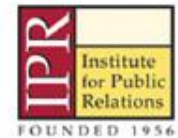




amec



8-10 June 2011, Lisbon
3rd European Summit on Measurement

Proving Your Worth

The Value of Measurement Programmes

Mark Westaby, Founder
Spectrum Consulting and AdsInsight



www.spectrum-consulting.net



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8-10 June 2011, Lisbon

3rd European Summit on Measurement

Barcelona Principle 4

Media Measurement Requires Quantity *and* Quality

- Overall clip counts and general impressions are usually meaningless. Instead, media measurement, whether in traditional or online channels, should account for:
 - Impressions among the stakeholder or audience
 - Quality of the media coverage including tone
 - Credibility and relevance of the medium to the stakeholder or audience
 - Message delivery
 - Inclusion of a 3rd party or company spokesperson
 - Prominence as relevant to the medium
- Quality can be negative, positive, or neutral



Barcelona Principle 4

Media Measurement Requires Quantity *and* Quality

- How can value be defined?
 - Not as an ‘advertising equivalent’
 - Raising awareness
 - Delivering key messages – positioning
 - Generating response
 - Driving sales
 - Achieving business objectives

 - *Response and behaviour of target audiences/stakeholders*
 - Sales/enquiries
 - Searches
 - Web analytics
 - Social media
 - Twitter
 - Facebook
 - Youtube
- } All represent value



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Media Measurement Requires Quantity *and* Quality

The power of search for determining value

- Online and social media
 - Provide a goldmine of data offering rich insight into the changing views and opinions of consumers
 - Are highly influential. Understanding what is being said about a brand is key to success
 - Drive search
- Whose opinion do consumers seek when they look for information?
 - Other consumers
- What are consumers thinking and saying about *your* brand?
- From evaluation to **actionable** insight
 - From *what is happening to my brand* to...
 - *Why might this be happening?*
 - *Where might this be happening?*
 - *What effect might this be having?*
 - *Do I need to do anything?*
 - *If so, what might I do?*



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Media Measurement Requires Quantity *and* Quality

Integrating media measurement with search



Almost everything is captured by Internet search



Barcelona Principle 4

Media Measurement Requires Quantity *and* Quality

- 11 times more websites are found through search engines than magazine advertisements
- How websites are found:
 - 46% through search engines
 - 20% through random surfing
 - 20% through word of mouth
 - 4.4% through magazine ads
 - 1.4% through television
- Purchasers are about 12 times more likely to buy products or services after finding a site through a search engine than all other traditional advertising methods combined
 - Because **most people using a search engine are actively looking for information and are ready to buy or trade**

(IMS strategies, Harris Interactive, NPD Group, Nielsen)

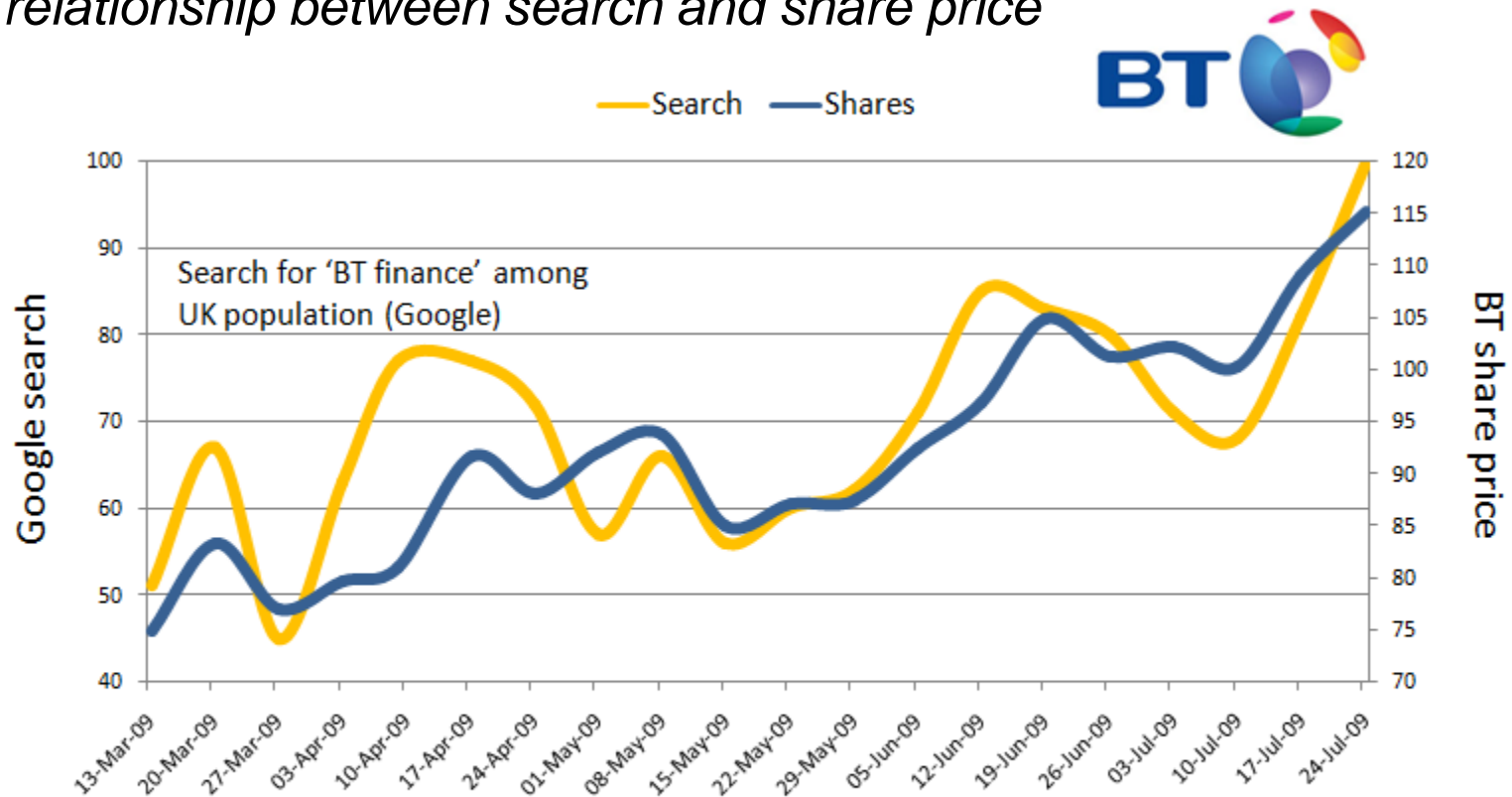
Link media measurement to search and you're directly assessing value/ROI



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Media Measurement Requires Quantity *and* Quality

