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A Cross Media Campaign to Raise Awareness of Samsung's 3D LED TV

Using A Simultaneous YouTube & TV Advertising Campaign
Google/Metrix Lab
UK, July 2010

Agenda

1 Background & Objectives

2 Methodology

3 Reach & Incremental Reach

4 Impact on Awareness and Cost Efficiency

5 Effect on Search Behaviour

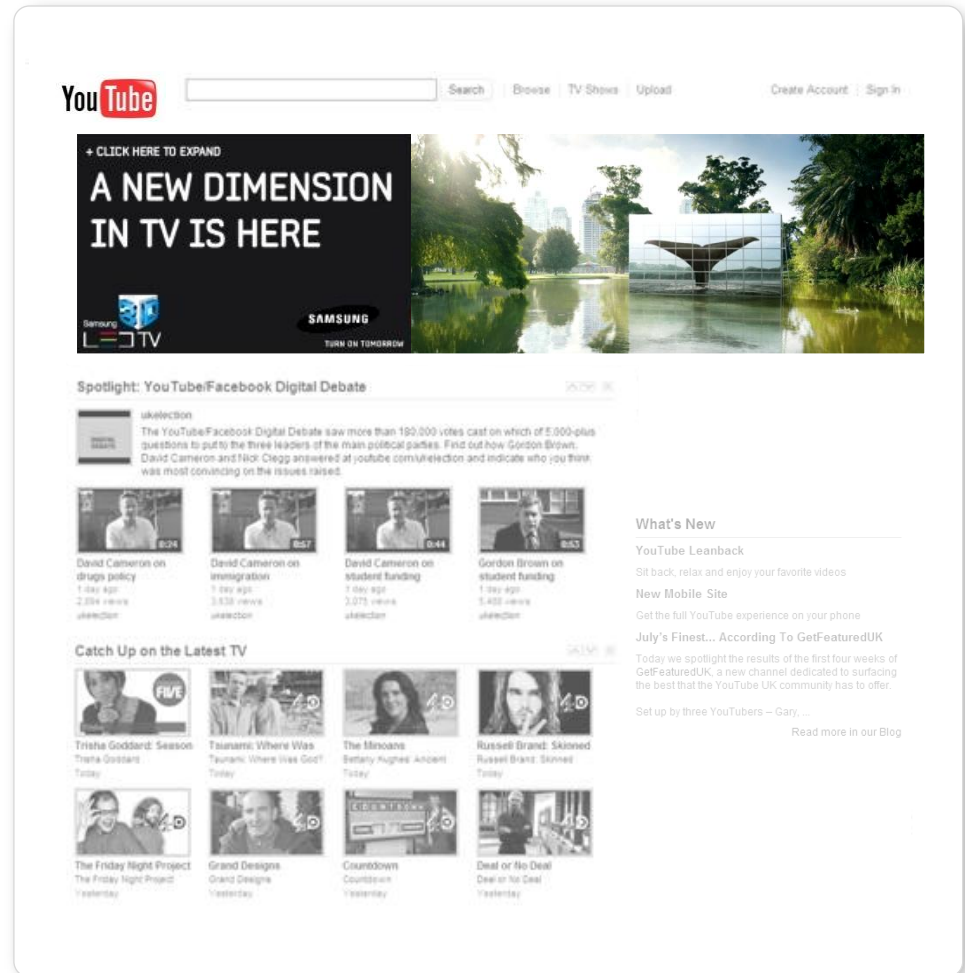
Background & Objectives

Samsung ran a multi-media campaign for the launch of their 3D LED TV from April to May 2010

- The aim of the campaign was to raise awareness of the 3D LED TV and position Samsung as an innovator in the space
- The YouTube campaign included an expandable masthead on April 28th-29th to showcase the full-length ad on YouTube **before** it aired on TV

Research was conducted with Metrix Lab to understand:

- The overall impact of the campaign on the target audience, ABC1 male 22-55
- Reach and incremental reach of YouTube in the mix
- The effectiveness and efficiency of individual media at shifting branding metrics, in particular YouTube and TV alone and in combination

