

Digital Media Planning :

some evidence
based guidelines





using digital as part of a multimedia campaign

make the most of social media fan pages

how to make websites more effective

how to deliver impact through online video

make the best use of mobile

increasing the impact of online display

When planning your media campaign it is important to understand the strengths of each format, how audiences respond to them and how they can work together.

Millward Brown has analysed the evidence from several key studies to create some simple guidelines for marketers who want to make the most effective use of all forms of digital media - from websites to online video, social media and mobile - as part of an integrated campaign.

01

using digital as part of
a multi-media campaign



evidence

Digital media, like other 'targeted' media, have low reach but potentially high impact.

comment

Digital media operate as part of a media portfolio to deliver high impact, rather than reach. The high impact is a result of precise targeting and/or more engaging creative.

guideline

There is a limit to the potential reach of digital campaigns. It is therefore very important to focus on improving targeting and creative development.

evidence

In general, digital media reach the same people as TV (as most campaigns also use TV). The majority of campaigns use digital to increase frequency, although some campaigns also use it to increase reach.

comment

The role of digital media depends on the size of the TV part of the campaign. Digital is not an independent element

guideline

For TV-dominated campaigns, digital media should be planned as though everybody has already seen the TV.

evidence

Digital media (VOD) can improve the efficiency of TV.

comment

By using YouTube you can reach lighter TV viewers more frequently and cheaply than by relying on TV alone.

evidence

Online makes a small contribution to the overall campaign effect, but its share of effect is higher than its share of spend - especially on activation metrics. There is some evidence that online drives preference harder among the narrower target audiences.

comment

Online display is efficient but this cost-efficiency is probably delivered on the back of an implicit synergy with TV.

guideline

Scalability and synergy need to be taken into account when planning.

guideline

To drive reach and frequency it can be more efficient to use digital rather than more TV.

evidence

Increasing investment in digital media does not guarantee a better performance.

comment

If investment is a measure of weight, then this suggests that the effect of digital is not driven by unique reach, but by the quality of creative and degree of integration with the other elements in the plan.

guideline

Maximise the effect of digital by focusing on the quality of creative and its integration into the overall media plan, rather than increased spend.



02

Make the most of social
media fan pages



Like

evidence

Bigger is not automatically better for brands when it comes to fan bases.

comment

Size is not important. Fan pages of all sizes can build brands strongly.

guideline

Having fewer fans doesn't necessarily mean that the fan page isn't working well. Think of your overall fan page effectiveness as a multiplier: the impact per fan x the number of fans.

evidence

More frequent posts tend to result in a more effective Fanpage.

comment

The more effort you put in, the greater the return.

guideline

Post regularly. In the Facebook environment we recommend at least 15 posts per month to keep the page lively. The optimal frequency will depend on the objectives for the page and the content available. But don't overdo it. Over-posting can have a negative effect at very high frequencies, or if you are posting for the sake of it.

evidence

The benefits of fan pages can be categorised into those which are considered basic or 'expected' by visitors, and those which are differentiators. 'Expected' attributes include: regular posts; trustworthy brand news; new product info; contests/giveaways; offers. Differentiator benefits include: variety, innovation, fun, interaction, community.

comment

These categories are likely to remain fixed for a while, but the type of content that best delivers these benefits may evolve over time.

guideline

Stay on top of the latest Facebook page trends and check out what other fan pages are doing to differentiate themselves.



03

How to make websites
more effective

// www.



evidence

Websites and microsites can impact brand measures very strongly.

comment

Although they may not reach as many viewers as display campaigns, website environments give online users a greater chance to immerse themselves in the brand and this improves brand attitudes.

guideline

Integrate some kind of immersion destination into campaigns. Even when you are using Facebook fan pages, websites and campaign microsites may still be needed to deliver customised engagement activities.

evidence

Ease of use is the single most important driver of success.

comment

Unlike Facebook fan pages which all share a common layout, custom-designed websites can fail the 'ease of use' test simply because they are complex to navigate. Microsites in particular need to be intuitive and inviting for first time users.

guideline

Design custom sites with simplicity and ease of use as a primary consideration. Always conduct usability testing whenever possible.

evidence

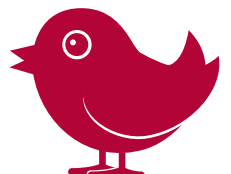
New and innovative sites are best for communicating brand messages.

comment

Provided it is easy to use, a site that is also innovative will encourage users to pay greater attention. If this innovation is designed skilfully around the brand message, it will be absorbed more readily.

guideline

Your most interesting and innovative site features should link directly to your intended brand message. Encourage content creativity within an intuitive environment. Don't settle for ordinary.



