

# Reebok Reaches Light TV Viewers with Google and YouTube

Online is Complementary to TV in a Cross Media Campaign

March 2012



# Executive Summary

- 1 Light TV viewers are not reached effectively on TV but they are watching online

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- 2 Light TV viewers are valuable and a significant part of your audience...and they are the future

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- 3 YouTube/GDN delivers efficient effective reach to light TV viewers

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- 4 Shift TV dollars to YouTube/GDN to cost effectively supplement exposure to the Light TV viewers

# Television audiences have fragmented...

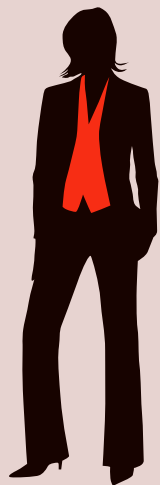
50%

of TV viewership is on  
networks that each  
have **<1% share**

Source: <http://industry.bnet.com/>

# TV Viewers Don't All Watch in the Same Way

## Nielsen TV Viewership Quintiles



**Light**  
0 – 1.6  
hrs/day



**Light-Med**  
1.6 – 3.0  
hrs/day



**Med**  
3.0 – 4.6  
hrs/day



**Heavy-Med**  
4.6 – 7.3  
hrs/day



**Heavy**  
7.3+  
Hrs/day

20% Viewers (about 60M Viewers Aged 2+) in Each Quintile

Light Viewers account for around **3%**  
of TV viewing...

