



Online Explodes!

*Demonstrating the multiplier effect of online
in conjunction with other media*

Background



Campaign Background

In March 2010, Colgate launched WISP, a new product designed to expand usage occasions in the oral care category. WISP is a small, portable, single-use toothbrush to clean teeth and freshen breath for on-the-go occasions.

The launch campaign was supported by TV, magazine, Online, and Outdoor activity

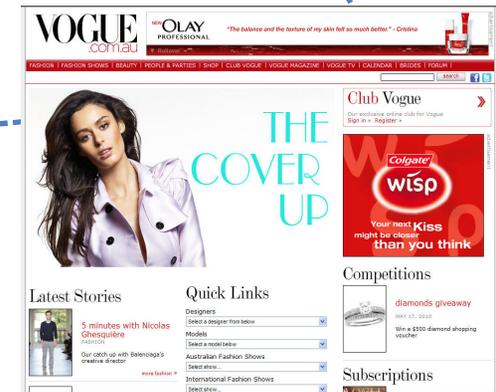
Media Buying Target: People age 18-39



Online Creative Utilised Online Video, Demographic Targeting, and Contextually Time-Targeted Messaging



On a Date



Online Creative Utilised Online Video, Demographic Targeting, and Contextually Time-Targeted Messaging



On a Date

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Out with Friends



Online Creative Utilised Online Video, Demographic Targeting, and Contextually Time-Targeted Messaging



Out with Friends

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Professional/Career



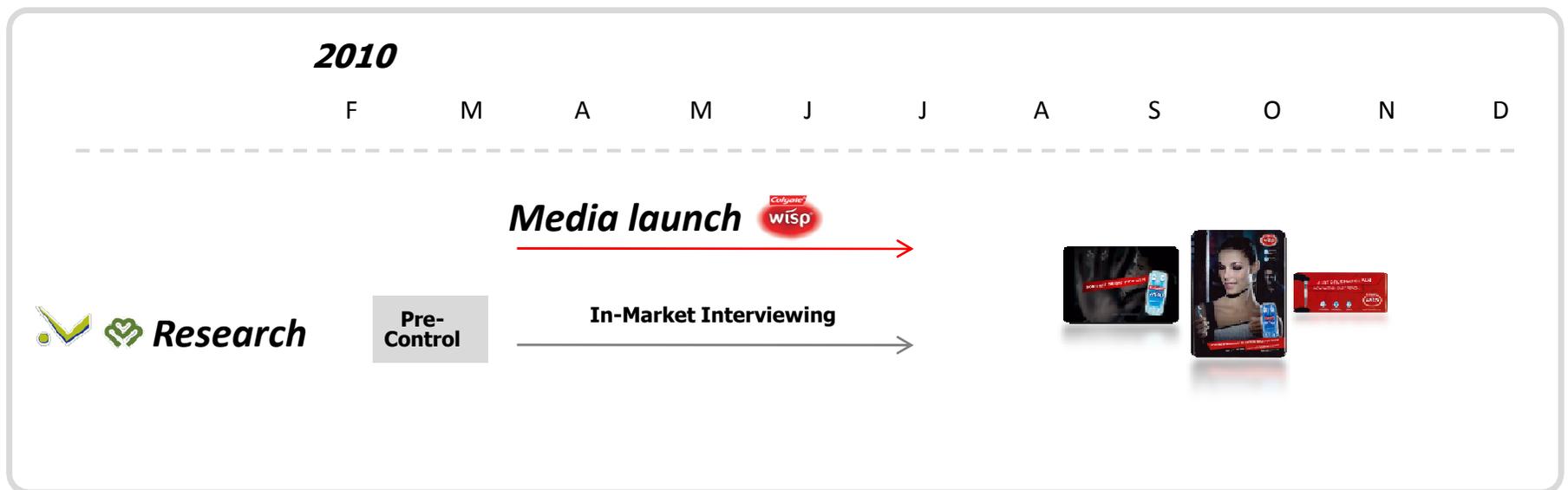
Online Creative Utilised Online Video, Demographic Targeting, and Contextually Time-Targeted Messaging



Professional/Career

WISP Media Laydown and Research Timings

- TV, Online, and Outdoor kicked off the campaign in March, with Magazine starting in April



Research Objectives



Research Goals



To understand:

- The contribution of each medium to the impact on key brand metrics
- How each media combination impacts key brand messaging

How?

CrossMedia Research™, an in-market advertising effectiveness measurement tool, to determine exposure effects at shifting attitudinal metrics and develop media insights for future strategy

Who?

