

# McDonald's Shrimp Roll Campaign Research Russia Q4 2013

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CROSSMEDIA CAMPAIGN EVALUATION

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# Campaign Background

# Campaign Recap: Objectives and Media Plan

## CAMPAIGN OBJECTIVE:

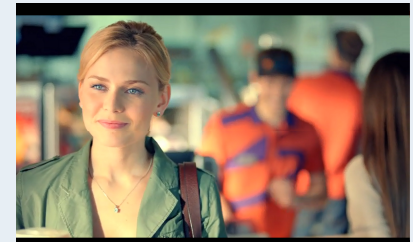
*Build awareness and consideration of the McDonald's Shrimp Roll*

Medium	August	September	October
TV 			
Online (YouTube and GPMD)			
Outdoor 			
Research Recruitment			



# Creatives

## AV (TV and YouTube)

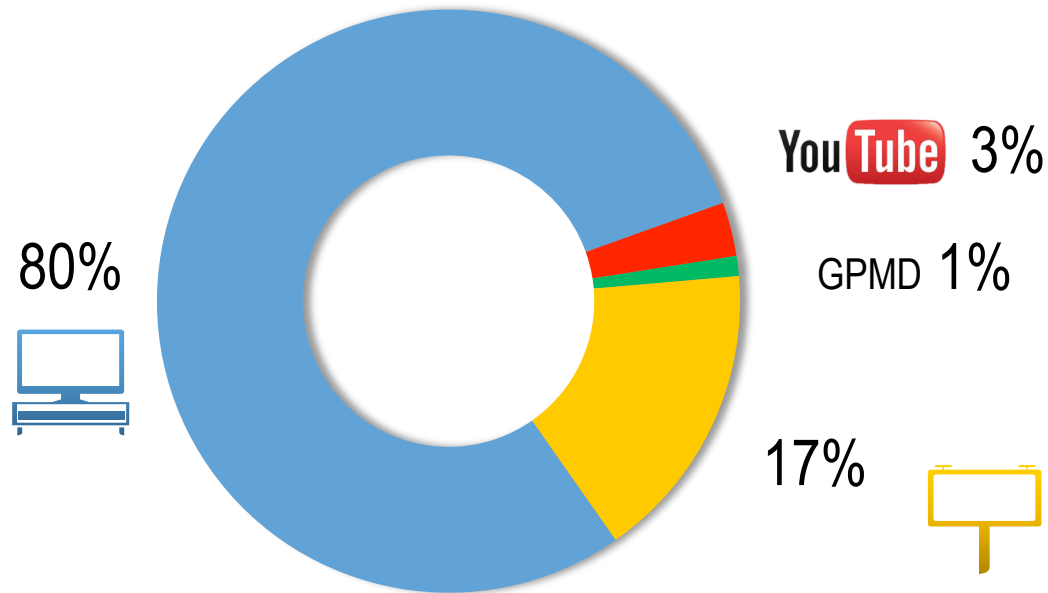


## ООН



# Investment

Campaign Investment\* by Medium



TV accounted for the majority of campaign spend, with 3% of overall investment allocated to YouTube.

# 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.



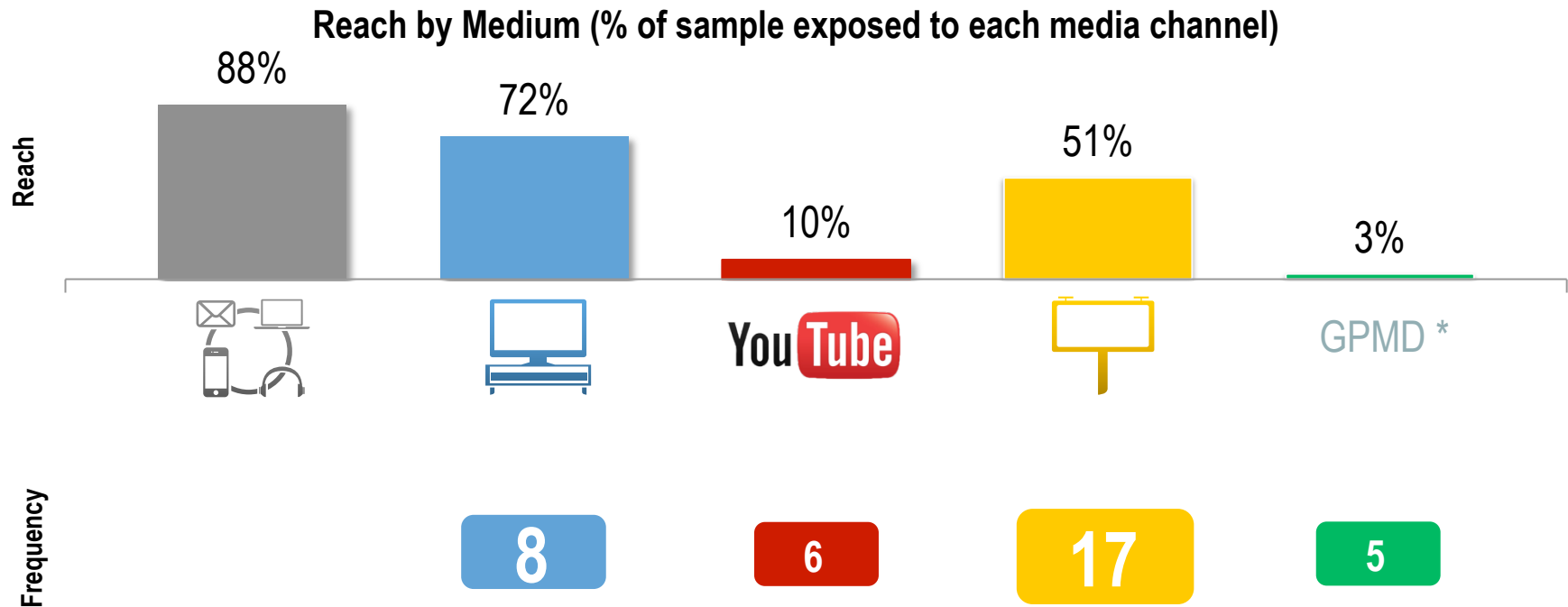
**1,396** (396 Predisposition, 1000 Campaign)  
Campaign Targeting: Adults 16-45

*Best-in-class Multimedia Evaluation*

# Media Metrics: Reach and Frequency

# Campaign Reach – Russia Overall

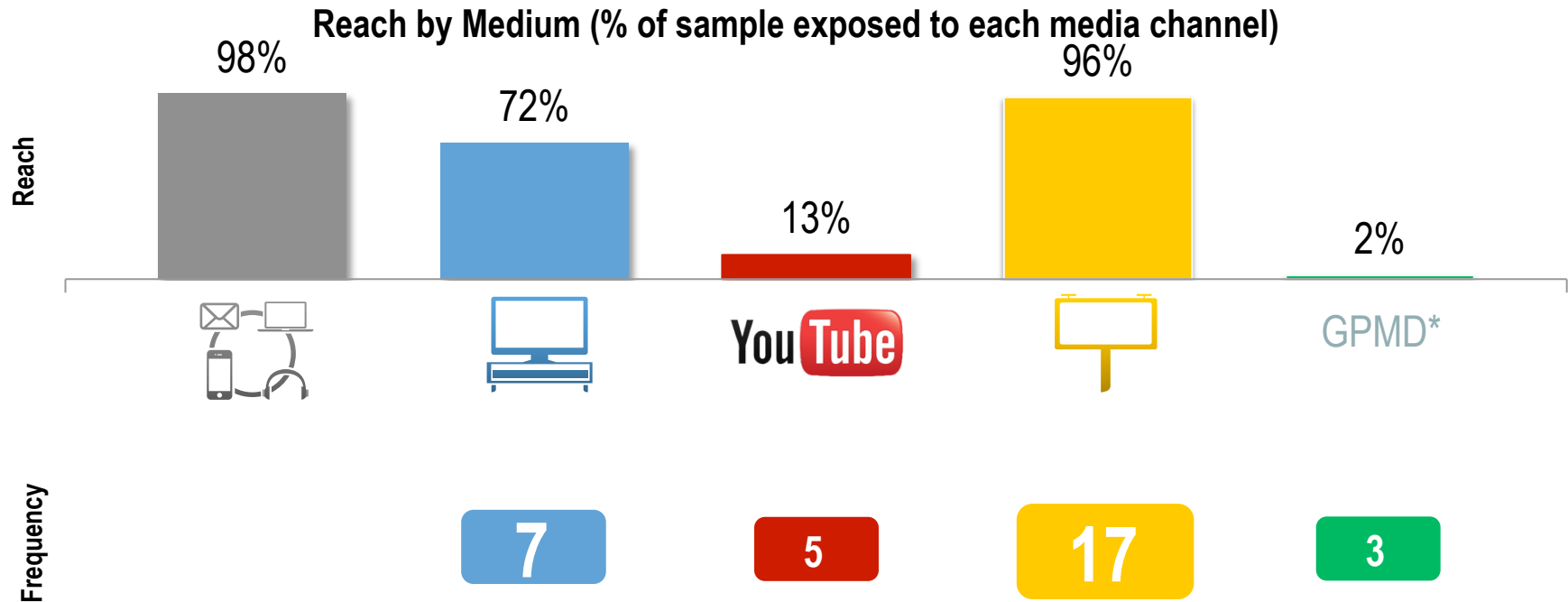
**CrossMedia Database Reach Ranges**  
TV - 60-90%  
YouTube - 13-34%  
Outdoor - 25-65%  
(Based on 122 European studies)



