

Planning for success

Video flighting strategies for
building awareness online

Ebiquity is a leading **independent** marketing and media consultancy

Media

Achieve higher media performance through best-in-class media management and transparency

Analytics

Build evidence-based marketing programmes rooted in data and analytics

Tech

Design the right technology ecosystem to drive higher value from digital investments

- Working directly for 70 of the world's 100 leading brands to **optimise their marketing investments**
- **Fully independent** – we do not conduct media buying or trading
- Employing ~650 FTEs across 18 offices globally
- Listed on the London Stock Exchange (AIM: EBQ)



“

**Measurement is
fabulous...unless
you're busy measuring
what's easy to
measure as opposed
to what's important"**

Seth Godin

Why pick this topic?

**TV
Audiences
continue
to decline**



**Online video
spend
increasing to
fill the gap**



Online video issues:

Increased complexity
Non standard goal setting
Imperfect data



**Focus on efficiency measures
not actual ad delivery
(When/How often/Who)**

Effectiveness will be driven by the right people seeing the right ads at the right time

Efficiency is just how much it costs to deliver them

Typical TV vs OLV lighting

		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	Tarps/ Impressions
FTA TV	30s	150	100				120							370
	15s			100				80	80			80	80	420
			50@3+					45@3+				40@2+		
OLV	30s/15s/6s													1,200,000
	Skippable													800,000

TV

Typically pulsing or bursting
Weekly TARP Goals
Burst R&F Goals

OLV

Low weight continuity
Goals set for the whole period
Frequency caps set for the whole period

What is the optimal frequency for online video?

What is the optimal flighting pattern?

Theory vs Reality

Optimal frequency and flighting research dates back to the 60's

- 1965 - Herbert E. Krugman. "The Impact of Television Advertising: Learning Without Involvement" Public Opinion Quarterly, volume 29, page 349, 1965.
- 1971 - Colin McDonald: "What is the Short Term Effect of Advertising?"
- 1972 - Herbert E. Krugman. "Why Three Exposures May Be Enough." Journal of Advertising Research 12, 6 (1972): 11–14
- 1979 - Michael J. Naples: "Effective Frequency: The relationship between frequency and advertising effectiveness"
- 1976 - Craig, C. Samuel, Brian Sternthal, and Clark Leavite. "Advertising Wearout: An Experimental Analysis." Journal of Marketing Research 13, 4 (1976): 356–372
- 1988 - Gerard J. Tellis. "Advertising Exposure, Loyalty and Brand Purchase: A Two Stage Model of Choice." Journal of Marketing Research 25, 2 (1988) 138–144
- 1988 - Cornelia Pechmann and David W. Stewart. "Loyalty and Brand Purchase: A Two Stage Model of Choice." Journal of Marketing Research 25
- 1989 - Stephen J. Hoch, and John Deighton. "Managing What Consumers Learn from Experience." Journal of Marketing, Vol. 53, No. 2 (Apr., 1989), pp. 1–20
- 1990 - John Philip Jones. "Ad Spending: Maintaining Market Share." Harvard Business Review 68, 1 (1990): 38–41
- 1995 - John Philip Jones. "Single-Source Research Begins to Fulfil Its Promise." Journal of Advertising Research, Vol. 35, 1995
- 1995 - Leonard M Lodish, Magid Abraham, Stuart Kalmenson, Jeanne Livelsberger, Beth Lubftkin, Bruce Richardson, and Mary Ellen Stevens. "How TV Advertising Works: A Meta-Analysis of 389 Real World Split Cable TV Advertising Experiments." Journal of Marketing Research 32, 2 (1995): 125–139
- 1996 - Lawrence D. Gibson. "What Can One TV Exposure Do?" Journal of Advertising Research, Vol. 36, 1996
- 1997 - Deborah MacInnis, Ambar Rao, Bernard Jaworski. "Advertising Context, Consumer Response and Brand Sales: Findings from Split-Cable Television Experiments." Working Paper. University of Southern California
- 1997 - John Phillip Jones. Journal of Advertising Research 37 (4): 14-17, July 1997. Titled "What does Effective Frequency mean"
- 1998 - Erwin Ephron, "Recency Planning: It's not about Reach or Frequency. It's About How Ads Work in Mature Consumer Markets.
- 2001 - Chessa, Antonio, and Jaap Murre. "A new memory model for ad impact and scheduling" Admap, 36(3; ISSU 145), 37–40.[1]
- 2006 - Erwin Ephron. "Media Planning: from recency to engagement"
- 2013 – Les Binet, Peter Field. "The long and the short of it: Balancing short and long term marketing strategies"
- 2018 – Les Binet, Peter Field. "Marketing in focus: Marketing Effectiveness in the Digital Era. New Learnings from the IPA databank."