04

How to deliver impact
through online video



evidence

Viral video success on a major scale occurs infrequently but it is possible to predict with copy testing. Distinctiveness of content is the most important factor.

comment

Viral success is difficult to achieve on a large scale because consumers only have a limited interest in actively engaging with content. Good isn't good enough; ads really need to stand out from the crowd. Copy testing can help identify the level of distinctiveness of the ad and its "talk worthy" elements which can be highlighted in a viral PR campaign.

guideline

Aim for viral success, but don't bank on it. If an ad pre-tests strongly on the key attributes for a successful viral campaign, you may be able to invest more in viral seeding/promotion and rein back on traditional paid media. For most ads, promotion via owned and paid channels will also be needed.

evidence

Online video is more impactful than online display.

comment

Audio-visual ads have a greater tendency to engage online visitors than banners, and are more memorable as a result.

guideline

Identify appropriate opportunities to promote your video online. Test these alongside display banners to ensure you are paying appropriate CPM rates (higher CPMs may be justified for the right opportunity, but there remains a risk of overpaying).

evidence

In-stream online video (primarily pre-rolls) tend to impact on brand metrics more strongly than autoplay video ads.

comment

The act of selecting a video stream means the viewer is more engaged. They are more likely to notice and absorb than the ad while waiting for their content to appear, whereas an autoplay may be ignored.

guideline

Provided you can secure sufficient appropriate inventory and are not paying excessive CPM rates, in-stream online video can be a very effective medium for brand messaging.

evidence

The theory that 'made for TV' ads are better for message association and favourability while 'made for online' ads are better for persuasion is unproven.

comment

There is no simple answer to the question of whether TV ads should simply be posted online. Higher scores for message association and favourability for TV ads used online may just be a result of the halo or synergy effects from TV. Meanwhile persuasion measures may be higher for customised creative because those messages are more tightly targeted at those who see them online.