The relationship between search and share price



The powerful relationship between search and share price

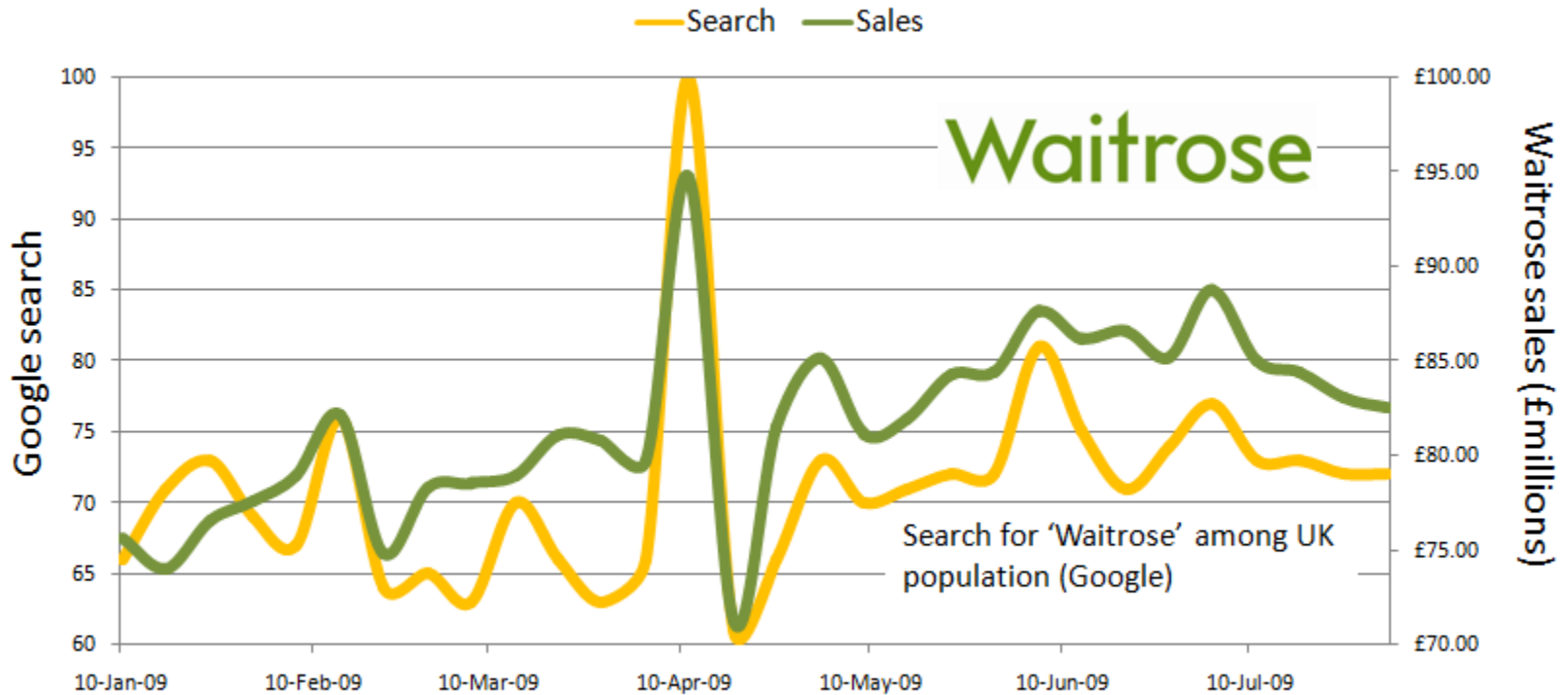
Stats: correlation coefficient = 0.78; adjusted R² = 0.602 at 99.996% confidence level



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Media Measurement Requires Quantity *and* Quality

The relationship between search and sales



Stats: correlation coefficient = 0.78; adjusted R² = 0.603 at 99.999% confidence level

Note: search figures lagged by one week from 18 April



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Media Measurement Requires Quantity *and* Quality

The relationship between search and sales

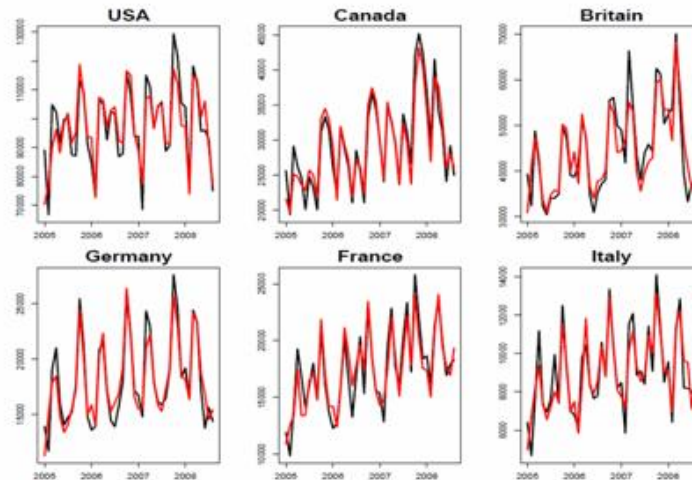
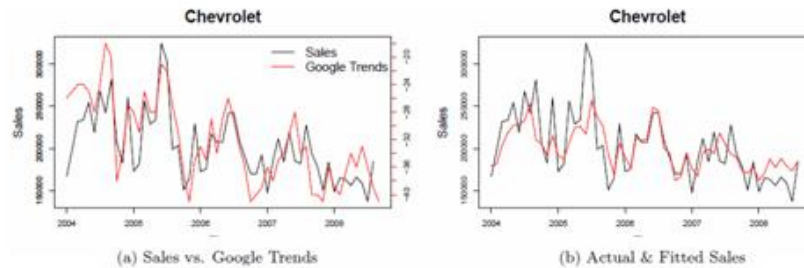


Figure 2.9: Visitors Statistics and Fitted by Country



Predicting the Present with Google Trends

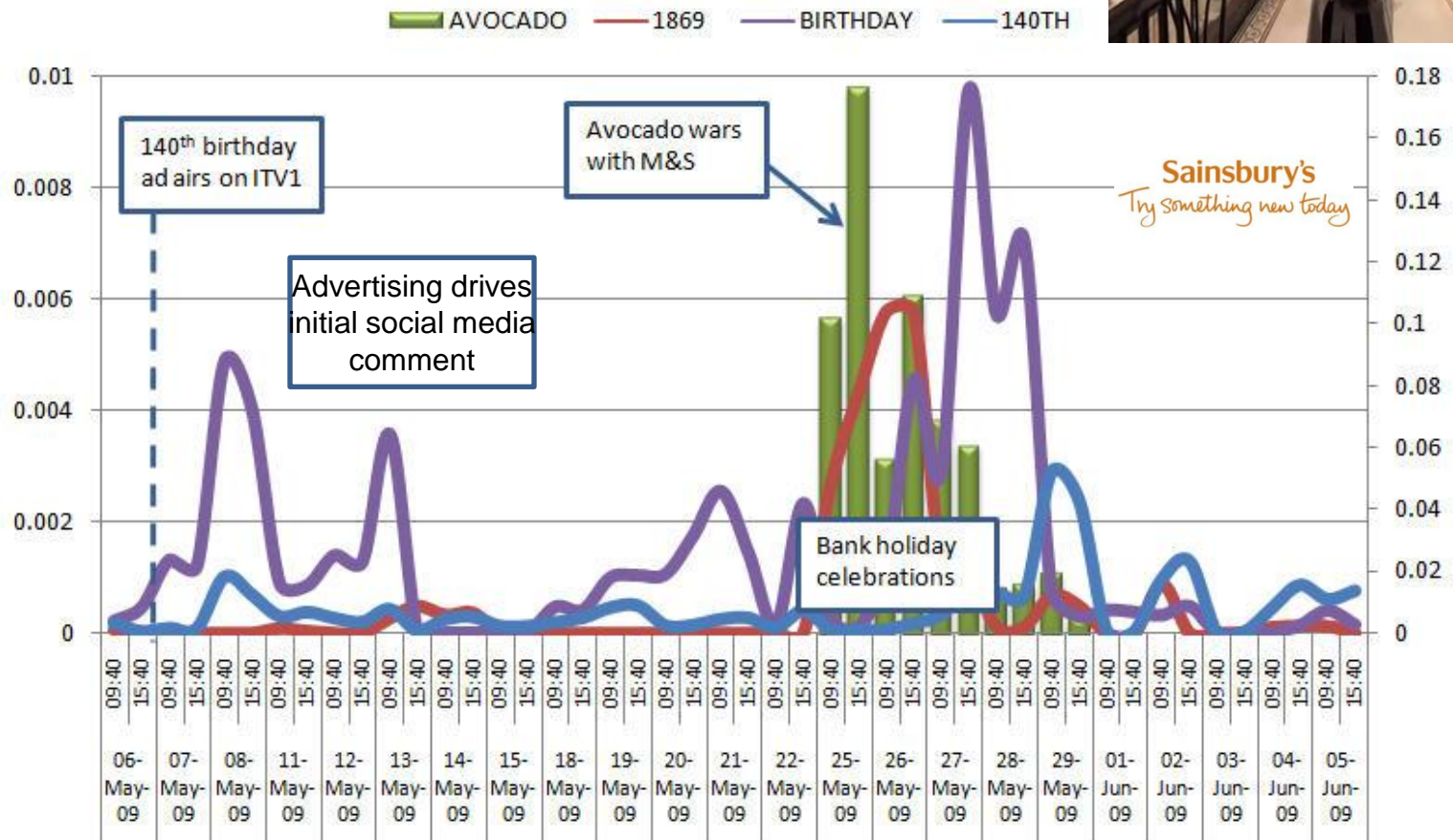
Thursday, April 02, 2009 at 4/02/2009 02:10:00 PM

Posted by Hal Varian, Chief Economist and Hyunyoung Choi, Decision Support Engineering Analyst



