

# DIGITAL BRAND ADVERTISING

- Growth with premium price realisation!

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# PREMIUM PUBLISHER CHALLENGES



**TOO MUCH UNSOLD  
INVENTORY (ADSPACE)**



**DEMAND SIDE  
PLATFORMS  
(DSP) AND REAL-  
TIME BIDDING**



**GOOGLE,  
YOUTUBE,  
FACEBOOK  
PRICING  
STRUCTURE**



**STRUCTURAL CHANGES IN  
BUYING PATTERNS ONLINE –  
FROM VERTICALS TO  
AUDIENCES**



**EMERGING OF  
LARGE "BLINDED"  
AD NETWORKS**



# **SIGNIFICANT PRESSURE ON AD PRICES**

**To be competitive, media has basically two options:**

**a) Reduce ad prices!**

**b) Enrich premium inventory!**



# PREMIUM ONLINE PUBLISHERS NEEDS TO LEARN FROM TV & PRINT TO EMBRACE BRAND ADVERTISERS



# WHAT BRAND ADVERTISERS ARE USED TO ADVERTISING IN TV & PRINT

- ✓ REAL TARGET GROUPS
- ✓ HIGH REACH
- ✓ PREDEFINED FREQUENCY
- ✓ MEASURABLE BRAND IMPACT
- ✓ HIGH QUALITY ENVIRONMENT

