

KANTAR



Measuring Media Synergy:

10 Years of Cross-Media Evidence on Campaign Effectiveness



Maximising reach through better placement and timing of advertising can be termed the ‘science of media synergy’.

The art of the media mix is drawing on the strengths of each medium and choosing media that mesh together and provide a wide scope for stimulating consumer senses.

Media Silos to Measurable Interactions

70's

MAXIMISE REACH.

Media operated in silos with success measured through reach and frequency. Research was focused on understanding the most efficient combinations of channels to extend reach.

90's

PERHAPS DUPLICATION HAS BENEFITS.

Early recognition that duplicate exposures enhance brand health. Research explored media interactions and reinforcement.

00's

WORKING WITH THE WEB.

The internet was the catalyst. Accelerated research thinking towards how media can work together to improve awareness, attitudes and purchase intent.

10's

MEDIA SYNERGY ARRIVES.

Research started exploring convergence, sequential exposures, receptivity, acquisition and other mechanics of synergy.

The Synergy Era

12's

PLAN COMPLIMENTARY EXPERIENCES.

Ehrenberg-Bass :
cumulative reach
varied timing and context,
enhanced repetition, and a
“neuro-rich” mix of visual,
auditory and textual
experiences.

18's

SYNERGIES ARE NOT UNIVERSAL NOR AUTOMATIC.

Synergistic, antagonistic
and asymmetric
interactions:
21% produced antagonism
- duplication, saturation
and poor combinations
can destroy value.

20's

SYNERGY IMPROVES OMNI CHANNEL OUTCOMES.

Three requirements are
reach overlap,
synchronous phasing and
creative synergy; digital
channels generally
depend more on
interaction, while TV and
video retain stronger
standalone effects.

26's

ENGINEERING SYNERGY.

Orchestrating roles,
priming, sequencing,
fluency of brand assets,
application of context to
suit CEPs.

**We think about the instruments.
Consumers experience the orchestra.**

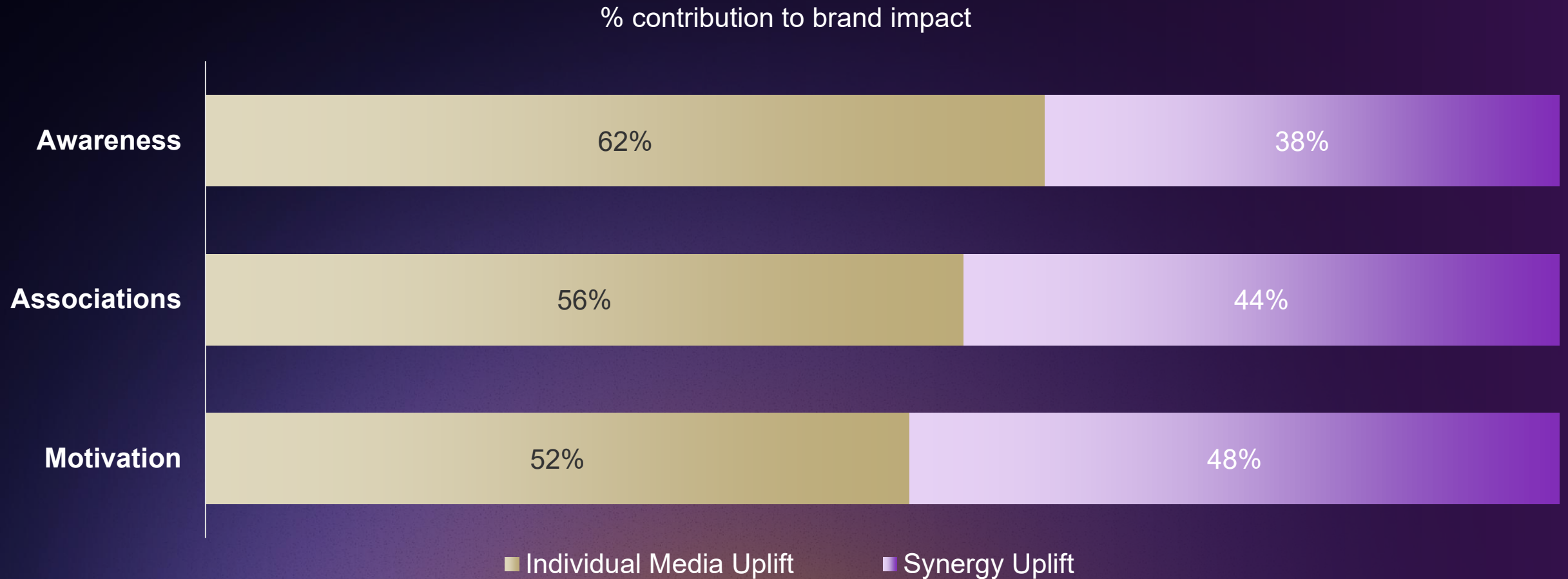
We have become increasingly sophisticated at understanding what individual channels contribute.

