



LEARNINGS FROM EFF WEEK 2016

WHAT IS THE BEST WAY TO APPROACH MULTI-CHANNEL, MULTI-PLATFORM?

Brands are omnipresent in today's society and marketers must optimise paid, earned and owned channels. What are the best ways to achieve this?



EFF WEEK 2016 HEADLINES

#PURPOSE

- What are we optimising for? The recommended start point is usually to ask: how does this turn into money?
- Different channels bring a proliferation of channel specific data. But optimisation across the channel mix demands a common focus and currency – which is usually sales.
- Channel proliferation across owned, earned and paid for demands discipline. You must focus on the core brand and sales-driving KPI's, not just everything you can measure just because you can.

“What we need to understand is which parts of our marketing are actually changing behavior, as opposed to just happening to be there when someone is doing something”

Chris Mawdsley *BBC*

#ECONOMETRICS

- Best practice in terms of optimisation almost always requires an econometric model, or multiple models.
- As econometrics is in its nature backward looking, in fast-moving markets there is increasingly a need to for continuous/ dynamic experimentation (test and learn) in terms of the channel mix.

#KPI'S

- In putting together KPIs or an effectiveness dashboard it's important to distinguish between effectiveness measures and efficiency measures
- Effectiveness measures drive desired overall outcomes, usually sales
- Efficiency measures help in optimising individual channel delivery/ outputs).
- More broadly we have to look ahead long-term, at lifetime value, alongside shorter-term measurement.

“I love optimization and the opportunities it gives us to improve. It's about credibility for marketing because my business doesn't care about emotion – it cares about results”

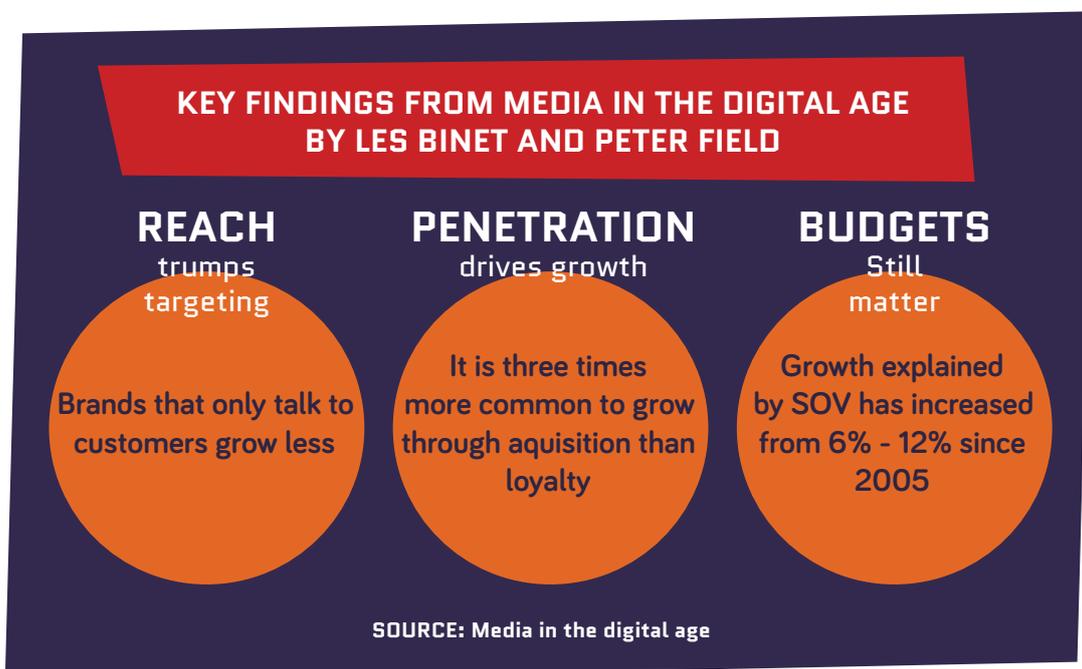
Dominic Groundsell *Travelex*

#LIMITATIONS

- However refined measurement gets it will still inevitably be imperfect in terms of predicting future performance. Always understand the limitations of the data you have, and the techniques employed. It's still important to use judgment, informed by multiple sources of evidence – don't jump too soon in reacting a single piece of evidence.