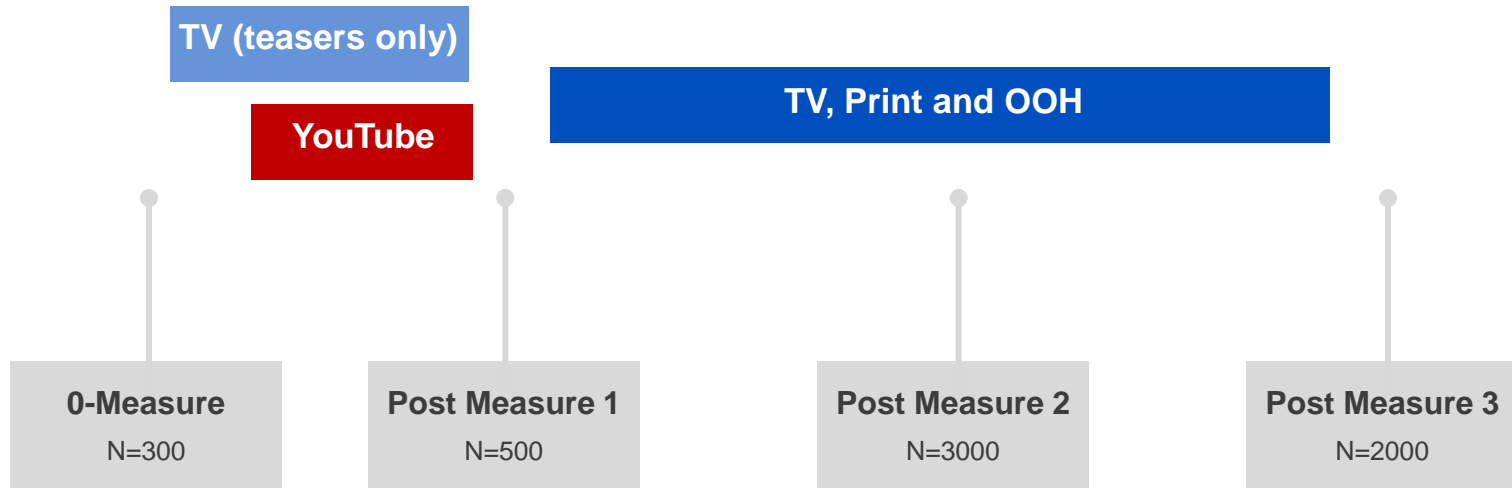


Methodology

and research details



Research Timeline and Methodology



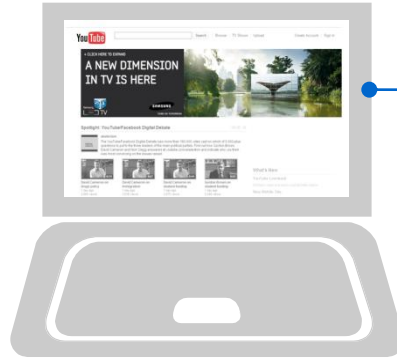
4 surveys were conducted before, during and after the campaign to capture branding metrics and understand media consumption. Total sample = 5,800

Responses from the various groups are compared to understand the impact of the online and offline elements of the campaign on branding and communication metrics.

Understanding Media Exposure

1. Exposure to YouTube and Online elements

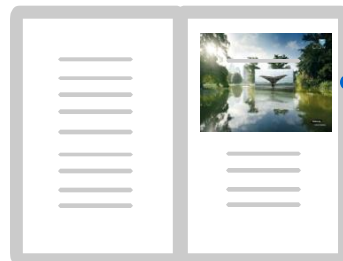
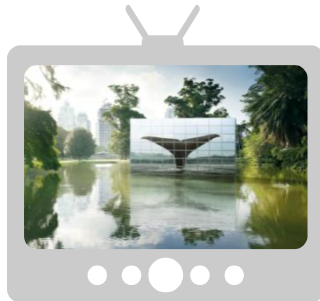
When respondents are exposed to an online element of the campaign, a cookie is dropped onto their machine – this is updated every subsequent time they see the campaign online. To ensure sufficient YouTube sample, a group of respondents was also invited to visit the homepage and perform specific tasks.



MetrixLab **cookies** are dropped and updated every time the Samsung masthead advertising appears on YouTube

2. Exposure to TV and Print

are defined through Opportunity To See (OTS) calculations, matching respondents TV and print consumption with the media plan to calculate an OTS score – refined through recognition of the creative. Groups of respondents are formed on the basis of their media exposure and weighted to remove any bias that might occur due to the self selective nature of media.



Respondents TV and print consumption is matched with media plan

Glossary



Significant difference

Statistically significant with 95% confidence. Example: 10% difference between the exposed group and not exposed group with a sample size of $n=500$ is significant, because 50 people out of 500 gave a different answer. However, 10% difference between the exposed group and not exposed group with a sample size of $n=10$ wouldn't be significant, as that means only 1 person gave a different answer.

Top of mind awareness

The **first** spontaneous response to the question.

Spontaneous awareness

All spontaneous responses to the question.

Aided awareness

Answers to choose from are provided.

Brand Effect

Effect in **Exposed** Group - Effect in **Exposed** Group

Cost Efficiency

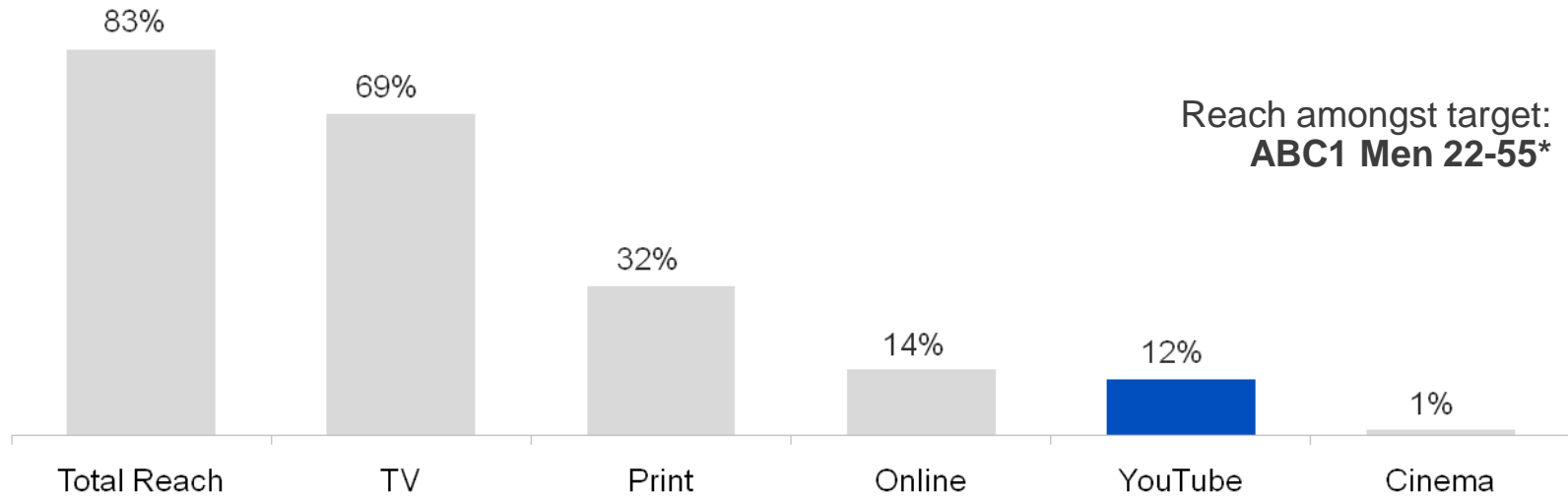
$$\frac{\text{Brand Effect} \times \text{Media Reach}}{\text{Investment}}$$