The opportunity is understanding the added impact they create together.

So what's synergy worth?



Synergy plays its biggest role in consideration and brand equity



When the orchestra plays together, campaigns deliver 44% higher average KPI lift

**Campaigns
with low
synergy**



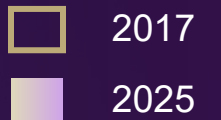
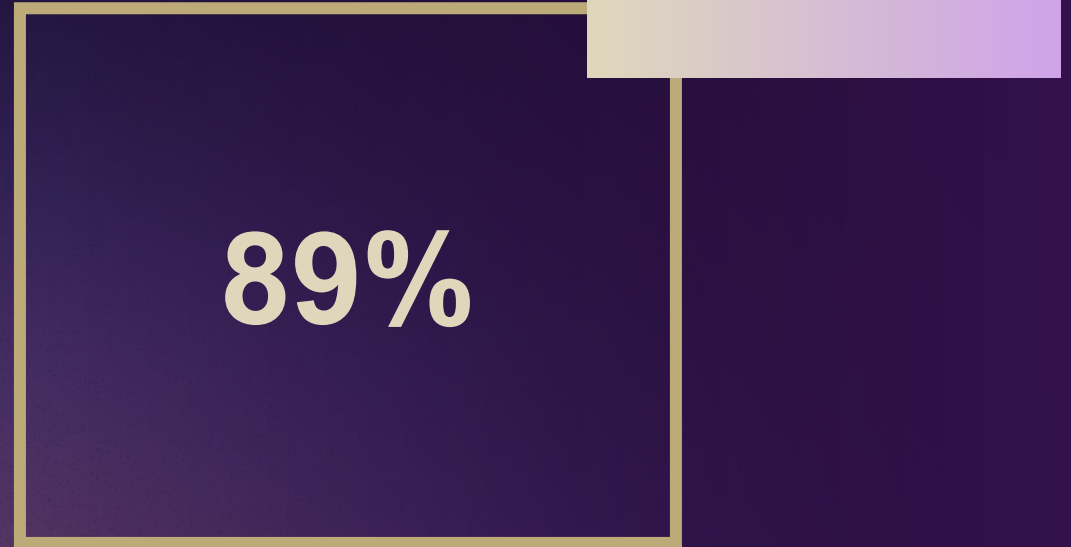
+44%



