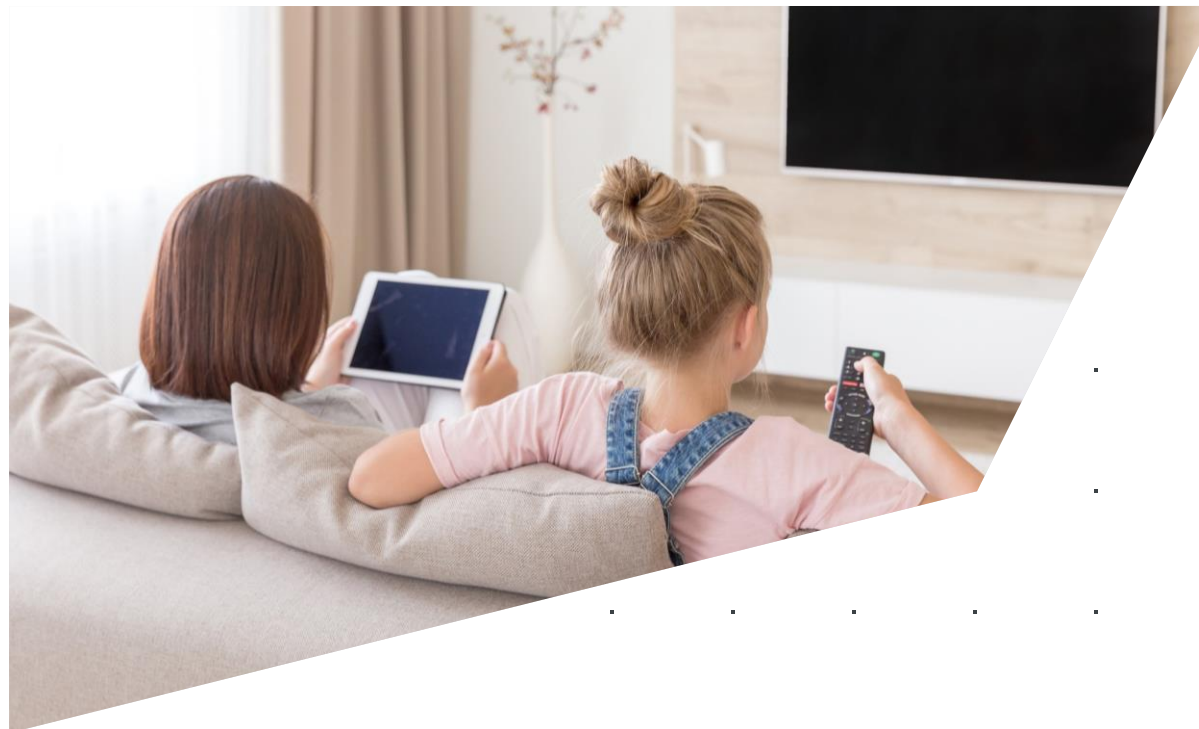

Cross Media: Measure, Understand, Grow

The full effect of your
brand-building campaign
and its cross-media spend



Agenda

- 1 Cross Media Challenges in Brand Building
- 2 Review EMEA Campaign Studies by Meta
- 3 Methodology
- 4 Results Campaign Amplifier
 - Reach & Frequency
 - Brand Impact
- 5 Q&A and Wrap up

Who is here today?



Sonja Wedekin

Marketing Science Partner
Meta



Ulla Worringen

Senior Director |
Marketing Intelligence
GfK



Tristan Helmreich

Client Business Partner |
Media Measurement
GfK

01

Cross Media Challenges in Brand Building

Cross Media Challenges in Brand Building

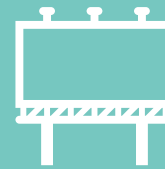
There are broadly two types of advertising



Sales Activation triggers an immediate behavioural response.



Brand Building strengthens the relation with the brand and influences future behaviour.



A **multi-channel** advertising world – without separated responsibilities as to the long and the short

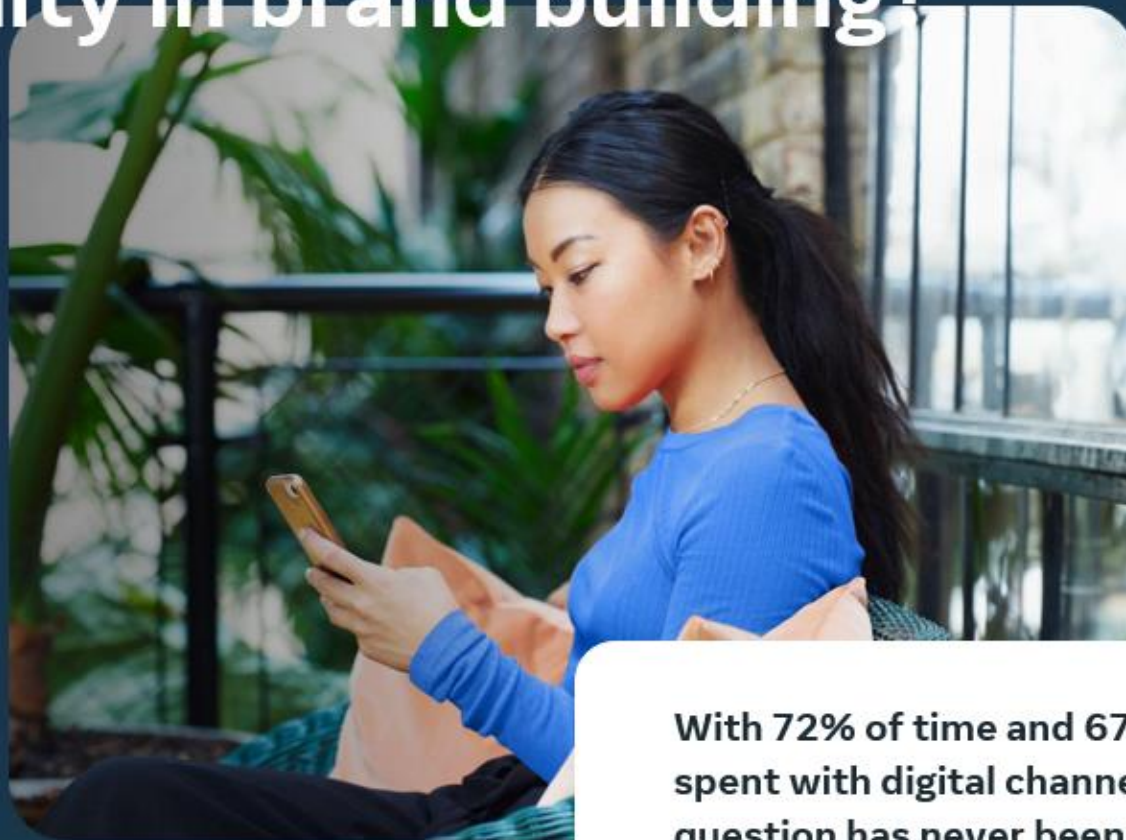


The **need to measure** the campaign's success holistically – in order to justify investments, monitor success and learn for future campaigns

02

Review EMEA Campaign Studies by Meta

How do advertisers leverage the digital opportunity in brand building?



