

AdReaction

THE ART OF

INTEGRATION

Video and Advertising in Czech

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Content

Introduction: the opportunities and dangers of a fragmented media landscape

Integration: the more integration the better

Idea: build from a strong campaign idea

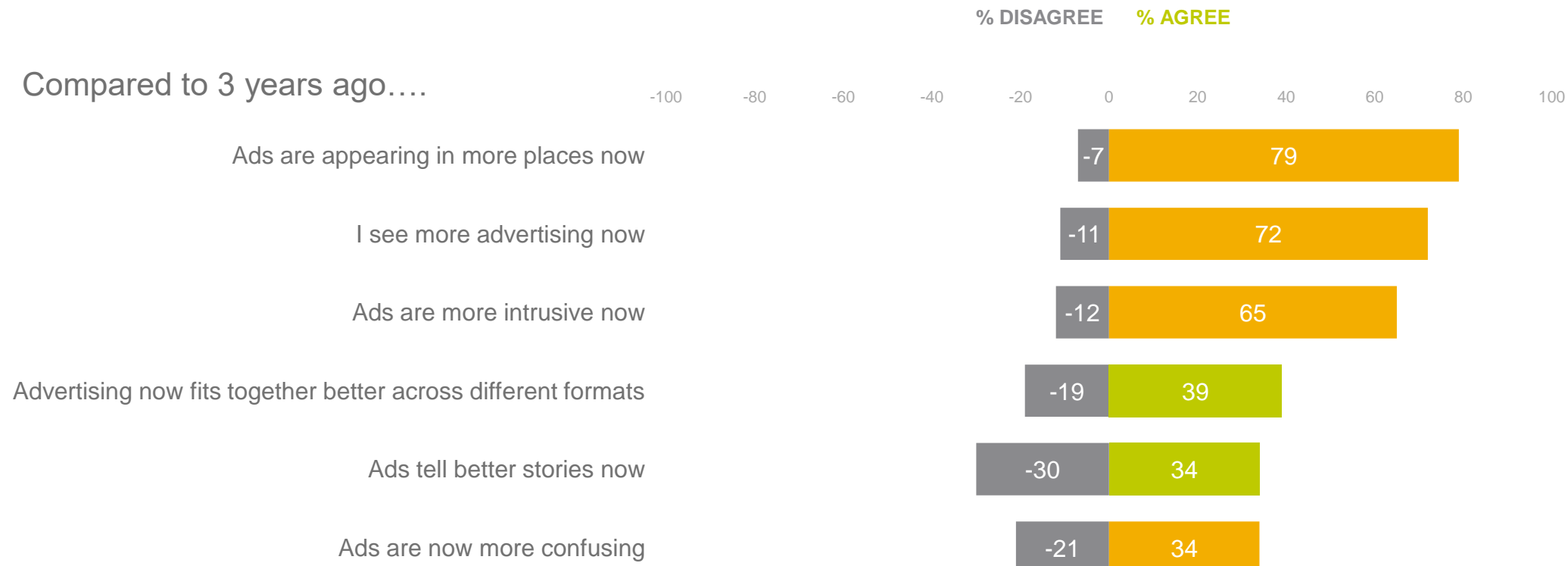
Creative: every ad counts

Placement: each one is special

Customisation: all ads should be made to measure

Recommendations

People feel media fragmentation and an increasing pressure and intrusiveness of ads, but also say campaigns fit together better and tell better stories



Each media has different perception, personality

Consumers follow it in different mood

Accept different tone of voice

Play different roles

DOLPHIN is - Extrovert, intelligent



TIGER is - impulsive



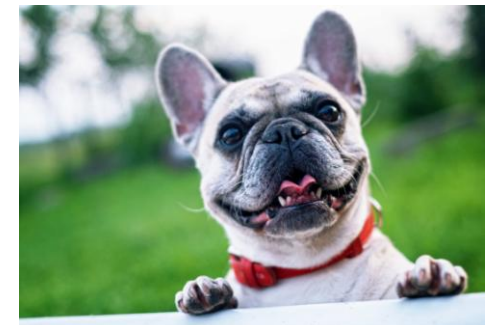
SNAKE is - cold



FOX – clever, extrovert



RABBIT is - playful, pleasant



DOG is - playful, pleasant, extrovert, conscientious

STORIES EARN ATTENTION

ENGAGEMENT



Did the ad connect with the consumer in a branded fashion?

BRAND ASSOCIATIONS



Did the ad affect brand associations in the right way?

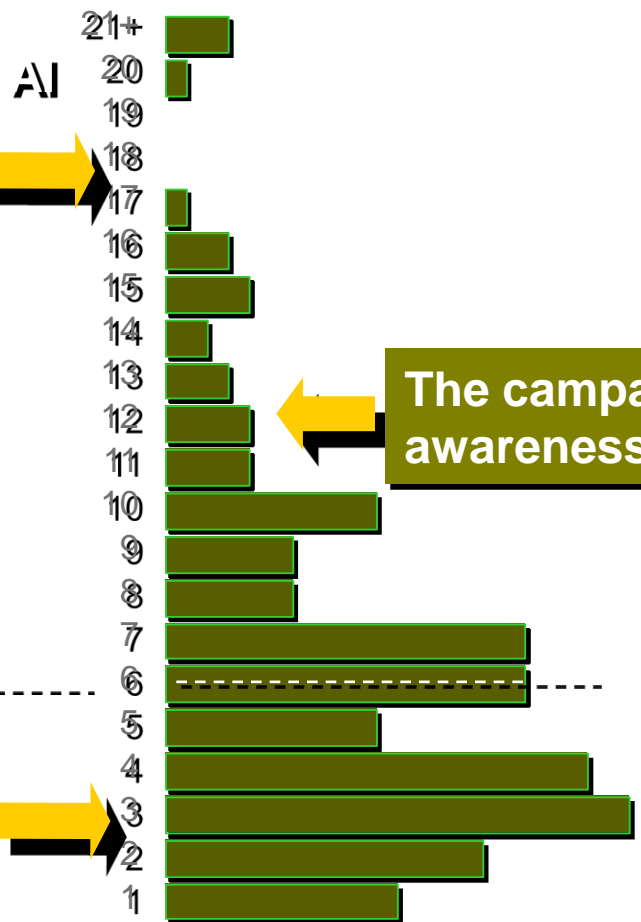
BRAND PREDISPOSITION



Did the ad make the brand more desirable at key decision moments?

