Turn The Tide

Media Chapter
A GroupM –Facebook partnership

FACEBOOK

groupm

The COVID-19 pandemic has changed consumer behaviors significantly, right from the way people shop, socialize and work. Brands and businesses are looking for creative and efficient ways to tap these new consumer behaviors, and connect with consumers meaningfully in the new normal

This playbook offers a perspective on evolving consumer and media landscape, and recommended media strategies to re-emerge in the new normal. These recommendations can help businesses unlock efficient ways of building consumer connections and driving business outcomes.

The media playbook is pivoted to four pillars: 1) Embracing the full spectrum of consumer segmentation 2) Mastering the full funnel of performance marketing 3) Integrating innovations with business outcome 4) Delivering on the right media mix.

Read about these pillars in the upcoming sections

CONTENTS

The landscape transformation

In

Agency ecosystem imperatives in the new normal

Navigating the new normal

- Embrace future ready segmentation
- Expertise in performance marketing
- Integrate media innovation with business outcomes
- Relook at the Media Mix

The new normal checklist

Evolution of consumer behaviour

Based on BCG and Facebook Turn the Tide study

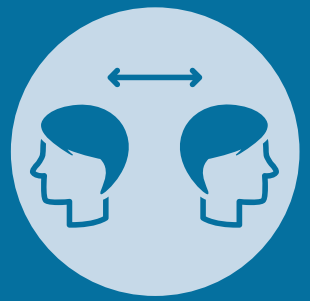
Emergence of 3 key themes in a Post Covid Era

Consumer behavior has fundamentally changed

The new normal has transformed the purchase pathway

Businesses must unlock the new normal to help revival

1 Fundamental themes impacting consumer behavior



SOCIAL DISTANCING:
The new normal

~85%

Retail & recreation

Reduction in number of visits to public places compared to baseline[1]

HEALTH AND HYGIENE:
Top of the mind

49%

Retail & recreation

Consumers intend to buy more vitamins, herbs and supplements in the coming times2

INCOME UNCERTAINTY:
Here and now concern

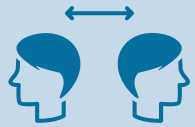
54%

Retail & recreation

Consumers expect overall household income to reduce in the next 6 months3

1. . [COVID-19 Community Mobility Report (April 17, 2020) - The baseline is the median value, for the corresponding day of the week, during the 5-week period Jan 3-Feb 6, 2020] 2. Question text: “How do you expect your spend to change in the next 6 months across the following areas?” [BCG COVID-19 Consumer Sentiment Survey 30-May 03 2020 (N=1,327)] 3. “How do you expect your overall available household income to change in the Next 6 months as compared to before lockdown?"[BCG COVID-19 Consumer Sentiment Survey 30-May 03 2020 (N=1,327)]

2 11 trends of consumer behavior that will deeply impact purchase pathway

	REVERSAL OF PAST TRENDS	REVERSAL OF PAST TRENDS	REVERSAL OF PAST TRENDS
	Bringing the Outside Inside	Embracing digital services & experiences Accelerated adoption of e-commerce and O2O	Remote way of living 'D'o 'I't 'Y'ourself
		Strive for Health & Wellness	Superior hygiene & clean living: a new norm
	Trust in brand above all else Trading down & bargain hunting Shopping for Utility	Rise of 'Smart shopper'	
	Wild cards: likely to be temporary surges in line with recovery period	High potential permanent shifts: linked to positive reinforcement	Stickiness of change is yet to be determined

3 Businesses will need to adapt to these changes at each stage of purchase pathway

Accelerated adoption of e-com and O2O

Bringing the Outside Inside

Embracing digital services and experiences

Remote way of living

Rise of "Smart shopper"

Trading down and bargain hunting

Shopping for Utility

Strive for Health & Wellness

Trust in brand above else

Superior hygiene & clean living: a new norm

DIY Do It Yourself

PRE PURCHASE

1 Build social connect in social distancing

- Use Build surround with branded content
- in-home creative solutions

2 Focus on hyper localization

- Hyperlocal solutions for targeting, optimization, lead management & communication

3 Bring alive experiences with digital access

- Virtual launches and product demos
- Conversational solutions with chat bots for personalized recommendation

4 Optimize Portfolio for Value creation

- Segmenting consumers to drive differential value
- Showcase value for money

5 Relook Media Mix Model

- Align to new media landscape
- Accelerated role of regional
- Catalogues for prospecting customers in adjacent categories

PURCHASE

6 Create Personalized engagement at scale

- Moment marketing - Use social media for campaigns on trending themes and build saliency

7 Win Consumer Trust

- Sequential messaging by cohort
- Interactive & engaging story-telling on safety and wellbeing

8 Replicate In-Person experiences, from trials to conversion

- Digital innovations like AR/VR/Filters to solve "touch-and-feel" barrier

9 Build Online presence

- Own Platforms & Influencing Marketplaces via D2C models, collaborative performance ads & Conversational Commerce

10 Create Cohorts for deep Customer Connect

- Micro targeting
- Custom audiences to gain scale

POST PURCHASE

11 Create Financial Access

- Payment / financing options e.g. EMI, spot loans
- Segmented communicat-ion

12 Strengthen CRM solutions

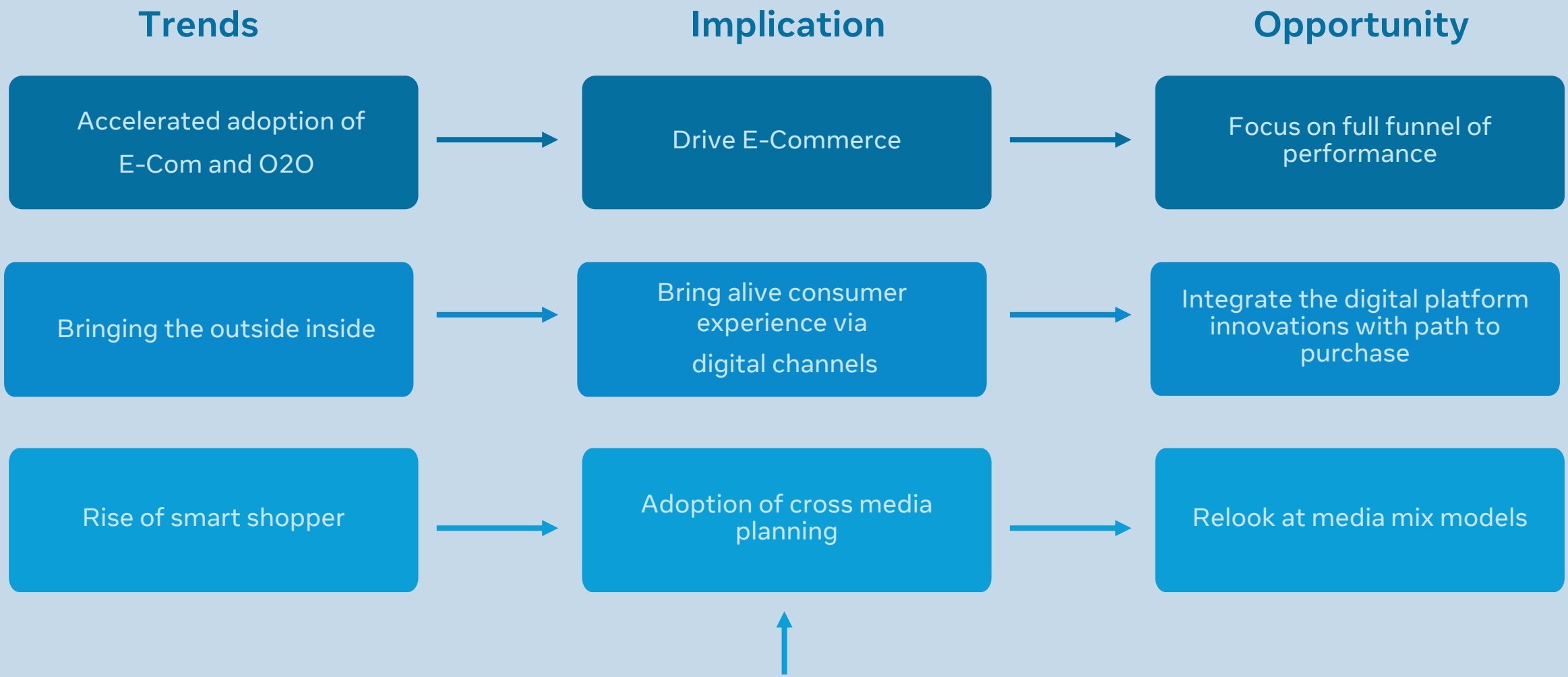
- Messaging for post sales communication and other digital CRM tools

13 Drive Value by repeat purchase and consumer up-trade

- Remarket with customized offers
- Incentivize peer recommendation

Medium Term Short Term

The “new normal” framework for media agency ecosystem



4 PILLARS OF NAVIGATING THE NEW NORMAL

01

Segmentation

02

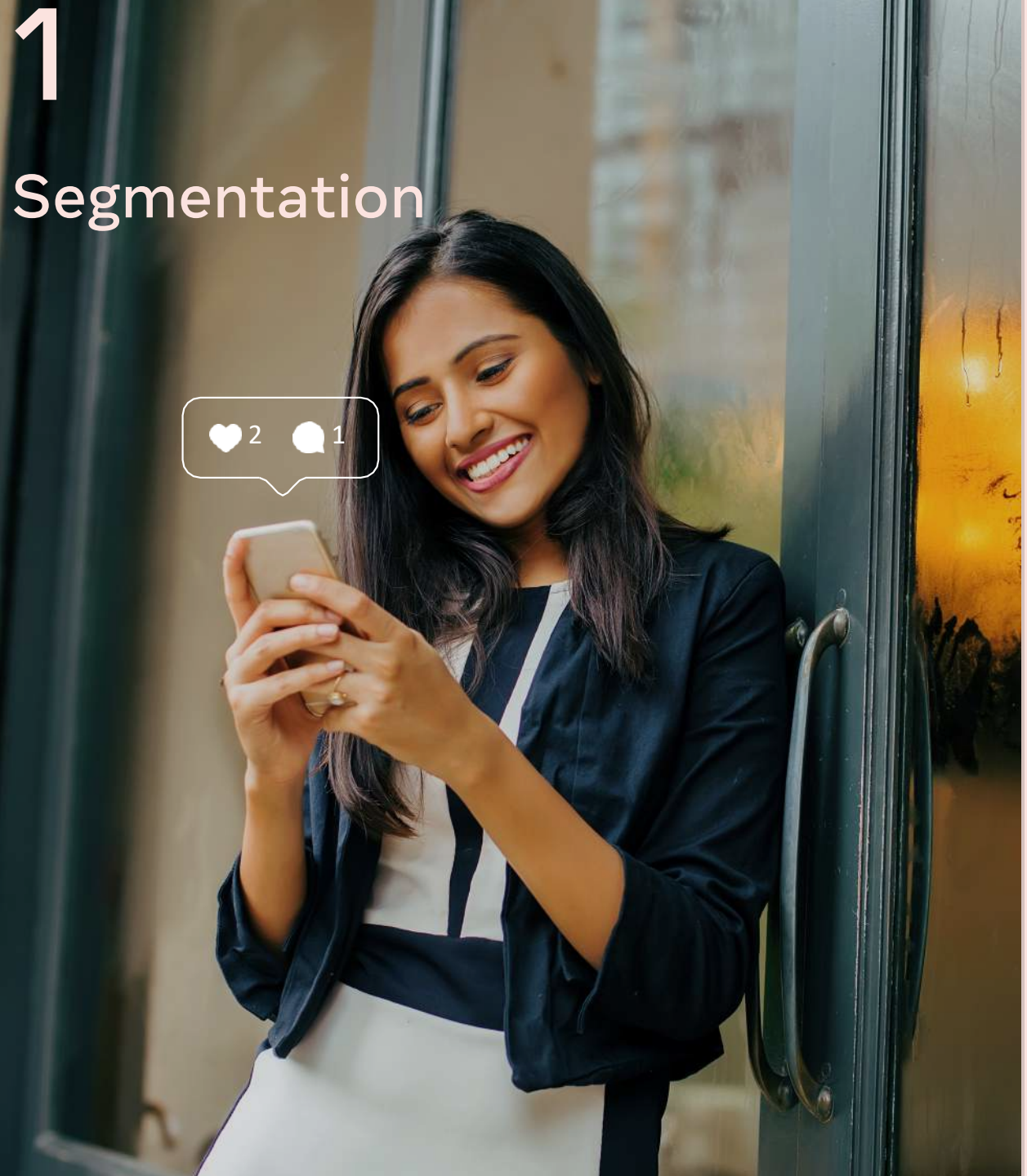
Performance

03

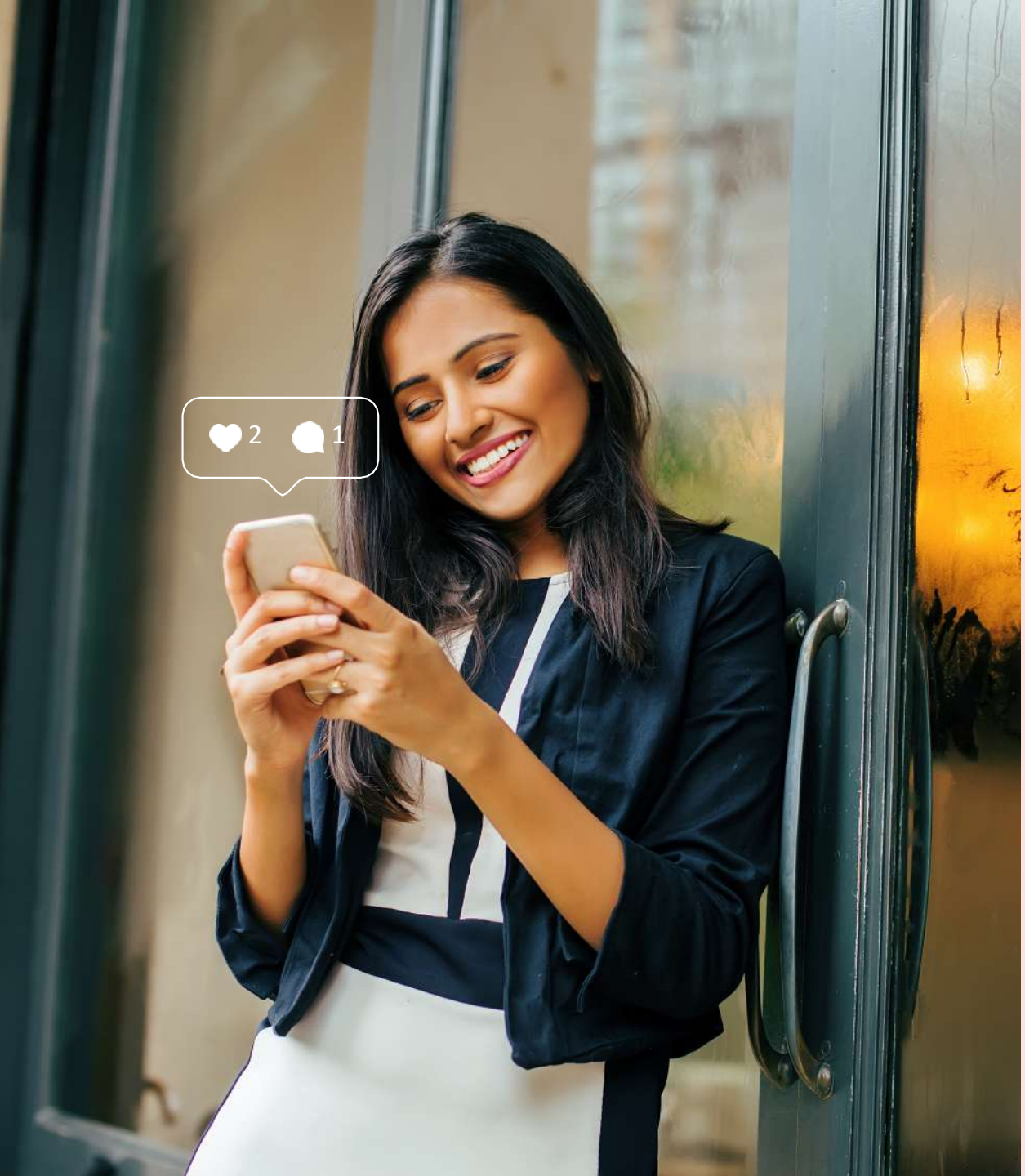
Innovations

04

Media Mix



Embrace the full spectrum of consumer segmentation



Insight

With the evolution of smart shoppers, robust consumer segmentation is critical for media impact

Implication

Future ready segmentation needs to be pivoted to business outcomes and cover the full spectrum of targeting capabilities

Guiding Principles

Business outcome is the first pillar of segmentation

Segmentation is not equal to narrow/micro targeting

Tools

6 Brilliant Basics of segmentation

Advance segmentation solves with Hyperlocal

1 Identify the business need

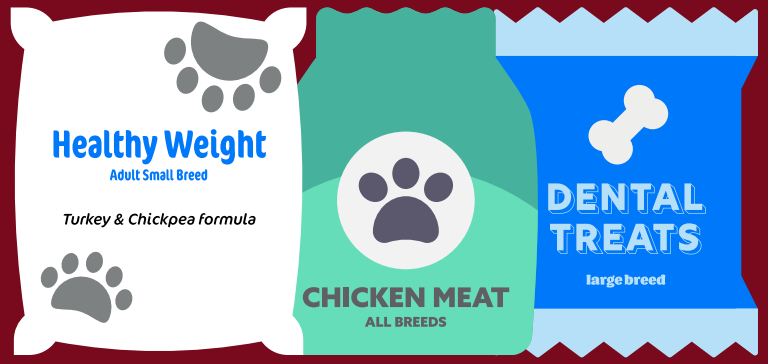
Here’s an example of two brands on different ends of the segmentation spectrum.

The business need for segmentation might be simple or complex depending on your product’s business context, core benefit(s), variants and need for segmentation.

Simple

Business Context	A mouthwash brand with a core product focus on freshness
Core Benefit	Mouth Freshness
Variants	Flavour-based
Segmentation	Not essential because of single core benefit so the message to all audiences is the same
Business need for personalization	Simple. The brand could potentially explore a demographic (age x gender) based creative strategy.

Complex



Business Context	A pet food business with complex category needs based on species
Core Benefit	Multiple distinct benefits such as long hair, short hair, big breed, small breed etc
Variants	Species and size based
Segmentation	Requires identifying and segmentation of dog owners
Business need for personalization	Complex. The brand needs to identify complex audience segments to deliver relevant messages.

2 Assess Data Capability

Data Capability Pyramid

The amount of data available to you will directly affect your strategy and determine if you need more sources of data and information to properly identify scalable segments within your target audience. Use the below data pyramid to figure out the extent of personalization possible for your brand:

LEVEL 4

Behaviour

Select people based on their prior purchase behaviours, device usage and other activities.

LEVEL 3

Intent

Segment people based on their offline and online interactions with brands as well as their interests.

LEVEL 2

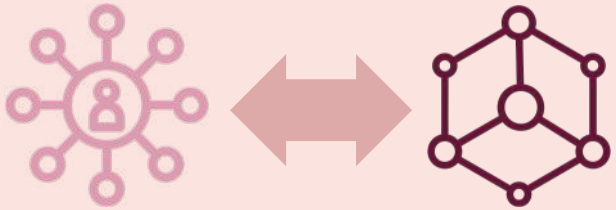
Socioeconomic indicators

Select people based on device type, internet speeds and so on.

LEVEL 1

Demographic

Choose an audience based on age, gender, education, relationship status, job title and more.



3 Determine Your Strategy

Depending on your business need and data capability, there are four strategies that your brand could employ.

Complex

Simple

Enhance
data capability

- Build first-party data using Facebook solutions e.g. Lead Ads, Offer Ads
- Reach lookalike audiences based on acquired first-party data
- Customize creative for specific segments identified

Exploit
full suite of solutions

- Use full suite of signal-based solutions – from platform targeting to first-party data from Facebook or owned databases
- Leverage partnership data e.g. from retailers or Collaborative Ads
- Reach lookalike audiences and customize creatives for specific segments based on all audience data available

Execute
with simplicity

- Use platform native targeting tools like demographics, device, page followers
- Customize creative for segments identified

Evaluate
& activate when necessary

- Use platform native targeting tools and partnerships data e.g. from retailers or collaborative ads
- Reach lookalike audiences where necessary based on available data
- Customize creative for segments identified

Low

High

4 Segment Audience with 1st, 2nd and 3rd Party Data

1

CORE AUDIENCE

Sophisticated targeting with accuracy

- Reach people based on info shared on their profiles:

1. **Demographics**
2. **Life Stage***
3. **Connectivity**
4. **Location**
5. **Interests***
6. **Behaviors*** from Pages Likes, Mobile Device used

2

CUSTOM AUDIENCES

Reach & re-target the most valuable people you already know

- Use your data to create and connect with valuable audiences, based on:

1. **Your CRM customer list**
2. **Actions taken on your website or app** (requires Facebook Pixel / SDK)
3. **People who have engaged with your content** on Facebook
4. **Leads**

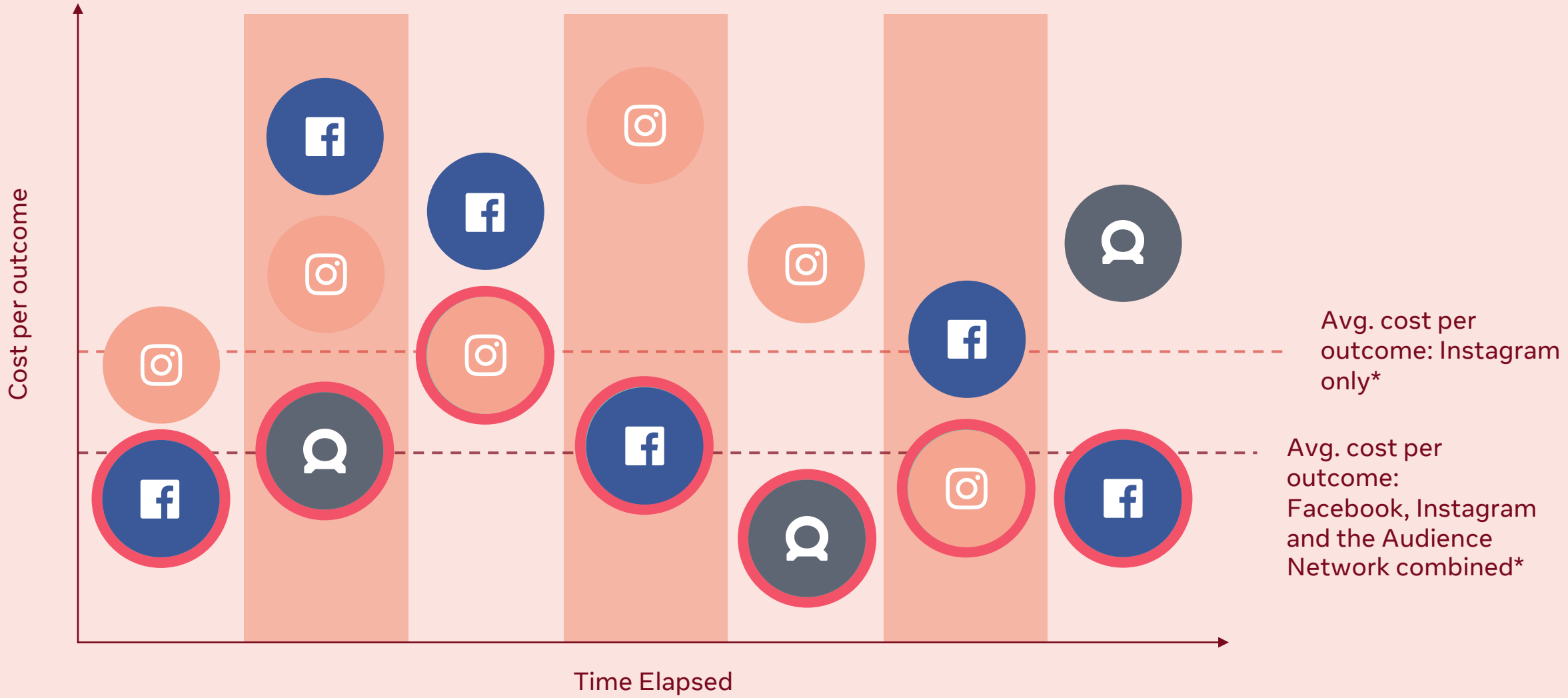
3

LOOKALIKE AUDIENCES

Reach people who look like your best customers

- Use Lookalike audiences for advanced prospecting to acquire new customers that look like your most valuable audience.
- Based on customers in your CRM, or people who have visited or converted on your Website.