With 72% of time and 67% of budget spent with digital channels globally this question has never been more important.

Crossmedia Opportunities in Brand Building

CROSSMEDIA BRAND STUDY 2023



The research

28 leading brands partnered with us to evaluate the role of Linear TV, Facebook and Instagram, and YouTube in driving brand equity.





Approach 17 campaigns

in 2022

- Brand uplift measured through online survey in access panels
- Campaign exposure based on passive measurement or survey based (individual data)
- Brand-focused, video-led campaigns



Verticals

Automotive, beauty, CPG, finance, luxury, retail, tech and telco



Countries

GfK: 5x Germany, 5x Spain, 3x Italy, 2x Netherlands, 2x Poland



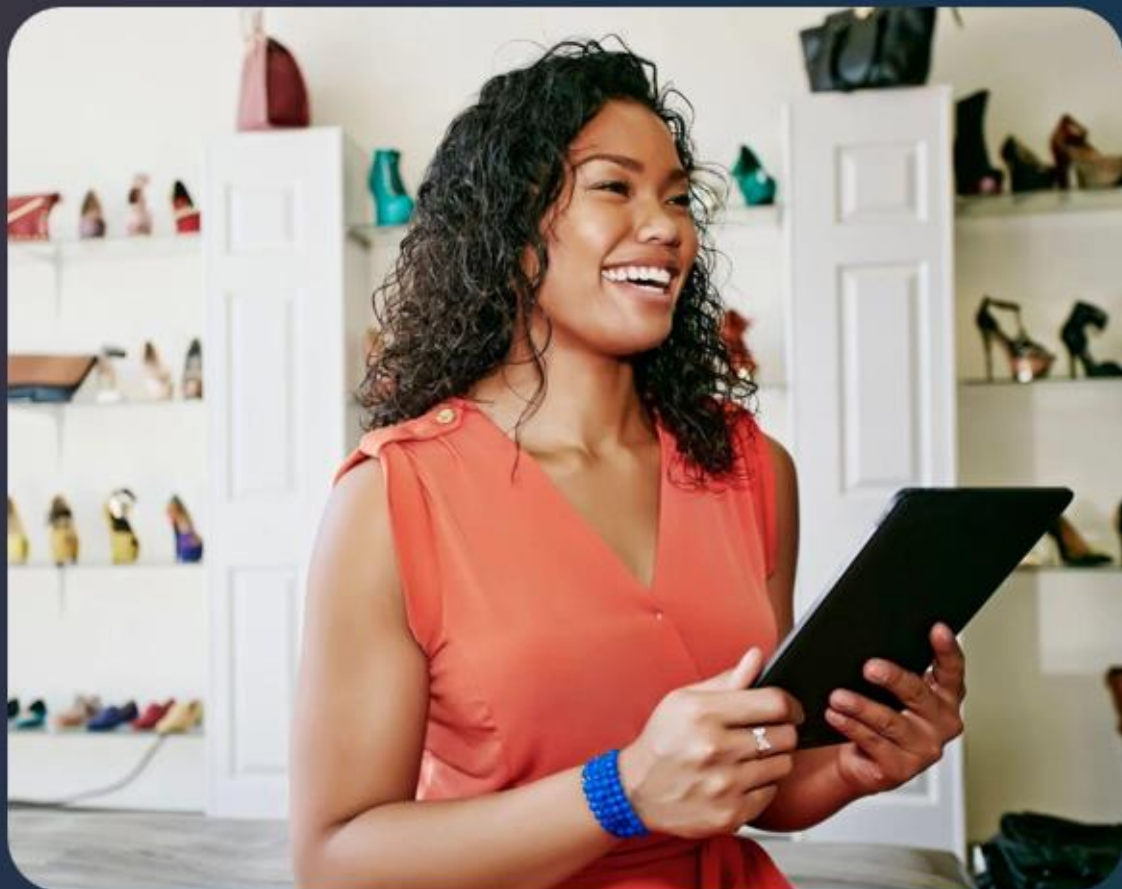
Channels

Linear TV, Facebook and Instagram, YouTube



Outcomes

- Brand uplift per channel
- Lift efficiency
- Reach per channel
- Incremental reach per channel
- Reach efficiency



This study measures



BRAND EQUITY

How do digital and traditional media channels contribute to building brand equity



REACH

How effective are the different media channels in driving reach in different audiences

Key takeaways

- 1 Both TV and digital media channels were found to be effective in building brand equity.**
Ads on Meta technologies drove brand equity across the whole marketing funnel at efficient cost, brand desirability was driven with a lift of 3.1 percentage points on brand favorability and a 5.1 percentage point lift on purchase action.¹
- 2 Synergies between TV and Meta technologies proved to be highly effective.** Adding Facebook and Instagram to TV campaigns more than doubled the impact on purchase action.¹
- 3 Increasing the share of digital media in the mix can drive significant efficiencies for brand campaigns.** On current investment levels, Facebook and Instagram as well as YouTube drove reach cost-efficiently and delivered 18% (YouTube) -23% (Facebook and Instagram) of its reach exclusively.²

03

Methodology

Unique insights into the campaign impact on your brand!



AUDIENCE INSIGHTS



BRAND INSIGHTS



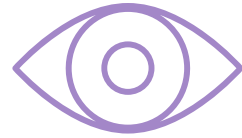
HOLISTIC VIEW

A fusion of human and exposure data brings truth

Scientifically linking ad exposure to mental states



Exposure Data



Understand your campaign performance across all channels (single source and passively measured).