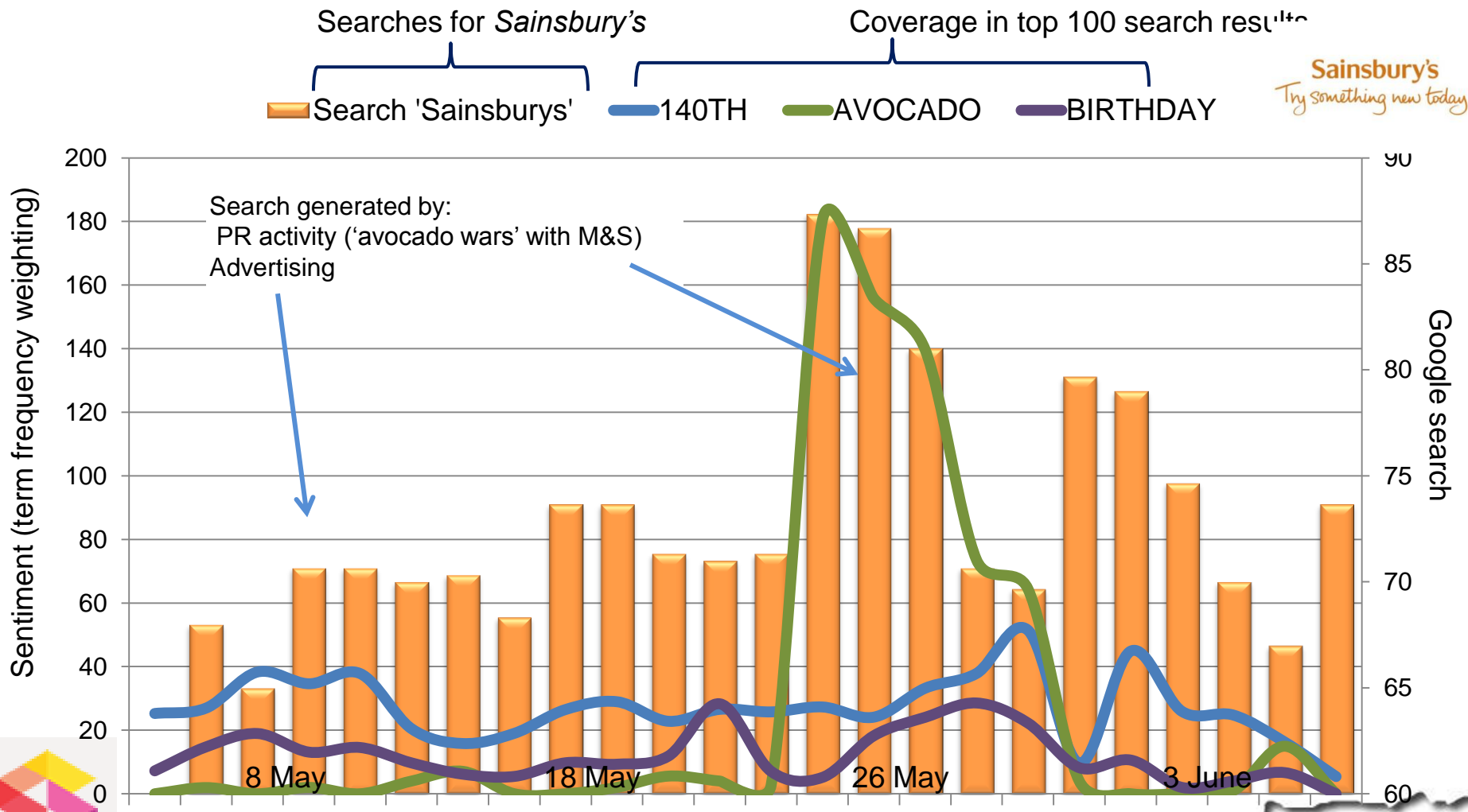
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Sainsbury's 140th birthday campaign: comparing results generated by tv ad with PR-generated activity



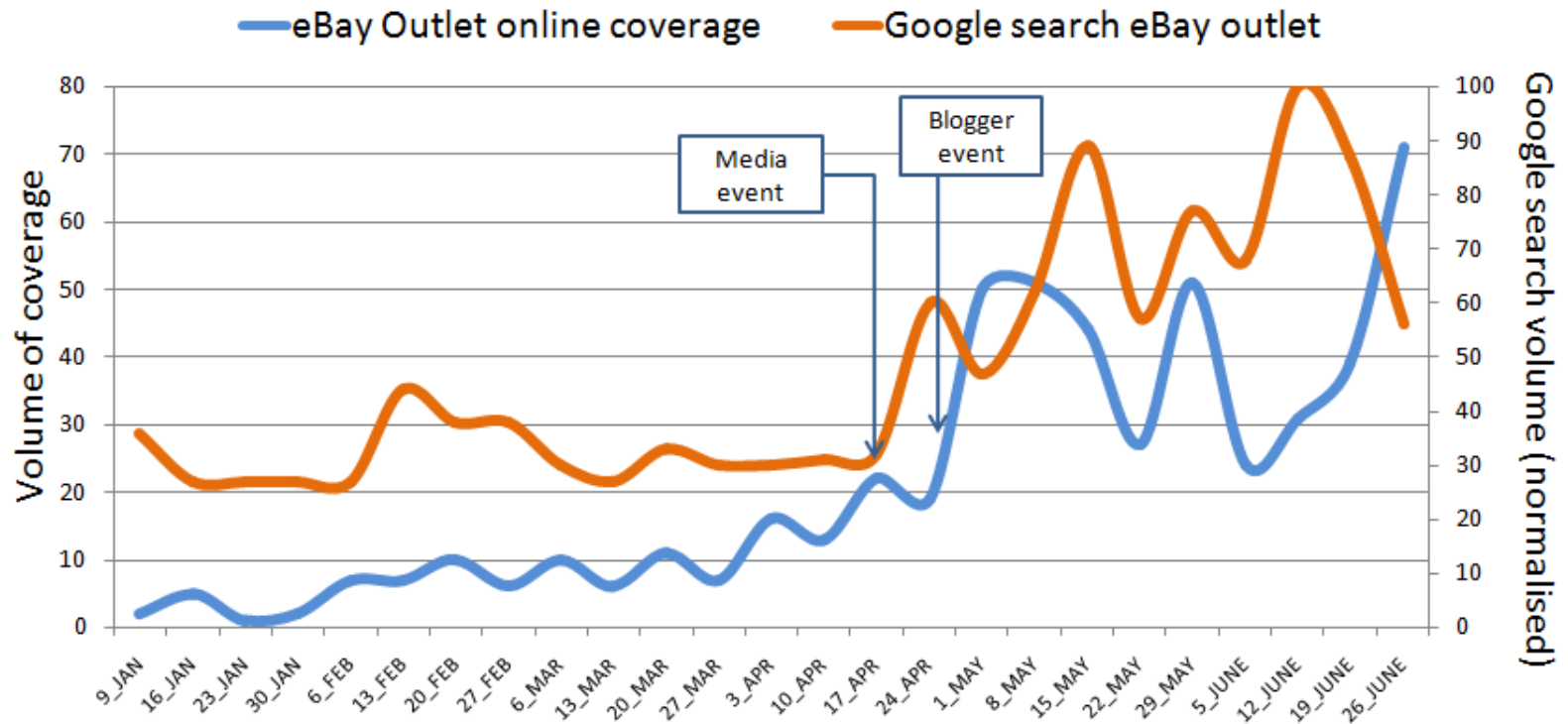
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Comparing search generated by Sainsbury's 140th birthday advertising versus PR activity



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Online/social media coverage for eBay Fashion Outlets versus Google search

