

DIGITAL BRAND ADVERTISING

- Growth with premium price realisation!

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IAB Finland
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PREMIUM PUBLISHER CHALLENGES



**TOO MUCH UNSOLD
INVENTORY (ADSPACE)**



**GOOGLE,
YOUTUBE,
FACEBOOK
PRICING
STRUCTURE**



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



**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!



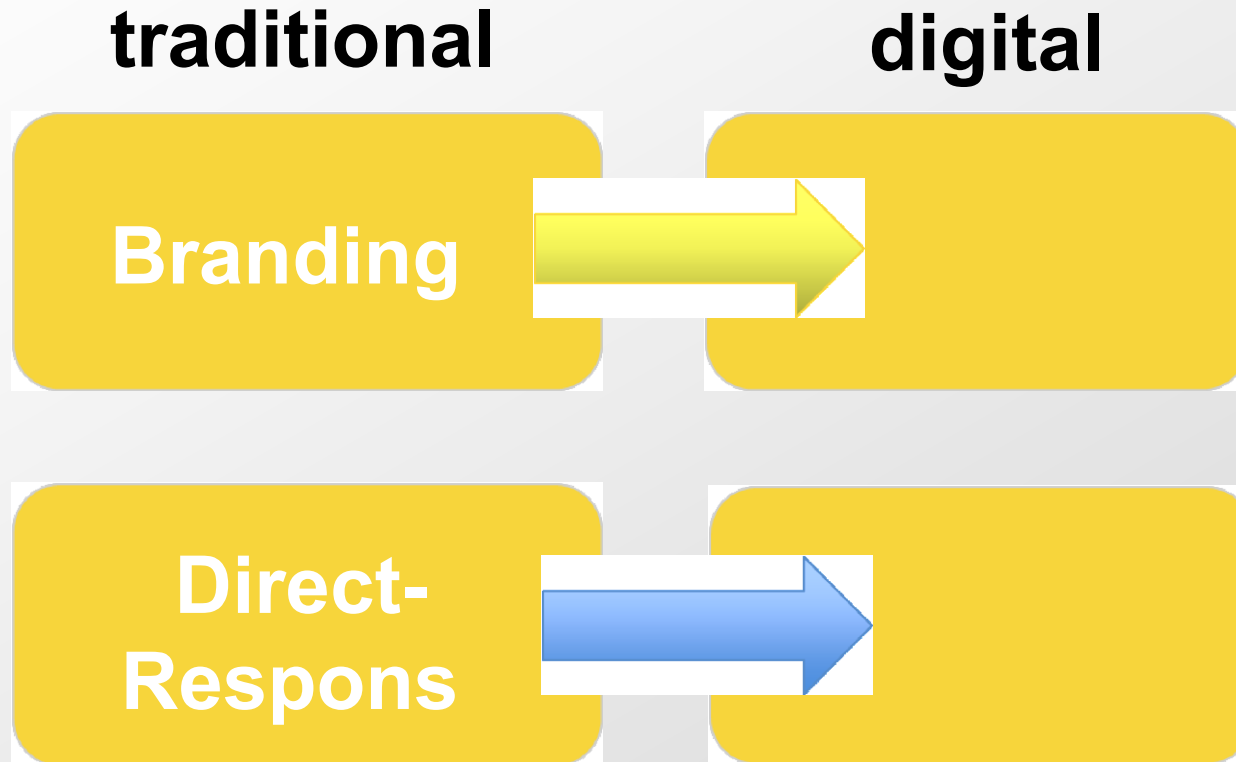
PREMIUM ONLINE PUBLISHERS NEEDS TO LEARN FROM TV & PRINT TO EMBRACE BRAND ADVERTISERS