5 Use the platform placements for more opportunities, better results, higher efficiencies



* Example for Illustration Purposes only

6 Use Signals To Guide Your path

With the Facebook pixel, you can use signals to understand your audience, their behaviors and preferences. Build custom audiences for your brand based on shopper signals to create more effective ad campaigns targeting the right people.

When setting up your custom audience, consider the depth and quality of the signals you use.

IDENTIFIER

- E-mail address
- Phone number
- Device ID
- Website Pixel

Avoid Poor Quality Signals:

- Cookies (cannot be integrated with FB)

QUALIFIER

- Brand Buyers
- Category / Segment buyers
- Add to Cart pixel
- Sample Redemption

Avoid Poor Quality Signals:

- Non buyers cluster
- Attitudes/ Interest based cluster

SCALE

- 5,000 – 10,000 p / segment

COMPLIANCE

- Gathered responsibly with impeccable integrity and all required permissions

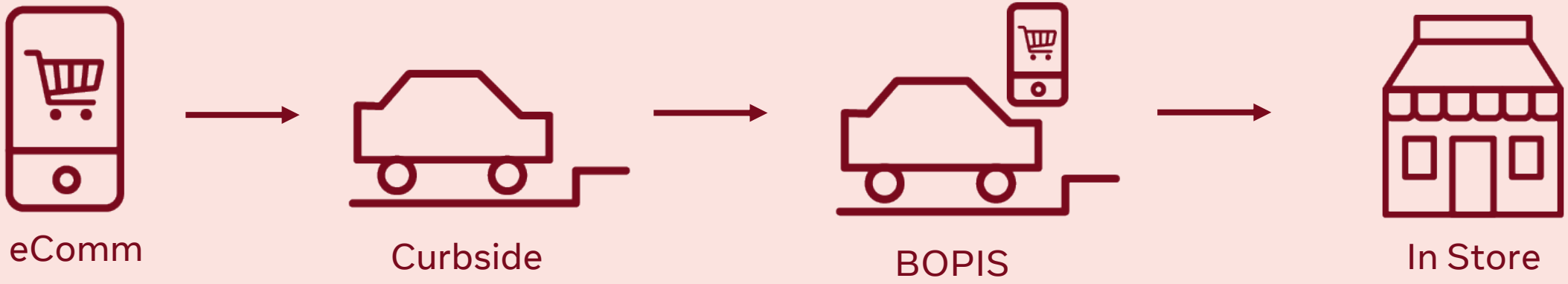
Tools
Advance segmentation with hyperlocal solves

Hyperlocal strategies are more critical now than ever in the post covid landscape

Communicate Local Store Capabilities

- Updated hours
- Updated services
- (Beta) Local inventory availability

Help Retailers Across Categories with their Expanding Storefronts



Signals (online or offline) still remain the backbone this segmentation

Pixel

Measurement & Reporting

Optimization

Audiences

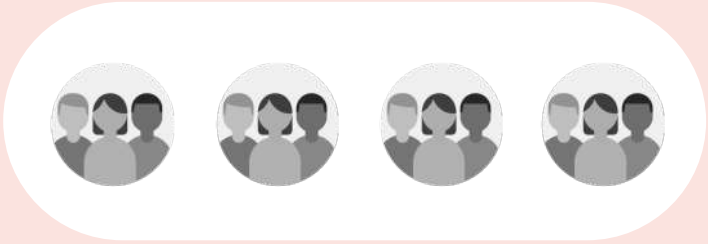
Offline Conversions and Store Visits

If you have the right signals you can build an advance hyperlocal journey

How it works

YOUR CUSTOMERS ON FACEBOOK

YOUR CUSTOMER TRANSACTIONS



CRM DATA, POS SYSTEMS

YOUR FACEBOOK CAMPAIGN AUDIENCE

ATTRIBUTED TRANSACTIONS

Enhance your targeting based on in-store events and behaviors

PERSONALIZE THE EXPERIENCE

Based on offline events and behaviors

CUSTOM AUDIENCES

High value shoppers

Recent shoppers

Certain category spenders

+

FIND NEW STORE SHOPPERS

Based on your current customers

LOOKALIKE AUDIENCES

In-store event-based audiences are dynamically updated to include a shopper's most recent action

Personalize the experience based on information about your store shoppers

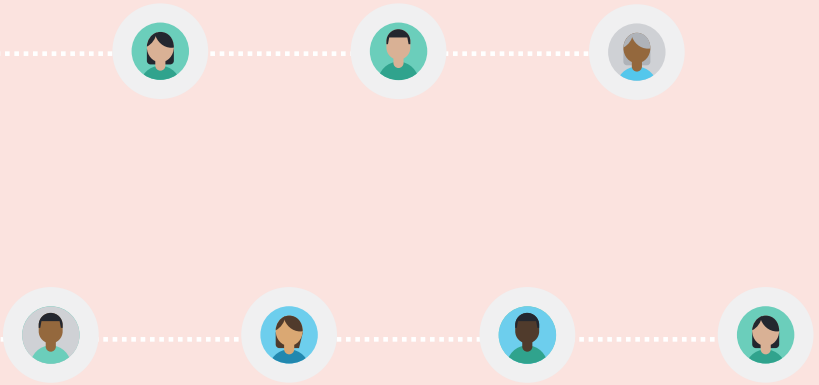
CUSTOM AUDIENCES

- High value shoppers
- Certain category Spenders
- Recent shoppers
- Loyalty program customers
- High frequency shoppers
- Lapsed customers
- Younger category shoppers

Example: Highest tier loyalty customer who shopped in the sports section in the last 90 days

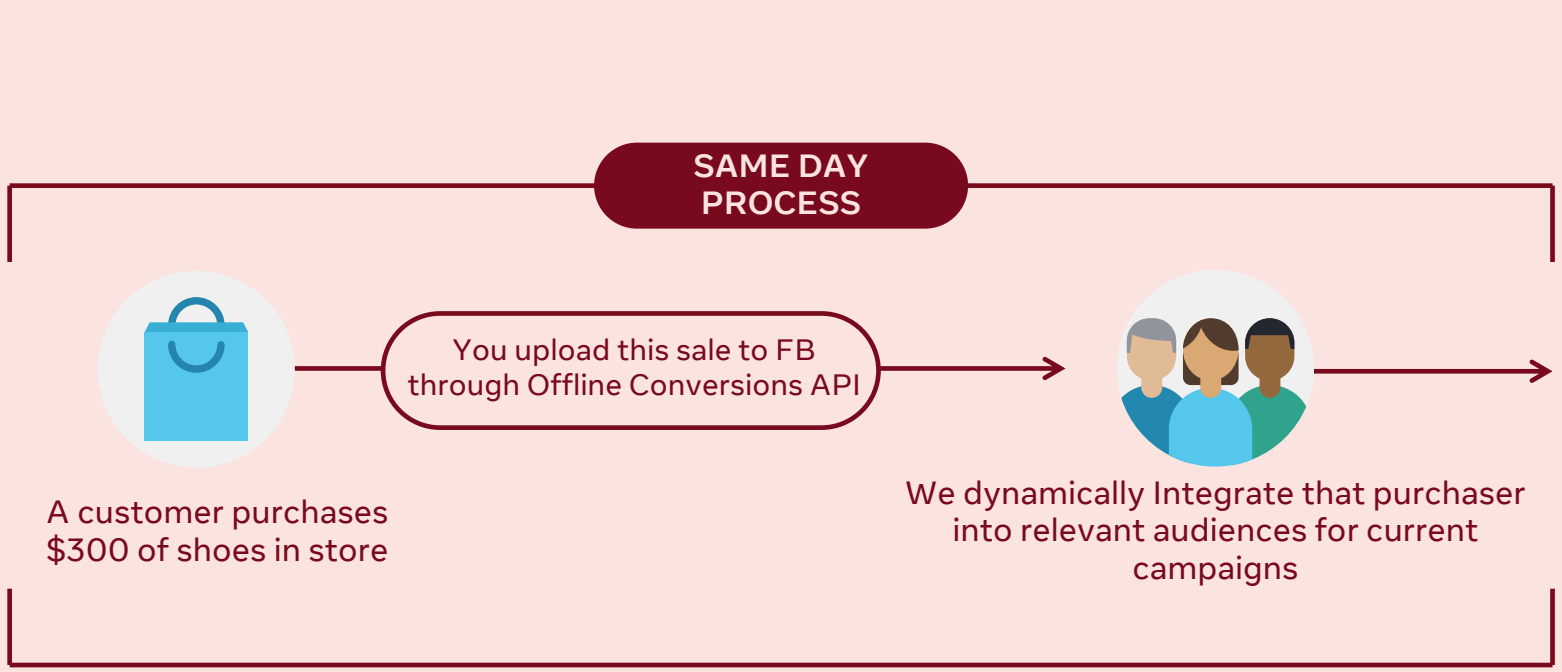
Find new store shoppers based on your current customers

LOOKALIKE AUDIENCES



Example: People who look like male customers who purchased jewelry in the last 90 days, excluding those purchasers

Maximize campaign efficiency and performance results by incorporating store sales

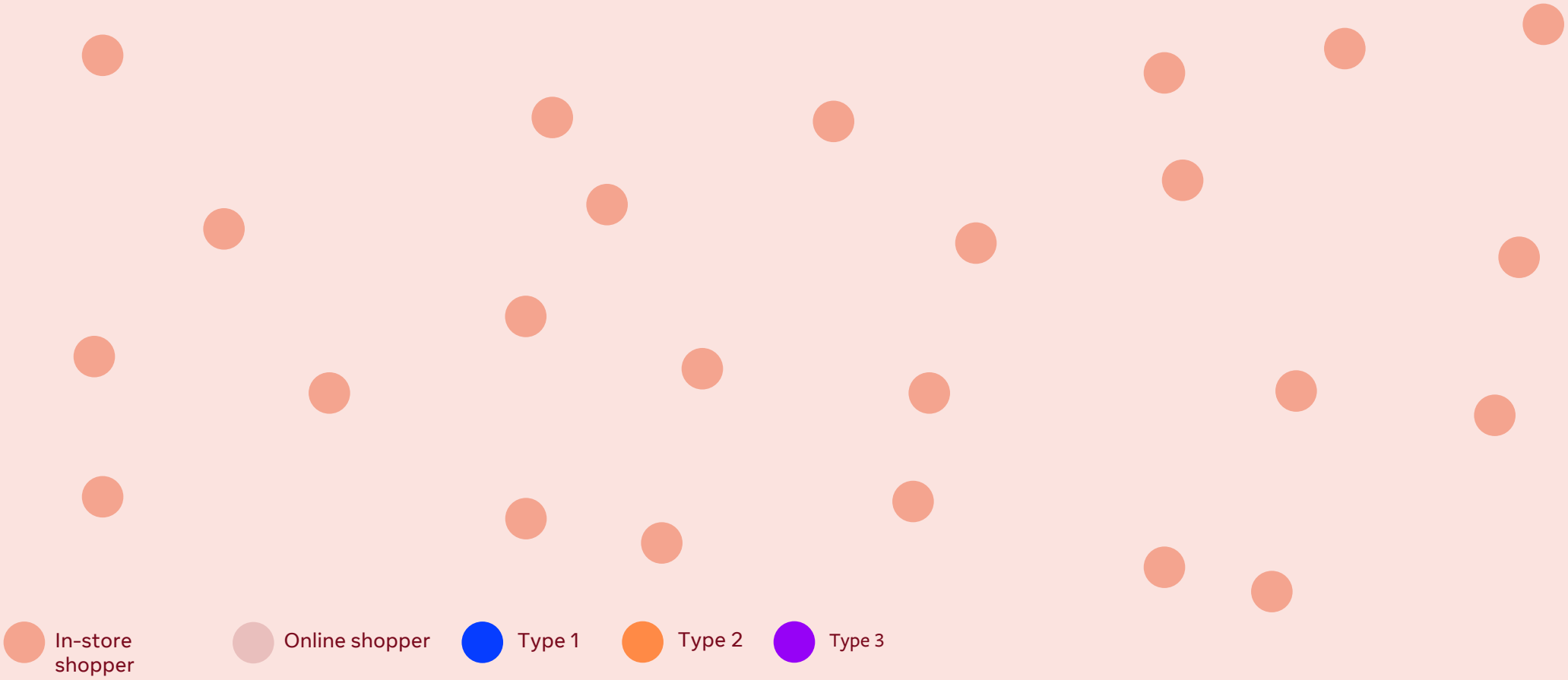


PROMOTIONAL CAMPAIGN
Exclude in-store purchasers to increase efficiency

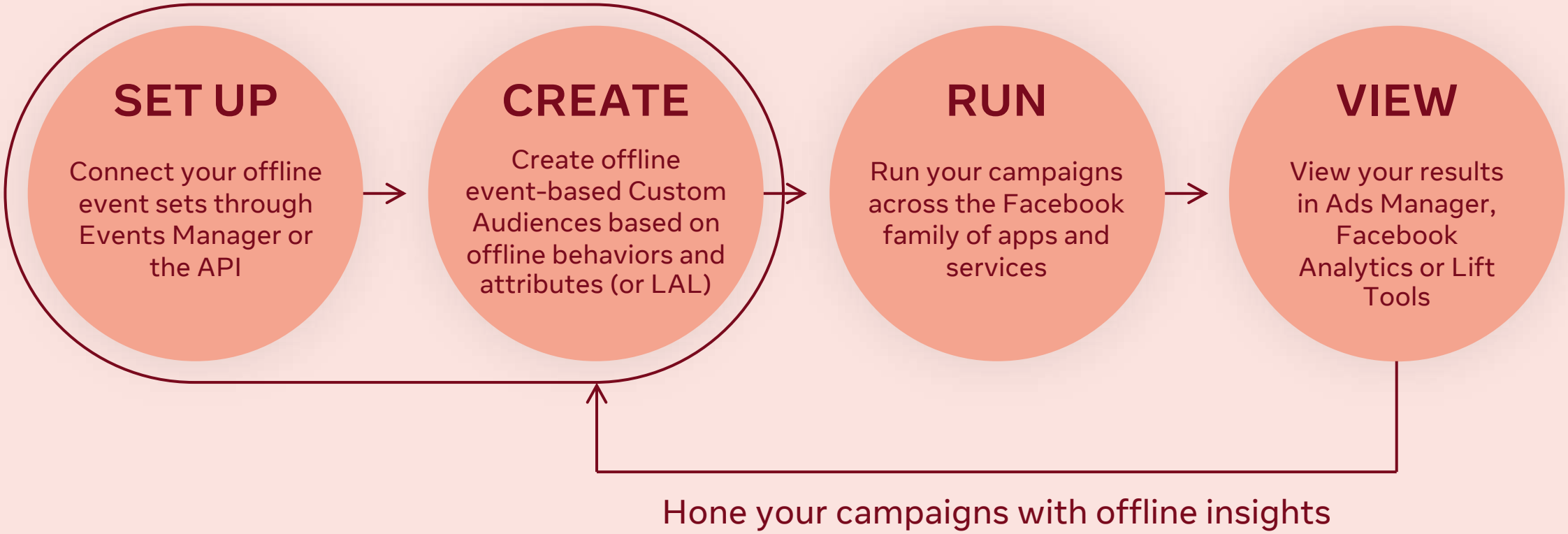
ACQUISITION CAMPAIGN
Enhance lookalike audiences of store shoppers in real time

REMARKETING CAMPAIGN
Retarget recent store shopper with relevant offer or service

Store Sales Optimization efficiently reaches people more likely to buy in store



Offline conversions: Getting started



Store Sales Data: Connection Options

MANUAL CSV UPLOAD

Upload a CSV file manually with transactions data on a daily basis—requires no technical expertise

API INTEGRATION

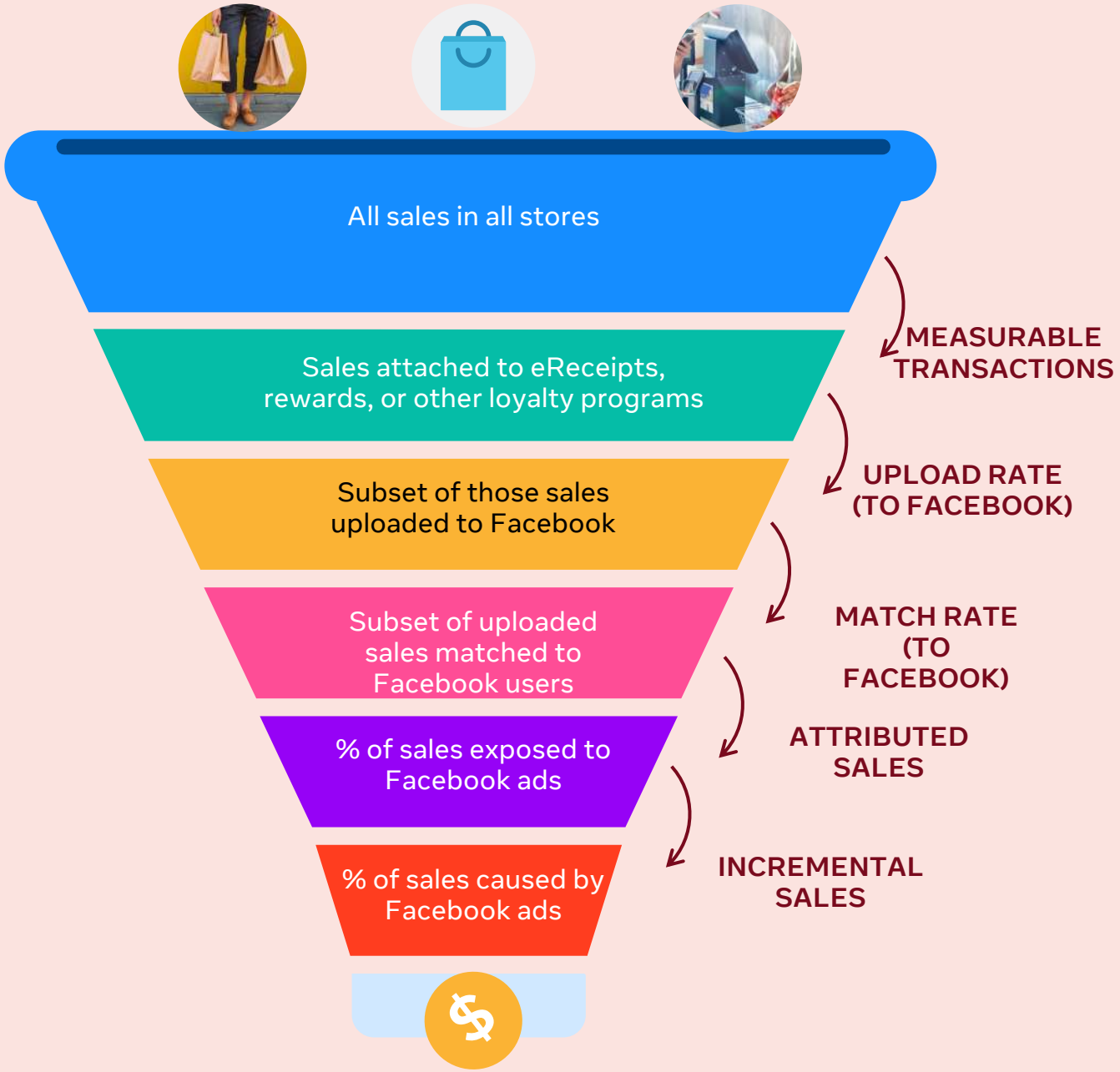
Direct integration from client's customer system to Facebook for real-time coverage

TECHNOLOGY PARTNERS

Leverage Facebook partnerships with customer systems vendors and systems integrators—all the benefits of API, but you don't need to build it yourself

The stronger the data the better

Sending as much store sales data following our best practices as possible increases match rates all the way down the funnel



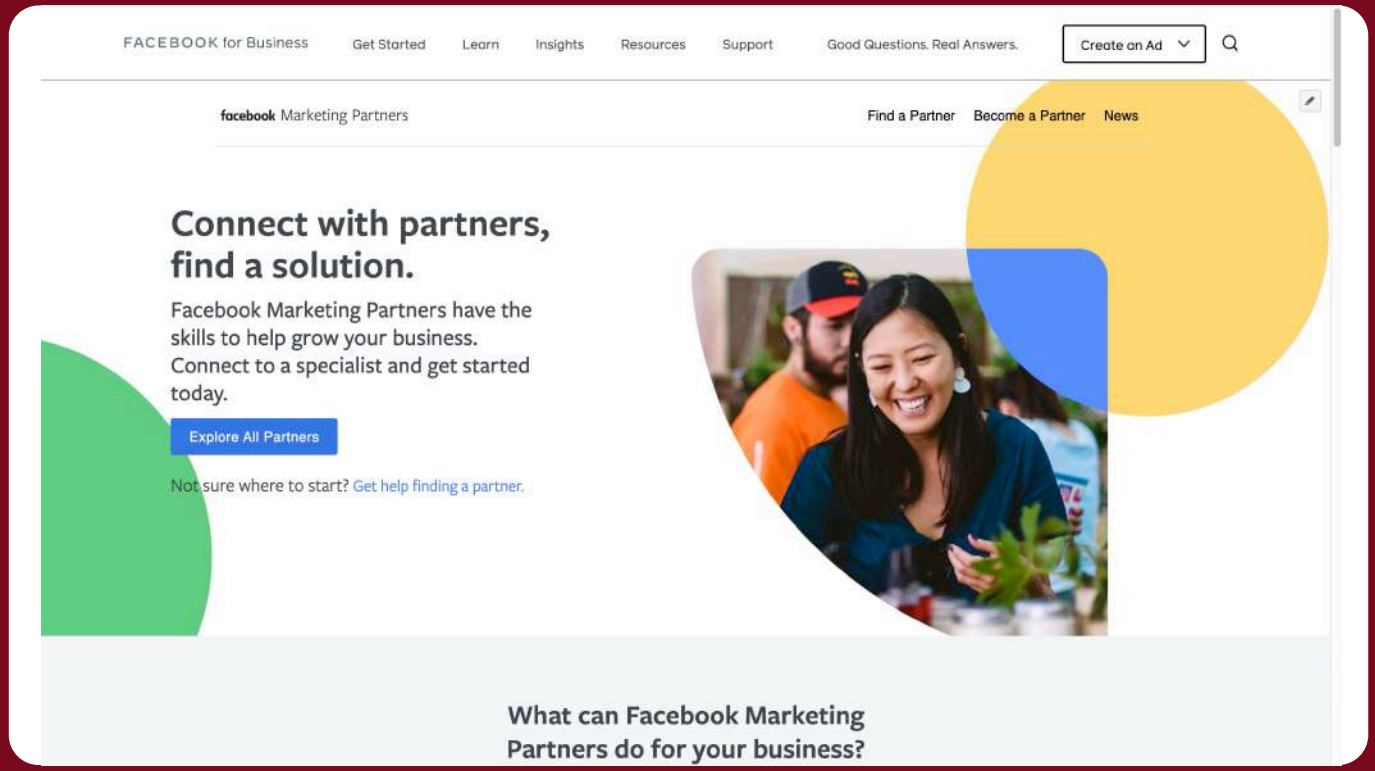
Leverage Partners

Use the expertise of skilled partners
to personalize your offering and communications.