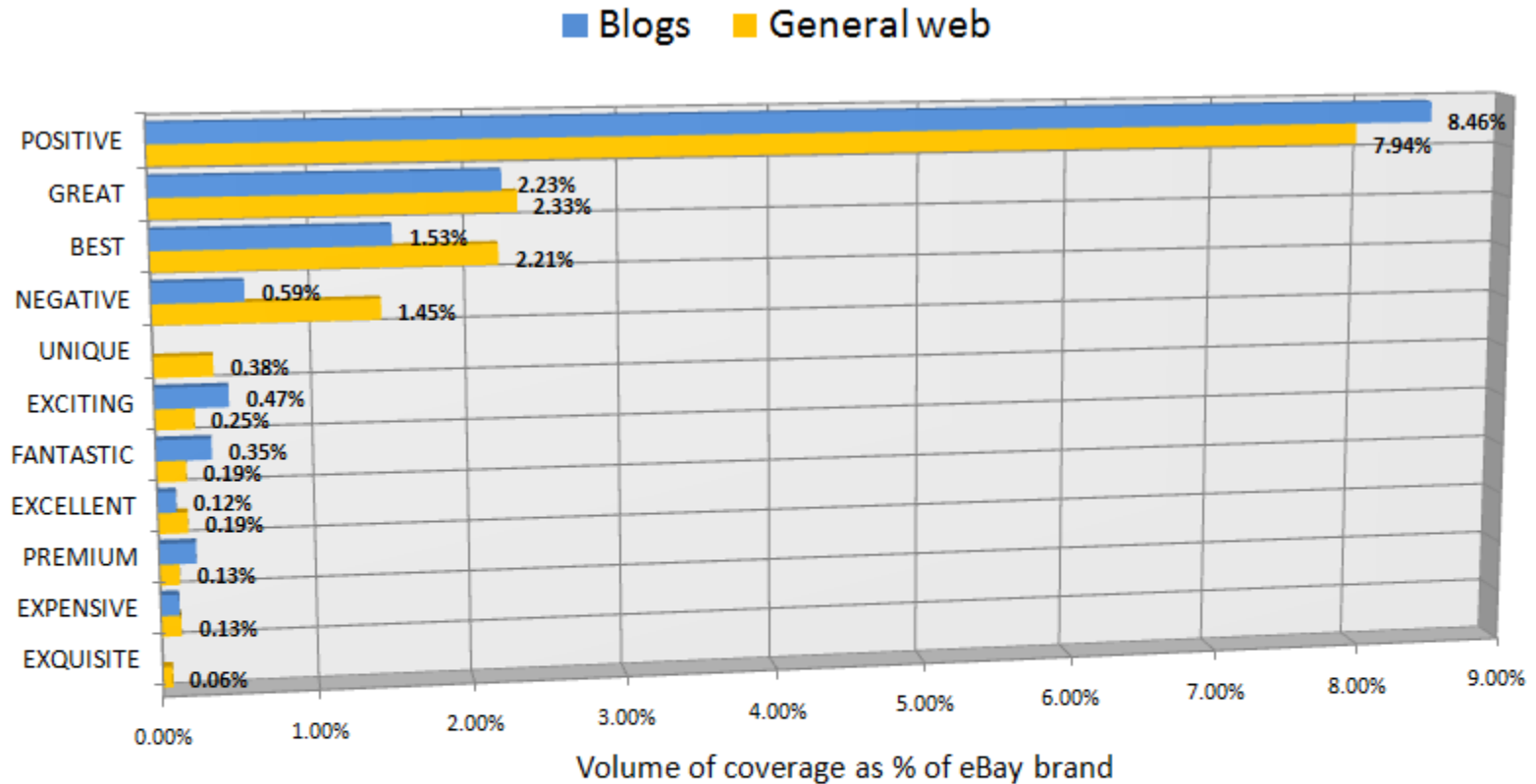


- The above chart shows the volume of online and social media coverage for eBay (fashion) outlet against Google search for eBay (fashion) outlet
- From this we can determine that:
 - Google search rises dramatically following media and blog events
 - Search and online/social media ‘interact’ – each drives the other



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It's not just about positive and negative: tone and positioning of eBay fashion outlets



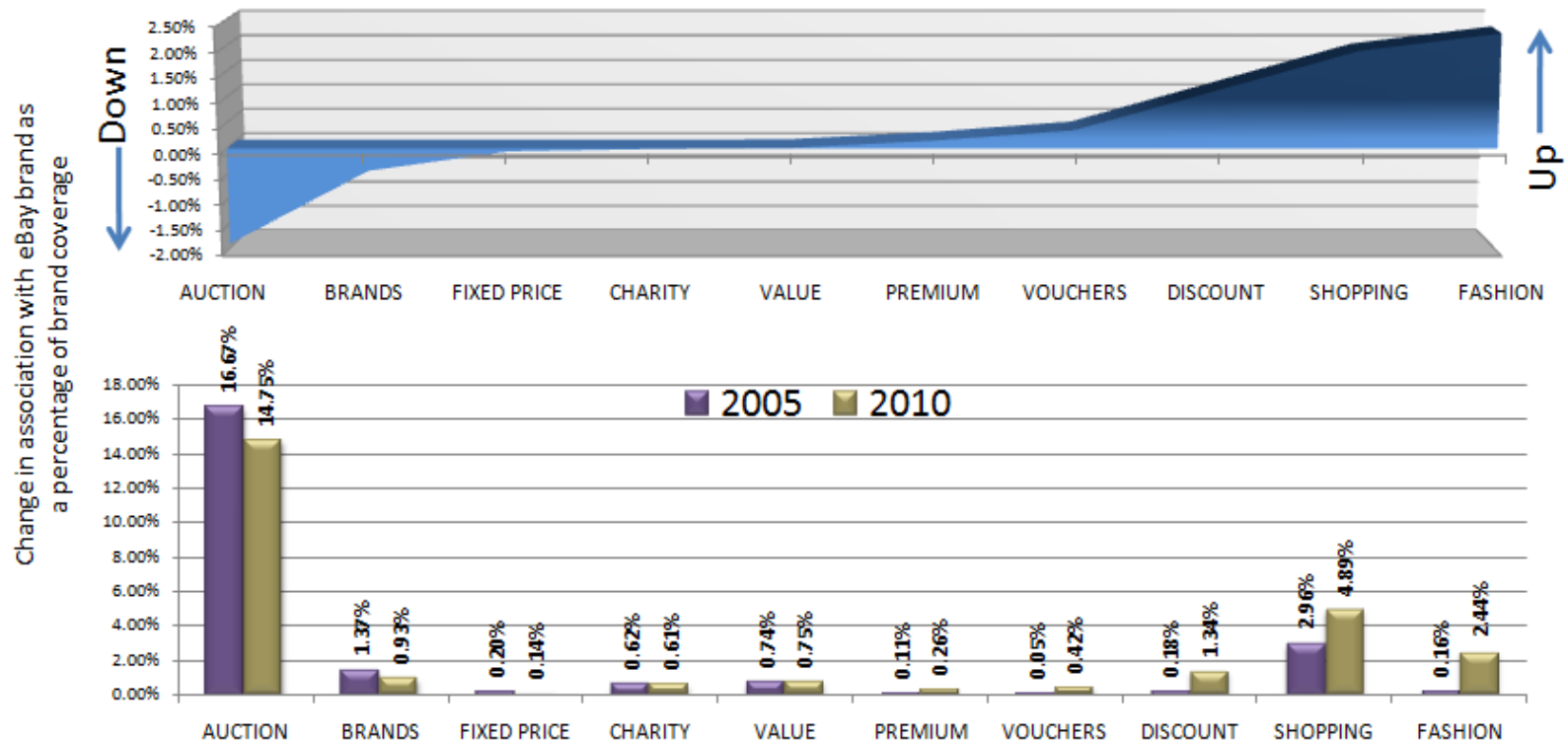
- The above chart shows the tone and positioning of eBay fashion outlets on the general web and blogs
- From this we can determine that:
 - Overall response to eBay fashion outlets is strongly positive, especially in blogs
 - Positioning is driven mainly by rational rather than emotional values



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Another way of measuring 'value': change in positioning of eBay over past 5 years

Base: eBay in online and social media in 2005 and 2010



The above charts shows how the positioning of eBay has shifted in online and social media over the past five years. eBay's association with 'auctions' has declined by 2 per cent while its association with 'fashion' has increased by almost 2.5% over the same period. Despite this, eBay's overall association remains strongly as an auction site, so there remains a great deal of work to be done to continue to shift this positioning.