By measuring:

- Passive or OTS measurement of ad exposures (TV, radio, print, poster)
- Campaign Reach assessment (total and by channel) at country level
- Data from a unique partnership with Meta and other partners
- Including YouTube, TikTok, and OpenWeb/Programmatic



Human Data

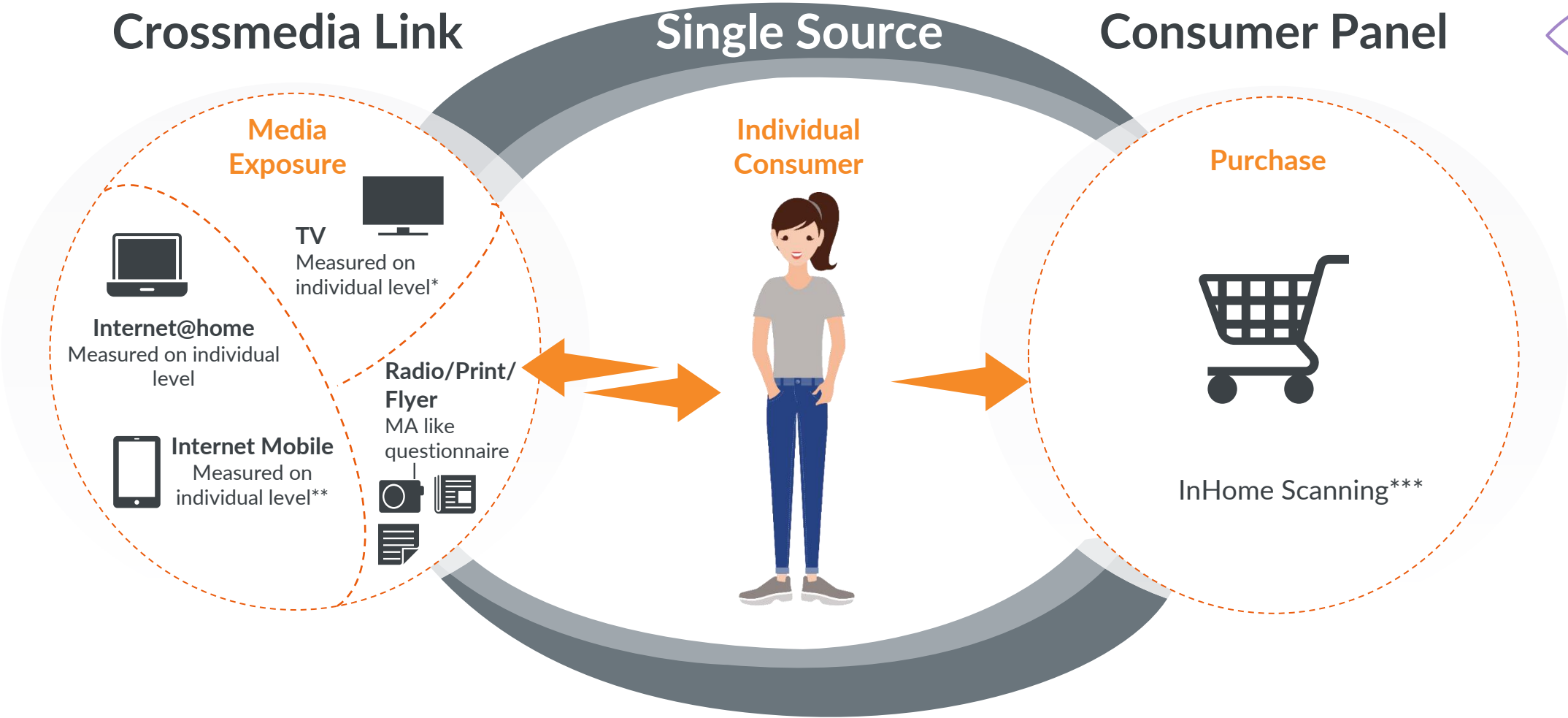
Have a full view on your brand and campaign performance based on GfK's comprehensive survey solution.

By measuring:

- Brand uplift via brand surveys
- Sales uplift based on claimed purchase behavior via brand surveys – enhanced with sales data, where available

Deterministic assignment or probabilistic modeling matching human data with device data to bring you one source of truth

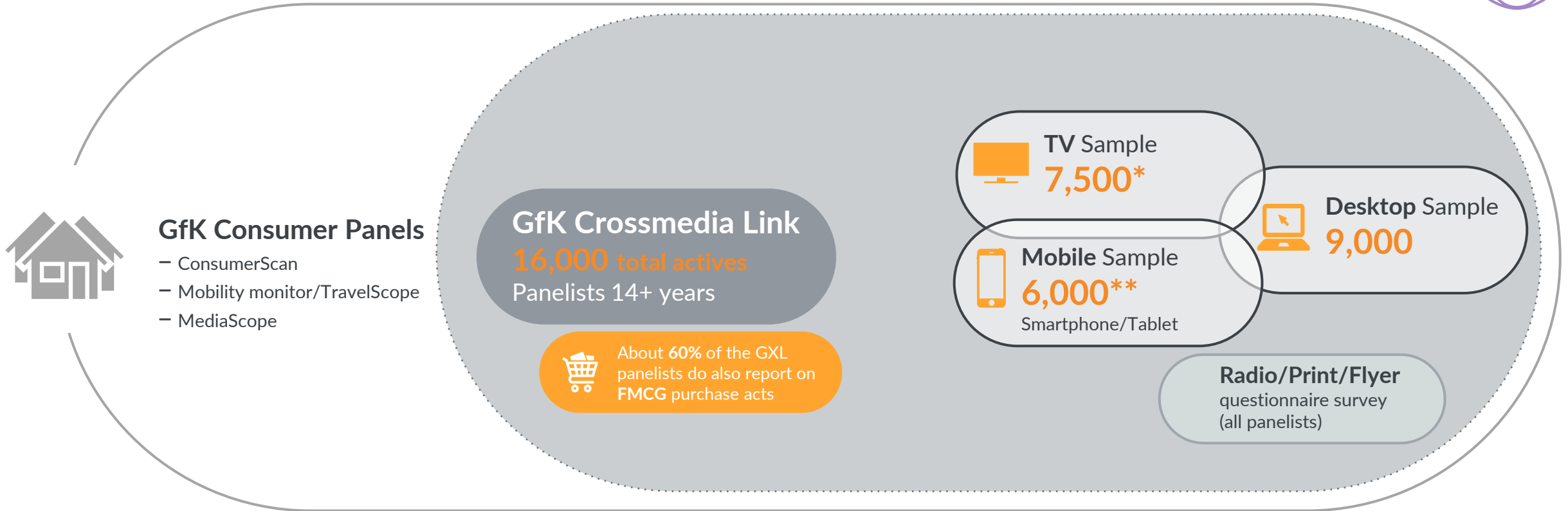
GfK Crossmedia Link: The principle of data collection



* TV: Data imputation to total mass | ** Mobile: Data imputation to total online mass; Tablet: Main user in household | *** FMCG & Durables In sub-panel: travel, entertainment, etc.