Two dominant theories emerge with similar conclusions:
Some repetition is good! But not in the same week!

Krugman '65 and '72:

Optimal burst frequency is 3 (+/- a bit)
(Over 1 month)



- | | |
|----------------|---------------------|
| Announcement | Complicated Message |
| Simple message | Changing perception |
| Promotion | Change in behaviour |

Ephron '98:

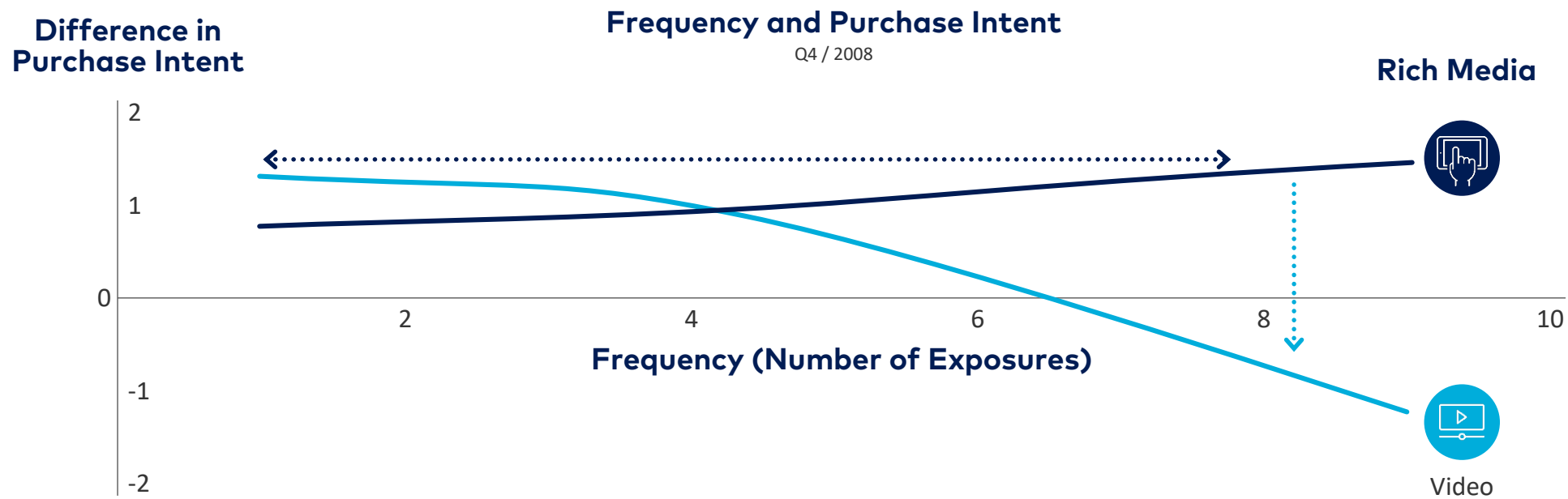
(Subsequently supported by Ehrenberg, Sharp, Binet, Field)

Optimal frequency is 1 per week for 52 weeks of the year

Ephron: Applies **"recency theory"**:
Someone is always in the market for your product so you need to hit everyone all the time.