Facebook Marketing Partners: Video Personalization

Video template technology allows advertisers to create potentially hundreds of unique videos from one video.

More info on Facebook Marketing Partners



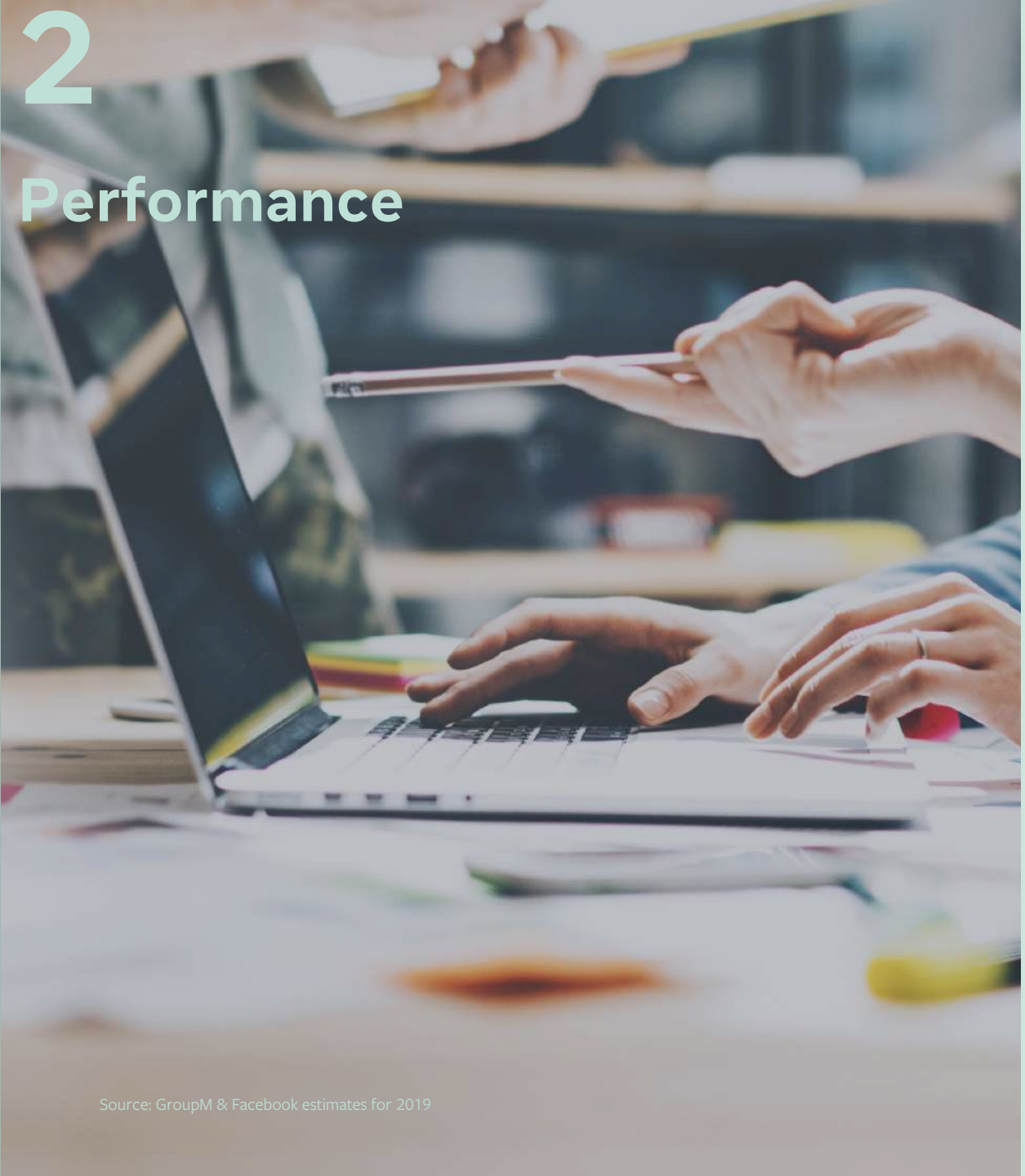
Find more Facebook Marketing Partners for personalization

Action points

1. Use outcome metric (business objective) as the starting point for determining audience segmentation as opposed to input metric (reach)
2. Assess the data requirement, capability beforehand.
3. Follow the audience first approach by ensuring all possible relevant placements on a platform are chosen.
4. Create custom audience only on the basis of robust signals

2

Performance



Source: GroupM & Facebook estimates for 2019

Master the full funnel of performance marketing

Source: GroupM & Facebook estimates for 2019

Insight

Consumer habits have shifted to accommodate D2C in their purchase habits.

Implication

Performance marketing expertise will be a game changer for the traditionally upper funnel focussed agency ecosystem

Guiding Principle

Embrace performance marketing to win in the next normal with increasing D2C penetration

Tools

6 Performance marketing tools

Performance @ FB – our tool kit

1

Fuel the funnel

FB Pixel, SDK,
Offline Conversions

2

Allow products to find people

Dynamic Ads, Collaborative ads,
Instagram Shopping

3

Collapse the path to purchase

Adapted creatives, Lead ads, Messenger

4

Stop thinking online and offline

Store traffic, Offline conversions

5

Optimize for results

LTV, Automatic Placements, CBO, Lowest Cost Bidding

6

Measure people not cookies

Measurement framework: Split test, Lift studies, Test & Learn, Attribution, MTA...

1

Fuel the funnel

DON'T WAIT FOR PURCHASE INTENT, *CREATE* PURCHASE INTENT

Gain more insights about your customers

2

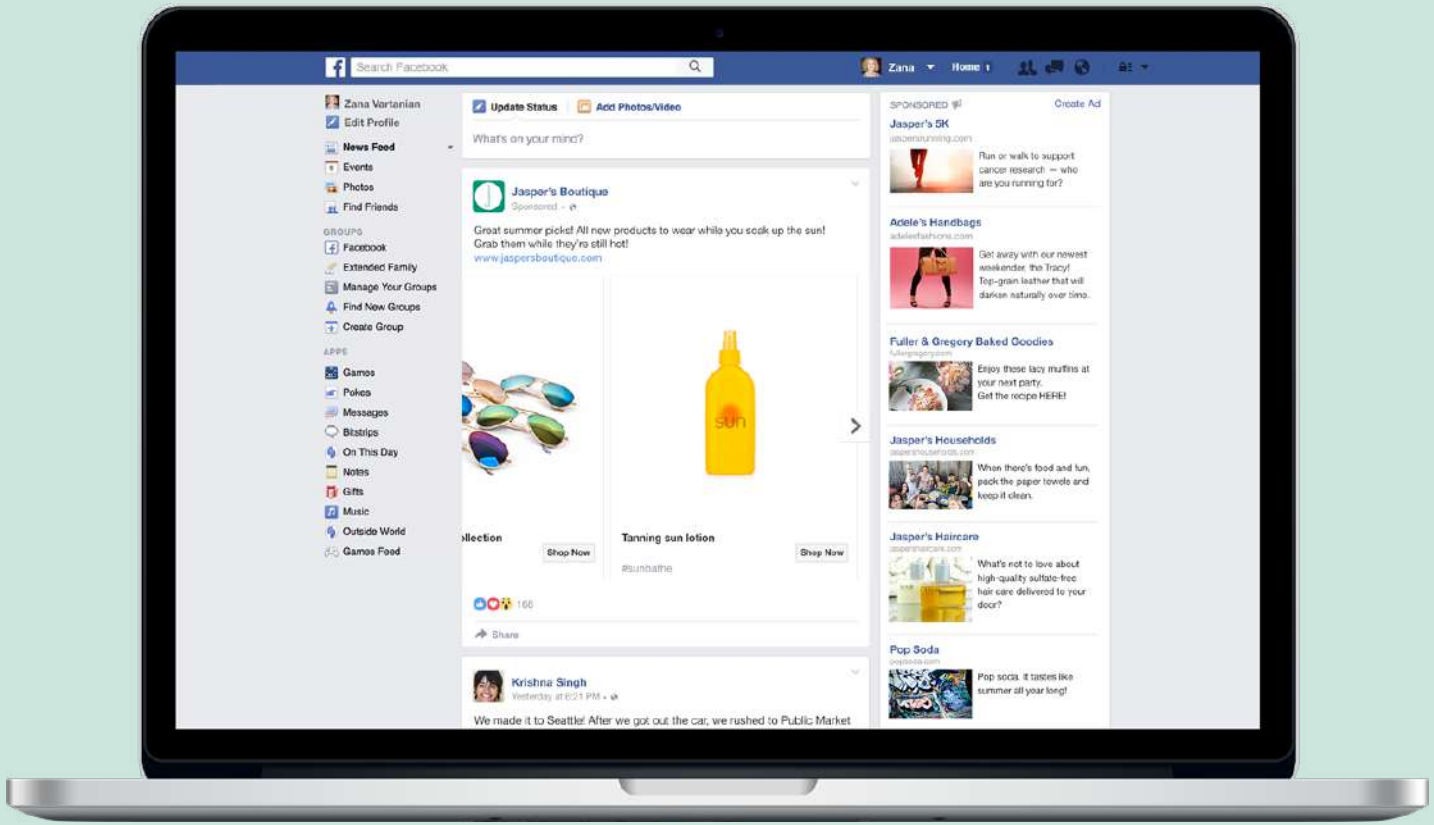
Allow products to find people

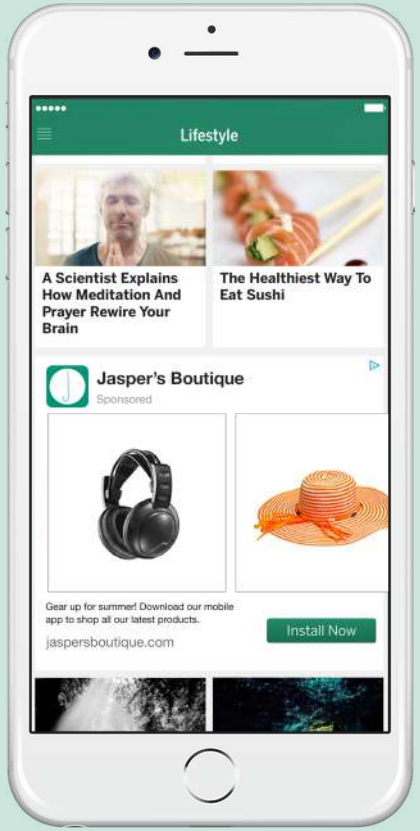
Source: Facebook internal data across Facebook, Instagram, Audience Network, worldwide, based on sampled data across all catalog-based ads, pulled July 2017

Automatically promote your entire catalog

Connect with people where they spend their time

Facebook, Instagram and the Audience Network





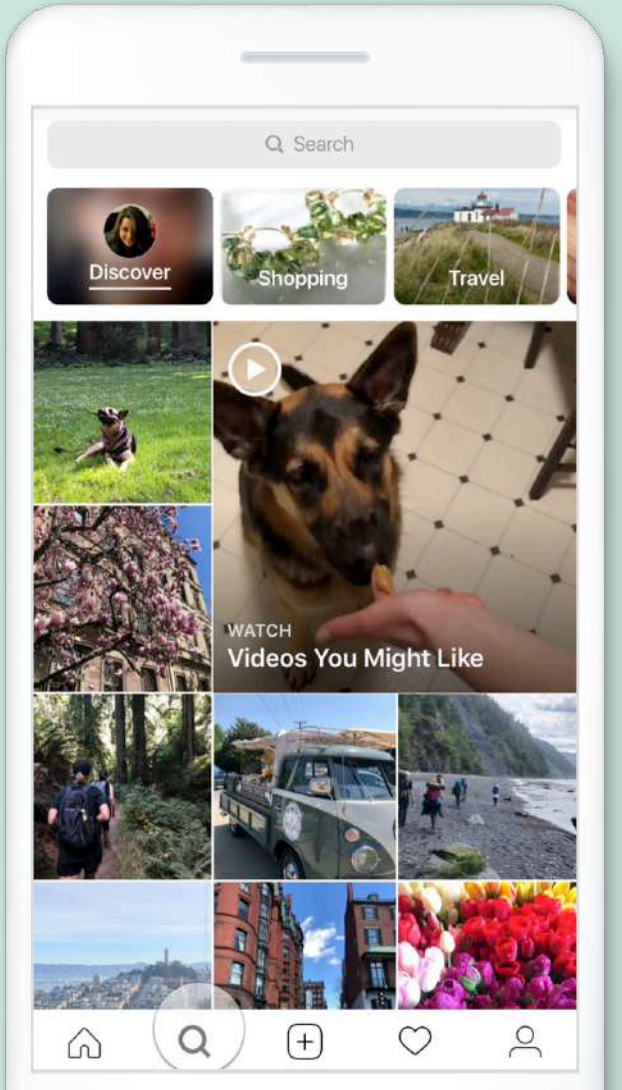
facebook

Instagram

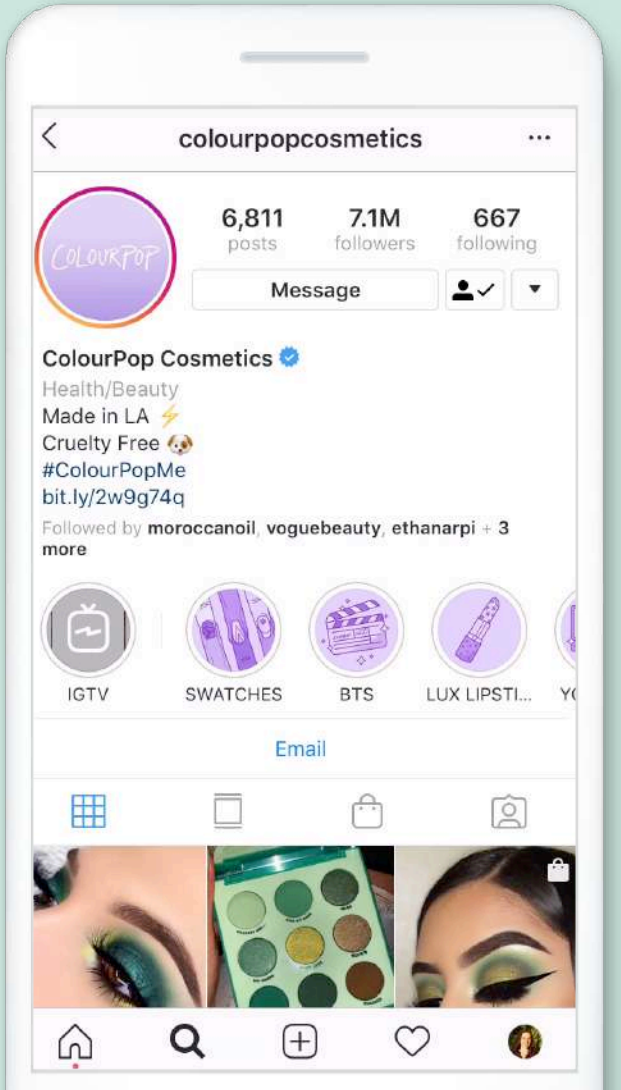
audience network

Shopping on Instagram allows you to reach new audiences

EXPLORE



SHOP ON PROFILE (beta)



3

Collapse the path to purchase

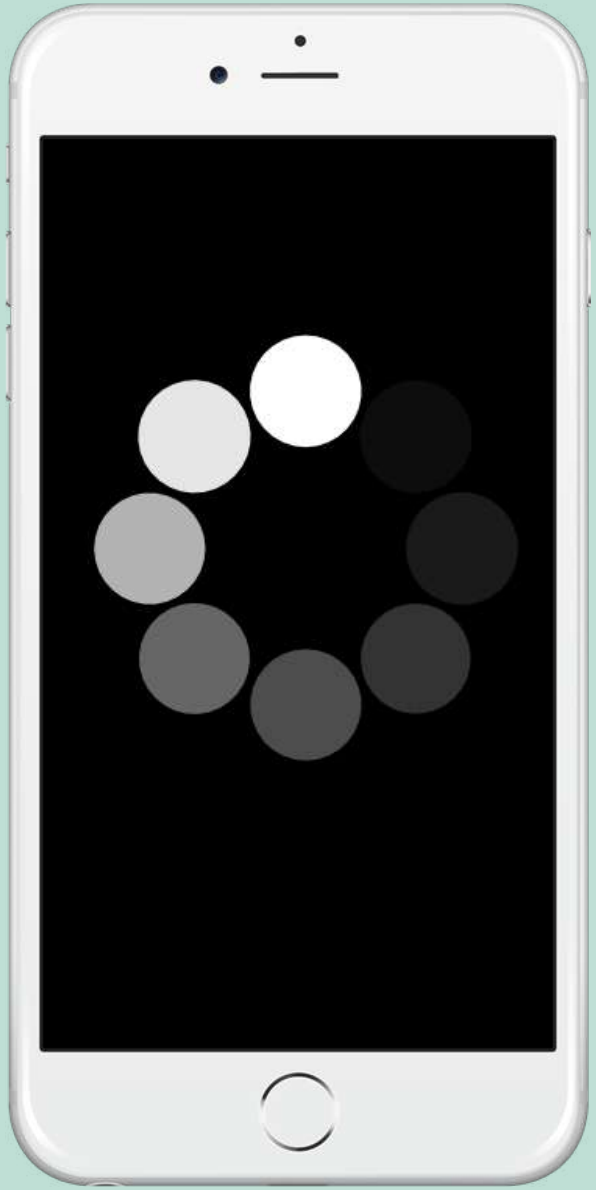
People expect businesses to provide fast and frictionless mobile experiences

40%

of people abandon a site if it doesn't load after 4 seconds

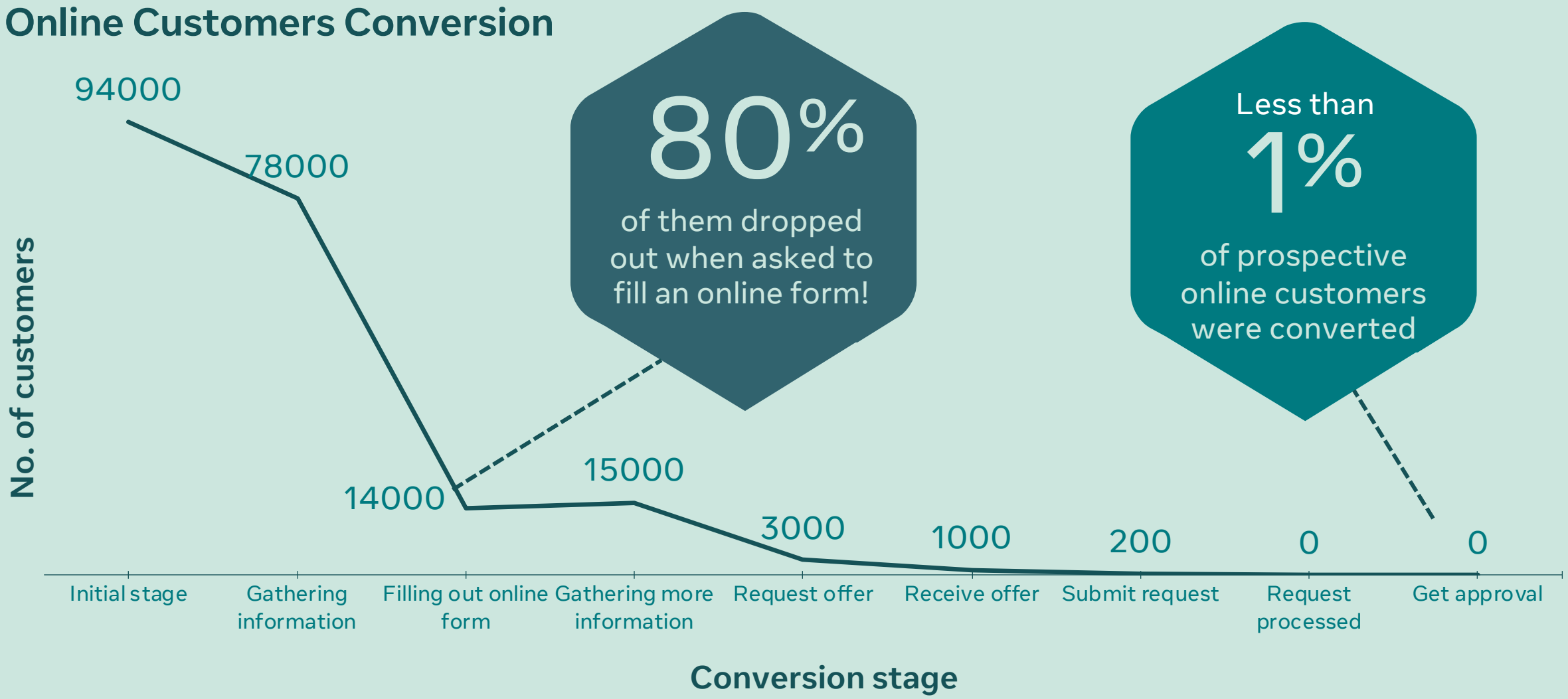
49%

of people say they would purchase more on mobile if it were easier



Source: 1. Aberdeen Group, “The Very Real Costs of Bad Website Performance,” Aug 2016, 2. SIGNAL, “The Signal Retailer’s Guide to Understanding the 2015 Holiday Shopper,” July 2015