*Overall the campaign reached 88% of the target audience, with TV achieving the highest reach. Outdoor delivered 51% reach and a high frequency while YouTube reached 10% of this audience.*

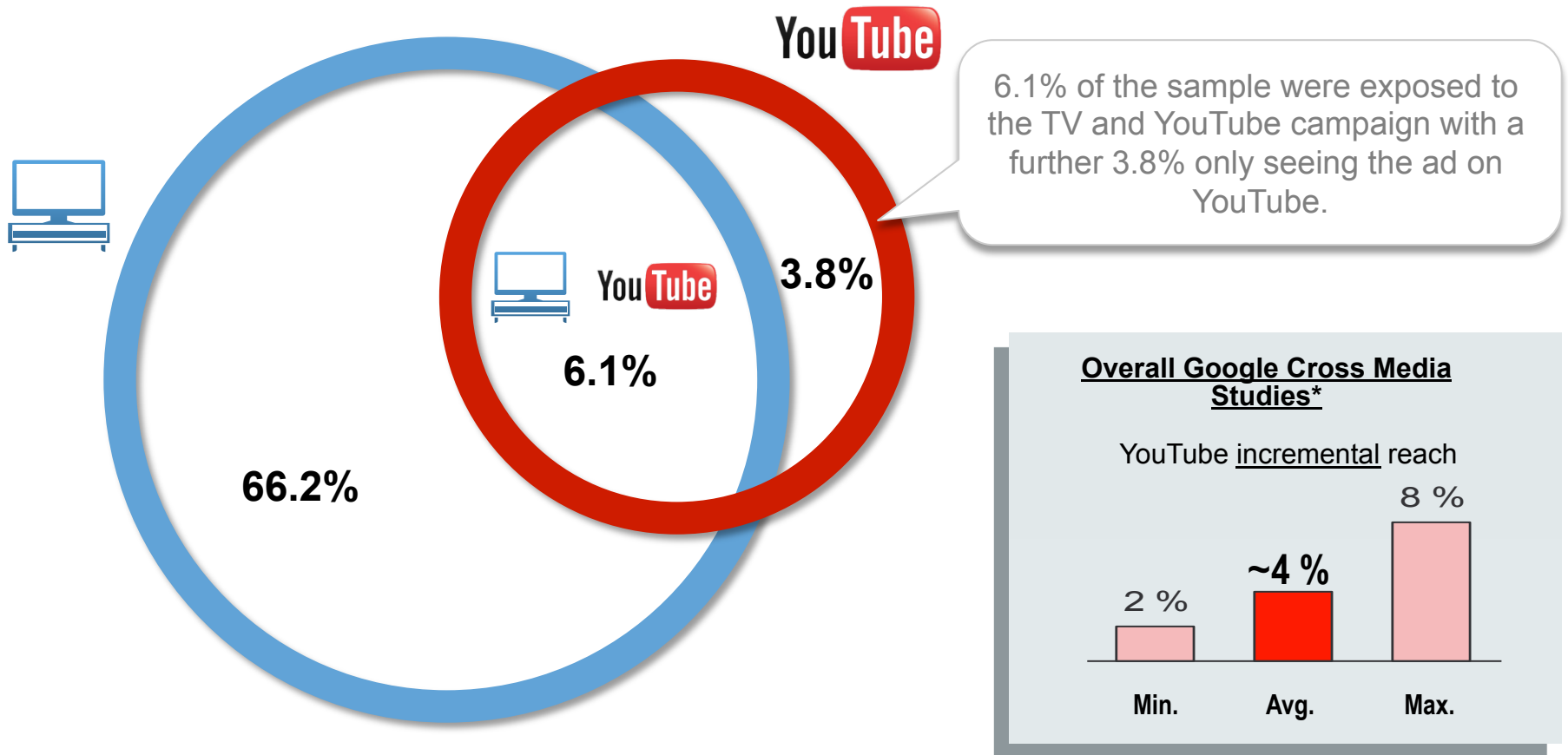
# Campaign Reach - Moscow

**CrossMedia Database Reach Ranges**  
TV - 60-90%  
YouTube - 13-34%  
Outdoor - 25-65%  
(Based on 122 European studies)



*Overall the campaign achieved a higher reach for YouTube and Outdoor in Moscow. Due to a higher share of voice in Moscow, Outdoor reach is coming through at 96% among the target.*

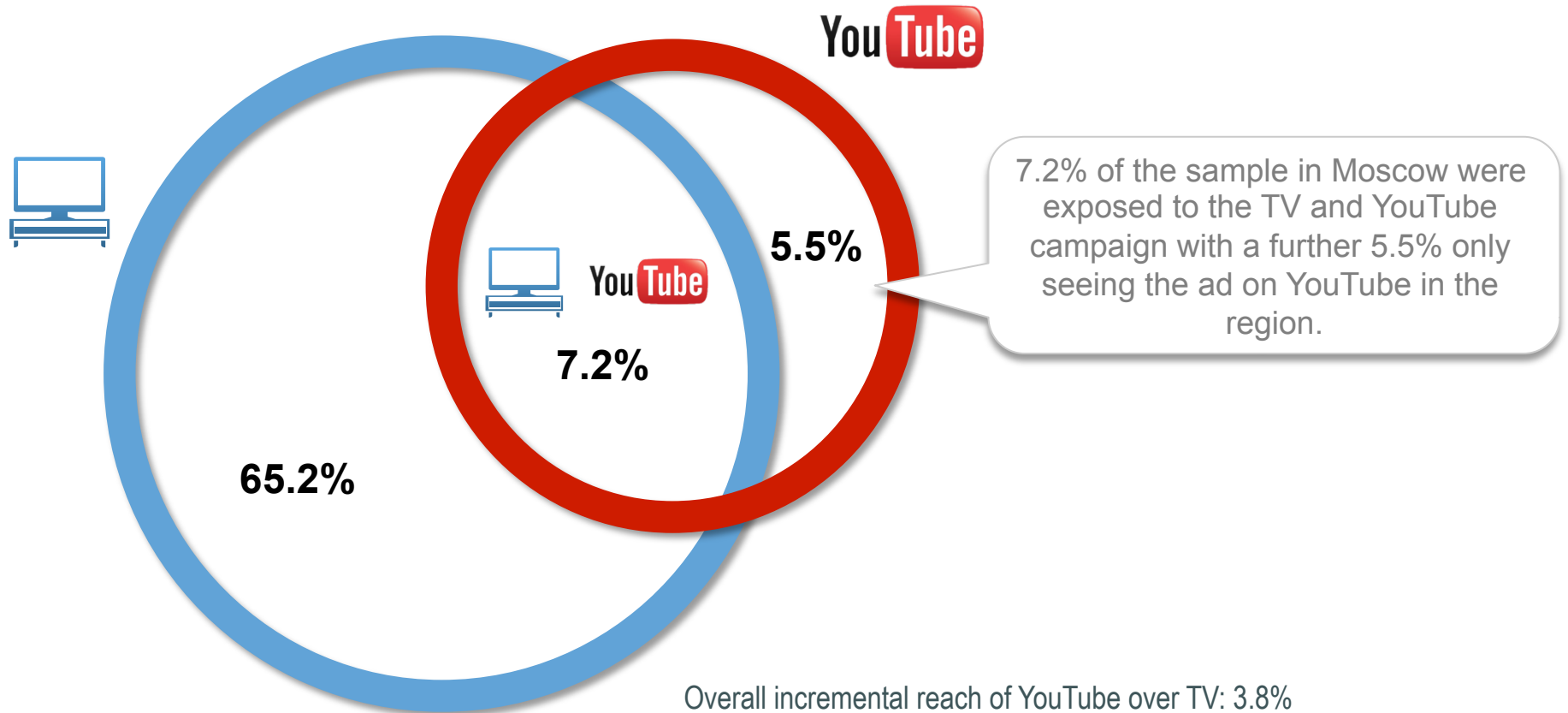
# Reach Overlaps



*Overall YouTube delivered 3.8% incremental reach over and above TV, which is in line with the average incremental reach we've seen across other Google campaigns.*