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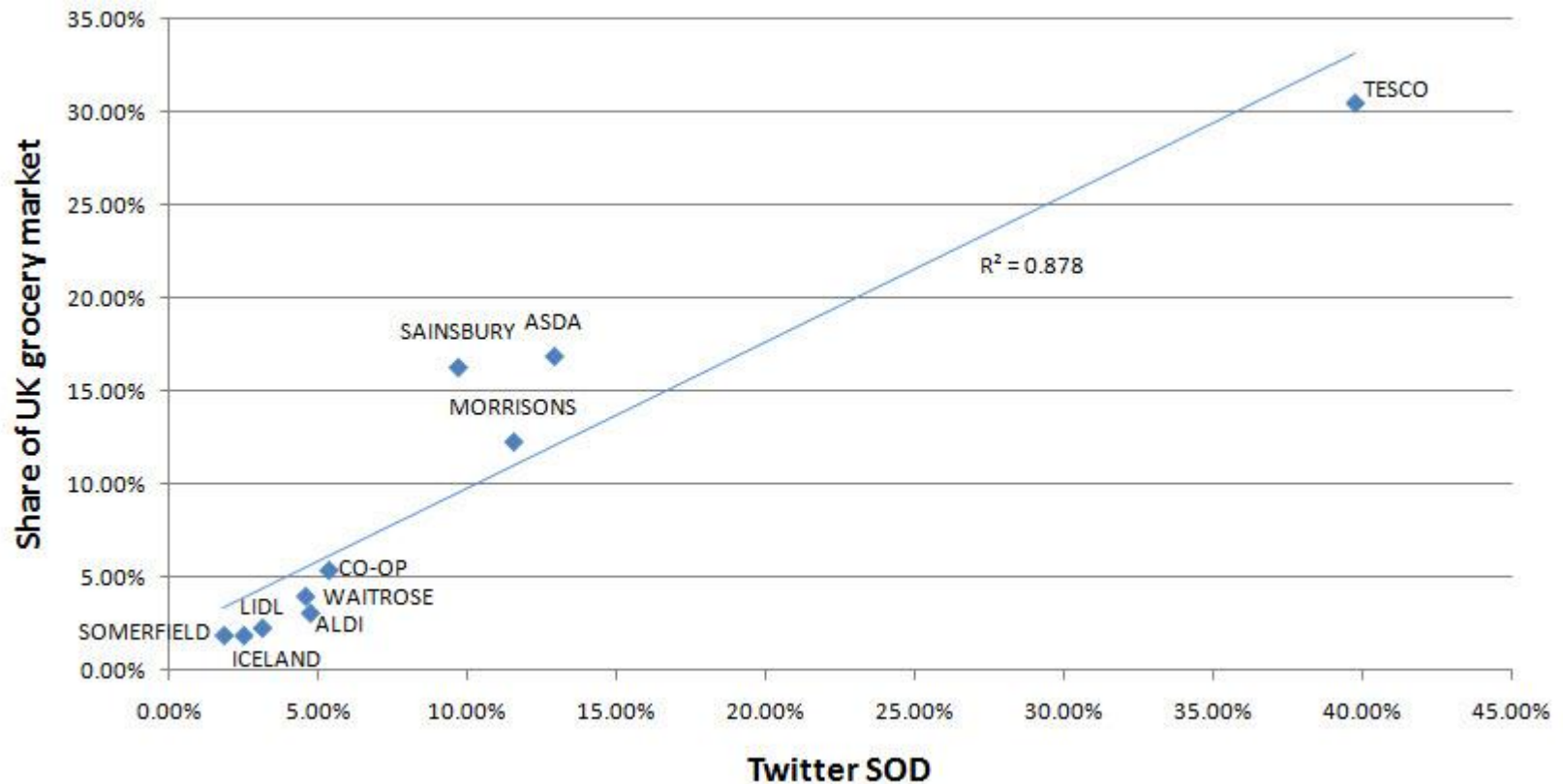
Using Twitter for insight on value

- Major benefits of Twitter:
 - Millions of users across range of demographics
 - Highest proportion of users aged 18 – 34
 - Those aged 35 + are fastest growing demographic in the UK
 - Twitter is fastest growing social networking site in the UK
 - Updated regularly and rapidly
 - Allows genuine real-time insight
 - Inexpensive
 - Can be mined as frequently as required – daily or hourly
 - Compact form encourages simple, direct comment
 - Aids use of text mining and automated sentiment analysis
 - Usernames often enable Twitterers' sex to be identified
 - Enables analysis against males and females
 - Hashtags provide useful hooks
- Some things to be aware of
 - Sample is inevitably biased
 - But market research panels are not exactly perfect and...
 - Twitter offers spontaneous and genuinely independent views and opinions with no 'lens' effect and...



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Twitter share of discussion (SOD) versus UK market share



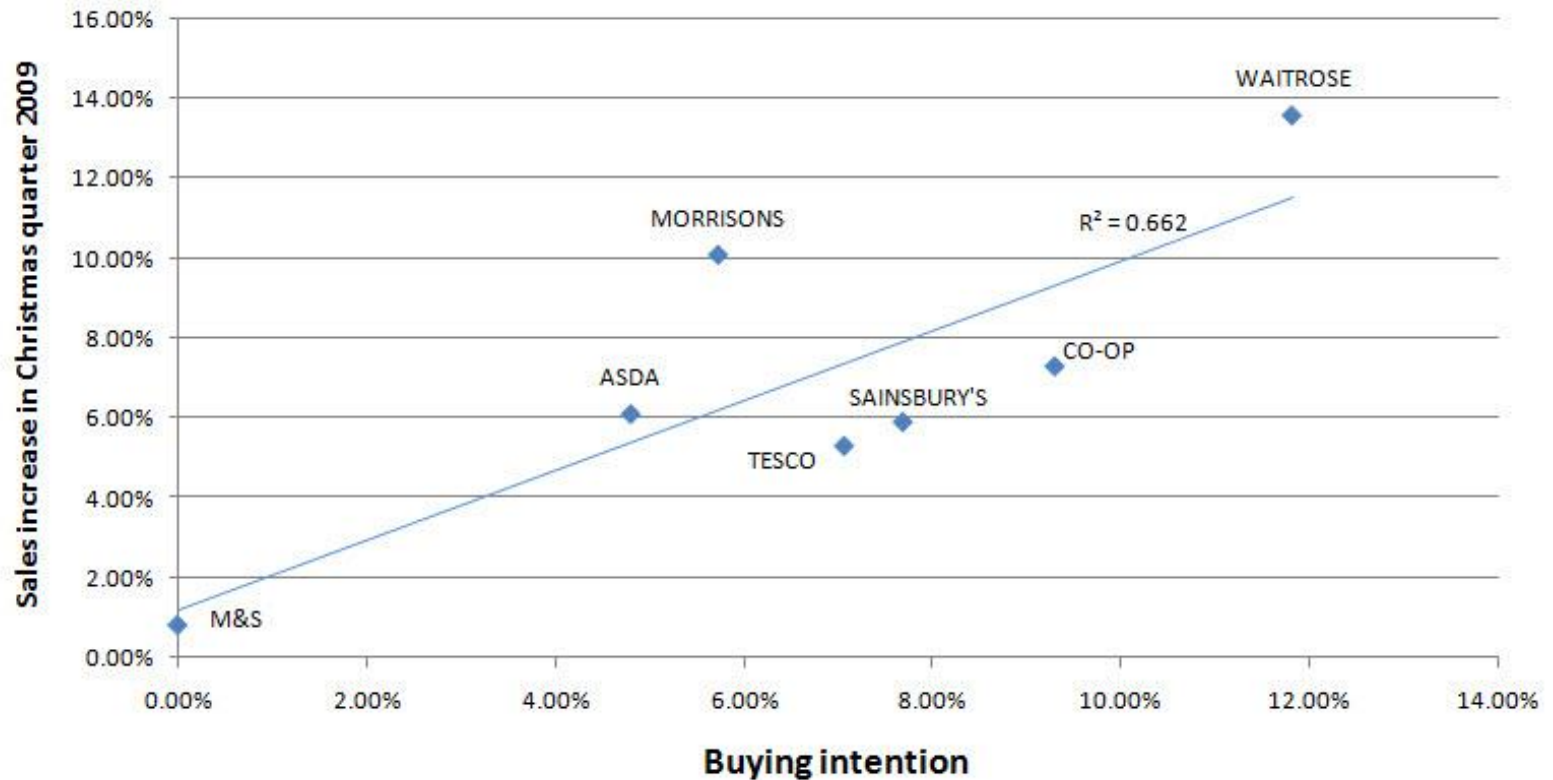
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Buying intentions versus popularity on Twitter



