




FOR  
DIGITAL  
ADVERTISING

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**Sarah Wilcox**  
Kantar Client Director





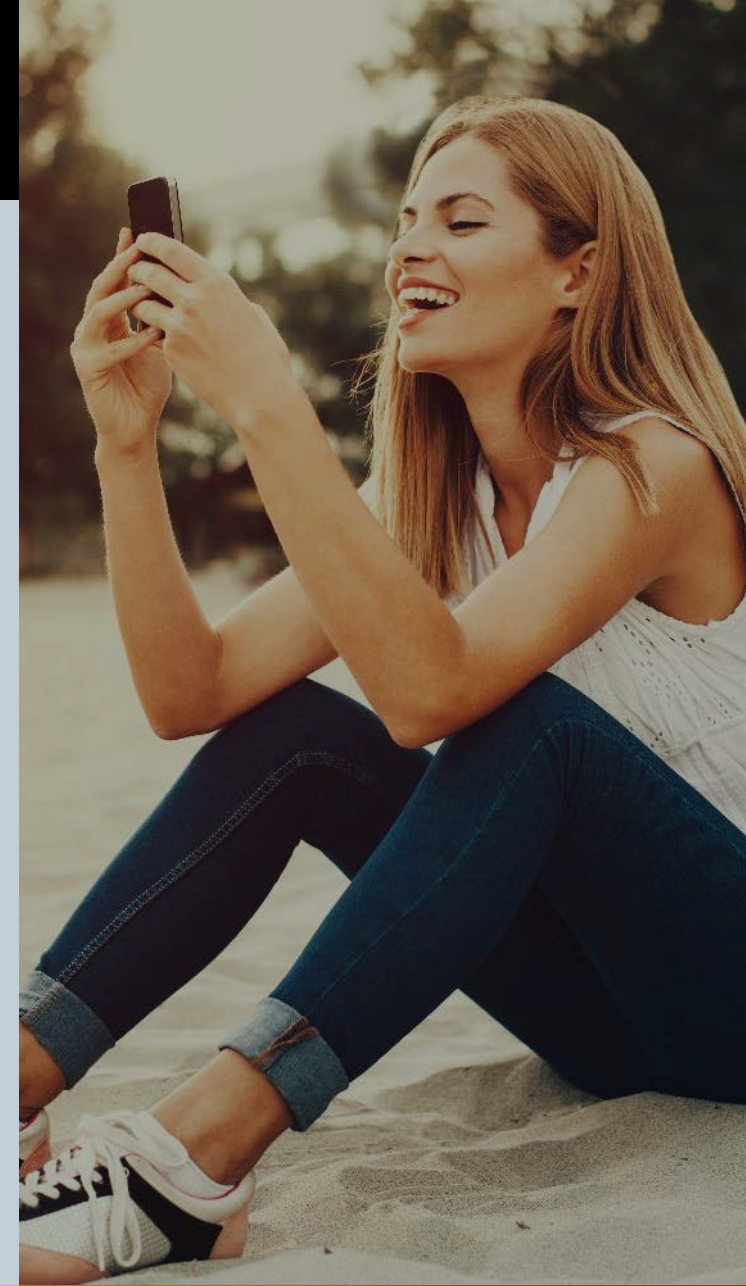
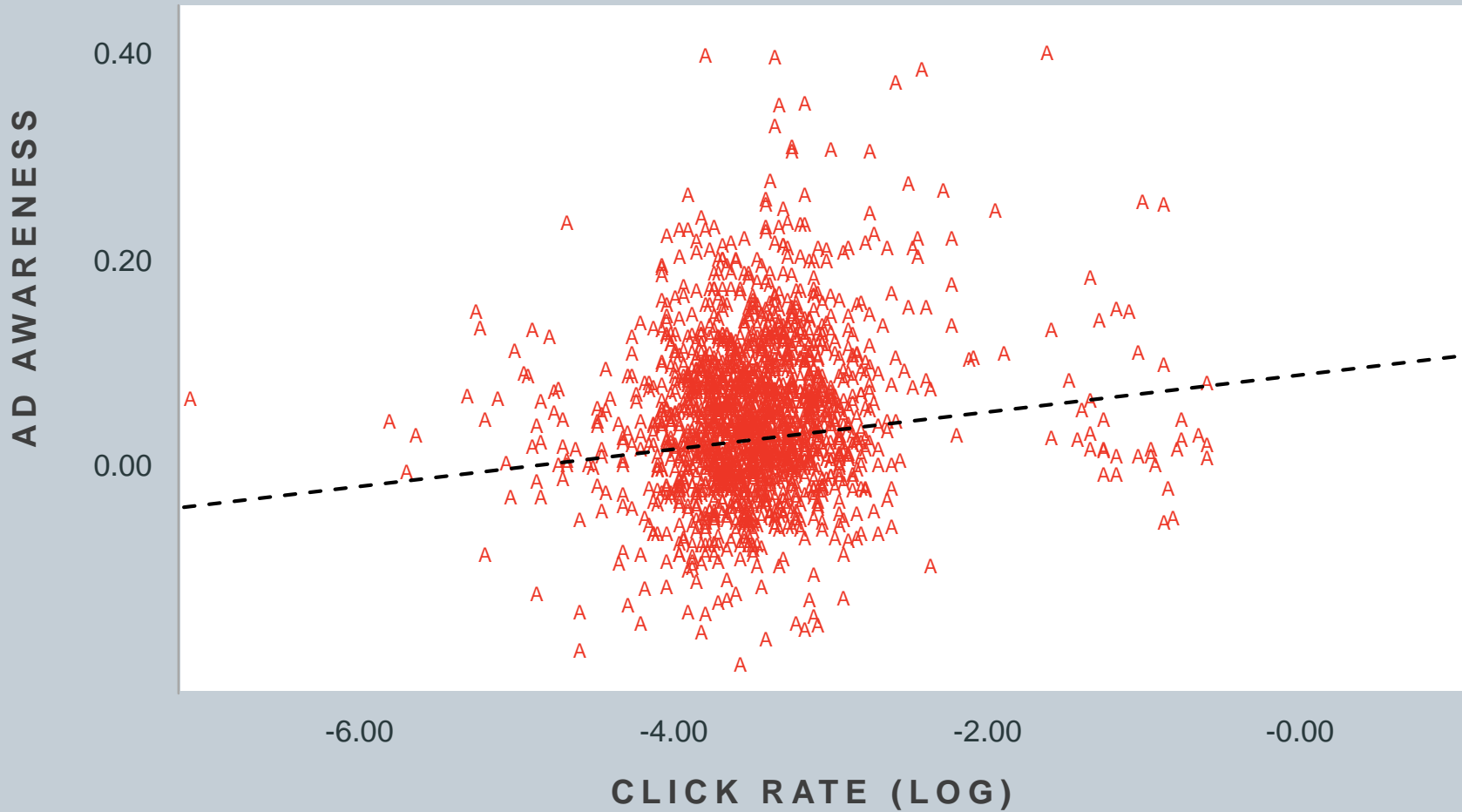
1.0

