

This study is brought to you courtesy of

thinkinsights  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)



# From Online to Tune-In for HGTV

Google/Nielsen  
U.S., February 2010

# Research Study - Introduction

## The Questions

1. How does a display campaign by a Cable TV Network on the Google Content Network and other ad networks influence TV Tune-In habits?
2. Will a display campaign by a Cable TV Network on the Google Content Network and other ad networks drive online behavior related to a TV show?

## The Research

1. Nielsen Online conducted research to measure the impact of large-scale online display campaign for HGTV Design Star, a returning series.
2. Nielsen compared exposed audience to control group to determine ad effectiveness on both online and offline behaviors.

# Campaign Summary



## Google Content Network:

- Target: Entertainment and Home Improvement Fans
- 10 Week Flight
- 75M+ Impressions



## Two Additional Ad Networks

- Target: Entertainment, Design, News, TV Listings and Celebrity Gossip
- 8 Week Flight
- 60M+ Impressions



## Research Methodology

# Data Collection Methodology

## Objectives:

1. Understand the impact of the advertising on HGTV and Design Star Brands
2. Determine the lift in tune-in rate for those exposed to the advertising

1

Data Collection

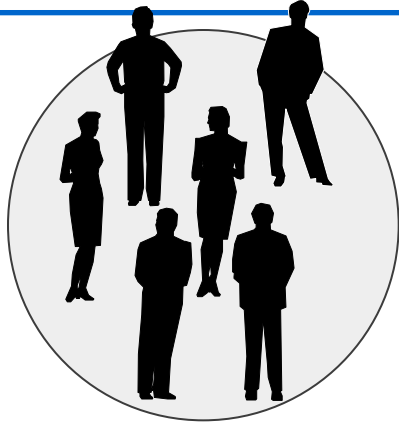
2

Ad Exposure

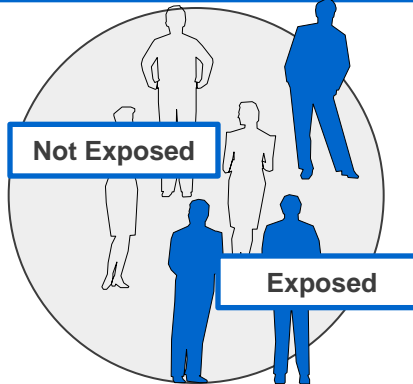
3

Survey Completion

Panelists install Nielsen PC meter;  
**Meter passively observes web behavior**, including ad exposure.



Ad exposure is detected via  
SiteCensus tags embedded in the  
creative; Test groups are flagged.



Test and control cells are emailed  
Nielsen Surveys. Data is tabulated  
by exposure groups.



# Control Cell Methodology

3 Step Process to ensure similar control and test cell composition

1 Online Behavior

2 Demographics

3 Television Viewership

| Test Cell   | Control Variables   |  |   |
|---|---|--|---|
| <b>Overall Campaign</b><br>Those exposed to the Design Star campaign, irrespective of placement.<br>n=1,627 | <ul style="list-style-type: none"> <li>• Total internet time</li> </ul>           | <ul style="list-style-type: none"> <li>• Age</li> <li>• Gender</li> <li>• Income</li> <li>• U.S. Region</li> </ul> | <ul style="list-style-type: none"> <li>• Similar HGTV viewership</li> <li>• Genre Affinity</li> </ul> |
| <b>GCN Exposure</b><br>Those exposed to the Design Star campaign <u>only</u> on the GCN. n=1,098            | <ul style="list-style-type: none"> <li>• Total GCN time</li> </ul>                | <ul style="list-style-type: none"> <li>• Age</li> <li>• Gender</li> <li>• Income</li> <li>• U.S. Region</li> </ul> | <ul style="list-style-type: none"> <li>• Similar HGTV viewership</li> <li>• Genre Affinity</li> </ul> |
| <b>Other Ad Networks</b><br>Those exposed to the Design Star campaign on non-GCN Ad Networks. n=704         | <ul style="list-style-type: none"> <li>• Total 'Other Ad Network' time</li> </ul> | <ul style="list-style-type: none"> <li>• Age</li> <li>• Gender</li> <li>• Income</li> <li>• U.S. Region</li> </ul> | <ul style="list-style-type: none"> <li>• Similar HGTV viewership</li> <li>• Genre Affinity</li> </ul> |