While Heavy Viewers  
Account for Around **48%**



**Young  
& diverse**

**College  
education**

**Income  
over \$100K**

**Broadcast  
Only TV**

**Older**

**High school  
education**

**Lower  
Income**

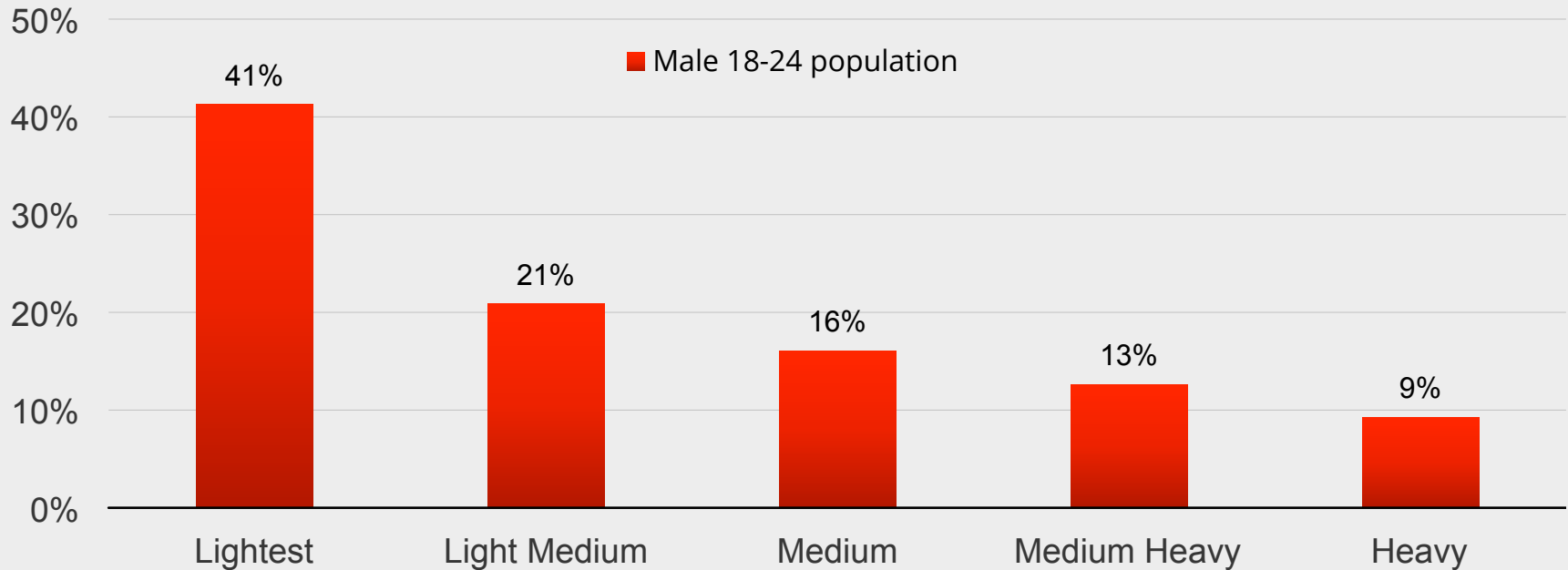
**Couch  
Potatoes**



# Why should you care about the light TV viewer?

Indexes show stark contrast in audience composition

## Male 18-24 audience



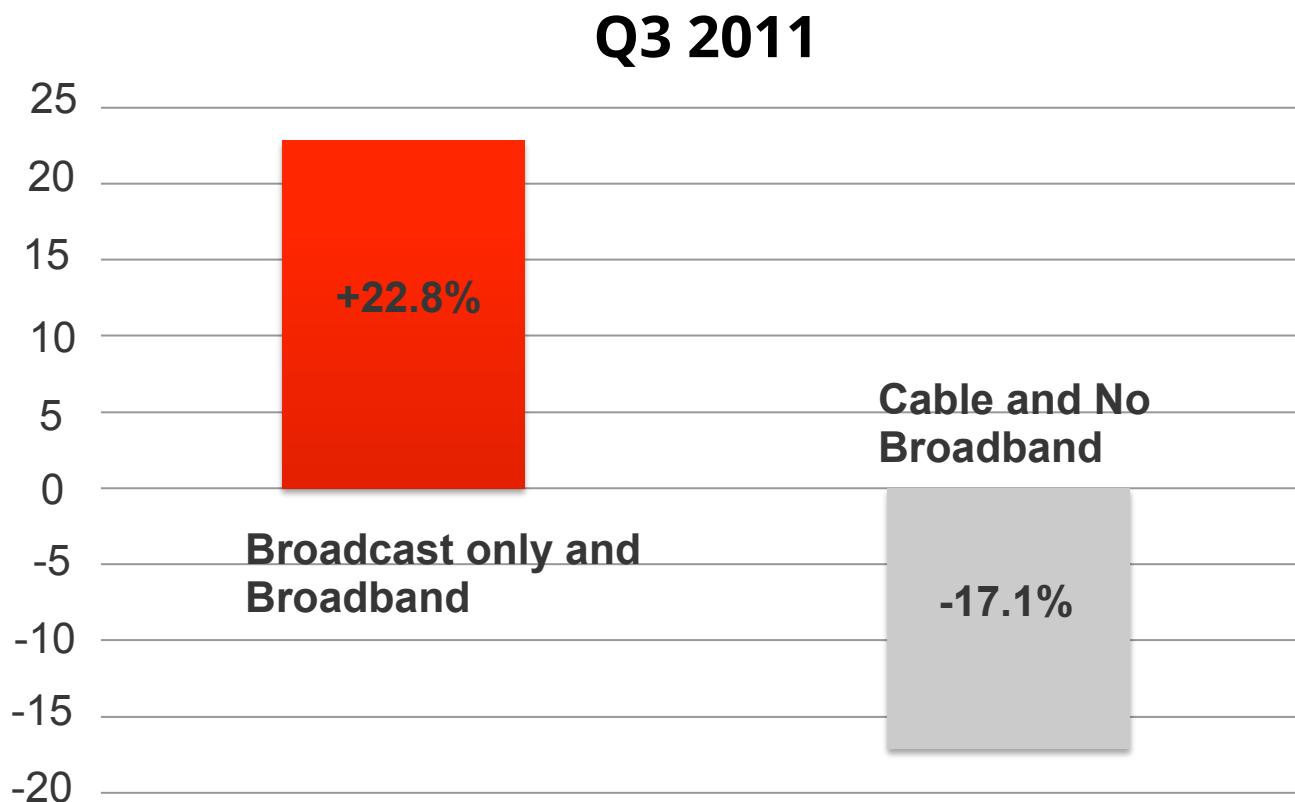
Source: Nielsen Q1 2011

**There are 4.6x more light TV viewers than heavy viewers in the Male 18-24 audience**

41% of the **Reebok** target audience is very hard to reach on TV

# Rise of “cable-less” TV viewers with broadband

+22.8% in broadcast only and broadband



Source: Q3 2011 Nielsen Cross Platform report

**“U.S. consumers in homes with broadband Internet and free, broadcast TV stream video twice as much as the general cross-platform population. They also watch half as much TV.”**