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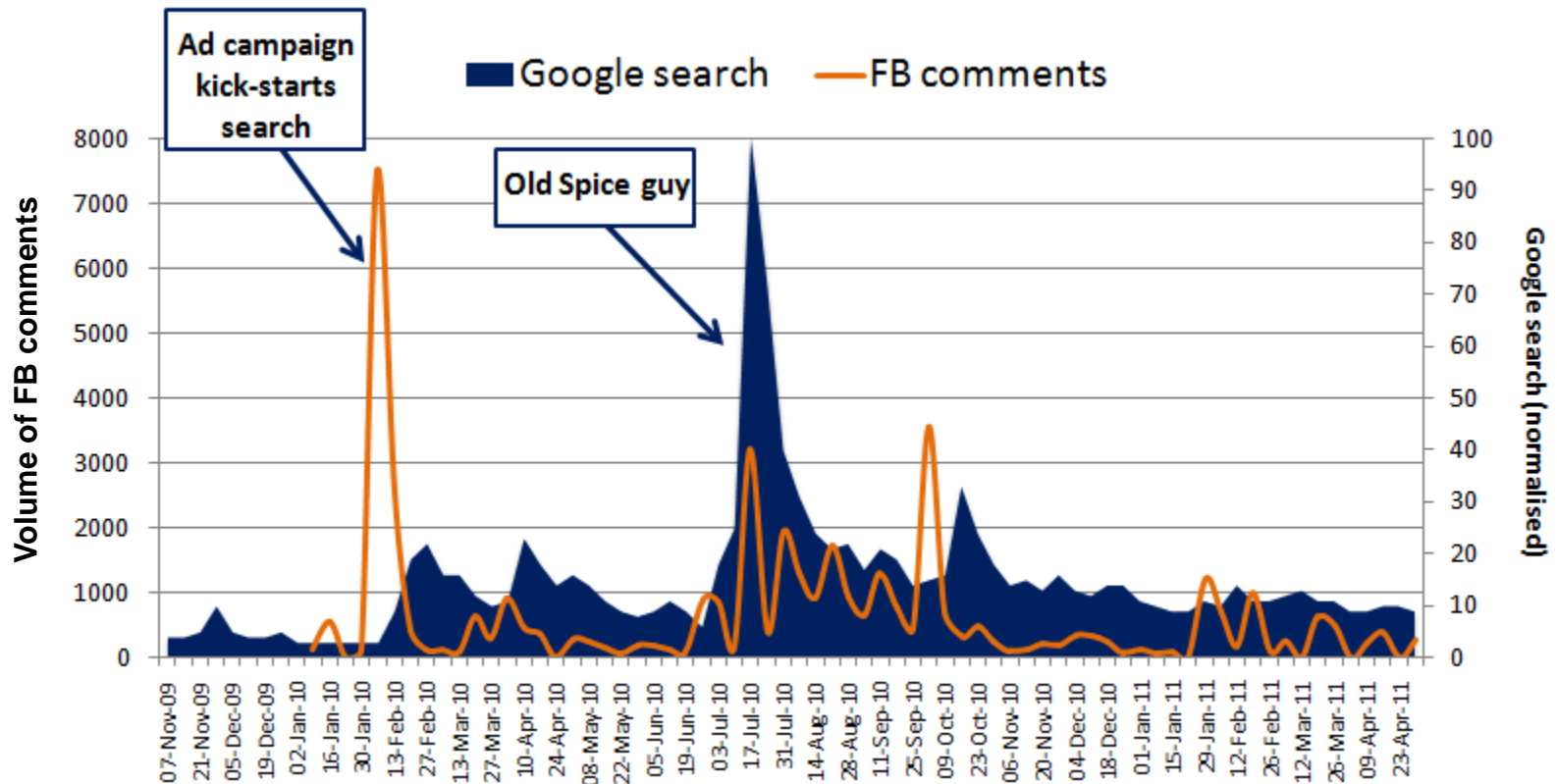
Buying intentions in twitter versus sales increase: Dec 2009



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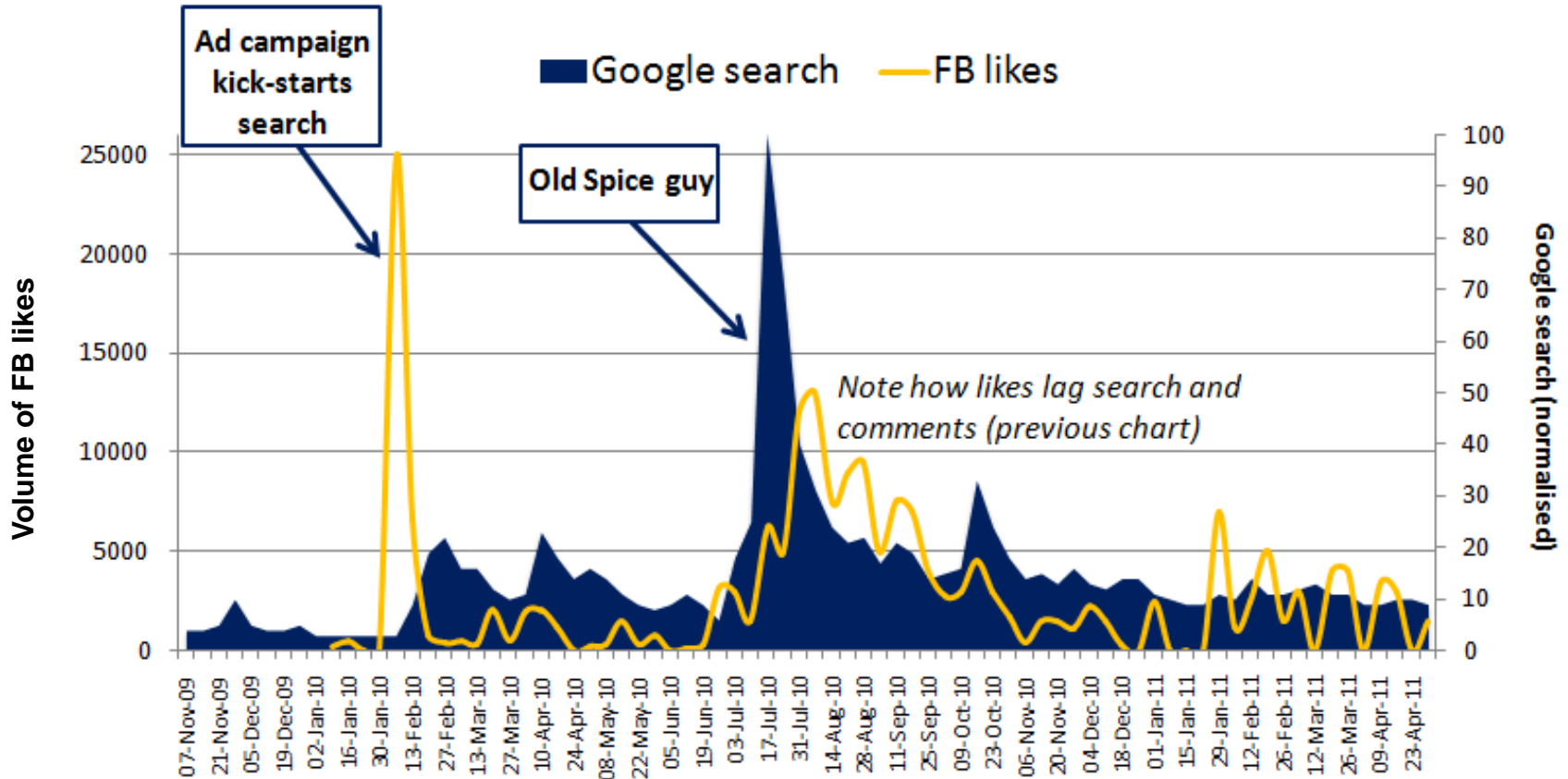
Using Facebook for insight on value

Weekly volume of Facebook comments versus Google search trends for Old Spice from 1 Jan 2010 to 30 April, 2011