Sharp: Asserts that repetition builds **"mental availability"**; **brand recognition at point of sale**

Digital research tells us that higher frequency levels can lead to a brand damaging user experience



Source: Source: Dynamic Logic Global MarketNorms, Q4/08

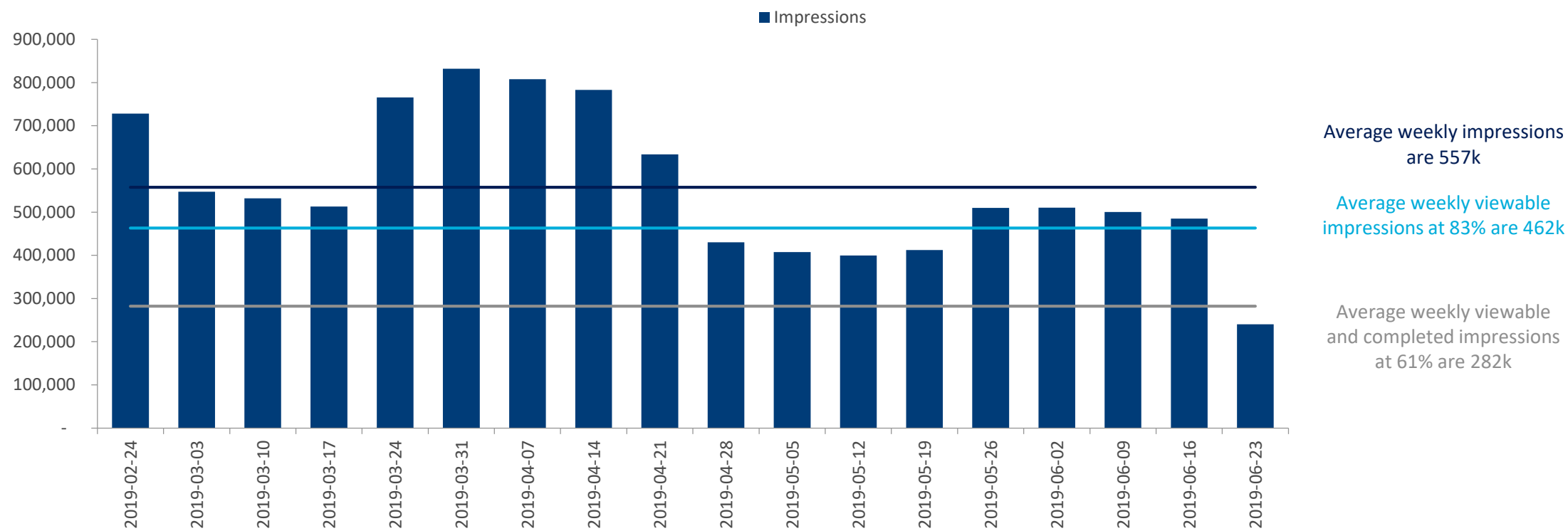
Optimal campaign frequency will be one per week

**Delivering maximum weekly reach of the target audience
for as long as possible**

Without exceeding 7 OLV exposures in a campaign

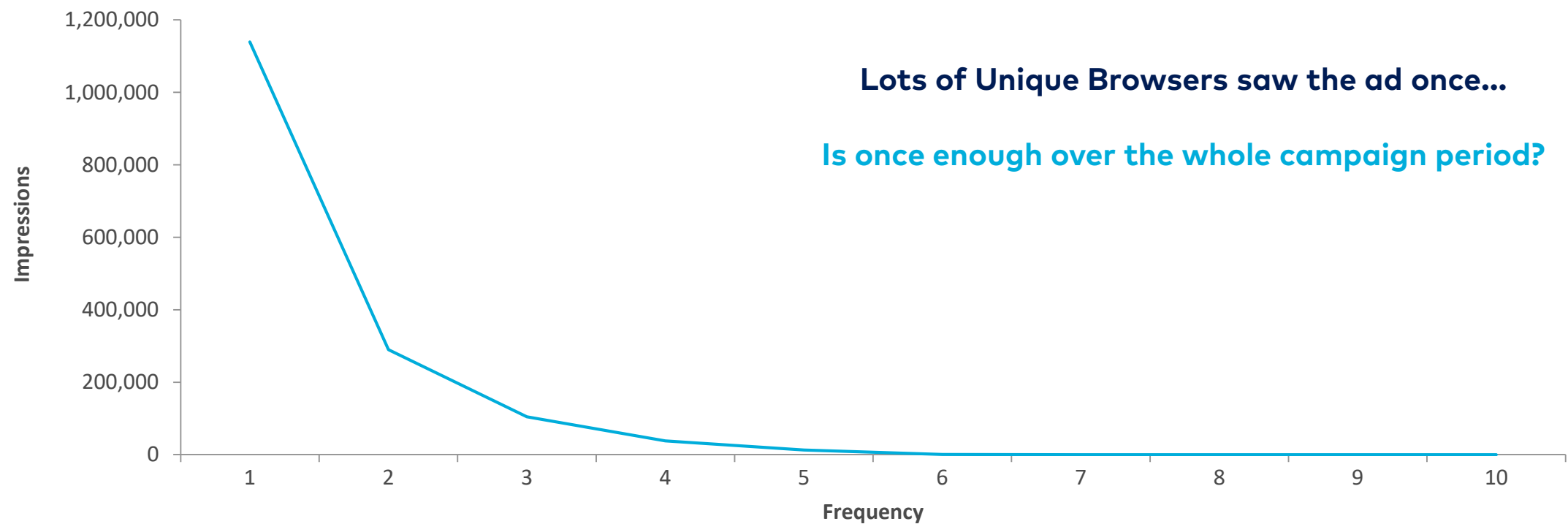
In 2019 to date, the average online video campaign length in the Ebiquity pool is 11 weeks and the average weekly impression volume is 470,000