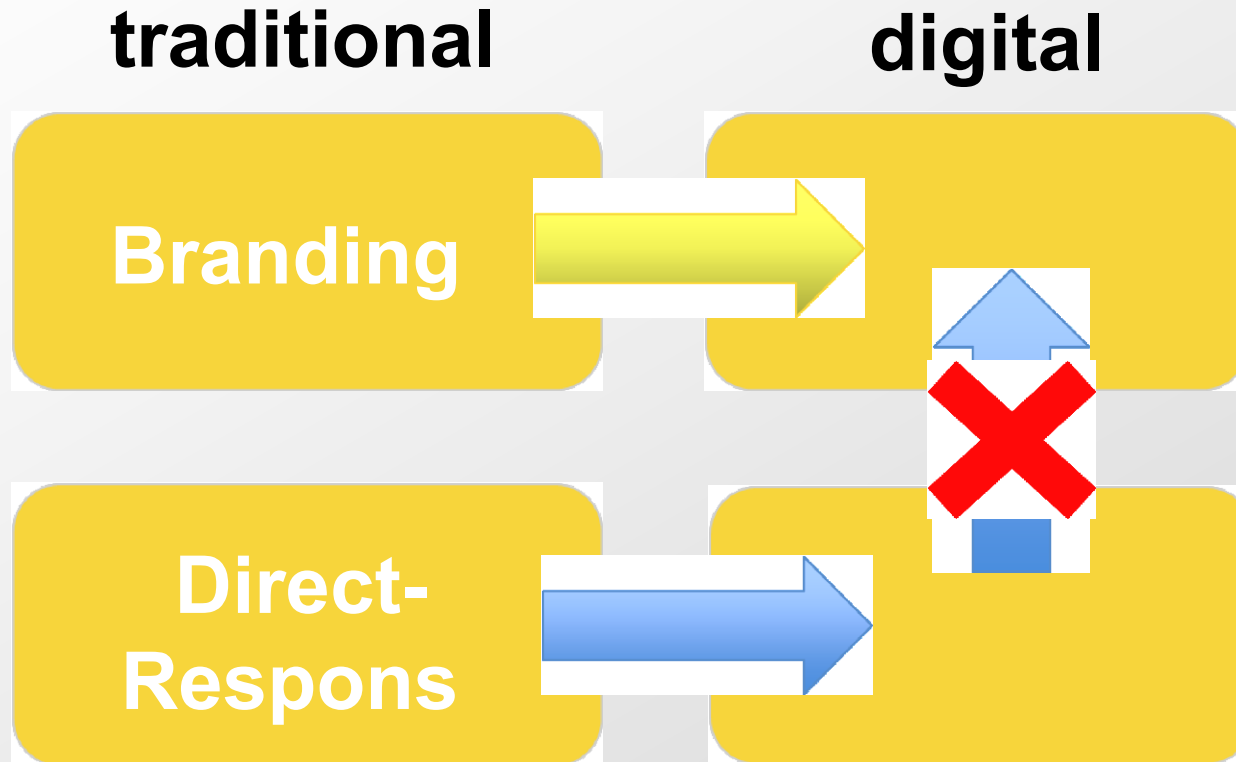
WHAT BRAND ADVERTISERS ARE USED TO ADVERTISING IN TV & PRINT

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

THE PROBLEM



THE PROBLEM



THE OUTCOME

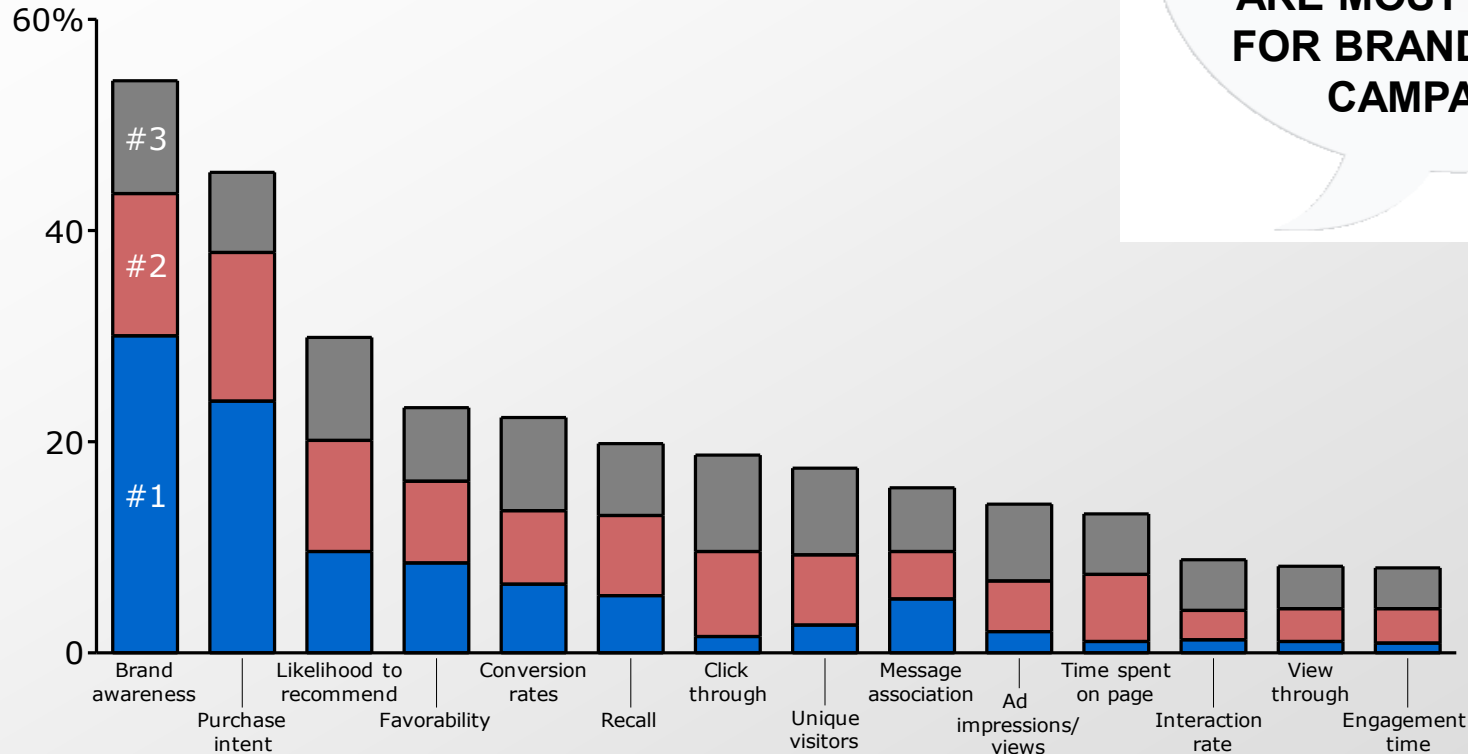
Share of Internet Ad Spend of Total Ad Spend (%)
Leading Brand Advertisers, U.S. 2011 (\$ mio.)