**Campaigns
with high
synergy**

Marketers don't feel confident they get integration right

Marketers' view
of integrations
across channels



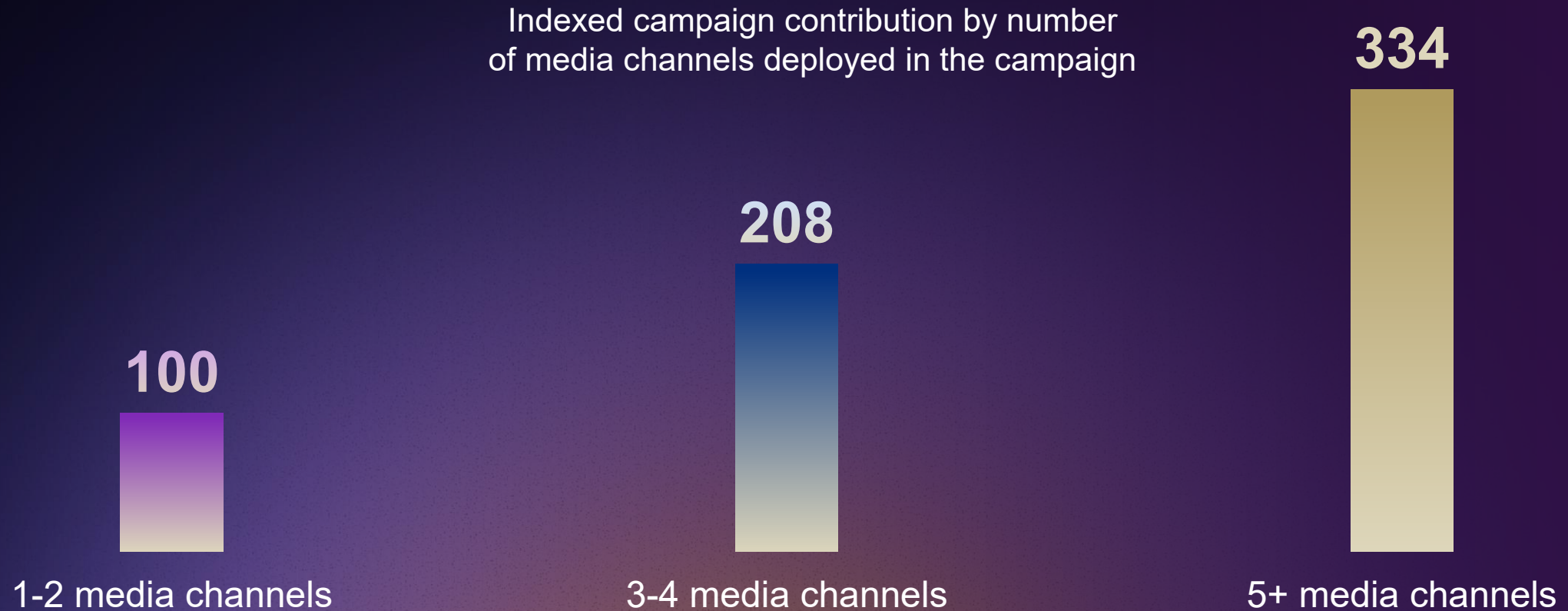
And almost half of campaigns are below the synergy benchmark

47%

of campaigns fail to generate strong synergy effects

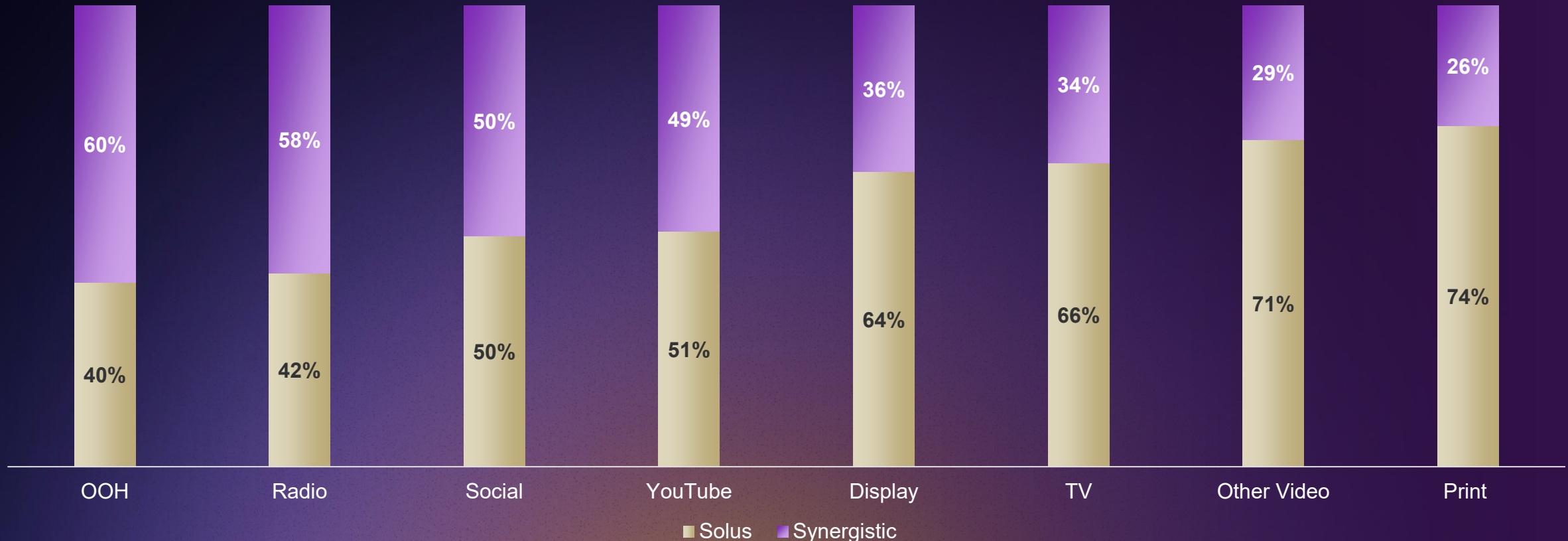
How do planners deliberately engineer synergy?