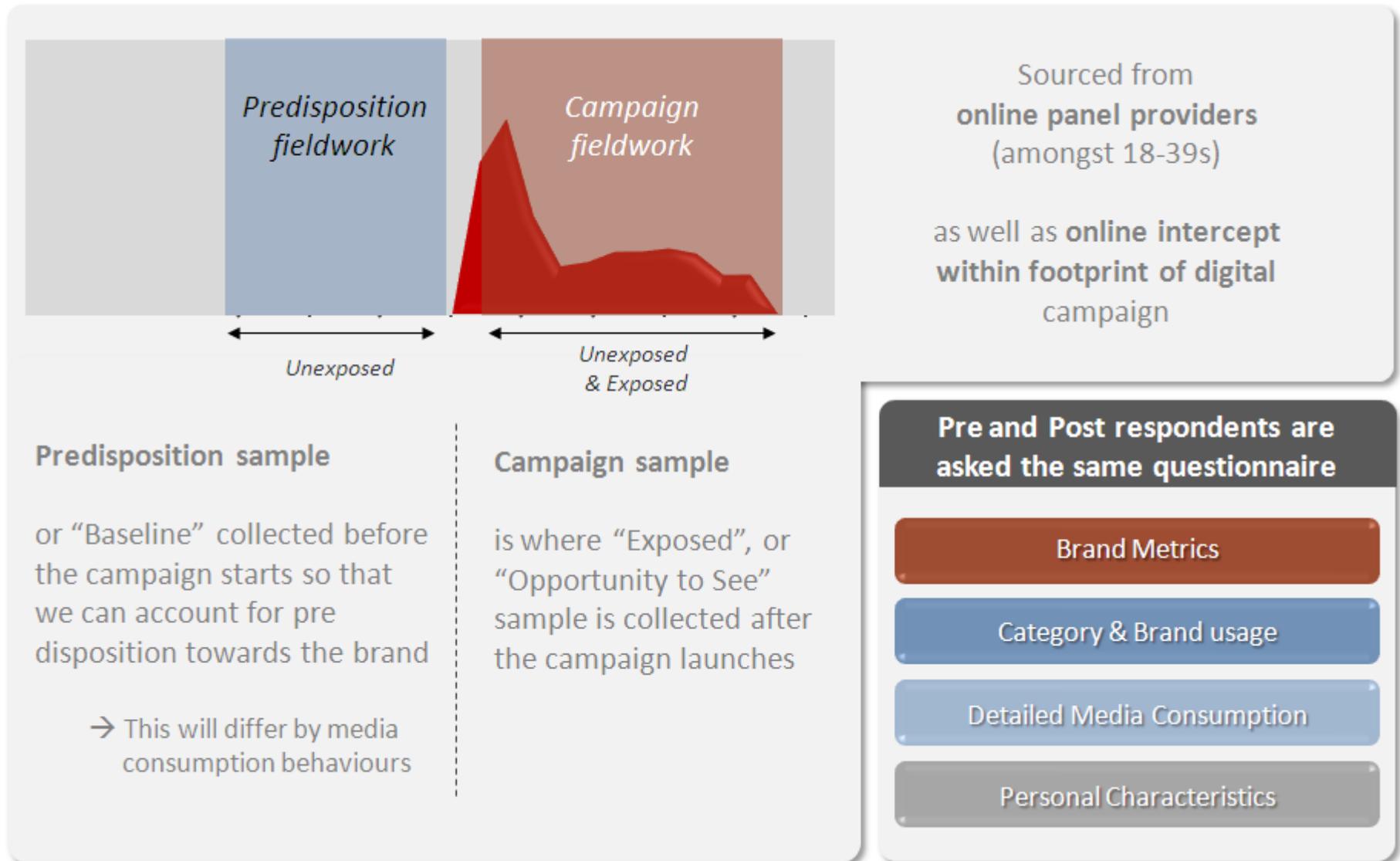
Sample = Media Buying Target: People age 18-39

- *Total recruitment sample size of n=5,525*

When?

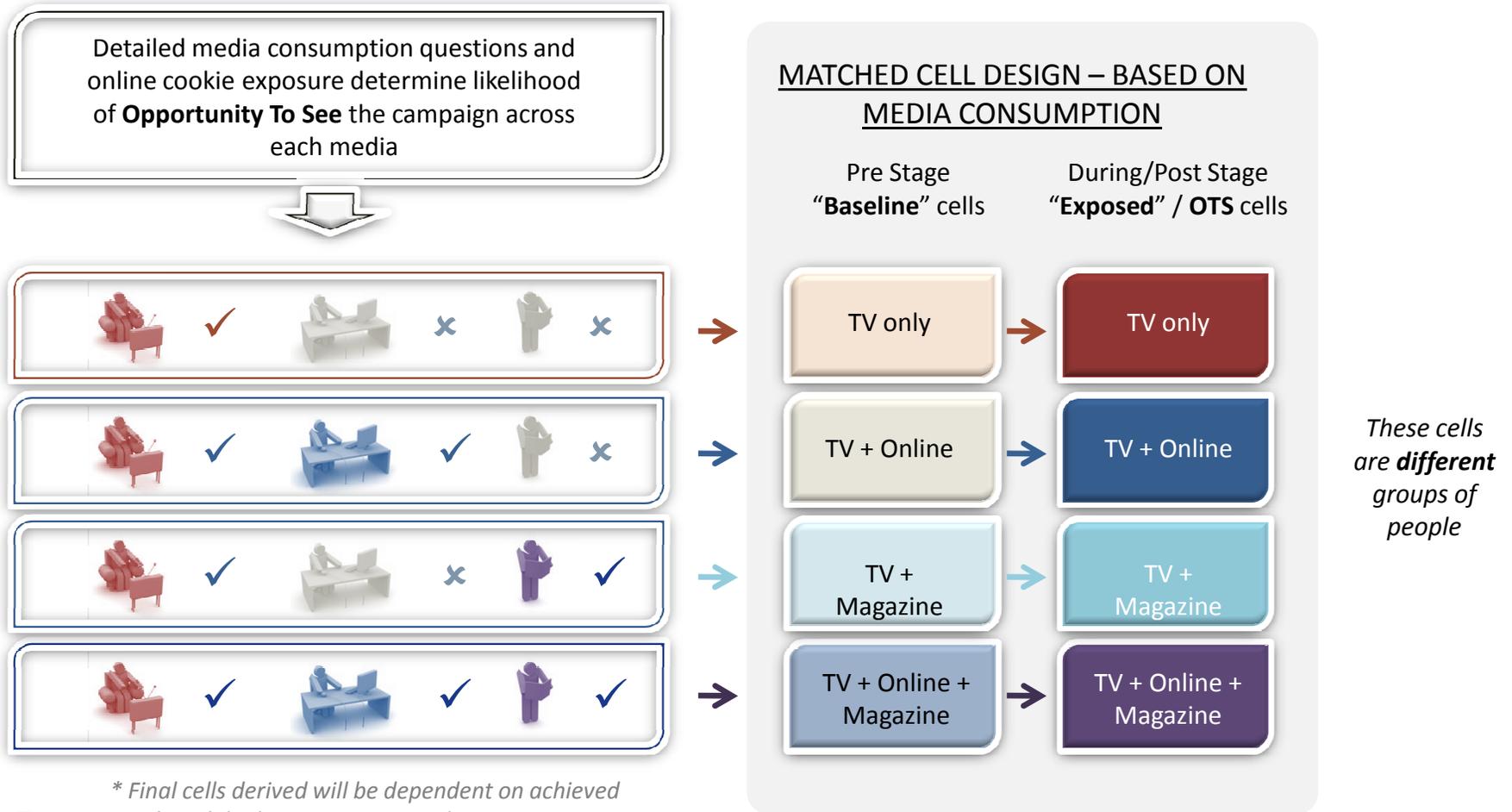
Sampling occurred between Feb 15th → July 30th 2010