Quantification shows important differences just based on creativity

Excellent - You can achieve 3x more for same investment



The campaign will ensure % awareness on 100 GRPs



Median (5)

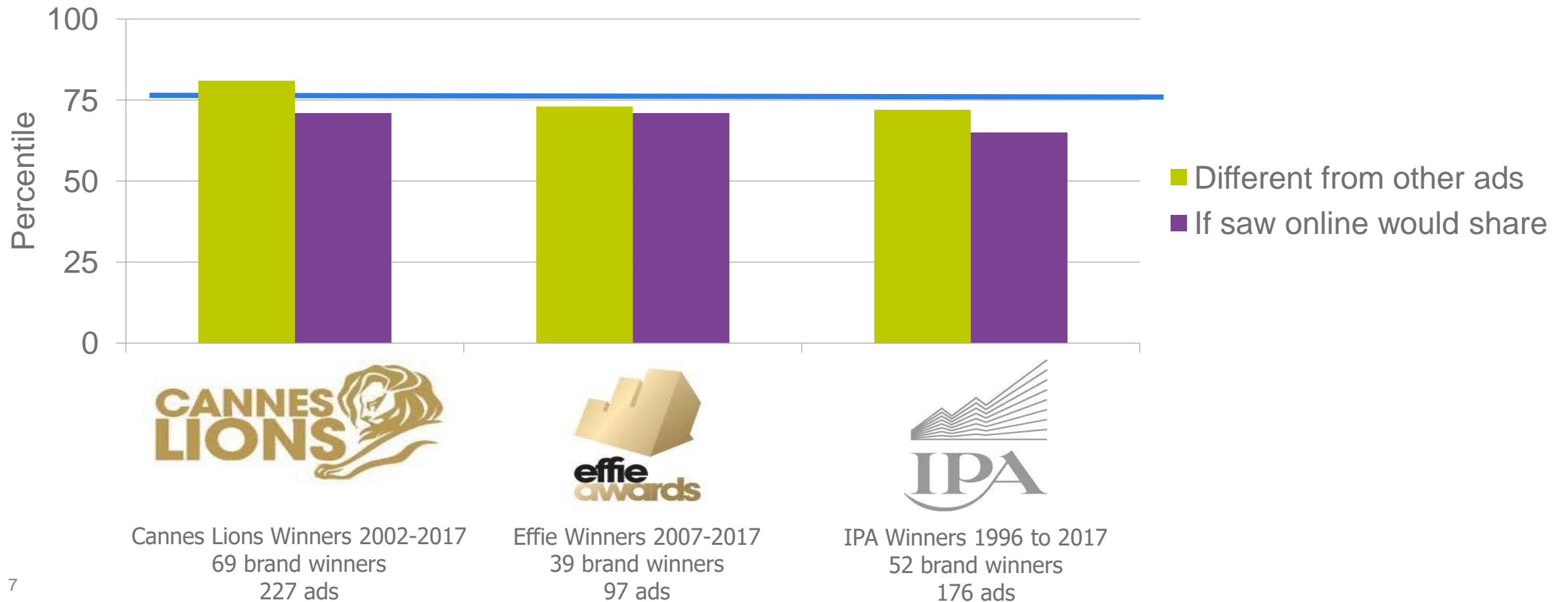


You have to spend twice more to keep the average effect - low ROI (return)



It is important to stand out from the crowd and defy category norms

People are more willing to share campaigns that are different and engaging



Subaru's advertising stands out from the typical ads for automotive brands

The "Dog tested. Dog approved." campaign began airing in 2010



In the Czech Republic Air Bank's advertising separates it out from its competitors

Air Bank stands out as having great advertising and being seen as shaking things up





ATTENTION IS A REWARD, NOT A RIGHT



PEOPLE NEED TO CARE ENOUGH
TO ENGAGE AND SPEND TIME WITH US

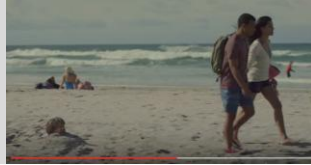


What makes video advertising likeable in CZ?

Usually consumers enjoy watching the ads due to their ideas, actors or music which they love. The most inspired spots are created by mobile operators (T-Mobile and Vodafone), Kofola, car brands (Škoda, Volkswagen), Coca-Cola and Apple.

“Old spice ads – they are funny and very inspiring.”

Czech Republic



“I enjoy watching Skoda spot during the hockey. It was so unusual ad.”

Czech Republic



“T-Mobile has very captivating ads. I’m always smiling when see them, but they don’t persuade me to use T-Mobile services.”

Czech Republic



“I love Aquila advert as my daughter is dancing when hears it.”

Czech Republic



“I’m sure that Kofola ads are the best. They are really funny, especially with the dog.”

Czech Republic



“I was inspired by Lenor advertising thank to music.”