Every additional channel creates another opportunity for consumers to encounter and reinforce the campaign idea

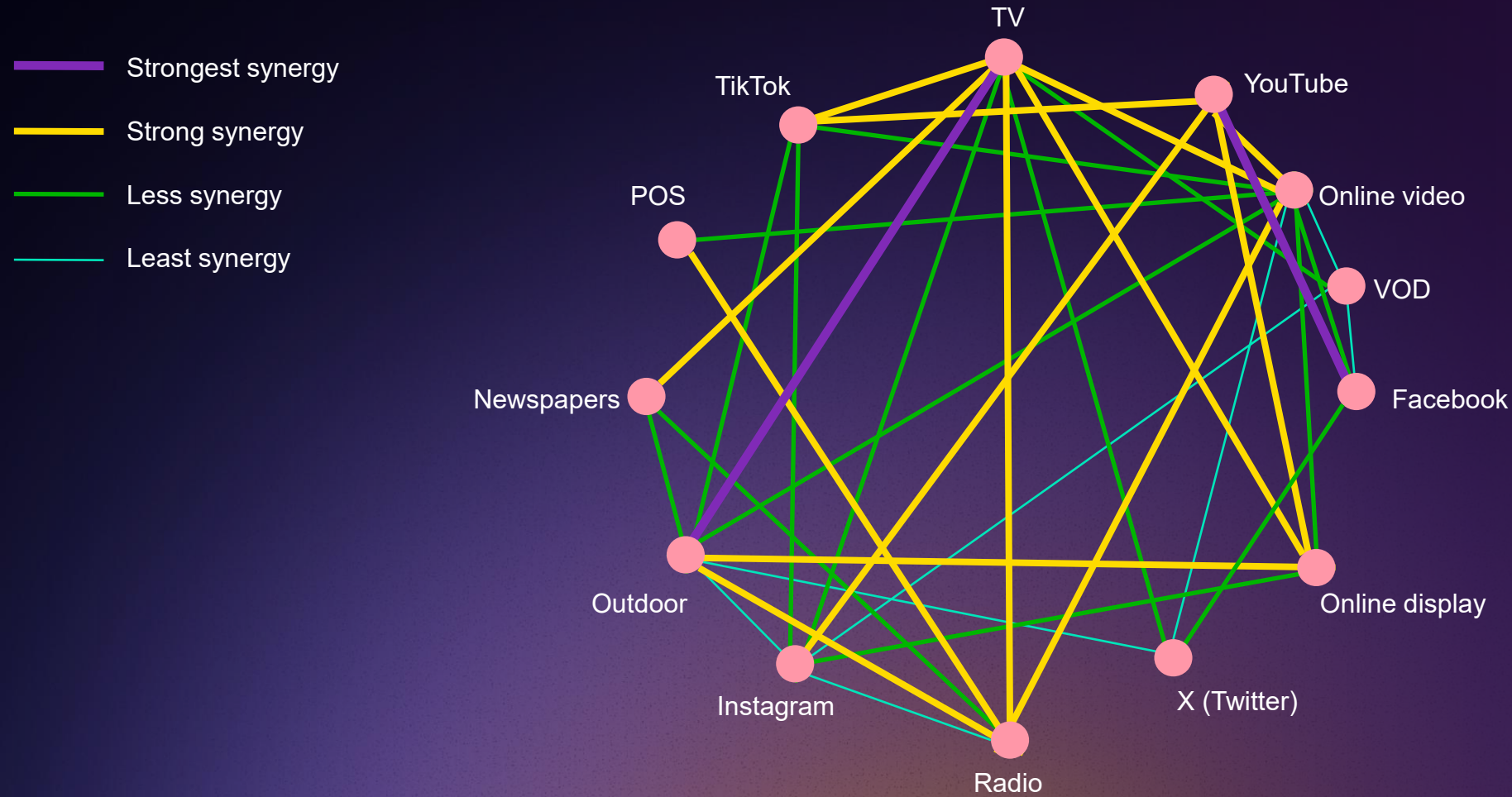


Not all channels derive impact in the same way

This meta-analysis benchmarked the solus and synergistic contributions of