Monitors 360° Campaign Performance

GfK Crossmedia Link Germany: Panel Structure (Average month 2022)



Media channels covered by GfK

GfK Crossmedia Link Germany



Passive Measurement

OTS (based on survey)

eOTS – Ad Prediction Model (APM)

(passive measurement + questionnaire)*



Linear TV



Radio***



YouTube



Mobile/ App



Print



TikTok



Online Other
Display/ Video



Leaflets



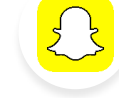
Pinterest



Meta – FB + IG



OOH/ DOOH**



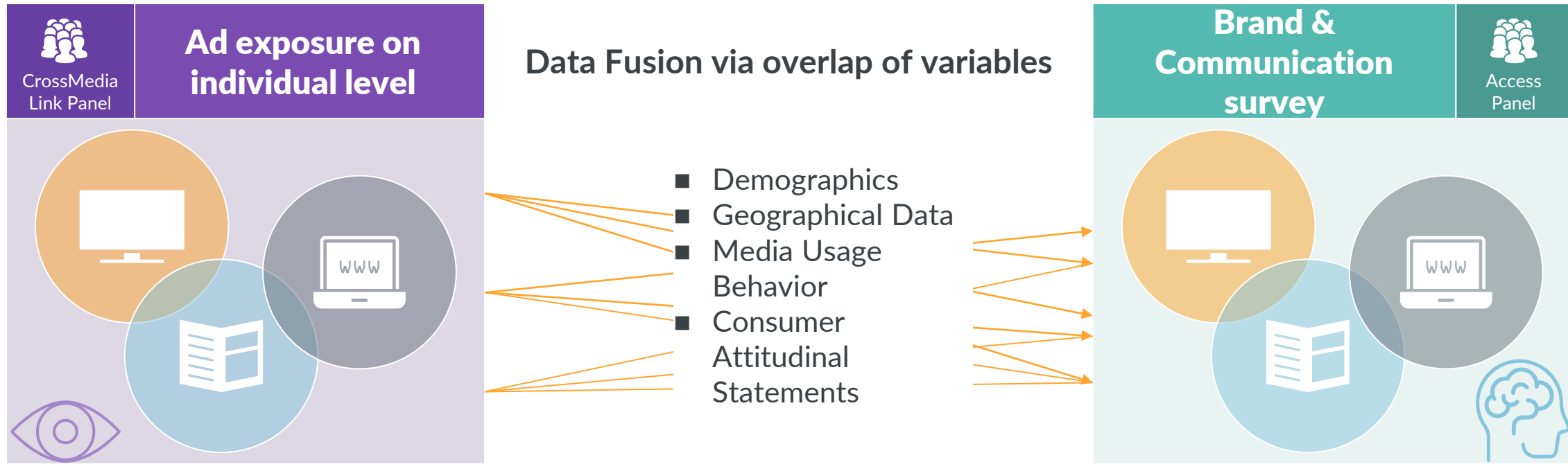
Snapchat

OTT and
SEM not available at present

* eOTS (APM): Model combines data sources of passive measurement + questionnaire with benchmark data of the channel and delivers estimation of campaign exposure on individual level |

** via postal code | *** Radio via OTS (estimating exposure by comparing media plan and questionnaired listing habits on level of broadcasting stations)

Data Fusion: Contacts are merged from GfK Crossmedia Link Panel via an overlap of variables

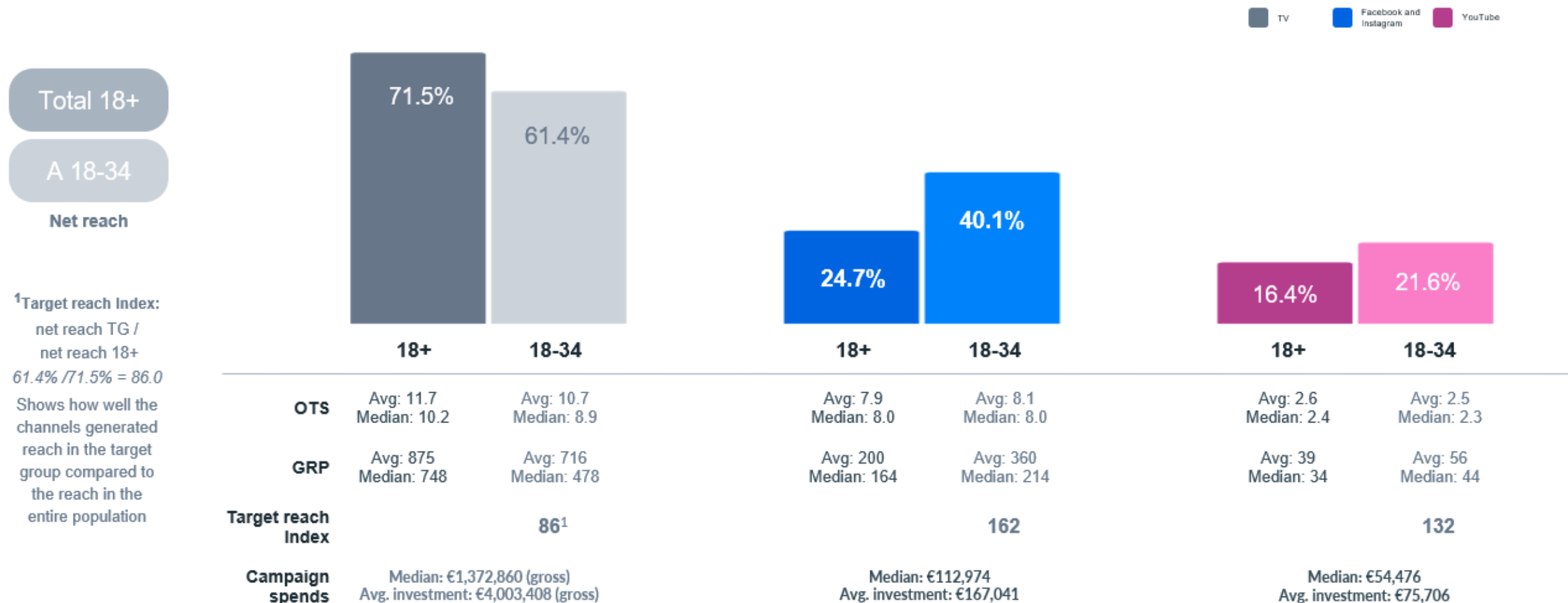


- Based on all common variables, a "closeness" measure is calculated for each recipient-donor combination.
- A linear equation system is set up for each recipient to find a combination of all donors that describe the recipient.
- Based on the probabilities of the equation modelling, one donor is randomly drawn to fit the recipient. Donors with higher weights (better "closeness") have a higher chance to get drawn.
- Besides demographic information and media usage, attitudinal statements can be used to create a sufficient overlap for the data fusion.