Czech Republic



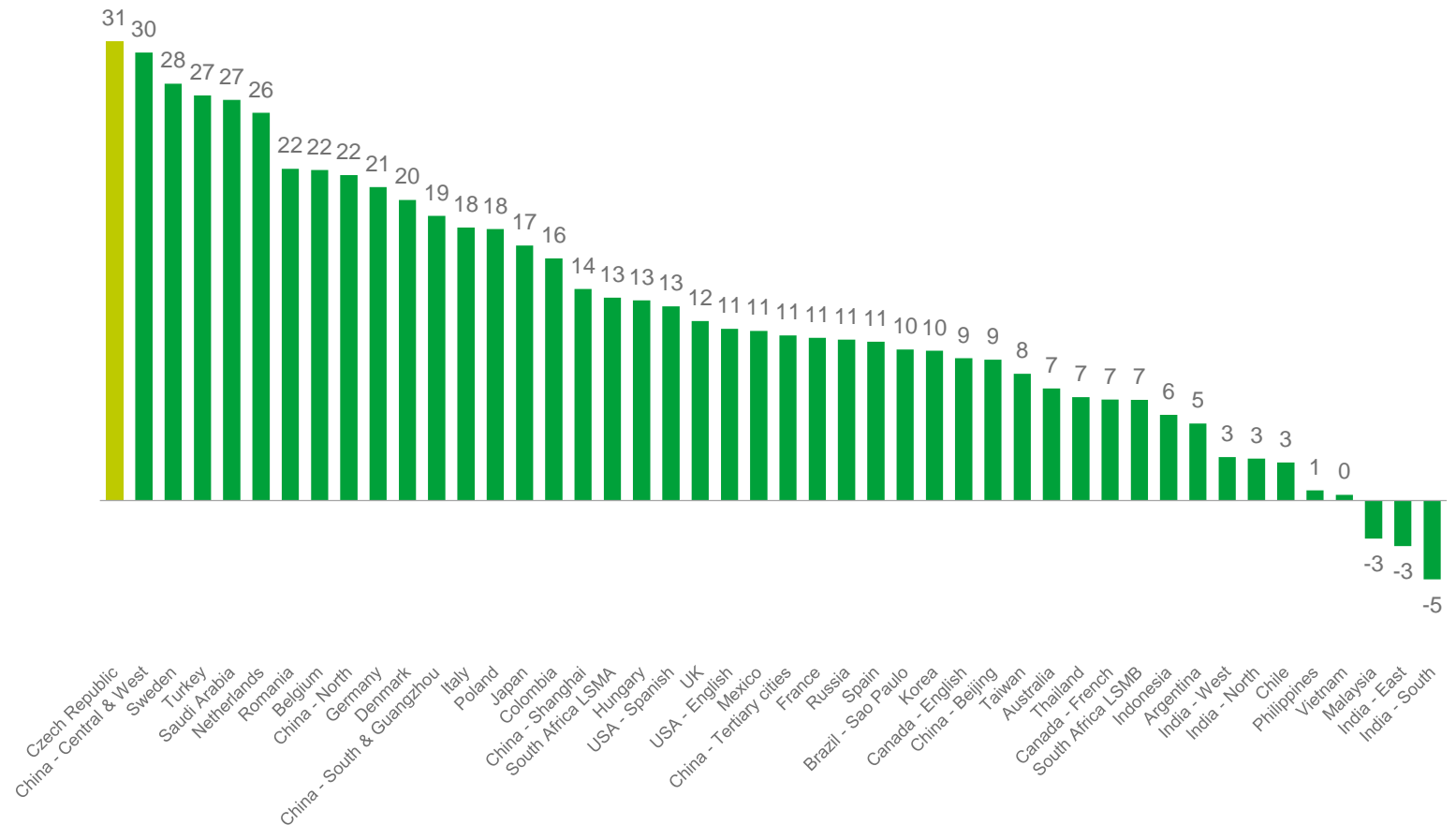


Czech Republic is even the first in the world

Distinctive music in the ad



(% Difference between the most efficient ads vs. least efficient)