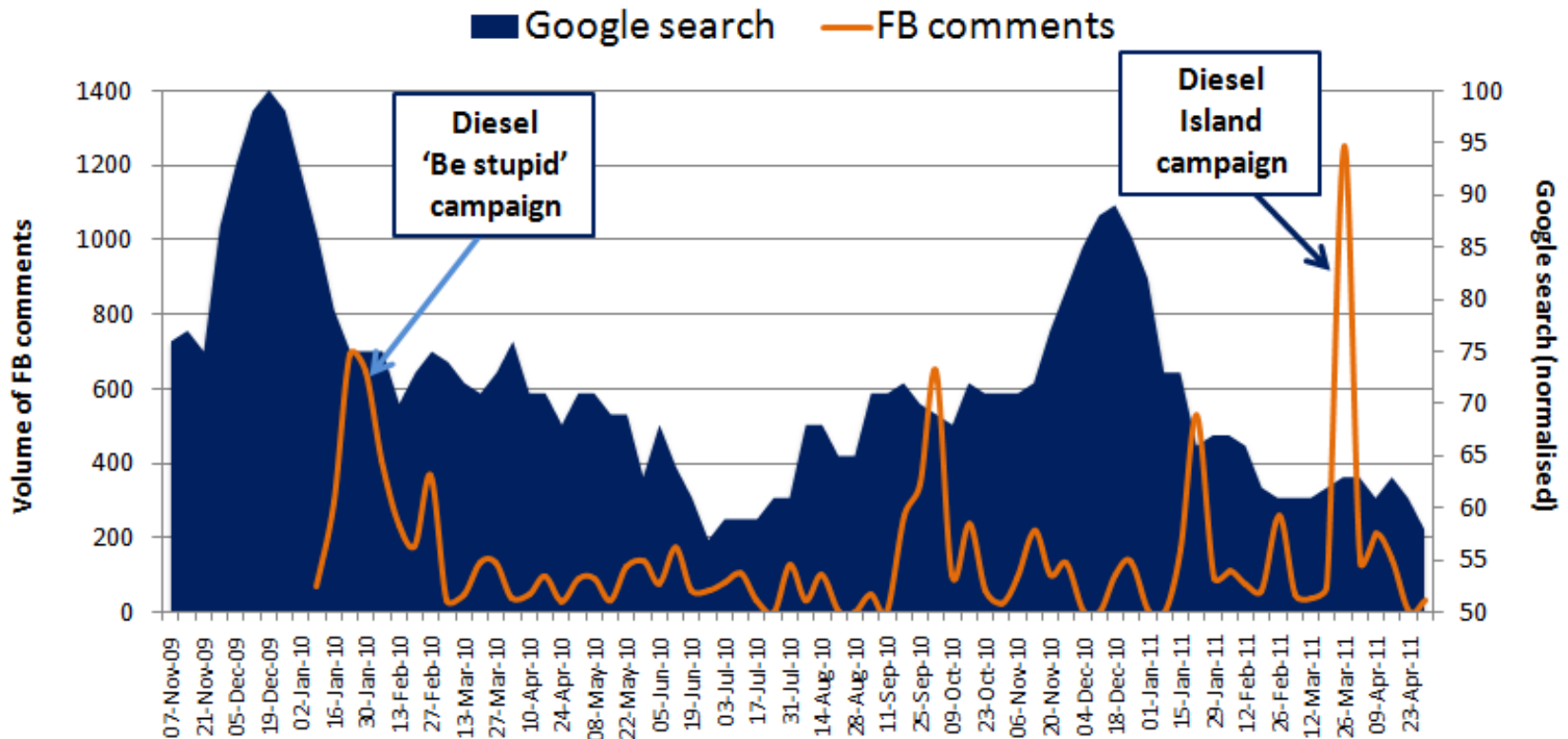
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Weekly volume of Facebook likes versus Google search trends for Old Spice from 1 Jan 2010 to 30 April, 2011



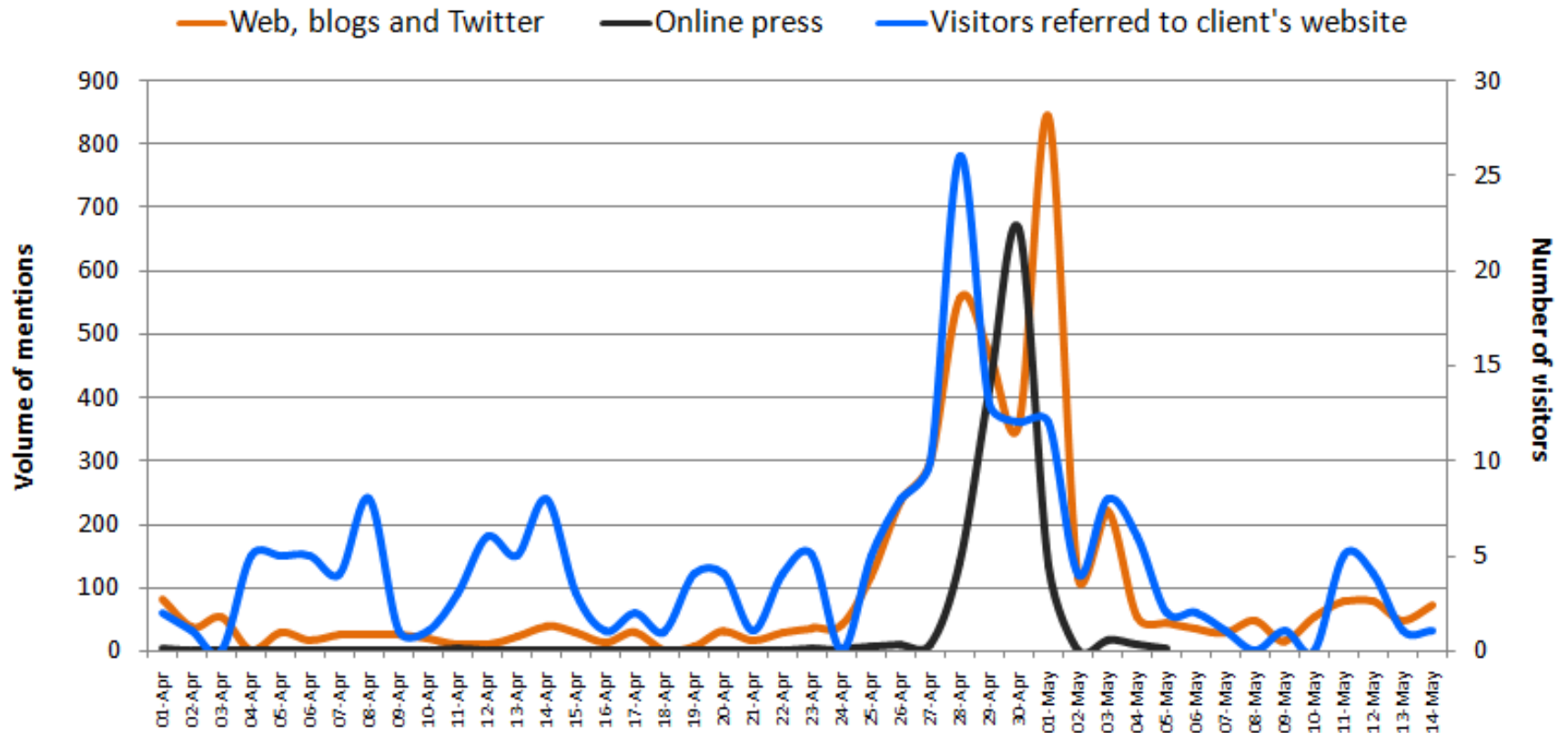
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Weekly volume of Facebook comments versus Google search trends for Diesel from 1 Jan 2010 to 30 April, 2011



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Using Google Analytics for insight on value



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Using social media to measure the quality and value of marketing activity



To view the advertisement visit:

<http://www.youtube.com/watch?v=o72M-Z6qhJg>

Number of Youtube views to date: over 131,000

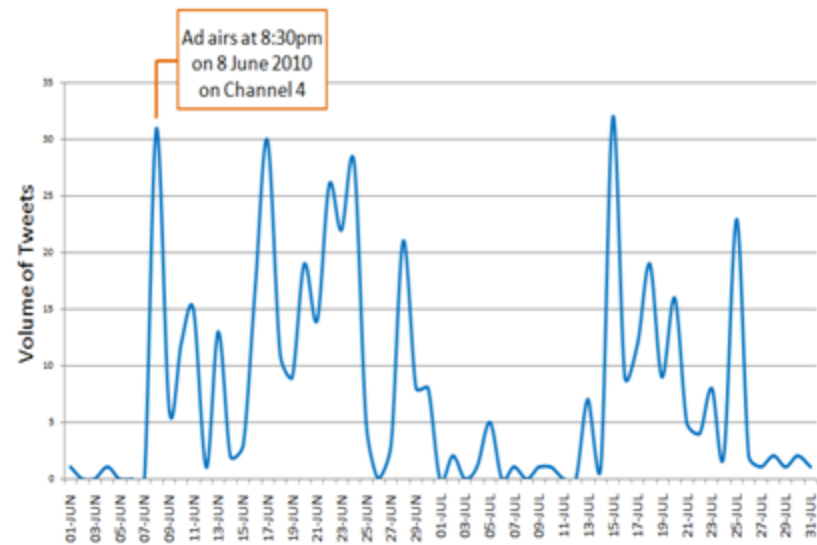
- Cadbury's Flake: widely recognised as an iconic advertisement over many decades
- 8 June, 2010: new advertisement launched on Channel 4
- Significant departure from 'traditional' Flake ads in which a woman wearing an extraordinary dress floats around on a black background
- No mention of any text or slogan aside from the image of the bar at the end of the advertisement
- Familiar music jingle replaced by a piano piece