04

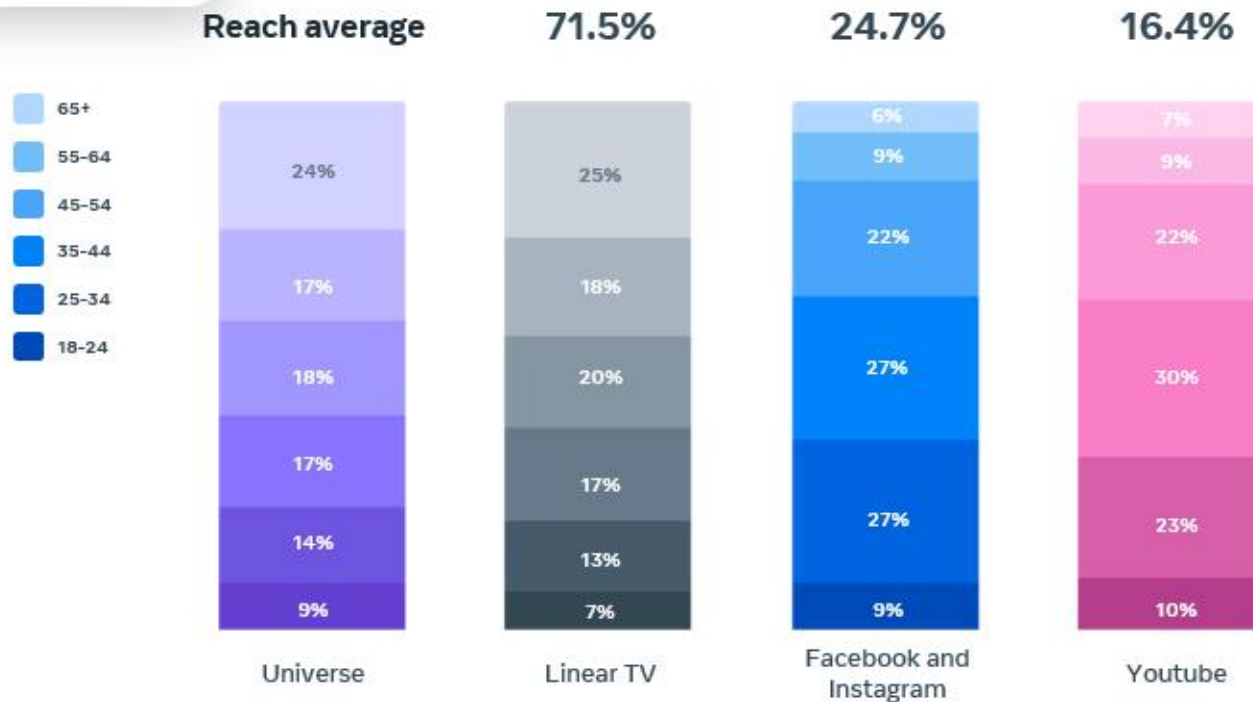
Results Campaign Amplifier

Facebook and Instagram drive substantial reach in the media mix compared to its investment, especially among 18-34 years old.



Linear TV, compared to Facebook and Instagram, reached mostly people older than 45 years; the digital channels reached younger people over-proportionally.

Total 18+



Digital channels
generate substantial
incremental reach
over Linear TV,
with Facebook and
Instagram
contributing 6%
exclusive reach



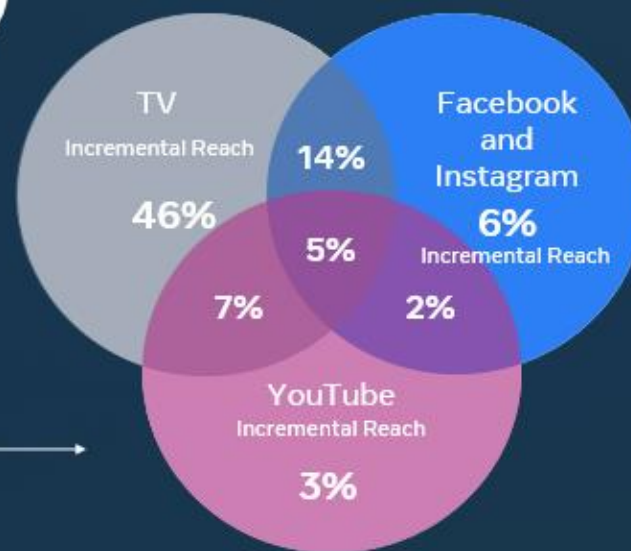
65% of all TV
contacts
were exclusive

Expected Share Index: 102

18% of all YouTube
contacts
were exclusive

Expected Share Index: 87

Total 18+



23% of all Facebook
and Instagram contacts
were exclusive

Expected Share Index: 98

82% of people 18+ have been reached

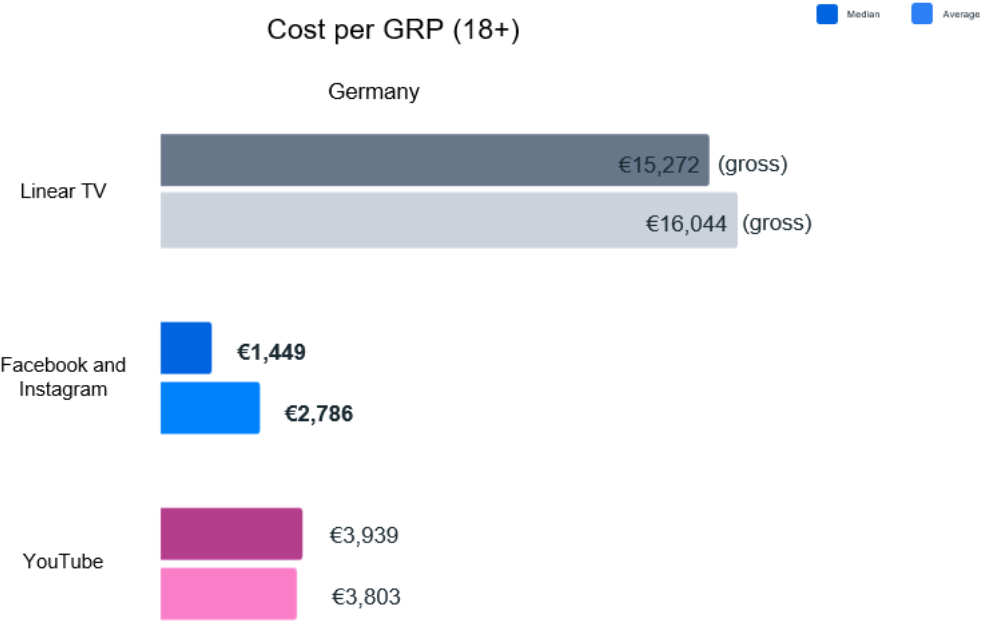
¹Expected Share Index:

Shows how well the channels generated reach in the target group compared to the other channels. Example: If all channels have the same likelihood of reaching the same audience, the exclusive reach within Meta would be the share of non-reached people by TV and YouTube. Index= 100 means Meta reach the number of unique people as expected.