The below data is from a typical OLV campaign (Target audience P25-54):



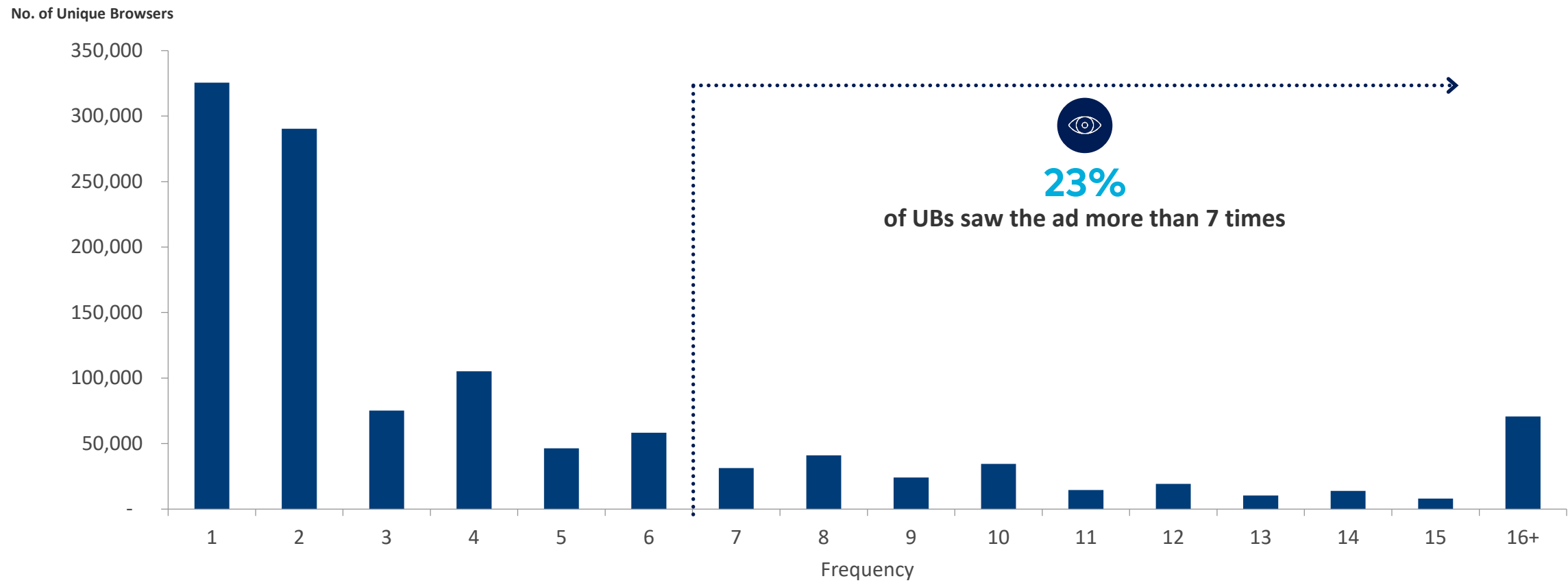
Source: Client X H1 2019 – Online video includes forced view 15s and 30s, Bumpers 6s and skippable, but excludes in banner and social video

Typically, when we see the frequency distribution for a low weight continuity campaign it can look like this