Reach and incremental reach

of YouTube in the media mix



The YouTube homepage takeover reached 12% of Samsung's target audience..

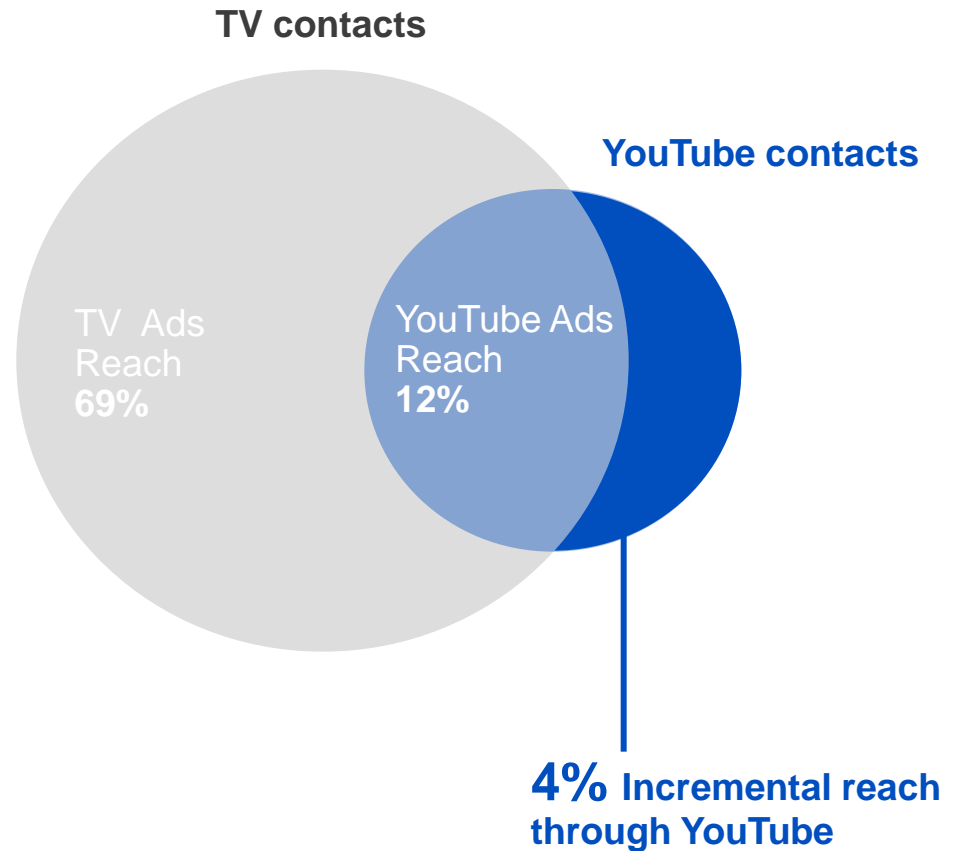


*Based on survey data validated by Starcom for offline media, and digital tagging for online/YT
Online includes Search and Display (excluding YouTube)

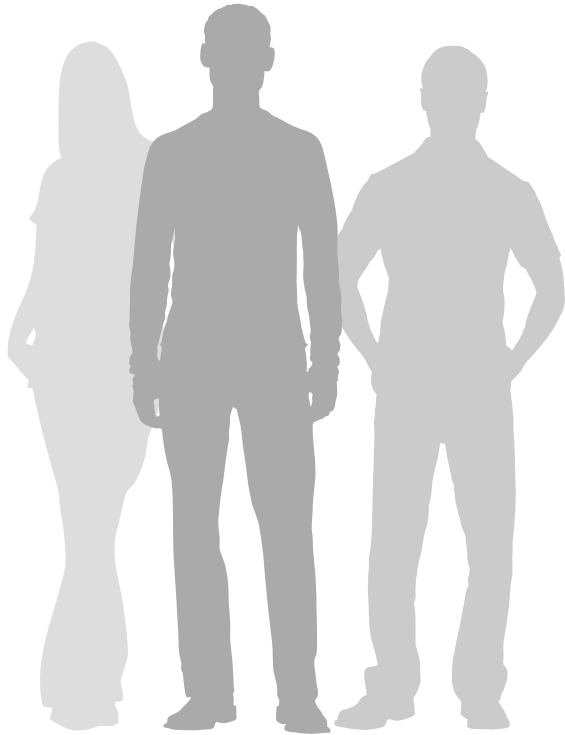
..of which one third had no contact with the TV campaign