each channel. It introduced the risk involved in blindly weighting towards higher impact channels without understanding impact interactions

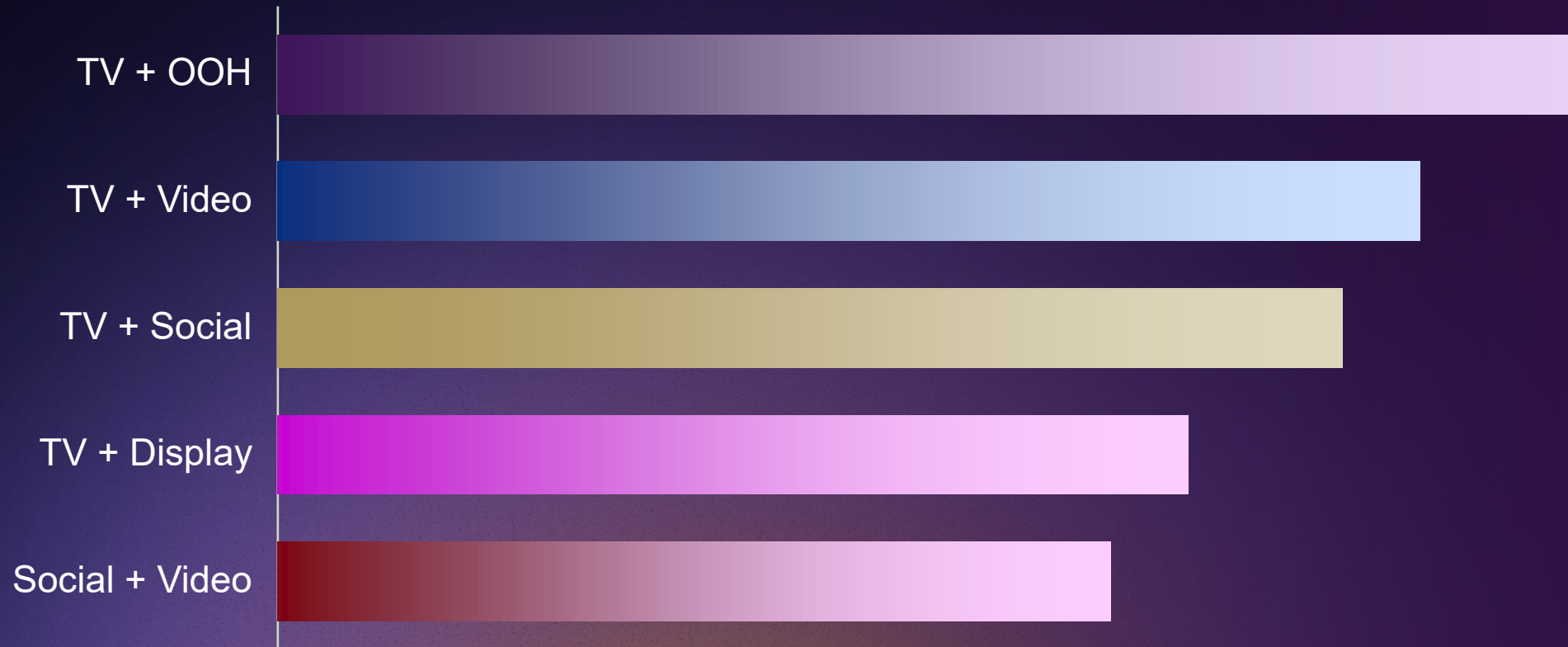


Some pairings naturally work better than others – find the best relationships between channels