# THE PROBLEM

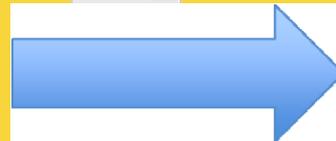
**traditional**

**digital**

**Branding**



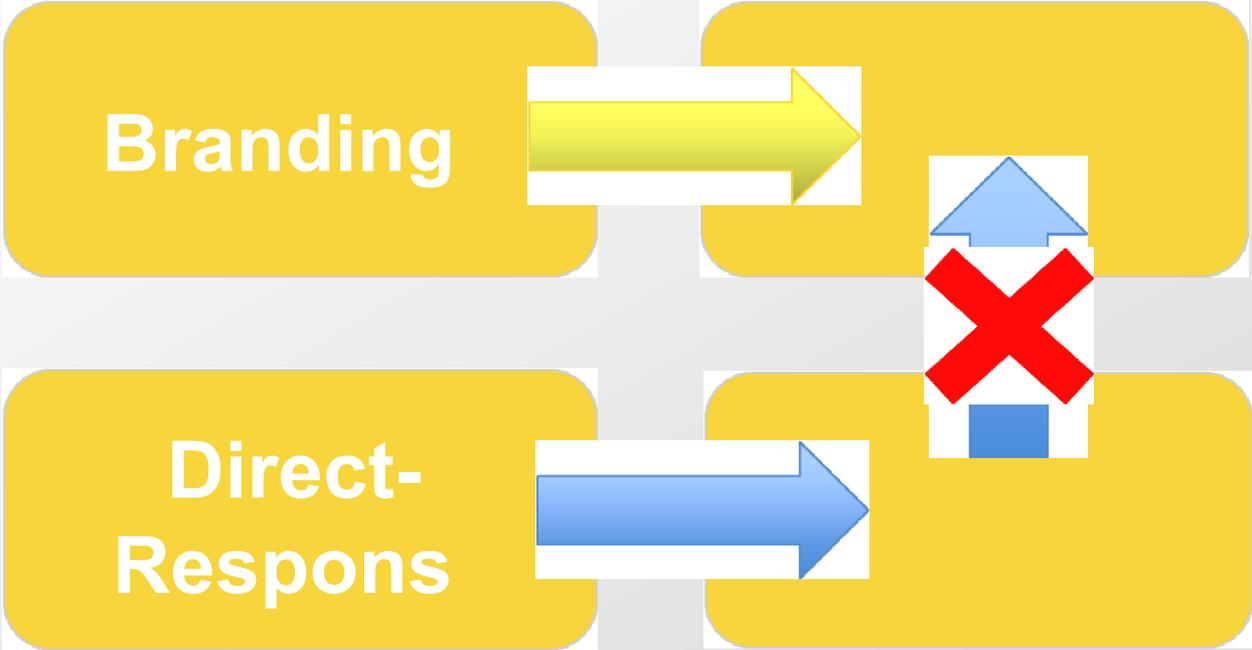
**Direct-  
Respons**



# THE PROBLEM

**traditional**

**digital**



# THE OUTCOME

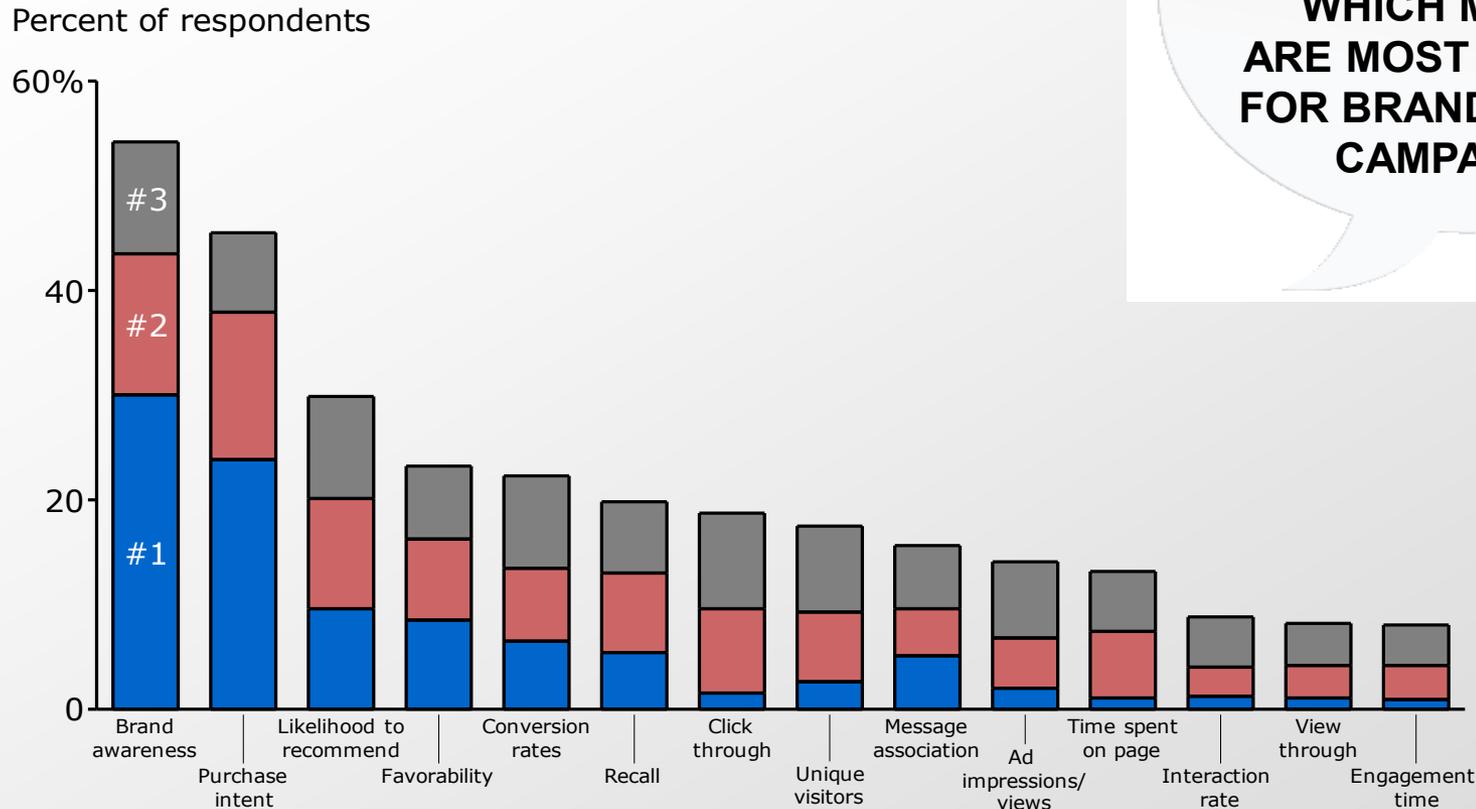
Share of Internet Ad Spend of Total Ad Spend (%)  
Leading Brand Advertisers, U.S. 2011 (\$ mio.)

	Total Ad Spend	Internet Ad Spend	Internet % of Total
P&G	\$4,189	\$100	2%
AT&T	\$2,797	\$148	5%
Verizon	\$3,020	\$242	8%
Ford	\$1,517	\$142	9%
GSK	\$1,395	\$32	2%
J&J	\$2,061	\$59	3%
Unilever	\$1,294	\$33	3%
GE	\$1,575	\$69	4%
Sears	\$1,700	\$24	1%

Source: Bain, Forrester, AdAge, KPCB

# WHAT WENT WRONG

ASKING BRAND MARKETERS:  
**WHICH METRICS ARE MOST VALUABLE FOR BRAND BUILDING CAMPAIGNS?**



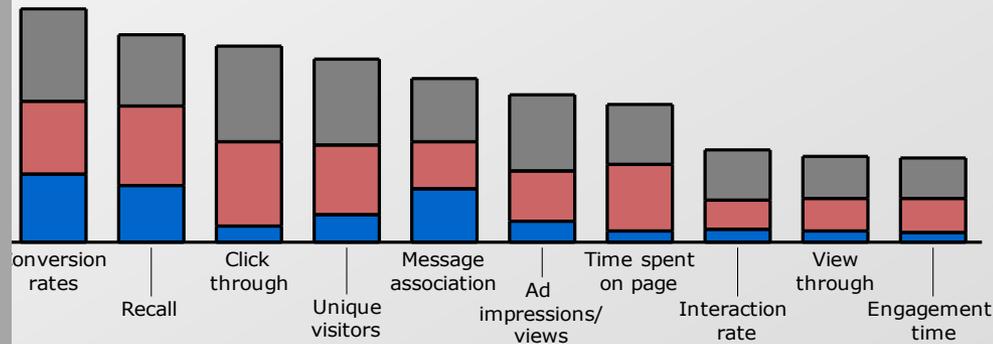
Sources: Bain/IAB "Building Brands Online" 2010, Morgan Stanley, ComScore