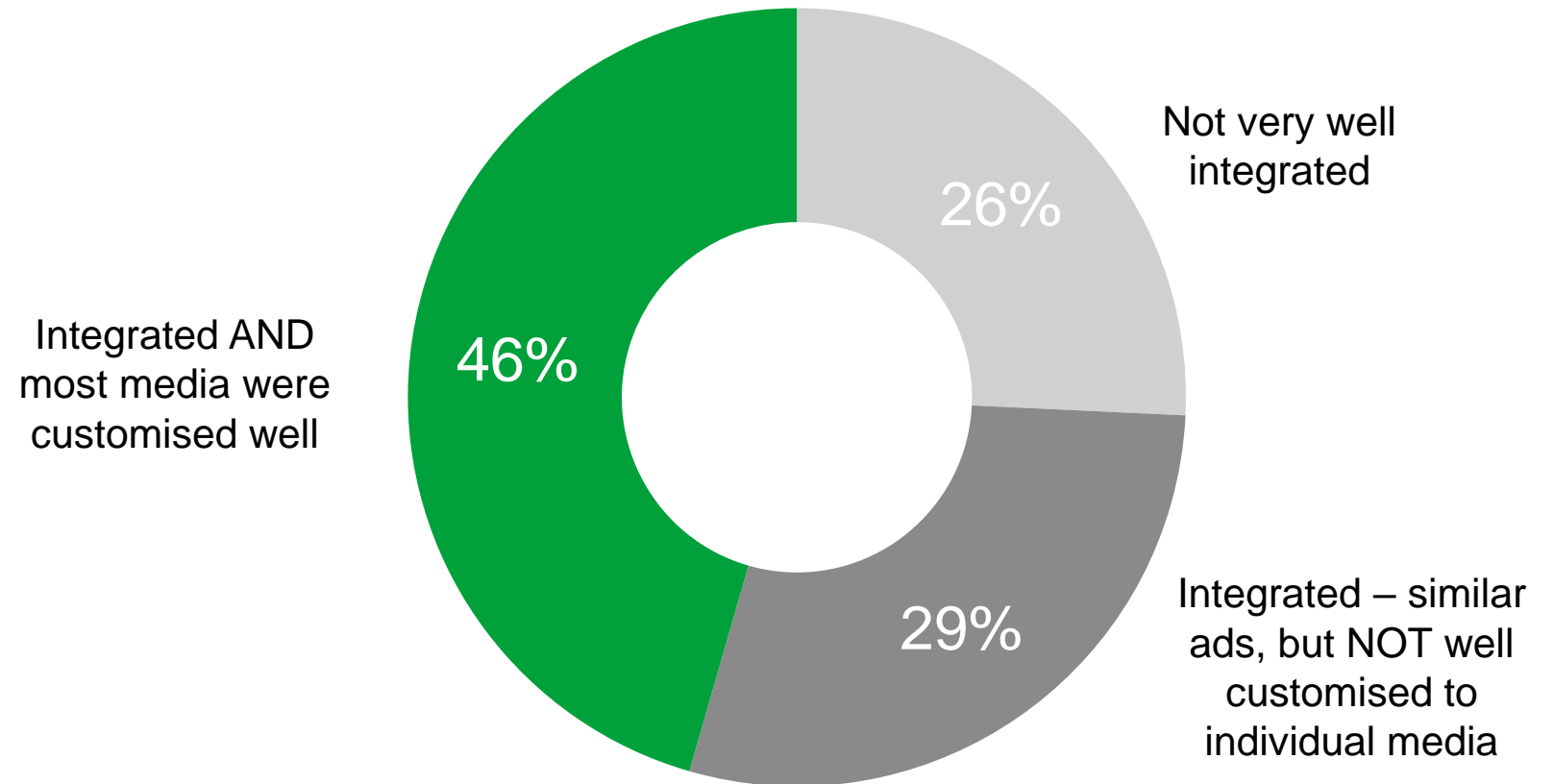




INTEGRATION

Currently one in four of the campaigns we measure are not well integrated

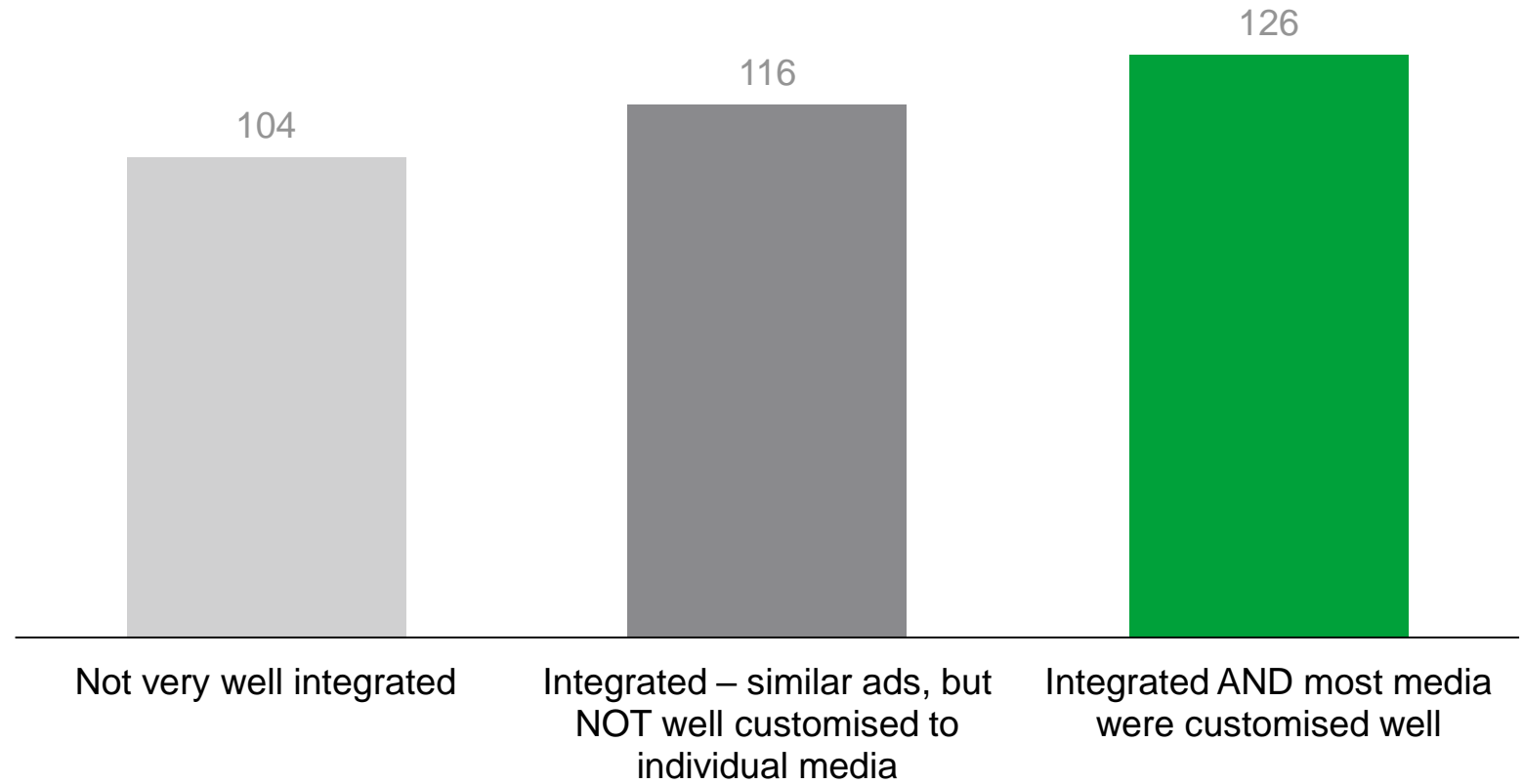
Nature of multimedia campaigns



Data Source: Kantar Millward Brown global CrossMedia studies, 2015-2017, (223 studies).
Categories: Food & Bev, Household, Retail, Travel, Personal care, financial services, technology, automobiles

More media channels can improve campaign effectiveness, but only if the channels work synergistically

Overall campaign contribution

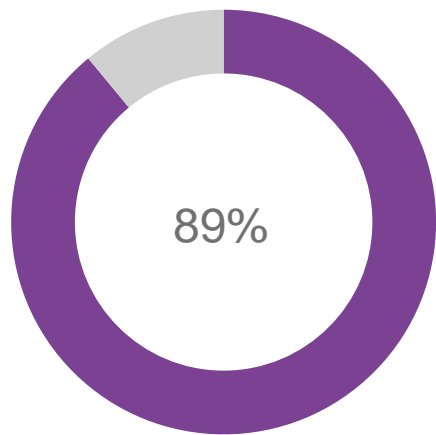


4 or more media indexed vs 3 or less

There is a huge gap between how marketers think they integrate their media strategies and what consumers see.

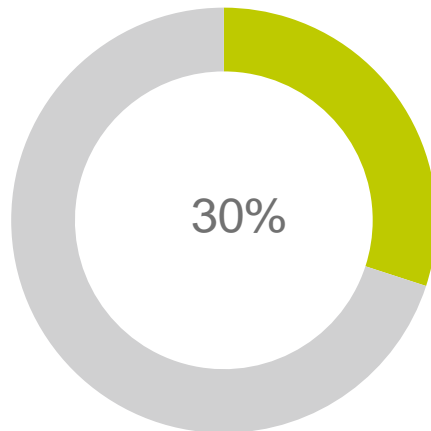
Czech consumers are even much more negative about the fit compared to global average.