Nielsen Cross Platform Report Q3 2011



# All this increases the need to expand brands online with partners that

- ▶ **are complementary to TV**  
in cross media video strategy
- ▶ reach people **you didn't reach on TV**
- ▶ deliver effective frequency to desirable audiences that are **hard to reach on TV**
- ▶ provide **efficient reach**



# A study using Nielsen Data Fusion

proved the value of YouTube + GDN in extending **Reebok** engagement

## Nielsen TV Panel

Group exposed to TV ad



## Nielsen Online Panel

Group exposed to YouTube/GDN ad



**Total Campaign Reach**

# YouTube + GDN engaged the **Reebok** audience

Brand exposure to a physically fit, professional, and affluent audience at an efficient cost

## Improves **Reach**

Reached additional Male  
18-24 consumers you did  
not reach on TV



## Builds Effective **Frequency**

More than tripled frequency  
of lightest TV viewers  
exposed across both TV  
and YouTube/GDN



## Improves **Efficiency**

Delivered overall reach  
and incremental reach  
for less cost and  
achieved a lower overall  
cost per point

# YouTube + GDN extended **Reebok** reach

The campaign reached 8.7% of Men 18-24



**8.7% Men 18-24**

1.3 Million

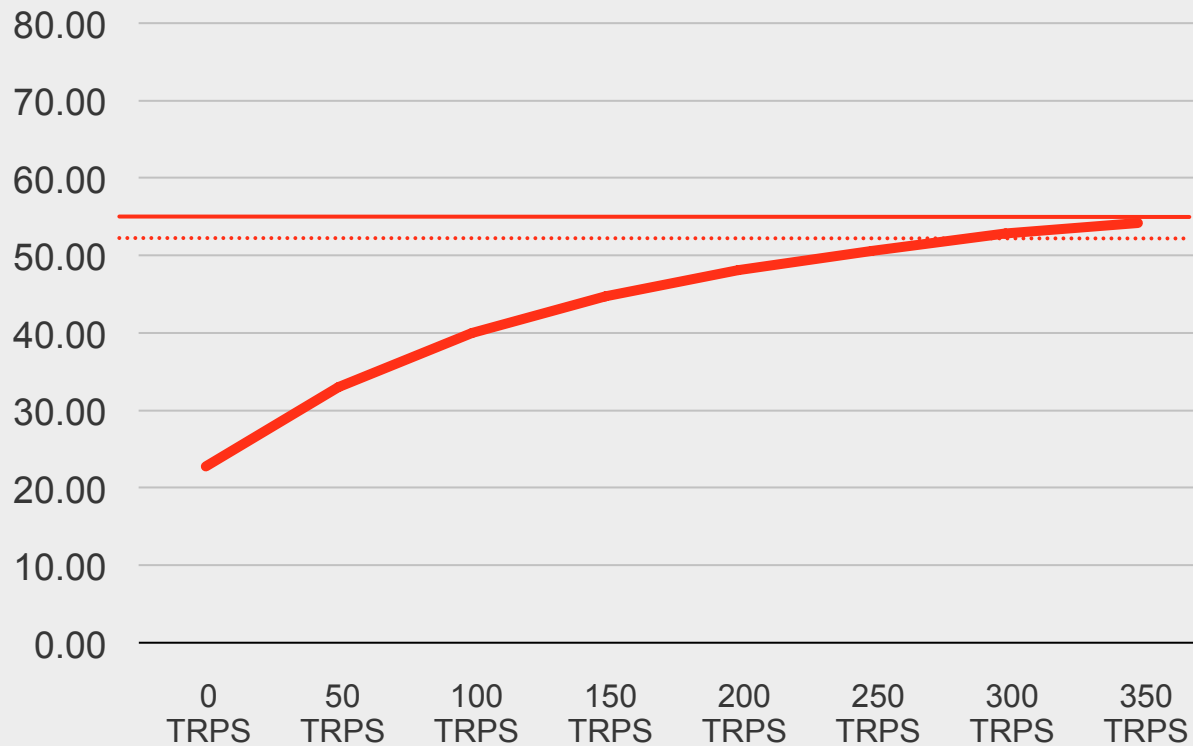
- ▶ 24% of viewers on YouTube/GDN had not seen the TV campaign, ~300,000 M18-24
- ▶ Half of the TRPs were delivered to the light TV & light medium TV viewers
- ▶ More than 60% of YouTube/GDN's incremental reach came from the lightest TV quintile