In this case study by McKinsey



Source: 1. McKinsey: More than digital plus traditional: A truly omnichannel customer experience. July 2016

Our ad formats are built to deliver better experiences on mobile

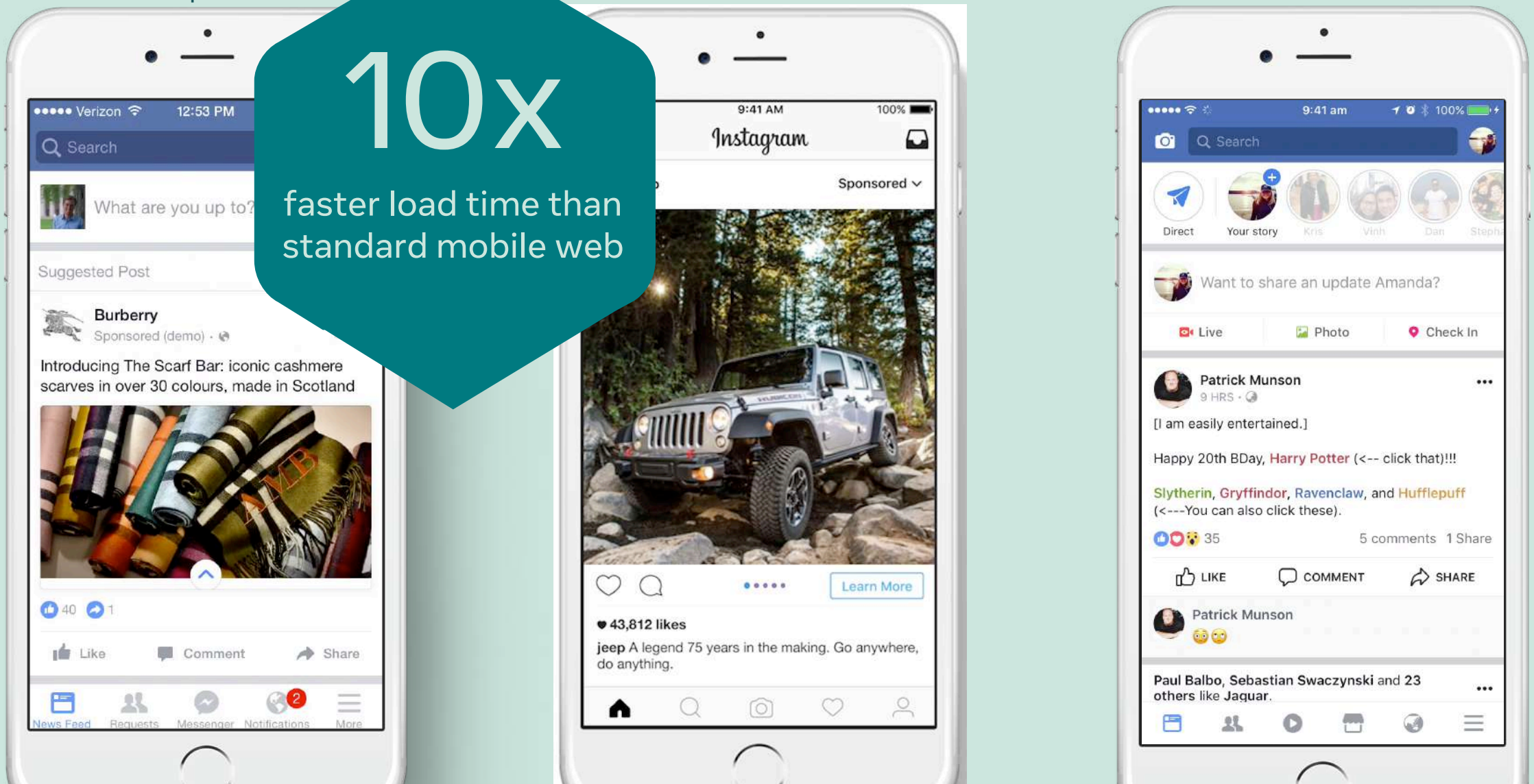
Single image with Instant Experience

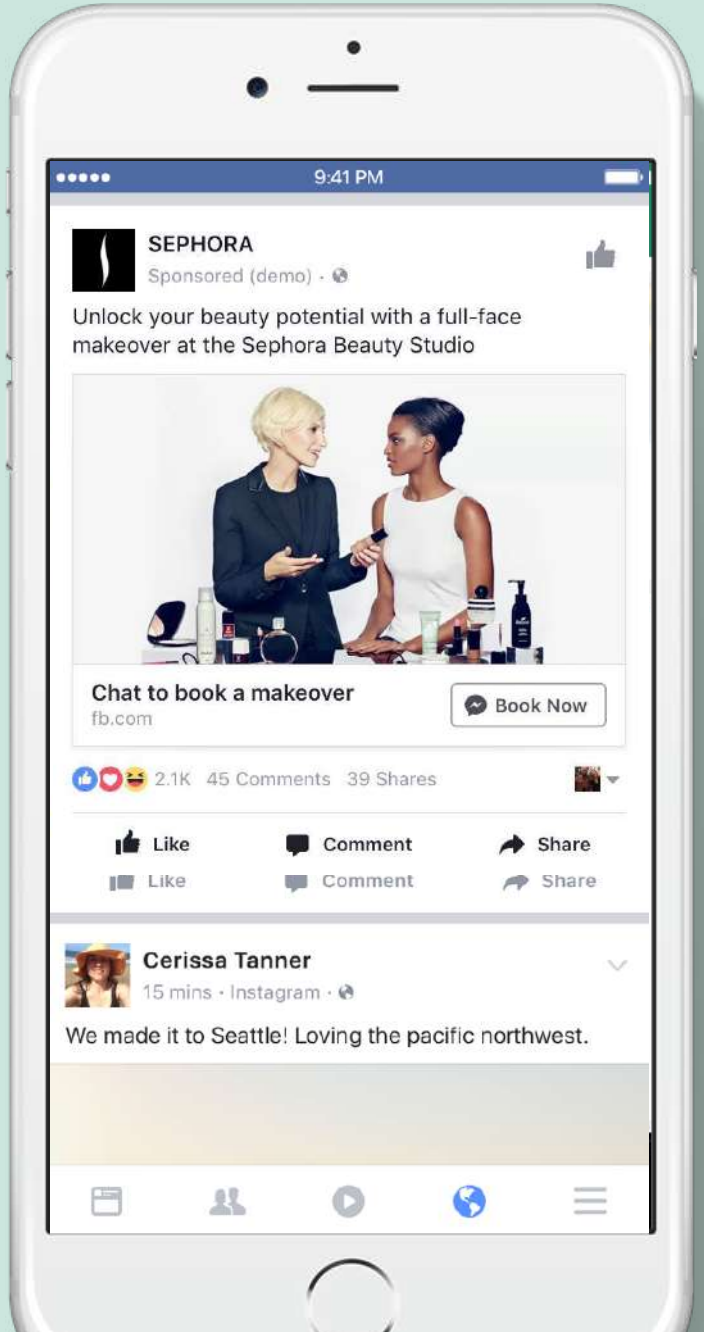
Carousel ad

Lead ad

10x

faster load time than standard mobile web





SEPHORA

MESSENGER BOT

The global prestige beauty retailer launched the Sephora Assistant, a Messenger bot that provided
an easy and fun way to book makeovers

11%
increase in Sephora's appointment booking rate

5
fewer steps required to book a makeover

Friction points removed

- Registration/form filling
- Can't chat or ask for help
- No channel for feedback
- Customer support delays

4

Stop thinking offline and online

People still make their majority of purchases in stores

While eCommerce is growing, in-store sales continue to dominate

Source: US Census, Quarterly Retail eCommerce Sales, May 2016
Note: Data includes retail, auto and CPG. It does not contain food, travel or finance industries

However, digital interactions are increasingly influencing sales

56%

of store purchases are influenced by digital interactions[1]

66% of those interactions are on mobile[2]

Source: 1, 2 Deloitte Digital, The New Digital Divide, September 2016

Online conversions capture only part of the story.

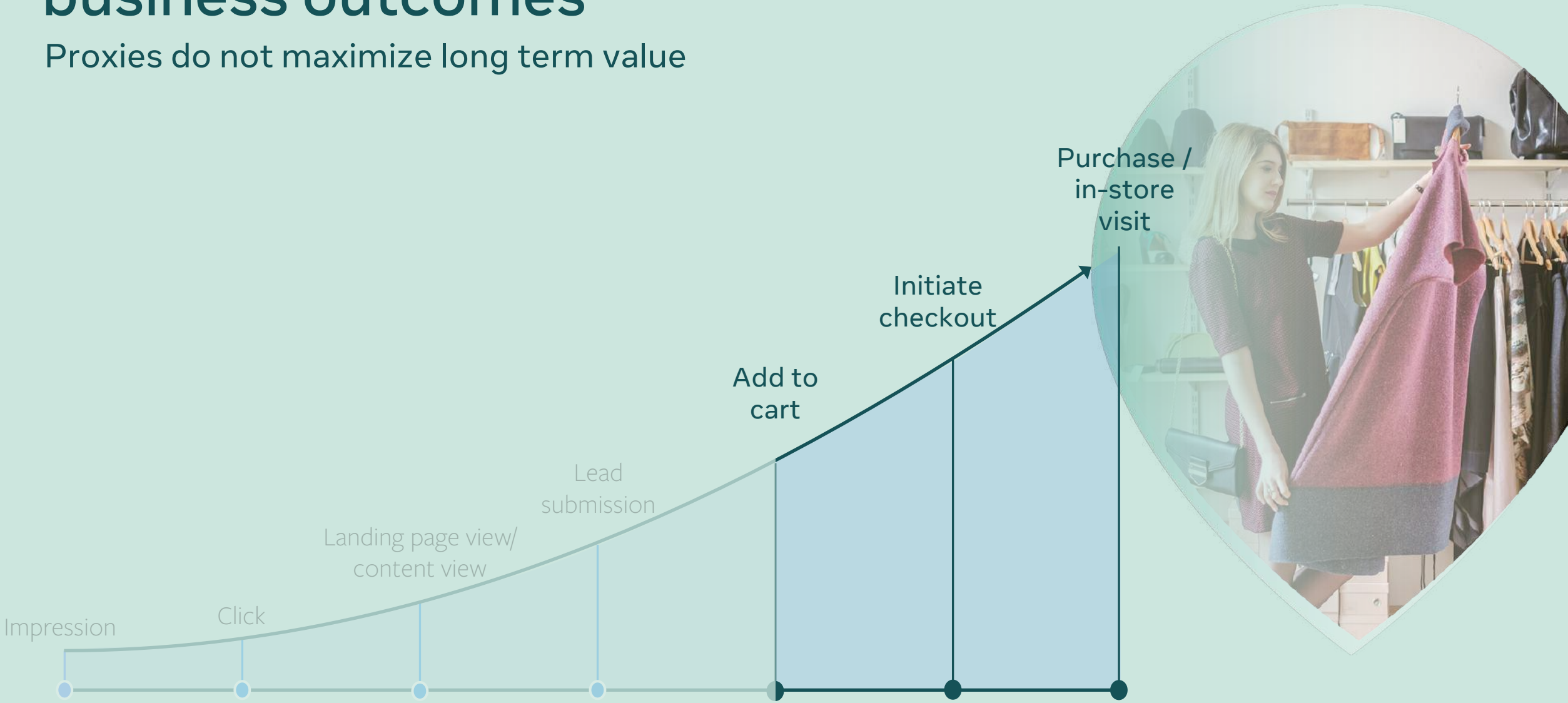
You need both online and offline insights.

5

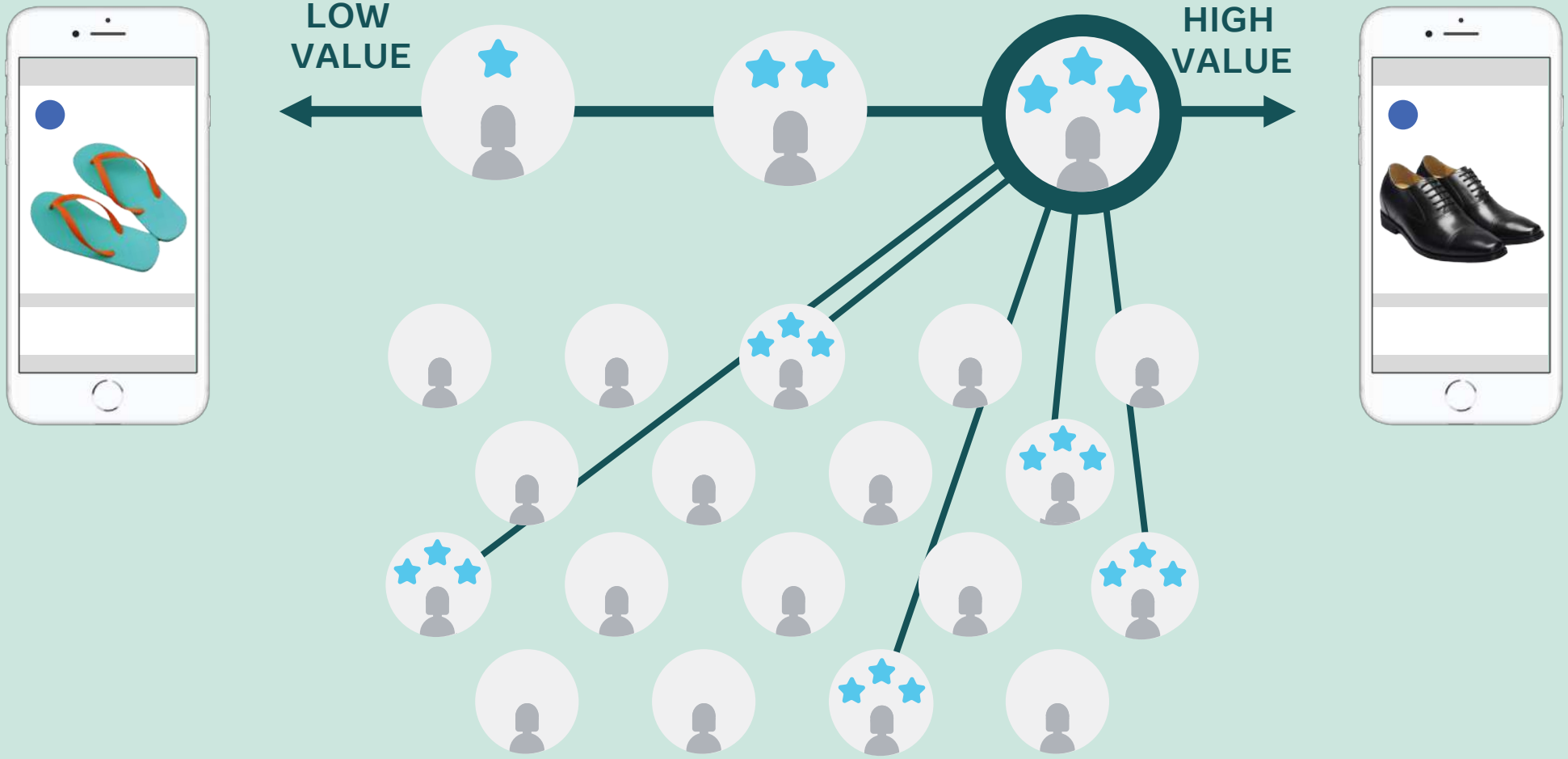
Optimize for results

Create more value by focusing campaigns on real business outcomes

Proxies do not maximize long term value



Understanding your customer value helps us find more profitable customers



Get more from your spend and efforts with our Automated Solutions

Automatic placements

Campaign budget optimization

Lowest cost bidding

6

Measure people not cookies

Cookies and clicks don’t give you the full picture

Online…

Performance @ FB – our 6 key principles

1

Fuel the funnel

FB Pixel, SDK,
Offline Conversions

2

Allow products to find people

Dynamic Ads, Collaborative ads,
Instagram Shopping

3

Collapse the path to purchase

Adapted creatives, Lead ads, Messenger

4

Stop thinking online and offline

Store traffic, Offline conversions

5

Optimize for results

LTV, Automatic Placements, CBO, Lowest Cost Bidding

6

Measure people not cookies

Measurement framework: Split test, Lift studies, Test & Learn, Attribution, MTA...

Action points

- Performance campaign objectives should not be different than your marketing/business objectives.
- Signals are key to drive optimal performance and hence enabling & tracking all relevant events on path to purchase are crucial.
- Robust measurement of audience action is critical, set up and learn from measurement to keep correcting your path to purchase.

3

Innovations

Source: Facebook IQ Creative Considerations for Direct Response Campaigns, August 2018

Integrate innovations with business outcome

Source: Facebook IQ Creative Considerations for Direct Response Campaigns, August 2018

Insight

Consumer experiences shift from offline to online

Implication

Build virtual experiences to simulate product

touch-and-feel elements and drive purchase

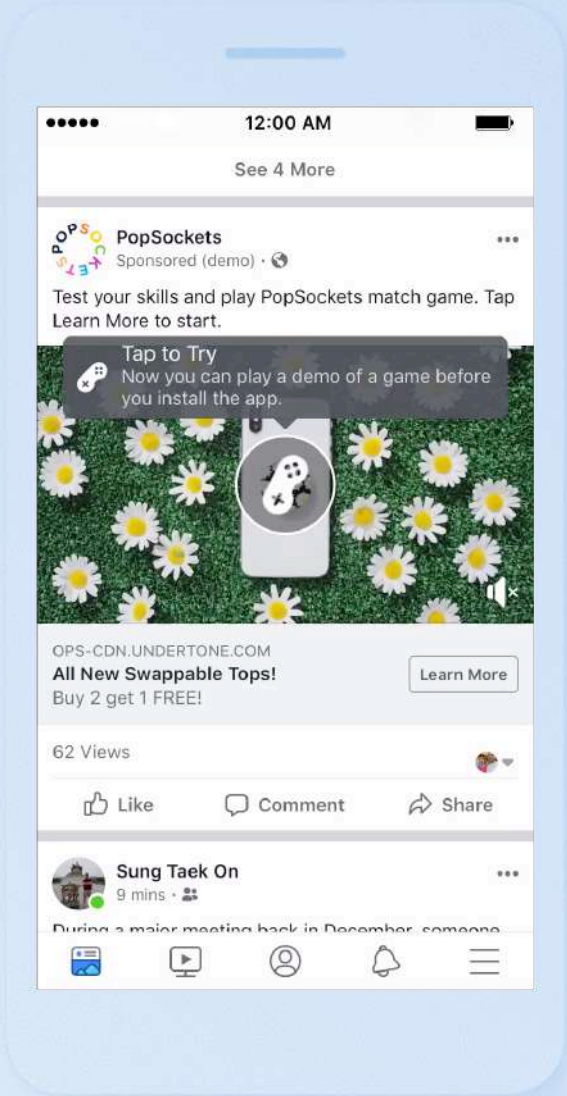
Guiding Principles

Interact-Immerse-Involve

Tools

Interactive Ads
AR Ads
Influencers

Interact with PLAYABLE AD



Immersive

Showcases your brand, product or service with a lead-in video on News Feed and prompts people to play

Interactive experience

Offers people an interactive experience to learn about your brand, product or service

Engaged users

Drive higher intent users for your brand, product or service

LEAD-IN VIDEO

PLAYABLE

Best practices to level up your playable ads

Grab attention with video

Give a high-quality view into your app or a short tutorial during the lead-in video

Make your demo clear and fun

Provide instructions through text or visuals at the beginning of your demo to give a short tutorial on how to try your playable

Tailor your creative

Consider key areas that make up the playable experience: length, visual appeal

Test multiple assets

Try a few different creative approaches for your playable and lead-in videos to see what performs best

