

Sharpening the arrow:

The value of modern targeting approaches



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As the modern media landscape continues to fragment, advertisers are presented with a multitude of media choices. It can be a challenge to understand which media to employ, and understand how these fit in a wider communications plan. Leonie Gates-Sumner analyses how targeted media can help deliver the brand impact of multimedia campaigns.

Striking the right balance between delivering sufficient reach for your campaign to make an impact, and targeting your message to your most receptive consumers is an on-going challenge for media planners. From the hundreds of campaigns evaluated by Millward Brown we have seen that there is often a focus on using multiple channels to deliver incremental reach. Our latest insight, however, is telling us that on a plan which already features high reach TV (which the majority of campaigns do), the power of smaller channels can actually be more in the duplication and the reinforcement of campaign messaging, which these channels can deliver to a key target audience. While there is no such thing as the ideal media plan, there is clear evidence for the inclusion of targeted, niche media in multi-media plans as these channels tend to deliver strong brand impact for relatively low cost.

Perhaps the most traditional targeted media channel is the magazine. Where magazines hold a unique position among the traditional media channels is their ability to deliver targeted reach, with a creative specifically designed to appeal to that audience, in an environment where consumers are primed to be receptive to advertising about that type of product. Whether it's an FMCG brand using women's weeklies to deliver mass reach among an audience of females aged 35-54, or a lower reach, highly targeted plan utilising technology titles to access a niche audience of IT professionals, magazines can deliver. This strength is evidenced in Millward Brown's CrossMedia database, where we see magazines outperforming other media

on both awareness and consideration measures in terms of their impact on those who they reach.

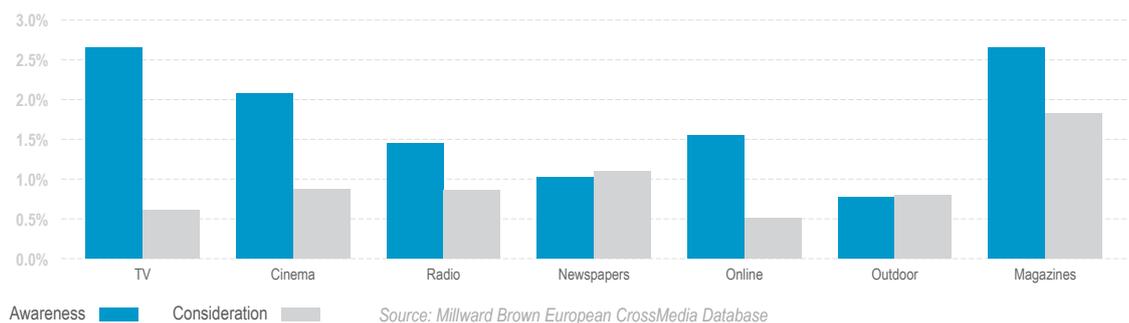
In some ways the ability of digital to deliver high reach and effective targeting mirrors that of magazines. However, online as a channel holds a unique position in the media landscape, offering sites that are often even more targeted than magazines, behavioural targeting that can reach consumers who are at the right category involvement level, as well as high reach sites and networks for mass reach. So what does this mean for how and when to include digital on a media plan? Just because digital CAN deliver mass reach, is this how it should best be used, or should the main focus be taking advantage of the opportunities it offers to reach the right audience? The answer to this depends on what role you want digital to play within your campaign. For a digital only campaign it may be that delivering reach to drive awareness of your brand is the key objective, and therefore utilising a broad plan featuring large portal sites and network buys is the right approach to take. On the other hand, if you are using digital as part of a multi-media plan where other channels such as TV and Outdoor are delivering mass reach, then taking a more focused approach to your digital activity by making the most of behavioural or contextual targeting to communicate with a smaller group of specific consumers may be a more productive use of the digital budget.