The Methodology: Pre and In-Market Campaign Sampling



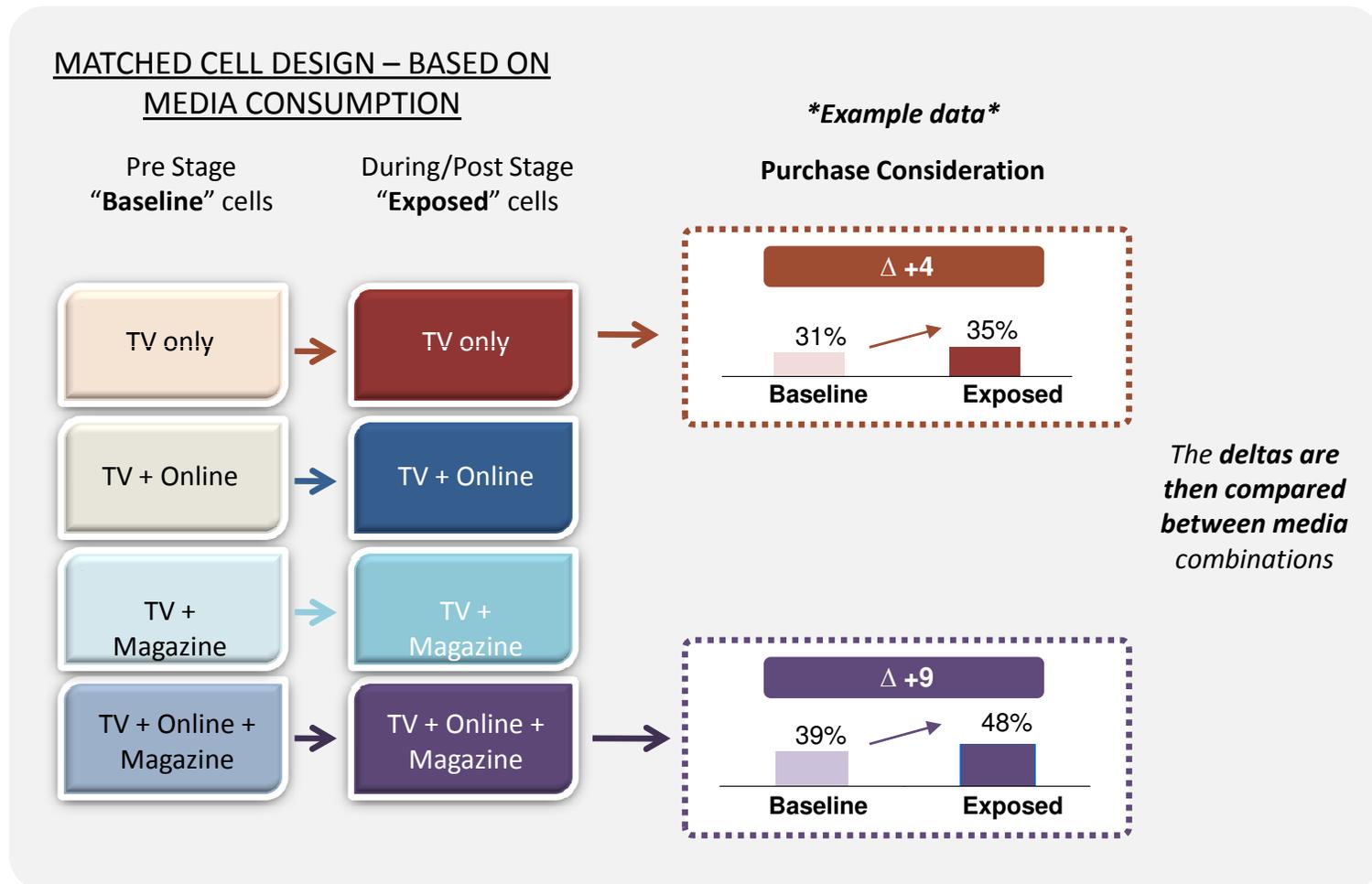
The Cross-Media Cell-Based Approach

Using the final media delivery, respondents are assigned to discreet media cells based on media consumption patterns in both pre and during samples*