Marketers view of strategy integration

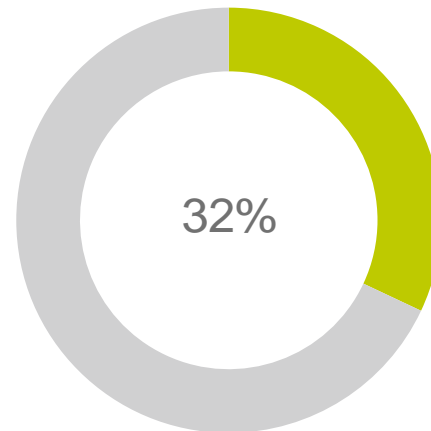


Desktop, mobile & TV

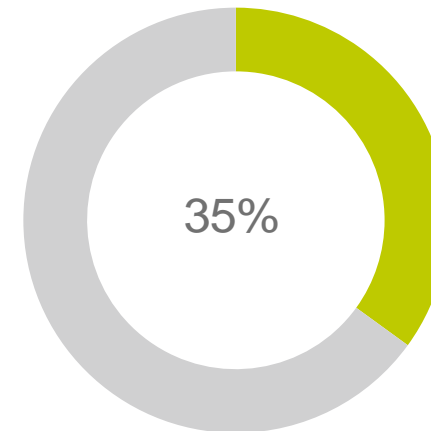
Consumers view of campaign fit
(vs global average %)



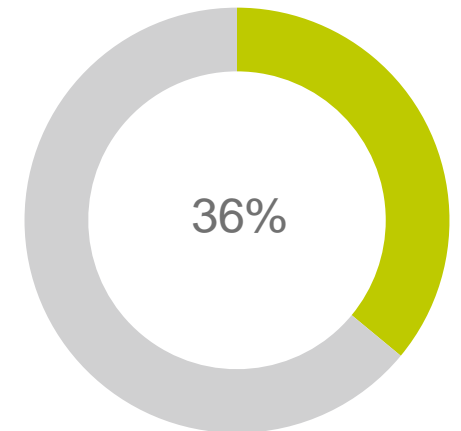
Across all
(Global average: 58%)



Between online and offline
(55%)



Between different offline formats
(59%)



Between different online formats
(56%)

INTEGRATION CUES

Consistent use of characters or personalities differentiates the best campaigns. Hygiene factors such as logo and strapline also help, but have less impact.

Style, music



Celebrity, humour



INTEGRATION: Budweiser China

Familiarity built through color, style, branding, alongside use of 'next generation' celebrity with young, passionate, and futuristic image fitting to the brand; but each ad interesting in itself.

"The red bracelet drives the girl to find the red bottle of Budweiser"



Man – static outdoor ad



Woman – static outdoor ad



60s and 15s website ad



30s TV ad

Branding percentiles

Campaign	89
Man – static outdoor ad	96
Website video – 60 sec	95
Website video – 15 sec	90
Woman – static outdoor ad	90
TV video – 30 sec	72

Local examples of strong integration

“O2 - on TV, in printed media, radio, on the internet. All connected by the idea of smart network.”

Male, 45-64

“Air Bank - advertising on the internet, on television. It has been linked by the same main character.”

Male, 30-44

“One type of ad running on the travel agency website that describes the type of vacation. On the smartphone goes very short version, but with a price tag.”

Female, 45-64

“Ads for Hyundai i30 - both in radios and billboards, as well as on TV. They were all connected by the words “New czech combi”.”

Male, 16-29

“The Carling Cider - I saw it at the festival and on TV. They were linked by a slogan that it is served on ice.”

Female, 16-29

“Hyundai Tucson has the same slogan in advert on TV, in a newspaper, on cars - with the motto “I’m in control”.”

Male, 45-64

“For Gambrinus (on TV, banner on internet, billboard - a figure of a bearded man, possibly king).”

Male, 45-64

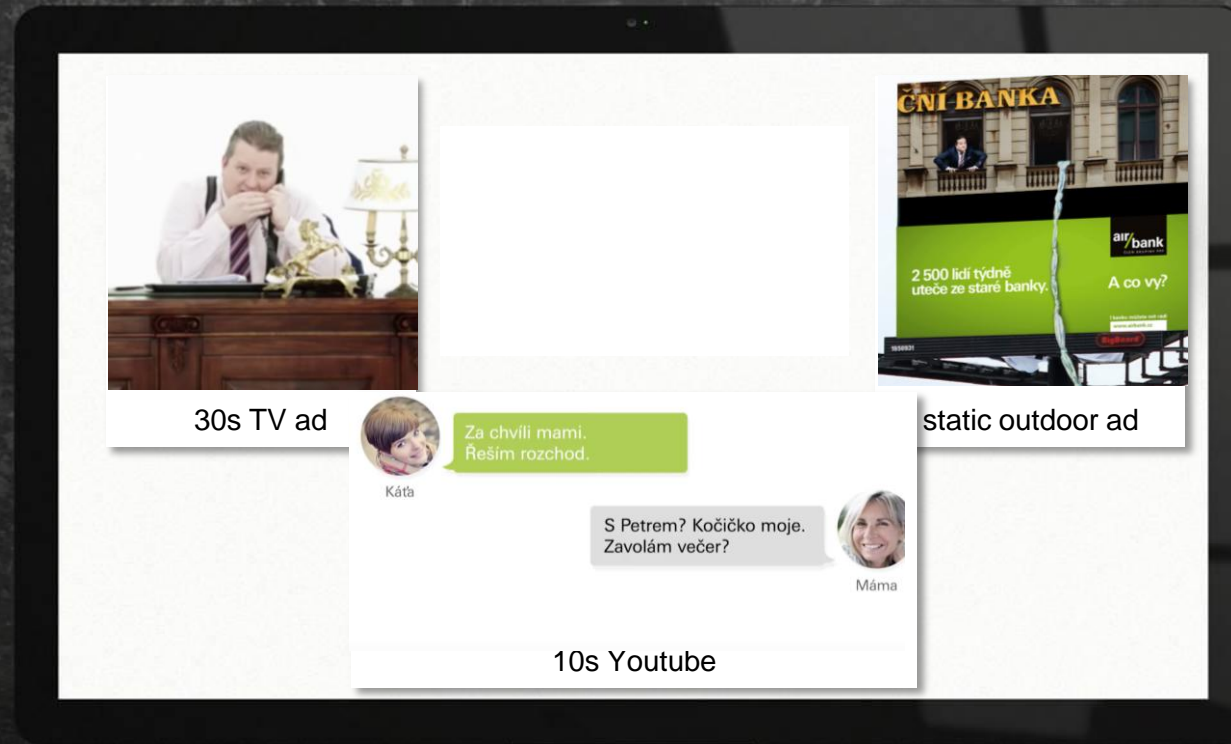
“Coca Cola. I’ve seen an ad on Facebook and Instagram, all protagonists were youtubers.”