Average Delta Shift



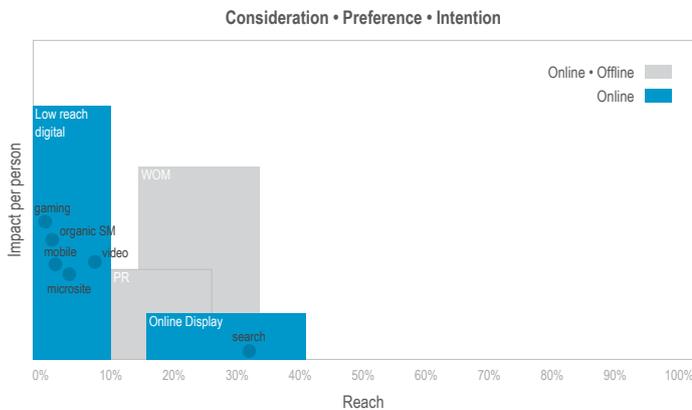
Source: Global Market Norms data, Q4 2012. (data from the last 3 years)
Bars show average delta shifts (i.e. difference between control and exposed groups' responses)

Average Impact per Person



This varied approach to digital planning also raises questions around the best use of digital creative. Is the same creative approach going to work for a broad reach campaign as for a campaign delivering more targeted reach? Probably not – as with other media, broad reach digital creative needs to have mass appeal and a simple message which will cut through with less engaged consumers. For a targeted campaign you will be reaching more engaged consumers, who already have a degree of knowledge about the brand or category, and therefore you need to tailor your message to their specific needs and interests. In this case you can probably have a certain expectation about how interested they are likely to be in your campaign, allowing you to deliver more targeted messaging or make the most of interactive elements to maximise these core consumers' engagement with the activity. This can offer up great rewards – taking reach out of the equation and putting all channels on a level playing field, our CrossMedia database shows that the brand impact (per person reached) of low reach digital activity (e.g. microsities) far exceeds that of higher reach digital activity (e.g. online display) and other traditional media, justifying this trade off of less people seeing your message with more powerful impact on those that do.

XM Database Finding



Source: Millward Brown European CrossMedia Database

Opportunities for making the most of low reach, targeted media are not limited to just digital display or specialist magazines. Many of the newer, low reach media channels are showing promising potential as ways to deliver meaningful impact among small groups of niche consumers. Online video is one such channel. Despite significant growth in recent years, online video is still a small channel relative to other more established media, yet it would be a mistake to underestimate the value it can add to a multimedia plan. Millward Brown has tested over 300 online video campaigns, and has seen many examples of online video delivering additional impact above and beyond traditional channels. Breaking this down further we have found that videos which have been created specifically for the online environment and which are used to target specific consumers with content which is relevant for them tend to be more persuasive than videos which are

re-purposed from existing TV spots – so just using online video to deliver an already high-reach TV creative may not be the best use of this media. However, on the flip side of this we have found that online video can be a good way of reaching lighter TV viewers, making it an efficient addition to a more moderate TV plan.

Mobile advertising is also a huge opportunity for targeted media plans. Although mobile ad spend remains a small proportion of media budgets, it now accounts for almost 10% of digital spend, compared to just 1% 4 years ago, and accounts for over 50% of digital growth in the past year (source: IAB UK). Technological developments allowing ever more sophisticated targeting via mobile devices are likely to fuel this growth further in the coming months. Location based services allowing brands to target consumers near or at point of purchase, combined with mobile companies' vast databases of information on their customers, offer brands the chance to engage with the right consumer at a time and place relevant to them – and those which get this type of communication right will have a real impact on their brand. Getting it right means respecting how consumers feel about their mobile phones, and taking the time and resource necessary to deliver them mobile content which is relevant, engaging, entertaining and offers a perceived value exchange.

Gaming, microsities and social media properties offer yet more chances for brands to experiment with targeted media campaigns. Millward Brown research has shown strong brand impact for all these channels, and a lot of that is down to their ability to reach the right people with tailored content which they will want to engage with – something which is a lot harder to do for the diverse mix of consumers delivered by more mass reach channels. The challenge here is balancing the sometimes substantial production costs of developing such content, with their limited reach – something which can be overlooked in the excitement around experimenting with new types of content.

So next time you are thinking about your communications plans, take a moment to think about how targeted media could work for your brand. The wealth of channels now available and the ability of many of these channels to accurately target a specific audience means there is a real opportunity for all brands to find new ways to communicate with the consumers who mean the most to them, and experimenting with these channels – both creatively and from a planning perspective – is likely to deliver significant rewards. The main challenge is to reach these consumers creatively in a channel that often has a lower portion of media and creative budget. For most brands the key focus remains on making a great TV ad, with smaller channels often being secondary to this. To truly deliver brand impact in a changing media landscape, there needs to be a readjustment of focus on to the importance of delivering tailored messaging and creative to those consumers you value most.