\*Source: 9 Cross Media studies across European emerging markets (RU, PL, CZ, KSA, IL), 2013, Millward Brown & Google

# Reach Overlaps: Moscow



*In Moscow, YouTube delivered a higher incremental reach achieving 5.5% reach over and above TV.*



# Reach by TV Viewer Groups

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

## Heavy TV Viewers

More than 3 hours per day  
459 respondents

TV  
Reach

97%

YouTube  
Reach

6%

Discrete YouTube  
Reach over TV

0%

## Medium TV Viewers

1.5- 3 hours per day  
484 respondents

86%

11%

2%

## Light TV Viewers

Less than 1.5 hours per day  
454 respondents

34%

12%

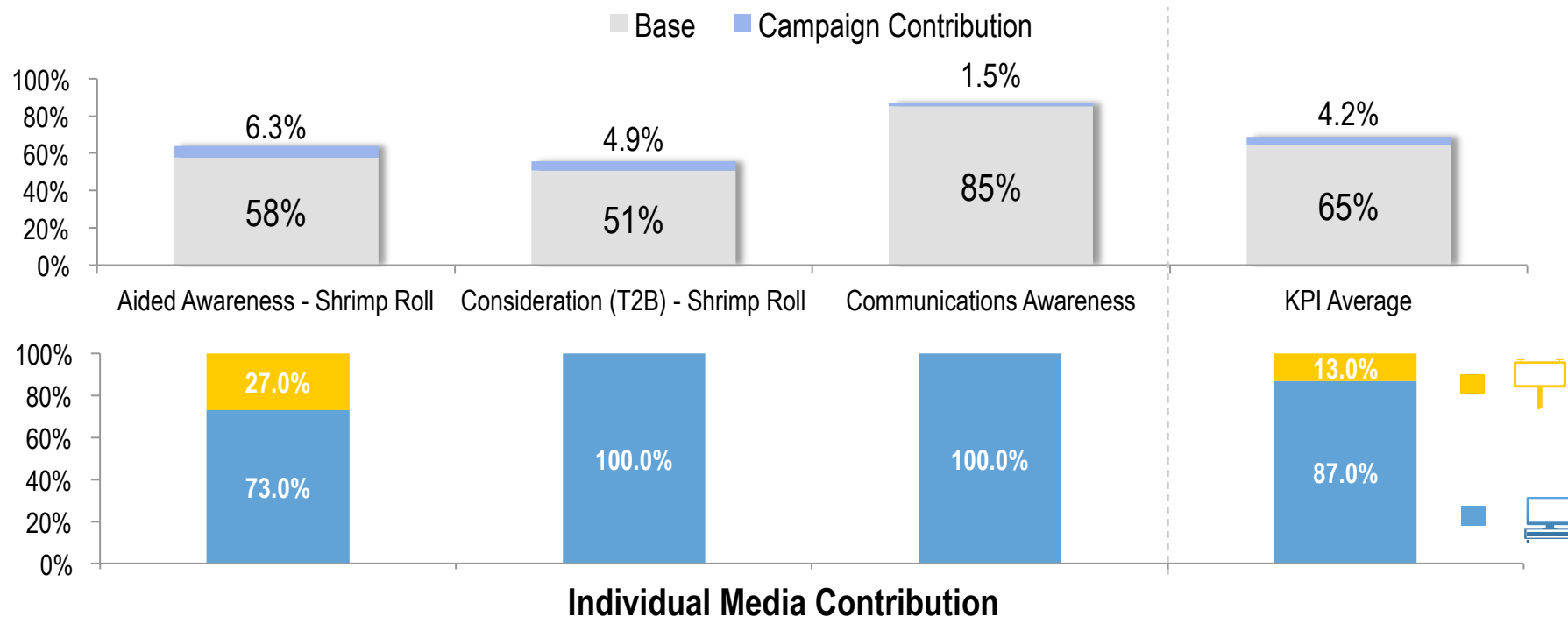
9%

*While TV mainly reaches heavy and medium TV users, YouTube reaches all viewer groups. YouTube was able to achieve 9% discrete reach among light TV viewers.*

# Campaign Impact: Brand Metrics

# KPI: Campaign Specific Measures

## Media Contribution to End of Campaign Performance on Campaign KPI Average\*



*Overall TV and Outdoor contributed 4.2% to key KPI measures. As we have seen in other XMOS studies, TV has contributed strongly in driving awareness. The high investment in TV makes it hard for YouTube to deliver anything on top of what TV has done, especially when the ads were the same.*

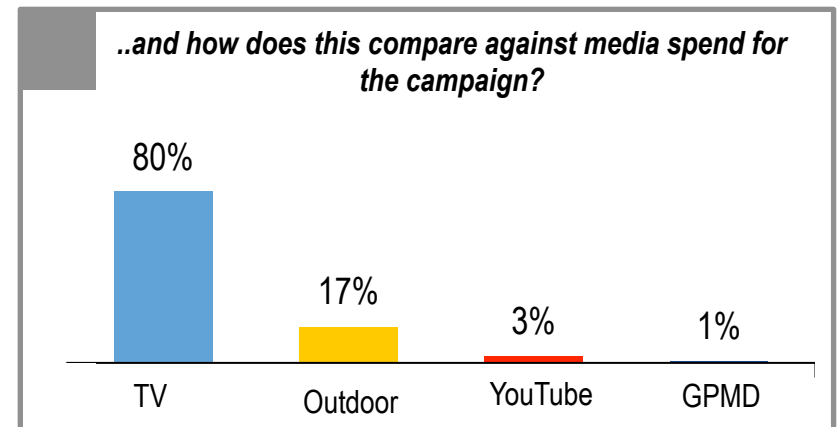
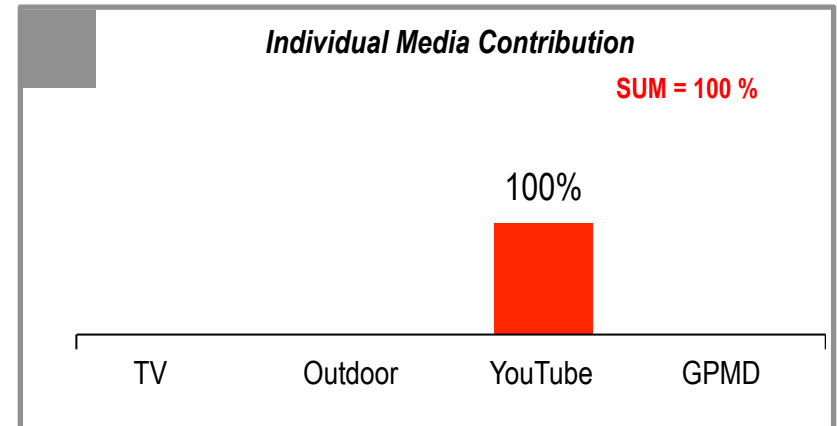
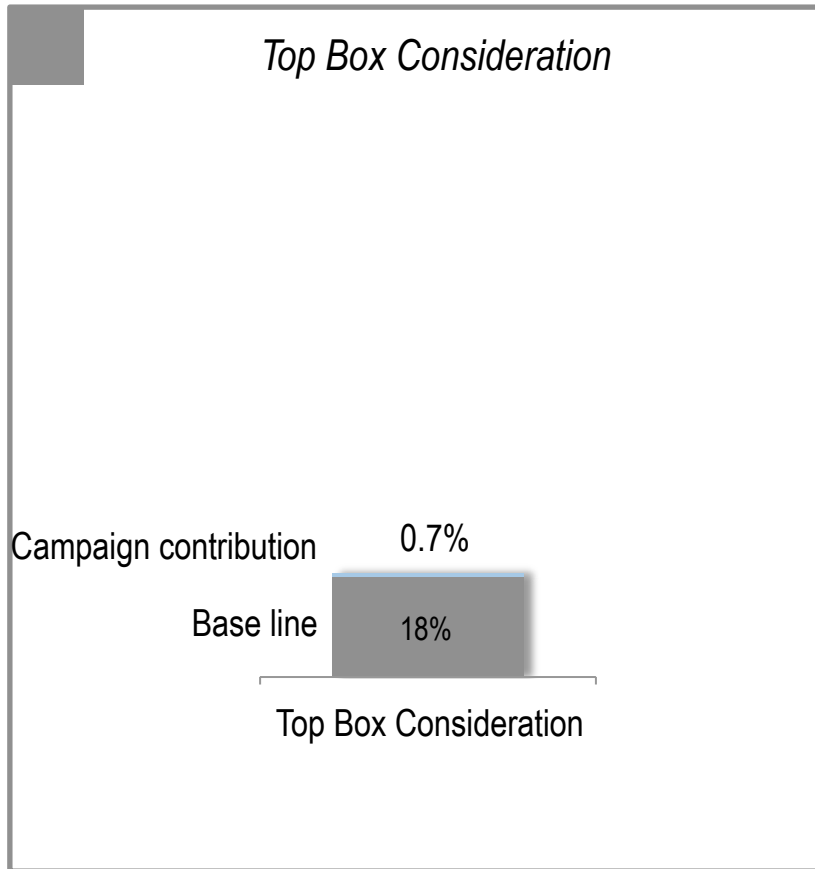
\*KPI average defined as Shrimp Roll Awareness, Shrimp Roll Consideration (Top 2 Box) and Communications Awareness.