Female, 16-29

INTEGRATION:

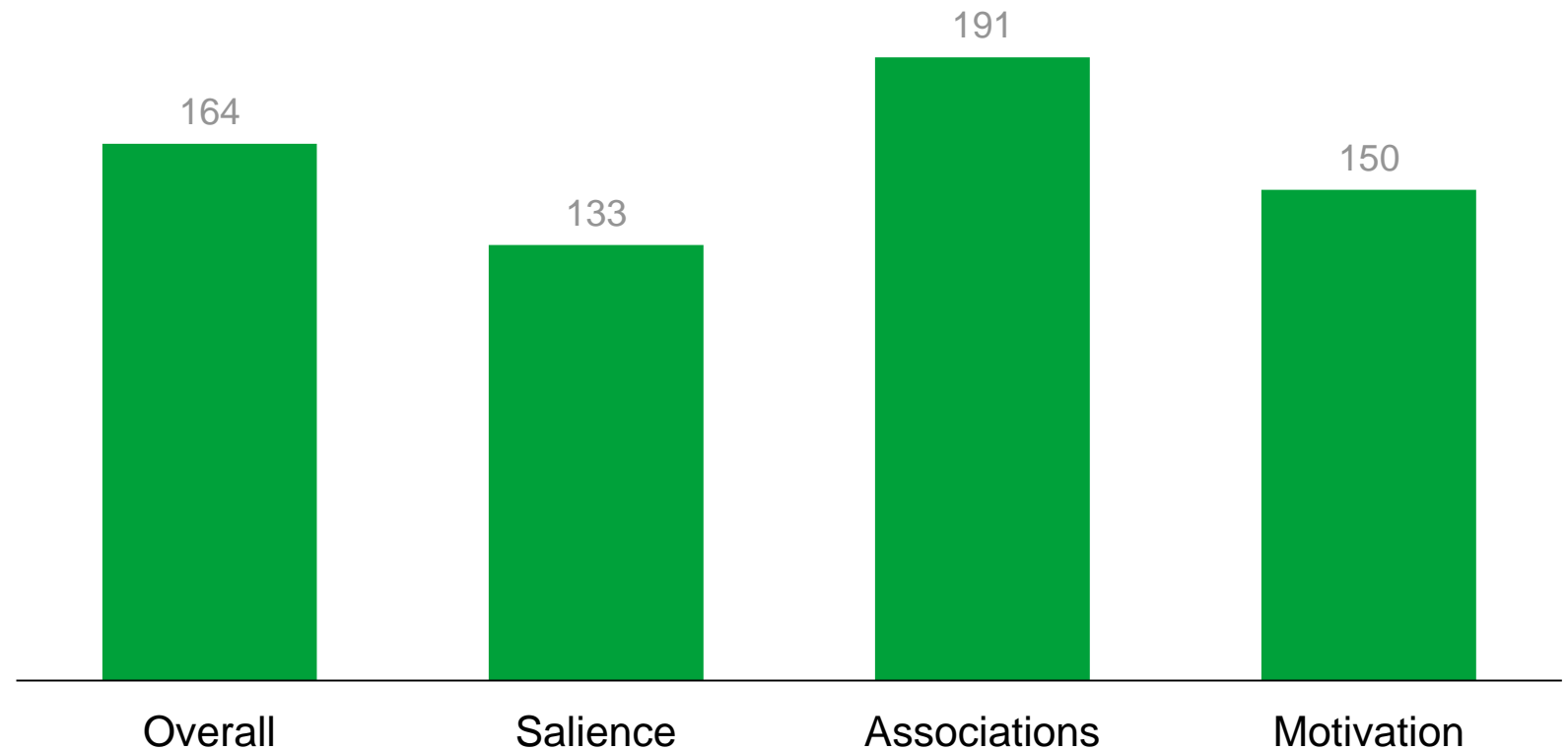
Airbank Czech Republic

Familiarity built through same brand personality, color scheme, logo and same type of humour.



Campaigns with a strong central idea perform better across all brand KPIs, especially image associations key takeaway

Overall campaign contribution with a campaign idea



Data Source: Kantar Millward Brown global CrossMedia studies, 2015-2017, (223 studies).
Categories: Food & Bev, Household, Retail, Travel, Personal care, financial services, technology, automobiles

An abstract painting with a rich, textured surface. The color palette is dominated by warm tones, including various shades of yellow, orange, and red, with some darker brown and black accents. The brushstrokes are visible and expressive, creating a sense of depth and movement. The overall effect is one of energy and warmth.

**ALL CHANNELS
BENEFIT FROM
INTEGRATION**

HORNBAACH's advertising through sensory elements helped with 'feel' of the campaign



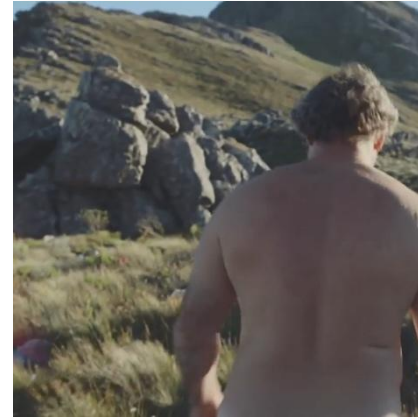
IDEA: Hornbach (Germany)

‘Dive into Life’ delivers the message that DIY is a sensory experience, a moment of pure freedom, real and a bit painful, that reminds people: You are alive! (Du lebst!). Well connected campaign. Sensory elements of website helped with ‘feel’ of the campaign.