# A Guide to Our Findings



**#1**

Campaign Increased Tune-In to HGTV Design Star

**#2**

Campaign Was Effective in driving Females 35-54 to Tune-In

**#3**

Campaign Increased Visitation to Network and Show Websites

**#4**

Campaign Increased Search Behavior on Show-Related Queries

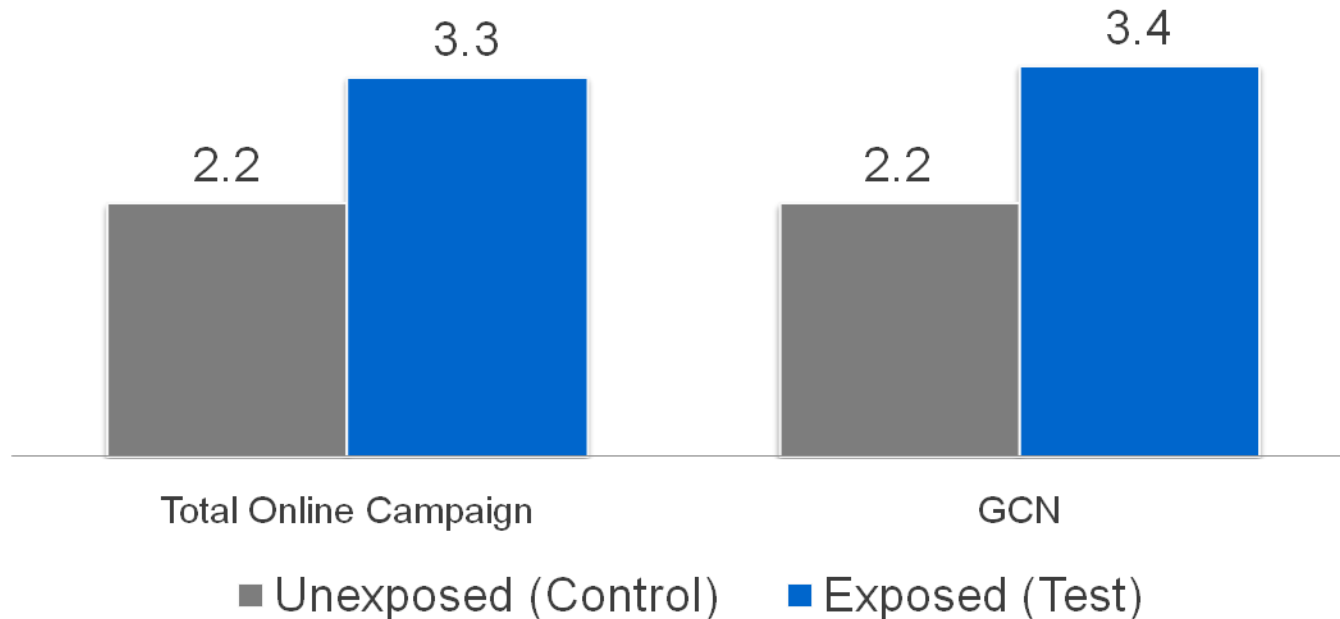




## Campaign Impact on Program Viewership

# Campaign Drove Increase in TV Show Viewership

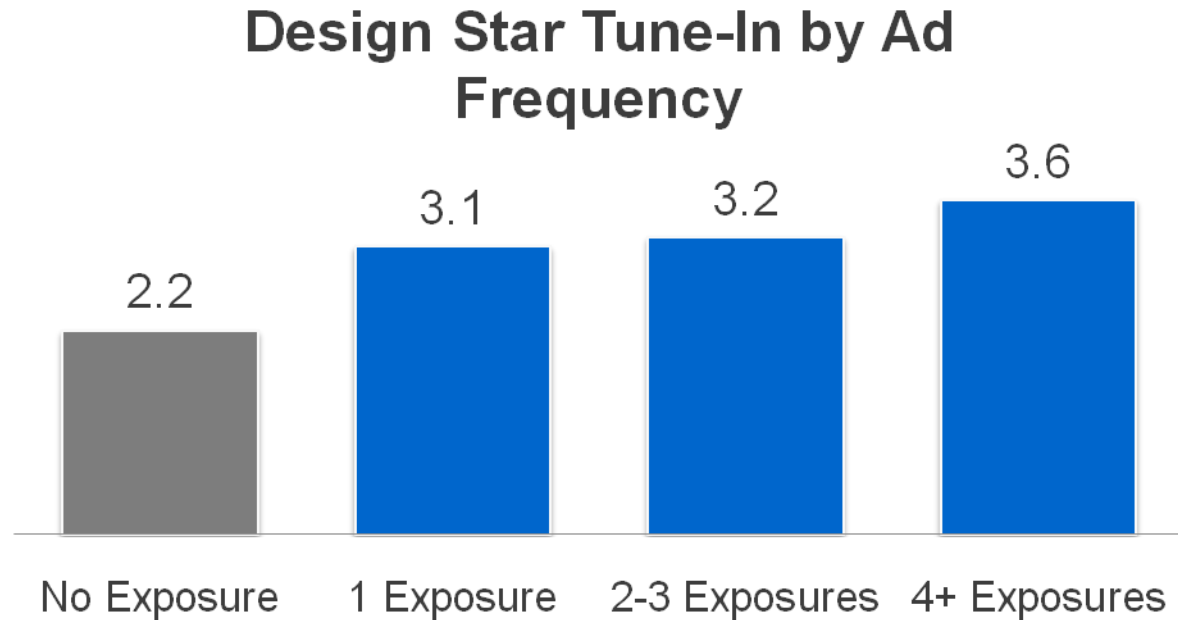