Aided Awareness: Have you heard of the following fast food products?

Consideration: How likely are you to consider choosing each of these products next time you buy fast food?

Communications Awareness: Have you seen, heard or read anything about these brands anywhere recently?

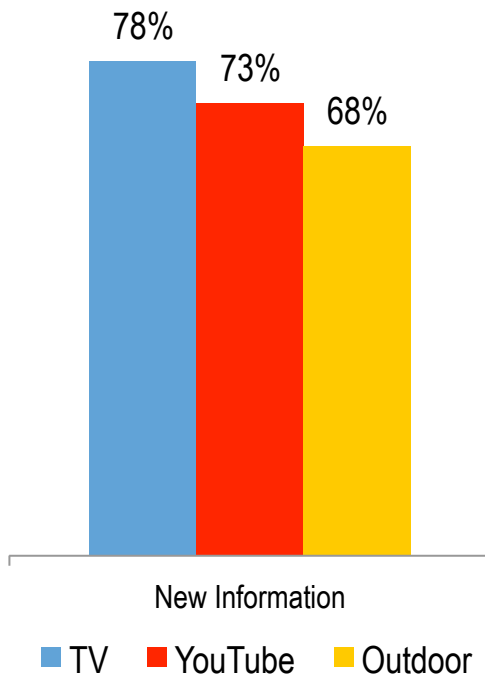
# Top Box Consideration: Shrimp Roll



*YouTube contributed 0.7% towards top box consideration for McDonald's Shrimp Roll. With a low comparative spend in YouTube, YouTube punched above its weight in driving this measure.*

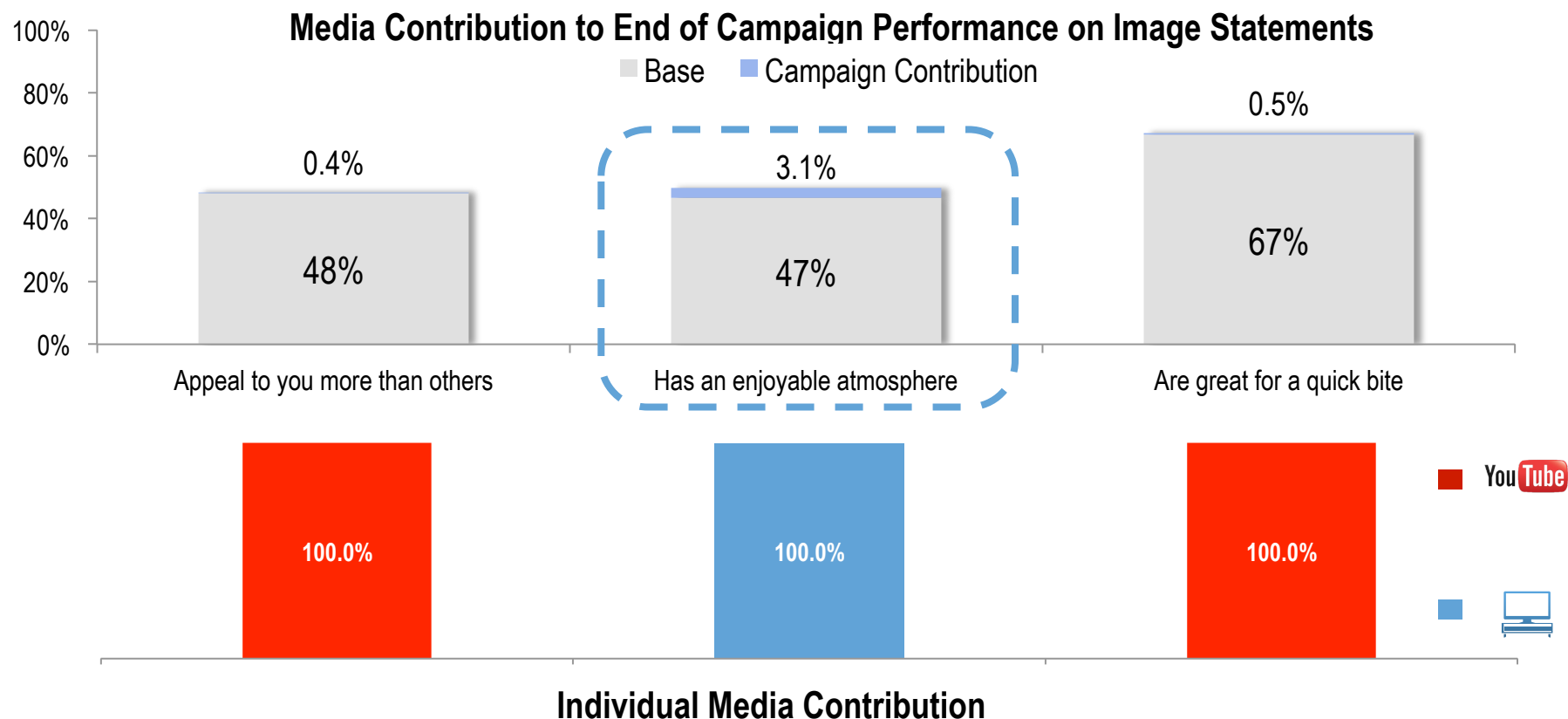
# Creative Diagnostics: New Information

Agree (%)