DON'T IGNORE BRAND

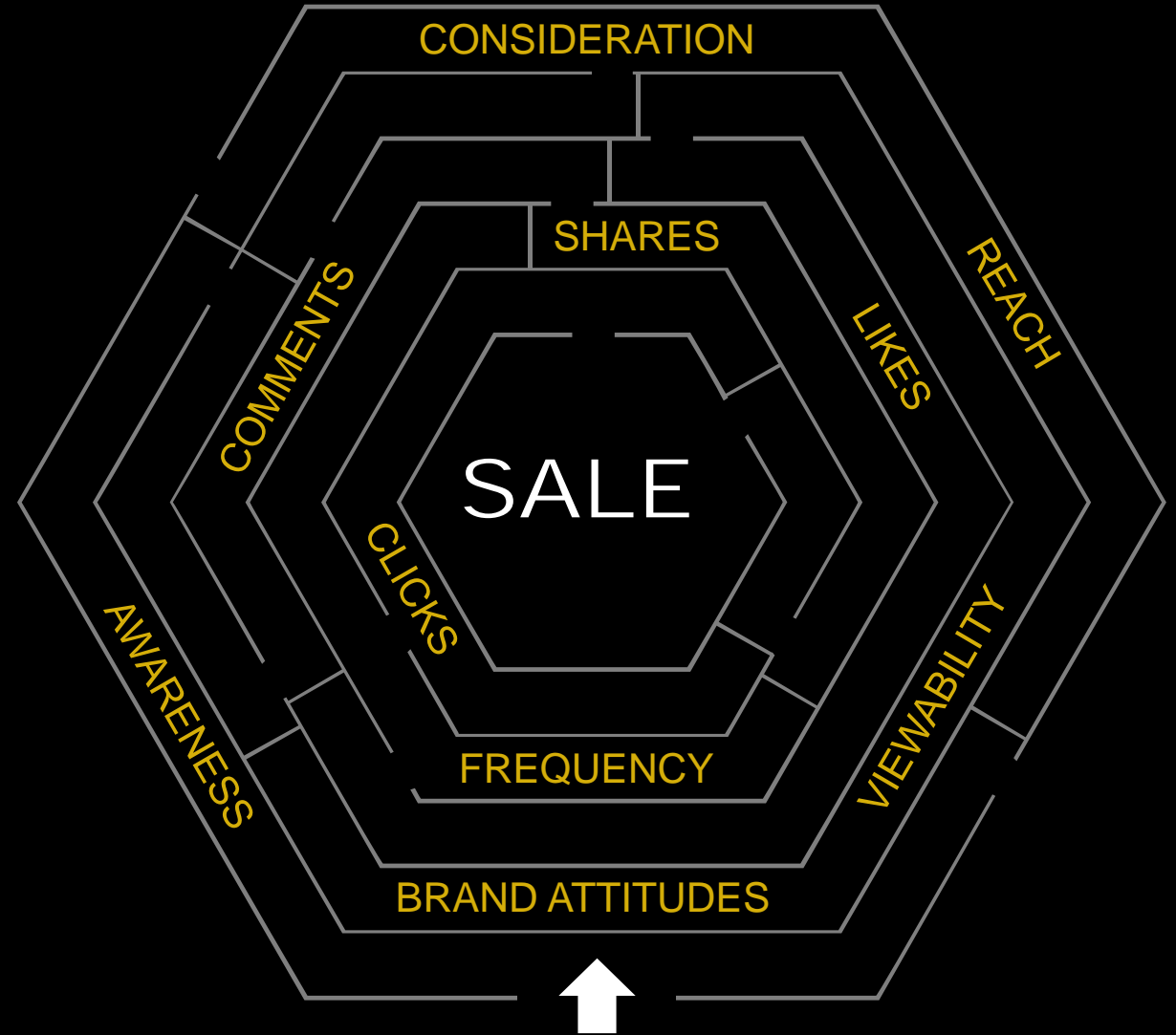
KANTAR'S  
**FIVE**  
RULES

# CLICKS ARE **NOT