Campaign Efficiency: Cost per GRP



Digital channels drive reach cost-efficiently.



The survey covers brand metrics plus also campaign topics

Understand the what and the why



Brand

- Brand Awareness (prompted/unprompted)
- Ad Awareness (prompted/unprompted)
- Consideration/ Preference
- Usage
- Advocacy
- **Brand Image partly - customized**

Campaign

- Campaign recognition
- Campaign appeal
- **Campaign message – customized**
(prompted and unprompted)
- Campaign diagnostics
- Campaign reported action
- **2 additional questions – customized**

Go beyond reach –
Cover creative quality as a
key driver of campaign success

Brand Uplift – which specific KPIs do we provide?



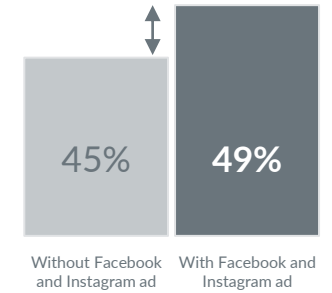
1 Uplift%

Impact on Brand metrics
for exposed persons



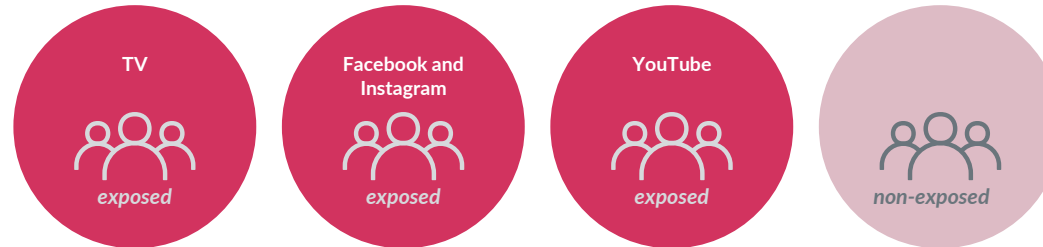
Uplift

e.g. Uplift Facebook and
Instagram = 4ppt



2 Contribution%

Weighted by channel reach



Contribution = Uplift*Reach

e.g. Contribution Facebook and Instagram:
 $4\% * 50\% = 2\%$

3 ROI

Costs per
1000 persons influenced

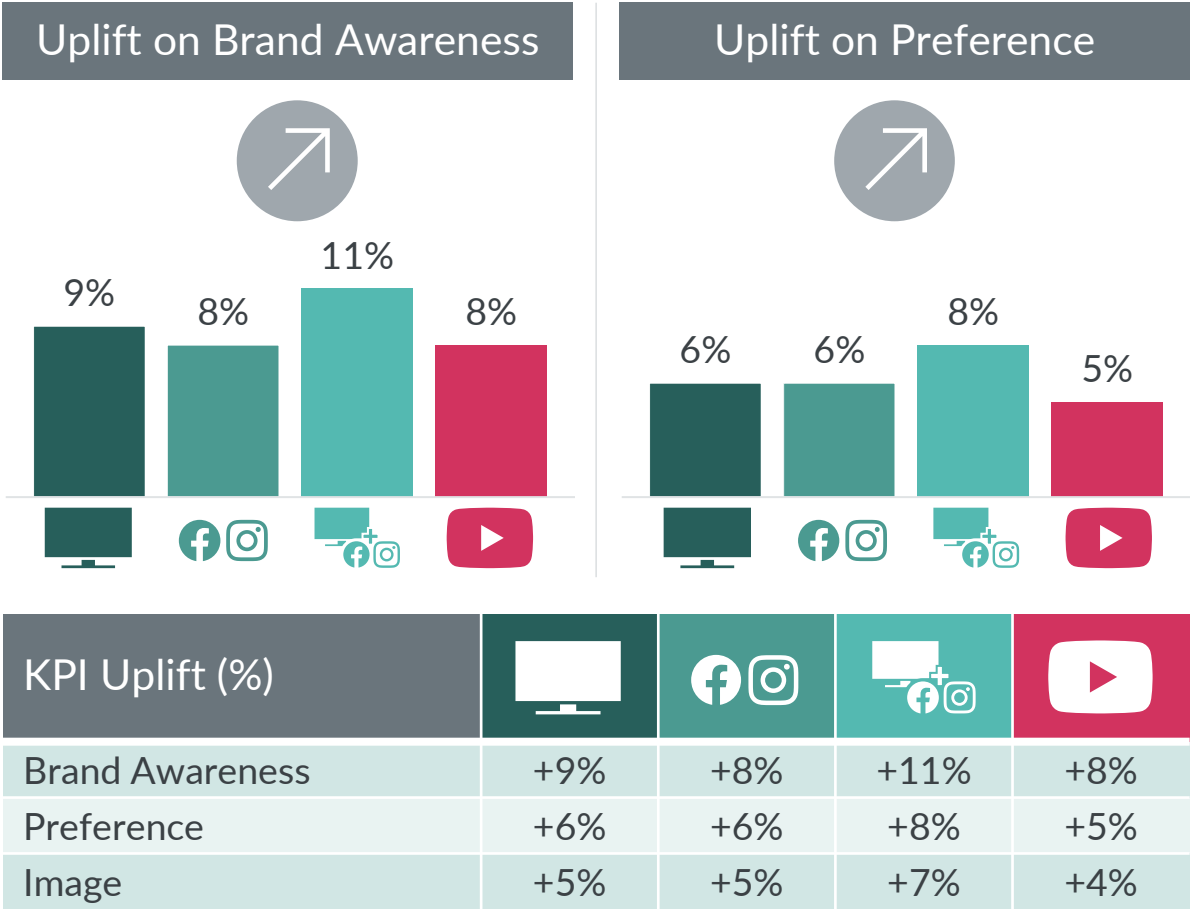
$$\text{ROI} = \left(\frac{\text{Median (Upliftage per person)} \times \text{Uplift (\%)} \times \text{Reach (\%)}}{\text{Costs per 1000 persons influenced}} \right) \times 10000$$