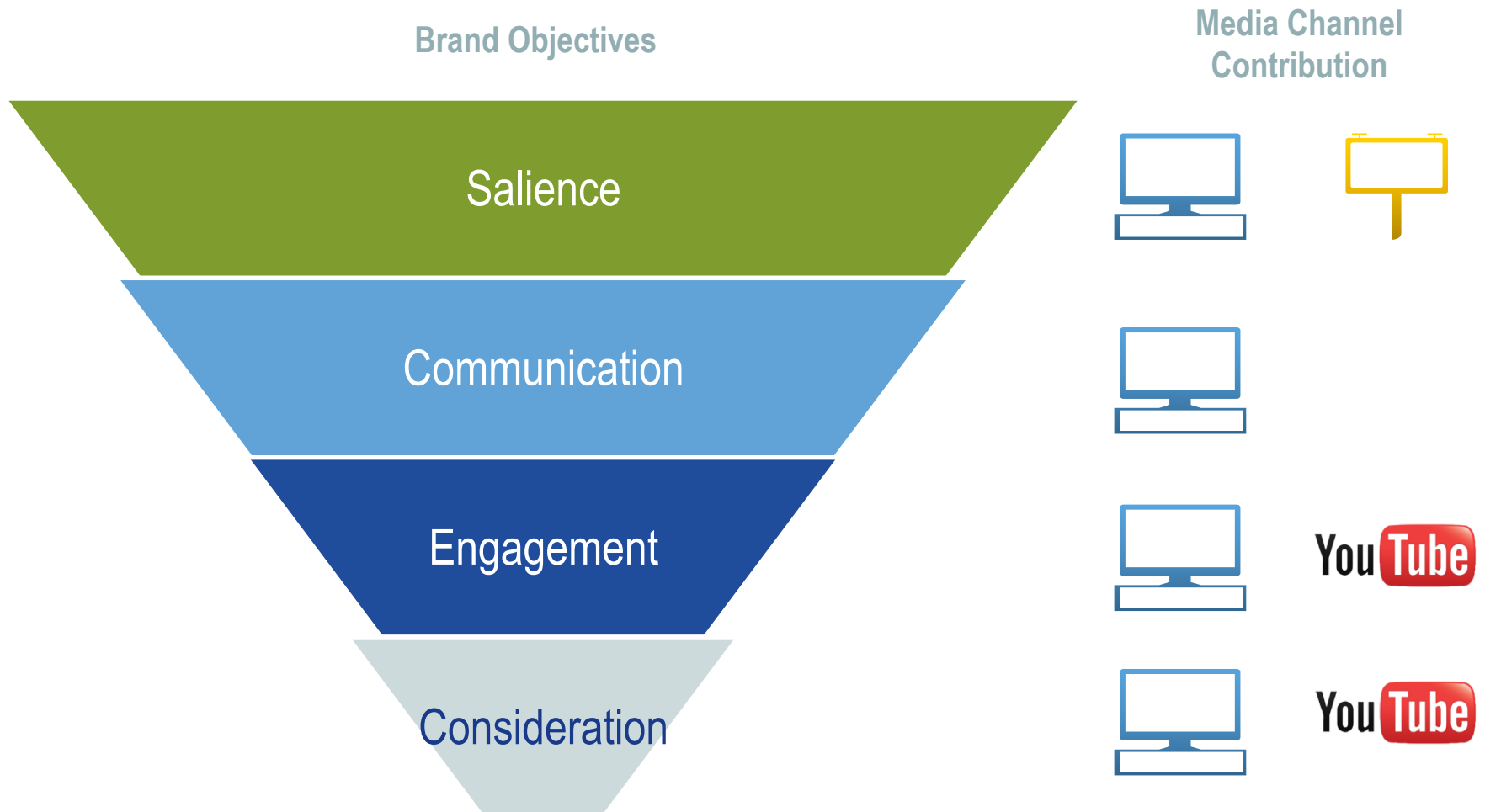
*The engaging nature of the video ads resulted in more new information being taken away from the ads, therefore impacting perceptions. As seen earlier, outdoor is contributing to driving Shrimp Roll awareness but is limited in its ability to drive more engaging messages in comparison to TV and YouTube.*

# Brand Image



*While TV drove more general perceptions around McDonalds having an enjoyable atmosphere, YouTube was able to contribute to more specific perceptions surrounding preference and being great for a quick bite. It is not surprising we don't see Outdoor contribute to images of McDonalds as we previously saw the outdoor ad struggled to convey new information.*

# Brand objectives

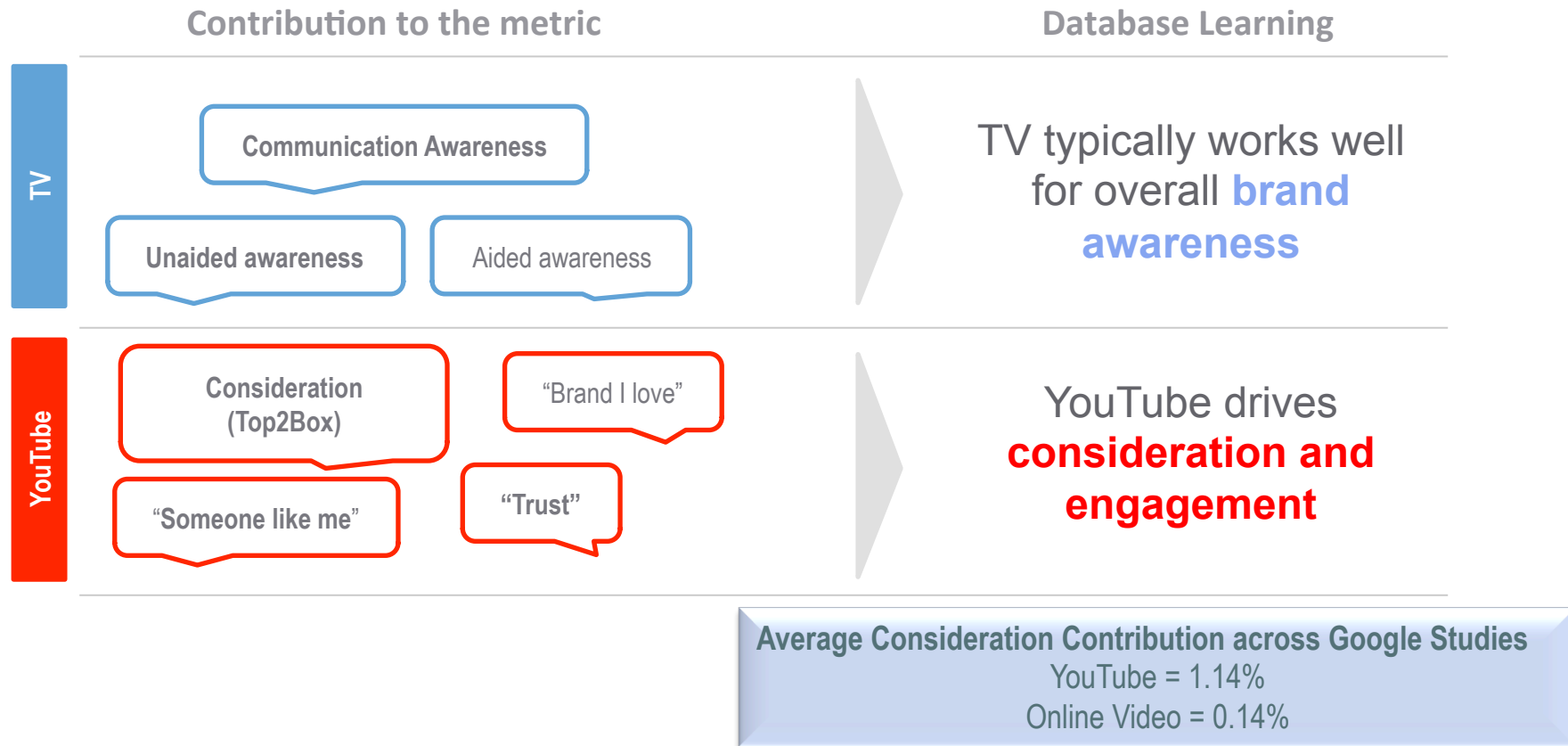


*TV and Outdoor are working well together in driving saliency, while TV and YouTube are more effective at driving the deeper levels of brand engagement.*

# Recommendations



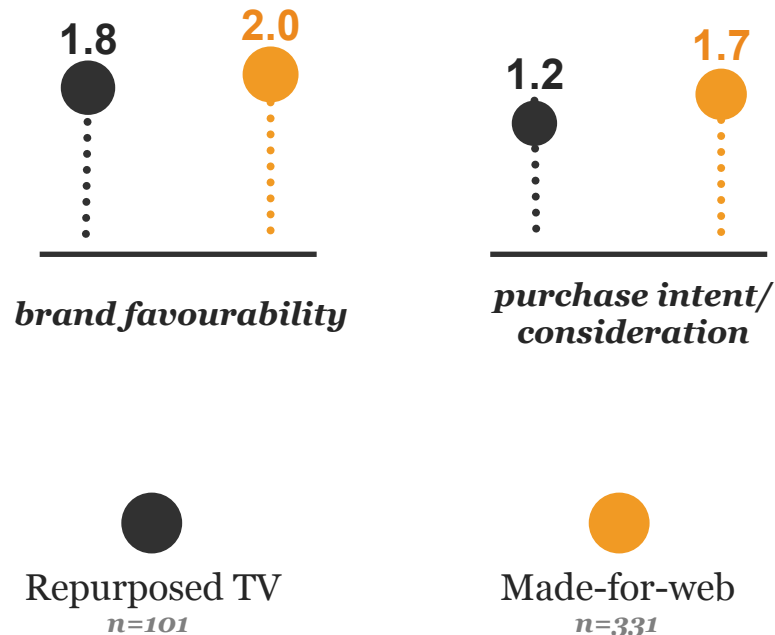
Based on previous studies we typically see that YouTube drives consideration and engagement while TV works well for overall brand awareness



*YouTube allows for better targeting and reaches people in an active, lean forward environment which aids the ability of this channel to drive engagement. In this case with such a high investment in TV and using the same creative across TV and online, YouTube struggled to add anything on top of what TV already delivered.*

# So should you repurpose ads *for use in a web context?*

AVERAGE DELTA SHIFT



## RECOMMENDATION:

*The online environment requires more focused and direct messaging to cut through.*

*Our research shows us that **for high awareness brands**, made-for-web videos which offer something different to TV seem to have more impact on awareness and consideration. Consider adapting creatives for the digital space to deliver more tailored message that builds on what TV communicates.*

# Media Summary and Recommendations

## Summary:

- ✓ The campaign reached 88% of the target audience, with most of this being driven by TV (72% reach).
- ✓ YouTube helped increase the overall reach of the campaign by adding 3.8% incremental reach over and above TV.
- ✓ YouTube had the most impact on Light-TV viewers reaching 12% of that audience, 9% of which was discrete over TV.
- ✓ The campaign was able to achieve a higher reach for YouTube and Outdoor in Moscow.
- ✓ The campaign met objectives in terms of driving awareness and consideration of the Shrimp Roll.
- ✓ TV and Outdoor contributed to driving awareness and consideration. With such a high investment in TV its hard for YouTube to deliver anything further here or for this impact to come through significantly in our models.
- ✓ YouTube and TV worked to drive perceptions of McDonalds.