The Cross-Media Cell-Based Approach

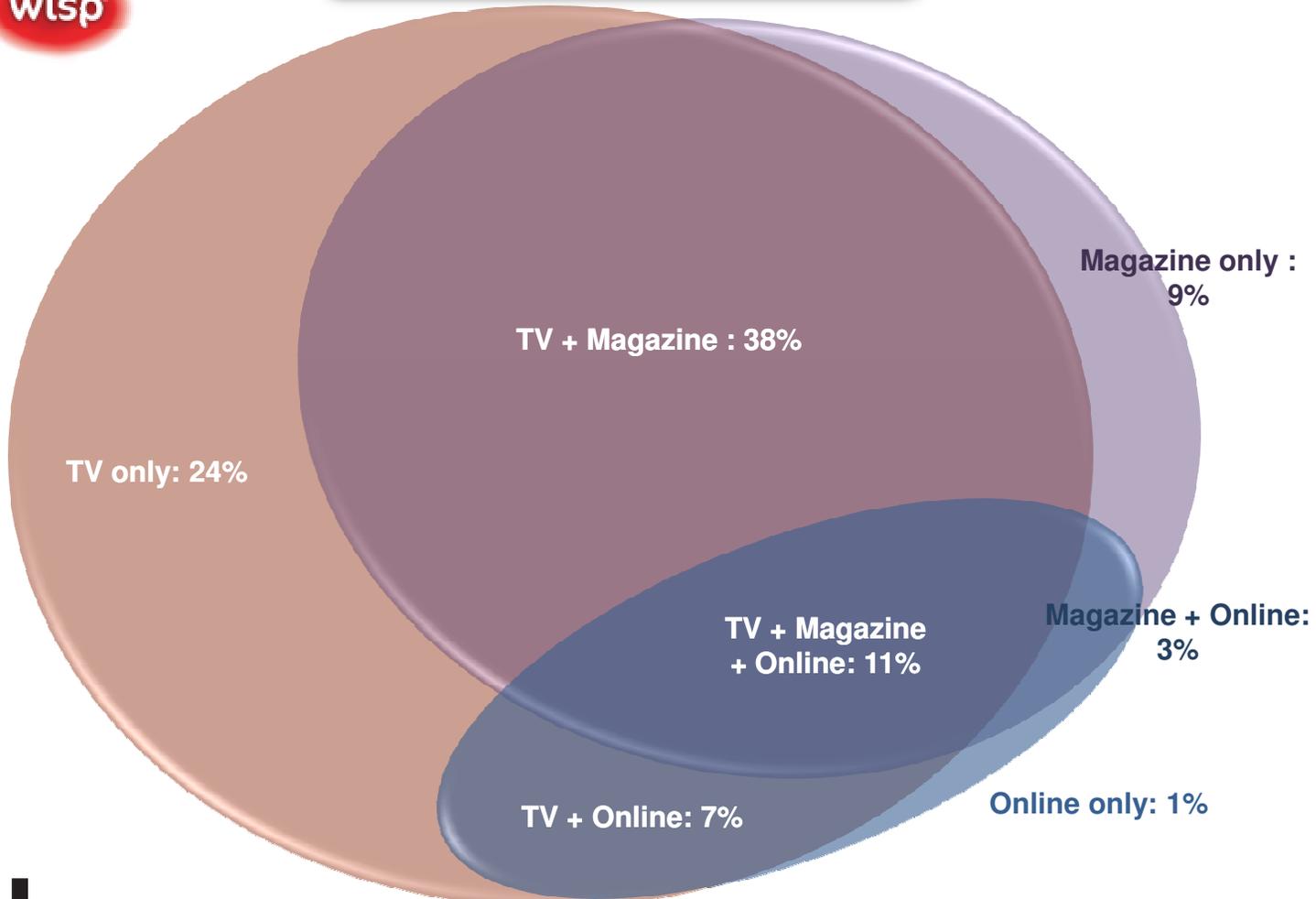
Results are then analysed by the difference (delta) in brand metrics between pre and post cells within each media / media combination



Estimated Reach and Duplication Amongst 18-39s



Total Reach: 93%



Online and Magazine add approximately 13% incremental reach above TV



Outdoor reach and duplication not available
Source: mec and Dynamic Logic Panel data based on random duplication





CrossMedia Results By Cell

- What is the impact of exposure to different media combinations within the campaign?

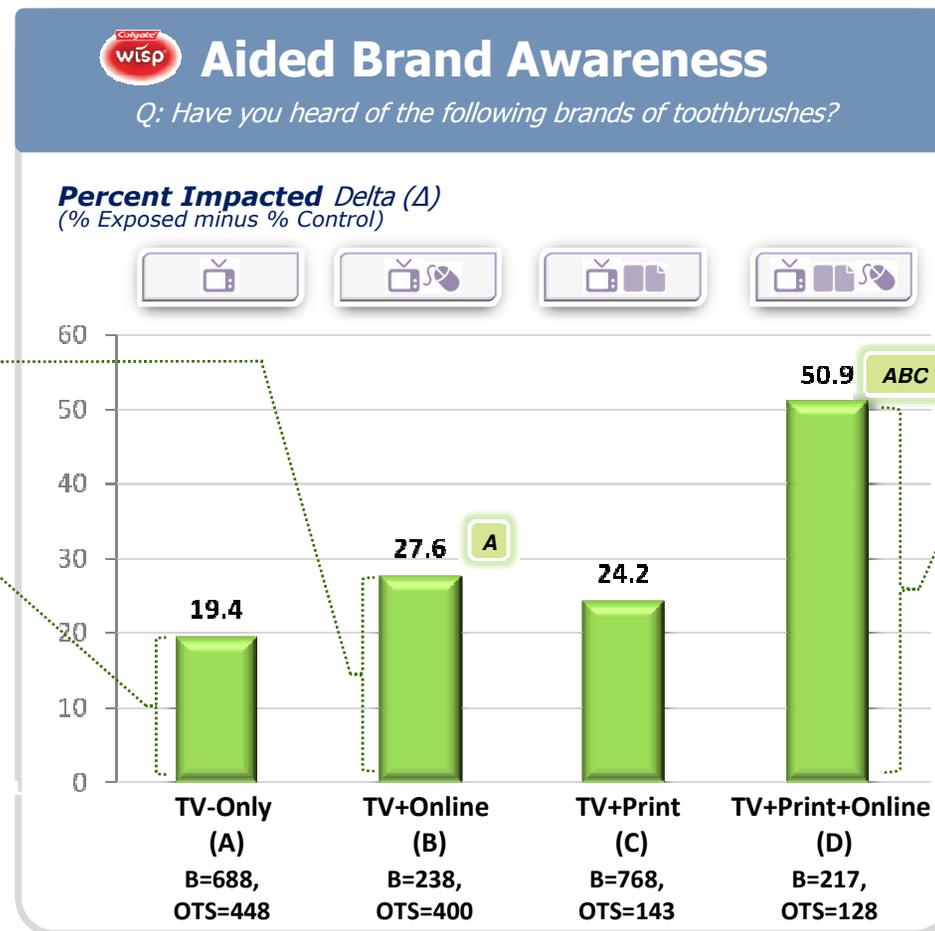
TV Only and [TV + Online] placements targeted older (30-39s) – [TV + Mag] and [TV + Mag + Online] hitting younger female audience