CORRELATED** WITH BRAND IMPACT

CLICK RATE VS IMPACT ON ADVERTISING AWARENESS



# SETTING THE RIGHT MEASUREMENT FRAMEWORK IS CRITICAL

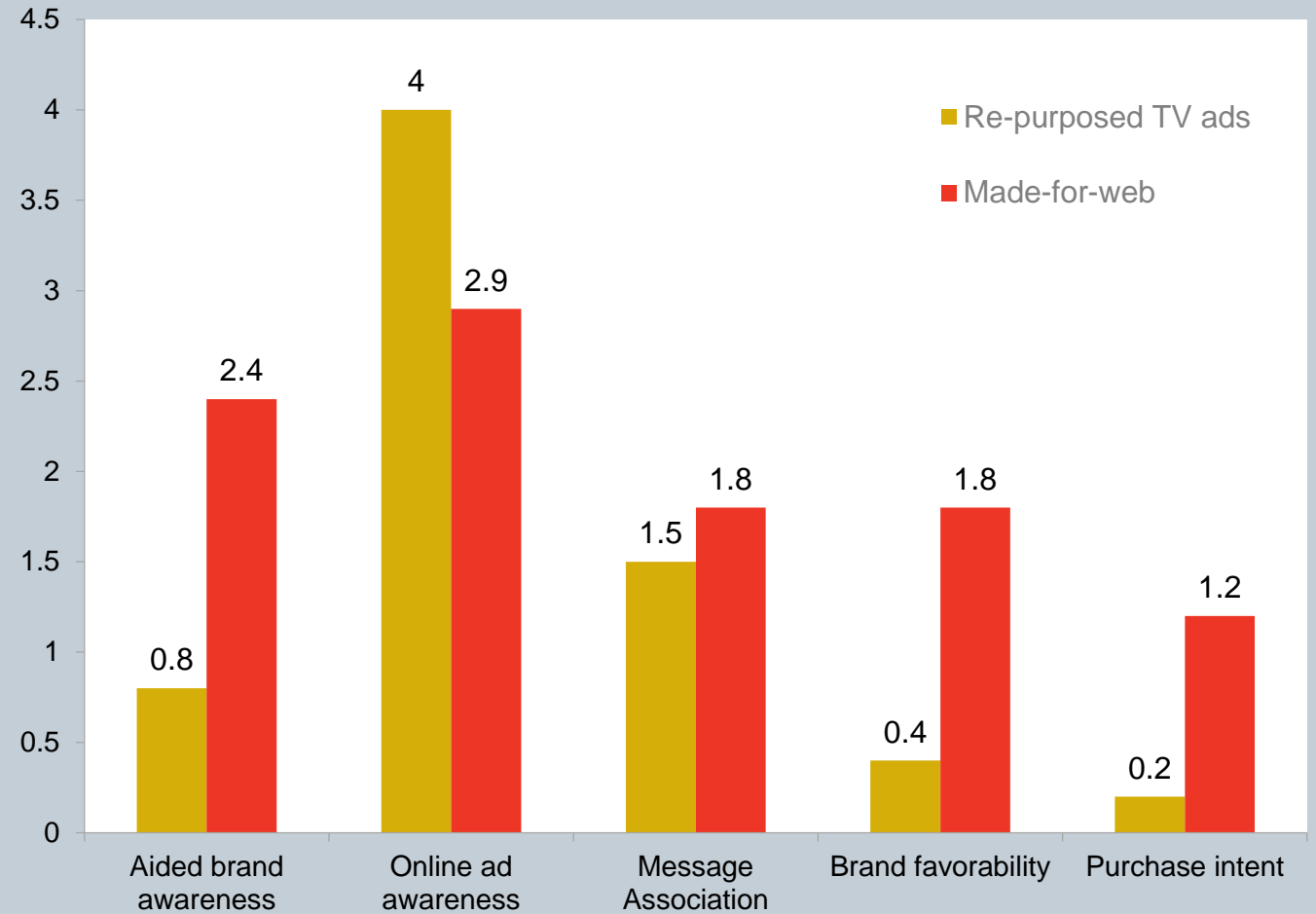
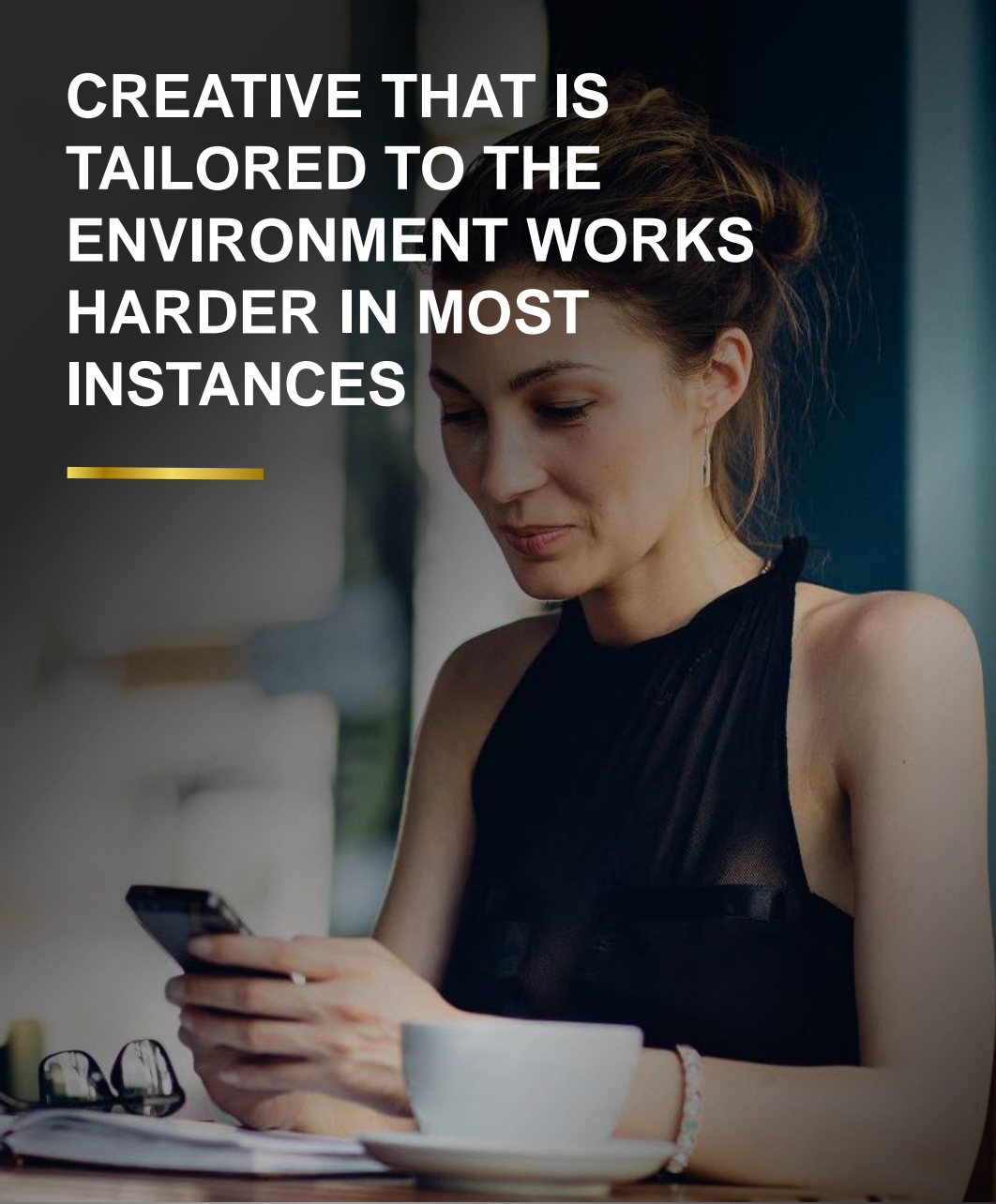