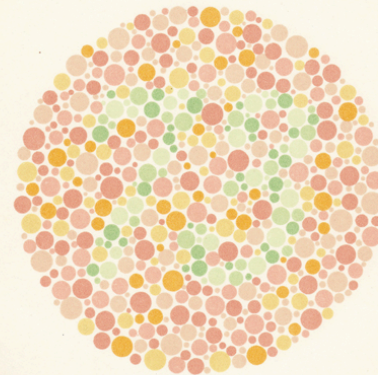
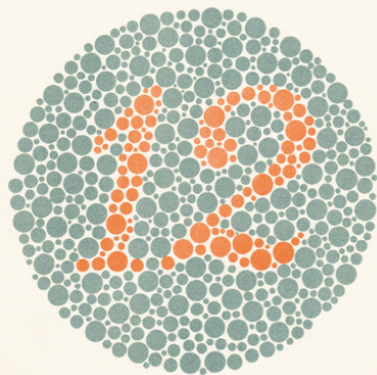
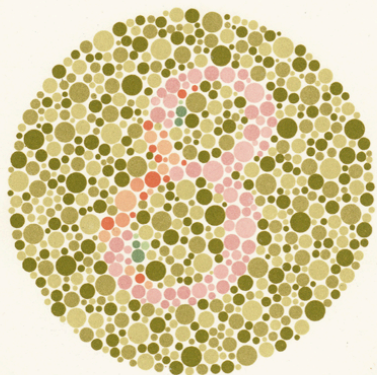
## Recommendations:

- In future campaigns where you are using online video in combination with a high reach and frequency TV campaign consider adapting the creative for the online audience so that it builds on the messaging from the TV campaign. This will allow online video to deliver something different rather than adding frequency to those who have already seen the TV creative.

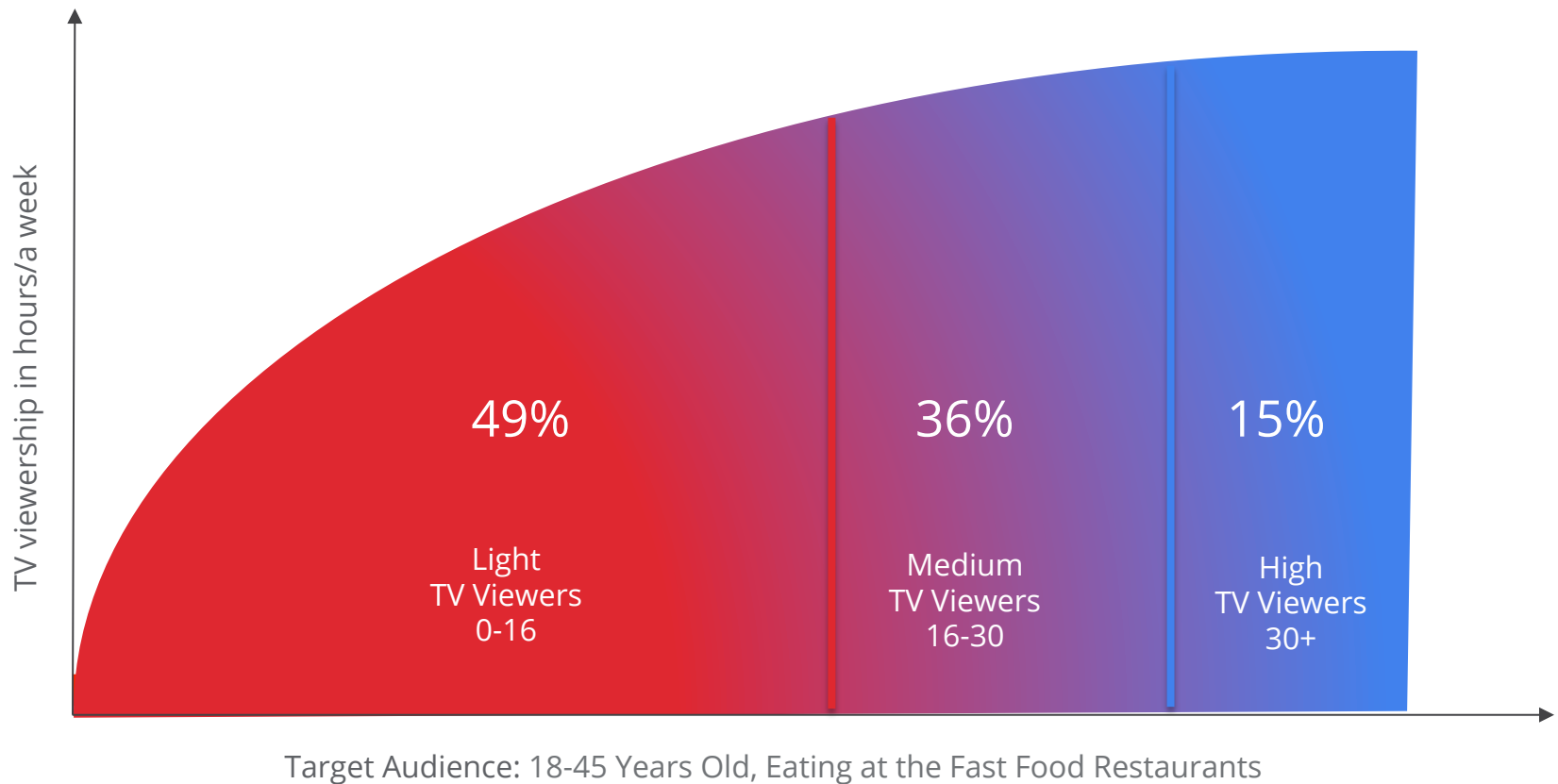


Why Do You Need  
YouTube?