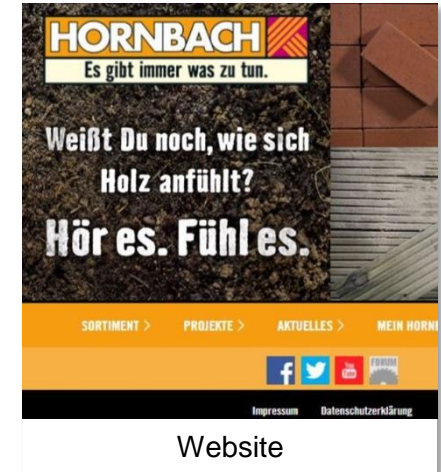
“...the idea of promoting the senses. If you have seen the whole story to the end, you will always have to smile a little when you see a poster”



60 second TV ad



20 second YouTube ad



Website



Static outdoor ad

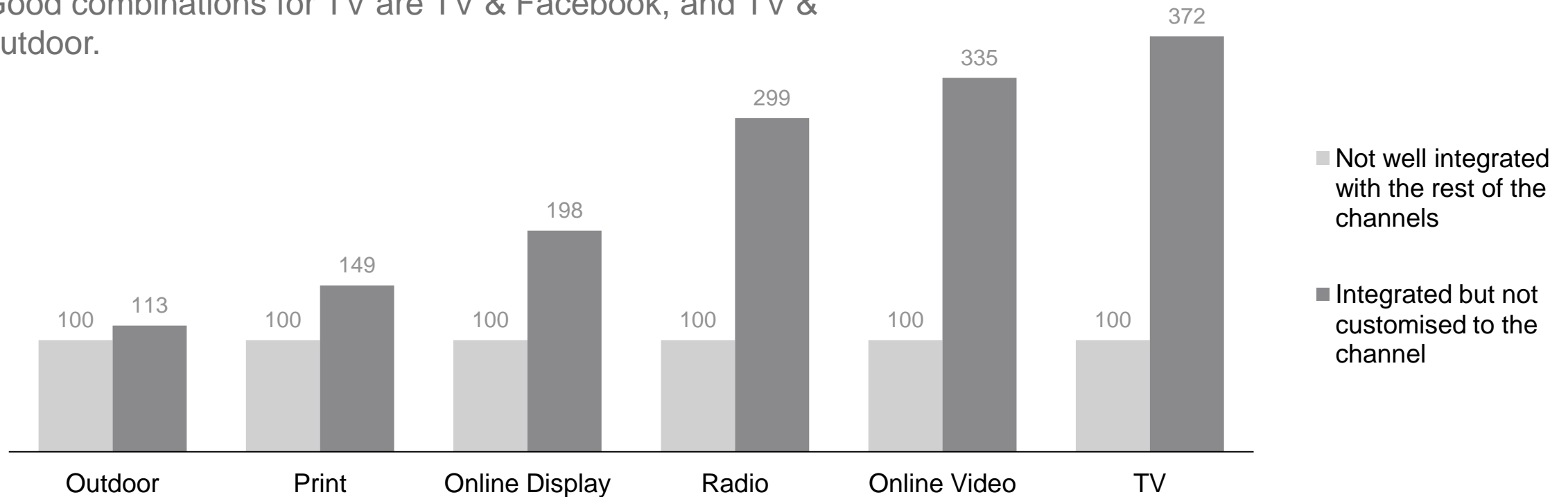


Static outdoor ad

In reality, all channels benefit from integration but TV is leading

Channel level contribution by campaign type

Good combinations for TV are TV & Facebook, and TV & outdoor.



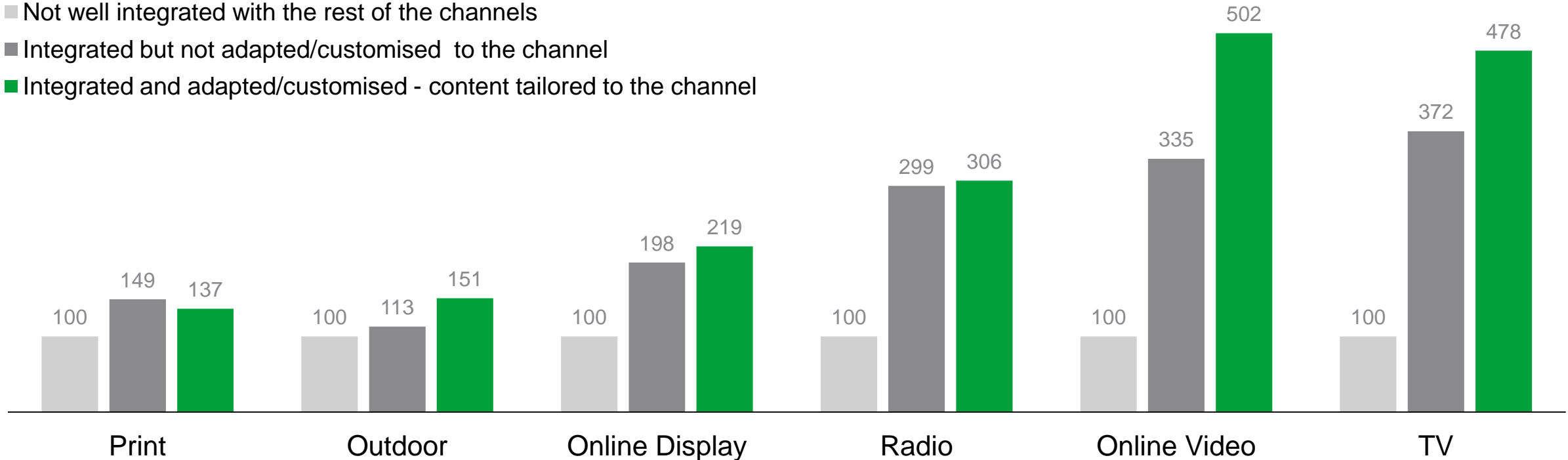


CUSTOMISATION

TV and online video benefit most from integration AND customisation; also important for outdoor.