# WHAT WENT WRONG

ASKING BRAND MARKETERS:

**WHICH METRICS ARE MOST VALUABLE FOR BRAND BUILDING CAMPAIGNS?**

Percent of respondents

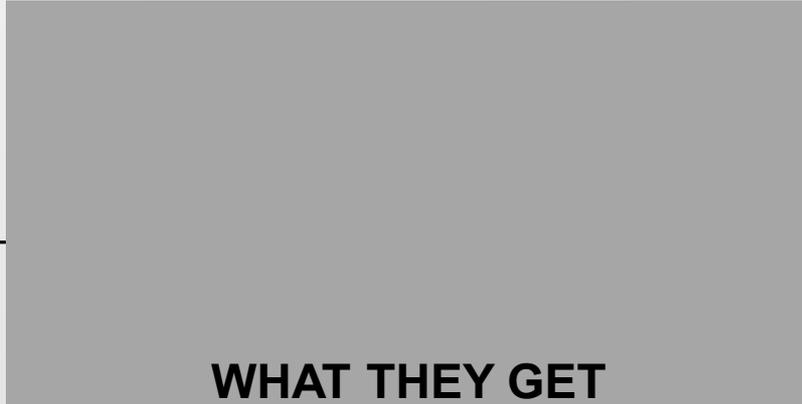
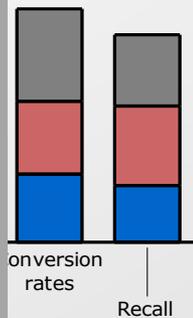
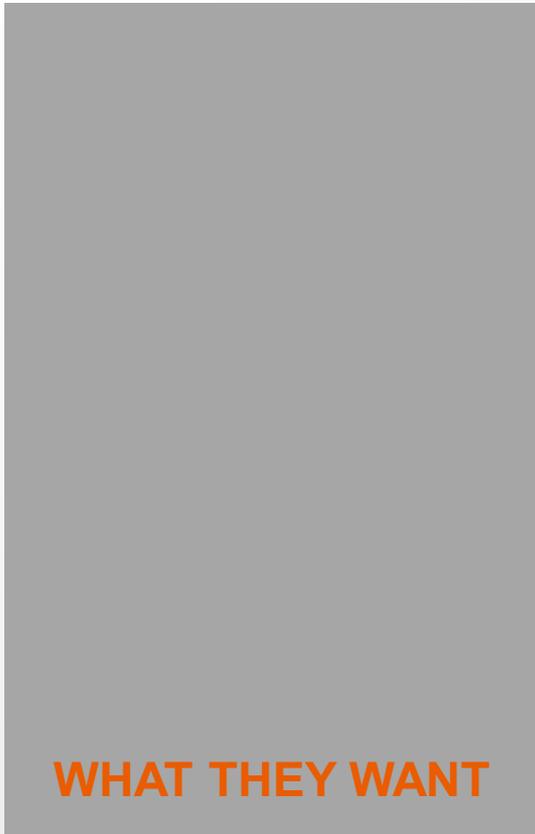


**WHAT THEY WANT**

Sources: Bain/IAB "Building Brands Online" 2010, Morgan Stanley, ComScore

# WHAT WENT WRONG

Percent of respondents



ASKING BRAND MARKETERS:  
**WHICH METRICS  
ARE MOST VALUABLE  
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CAMPAIGNS?**

Sources: Bain/IAB "Building Brands Online" 2010, Morgan Stanley, ComScore



# 50 YEARS OF BRAND ADVERTISING THEORY SUPPORTS THAT BRAND BUILDING REQUIRES:

- ✓ REAL TARGETGROUP DEFINITION +  
(EFFICIENT TARGETING)
- ✓ BROAD REACH & ABILITY TO CONTROL  
THE FREQUENCY CORRIDOR
- ✓ A REPORTING PLATFORM THAT CAN REPORT  
UPLIFTS IN BRAND METRICS



# Classical behavioural targeting

# Predictive behavioural targeting



# REAL TARGET GROUPS LIKE TV & PRINT

## BEHAV. TARGETING

### Affinities

- Automotive
- Insurance
- Finance
- Travel
- ...

## PREDICTIVE TARGETING BY USING QUESTIONNAIRES

Socio-demographic variables  
Buying intent/product interests

- Men
- Job title
- Education level
- Buying int. FMCG
- Buying a car
- Business travel
- Female
- No of kids in HH
- Age 20-39
- Income 800K+
- Early adopters
- ...

# BRAND ADVERTISING PBT NETWORKS IN DENMARK, FINLAND & NORWAY BUILDING REACH

## DANISH, FINNISH & NORWEGIAN PBT NETWORKS

**PBT Network:** EkstraBladet, eBay Classified, Bilbasen, BT, sporten.dk, lokalavisen.dk, SBS TV (kanal 4,5 & 6), Jyske Medier Aller Media A/S and Borsen.dk

**PBT Plus Network:** Berlingske.dk, Jyllands-Posten.dk, Politiken.dk, Business.dk, epn.dk, AOK, I byen.dk etc.

**Jubii PBT Network:** Jubii, Lauritz.com, Yahoo.dk, CPH.dk, TV3 Viasat, onside.dk, Rejseplanen, Pricerunner.dk, DMI.dk, Kogebogen.dk, Proinvestor etc.