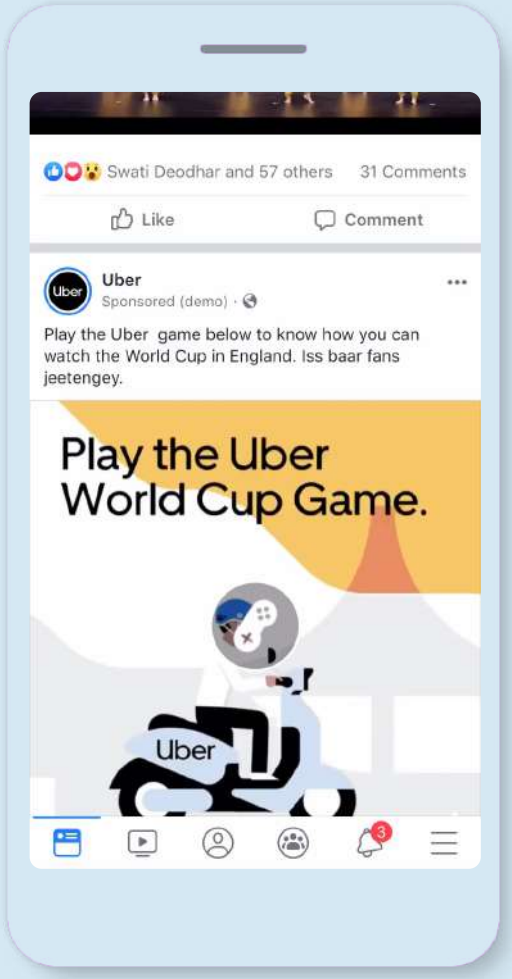
Early Success: Playable Ads

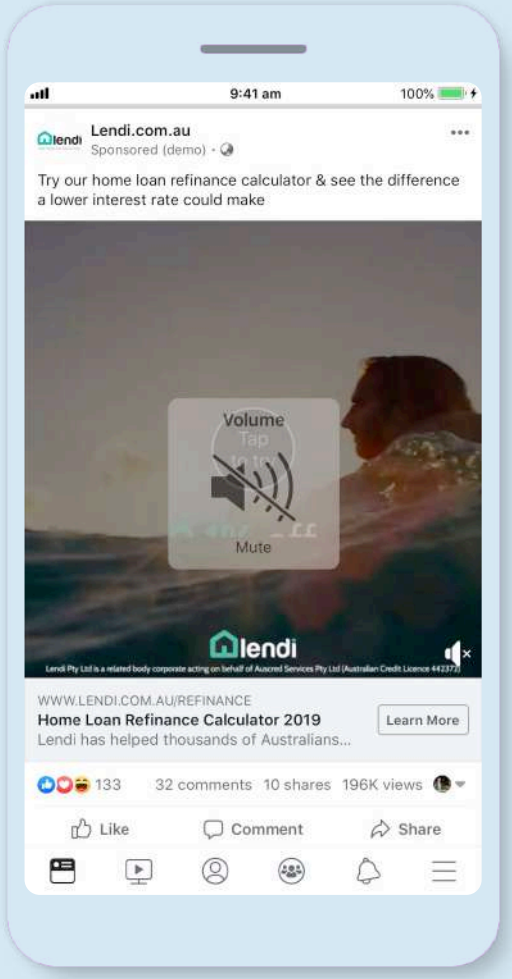
3X

higher ad recall lift rate

10%

higher CTR compared to other brand awareness campaigns during World Cup





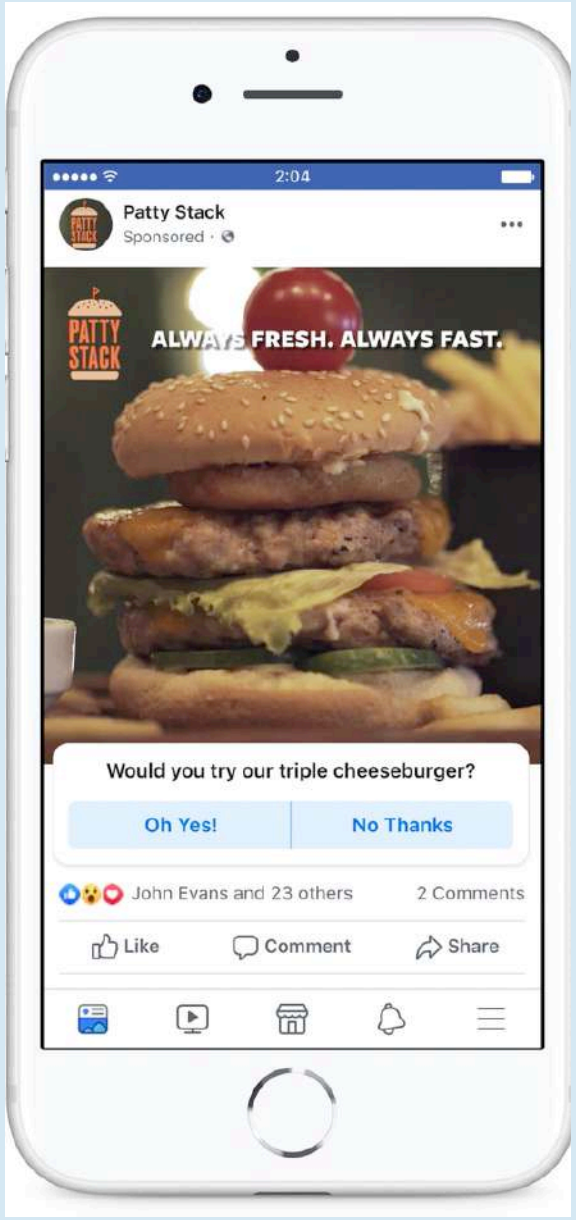
70pt

engagement rate with the playable ad

7.5X

click-through rate (CTR) at end of screen

* All numbers compared poll ads (test) with standard video ads (control)
Source: Facebook for Business Case Studies, Q3 2019



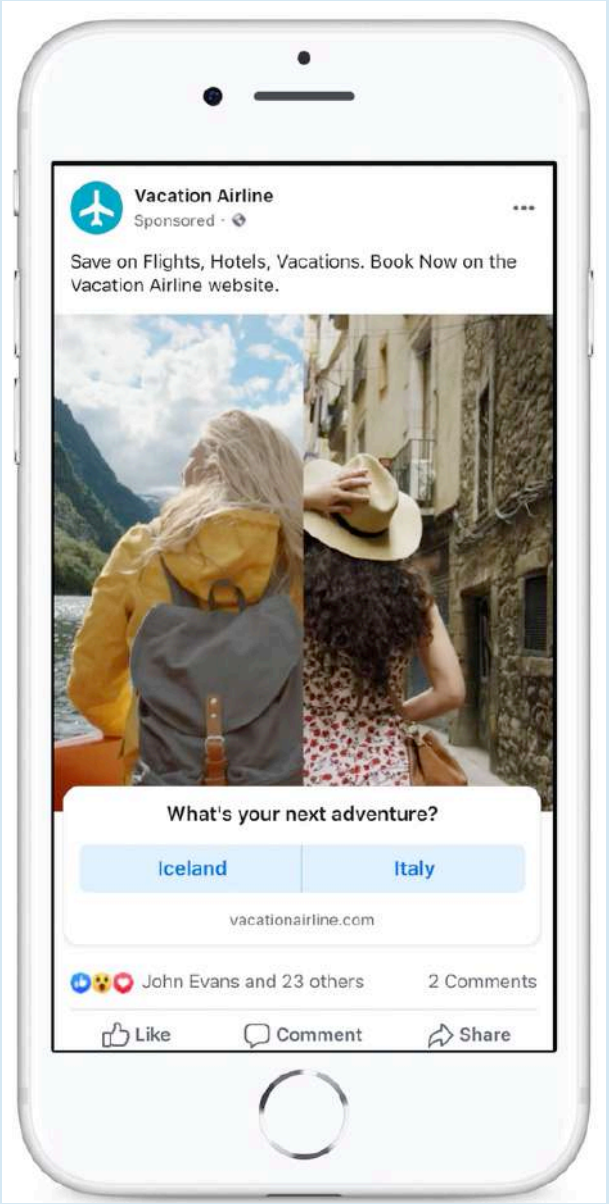
Poll only

Interact and involve with poll ads in mobile feed

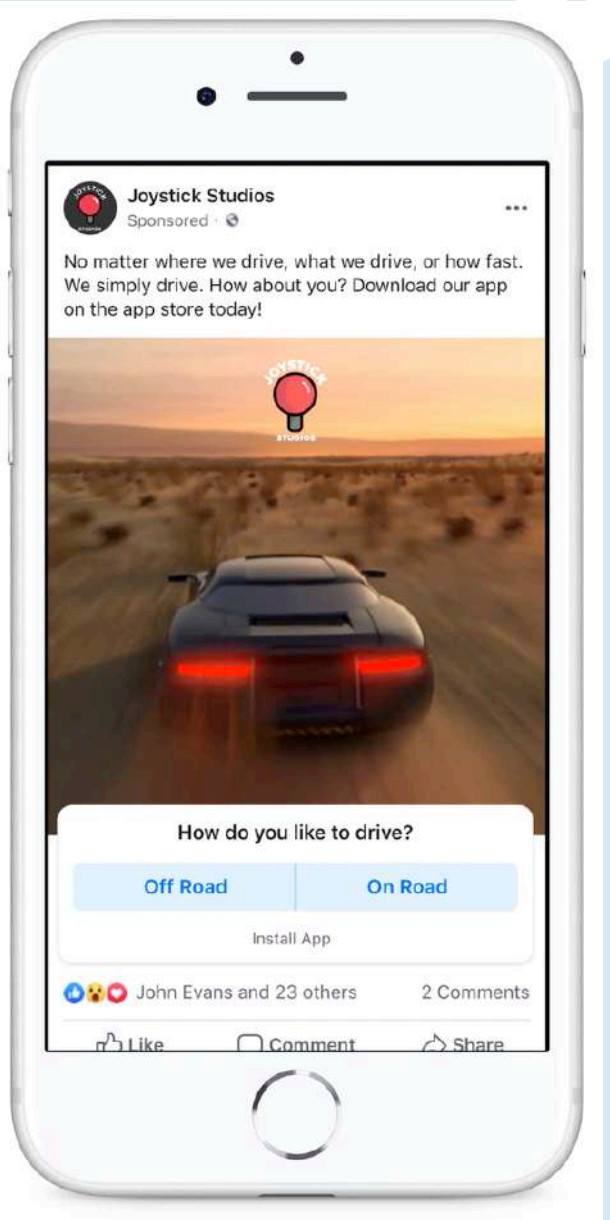
Encourage people to interact with your brand in a lightweight, fun way

Combine poll ads with action

Drive people to a personalized browsing experience or to the app store



Poll + Watch and Browse



Poll + Watch and Install

TOTAL Bellas

“E! continually seeks deeper ways to connect with viewers. The launch of Facebook poll ads was an exciting opportunity for us to use media in a fun and interactive way ahead of the season 4 premiere of Total Bellas. Giving fans an opportunity to engage with the show helped us create meaningful interactions that drove success throughout the season.”

Eric Eckstein, Senior Director, Digital Marketing, E! Entertainment

1.6x
more effective in driving brand awareness

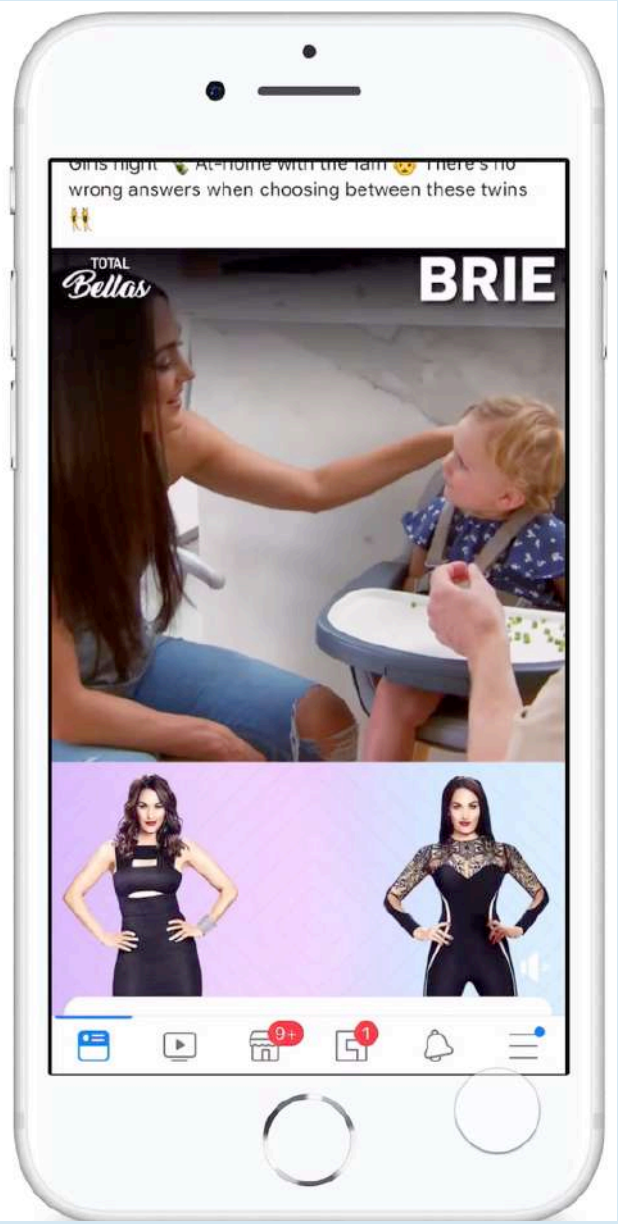
51%
decrease in cost per incremental brand awareness

31%
decrease in cost per incremental watch intent with polls

37%
Increase in 10-second video views

Poll ads showed statistically significant higher lift vs. the control cell*

*All stat are compared between test (poll ads) versus control (video ads no polls)
Source: Facebook Business Case Study August 2019



“Game of Thrones: Conquest is a fun and engaging game, and we wanted to run a promotional Facebook ad campaign that was equally fun and engaging. The poll ad’s interactive feature is different and unexpected, and provided a personalized way that fans could show support for their favorite character, enticing them to go on to download the game app.”

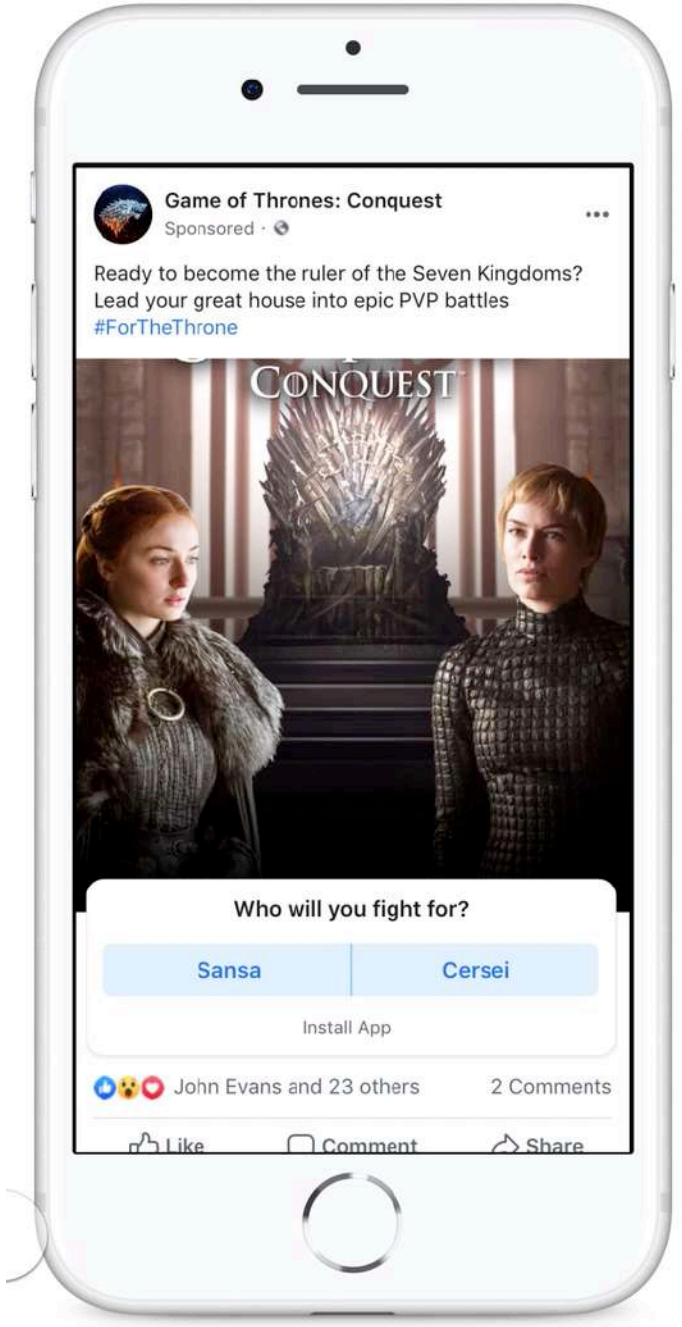
Warner Brothers Interactive Entertainment

87.5%
Increase in app installs

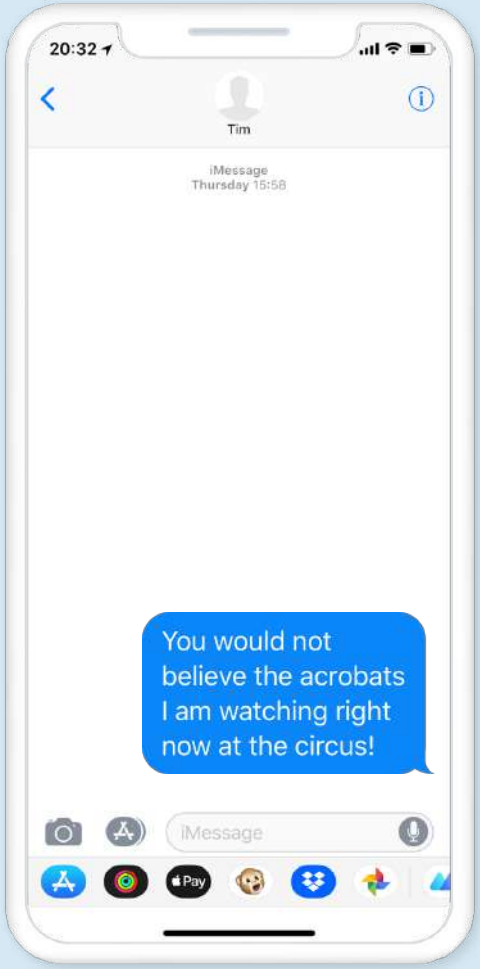
40%
Increase in mobile initiated checkouts

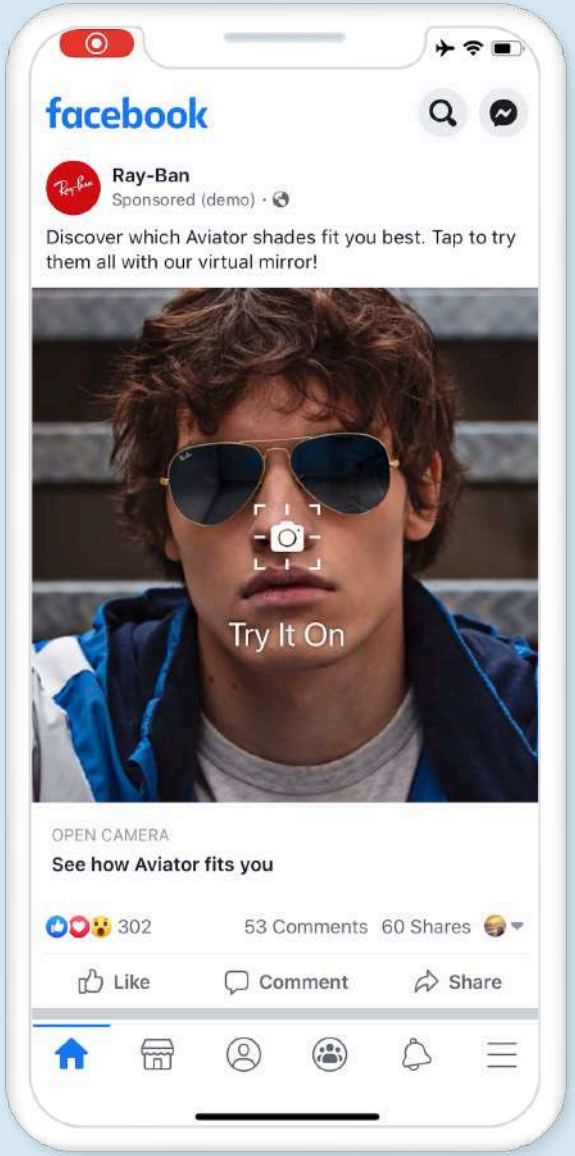
7.5x
More effective in mobile app launches

*All stat are compared between test (poll ads) versus control (video ads no polls)
Source: Facebook Business Case Study August 2019



Immerse with Augmented Reality Ads





AR ads

are our most participatory ad experience

>120M

expected monthly AR users in the US
alone by 2020

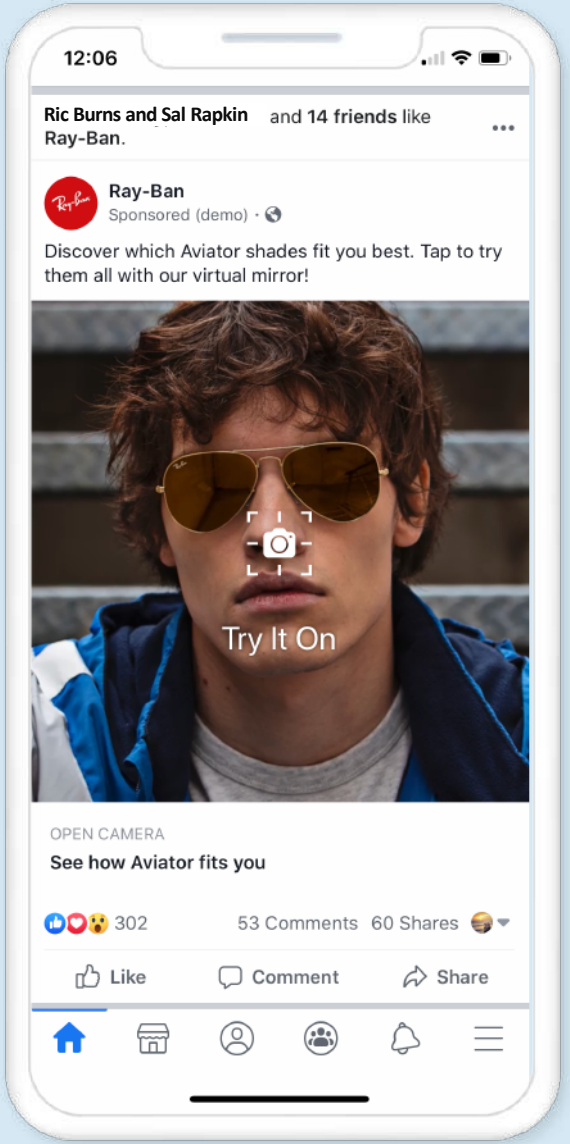
*Source: “Augmented Reality: Is the Camera the Next Big Thing in Advertising?” by BCG, Apr 2018