Channel level contribution by campaign type

- Not well integrated with the rest of the channels
- Integrated but not adapted/customised to the channel
- Integrated and adapted/customised - content tailored to the channel

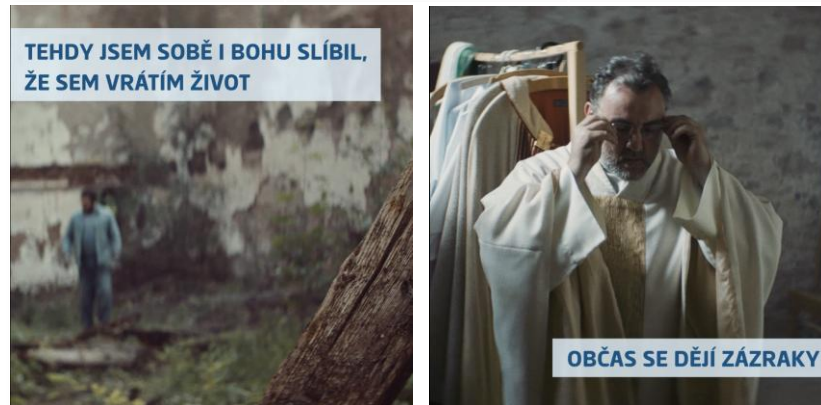


CUSTOMISATION: Česká spořitelna

TV ad customised for square Instagram and Facebook viewing with enhanced brand integration and wrapped into shorter format.



Neratov - 90 second TV ad



Neratov - 6 second Instagram video post



Neratov – 36 second Facebook video square ad



VIDEO ONLINE WORKS DIFFERENTLY THAN TV

Some ads are highly engaging

Important for TV but also for online video

Award winning online video creative shares the same powerful characteristics as TV creative – they are all highly engaging.



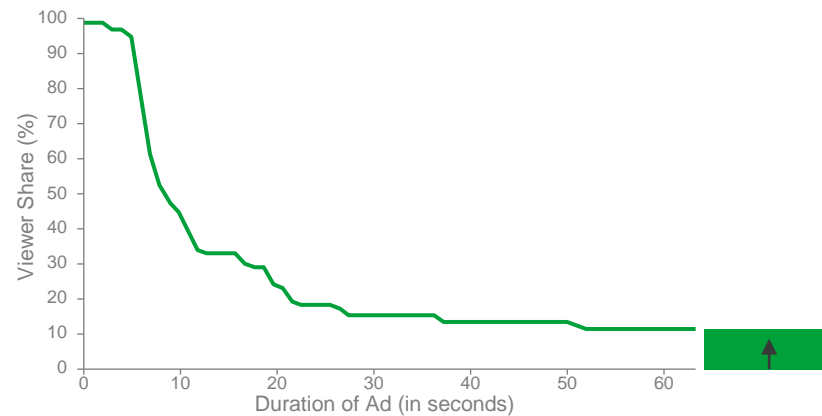
Even award winning ads are skipped early on when viewed online

We see a similar pattern of response across most ads.

A lot of drop-off in the first few seconds and then stability over the course of the rest of the ad

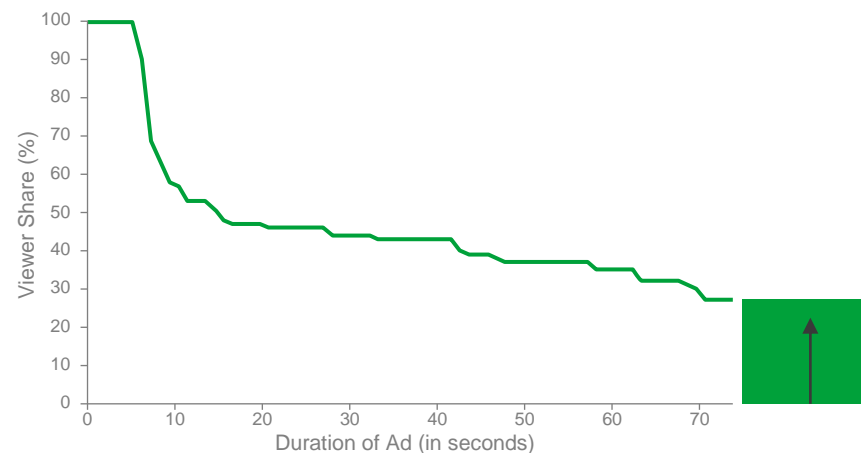


While the general pattern of viewer retention is the same for all ads, the proportion of people who continue watching to the end differs quite a lot



% who watched
the whole ad

23%



% who watched
the whole ad

43%

Focus on skip resistance...

Increase consumer engagement by capturing attention in the first few seconds.

And integrate the brand in the first few seconds

Nestlé®



Increase consumer engagement by capturing attention in the first few seconds.

And maximize viewing opportunities

This ad was loved; but too many would miss it in a skippable format because the first few seconds were not gripping enough.



BRAZIL



This ad was loved; but too many would miss it in a skippable format because the first few seconds were not gripping enough.

PLACEMENT MATTERS: GEICO

Tailor to the context.

This ad performed very well on digital formats; but when we tested it in a TV context, appreciation was not so strong.



PLACEMENT MATTERS: Adidas Originals (US)

Viewers think this campaign will be better placed on social media than TV

“they want to be hardcore, and stand out from others. But not in a bad way”



Mirror –
15 second Twitter video ad



Women –
30 second Twitter video ad



Stormzy –
15 second Twitter video ad



Launch –
90 second TV ad

Appropriateness %	TV	YouTube
Stormzy	26	42
Women	37	46
Mirrors	40	46
Launch	37	46

Local examples of strong online customisation

“An ING ad that appeared on YouTube. It worked well because the squirrel was really cute. Also the advert wasn't too long to start bother.”

“Advertise on MALL (online shop), because it has its original style and raises interest in potential customers.”

“For Ford Focus – plays on emotions, short and clear. Attractive model and a story of a man who is longing for a car.”

“Coca Cola - excellent catching song, great camera work - both emotional and effective shots and it's also clear from the first moment what product is being promoted.”



SUMMARY

RECOMMENDATIONS

Set the bar high – consumers feel bombarded and not always value the current multimedia stories, so create an inspiring work of multimedia art which will stand out in a cluttered environment

Integrate comprehensively - use all senses. Visual cues are important, and characters differentiate, but audio also helps. People won't notice all your cues, so test if your campaign fits together.

Cue the idea – start with a killer campaign idea and develop tightly integrated executions that bring the idea to life. Build out from the core, don't work back from a TV ad.

Every piece of content counts – individual creative quality defines overall campaign success. Do your idea justice by testing executions in all major media.

Choose channels wisely – there is little benefit to more channels unless they have a clear role in the campaign, and in reaching your audience. In the online space, target judiciously, don't intrude.

Customise carefully – only develop content for channels where you can adapt excellently. Find a balance between enough familiarity to integrate, but enough novelty to engage.