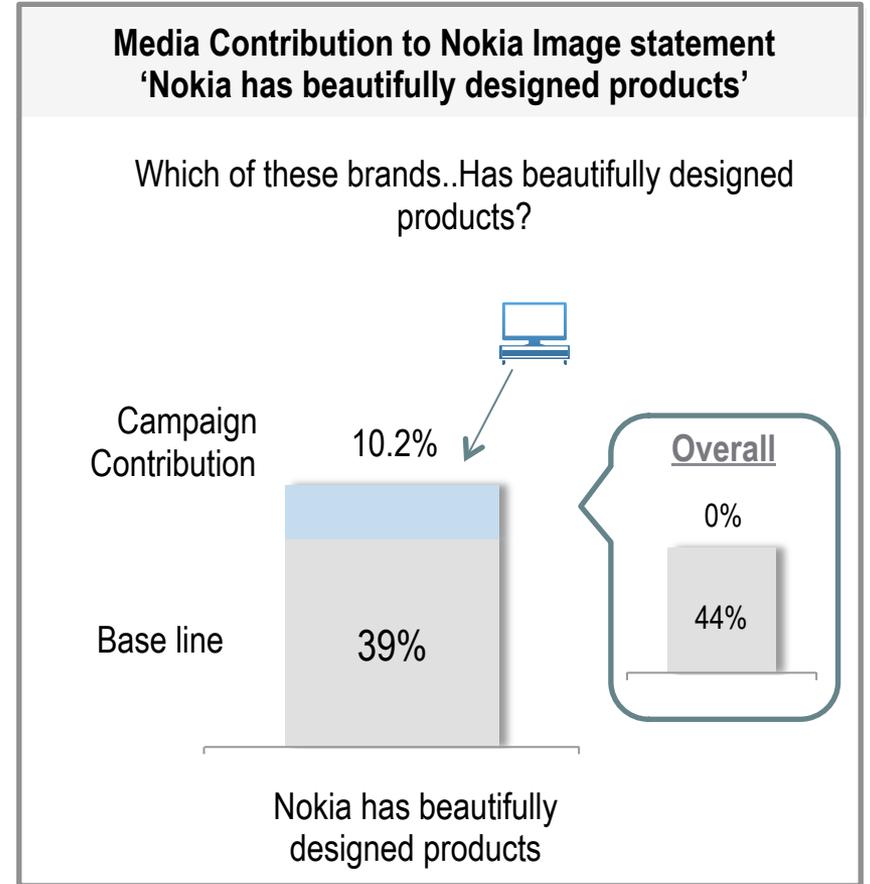
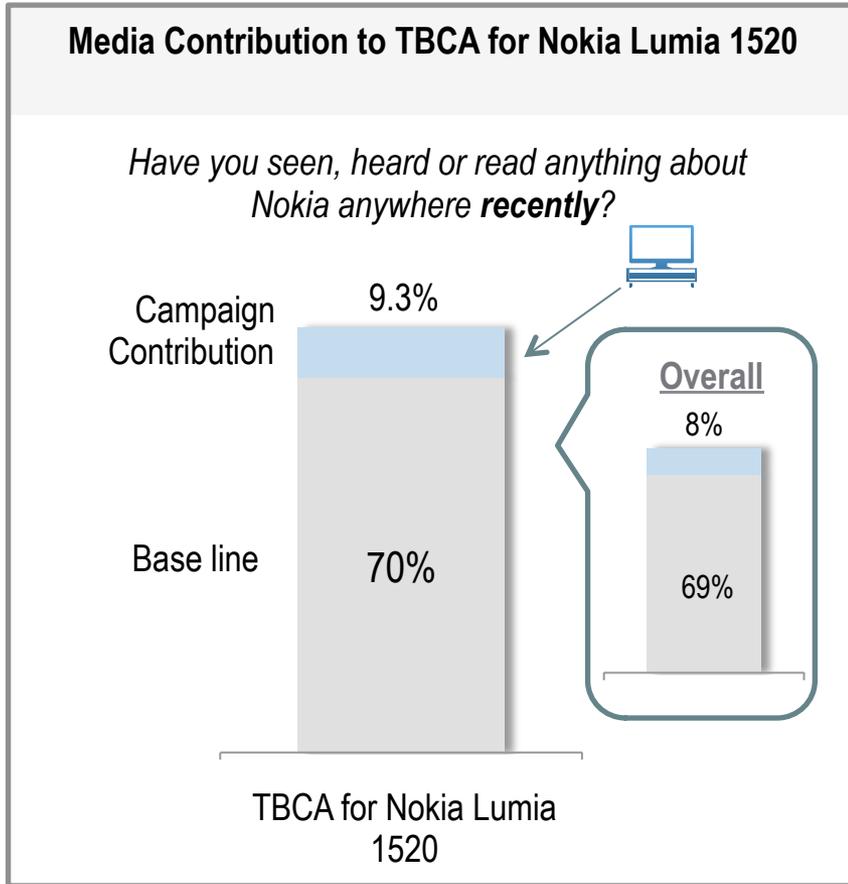


The YouTube creative is already doing a good job at adapting to the online environment by providing new information about the product in the first frame. However, there is room to better utilise YouTube to deliver greater contribution to engagement and consideration metrics:

- **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.
- Ads on YouTube can both refresh offline campaigns and providing a new platform for a different kind of storytelling.
- YouTube content retains attention for longer durations so can run longer ads.
- Utilise cookie data to avoid recycling the same creative and deliver a variety of messages to your YouTube audience.



Campaign Objectives: In Market (Next 6 Months)



It is positive to see those in market for an upgrade have increased awareness for the Lumia 1520 as a result of exposure to the TV campaign. Their involvement in the category makes them more likely to take out key implicit messaging, driven by the high reach of TV.