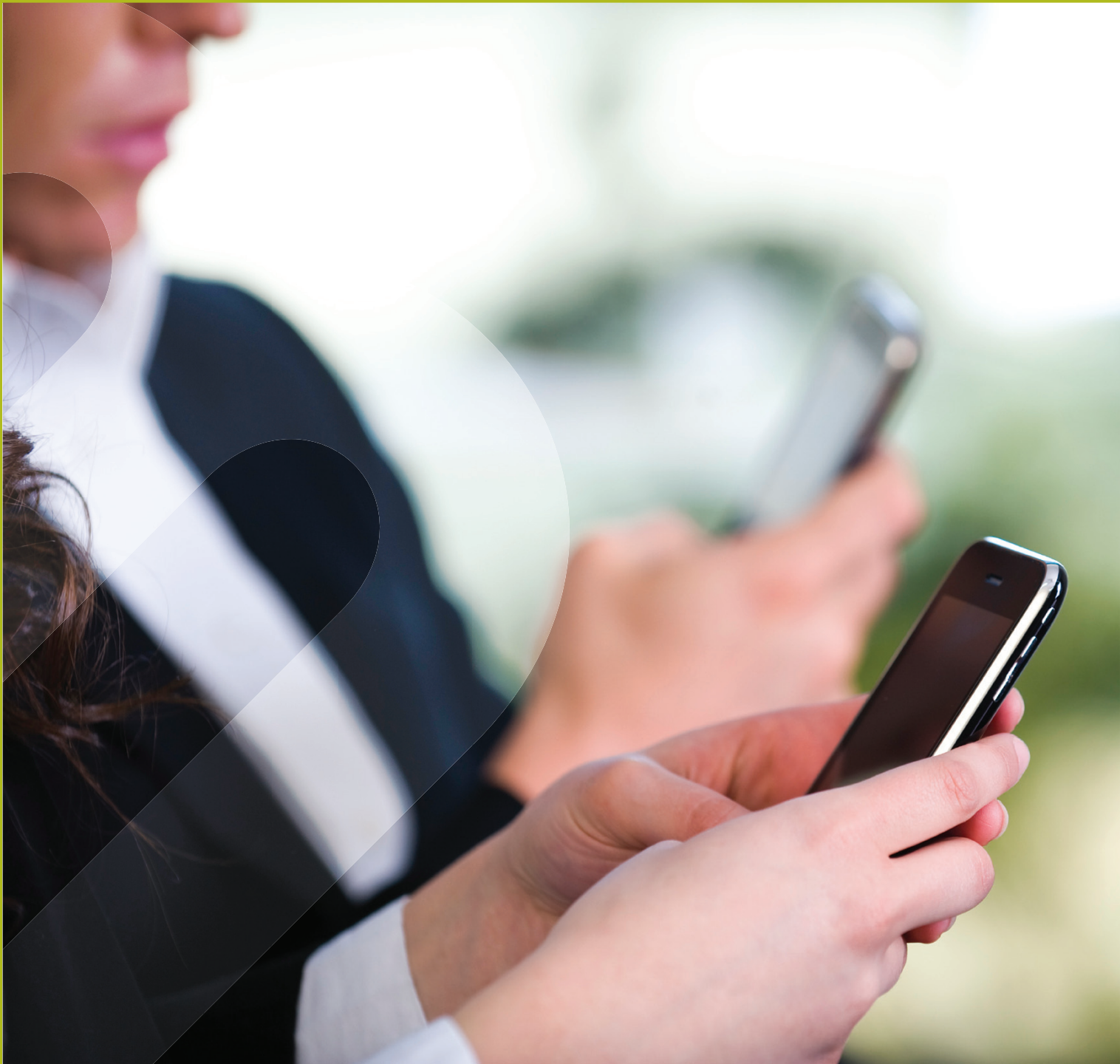
guideline

Although some ads may work well online without modification, all TV content should be reviewed before it is promoted online. On the whole, tailoring for the medium and the audience is likely to improve impact. Very long ads are unlikely to work as pre-rolls but may work as virals. A "back story" (e.g. the making of) can also work well to supplement a TV ad used in this way.



05

Make the best
use of mobile



evidence

Mobile ads are generally more impactful than online display ads, although reach levels are typically still quite low. There is also a wide variation in how individual ads perform - some ads do very well while others do very badly.

comment

The mobile advertising space is still relatively uncluttered, so mobile ads tend to be noticed strongly. Impact is also being aided by the emergence of new mobile advertising platforms such as Apple's iAd which is designed for use within mobile apps on iPhone, iPod Touch, and iPad devices.

Although the infrastructure for mobile advertising is now largely in place, achieving high reach media plans is still difficult. The level of creativity in ads may vary because of differing attitudes to mobile. Sometimes it is considered a core element of the campaign, in other cases it may be an afterthought.

guideline

Improve the reach of mobile ads by integrating them into the wider campaign. When traffic is driven to mobile, the impact is strong. There is now sufficient variation in creativity varies to make it worthwhile pre-testing mobile ads.



06

Increasing the impact
of online display



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Do TV Ads "Wear Out"?

Millward Brown Knowledge Point

March 27, 2012 - Business Day
Global Market Research Firm, Millward Brown Makes Entry into Nigeria

March 23, 2012 - Business Insider
Here are China's 20 Biggest Brands - How Many Do you Recognize?