2.0

RIGHT CREATIVE FOR  
THE ENVIRONMENT



# CREATIVE THAT IS TAILORED TO THE ENVIRONMENT WORKS HARDER IN MOST INSTANCES



2.3s  
Average display  
ad dwell time

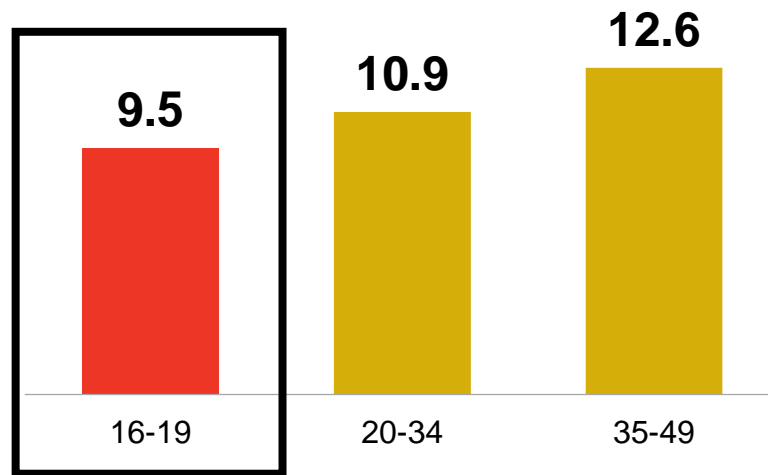


# MAKE THE MOST OF THE **FIRST IMPRESSION**

GRAB ATTENTION AND DELIVER BRAND + MESSAGE WITHIN A FEW SECONDS

## People click fast...

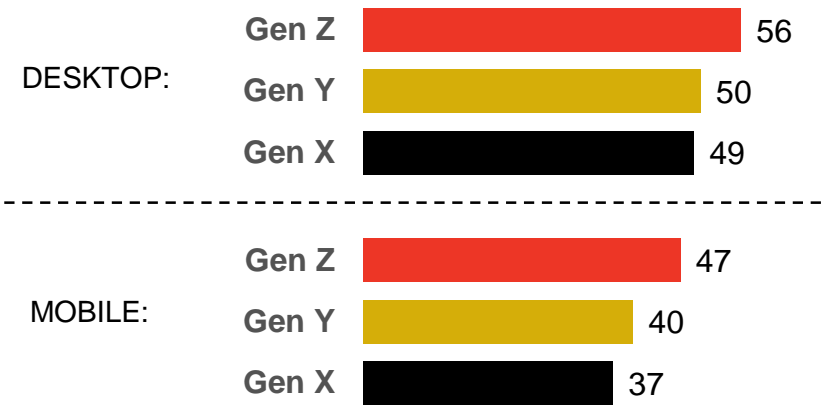
**OBSERVED:**  
Skip time among skippers (seconds)