Augmented Reality (AR) Ads

Connect with your community in news ways

Allow people to experiment with your effect or product in camera

Increase favorability or conversion rates



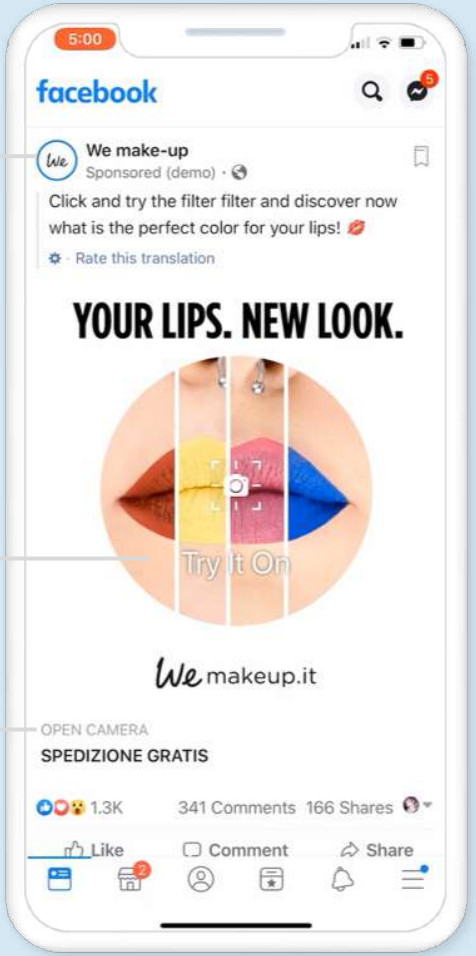
AR ads are created in Ads Manager

Video Ad:
Recommended 1:1 or 4:5

Graphic overlay option with camera icon is provided in Ads Manager (not customizable)
“Tap to try it on”
“Tap to see it in your space”
“Tap to interact”

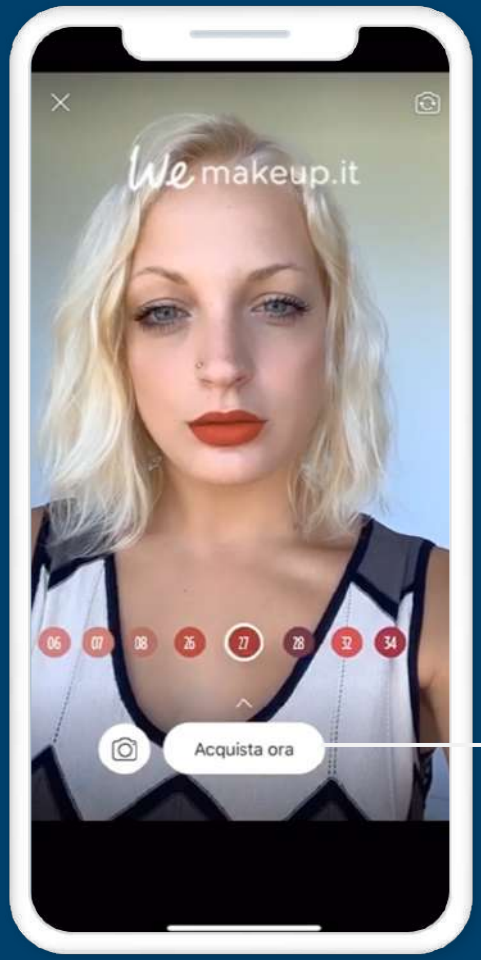
Footer:
Headline “OPEN CAMERA” (not customizable)

Copy for Footer (customizable)



FEED VIEW

AR effects are built in and published through Spark AR

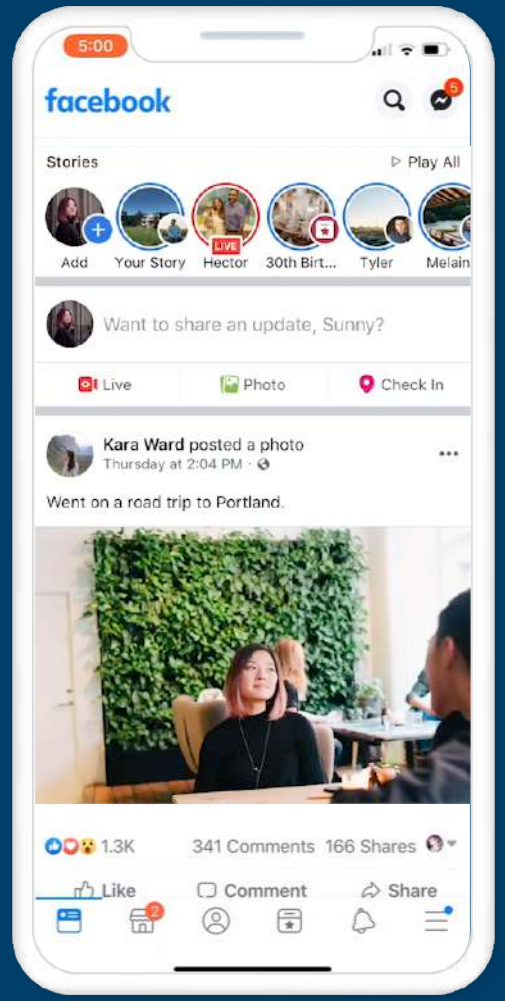


EFFECT VIEW

What we've seen work

27.6pt
lift in purchases

53%
higher CTR



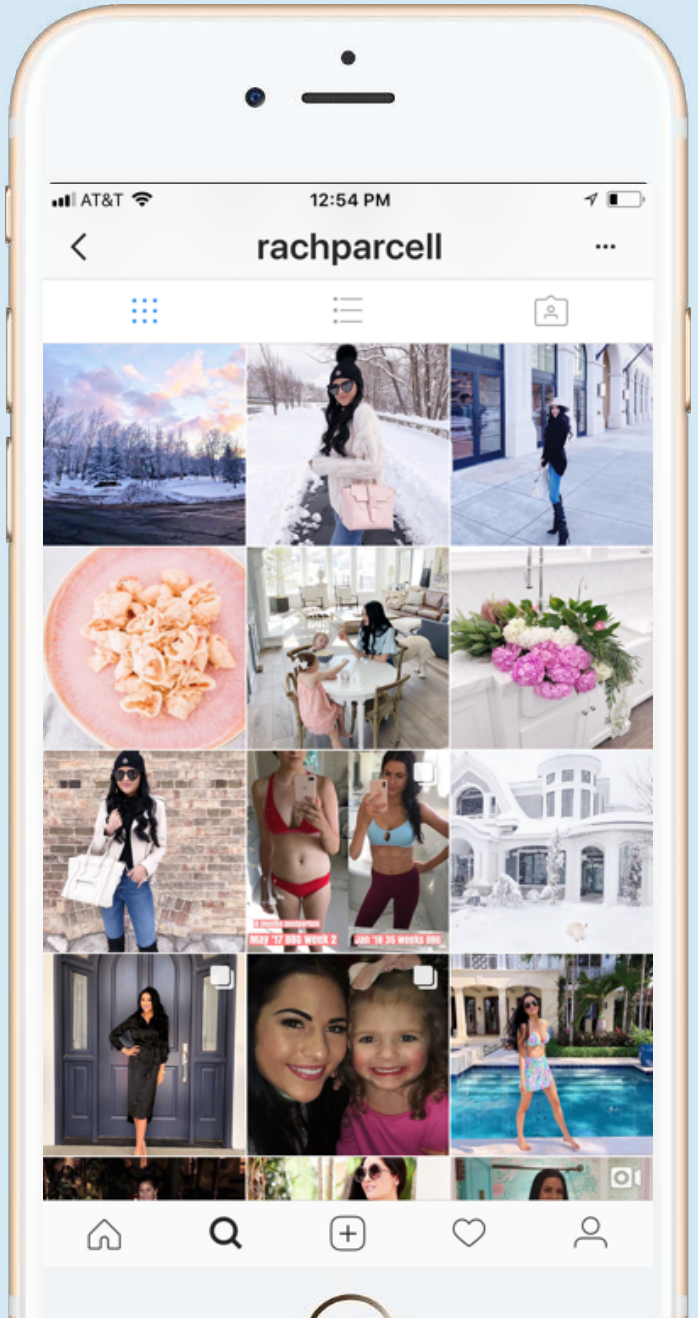
20.4pt
lift in ad recall

14%
incremental lift
in conversions

* All numbers compared poll ads (test) with standard video ads (control)
Source: Facebook for Business Case Studies 2019 | WeMakeUp and Michael Kors

Involve your audience in your message with help of

INFLUENCERS



What makes a voice authentic and trustworthy?

Relatable

"The brand is more relatable because it's being marketed by someone I like who shows a serious interest in it."
– Male, 19, US

Passionate

"They really believe in what they're selling and are trying to get their name out there. I really respect that."
– Female, 23, US

Worthy of further research

"It makes me feel good because I'm introduced to a new product I might enjoy"
– Male, 32, US

Current

"They want to interact with us, which makes it seem like they're so up-to-date and modern."
– Female, 19, US

FBIQ: "Branded Content" by yPulse (Facebook-comissioned research on people ages 18-65 in the US who use one of Facebook, Instagram, YouTube, Snapchat and were familiar with some influencer….) Aug 2017

Choose from a wide spectrum of influencers

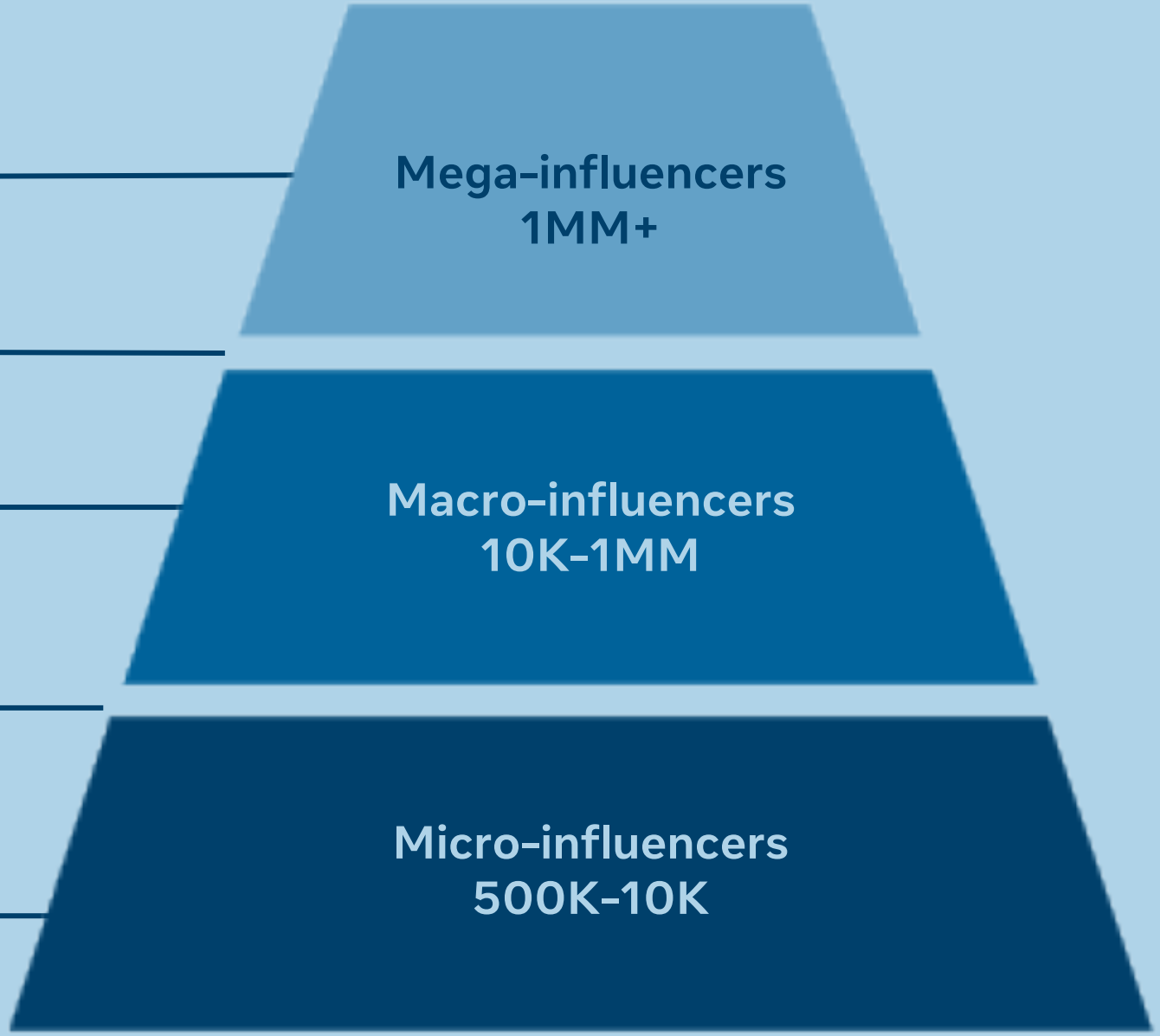
Celebrities
have multiple points of influence beyond social & digital

Digital influencers
serve a significant social & digital audience

Media & experts
are part of a pre-existing. popular media outlet or category authority

Microinfluencers
serve a small, but often more specific, social & digital audience

Advocates
a consumer-level army of well-wishers



Principles For Activating Influencers

Transparency

- Ask your partners to use the Branded Content tag in all relevant posts to ensure transparency
- The tag enables businesses to access Reach and Engagement metrics for these posts

Relevance

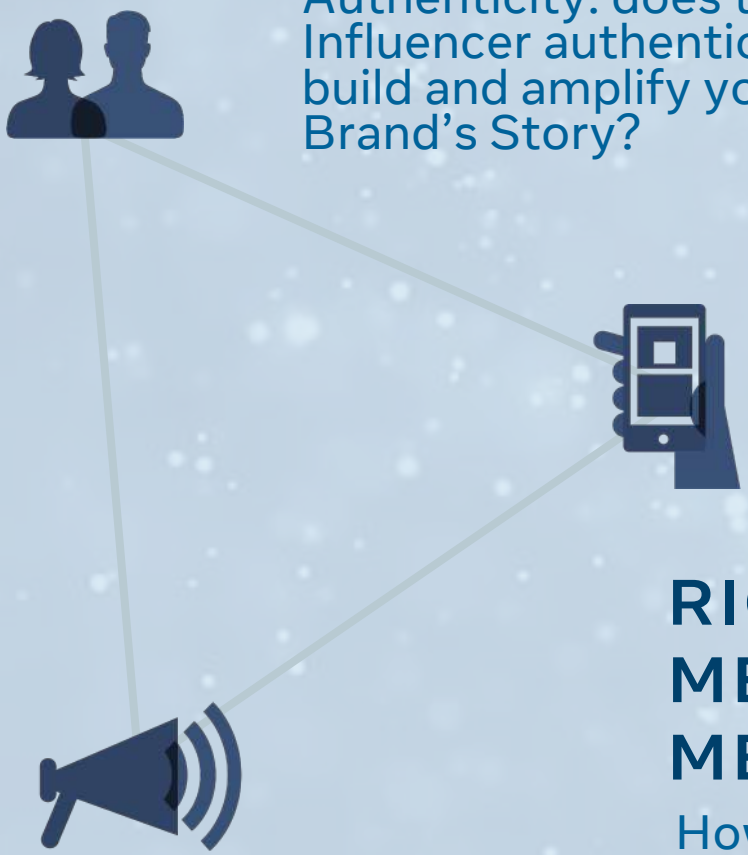
- Work with partners who fit within your brand's identity and who genuinely enjoy your product

Authenticity

- Make sure posts are relevant to your partner and show something authentic to their own brand

How to motivate influencers to embrace transparency

Three Principles to Maximize Effectiveness for Influencer Marketing



RIGHT MATCH

Authenticity: does the Influencer authentically build and amplify your Brand's Story?

RIGHT MESSAGE

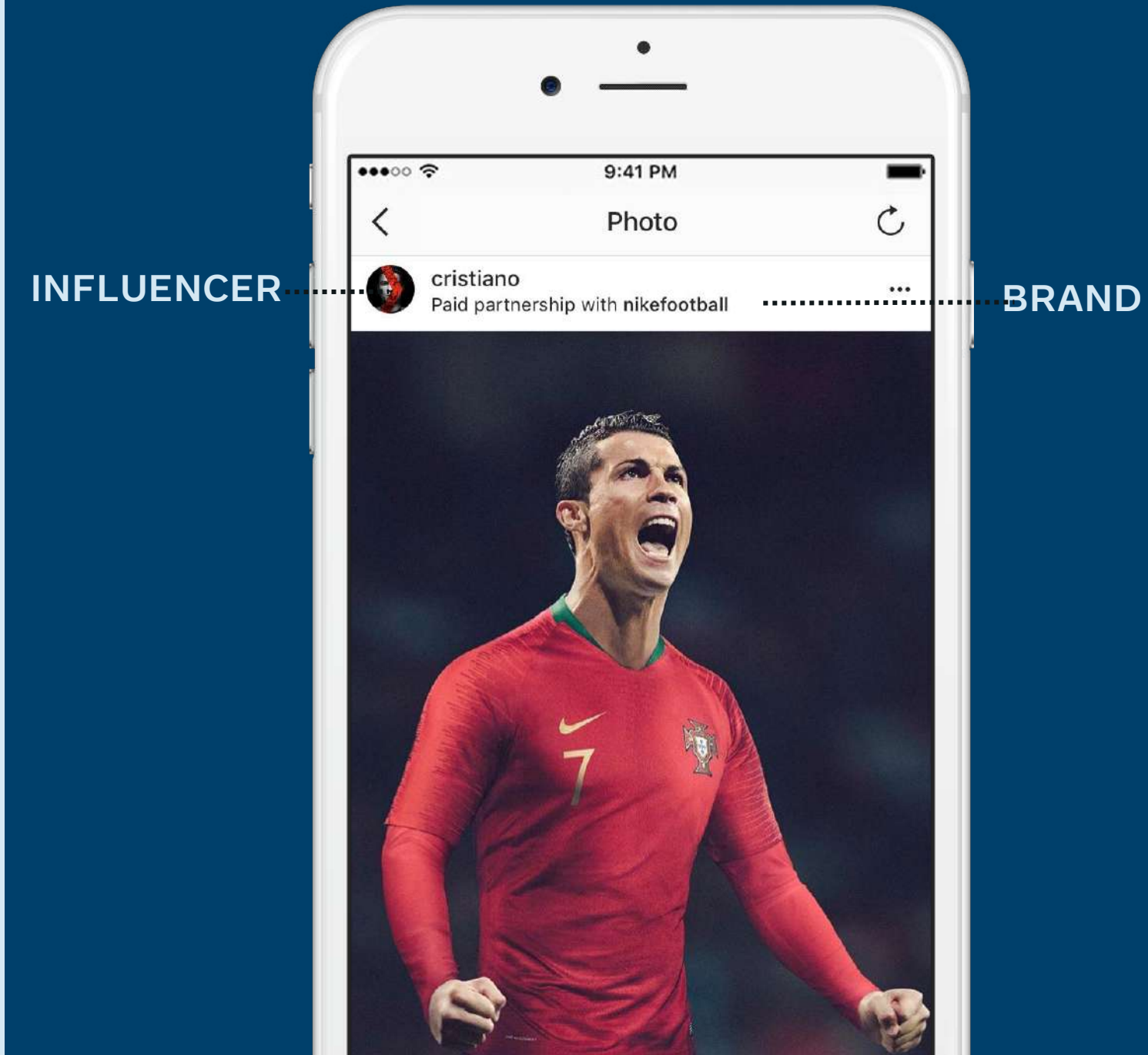
Are you applying the creative rigor you know works best on mobile for your influencer campaign?

RIGHT MEASURABLE MEDIA

How can you amplify the Influence to as many people as possible?

Maximize it with BRANDED CONTENT ads

Any influencer content on Instagram or Facebook that features a Brand for an **exchange of value (payment)** needs a branded content tag.