	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

Percent of respondents



ASKING BRAND MARKETERS:

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

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

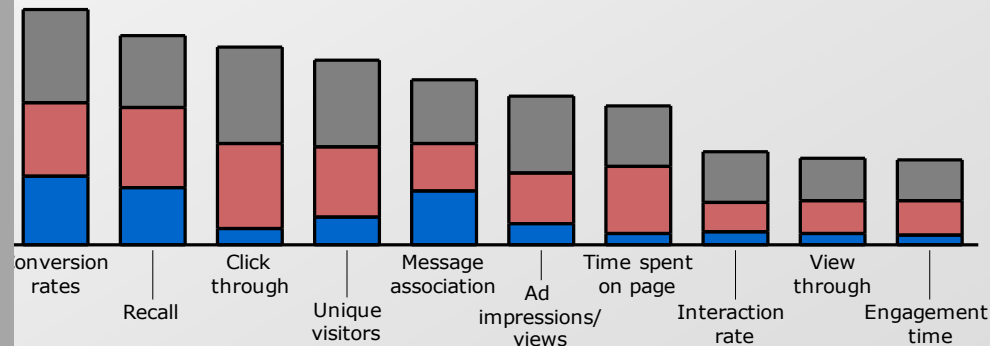
WHAT WENT WRONG

Percent of respondents

ASKING BRAND MARKETERS:

**WHICH METRICS
ARE MOST VALUABLE
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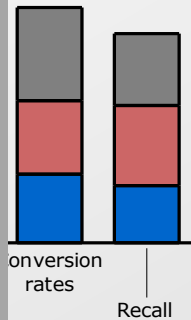
WHAT THEY WANT



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

WHAT WENT WRONG

Percent of respondents



ASKING BRAND MARKETERS:

**WHICH METRICS
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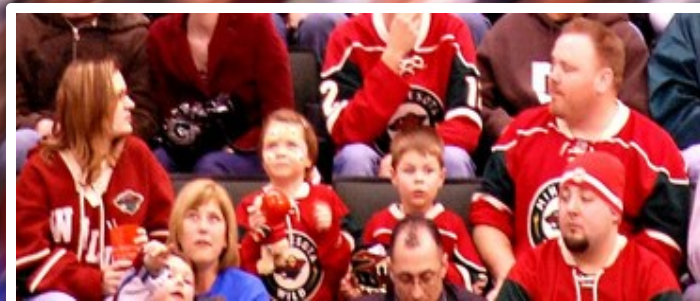
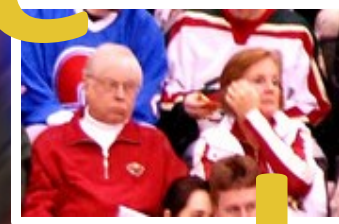
50 YEARS OF BRAND ADVERTISING THEORY SUPPORTS THAT BRAND BUILDING REQUIRES:

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

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



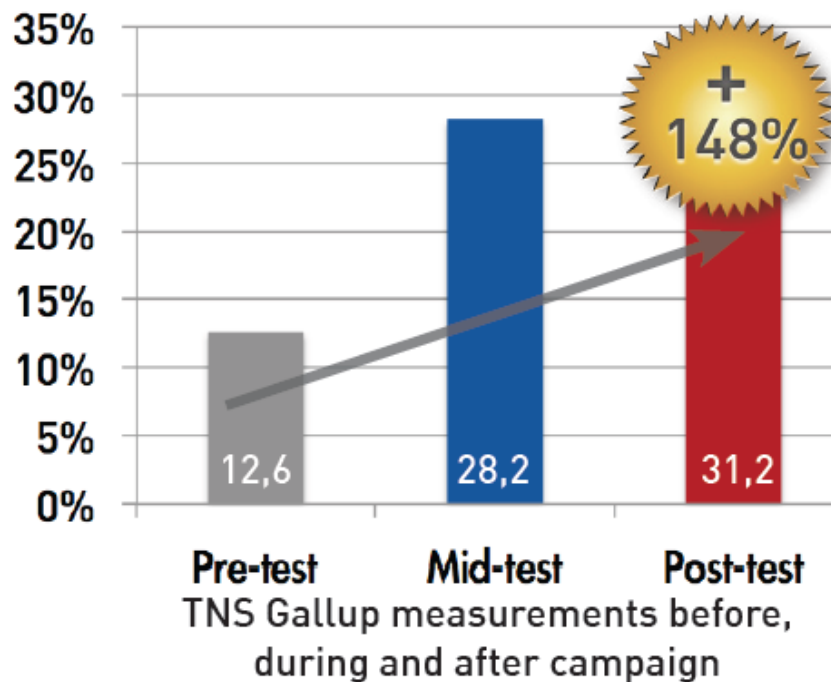
CASE STUDY

THE RESULTS

PBT.NETWORK



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 :

- a. Recall.
- b. Brand sympathy (Likeability)
- c. 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.



STARKKI

Hyvä käyttäjä,

Ole ystävällinen ja käytä muutama minuutti vastaamalla kolmeen lyhyeen kysymykseen:

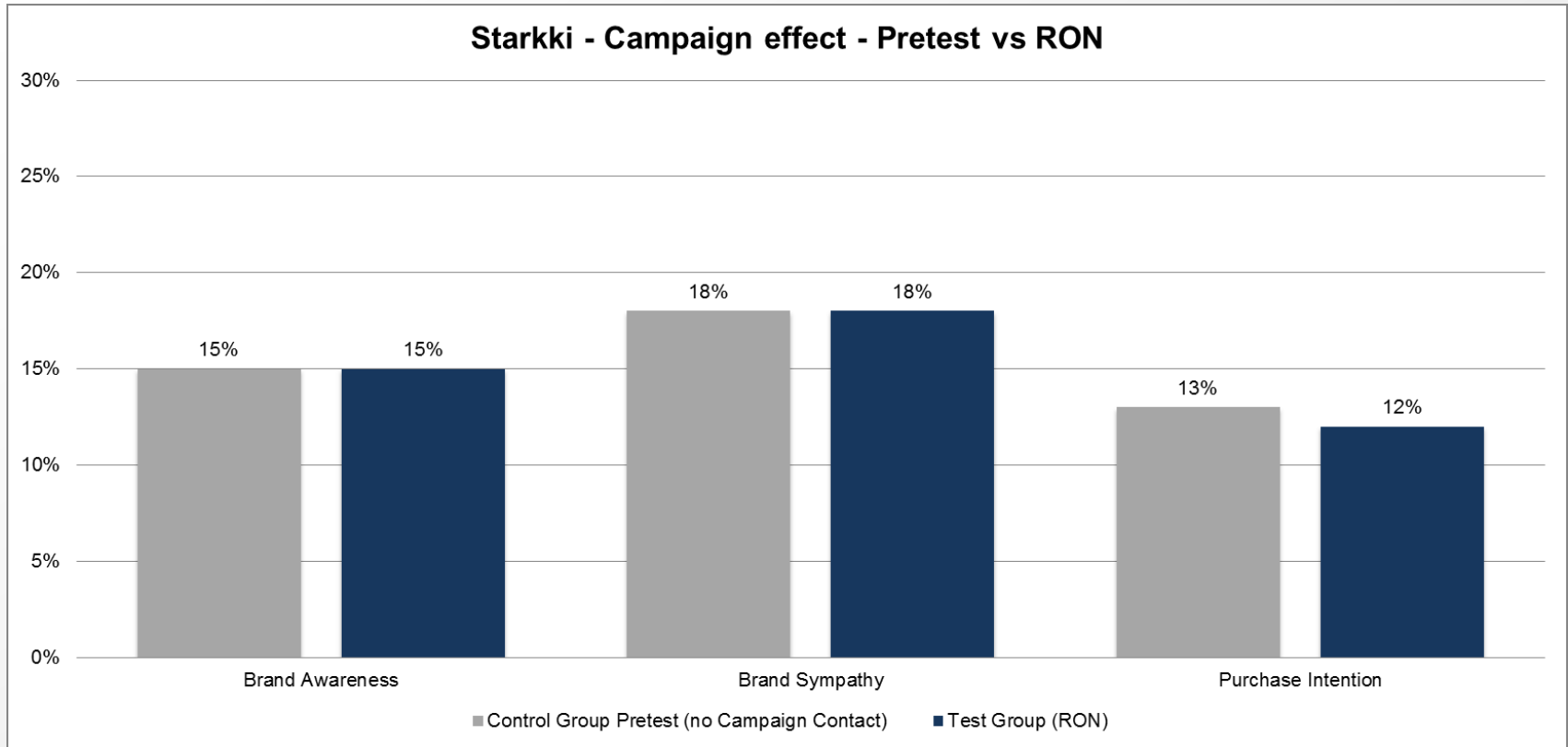
1. Onko Starkki.fi sinulle tuttu verkkokauppa?
☒ Kyllä ☐ Ei
2. Pidätkö Starkki.fi verkkokaupasta?
☒ Kyllä ☐ Ei
3. Oletko kiinnostunut ostamaan tai oletko ostanut tuotteita (puutarhatuotteita yms.) Starkki.fi -verkkokaupasta?
☒ Kyllä ☐ Ei