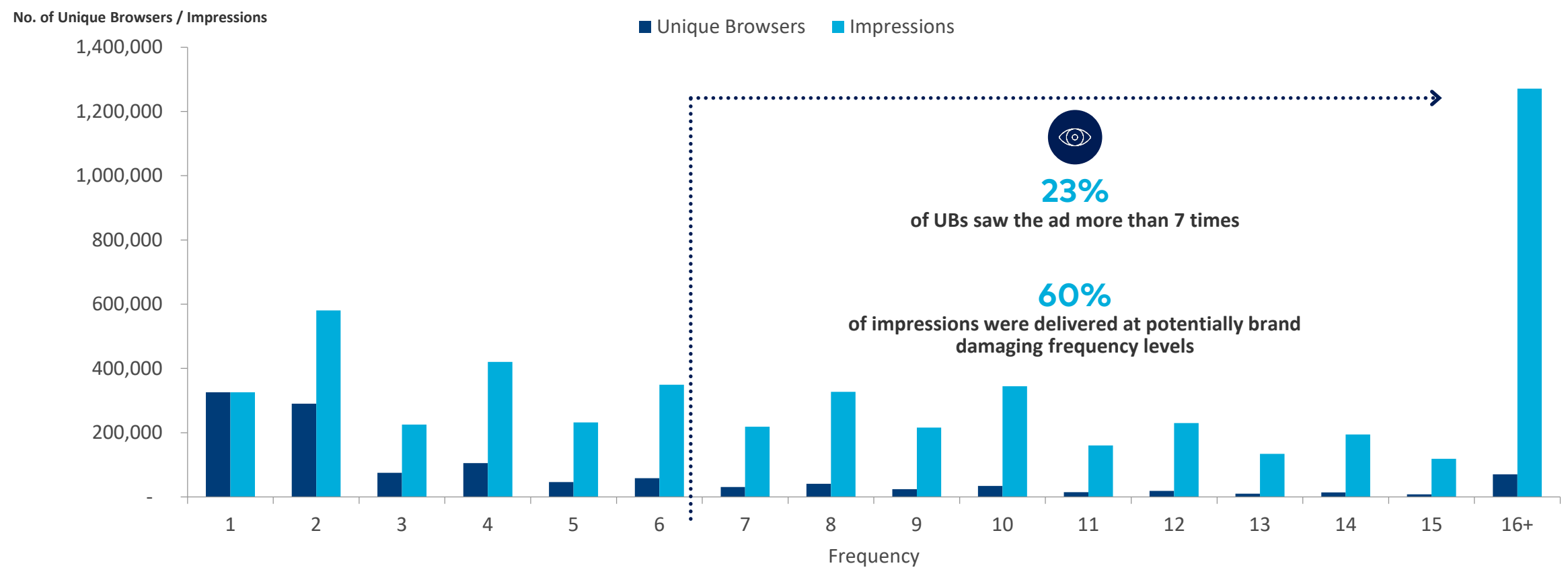
Source: Ebiquity pool

But for some specific media vendors, the frequency distribution can show problems with higher frequency levels and wastage



Source: Ebiquity pool

Frequency at these levels is wasted money



Source: Ebiquity pool





The death of the cookie is imminent!!

Cookies drive frequency caps and reporting of reach for most tech platforms

- People delete their cookies
- Browsers automatically delete cookies:
 - Safari ITP2.3
 - Firefox
- Cookies are limited in app
- Cookies don't work on Connected TVs
- Often "Supply Side" controlled not advertiser controlled

Approx. 37% of AU web browsing
(statcounter.com)