**FINLAND - AdQ (Fonecta) PBT Network:**

**FINLAND - Klikki PBT Network:**

**NORWAY - ABC Start siden PBT network**

# BRAND ADVERTISING SOLUTION



# BRAND ADVERTISING IN A REAL WORLD

## Case



# CASE STUDY

## nugg.ad DATA DRIVEN BRAND OPTIMISER



Objective with campaign:

- Increase BRAND AWARENESS
- Increase sales

PBT.NETWORK



# CASE STUDY

## nugg.ad DATA DRIVEN BRAND OPTIMISER

### ONLINE ONLY CAMPAIGN:

PBT Network, 6 Mio. Als display ads,  
5 weeks

### PRODUCT:

nugg.ad DATA DRIVEN BRAND Optimiser

### MEASUREMENT:

TNS Gallup Access internetpanel &  
Click Stream



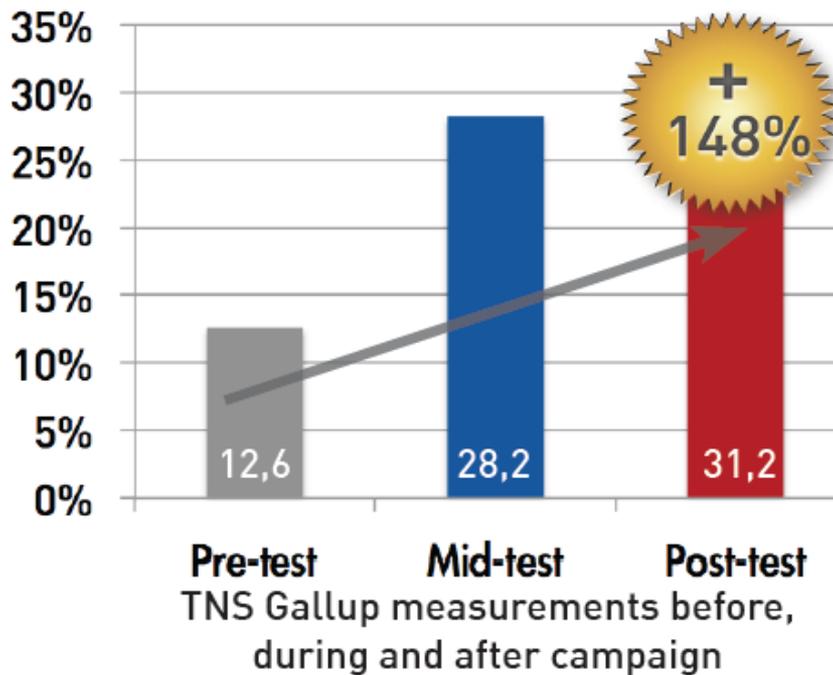
# CASE STUDY

## THE RESULTS

PBT.NETWORK

DE CECCO<sup>®</sup>  
dal 1886

### AIDED BRAND AWARENESS



### GROWTH IN SALES DEVELOPMENT





nugg.ad

# Finnish case: Starkki

Data driven brand optimiser

August 2012

## Campaign target

- Data driven optimising on Brand Awareness

## Things about the campaign.

- The product is a brand new website.
- The campaign period was rather long.

## Target group.

- Run of Network & and data driven brand optimisation

## Campaign volume

- Approx. 20 mill. ad-impressions RON/cpm **NOT** optimised
- 2 mill. ad-impressions data driven optimisation

## Periode

- From week 25 – 34 on the klikki.com PBT network .

## In the survey we ask about :

- Recall.
- Brand sympathy (Likeability)
- Purchase Intention

### 1. Control group

Users who have not been exposed for the campaign.

### 2. Test group

Users who have been exposed for the campaign.