Lähetä vastaukset

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

powered by nugg.ad

Starkki | Campaign effect without optimisation

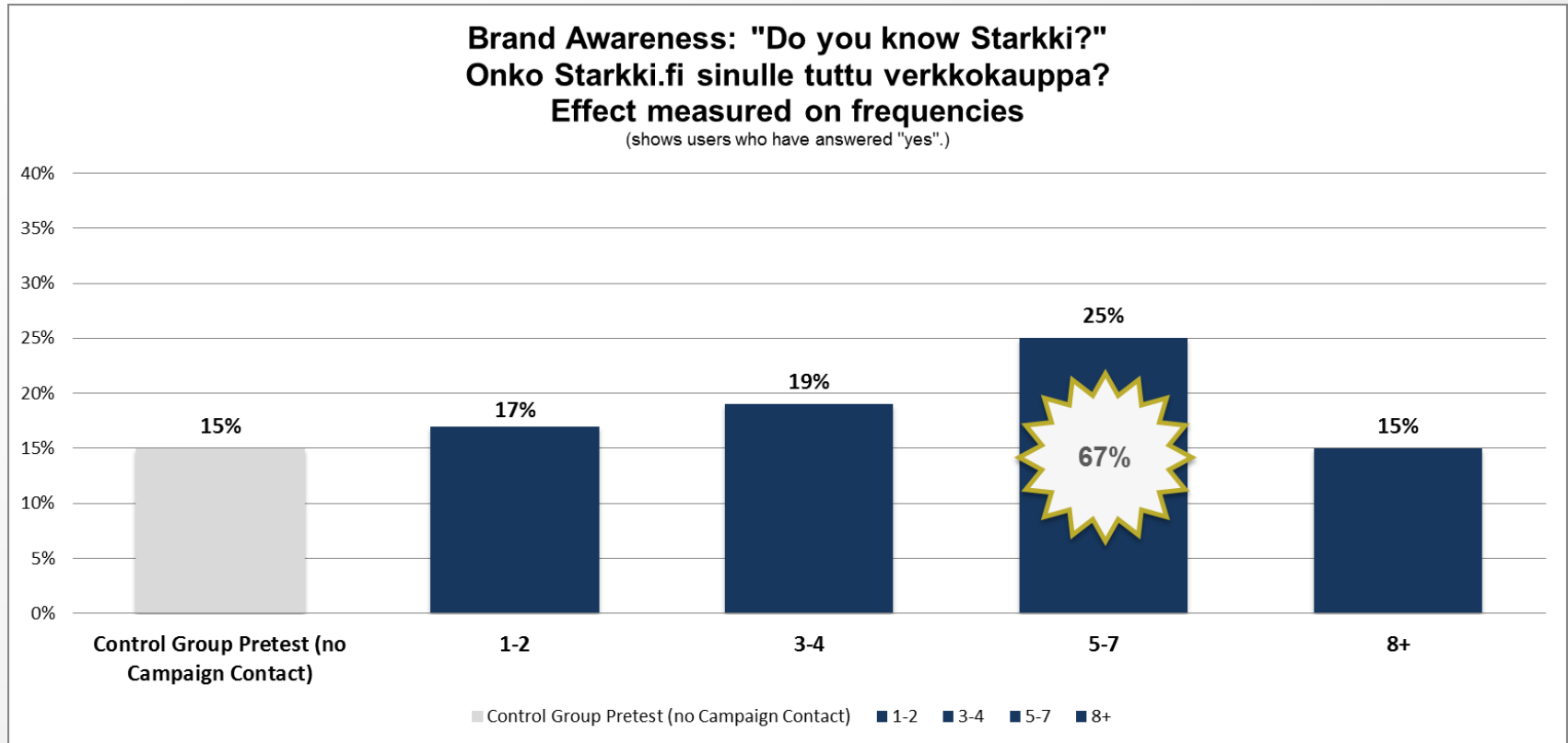


RON compared to pretest, shows no impact on awareness and sympathy. A little decrease in purchase intension.

Control Group = 2612, Test Group = 1314

Starkki | Brand Awareness

(pretest vs. optimised campaign divided on frequencies)