1. Brand Uplift by single channel and by channel mix



The outcome:
Brand uplift
per channel
plus
Synergies of
channels

selected metrics, anonymised results



1. Brand Uplift by single channel and by channel mix

Example from CROSSMEDIA BRAND STUDY



Uplift (absolute)	Linear TV	Facebook and Instagram	YouTube	Facebook and Instagram & Linear TV	Facebook and Instagram & YouTube
Investment** (M=Median, A=Average)	M €1,376,306 (gross) A €4,330,991 (gross)	M €123,333 A €182,115	M €57,413 A €77,565		
Frequency	11.6	8.2	2.7		
Reach	70.3%	36.8%	24.6%		
<i>Brand metrics</i>					
Prompted ad recall	+6.0ppt	+0.6ppt	+1.2ppt	+7.1ppt	+1.9ppt
Prompted brand awareness	+5.9ppt	+3.1ppt		+8.9ppt	+3.0ppt
Favorability (Top 2)	+6.1ppt	+3.1ppt	+0.7ppt	+9.8ppt	+3.9ppt
Consideration (Top 2)	+4.3ppt	+2.2ppt	+0.9ppt	+7.0ppt	+3.3ppt
Preference (Top 1)	+0.6ppt			+0.7ppt	
Reported action (e.g. I bought... / signed a contract)*	+7.5ppt	+5.1ppt		+16.0ppt	+4.7ppt

Source: Crossmedia Opportunities in Brand Building, Meta Marketing Science 2023 | GfK Campaign Amplifier: Based on 15 campaigns from 2022 (including all channels: TV, Facebook and Instagram, YouTube) | *metric: "Reported action" based on 9 campaigns from 2022 | Uplifts shown are modelled uplifts in specified Metrics as a result of exposure to that channel. The uplifts are for a single channel only as the model isolates and quantifies the impact of each channel. Base unweighted: Those exposed/non exposed to: All respondents: TV (10544/8038), Facebook and Instagram (2918/15664), YouTube (4189/14393), Facebook and Instagram & TV (1845/16737), Facebook and Instagram & YouTube (742/17840); Reported Action: TV (5712/6109), Facebook and Instagram (2028/9793), YouTube (2330/9491), Facebook and Instagram & TV (1021/10800), Facebook and Instagram & YouTube (376/11445) Analysis commissioned by Meta.

2. + 3. Contribution and ROI by single channel and by channel mix

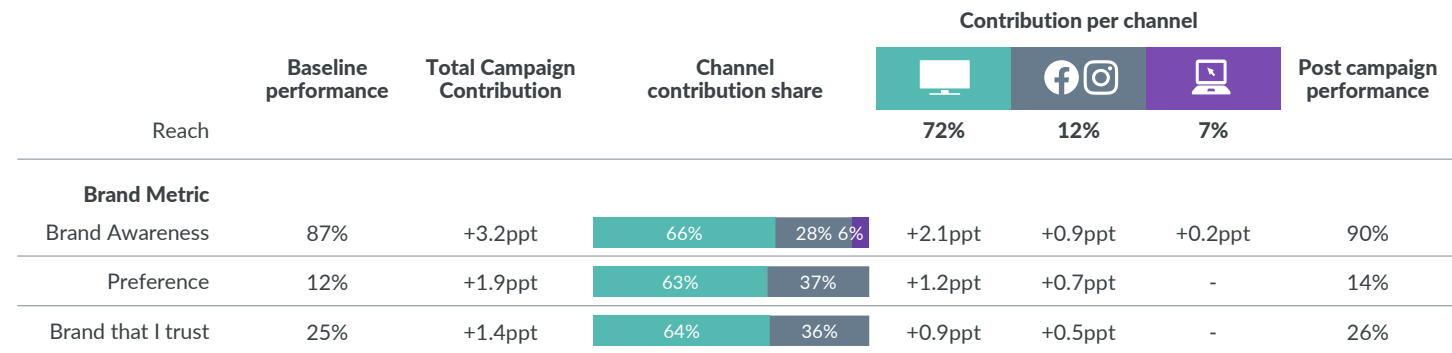


The outcome:
Contribution of each
channel to the total
campaign uplift

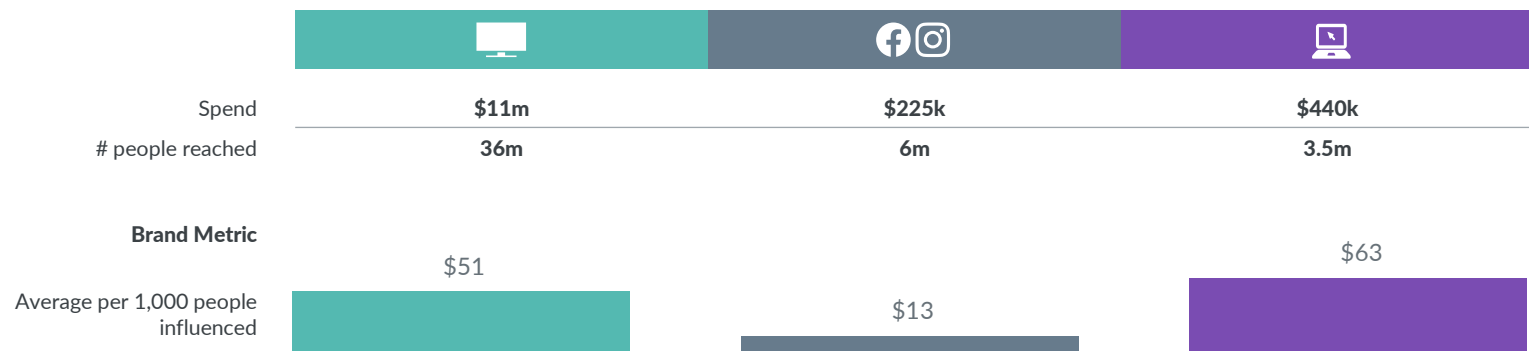
plus

ROI figure for each
channel

Contribution by channel – Selected metrics



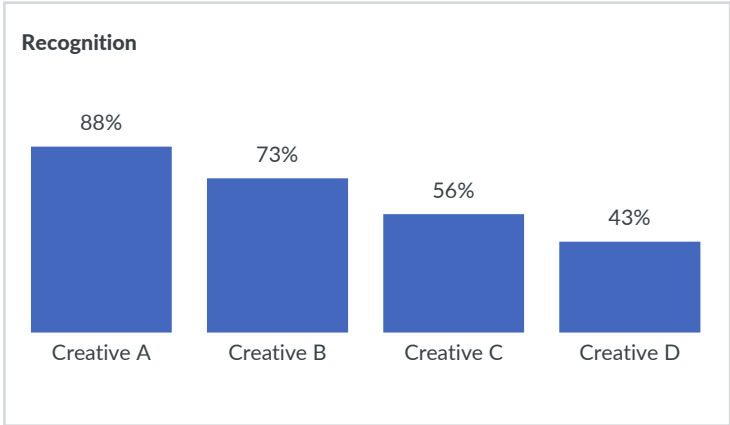
Cost for 1,000 people influenced – Selected metrics