33% of those exposed to YouTube had **no contact with the TV campaign**

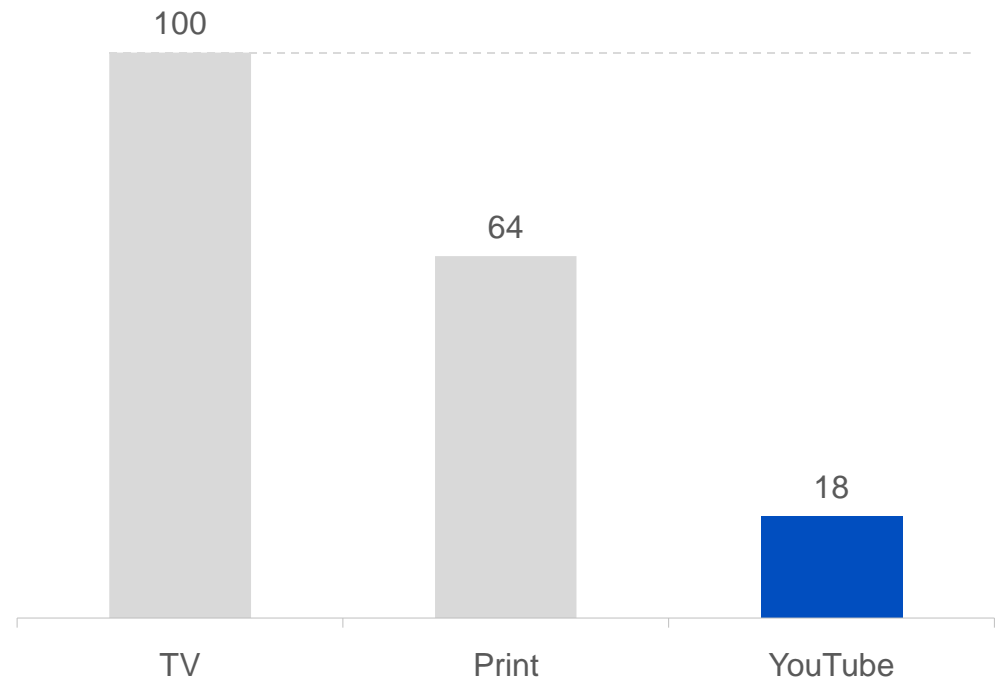
Within the overlap group **62% had less than 5 contacts** with the TV campaign



This incremental 4% reach was achieved at a fifth of the cost per %pt of TV



Cost per % pt reached
(indexed to TV)