Based on 12 YouTube video ads

## And they click often...

**ATTITUDE:**  
"I skip ads whenever I can"



Base: **Gen Z** 7087, **Gen Y** 8490, **Gen X** 8330

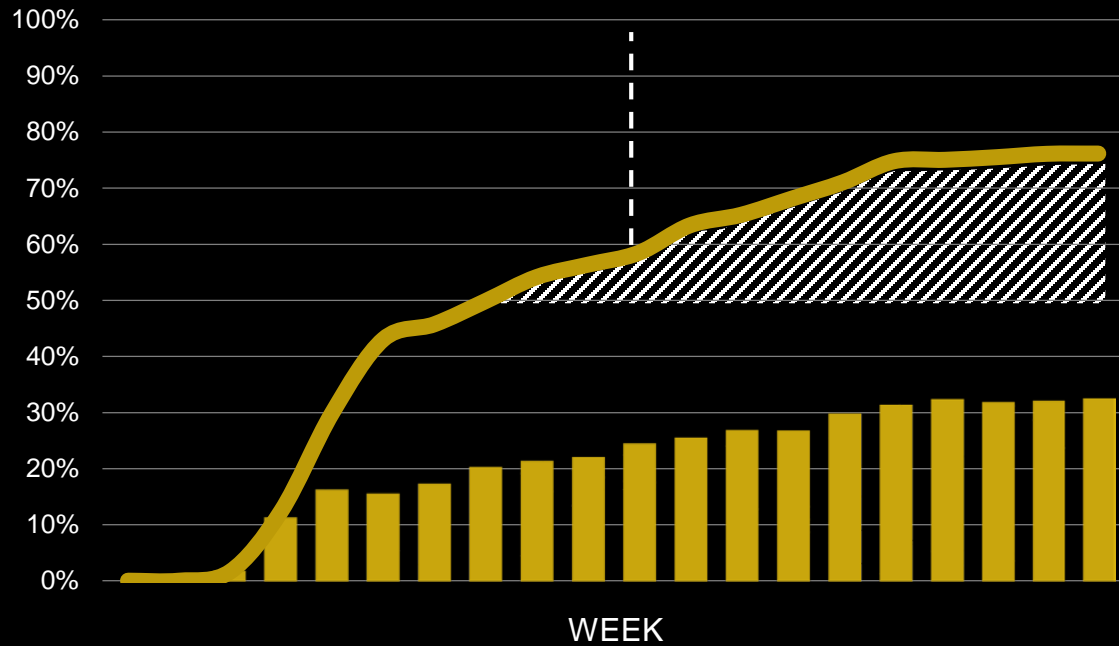
# 3.0 FLIGHT WITH CARE

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# AVOID OVER-SATURATION

## VIDEO – AWARENESS



— % of TARPs going to those over the frequency saturation point    
 ■ % of audience above the frequency saturation point (4)

**Dropping  
 6 active weeks from  
 the last half of the  
 campaign would have  
 reduced over-delivery  
 and delivered a  
 potential cost saving  
 of 33% of Online  
 Spend**