	 TV Only % (A)	 TV+ Online % (B)	 TV+ Print % (C)	 TV+ Print + Online % (D)
Age				
18-24	28 B	18	41 AB	32 B
25-29	18	26 A	22	28 A
30-34	26	26	19	23
35-39	29 CD	30 CD	19	17
Gender				
Male	56 CD	60 CD	34 D	17
Female	44	40	66 AB	83 ABC
Location				
Metro	67	70	69	79 ABC
Regional	33 D	30 D	31 D	21

Annotations A/B/C/D indicate statistically significant differences between groups at a 90% confidence level

TV able to generate product Awareness in its own right, however significant improvement in lifts with addition of touchpoints

- Exposure to TV, Magazine, and Online activity results in increases significantly higher than any other media combination – A result of media multiplier effect (NB: not a reflection of reach)



Exposure to Online and TV raises Awareness at significantly higher level than TV alone (denoted by 'A')

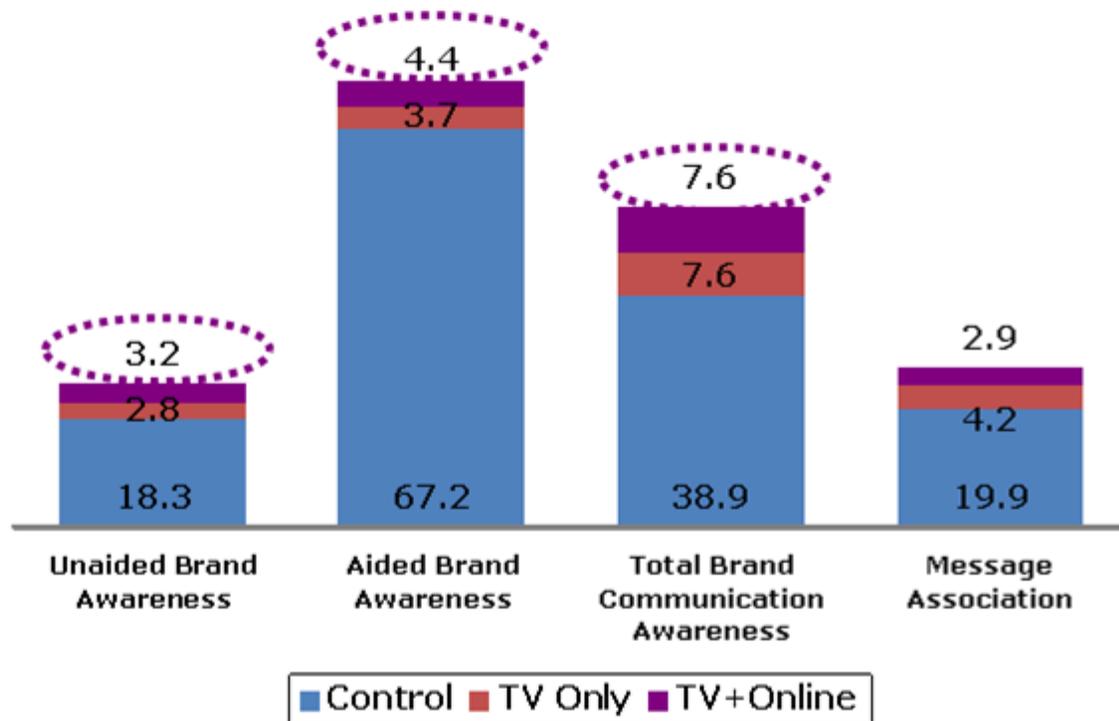
TV exposure delivers an Awareness increase of 19%

Exposure to all three media delivers 51% increase in Awareness – a significantly stronger movement vs any other media combination (denoted by A/B/C)