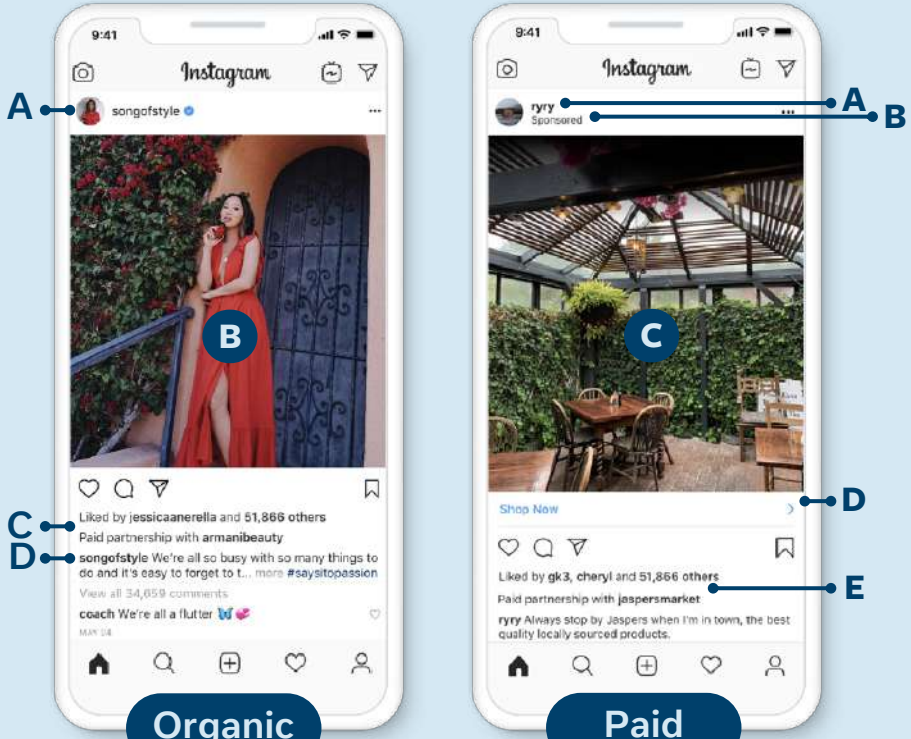


Source: Facebook Branded Content Policy

Branded Content – Paid Tag across Facebook and Instagram:

Use The Branded Content Tag anytime value/payment is exchanged with influencers. **Here is how the tag looks on Facebook and Instagram:**

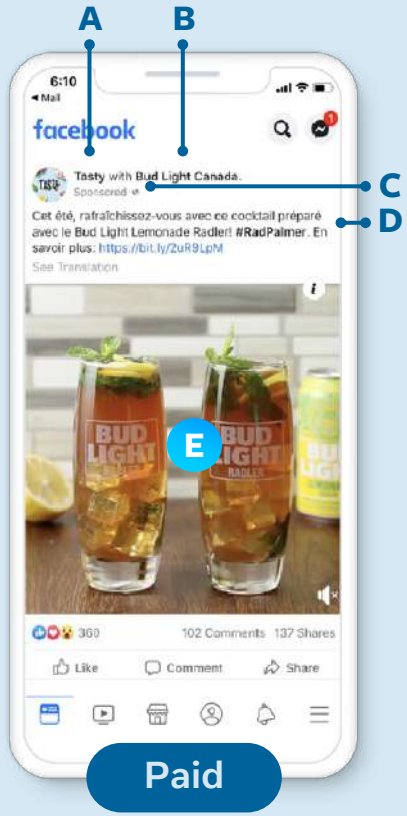
Anatomy of a post (Feed)



A. Creator handle
B. Creator posted picture
C. Brand partnership disclosure
D. Creator posted copy

A. Creator handle
B. Sponsorship tag
C. Creator posted picture
D. CTA
E. Brand partnership disclosure

A. Creator handle
B. Brand partnership disclosure
C. Brand partnership disclosure
D. Creator posted copy
E. Creator posted content



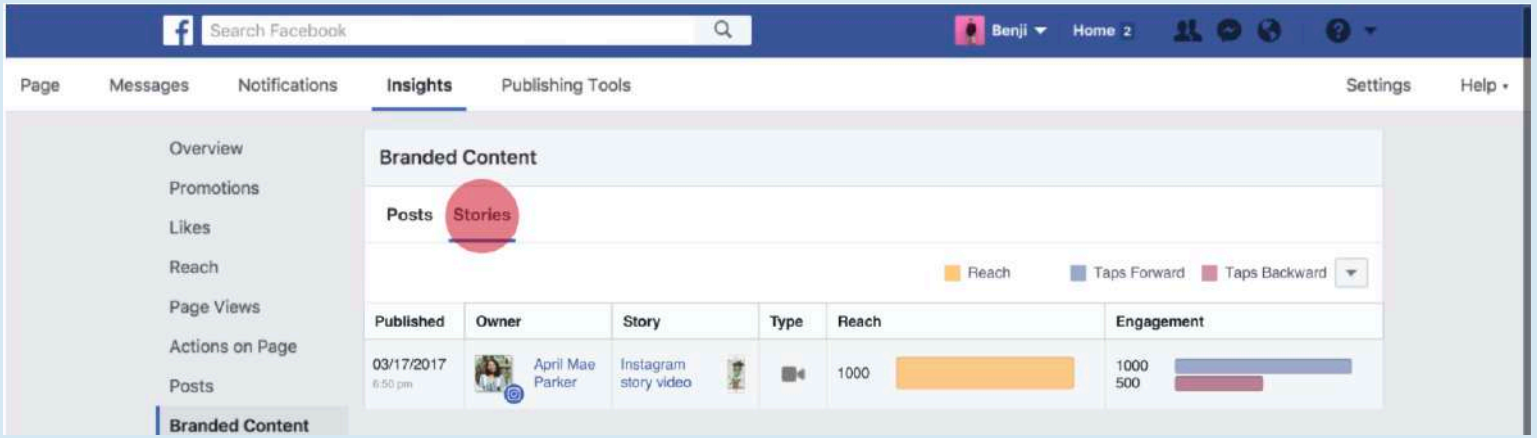
A. Creator handle
B. Brand partnership disclosure
C. Sponsorship tag
D. Creator posted copy
E. Creator posted content

Benefits of Using the Branded Content Tag on Facebook and Instagram

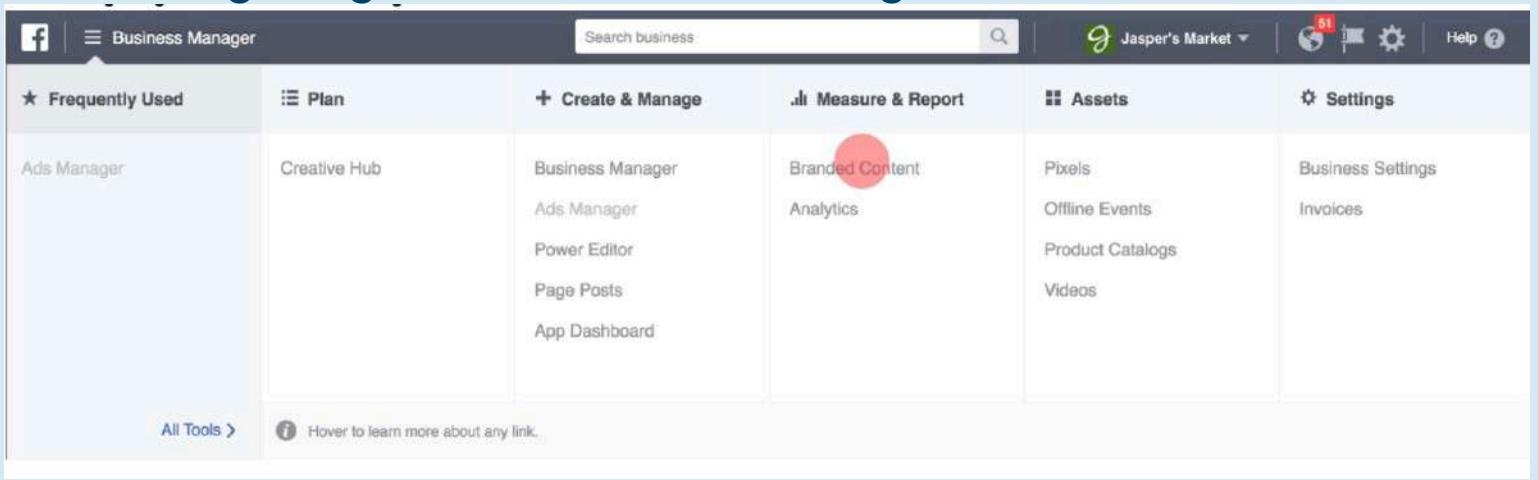
1- Access to Insights for Tagged Businesses: Tagged advertisers will be able to access reach and engagement metrics of these tagged posts in their Facebook Page Insights. Influencers also will keep seeing metrics in their app insights and Page Insights. Without the tag, advertisers can't see organic reach and engagement from influencer posts.

2- Ability to Boost the post/content: Once the influencer tags an advertiser, the advertiser will have the ability boost that tagged post directly from their ads manager. The influencer's tagged post will be available for boosting just like any other post from the advertiser's page.

Accessing Insights on Page Insights:



Accessing Insights on Business Manager:



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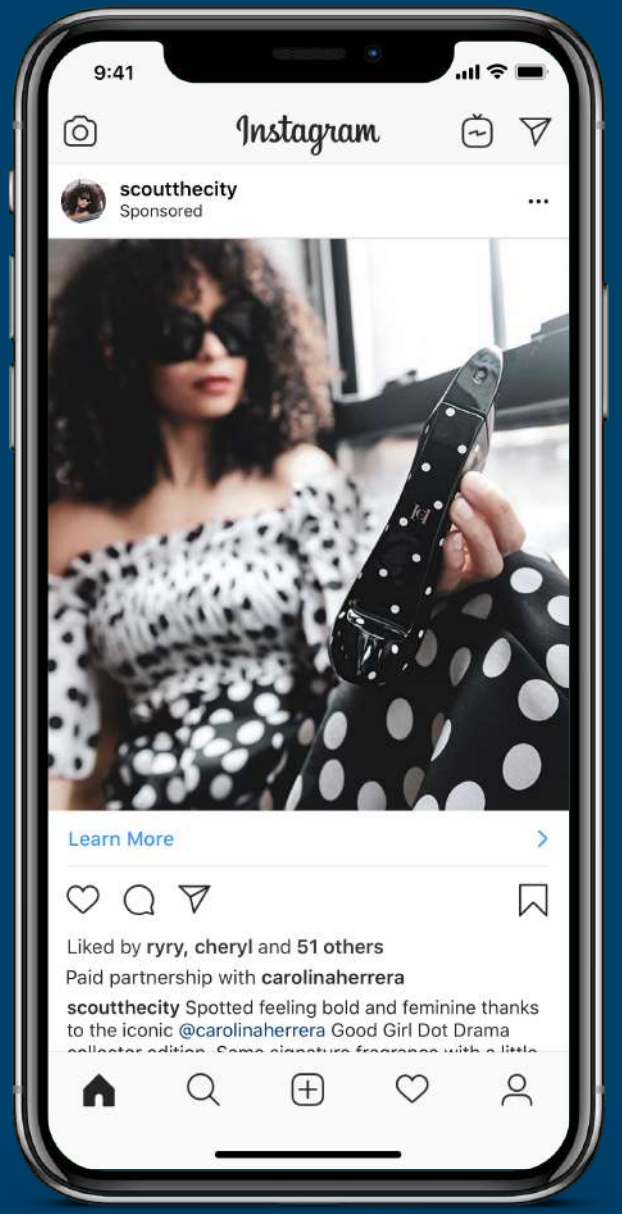
The Tension With Influencer Creative

Brand vs Influencer

Does the consumer take away the right message to drive a meaningful business impact?

Is the brand taking advantage of the Influencer by letting their authentic voice come through?



It May Be Authentic, But it also needs to be be Impactful.

Creative Best Practices For Mobile *still apply*

- Branding is critical
- Deliver key benefit early
- Size for mobile
- Sound off environment

Size for vertical, square Production

Action points

1. Innovations are part of the overall business strategy and should have the ability to contribute to business outcome.

2. Innovations are not only limited to executing new creative formats, they need to be deeply rooted in overall communication strategy.

3. Innovations should follow three guiding principles

Interactivity
Immersion
Involvement

4

Media Mix

Relook at Media Mix

Insight

Digital influence in urban consumers rises significantly, up to ~70%[1]

Implication

Realign media mix models based on the current reality of media consumption.

Guiding Principle

Reach & Cost

Metrics that matter

Principle 1- Evaluate Reach and cost with Cross Media Method

ACCOUNTING FOR PREDISPOSITION & OTHER INFLUENCES AVOIDS OVER-CLAIM

Campaign

Ongoing influences

Underlying involvement

USING A MEASURE OF OTS WE ASSESS THE EXPOSURE OF MEDIA ON THE BRAND

Facebook

Print

TV

UNDERSTANDING HOW THE CAMPAIGN PERFORMS ACROSS MEDIA CHANNELS

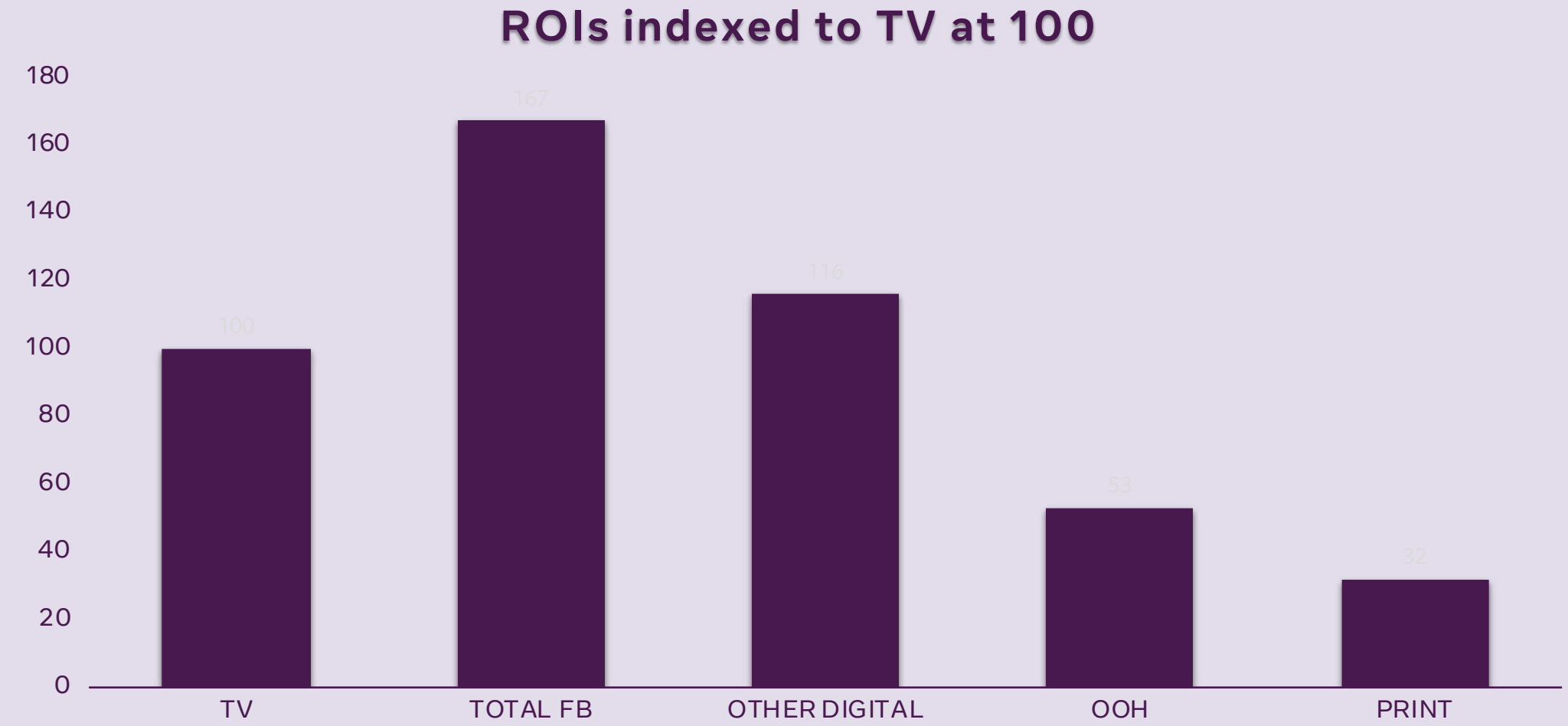
How did my campaign perform?

What role did each channel play?

What was their cost efficiency in delivering uplifts?

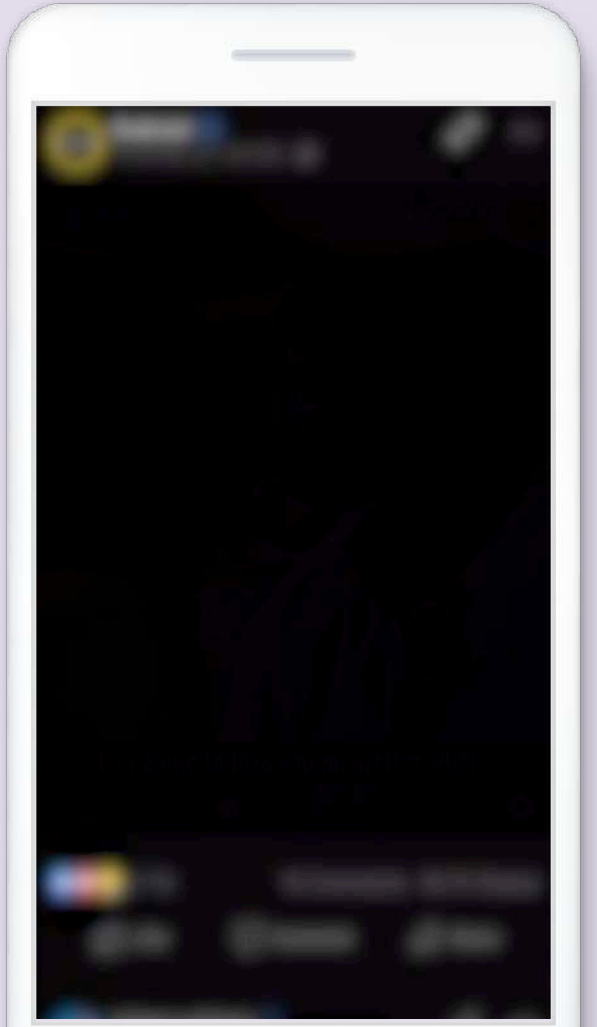
CrossMedia is a survey-based approach that quantifies the impact of multi-media campaigns (paid, owned, earned or shared) on key brand metrics and provides actionable insights to help improve media planning.

Seeing the impact of a cross media meta on one category



* Results based on CMMs on 8 F&B brands

Case study on Cross Media success



"Aashirvaad Atta has been the top atta brand in India for the last 12 years, thanks to our consumers. Facebook played a pivotal role in driving reach in this multi-channel campaign. The use of in-stream video ads was a first for the brand and we received a tremendous response. That gives us further impetus to continue to sustain this position."

—Suresh Chand, Brand Manager, ITC Foods

16-point
lift in ad recall

3-point
increase in message association

1.7-point
lift in brand awareness

79%
video view completion rate

Aashirvaad Atta as part of ITC's group of consumer goods brand used Facebook in-stream video ads as a way to drive awareness and encourage customers to participate in a contest, securing a 16-point lift in ad recall.

Source: https://www.facebook.com/business/success/aashirvaad-atta

Principle 2 – Define and measure metrics that matter

What should the media mix be needs to be measured on

Output Metrics
(Brand and Sales)

What the current media mix is being measured on

Input metrics
(Views, Clicks)

Define the right metric

1. Measure what Matters
2. Vertical/industry agnostic
3. Works for both long and short term business plans

Brand Metrics

Ad Recall
Brand Awareness
Message/Campaign Awareness
Consideration and Purchase Intent

Sales Metrics

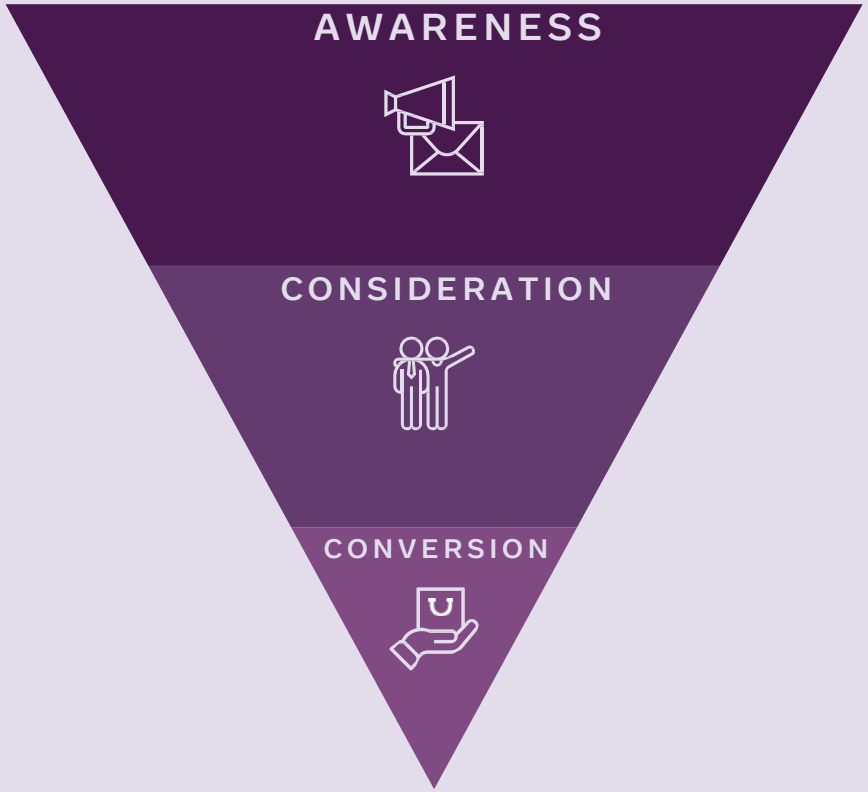
ROAS
Sales Lifts
Other surrogates to sales (booking, showroom walk in)

Tools available to measure output metrics

Solution	Provider	Platform measured	Method	Outcome metric
Facebook Brand Lift	Facebook, Nielsen, Milward brown	Facebook	Control exposed Lift	Brand Metrics
Cross Media	Milward Brown	All Offline and Digital	Regression Based	Brand Metrics
Media Mix Modelling	Nielsen, Milward Brown, Cartesian Consulting, Rainman Consulting, Agencies (x,y,z)	All Offline and Digital	Regression Based	Sales, or other metrics of interest (e.g. traffic)
Custom Mix Model	Nielsen	All Offline and Digital	Regression Based	CPG Sales (select categories)
Sales Lift	Nielsen	One channel at a time (online or offline)	Regression Based	Sales
Matched Market tests	Nielsen	One channel at a time (online or offline)	Control exposed Lift	Sales

Brand Lift studies

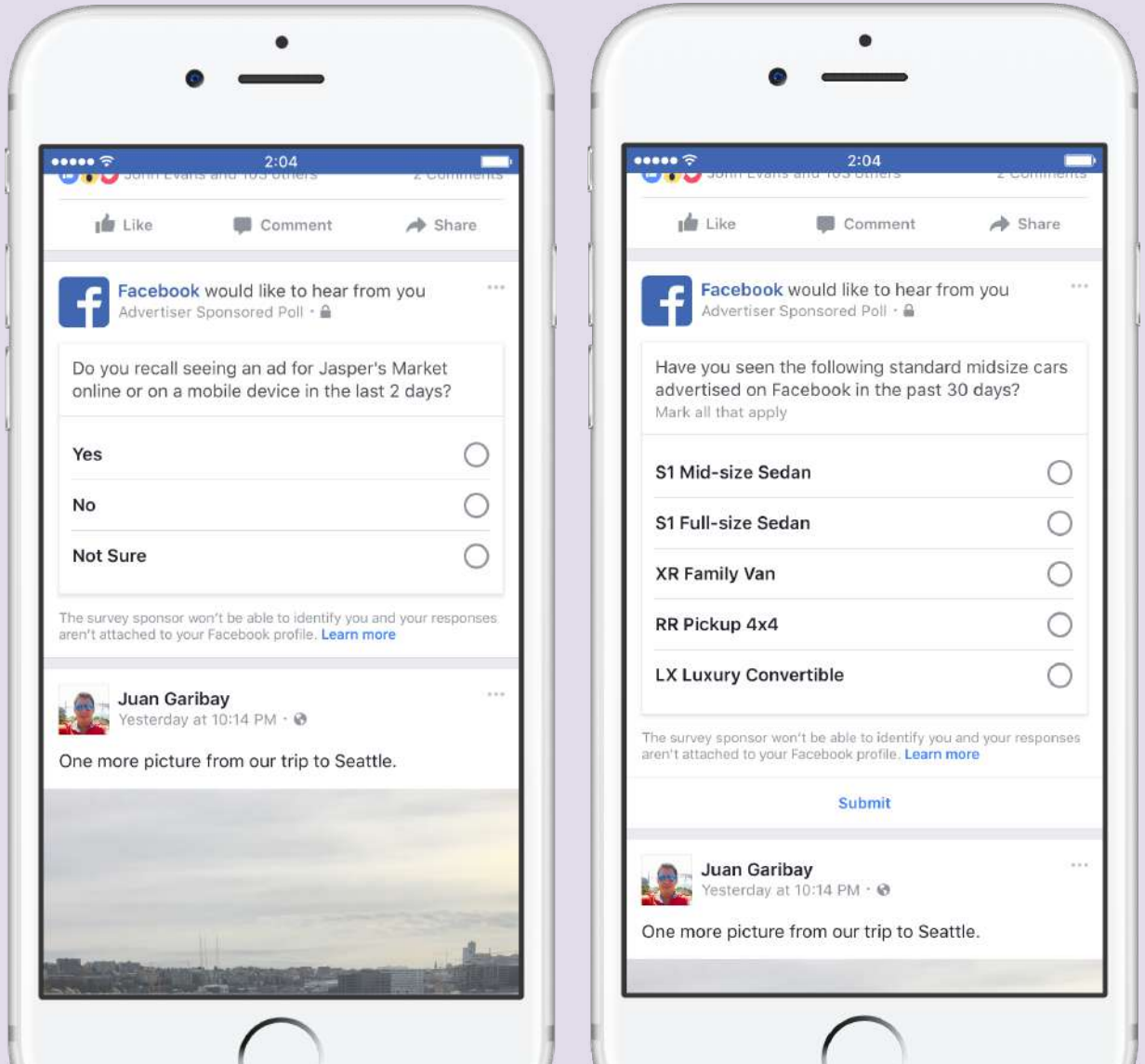
Lift studies



Measure	Example
AD RECALL **BRAND AWARENESS** Campaign Awareness	Do you recall seeing an ad for <brand> in the last 2 days?
MESSAGE ASSOCIATION Message Recall Attribute Favourability	Which brand do you associate with -----?
PURCHASE INTENT Recommendation Preference	Will you buy <brand> the next time you shop for <category>?