## Design Star Tune-In (unaided recall)



Exposure to Design Star Display Campaign Boosted TV Viewership by +55%

*Q: Thinking about what you watched on TV yesterday, please enter below the names of the first four programs that come to mind.*

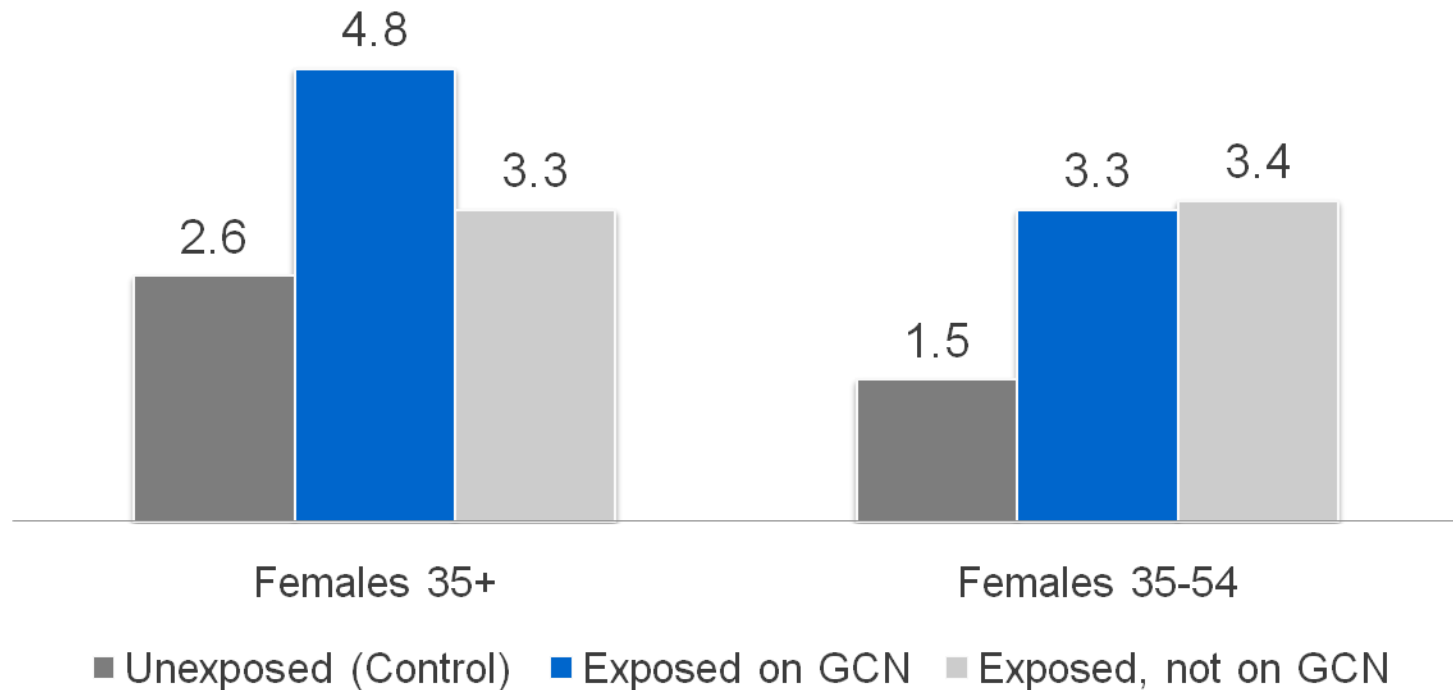
# Frequency of Ad Exposure Increased TV Show Viewership