#BINET&FIELD

- Les Binet and Peter Fields' report, 'Media in the Digital Age' is based on the IPA DataBase, and looked at how to measure advertising in a multi-channel context.



#GROWTH

- Binet and Field identified that profitable growth is driven mainly by new users and reach
- The correlation between share of voice and growth is greater - SOV is twice as important as it was according to the data

#MEDIA

- Binet and Field's analysis of the latest data shows no signs that mass, and mainly paid for media is becoming any less effective, even in our digital age
- Campaigns with paid are 3X more effective than those with earned or owned only
- Earned media is mainly gained in conjunction with paid
- Owned content still generally demands paid to draw attention to it. Content without anything to draw attention to it, is like building cathedrals in the desert
- Effectiveness is driven by scale, i.e. reach and frequency. In a digital age that means online as well as TV
- But online it's video more than anything else that drives effectiveness, offline it is TV

“There is no sign in in the data that mass marketing is becoming less effective in the digital age”

Les Binet *adam&eve*DDB

#SMOKINGGUNS

- Binet and Field identified 3 related watch outs ('smoking guns') that were undermining effectiveness in a digital age
- Increasing short-termism, leading to a failure to build sales or users longer term
- A blind focus on ROI, leading to smaller budgets that increase ROI but reduce reach and lead to lower absolute returns and an efficiency-driven spiral of decline
- An over focus on short term activation versus brand building

#RECOMMENDATIONS

- Binet and Field made 5 recommendations, first return to a balanced perspective on short vs long-term
- The right Brand/ Activation balance is 60/40
- Value video over non video, both on and offline
- Design campaigns for long-term effects, use emotional priming and associations
- Invest in growth – monitor and restore ESOV (Excess Share of Voice = SOV > brand share)



MULTI-CHANNEL OPTIMIZATION

CONTENT AND RESOURCES

VIDEO - PANEL DISCUSSION

WHAT IS THE BEST WAY TO APPROACH MULTI-CHANNEL, MULTI-PLATFORM?

Dominic Grounsell Global Marketing Director *Travelx* · **Chris Mawdsley** Media Portfolio Lead *BBC* ·

Dan McNicholas Head of Analytics and Insight Business Director *MEC*

XX minute video

View at: <http://www.effectivenessweek.com/video-best-way-approach-multi-channel-marketing/>

The panel share their different experiences of trying to find the perfect combination of media, how they plan for and measure the efficacy of integrated activity, and how they get everything working together.

VIDEO – SPEAKERS

LES BINET AND PETER FIELD – MEDIA IN THE DIGITAL AGE

Les Binet Head of Effectiveness *adam&eveDDB* and **Peter Field** Marketing Consultant *Peter Field Consulting*

33 minute video

View at: <http://www.effectivenessweek.com/binet-field-media-digital-age/>

Les Binet and Peter Fields revealed the results of their latest report researched from data in the IPA Databank, 'Media in the Digital Age' which looks at how to measure advertising in a multi-channel context.

PRESENTATION – check if we have this

BEYOND ADVERTISING: CREATING VALUE THROUGH ALL CUSTOMER TOUCHPOINTS

View at: Laura will confirm

Professor Jerry Wind and **Catharine Hays** *The Wharton Future of Advertising Innovation Network*

An opportunity to learn from the world's leading Advertising Research project about the tools and frameworks to help business succeed in a connected digital world. These included guidance on creating effective, optimized, multi-channel campaigns, encapsulated in their All Touchpoint Value Creation Model.

BOOK

HOW BRANDS GROW: WHAT MARKETERS DON'T KNOW

Byron Sharp Director *Ehrenberg-Bass Institute for Marketing Science*

Published by Oxford University Press

Based on decades of research that has progressively uncovered scientific laws about buying and marketing performance. This book is the first to present these laws in context, and explore their meaning and marketing applications.



If you would like to get involved in the EffWorks initiative in this area please contact Janet Hull at the IPA:

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