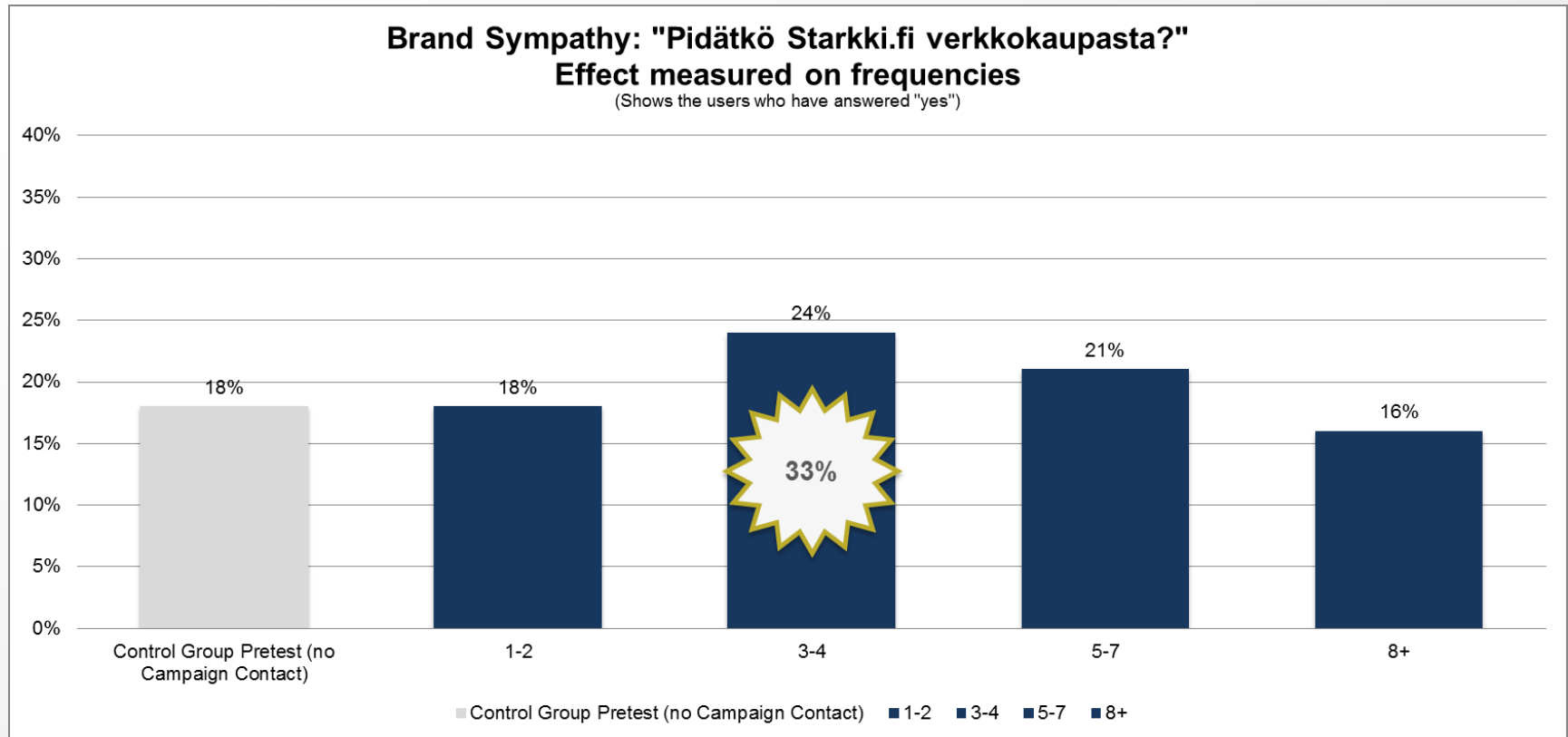


- ✓ **All frequencies from 1-7 show an increase in awareness. Greatest is the one measured on the frequency between 5-7 with 67%. With frequencies higher than 7, there is a wearout-effect.**

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