Improves  
Reach

Builds Effective  
Frequency

Improves  
Efficiency

## Males 18 – 24 Progressive Reach%



# 56.3%

TV + YouTube/GDN Reach



# 54.2%

TV Reach

## YouTube/GDN added 2.1% points **Reebok** incremental reach to TV

60% of incremental reach came from the lightest TV quintile

# YouTube + GDN improved **Reebok** frequency

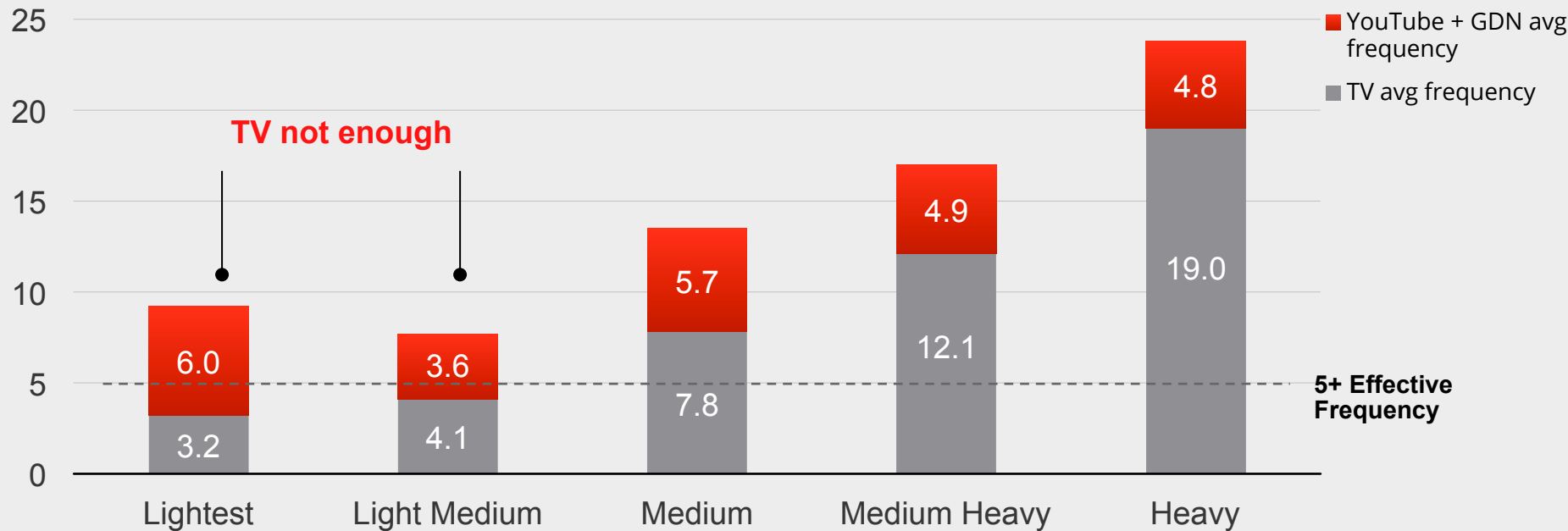
by delivering more impressions than TV among audience target