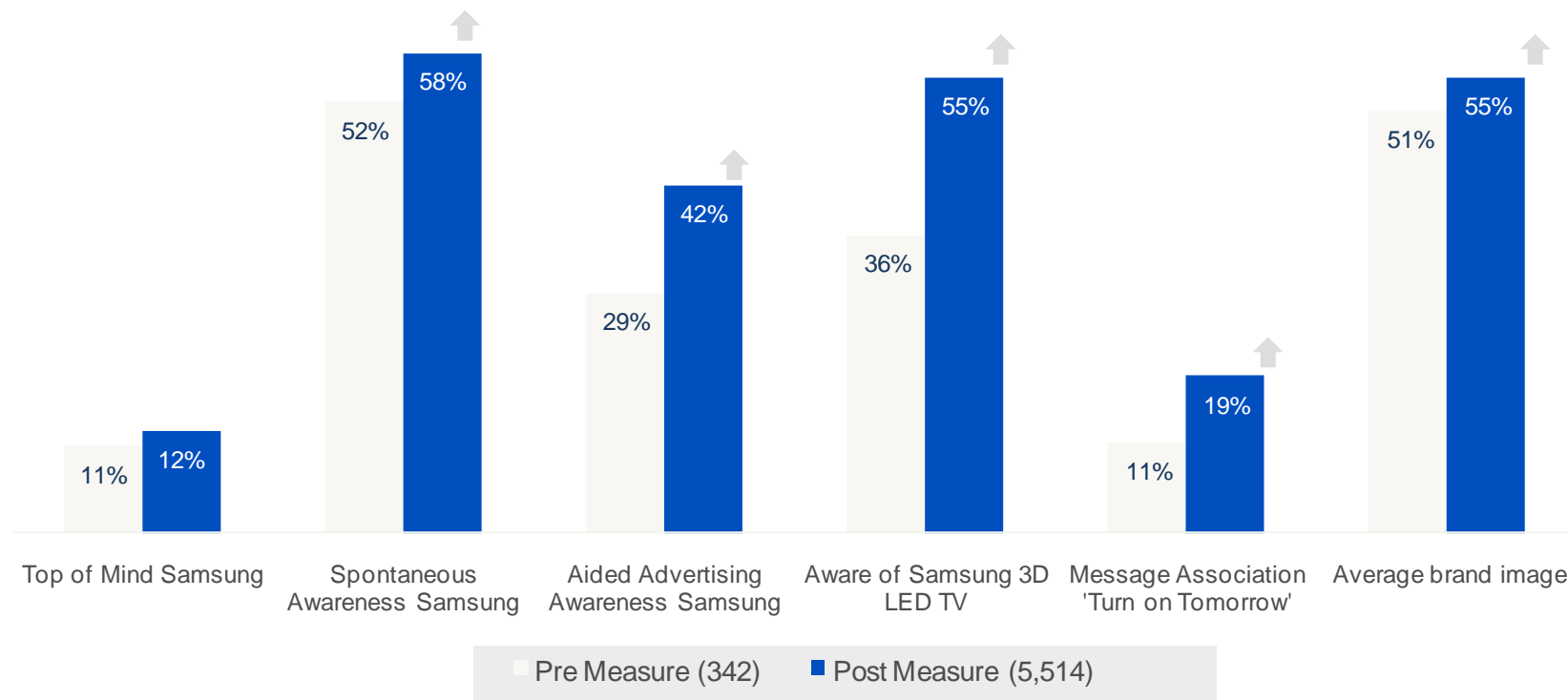
Impact on Awareness and Cost Efficiency



The campaign successfully lifted a range of metrics

The campaign (all media) was successful at lifting spontaneous awareness of Samsung, aided advertising awareness and product awareness, as well as message association and brand image

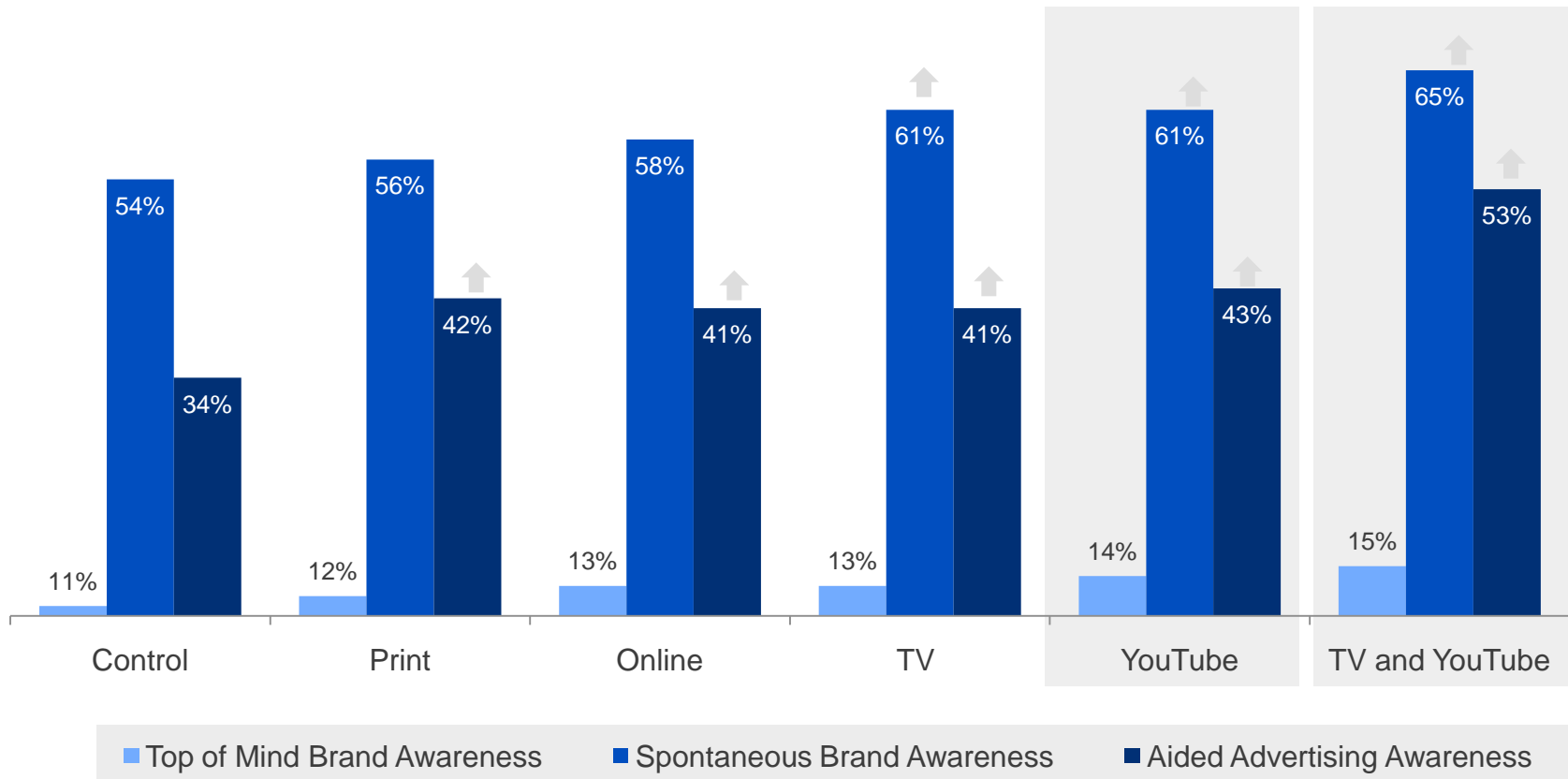
Brand Effect
Summary of Awareness Metrics



↑ Significant difference (95% reliability)