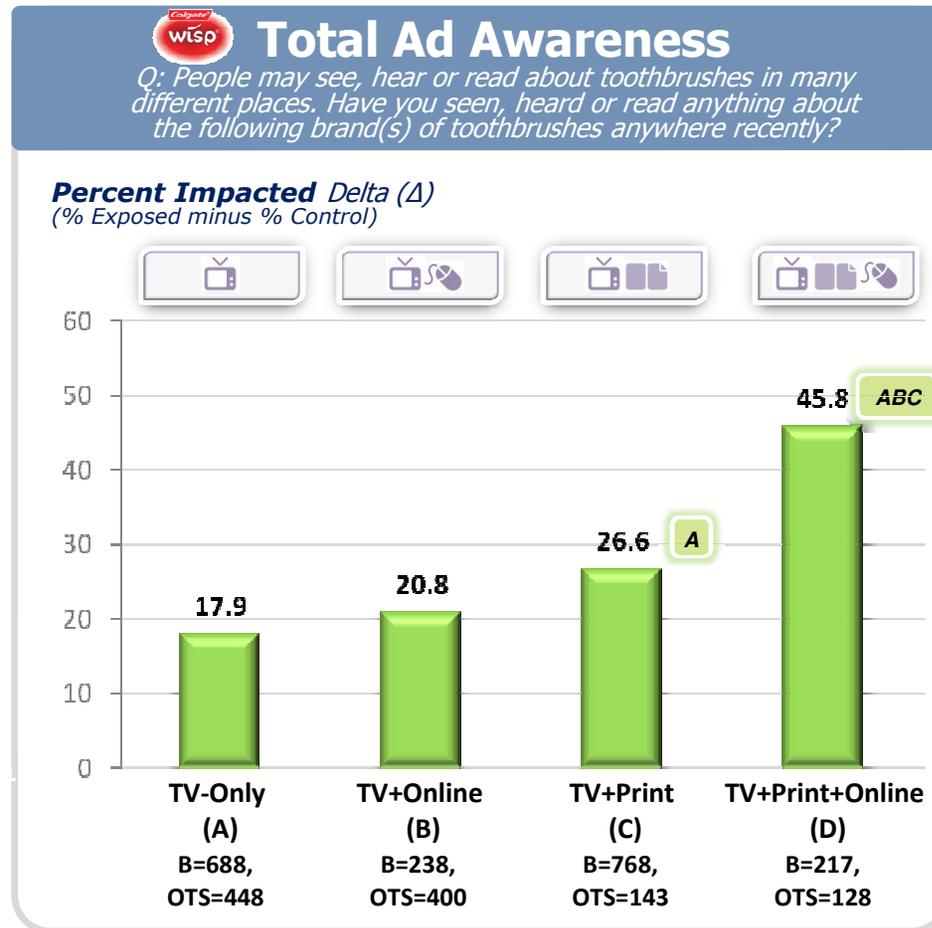
Across multiple CrossMedia Studies, Online advertising was strongly associated with both advertising and brand awareness

CrossMedia Insights Analysis

Base = 40 studies



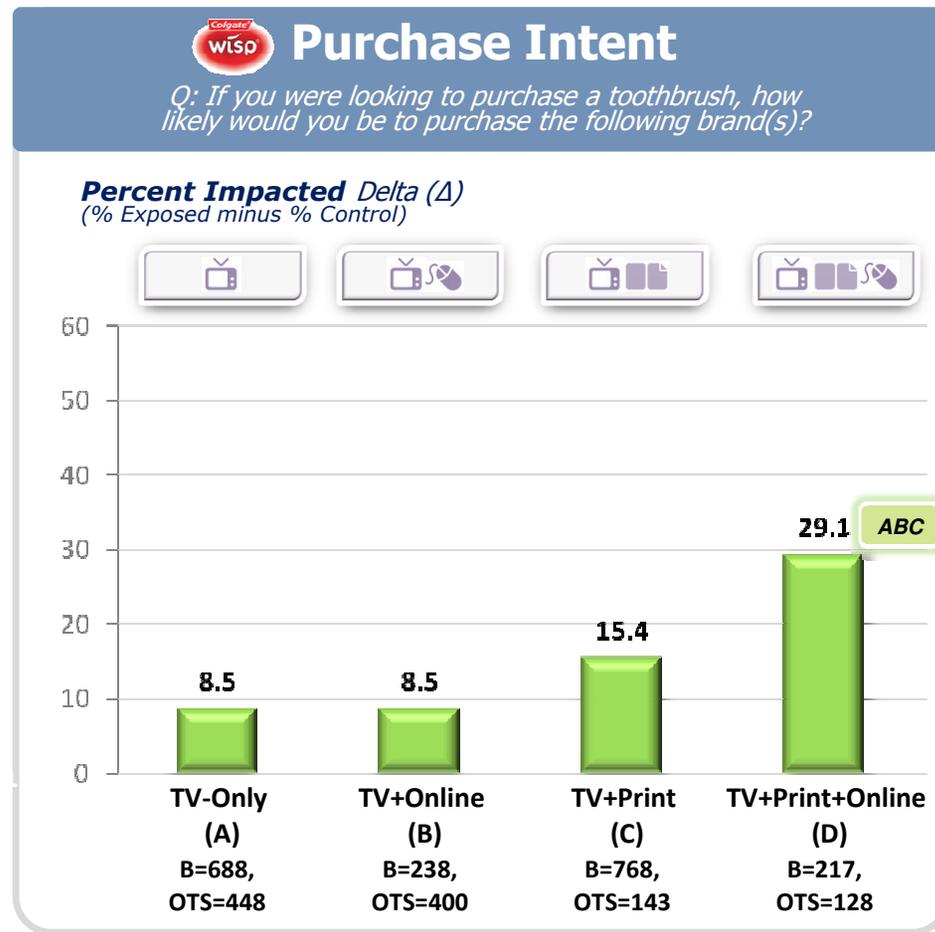
When Online added to Print + TV the impact is significant in building Ad Memories



Denotes significant increase at .90CL
 A/B/C/D Denotes significant differences between media combinations at .90CL

Intent to purchase shows significantly stronger increases with exposure to all three media compared to other combinations

- Encouraging interest requires reinforcement across multiple touchpoints, with Online playing a role in this