**YT/GDN Average  
Frequency: 5.5**

- ▶ YouTube+GDN deliver more impressions to Light TV Viewers than TV
- ▶ YouTube+GDN tripled frequency to Male Light TV Viewers 18-24 exposed to both TV and YouTube/GDN
- ▶ YouTube+GDN delivery is more evenly distributed across quintiles

## Average Frequency (group exposed to both TV and YT)



**YouTube + GDN delivery is more evenly distributed,**  
 tripling frequency to Male light TV viewers 18-24  
 exposed to the cross media campaign

# YouTube + GDN improved **Reebok** efficiency

By delivering reach & incremental reach at lower cost

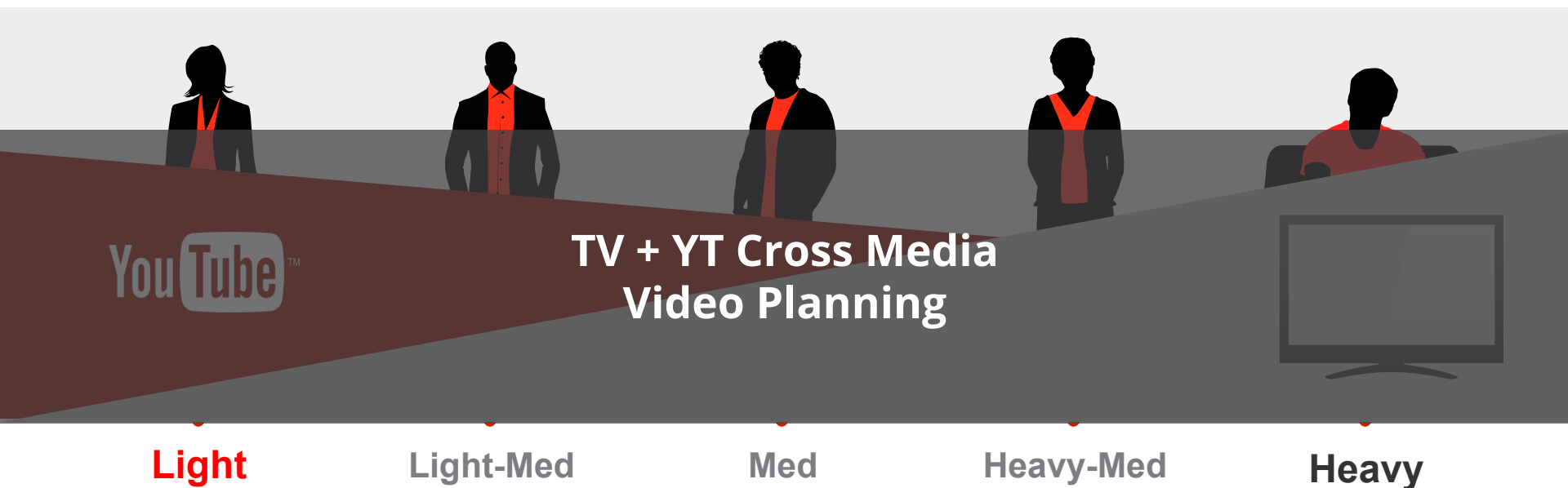


- ▶ YouTube+GDN delivered 2.1%pts incremental reach for 41% less cost than TV
- ▶ YouTube + GDN delivered 8.7% reach for 30% less cost than TV
- ▶ YouTube + GDN achieved a Cost per Point to light TV viewing Males 18-24 78% lower than TV