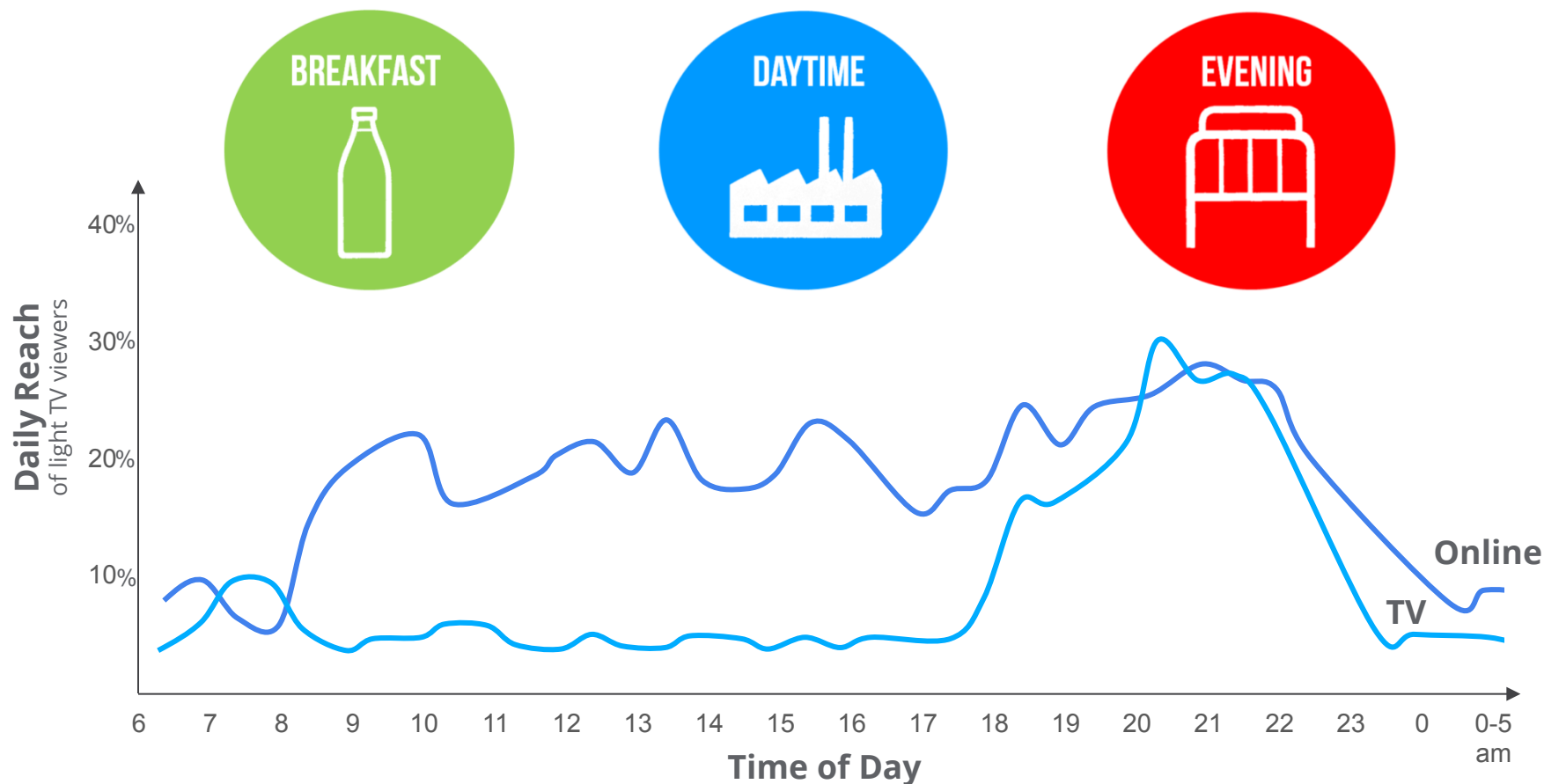
what is  
your  
story ?