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- Spectrum analysed Twitter and Youtube
 - Both are predominantly *consumer* generated media
 - Surprising level of segmentation can be provided without compromising privacy in any way
- Sample of 859: 67% from Twitter and 33% from Youtube
 - 29% female and 17% male
 - 19% aged up to 24 years old
 - 10% aged between 25 and 44
 - 2% aged 45 years or over
- Chart shows response on Twitter
- Note how little response decays over time
 - Almost as many tweets during July as June when the ad first aired



Response on Twitter to new Flake advertisement



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- 'Likeability' of the Flake advertisement
 - Likeability is well established as a key driver of advertising effectiveness
 - Spectrum can measure likeability directly from consumer comments on social media
 - Chart based on 859 tweets and Youtube comments using polar scales of love-hate, like-dislike and positive-negative
 - Powerful emotional response to the ad: over 13% referred specifically to having either a 'love' or 'hate' for it

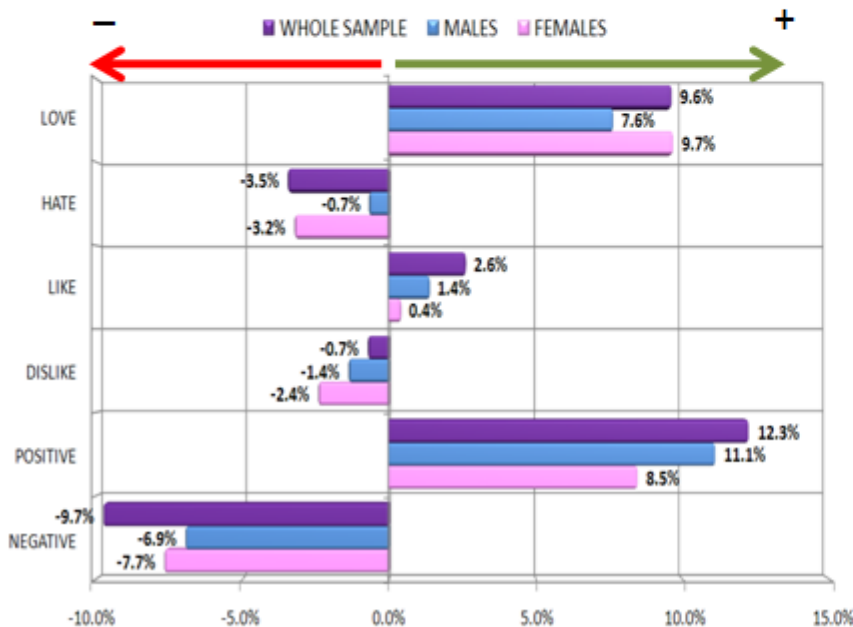


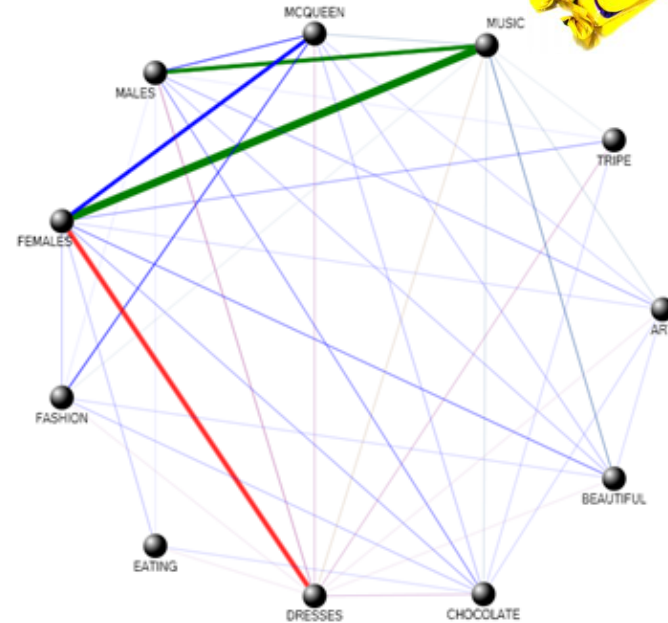
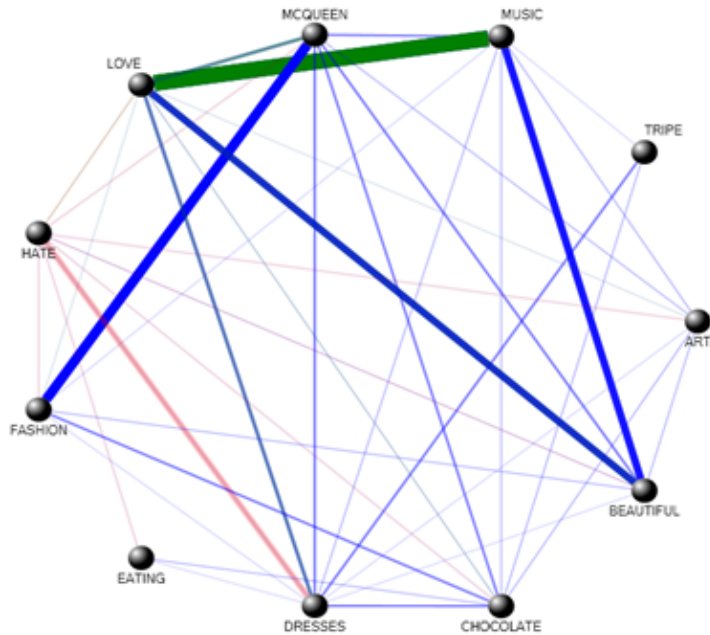
Chart on left shows overall likeability of the new Flake advertisement as a percentage of the tweets and Youtube comments analysed, by sex, across love-hate, like-dislike and positive-negative polar scales. It should be noted that the whole sample also includes cases where sex is unknown.

Table on the right shows 20 most popular advertisements about which consumers commented on Twitter in June, 2010, based on likeability

1	COCA COLA	100.0
2	NIKE	86.2
3	BUDWEISER	82.9
4	MARS	66.3
5	ADIDAS	52.2
6	ORANGE	49.6
7	SKY	49.2
8	HONDA	48.0
9	ANCHOR BUTTER	44.6
10	FLAKE	43.4
11	MULLER CORNER	42.9
12	VIRGIN TRAINS	42.2
13	TESCO	41.1
14	BIRDSEYE	39.2
15	LOREAL	37.1
16	SPECSAVERS	32.9
17	TANGO	32.5
18	T4	31.8
19	BT	30.9
20	RIBENA	29.8



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- Given strong emotional response to the advertisement, *what* was it that consumers loved or hated about it?
 - Many felt the dress was an Alexander McQueen ‘rip-off’
 - Others likened the physical appearance of the dress to ‘tripe’!
- Above charts, based on analysis of Twitter posts and Youtube comments, revealed many consumers loved the music in the ad while a significant number hated the dress
- Further analysis revealed strong negative emotions between female consumers and the dress



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What can we learn from this?

- The Flake ad generated a lot of online chatter over a significant period of time, with little drop in interest
 - Love or hate it, the Flake advertisement *engaged* consumers
 - The ad generated a powerful emotional response
- Overall response to the ad was positive, though less so from females
- The ad compared very favourably with others aired over the same period
- What could Chivas Brothers brands take away from this example?
 - ‘Traditional’ marketing activity, such as offline advertising, can be used to generate strong consumer *engagement* online
 - Engaging consumers is *the* key to online and social media success...
 - It can pay to be daring: this was a brave move away from a tried and trusted theme, but the use of a ‘sensuous female’ retained a core association with the ad’s predecessors
 - Generating emotional response is powerful – the less-than subtle hint at Alexander McQueen was key to driving online and social media comment