Facebook Brand Lift

PICK A SOLUTION



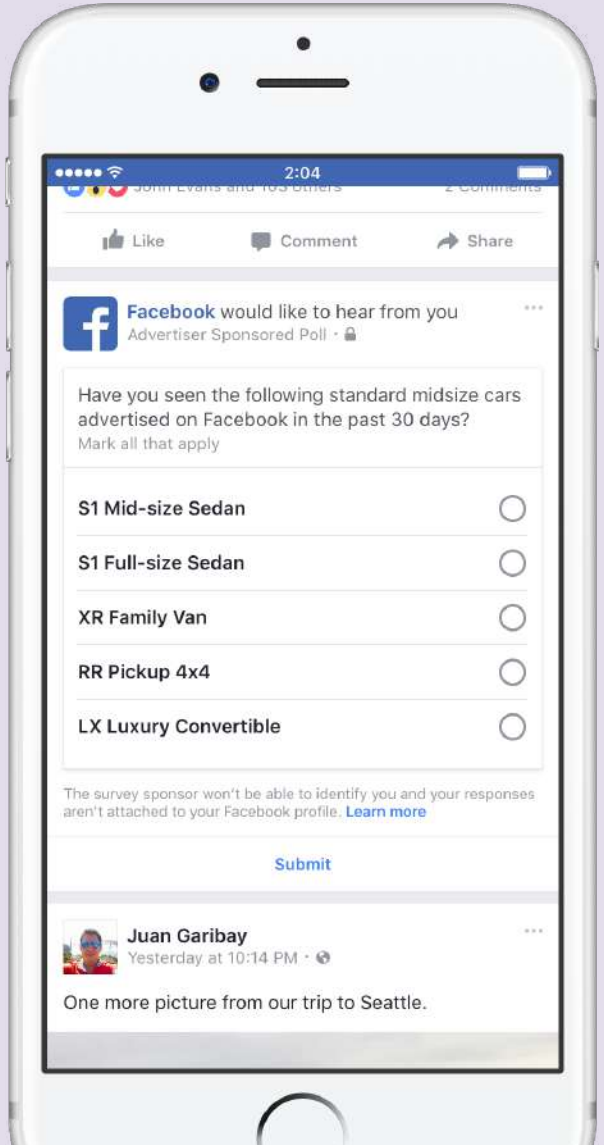
VIA FACEBOOK ACCOUNT TEAM:

1. Set up by Facebook account team
2. Full PowerPoint results report
3. Up to three questions available (Ad Recall is compulsory)
4. Reporting is provided once 250 responses have been collected across the test and control groups
5. Facebook norms available for benchmarking directly in the report
6. Minimum 3 business days for approval and setup

Nielsen Brand Effect

PICK A SOLUTION

Representative results with third party brand lift studies with Nielsen Brand Effect



nielsen

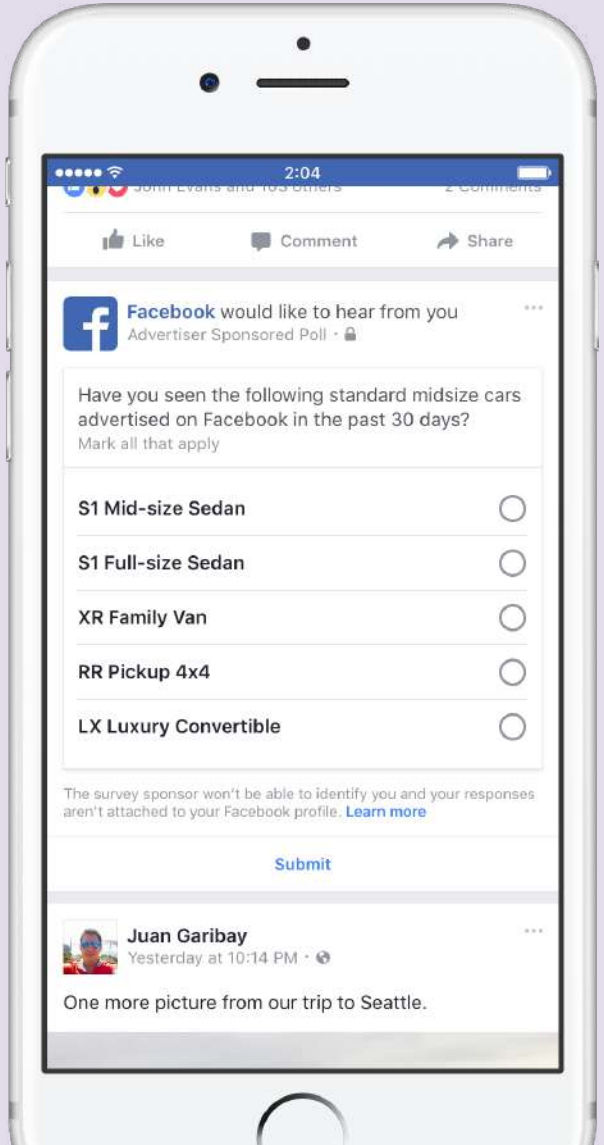
NIELSEN BRAND EFFECT:

1. Polls run and results verified by Nielsen
2. Full PowerPoint results report
3. Up to three questions (Ad Recall compulsory)
4. Nielsen Facebook norms available for benchmarking

Millward Brown Brand Lift

PICK A SOLUTION

Representative results with third party brand lift studies with Millward Brown Brand Lift Insights



MillwardBrown

MILLWARD BROWN DIGITAL: BRAND LIFT INSIGHTS

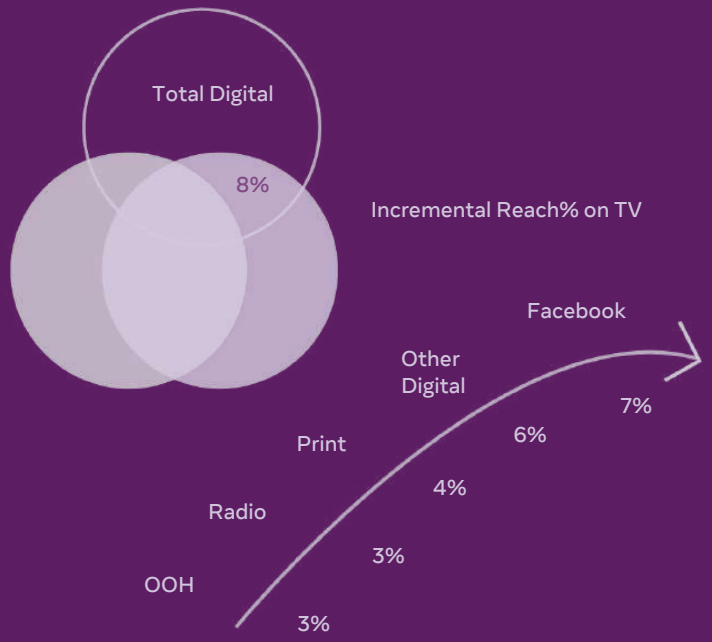
1. Polls run and results verified by Millward Brown
2. Full results available via PowerPoint report which can be presented by representative
3. Three questions (Ad Recall compulsory)
4. Up to five poll questions
5. Mid-campaign reads available
6. Millward Brown norms available for benchmarking

Cross Media study

Media Coverage

Single source campaign GRPs

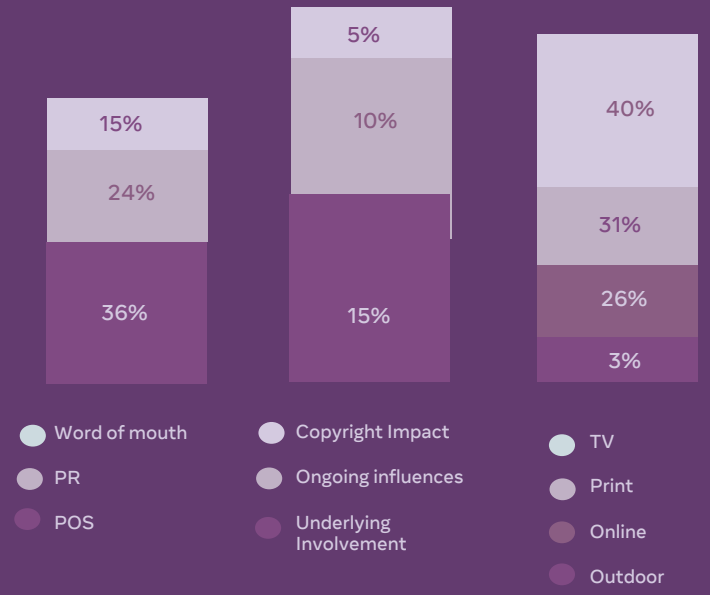
- Reach & Frequency
- Duplication/ overlaps



Impact on brand

OTS based (not recall) Regression modeling isolates –

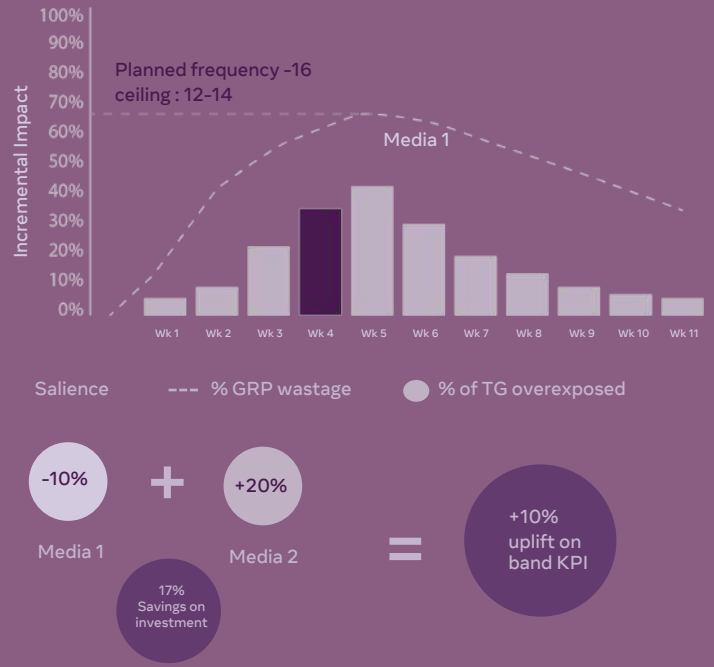
- Campaign impact on brand
- Contribution by each media



Media Budget optimization

Basis media efficiencies and effectiveness

- Diminishing return curves are prepared to suggest frequency thresholds
- And budget relocation



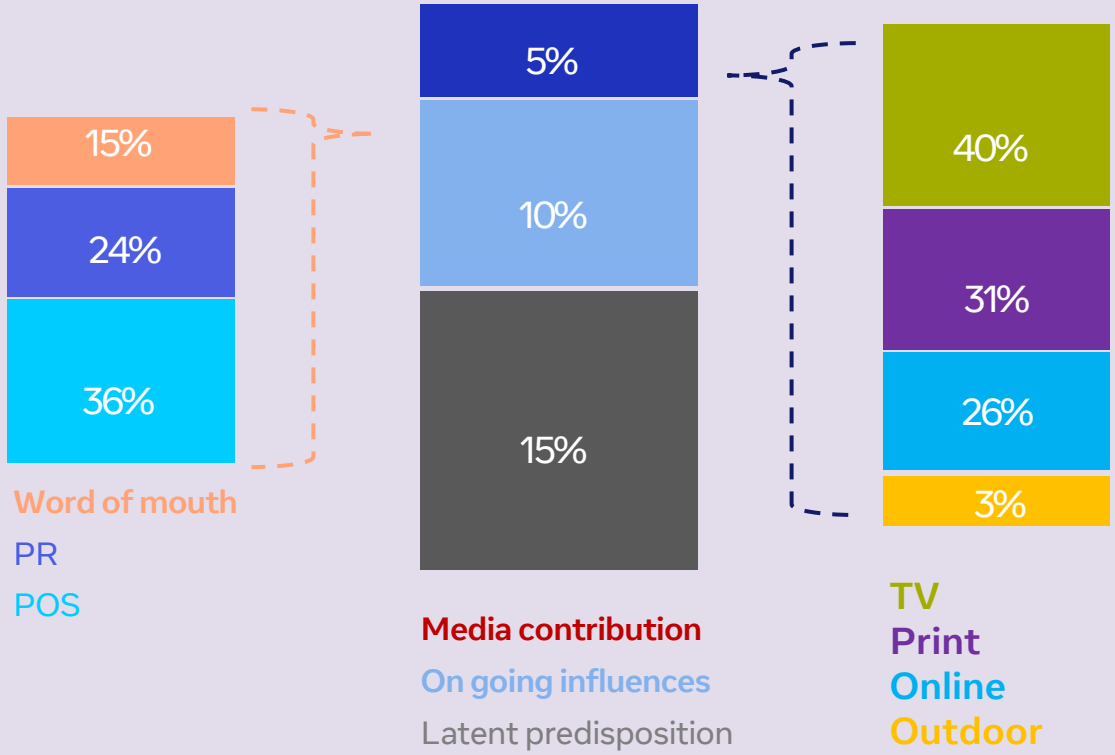
100 + multimedia India campaigns analysed across product verticals; 1000+ robust sample collected through primary research for each study

Cross Media study

Campaign Impact
Isolates media impact and Put all media (even low reach) on same playing field in terms of ability to impact the brand.

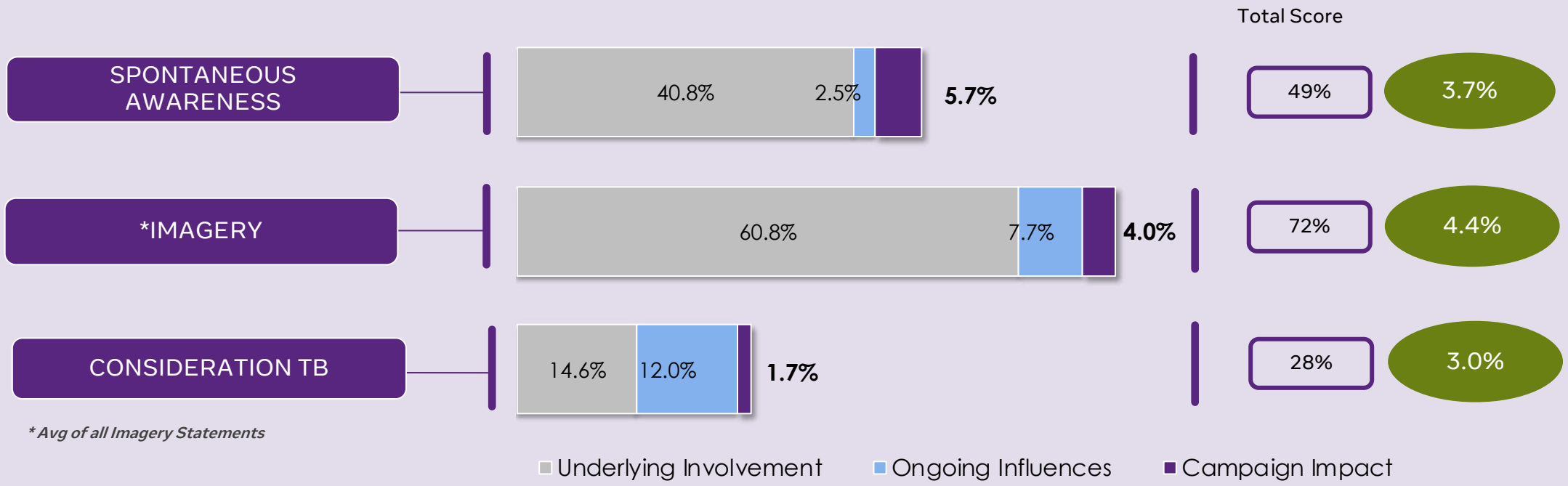
On-going Influences
Estimate the impact of non-advertising factors

Underlying Involvement
Important to understand differences in how people feel about the brand before the advertising hits.



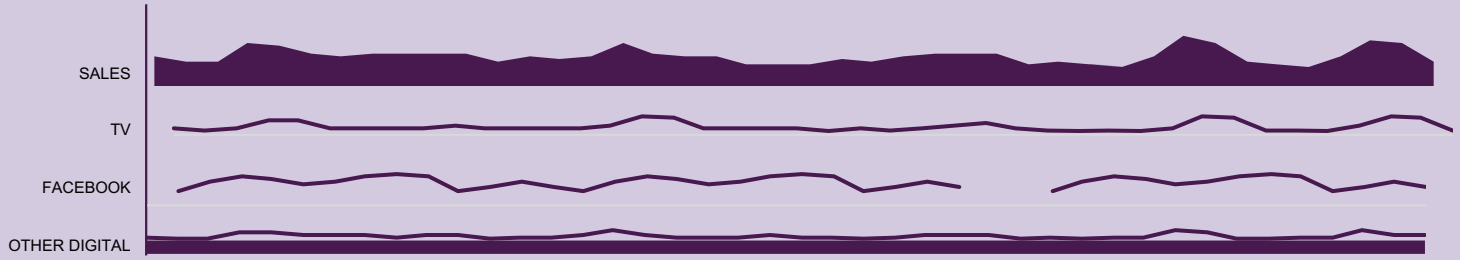
Cross Media Study

Shows overall campaign impact

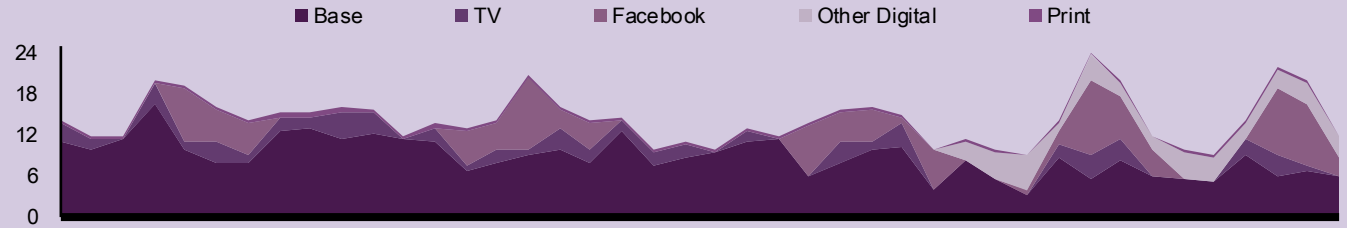


Media Mix Modelling and Custom Mix Modelling

Align sales with media, promotional, and non-marketing factors



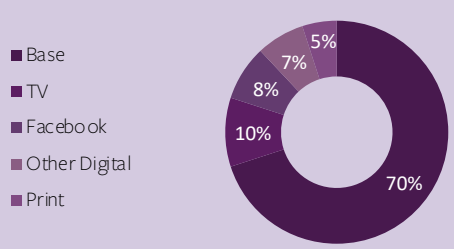
Statistically attribute results to activities corresponding to peaks and dips

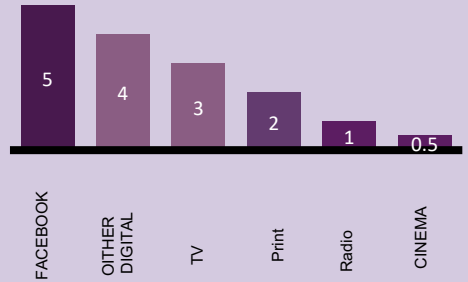


POINT IN TIME SNAPSHOT TO DECOMPOSE KPI

CALCULATE MARKETING ROI

Analyze performance





Custom panel for weekly data collection

Solving for data

14 FMCG categories/
130 brands

8 metros

16 months and
running

nielsen

nielsen

Weekly Sales Data

MMM Methodology

WEEKLY DATA - MIX MODELING

CUSTOM MIX MODELING (CMM)

Action points

- Evolve a media mix model for each brand based on tested methodologies of Reach/Cost Efficiency and Output Metrics.

- Focus on output metrics only

The New Normal Checklist

FACEBOOK

groupm

01

Segmentation

6 Brilliant basics of segmentation

Business need

Data Capability

Strategy

1st-2nd-3rd Party

data Signals

Placement

02

Performance

6 tools of performance basics

Fuel the funnel

Allow products to find people

Collapse the path to purchase

Stop thinking offline and online

Optimize for results

Measure people not cookies

03

Innovations

3 rules of innovations

Interactivity

Immersion

Involvement

04

Media Mix

2 Principles of cross media

Reach and Cost

Metrics that matter

Our sincere thanks to the contributing team

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Aishwarya Rao, Agency Partner, Facebook
Mitesh Desai, Client Solutions Manager, Facebook
Bansari Vyas, India Product Marketing Lead, Facebook
Hari Mithun Pullipati Client Solutions Manager, Facebook
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