**More Frequent Ad Exposure Lead to an Increase in Tune-In**

# Campaign Drove Increase Among Key Demographics

Design Star Tune-In (unaided recall)



Exposure to Display Ad Campaign More than Doubled Viewership Among Key Demographic\*

*Q: Thinking about what you watched on TV yesterday, please enter below the names of the first four programs that come to mind.*

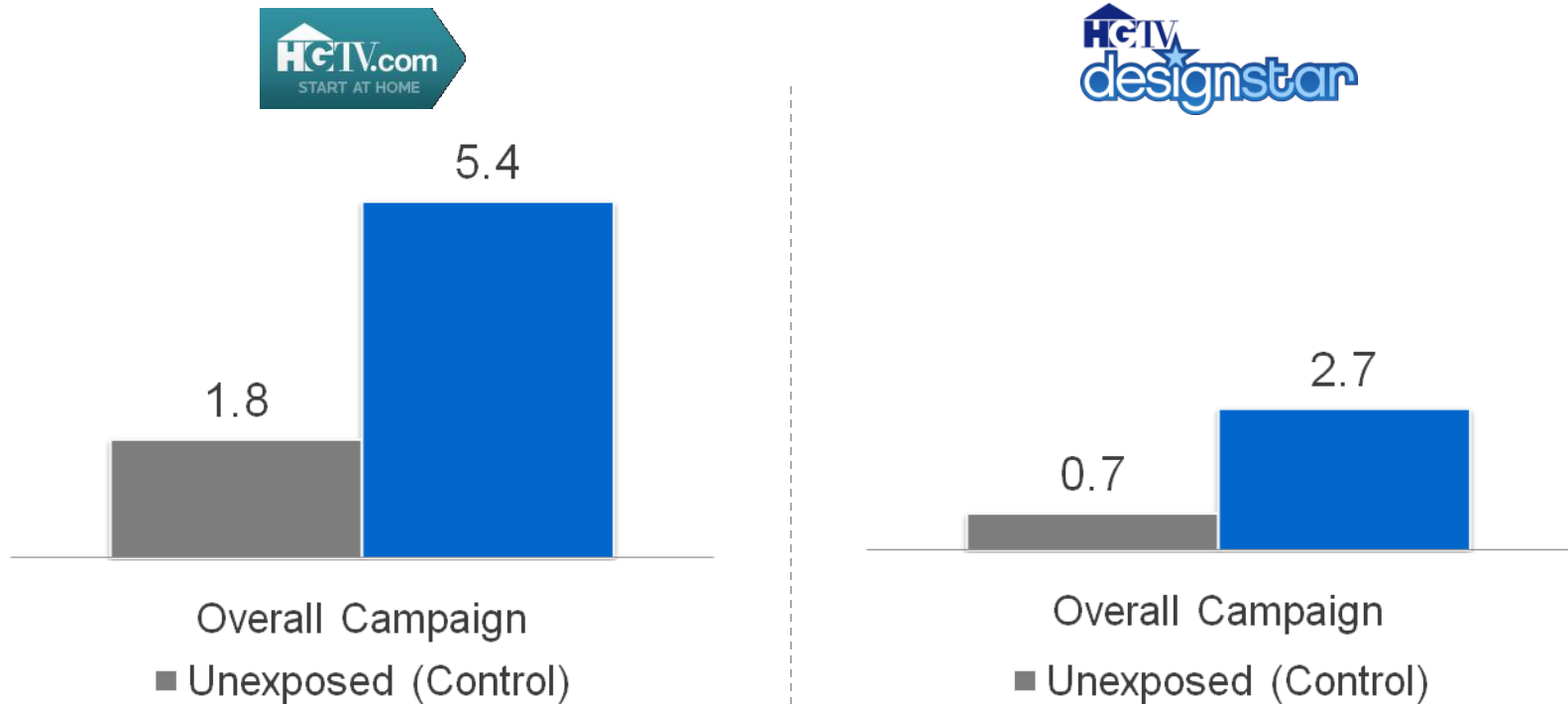


## Campaign Impact on HGTV/Design Star Online Brand

# Campaign was Effective in Driving Website Visitation

## HGTV Websites - Reach

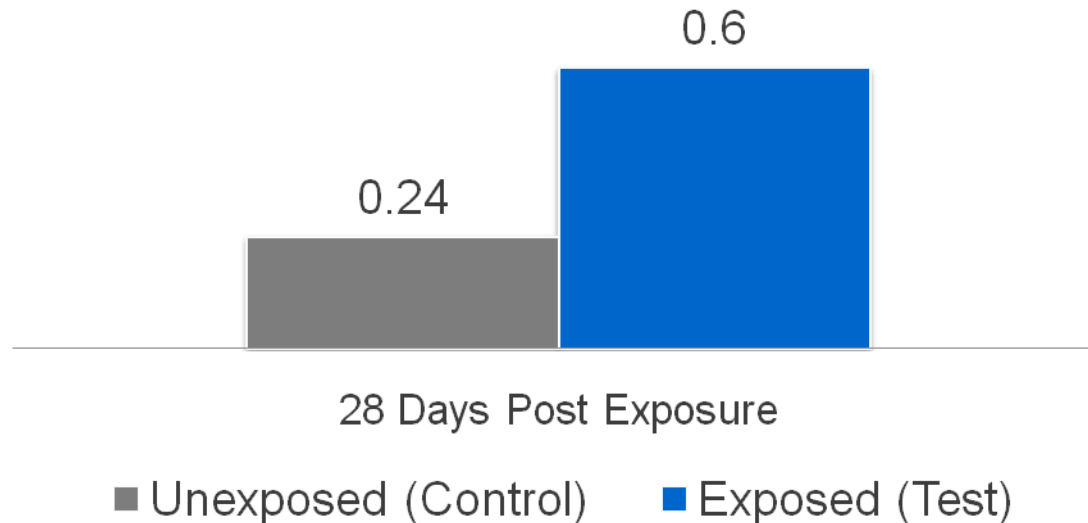
28 Days Post Exposure



Exposure to a Design Star Campaign **Tripled** Website Visitation

# Campaign Led to Increased Search Activity

## Search Penetration – All ‘Design Star’ & HGTV Related Keywords



Design Star Display Ads Led to a **+150%** Increase in Search Activity on Key Terms 28 Days Post Exposure

# Summary of Findings



**#1**

Exposure to Campaign Increased Tune-In to HGTV Design Star by **55%**

**#2**

Exposure to Campaign **Doubled** Tune-In Among Target Demographic

**#3**

Exposure to Campaign **Tripled** Visitation to Network & Show Websites

**#4**

Exposure to Campaign **Doubled** Search Behavior for Related Queries



Like what you learned?  
Find more studies and data at

thinkinsights  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)