Simulations: Optimising Campaign Impact

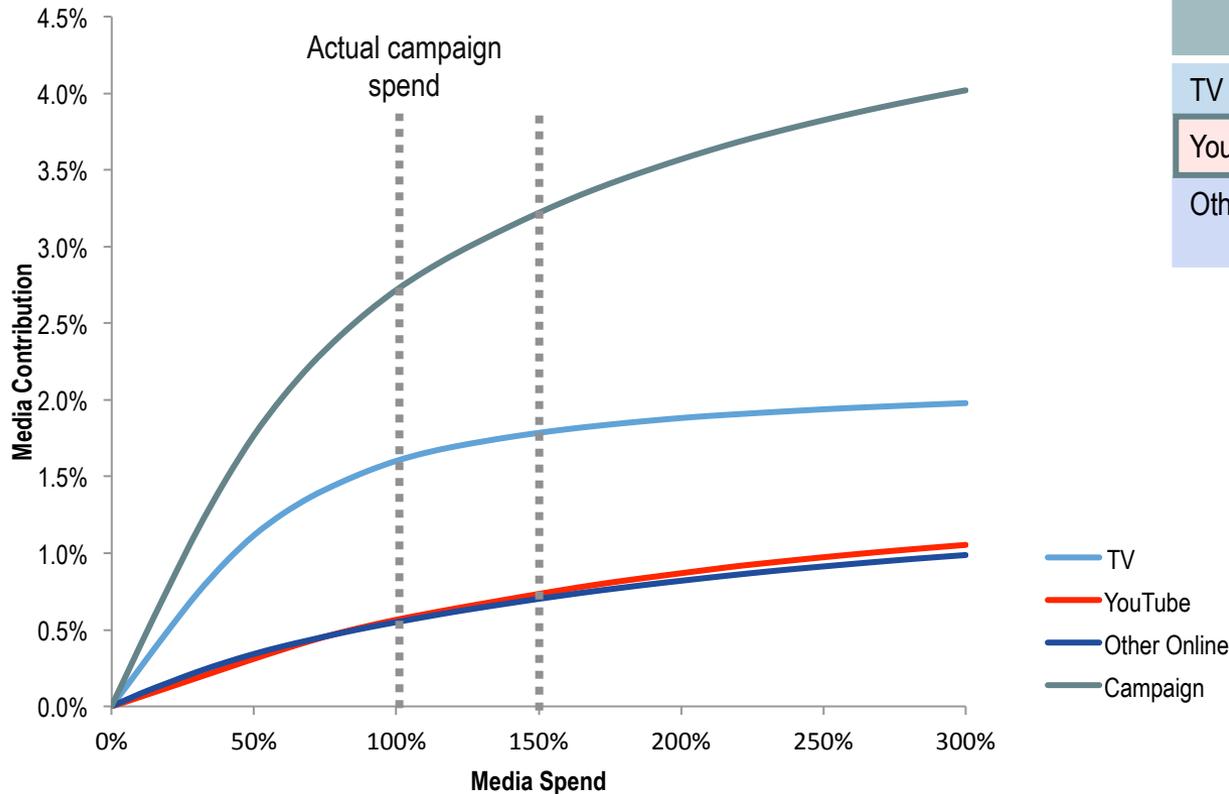
Media Contribution for Campaign KPI



Campaign impact and spend at 150% investment

	% inc in campaign contribution	Cost of increase in contribution
TV	0.19%	€740,511
YouTube	0.16%	€113,553
Other Online	0.15%	€266,192

Campaign KPI Simulation of Media Contribution



Campaign KPI

Saliency Measures for Lumia 1520

- TBCA for Lumia 1520
- Aided awareness for Lumia 1520

Top Box Consideration for Lumia 1520

KPI Image Statements

- Has beautifully designed products
- Is a brand I would like to be seen with

While there is headroom for all channels to contribute further to the campaign KPI, YouTube and Other Online deliver a similar increase in contribution for significantly less investment, with YouTube being the most efficient.

Spend Scenarios: Campaign KPI

	% Campaign Spend	Reach	 89%	 20%	 52%	Campaign Contribution
Actual Campaign	100% €2,240,499	100%	100%	100%	100%	2.72%
Budget Reallocation Scenario						
		Reach	85%	23%	43%	
Reduced Spend	72% €1,609,010	60%	200%	50%		2.47%
		Reach	87%	23%	56%	
Same Spend	100% €2,236,256	70%	200%	140%		2.91%

By reducing TV spend by 30% and reallocating spend to digital channels, campaign impact could be improved.

Recommendations

Recommendations

1

Campaign reach was very high, mainly driven by TV (89%) and other online (52%). Despite this, YouTube was still able to add incremental reach, particularly lighter TV viewers.

- Continue using YouTube and other online activity in addition to TV to achieve reach more cost efficiently.
- Investing more in YouTube will increase reach further and help hit the harder to hit light TV viewers

2

While TV was the main contributor to saliency and parent brand measures, YouTube and the other online activity have done a good job at driving brand communications. A strong call to action also enabled other online to increase first choice consideration for the Lumia 1520.

- Continue to use a media mix to drive different product and parent brand KPI's.
- Increase the impact of YouTube on consideration by utilising made for web ads to tell a different story to the TV creative.

3

There is headroom for all channels to contribute further to the campaign KPI but YouTube and Other Online deliver a similar increase in contribution for significantly less investment compared to TV.

- A higher contribution of 2.91% could have been achieved by reallocating spend from TV into YouTube and other online. Continue to use digital to help drive campaign impact more cost effectively.