Starkki | Brand Sympathy

(Pretest vs. branding opt. divided by frequencies)

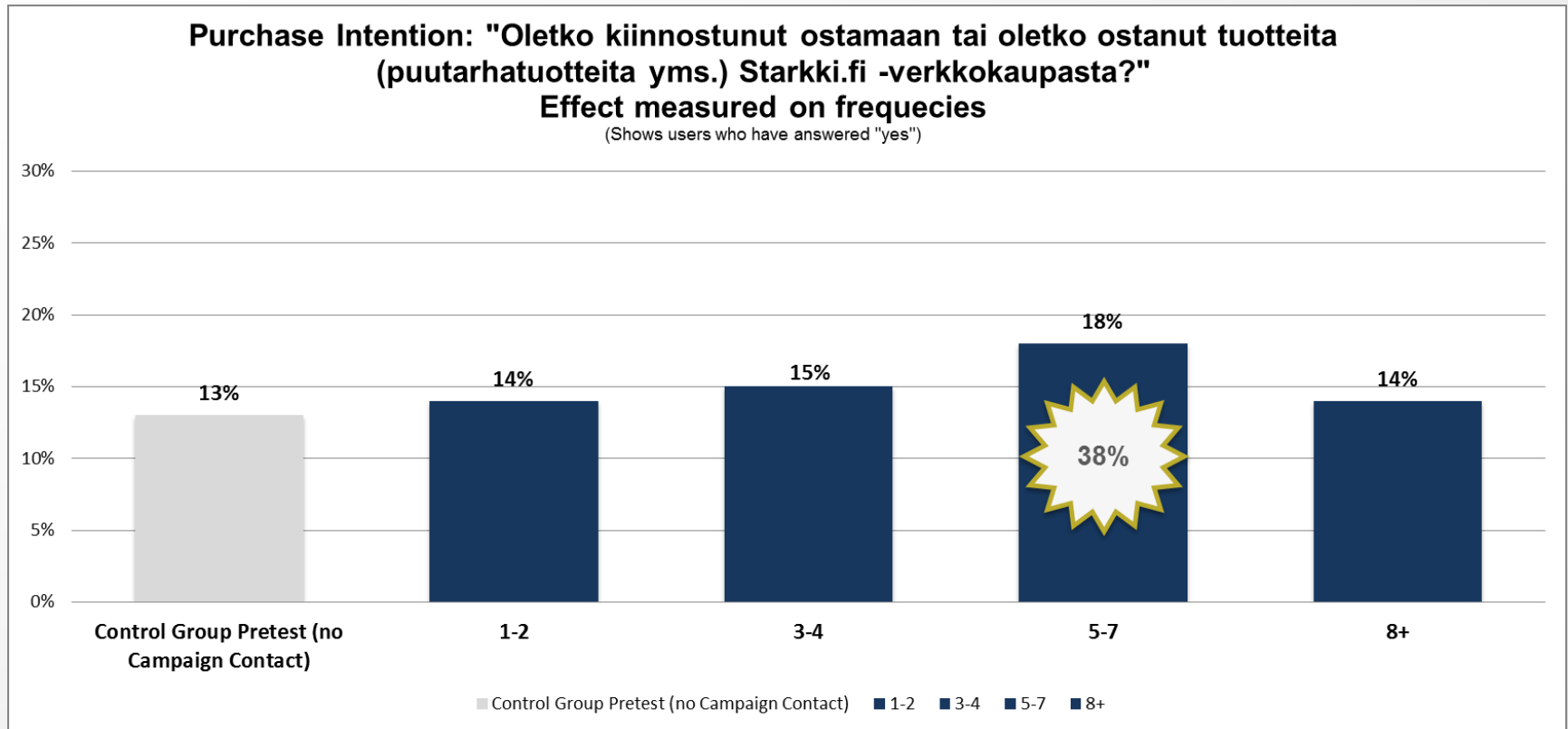


- ✓ **Brand Sympathy has the highest effect on 3-4 impressions. 8 impressions or more results in a decreasing effect.**