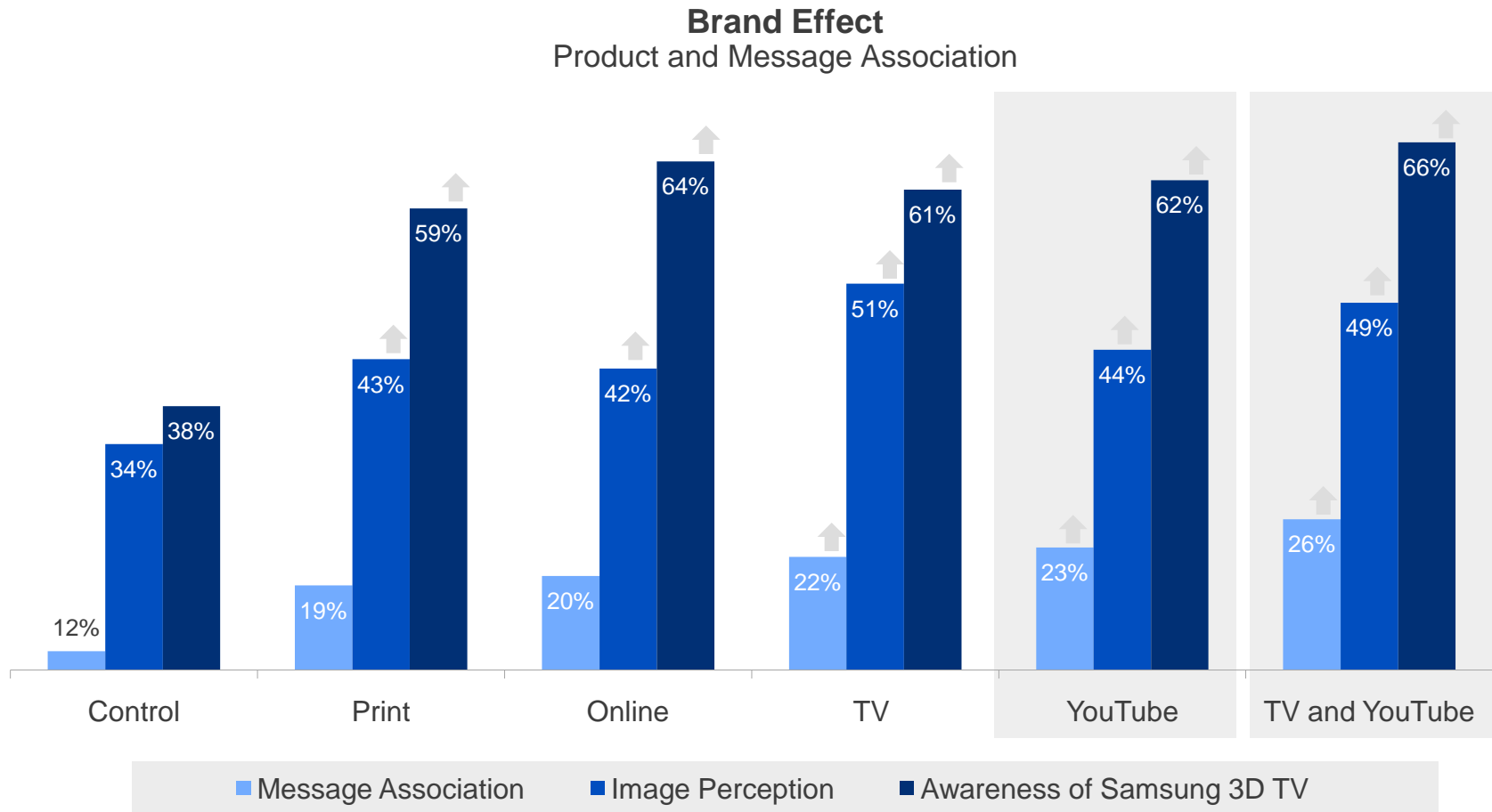
YouTube & TV both have a significant positive effect on brand and advertising awareness individually but are even more effective when combined

Brand Effect
Brand and Advertising Awareness



↑ Significant difference (95% reliability)

