



Is good digital advertising a *fragment* of your imagination?

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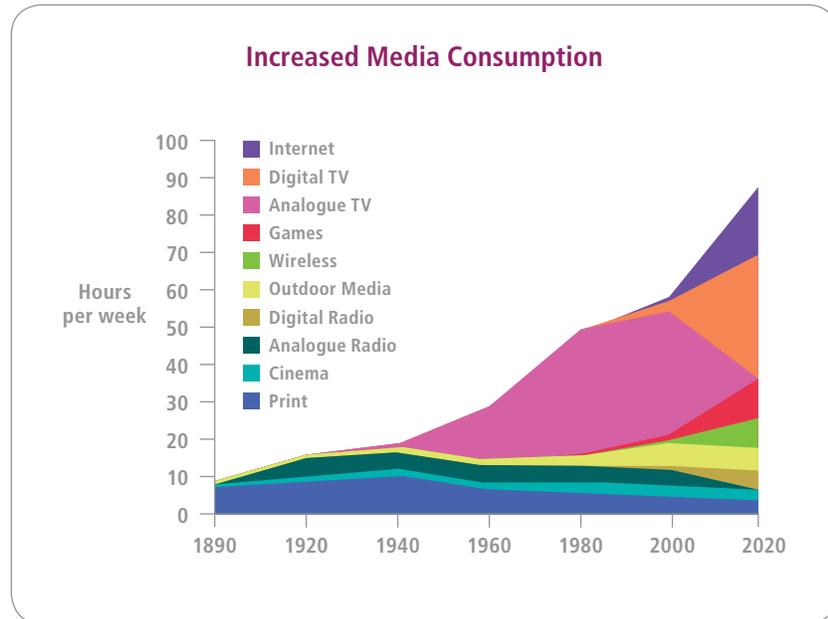
Ipsos ASI
The Advertising Research Specialists

// This **media revolution** can be an extremely sharp **double-edged sword.** //

– Geoff Gray, group managing partner, Naked Communications

In his 1997 paper “Learning to live in Lilliput”, Erwin Ephron discussed a media land where “small is beautiful”. At that time, he noted that “[media] fragmentation challenges the analytical capabilities of our research systems.” Despite the fact that his paper was referencing TV specifically, and media research, it resonates today for all media.

It wasn't that long ago when things were simpler. Twenty years ago, TV viewers in major global markets had access to fewer than 30 TV Channels. Marketers could reach a high percentage of households by buying TV ads on a few prime time TV shows. Today, consumers have access to hundreds of channels. And, twenty years ago, the internet, as we know it now, did not exist. When it did begin to emerge, it started as largely a direct response medium via display ads and search; mobile advertising wasn't even on the radar screen. Now digital advertising is a must have for advertisers, second only to TV in terms of advertising dollars spent.



Source: Carat

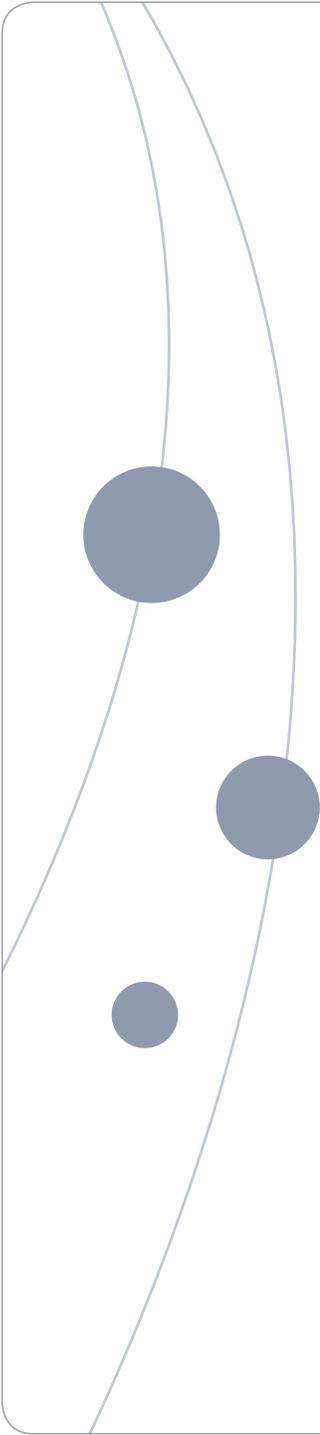
Digital proliferation seems infinite. Each year, there is something new and enticing - "a new shiny object". First it was "rich media", then video ads, and then user generated content. Now we have social networks, in-game advertising, in-app advertising and ads with sharing and pass-along features. But a consumer's amount of media time, although growing, is definitely finite. Consumers only have so many hours in a day to spend consuming content. We like to think we're good at multi-tasking but we still need to eat, sleep, work and interact face-to-face with real humans occasionally.

As each new enticement comes along, consumers must eventually make trade-offs with other media. For example, the teen, who once spent most of his time on a music site, may now spend more time on social networks. His father, who used to search for a sports news update on a sports website, may now primarily use a mobile sports app. People are spending more time consuming digital content, but more and more their time shifts. And it shifts frequently and is becoming increasingly spread out. Put simply, as the number of digital channels increases, the amount of time anyone can spend on any one channel decreases. The result is the ability to reach a target audience on any single channel is diminished.