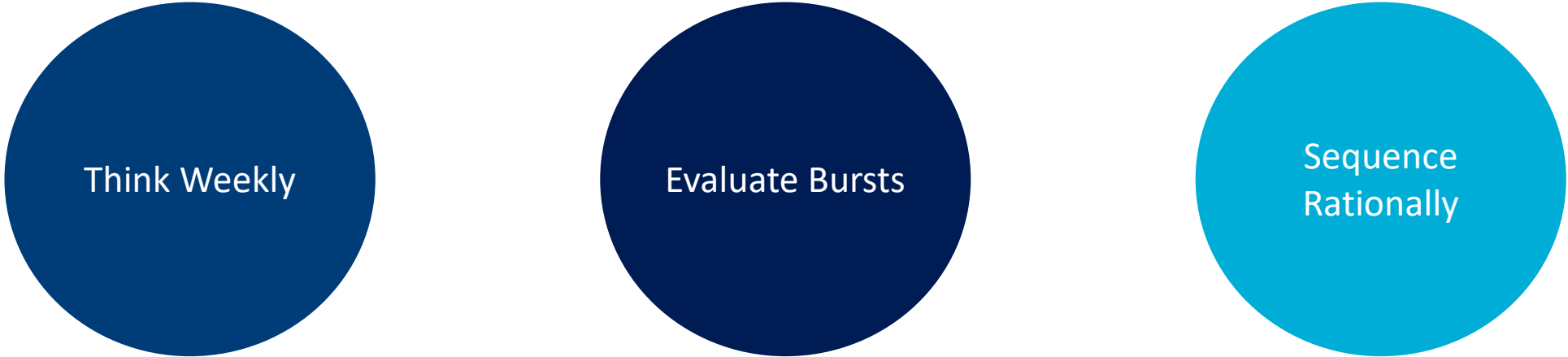
Are frequency caps doing the job they are meant to?



Not over long periods of time

What can advertisers do **NOW?**

What can advertisers do NOW to optimise flighting and frequency for OLV?