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

Starkki | Purchase Intention

(Pretest vs. branding opt. divided by frequencies)



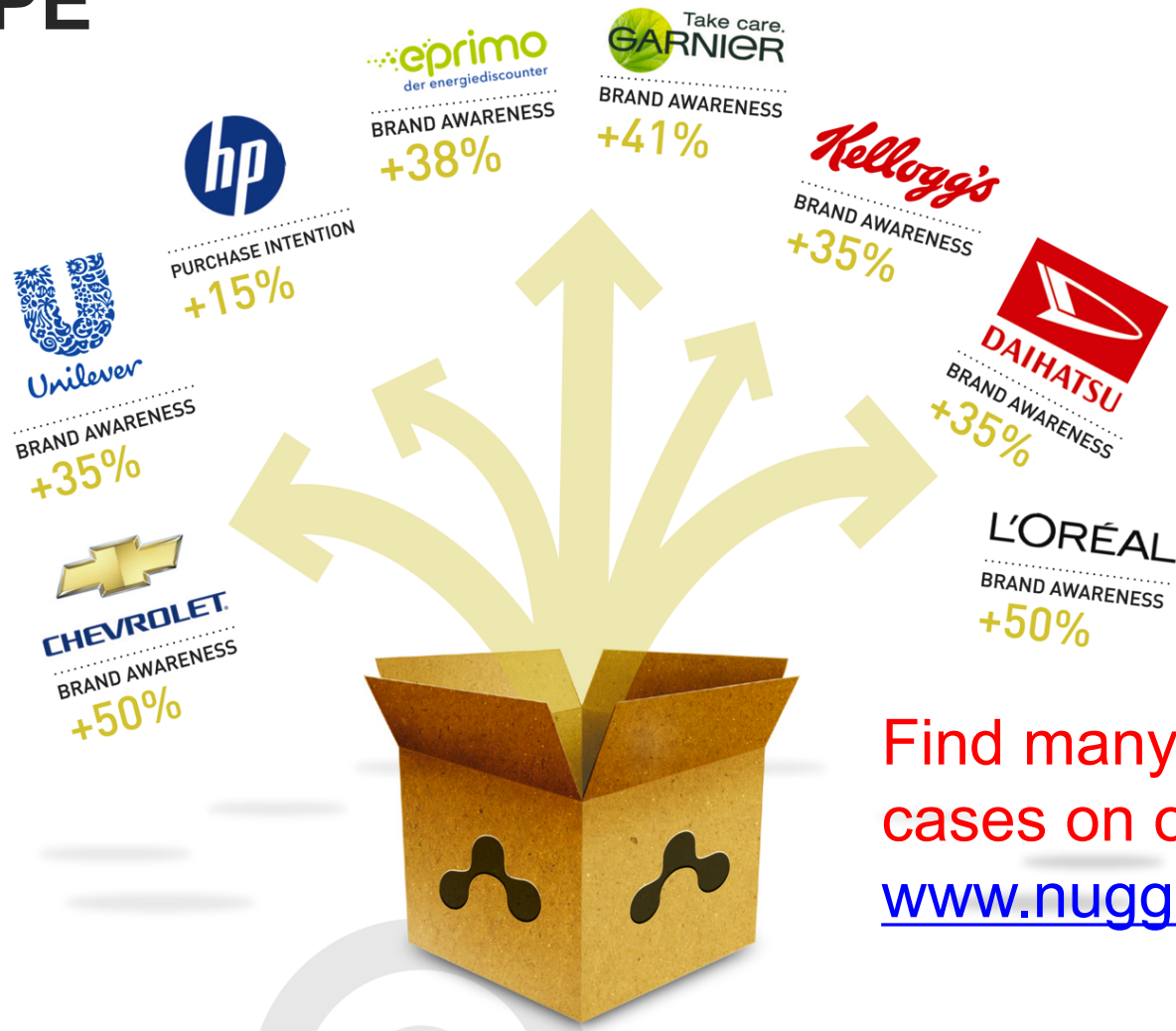
✓ **All frequencies shows an increase. Highest are the one with 38% from 5-7 impressions. Again we see the wearout-effect on high impressions.**

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

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!

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www.nugg.ad

**EUROPE'S
AUDIENCE
EXPERTS.**

1.1 Bn.
active profiles

15.000
profile updates per second
(peak)

40 Bn.
predictions per month