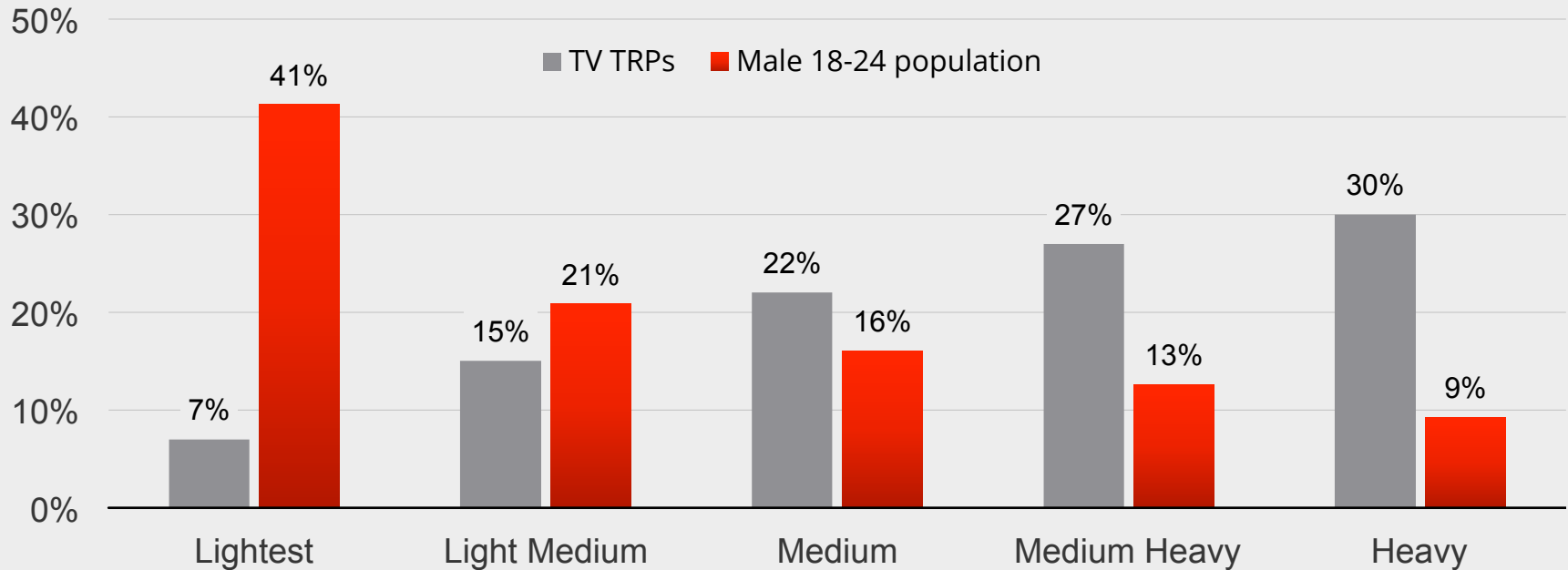


# Opportunity:

Distribute TRPs with cross-platform planning



## Disparity between distribution of TRPs and male 18-24 audience



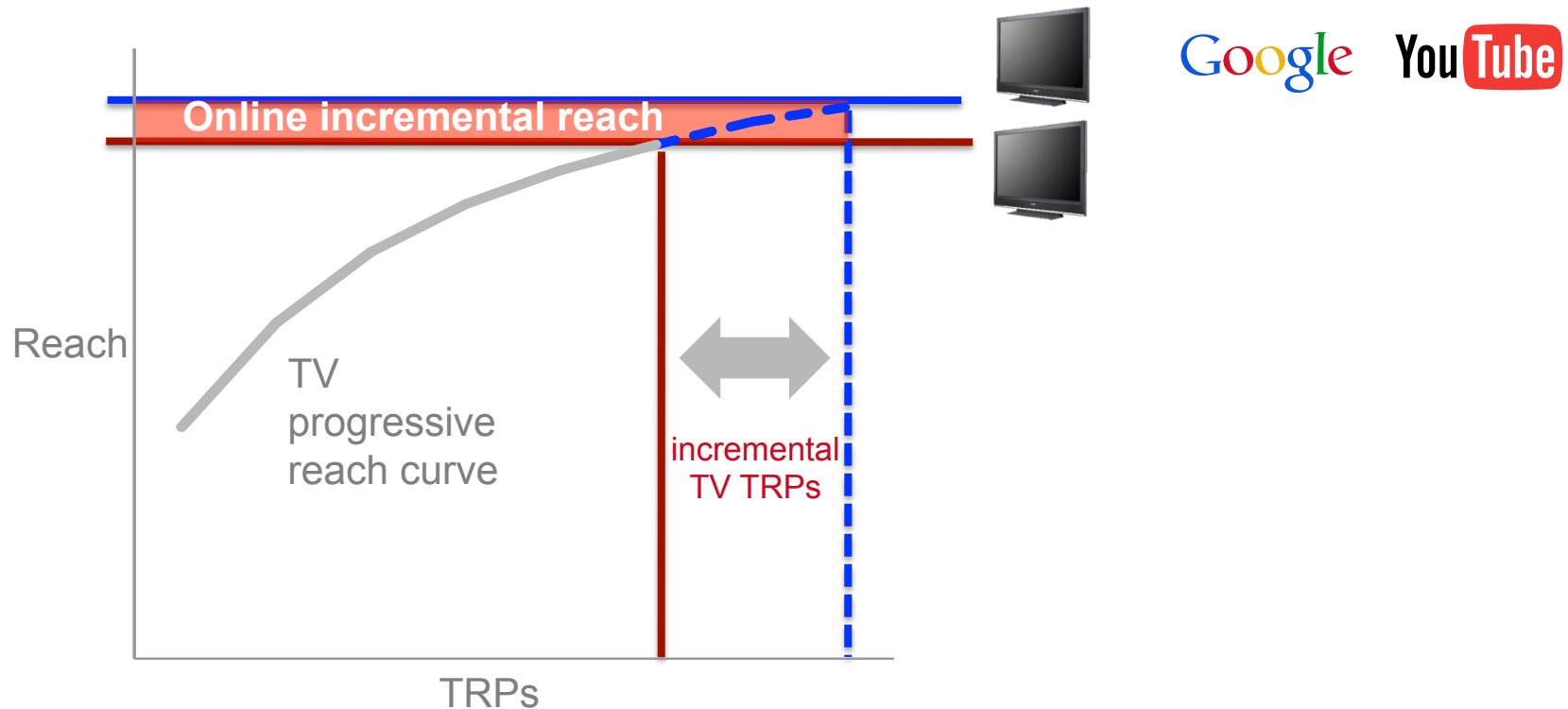
Source: Nielsen

## Reach missed audience with YouTube + GDN

57% of TV spend hitting only 22% of **Reebok** target audience

41% of the target is very hard to reach on TV

# Methodology: Incremental Reach Forecast



Fit a nonlinear function to the progressive reach vs TRP curve