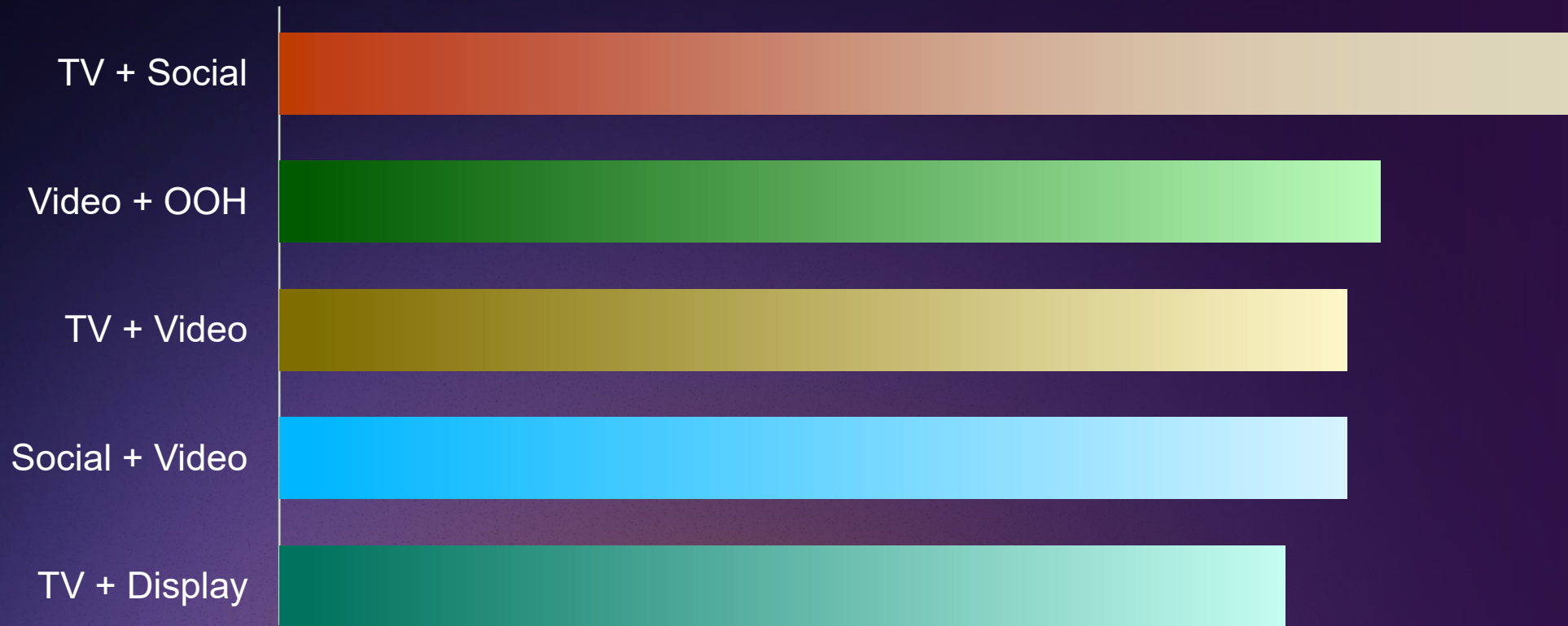
Optimising Synergy Mechanics- Leveraging Comms Objective