Hyvä käyttäjä,

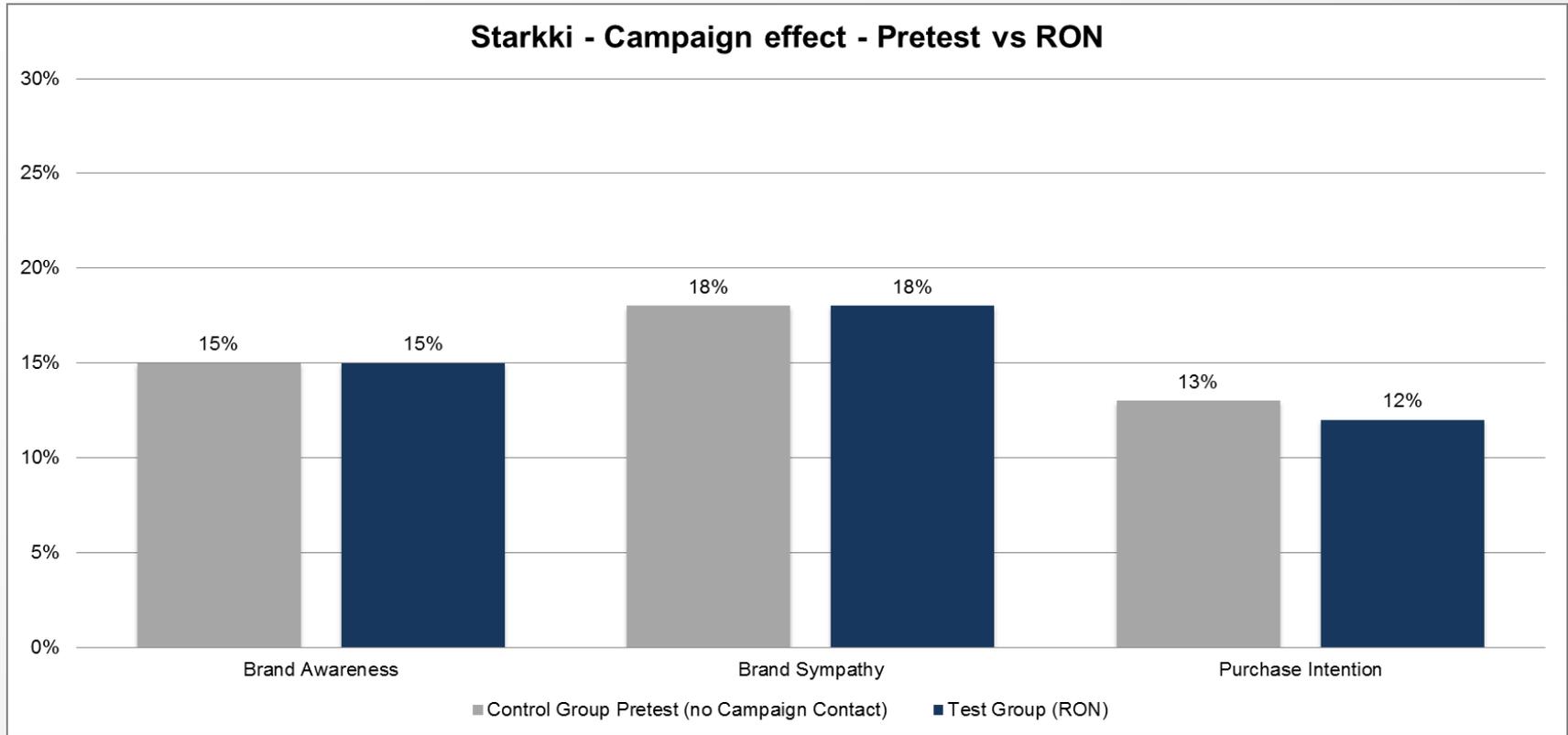
**Ole ystävällinen ja käytä muutama minuutti vastaamalla kolmeen lyhyeen kysymykseen:**

1. Onko Starkki.fi sinulle tuttu verkkokauppa?  
 Kyllä  Ei
2. Pidätkö Starkki.fi verkkokaupasta?  
 Kyllä  Ei
3. Oletko kiinnostunut ostamaan tai oletko ostanut tuotteita (puutarhatuotteita yms.) Starkki.fi -verkkokaupasta?  
 Kyllä  Ei

Verkkomainonta mahdollistaa tämän sivun ilmaisen käytön. Vastaamalla tähän lyhyeen kyselyyn autat meitä kehittämään ja parantamaan verkkomainontaa käyttäjäystävällisemmäksi. Kiitos avustasi! Yksityisyysdiesuoja Privacy