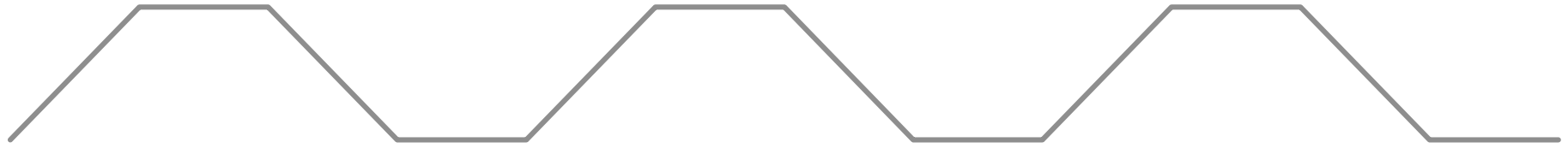
Think Weekly

Evaluate Bursts

Sequence
Rationally

Flighting strategies usually follow one of three broad approaches

Burst



Pulse

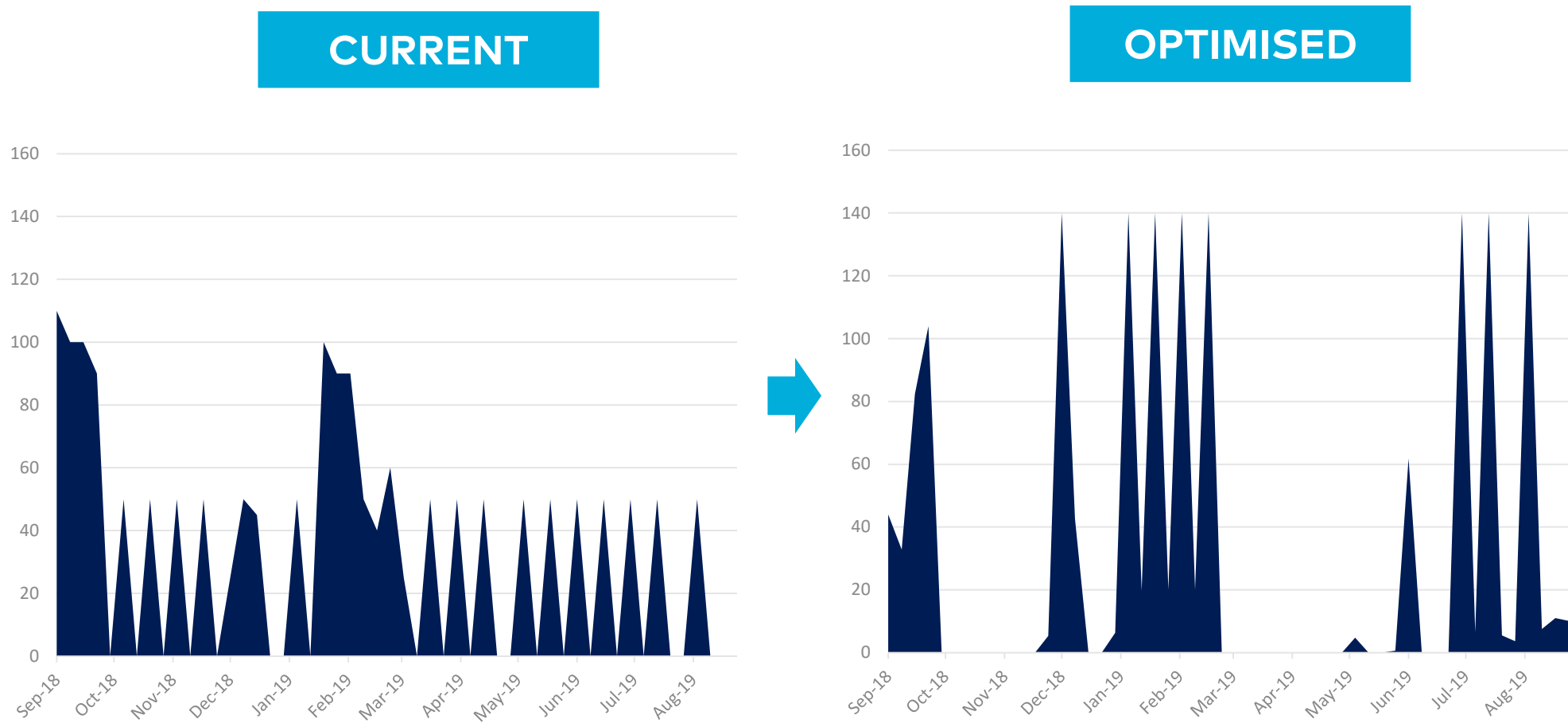


Always on



Source: <https://www.thinkbox.tv/Getting-on-TV/Planning-and-Buying-TV/How-should-you-phase-your-TV-campaign>

Recent Ebiquity Analytics modelling suggest that heavier weight bursting of video delivers improved ROI for FMCG advertisers



Current versus Optimised: Movement towards burst delivers 7.1% efficiency gain

A quick search uncovers a number of proof points for the advantages of managing ad sequencing

STORYTELLING IN SEQUENCE

How Brands Are Creating More Engaging Messaging

AUGUST 2017
Nicole Perrin
Contributors: Maria Minsker, Tracy Tang, Debra Aho Williamson



BRIEF

Sequencing video ads lifts recall 118%, Google finds

AUTHOR
Erica Sweeney

PUBLISHED
Nov. 19, 2018

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Dive Brief:

- Google made its Video Ad Sequencing tool available globally following a beta period, enabling marketers to cut the same creative in different ways to run a series of ads across screens and ad formats so they can tell a story that unfolds over time, the company said in a [blog post](#).
- New research conducted with Ipsos found that sequences of six-second and TrueView ads can drive results across customer journeys, and sequencing a six-second ad followed by a TrueView ad increased ad recall by 118% and purchase intent by 40%. Using the same creative cut in different ways can drive upper funnel metrics like ad recall, and sequences using different creative messages can boost purchase intent by 67%.

Sequencing Ads More Effective Than Call-to-Action Messages [Study]

A joint study by Facebook, Adaptly, and Refinery29 shows that sequencing ads result in more conversions than call-to-action (CTA) messages. So how can marketers improve their sequencing ad strategy?

Author
Yuyu Chen

Date published
July 15, 2014

Categories
Stats

[Twitter](#) [LinkedIn](#) [Facebook](#) [Email](#)

As marketers strive to find the best way to engage consumers, a new study from Facebook, lifestyle website Refinery29, and social media advertising technology company Adaptly suggests that sequencing ads could be a viable solution.

The study reveals that sequencing ads engage consumers more effectively than sustained call-to-action (CTA) messages. When personalized, sequencing ads, which were delivered during the research period of May 2014, increased overall view-throughs by 87 percent, and conversions by 56 percent.