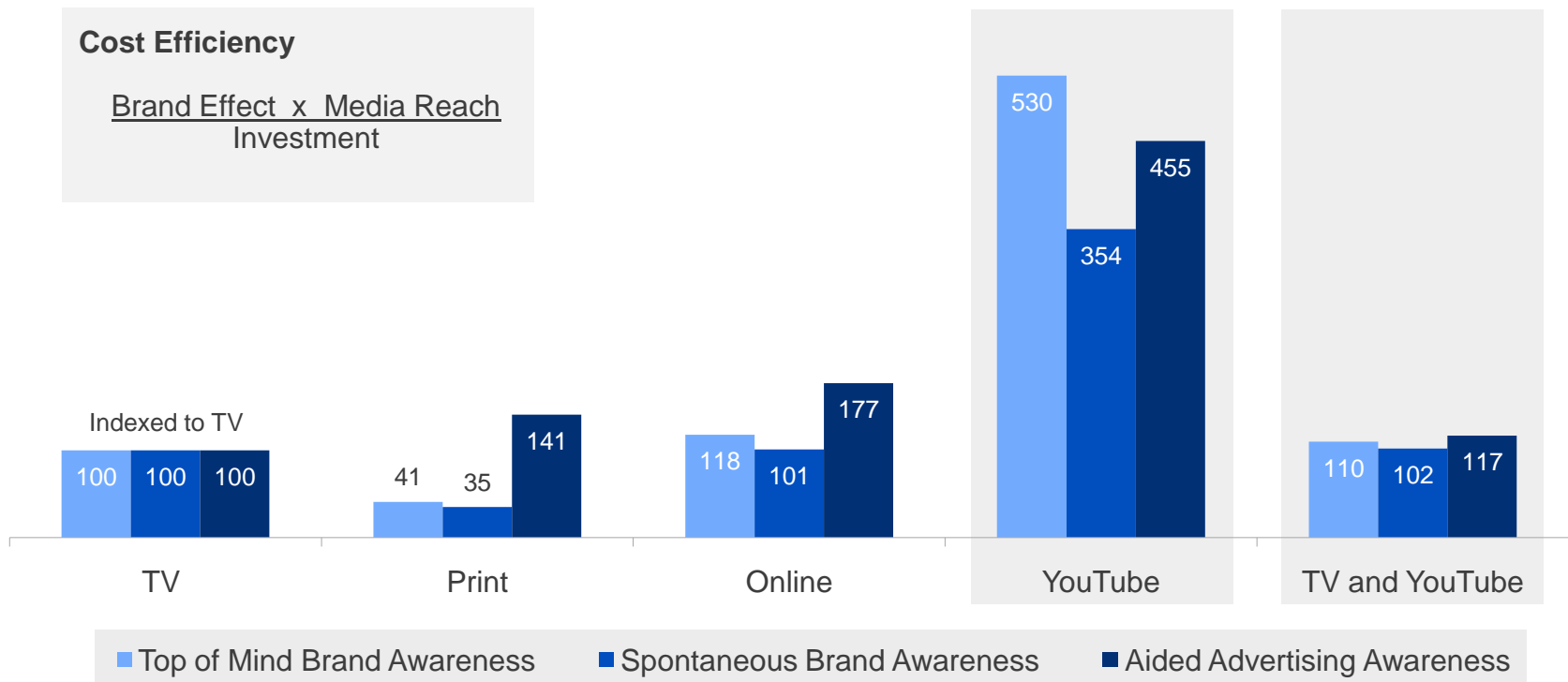
The same applies to product and message association, the effects are strongest when people are exposed to both



↑ Significant difference (95% reliability)

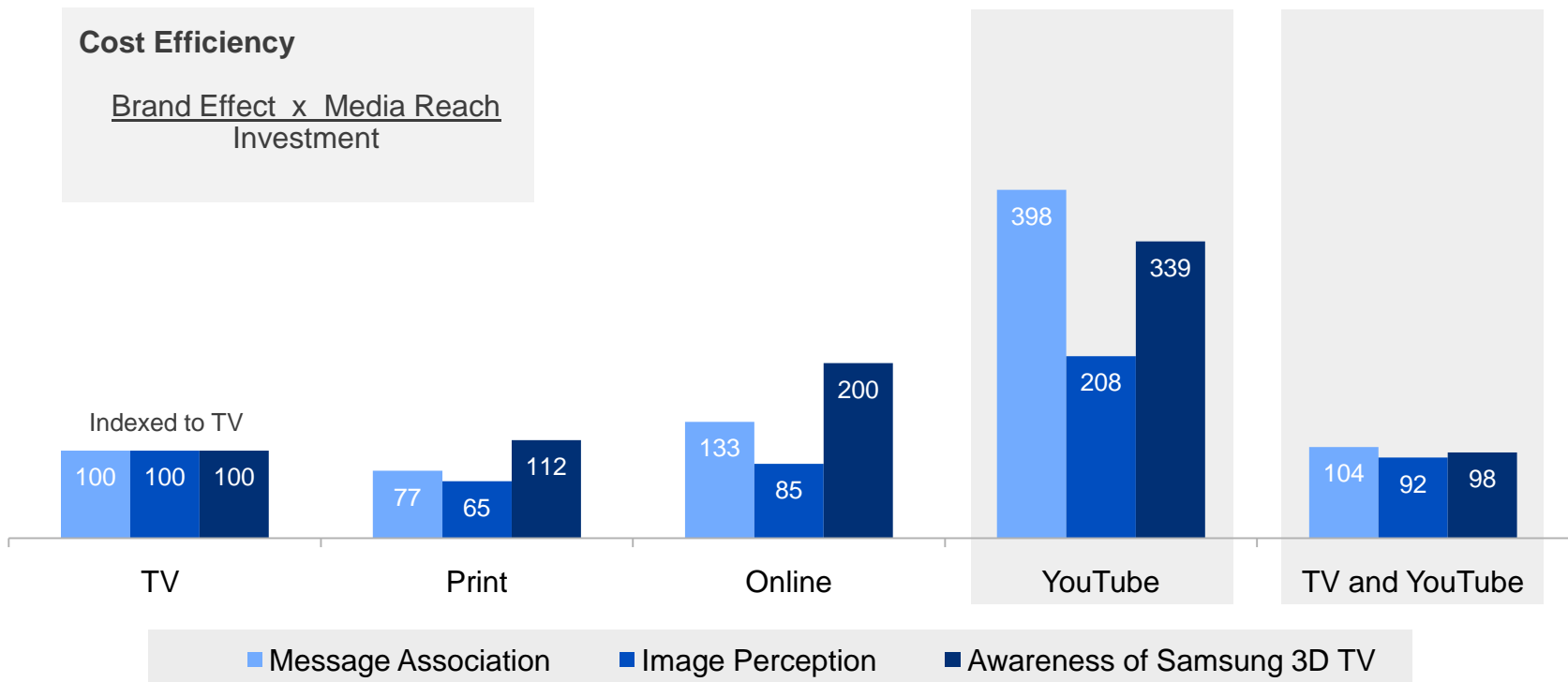
YouTube is up to 5 times more cost efficient than TV in raising brand and advertising awareness. When combined it also increases the cost efficiency of TV