March 14, 2012 - MediaPost
Stengel, Millward Brown: It's all about Ideals

March 12, 2012 - Warc
State-Owned Brands Still Lead in China

February 22, 2012 - Mkt Web
Firefly MB Hires Senior Strategy and Creative Director

Latest Insights

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Not Just Different but Meaningfully Different

Re-engage with consumers in a more meaningful way

Ideals: The New Engine of Business Growth



Brand Challenge

Chinese brands must work hard to improve differentiation and overseas recognition

Millward Brown Blog

Straight Talk

With Nigel Hohns

Monday, April 30, 2012
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BrandNews features Brown's latest strategy, consulting, development, media and

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evidence

There is a wide variation in the impact of individual online ads, but some patterns can be discerned.

comment

People rarely watch online creatives from beginning to end, and the execution can therefore have a significant impact on results.

guideline

Show the brand prominently on all frames of the ad; each frame of the ad should be able to stand on its own. Don't make people work for the message... they won't!
Keep the messaging very simple, and be mindful of audience drop-off when using 'reveal' ads.

evidence

Brand impact is not strongly correlated to click or interaction rates.

comment

Campaign optimisation still tends to employ behavioural data 'because it's there'. This may result in incorrect optimisation decisions.

guideline

If you have a brand objective, don't evaluate or optimise your campaign based on clicks. Brand and behavioural impact are different. It is now easier than ever before to optimise based on brand effectiveness (either using pre-testing or real-time in-market optimisation techniques).

evidence

Impact varies by audience and location.

comment

Impact will vary based on the audience targeted, the relevance of the content, and the audience's receptivity to the brand in different environments. Web portals (whether 'horizontal' such as AOL or MSN or 'vertical' with a focus on specific sectors or interests) may work well because relatively tight demographic targeting is possible. Also, portals can project popularity.

guideline

Placing ads appropriately can make a big difference to their performance. Pre-launch, you should consult normative data for audience and brand-specific learning about historical campaign performance. Once in market, consider using real-time in-market research to optimise the ads across sites and creative units.

evidence

There are important differences in the way that viewers respond to TV and to online content.

comment

TV is a passive medium. Commercial content is therefore designed to be disruptive in order to grab viewers' attention while relaxing on the sofa. Unsurprisingly there no correlation between engagement and motivation - viewers are happy to be entertained by a car ad while having no intention of purchasing it. In contrast, the online environment is an active medium in which the viewer exerts more control. Consumers are drawn to content which is engaging but also seek out brands and categories that they are predisposed towards. This means there is a much stronger positive relationship between engagement and motivation.

guideline

While it is important to make online content engaging, it may not be sufficient to grab attention by itself. There usually has to be an additional motivation for consumers to seek it out and interact with it.

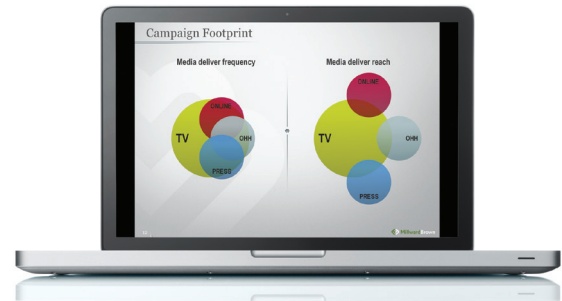
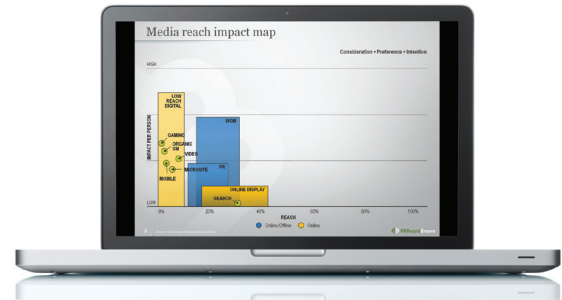
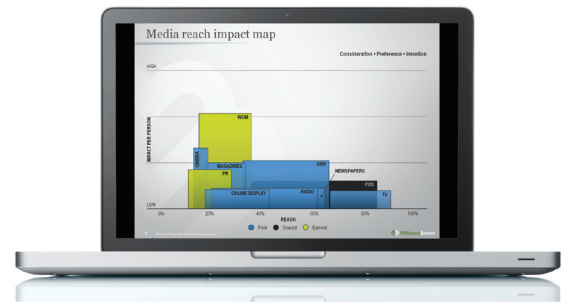


Image source Flickr.com | Photographer Johan Larsson

Sources

This paper is based on an analysis of the evidence provided by the following Millward Brown research studies:

- European CrossMedia
- MarketNorms (AdIndex)
- FanIndex
- Website evaluations
- Dynamic Logic Creative Best Practices



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