## Almost 50% of the audience – Light TV Viewers



# Online video captures light TV viewers



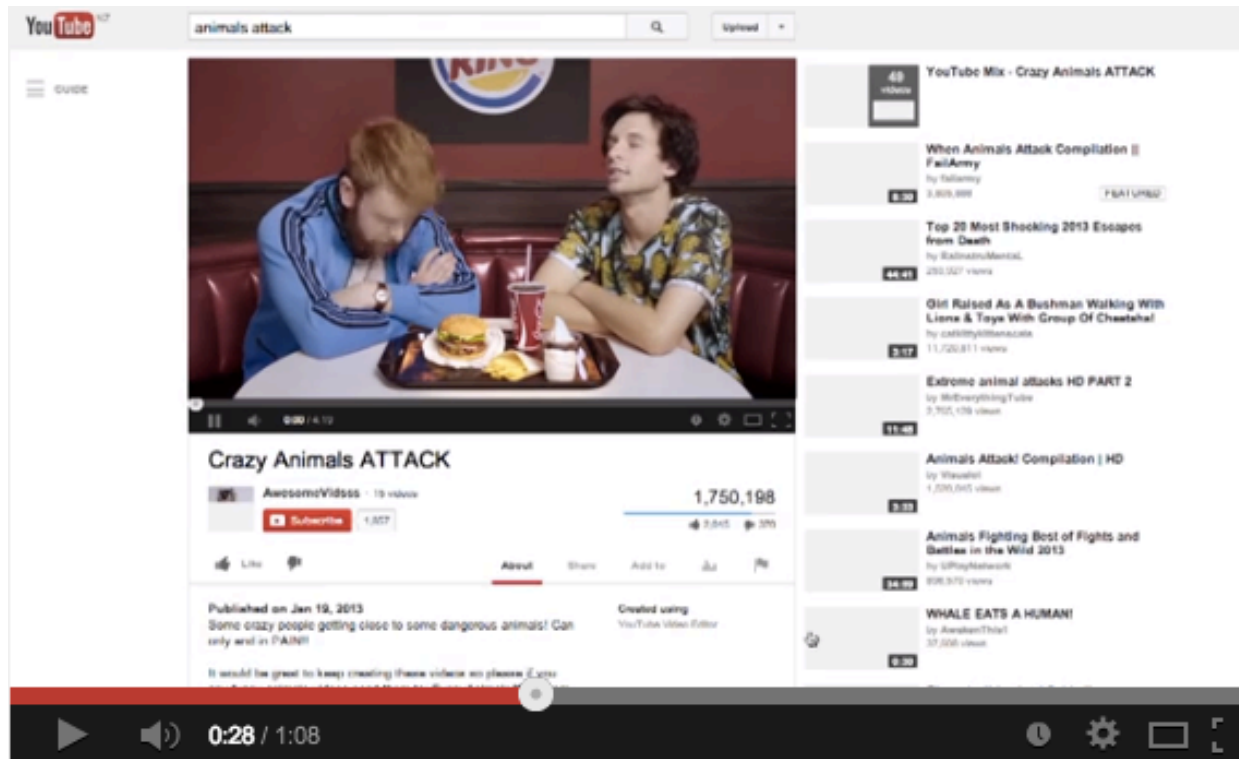


## Ads Made For YouTube



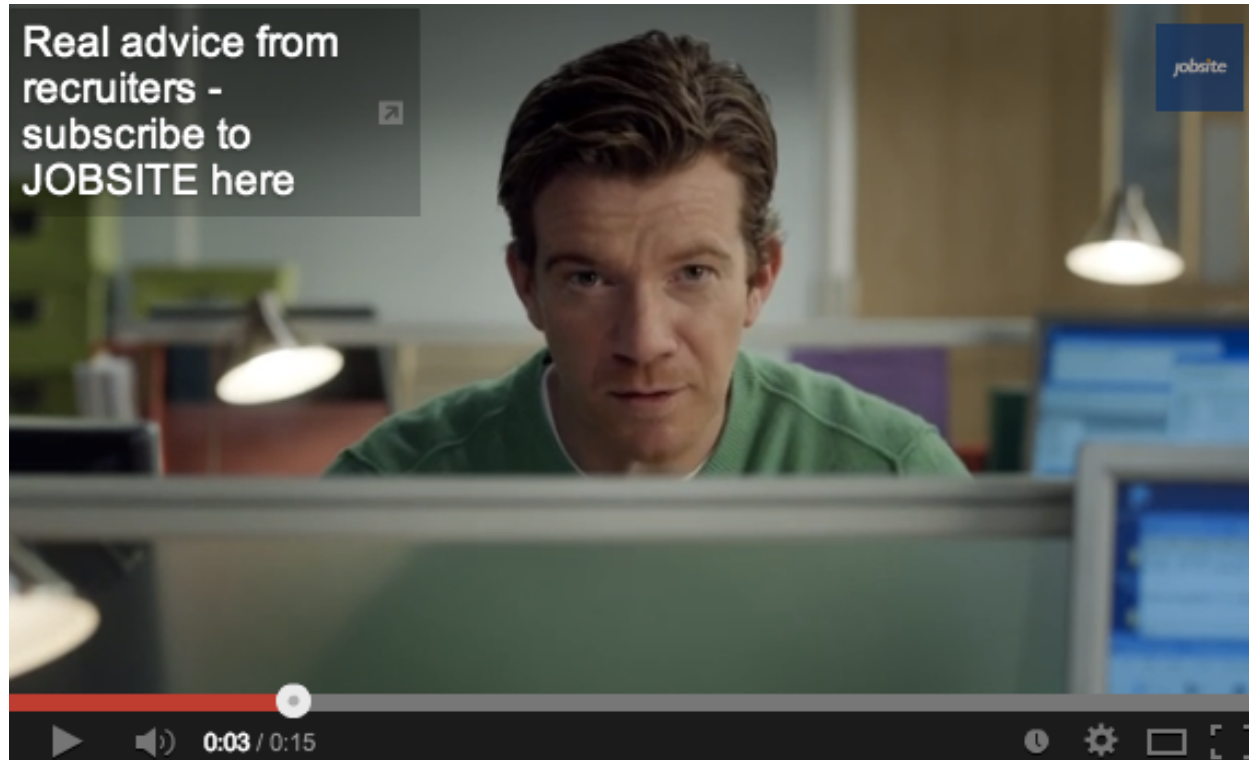
<http://goo.gl/7xZ4Y5>

# Crash Their Attention While Browsing



<http://goo.gl/wbAFLa>

# Crash Their Attention While Browsing



<http://goo.gl/XuJpy4>

# Dynamic Masthead

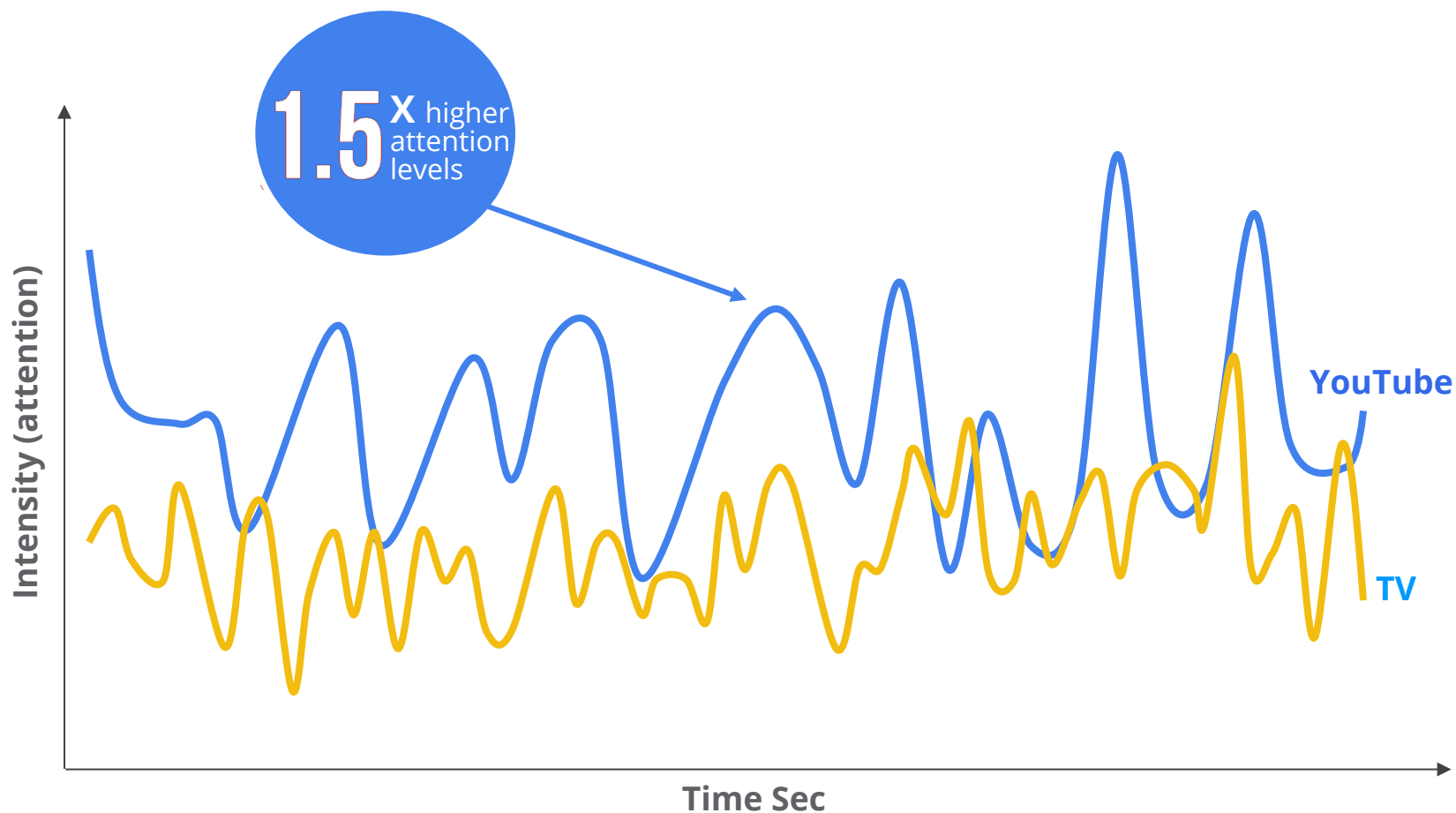






Uncluttered Space

# YouTube offers a more engaged environment



Consumers Perceive Brands,  
Whose Ads Are On  
YouTube,  
More:

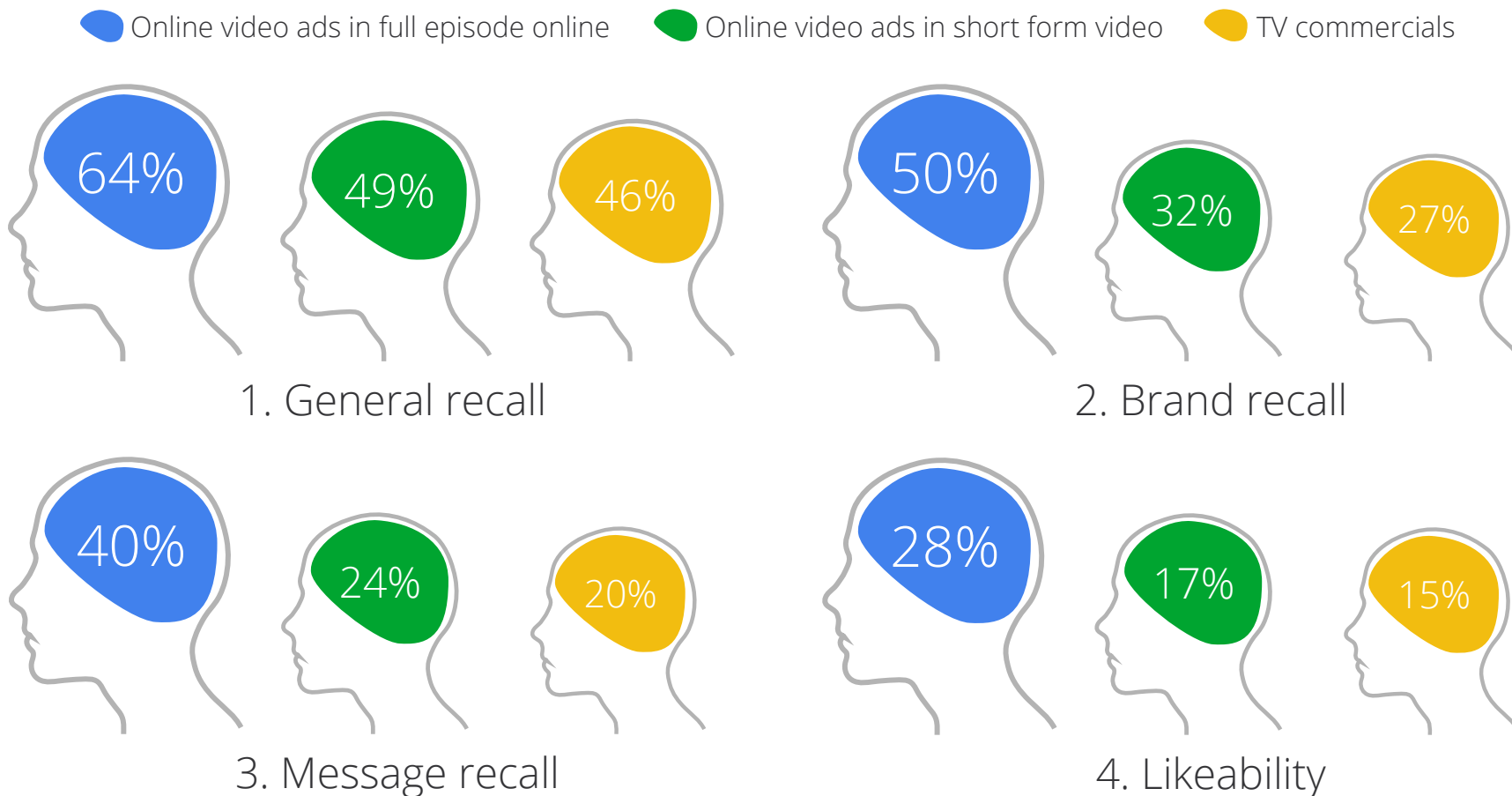
Dynamic  
Youthful  
Innovative  
Fun



Lasts Longer  
Goes Social  
WOM



## Ad effectiveness: online video ads outperform TV ads on multiple ad effectiveness metrics



Вопросы.  
Спасибо!