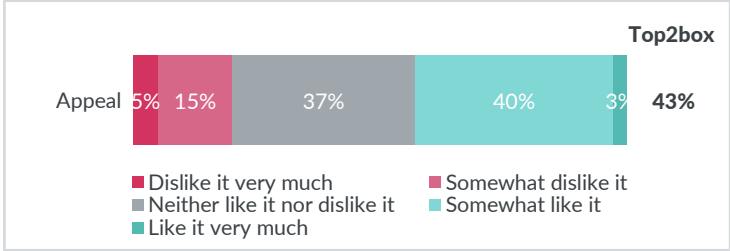
A creative assessment adds to the full picture of your campaign's performance



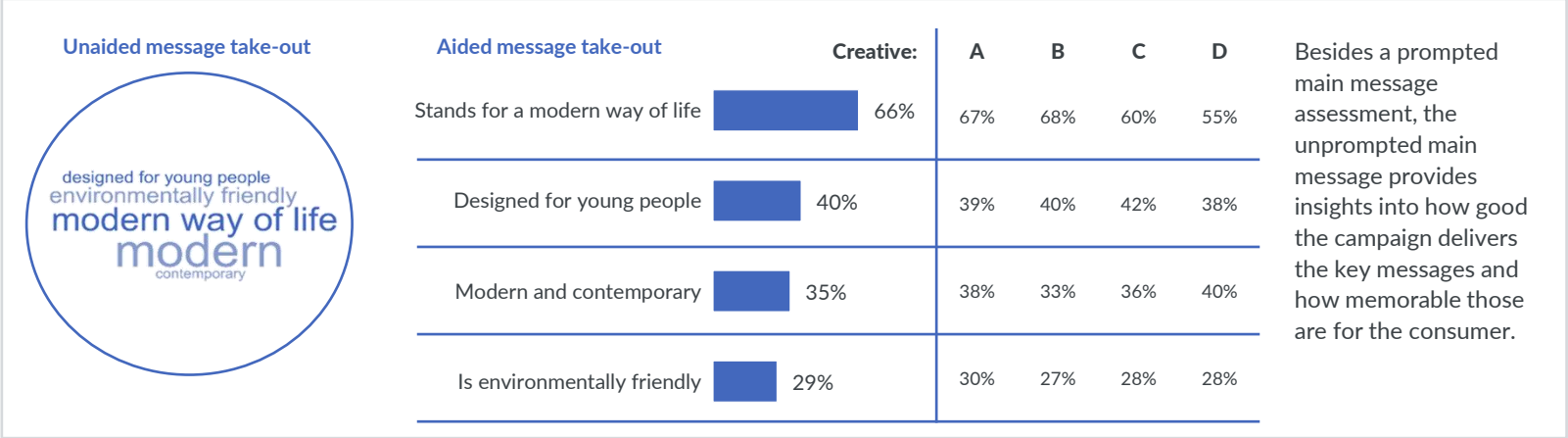
Creative recognition amongst target group by channel exposure



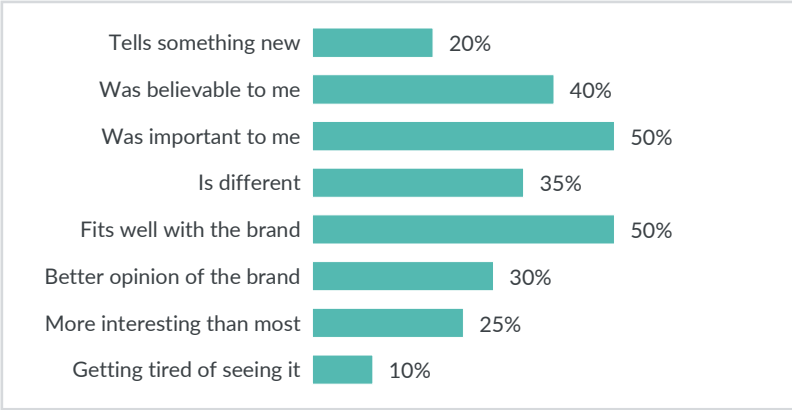
Campaign appeal amongst recognizers



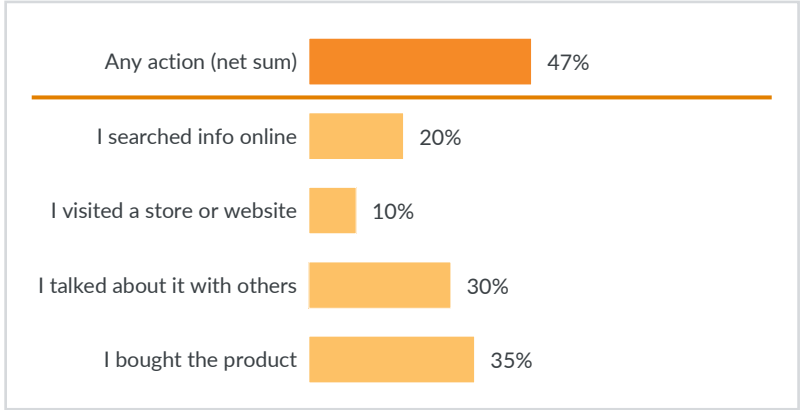
Message take-out amongst recognizers



Campaign diagnostics amongst recognizers



Campaign reported action amongst recognizers



Challenges accepted!

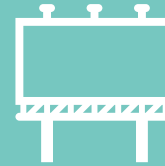
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A **multi-channel** advertising world – without separated responsibilities as to the long and the short



The **need to measure** the campaign's success holistically – in order to justify investments, monitor success and learn for future campaigns

Thank you

Thank you very much

Your contacts



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