Beyond the challenge of reaching a specific target with an advertising message, the next big challenge for advertisers is to truly understand the impact their digital campaigns have. Digital was supposed to be the medium that measured itself, first with click rates for search and display and then with interaction rates (rich media), completion rates (video), and then for social, measures like "likes", "tweets and re-tweets" and "follows", etc. But none of these measures answers what advertisers want to know, which is how did the campaign impact their brand – through increased salience, sales, equity and advocacy.

Good survey-based methods were developed over a decade ago to measure the impact display advertising had on awareness and brand perceptions. However, the fragmentation of time spent is making research more difficult. The digital ad research methods that were relevant from 2000-2005, when the number of digital platforms was manageable and social media was just beginning to spread out from university campuses, no longer apply. It used to be easy and doing ad research online was so exciting to researchers. Unlike TV, digital researchers could choose to randomly serve ads to some people and serve control ads to others, and survey them to measure the effects.





But, it's much more complicated these days. One cannot afford to buy control impressions or "go dark" online. Plus consumers could have been exposed to that same campaign via social networks, apps or other means. Control groups become contaminated with lots of noise. It is at the point that digital ad campaigns are so complex, between owned, earned and purchased media that good scientific experiments are virtually impossible to conduct.

Furthermore, these (quite young) 10 year-old research methods were developed at a time when the main objective was to prove digital ads work. Now, it's generally accepted that high quality, relevant advertising will be effective on any media. Advertisers are looking for more. Repeated research shows that the main driver of ad effectiveness is creative quality, yet digital media planners spend much of their time optimizing based on ad sizes, websites and frequency.

So how do we solve these problems and help advertisers best leverage the fastest growing medium? We can no longer do true scientific research in-market because campaigns are always-on, amongst other issues. And most digital campaigns are too fragmented, or too small, to use econometric modeling. On the flip side, we cannot go back to pure lab experiments with forced exposure followed by questionnaires because we know, certainly for digital, context and mind set play an important role.

That is why we, at Ipsos ASI | digital, believe that the future of digital research should combine the best of

1. A **completely controlled lab environment** in which creative can be viewed naturally in context before it goes live, to ensure no campaign noise, but also to allow for deep diagnosis of the effectiveness of the ad through survey based research.

Plus

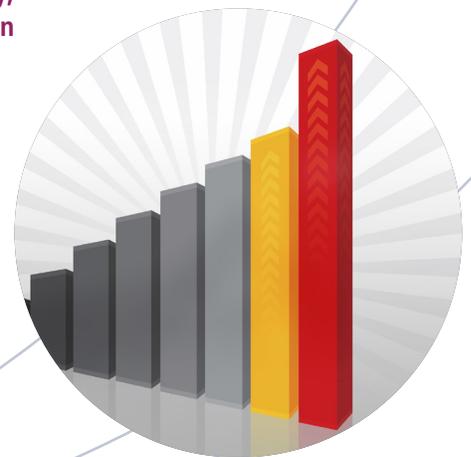
2. A **natural in-market environment** in which one can account for mind set and context, as well as actual behavior after being exposed to a test ad (versus not being exposed).

We call our version of this system Live|Test whereby our large install base of panelists have a widget on their computer that allows us to expose them to ads naturally as they surf the web as they normally do, wherever they are. The method allows for a holistic analysis of survey data and web analytics/behavioral data (visiting an advertiser site, brand and category searches, or visiting endemic sites related to the brand) to determine overall campaign potential.

The benefits that we see of this system include that it allows us to leverage our deep expertise in creative evaluation to provide valuable insights to the advertiser, but also to:

- Deliver results before or just after campaign launch with no need to wait until a campaign is over
- Allow for all sizes of campaigns. In fact, there doesn't even need to be a campaign because we can simulate the campaign against our panel
- Provide insight into the extent to which your target audience is likely to visit certain websites, because we don't interfere with natural browsing behavior
- Provide an understanding of which contextual exposure will work best against which marketing objective. For example, it might be that more mass sites work better at generating awareness whereas more niche sites work better at generating purchase intent
- Finally, provide a sense of publisher overlap to determine the percentage of your target that would be expected to be exposed on two or more different websites

Our goal with this type of system is to ensure we provide a better understanding of digital ROI so that clients, small and global alike, can continue to improve and optimize their digital advertising – to be best in class. Is Live|Test perfect? No, we are at an early stage. But, we encourage advertisers to experiment with us to lift the quality, effectiveness and offline synergy of digital advertising. Together we can help make sense of an increasingly fragmented media landscape.



About Ipsos ASI

Ipsos ASI is a leading global research agency specializing in advertising and brand communications. Offering state-of-the-art research solutions that employ measures predictive of in-market performance, our research helps clients build stronger brands.

Our areas of expertise include all aspects of advertising development and in-market evaluation across traditional and emerging media. Ipsos ASI's goal is to help clients deliver the right message at the right time across the right media to deliver the best return for their brand.

The Ipsos ASI team of brand and communications research experts is a global community of specialists who are passionate about advertising. From concept development to production, from final execution and into post-implementation performance, we help inform client decisions at every stage of the process.

To learn more about Ipsos ASI, visit www.ipsos.com/asi

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