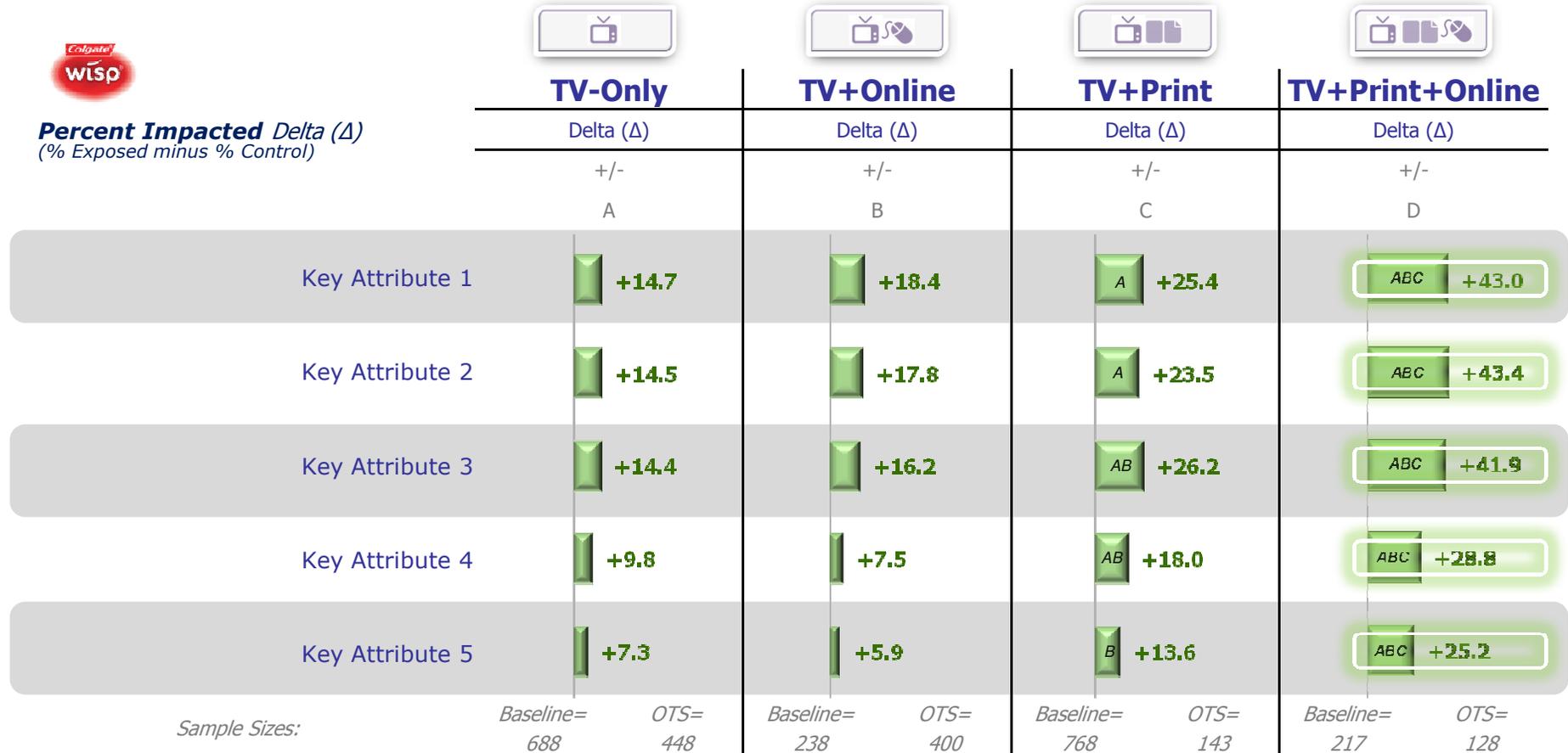


 Denotes significant increase at .90CL
A/B/C/D Denotes significant differences between media combinations at .90CL

Addition of Online exposure to TV and Print magnifies brand associations

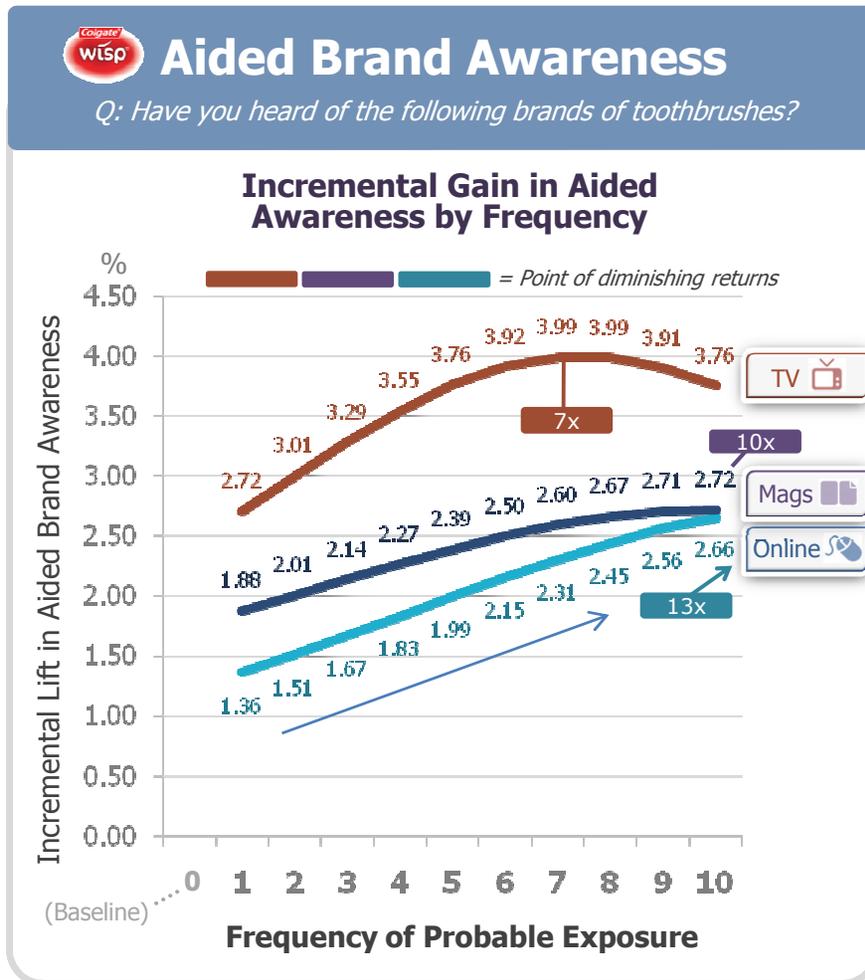
WISP Associations

Q: Please indicate how strongly you agree or disagree with the following statements about Colgate WISP



