

An introduction to ...

Getting the media mix right

Following waves of IAB international studies, researchers are concluding that the optimal role of online in multi channel brand campaigns is between 10 and 20% of total spend.

By Danny Meadows-Klue, IAB Chief Executive

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Introduction

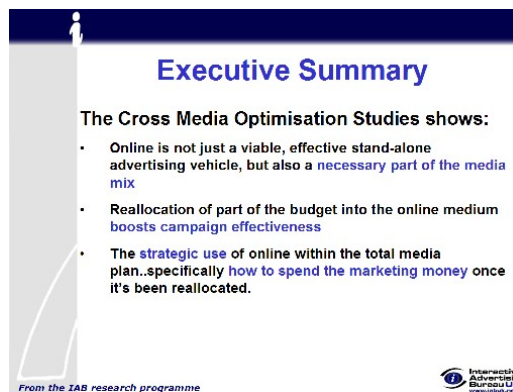
IAB UK has released a training kit of research that joins together key studies including Colgate, Dove, Kleenex and McDonalds. These groundbreaking studies are available as individual case studies as well as in combined papers.

About these studies

Cross media optimisation is landmark research and a breakthrough in marketing mix measurement, using new, web-based survey techniques to provide real-world matching of media exposure to brand attitudes, and scientifically answering the question of how online fits into the marketing mix based on each medium's impact.

It's accepted now that internet advertising produces positive branding results for marketers. But most of that research has looked at the effects of online as a standalone option. This new study offers the next generation of research: it sets out to demonstrate that online is a necessary part of the media mix and that it enhances and complements the marketer's existing multimedia plan.

This pioneering research examines the strategic use of online within the total media plan and how to spend the marketing money once it's been reallocated. These studies help to define the "specific" point of diminishing returns for each media channel; not simply the fact that diminishing returns exist, but precisely when one media begins to break down and when the advertiser should consider reallocation and reinvestment.



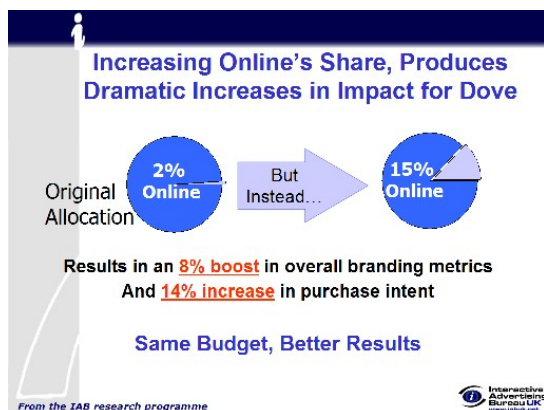
Executive Summary

The Cross Media Optimisation Studies shows:

- Online is not just a viable, effective stand-alone advertising vehicle, but also a **necessary part of the media mix**
- Reallocation of part of the budget into the online medium **boosts campaign effectiveness**
- The **strategic use of online within the total media plan..specifically how to spend the marketing money once it's been reallocated.**

From the IAB research programme

The study's methodology and rigour are widely accepted and respected. It has been endorsed by the Advertising Research Foundation (ARF), nominated for the ESOMAR John & Mary Goodyear Award (Best International Research), reviewed and analysed by Forrester Research, and endorsed by major agency Media Research Directors.



Increasing Online's Share, Produces Dramatic Increases in Impact for Dove

Original Allocation: 2% Online → But Instead... → 15% Online

Results in an **8% boost** in overall branding metrics
And **14% increase** in purchase intent

Same Budget, Better Results

From the IAB research programme

Key findings

The Cross Media Optimisation Studies show that online is not just a viable, effective stand-alone advertising vehicle, but also a necessary part of the media mix. Reallocation of part of the budget into the online medium boosts campaign effectiveness: in short, it enables marketers to achieve better results with the same budget.

The research shows that FMCG and CPG campaigns can optimise their impact by placing 10-20% in online media. Online advertising is cost effective in meeting brand's goals and reaches the 20-30% of total target audiences that are otherwise not delivered by TV. It can also communicate emotive or brand imagery issues, and is particularly effective in influencing youth audiences.

Case studies

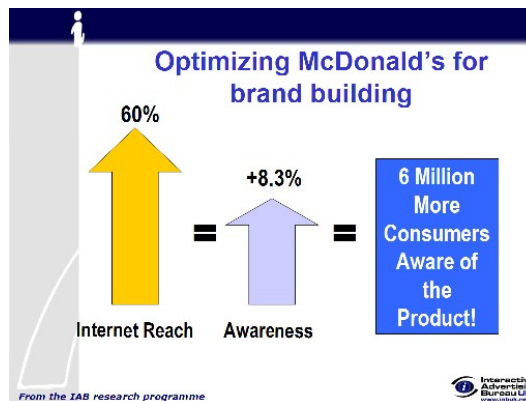
The pioneering Dove study revealed that increasing your online budget from 2% to 15% results in an 8% boost in overall branding metrics and 14% increase in purchase intent. McDonalds, by increasing their online allocation from

1% to 13%, achieved an 8% boost in overall brand awareness, making an additional 6 million new consumers aware of its Grilled Chicken Flatbread Sandwich.

Waves of IAB international studies place the optimal role of online in multi channel brand campaigns as being between 10 and 20% of total spend. IAB UK has released a training kit of research that joins together key studies including Colgate, Dove, Kleenex and McDonalds. These studies are available as individual case studies as well as in combined papers.

Industry reaction

"Understanding where online fits in the media mix is one of the critical challenges facing marketers today," explains Rebecca Jennings, leading analyst from Forrester Research. "What is clear is that there has been a huge shift in media consumption, with online rising from nowhere to eclipse radio as the second most used media channel among those who have access. Clearly there are major implications for advertisers who want to reach consumers in an integrated way."



Forrester Research have reviewed the IAB's work in media-neutral planning and believe the principles that have been uncovered in the US are just as applicable to Europe. Jennings is clear that the consumer's relation to media and advertising is changing across the developed markets, "while there may be differences in the structures of media in North America to what we are familiar with here in the UK, the basic principles unearthed in these studies are clearly applicable in the UK."

"There have been major advances in the way media research works and in particular how online can be measured," says Suzanne Moorey-Denham, who is Managing Director of Dynamic Logic Europe, one of the pioneers in this field. "We can quickly and cost effectively test large numbers of consumers using a control versus exposed methodology. By



looking for differences in the brand metrics our advertisers are testing, we are able to understand how exposure to a single advert creates a brand effect such as a change in image or purchase intent. The next step is to explore how these metrics change with further exposures and from this to gain a deeper insight into the relationship between reach and frequency, and overall campaign results."

These new waves of research have taken the work on to a new level by involving research about both the advertising exposure and media consumption of consumers using other media channels. "By combining data from television, print and other media we are able to understand the precise role each channel is performing in the overall campaign," explains Moorey-Denham.

Further information

For more information contact the IAB call centre team on 020 7886 8282 / callcentre@iabuk.net and ask for:

- Case studies from McDonalds, Dove, Kleenex and Colgate
- Case studies from VeriSign, Universal, Ford and ING
- The original 'Media Mix' seminar from the pioneering work with Dove in 2001
- The new 'Media Mix' seminar with collated results from the different studies