- Extrapolate TV to TV + online reach -> **Incremental TV TRPs**
- Incremental TRPs x Average CPP -> **TV Incremental Cost**

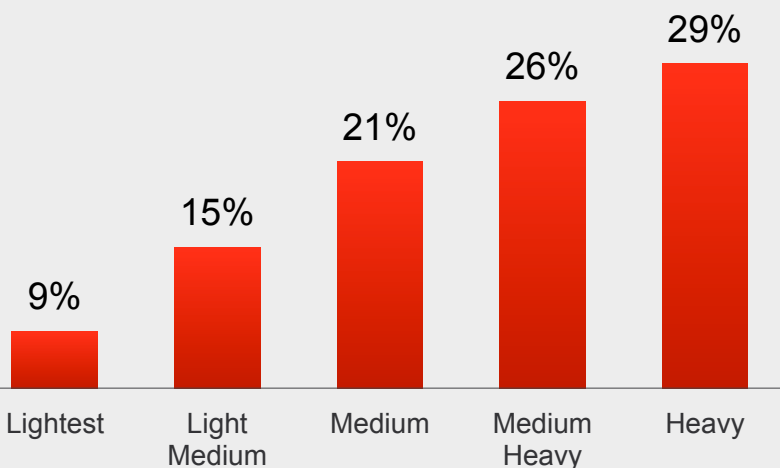
# Projection: TRP distribution shift

Shifting budget from heavy skewing TV networks to online video creates more even distribution across quintiles

## Current Plan

**90% TV / 10% YouTube + GDN**

■ Cross Media Campaign TRPs



**Cross media plan currently skews toward heavy TV viewers**

## Projection

**53% TV / 47% YouTube + GDN**

■ Cross Media Campaign TRPs