■ Denotes significant increase at .90CL
A/B/C/D Denotes significant differences between media combinations at .90CL

Incremental impact of TV on building Aided Awareness starts declining at a frequency of 7 – Online shows continued incremental improvement beyond 10 exposures

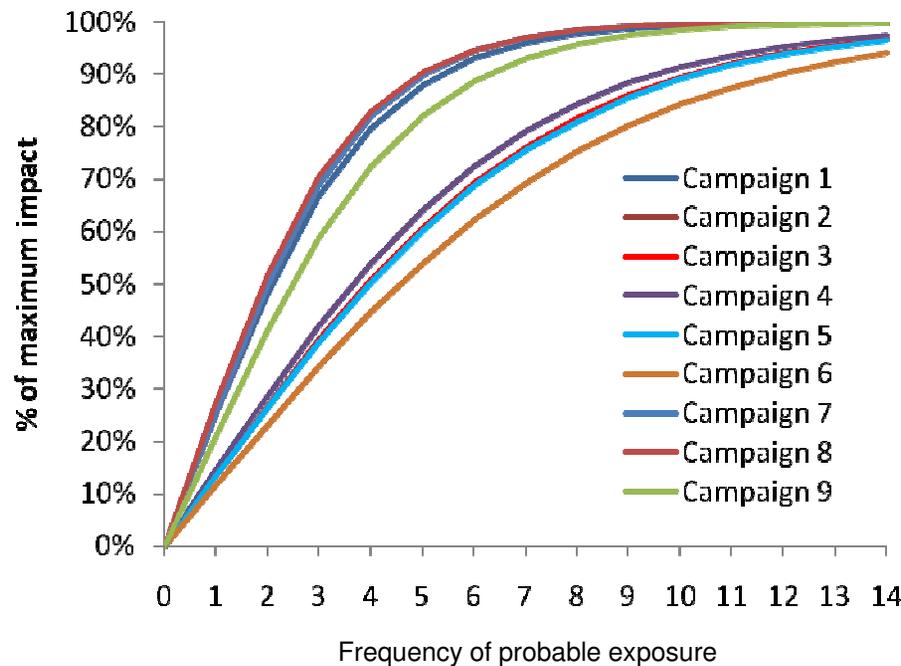


• Higher inflection points a function of launch status of the product – More established brands generally show diminishing returns at lower frequency levels

* NB: Purchase Intent shows no signs of diminishing returns across media

Our learnings across other studies (not necessarily launch campaigns) reveal TV diminishing returns need to be managed

- TV likelihood curves for same brand but different copy and campaigns over time



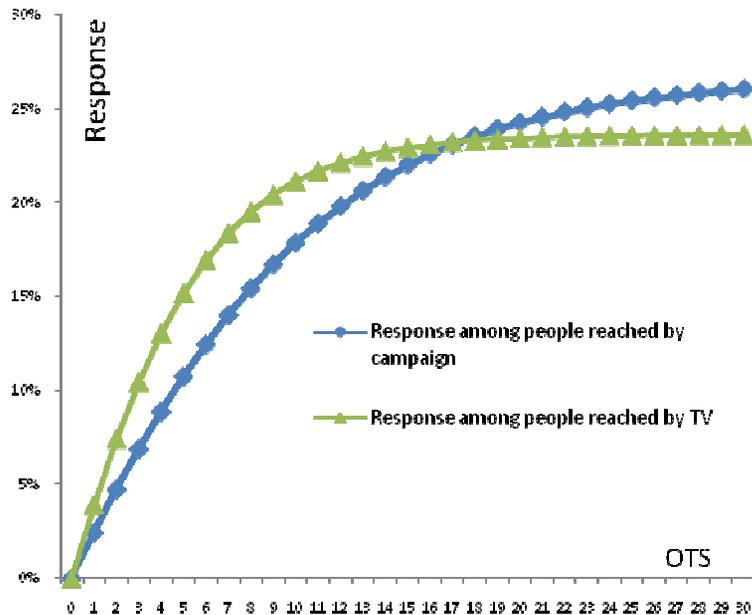
Generally we find a good ad works from the first real exposure and each subsequent exposure delivers an additional but diminishing return.

Additional TV frequency over time in a campaign, being cheap, can continue deliver cost efficient brand effects before exhaustion

However, we often see that TV is over invested in the short term. Not only does this work against keeping up S.O.V. in the longer term but it can deny the chance to use other media better.

UK CrossMedia Results

Multi Media can increase campaign response, and reduce wastage at higher frequencies



CrossMedia Research™ Case Study – European Food and Drinks Brand

A multi media campaign can efficiently manage diminishing returns in individual media and keep the campaign as a whole delivering for longer

However, all media have diminishing returns in terms of the reach and effectiveness gains per additional dollar spent and the trick is judiciously adding fresh content or other media before this point



Key Findings

- Clearly, **a role for Online** in the mix
 - For Colgate Wisp, whilst the TV campaign was effective, the **best results were achieved with exposure to all three media**
 - Increases seen amongst those exposed to all three media are 2-3 times those seen with exposure to TV alone
 - **TV and Online worked well together to grow Wisp Brand Awareness – better than TV alone**, consistent with other CrossMedia studies
 - **Online** and Magazine add **incremental reach** to TV
 - Online and Magazine generated additional 13% reach to TV
- Although not seen in the Wisp launch campaign, **analysis across multiple CrossMedia studies reveals that TV wastage is not uncommon – Considerations to the mix and laydown of other media to take advantage of multiplier benefits**



Client Point of View Caroline Skelley – Colgate Palmolive



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