Demand Generation; Brand Building; Top of Funnel



Optimising Synergy Mechanics- Leveraging Comms Objective

Demand Harvesting; Activation/Conversion ; Bottom of Funnel



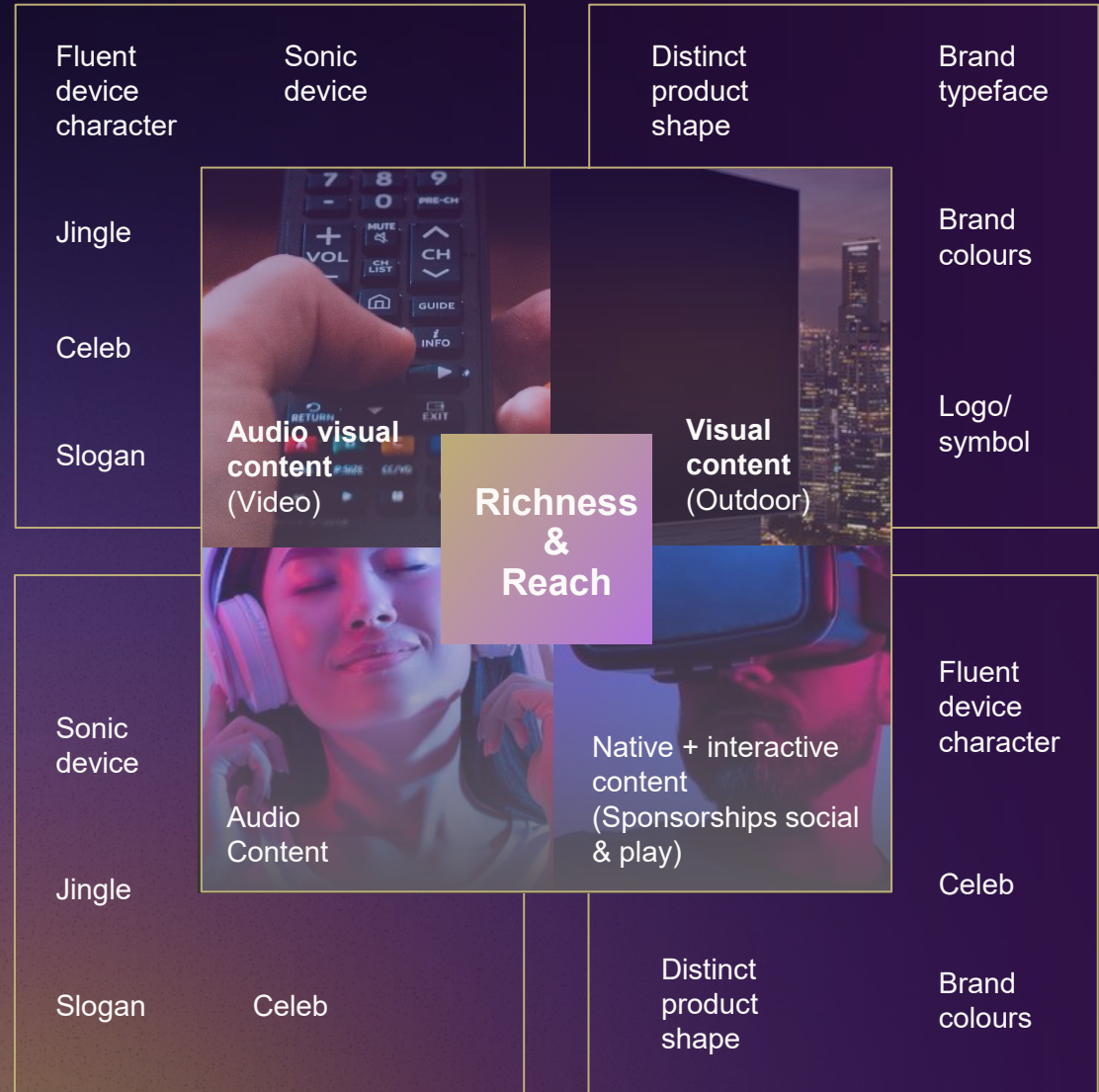
Optimising Synergy Mechanics- Leveraging Creative

Leverage Creative via Distinctive Brand Assets

Create a richness to your unduplicated reach.