powered by  nugg.ad

# Starkki | Campaign effect without optimisation

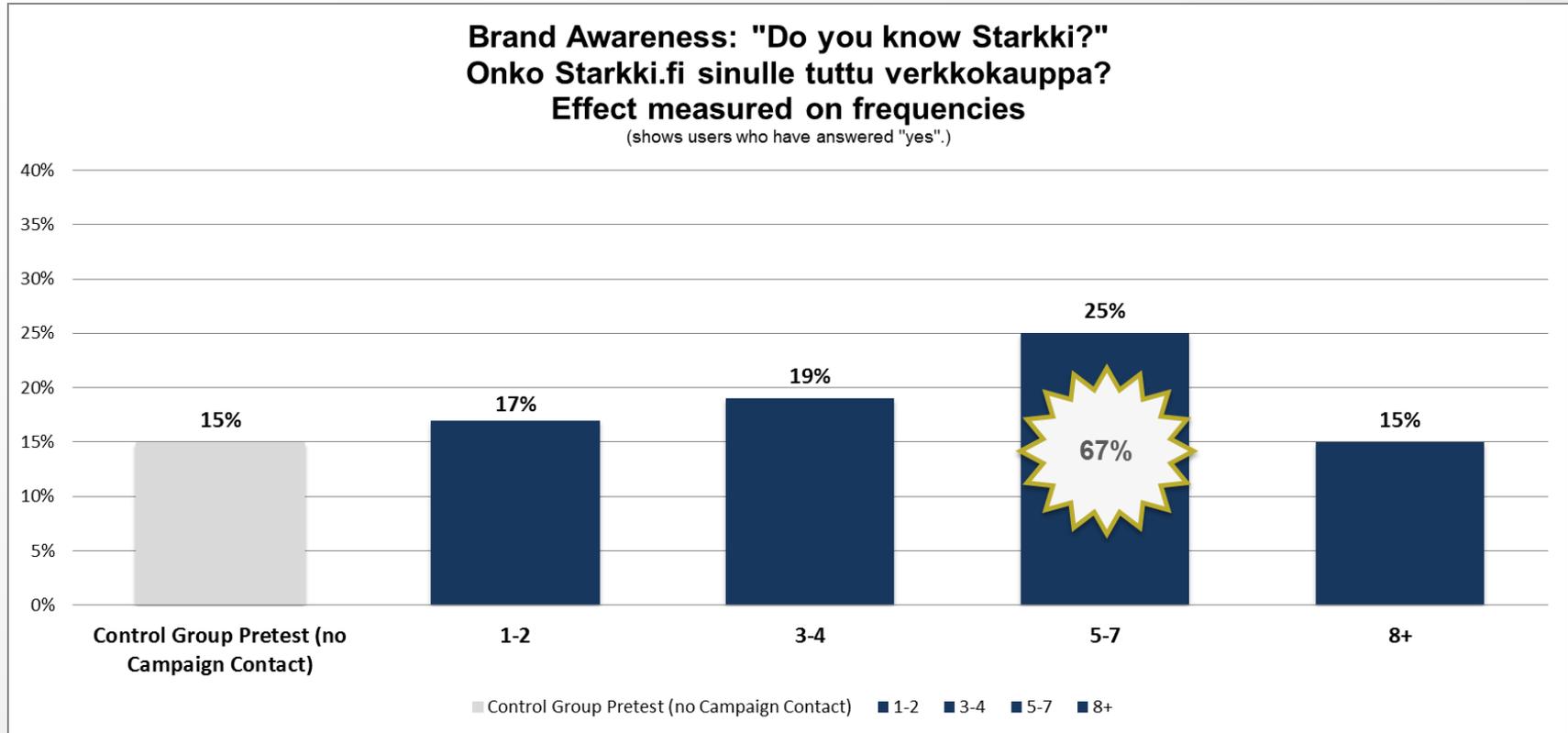


**RON compared to pretest, shows no impact on awareness and sympathy. A little decrease in purchase intension.**

Control Group = 2612, Test Group = 1314

# Starkki | Brand Awareness

(pretest vs. optimised campaign divided on frequencies)

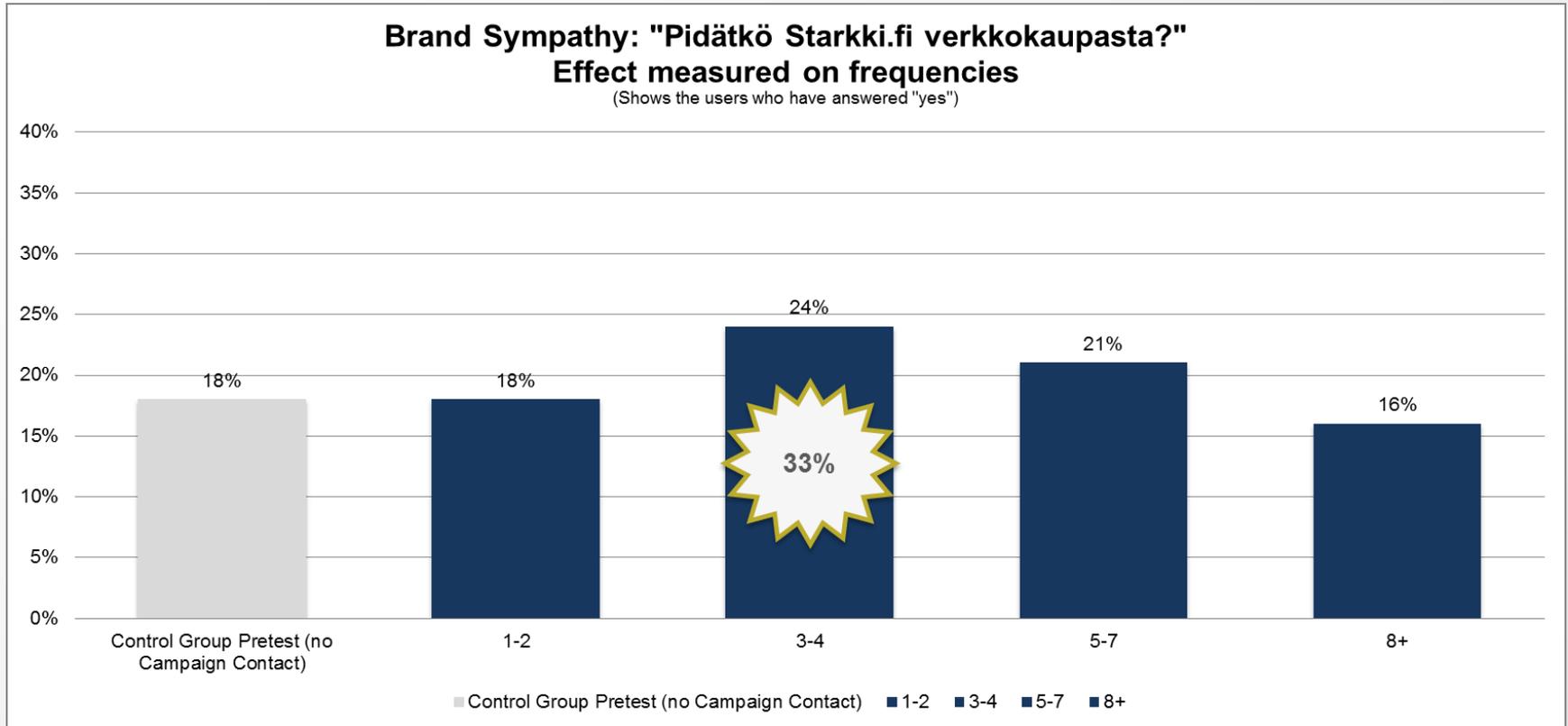


✓ **All frequencies from 1-7 show an increase in awareness. Greatest is the one measured on the frequency between 5-7 with 67%. With frequencies higher than 7, there is a wearout-effect.**