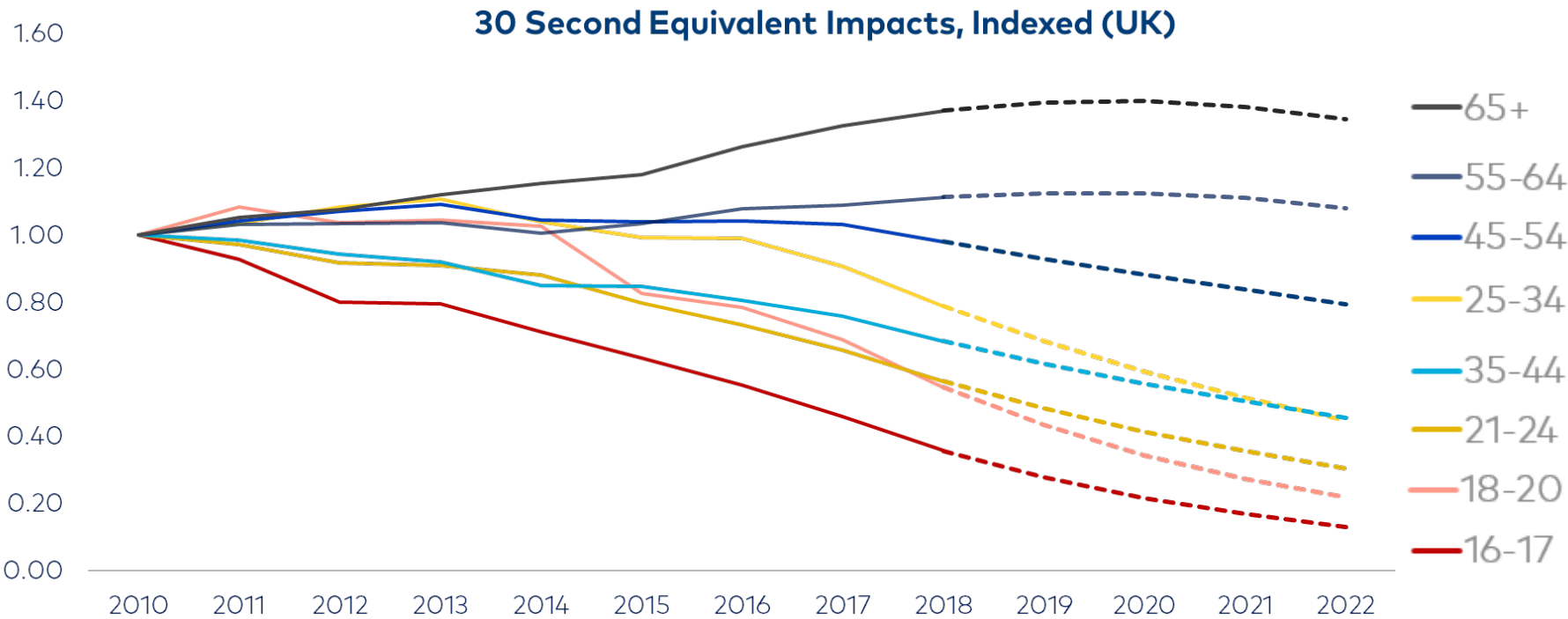
The research is based on a controlled experiment where Adaptly conducted a campaign in Facebook's News Feed to encourage users to sign up for Refinery29. Facebook and Adaptly worked together to build an audience consisting of more than 2 million Facebook users, and then separated the audience into three treatment groups: a sequenced group, a sustained CTA group, and a control group. Refinery29 then designed three different creatives for each treatment group.

Adjusted flighting plan delivering less frequency per week, less wear out, and more weeks on air

		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	TARPS/ Imps/Views
FTA TV	30s	150	100											250
	15s			100			80	80			80	80		420
		50@3+					40@2+				40@2+			
OLV	Skippable 30s	500	500											1,000,000
	30s Forced View	1,000	1,000											2,000,000
	15s Forced View			2,500	1,000				2,500				2,500	8,500,000
	6s Bumpers				1,000	1,800			1,000	1,800			1,000	6,600,000
		Frequency cap at 1 per week per platform / vendor												

Why is all of this important?

Our ‘Tipping Point’ research points towards future challenges



Source: Ebiquty / BARB

Efficiency is important, but the most important thing is that the right ad is delivered to the right person at the right time.



Thank you for your time.

About Ebiquity

We are a leading **independent** marketing and media consultancy

Our focus is on helping brands make better informed marketing investment decisions