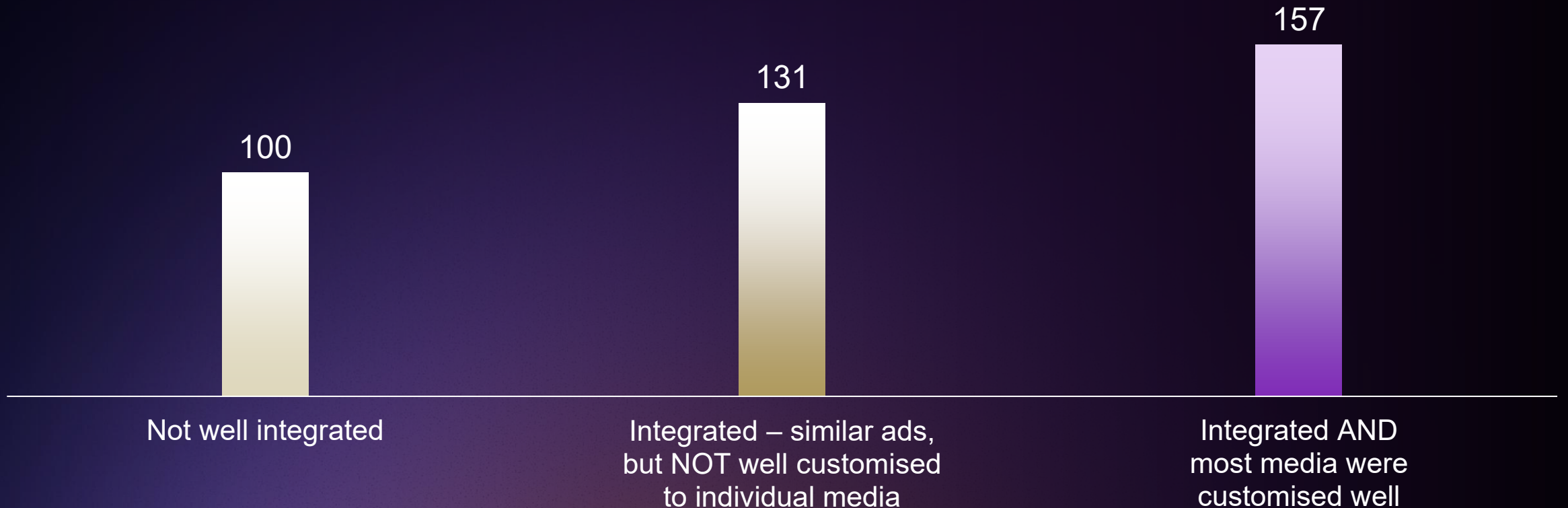
Take stock of the multi-modal connections that are built into the gross impacts.

What proportion is sight?
What proportion is sound?



One connected idea. Customised for every channel

Overall campaign contribution by campaign type



Data Source: Kantar global LIFT+ studies, 2015-2017, (223 studies).

Categories: Food & Bev, Household, Retail, Travel, Personal care, financial services, technology, automobiles

Overall Campaign Contribution is a measure of campaign impact on a combination of all brand KPIs (awareness, associations, motivation)

The Connections to Practice

Knowing synergistic platform baseline, and strength in the fluency of brand assets immediately provides clarity to planners on their X-P approach

A word of caution: the measurement stack and the planning playbook need to be in-sync

1

Define the objective

What meaningful objective is the campaign being asked to deliver?

2

Map media consumption

Understand how the audience actually connects across platforms.

3

Optimise to synergy

Weight investment toward the synergistic platforms.

4

Measure true reach

Multi-modal connections, not just gross impacts.

5

Check asset fluency

Test brand fluency of assets across the chosen platforms.

6

Test creative

Validate the idea before it is scaled across channels.

7

Sequence lighting

Anchor, then amplify – heavier synchro for branding.

8

Measure holistically

Build modality measurement into the plan up front.

1

Connected ID, persistent X-P

A stable cross-platform identity so exposure can be linked

2

X-P Media consumption

A single view of how the audience actually moves between platforms

3

Mental Availability

Asset modality measurement

Thank you