Control Group = 2612; 1-2 = 224; 3-4 = 120; 5-7 = 122; 8+ = 320

# Starkki | Brand Sympathy

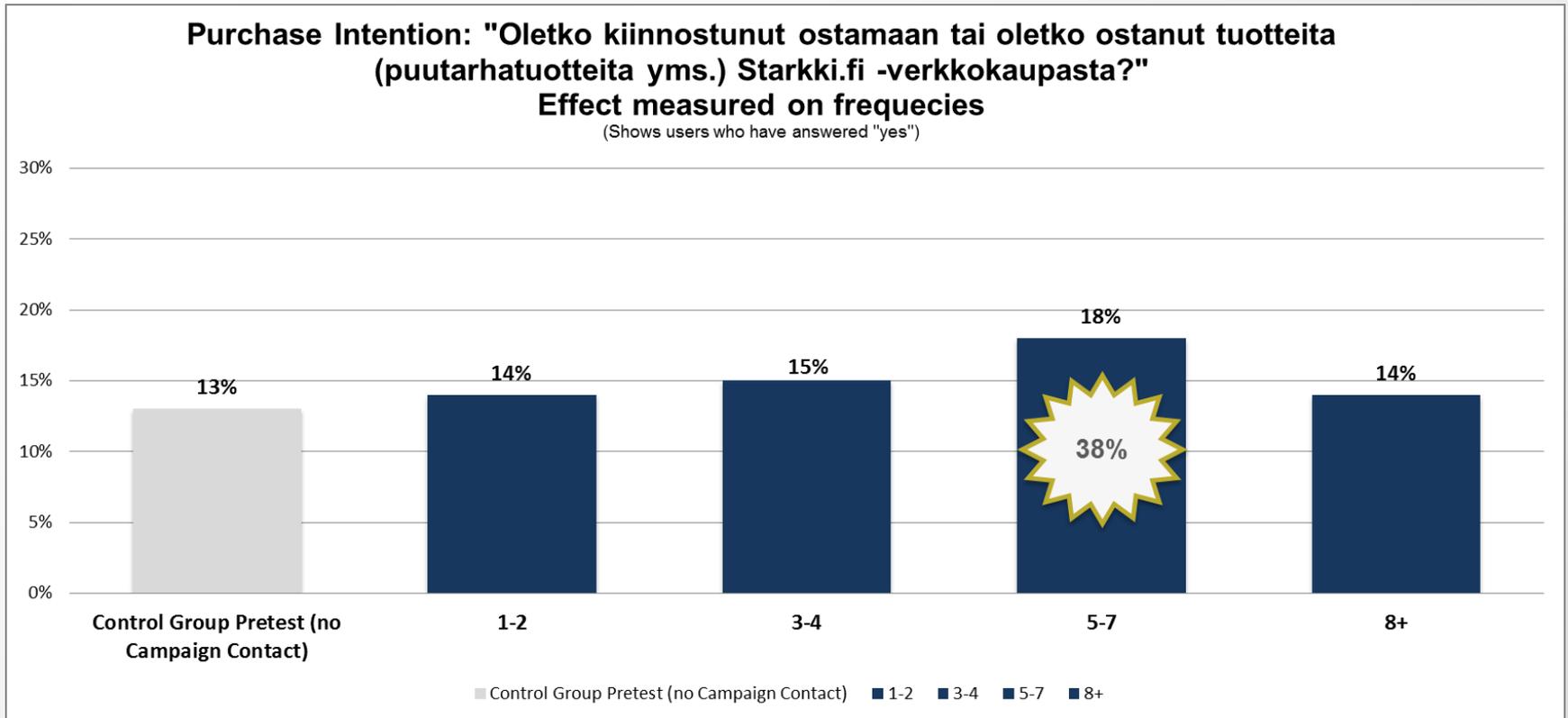
## (Pretest vs. branding opt. divided by frequencies)



- ✓ **Brand Sympathy has the highest effect on 3-4 impressions. 8 impressions or more results in a decreasing effect.**