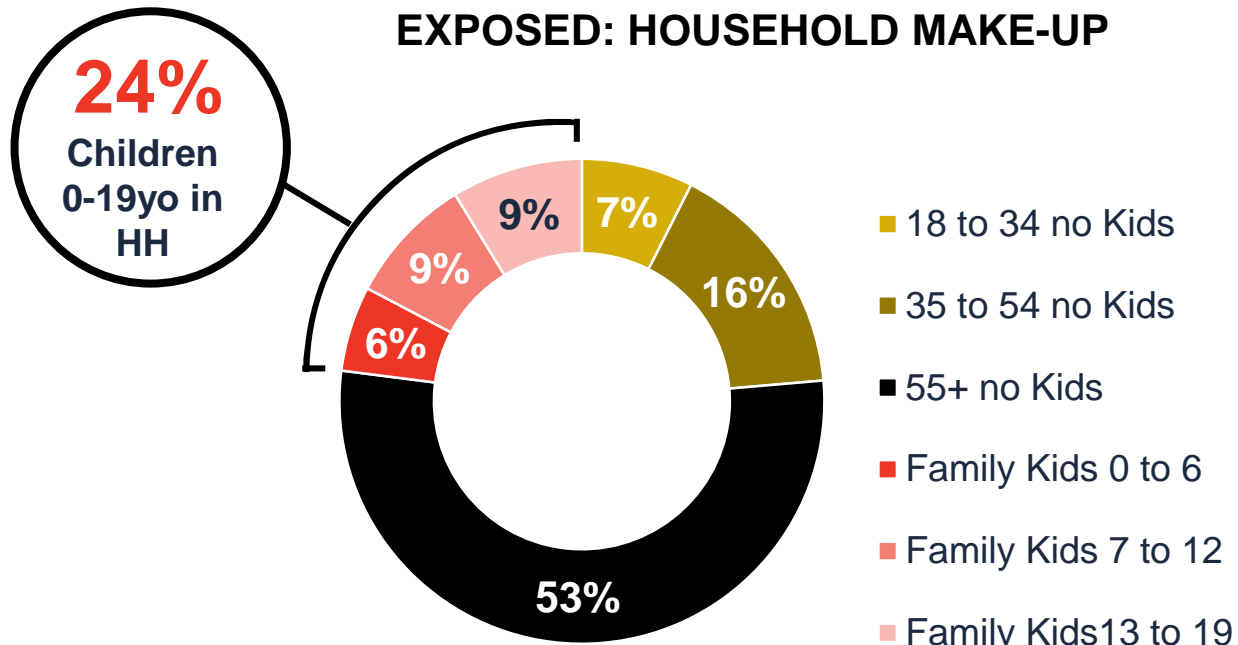
4.0

HAVE TARGETING TEMPERANCE



# BE CRITICAL OF TARGETING CLAIMS AND PUT SYSTEMS IN PLACE TO MEASURE

AUSTRALIAN FMCG CAMPAIGN – EXAMPLE CASE



# 5.0 BETTER TOGETHER





# THE VAST MAJORITY OF **DIGITAL IMPACT** IS A RESULT OF **SYNERGY**



Digital: Total Impact on Brand

Proportion of Brand Impact driven by synergy with Digital interacting with other media, or synergy across digital touchpoints

## **SYNERGY=**

**Multiplier effect of being exposed across different touchpoints**



# EFFECTIVE & EFFICIENT **DIGITAL MEDIA SPEND**

1.0

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DON'T IGNORE BRAND



2.0

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RIGHT CREATIVE FOR THE ENVIRONMENT



3.0

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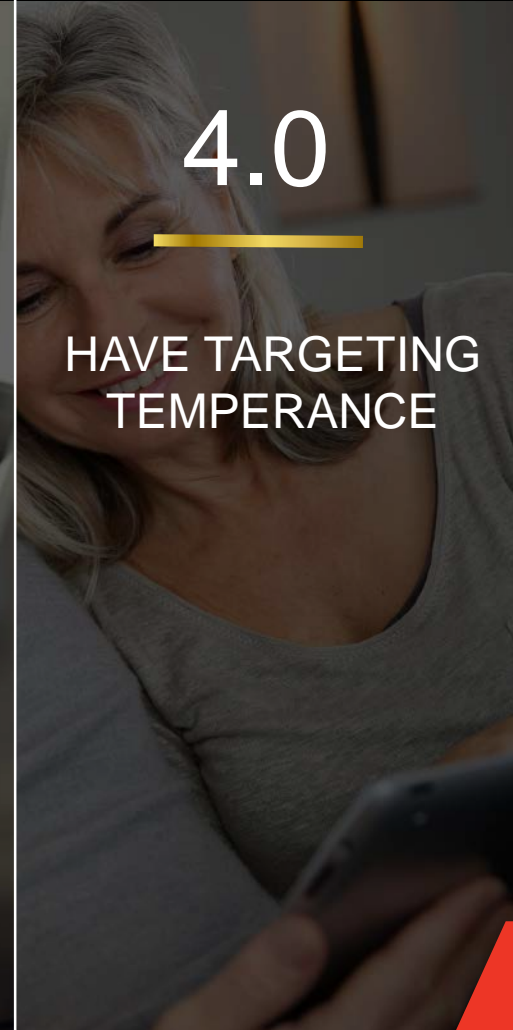
FLIGHT WITH CARE



4.0

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HAVE TARGETING TEMPERANCE



5.0

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BETTER TOGETHER





THANK YOU

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Kantar Client Director