Control Group = 2302, 1-2= 196; 3-4 = 102 ; 5-7=98; 8+= 288

# Starkki | Purchase Intention (Pretest vs. branding opt. divided by frequencies)



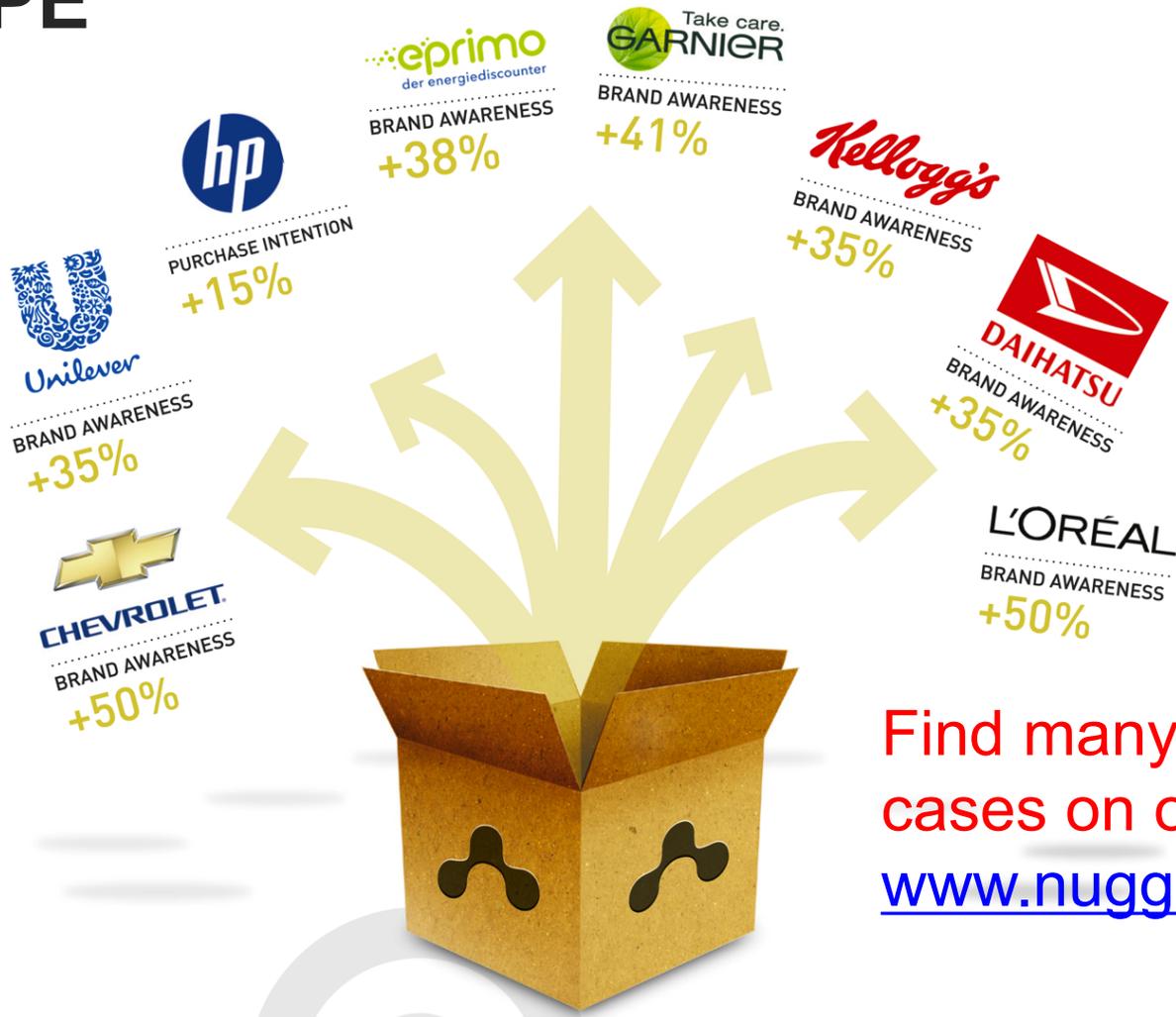
✓ **All frequencies shows an increase. Highest are the one with 38% from 5-7 impressions. Again we see the wearout-effect on high impressions.**

Control Group = 2479; 1-2= 208; 3-4 = 111 ; 5-7=111; 8+ = 306

# Starkki case: Conclusion

- The optimal frequency for Brand Awareness, Sympathy and Purchase intension are between 3-7.
- Frequencies from 8 and higher are wasted.
- No branding effect measured on RON/CPM
- Data driven optimisation increases impact on Brand Awareness with 67%!

# MANY BRAND ADVERTISERS IMPROVE THEIR BRAND IMPACT WITH NUGG.AD ACROSS EUROPE



Find many more cases on our website  
[www.nugg.ad](http://www.nugg.ad)

# PREDICTIVE BEHAVIOURAL TARGETING:

1. ENRICH YOUR PREMIUM INVENTORY
2. BRAND METRICS PERSPECTIVE JUST LIKE TV & PRINT
3. WORK WITH REAL TARGET GROUPS  
(NOT SIMPLE USAGE DATA)
4. BUILD REACH & CONTROL FREQUENCY
5. MONETIZE YOUR OWN INVENTORY!  
(PROTECT YOUR BUSINESS)
6. FOCUS ON VALUE RATHER THAN PRICE

# THANK YOU!

**FOLLOW US:**



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[facebook.com/nuggad](https://facebook.com/nuggad)

[www.nugg.ad](http://www.nugg.ad)

**EUROPE'S  
AUDIENCE  
EXPERTS.**

**1.1 Bn.**  
active profiles

**15.000**  
profile updates per second  
(peak)

**40 Bn.**  
predictions per month