Cost Efficiency Brand and Advertising Awareness



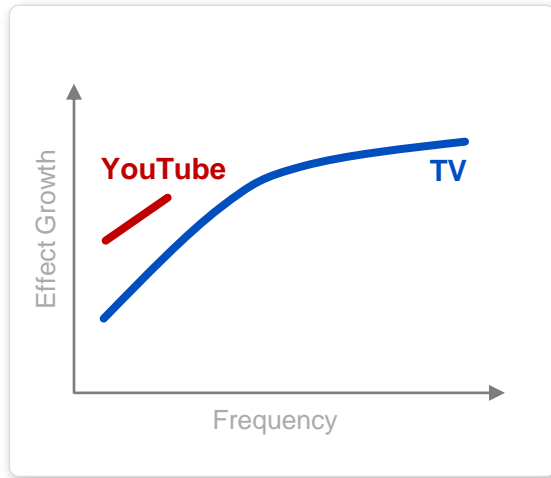
In terms of product and message association, YouTube again proves to be the most cost efficient media

Cost Efficiency Product and Message Association

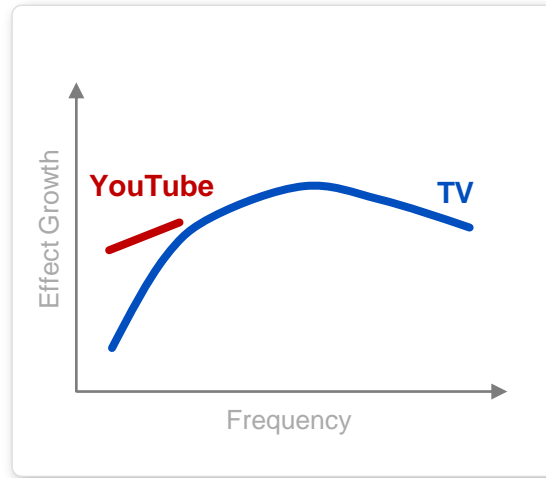


YouTube delivers higher impact on awareness at a lower frequency of exposure

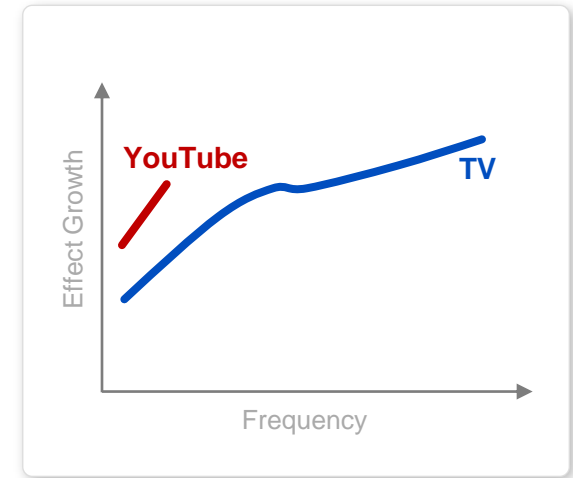
Spontaneous Awareness



Product Awareness



Advertising Awareness

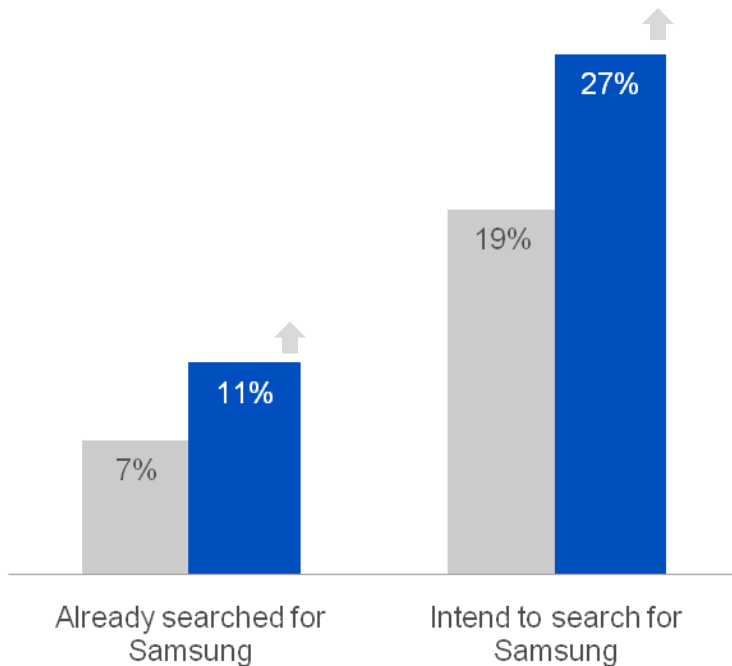


Effect on Search Behaviour



There is an increase in claimed search activity, which mirrors an increase in actual search activity

Searches and Intend to Search



■ Pre Measure (342) ■ Post Measure (5,514)

↑ Significant difference (95% reliability)

Actual volume of searches on Google for "Samsung 3D LED TV"



Source: Google Insights for Search, UK

Key Takeaways



Key Takeaways

- Of everyone exposed to the YouTube campaign, 33% had no contact with the TV campaign
- Across all the media platforms, the campaign was successful at lifting spontaneous awareness of Samsung as well as message association and brand image and aided advertising and product awareness
- While YouTube & TV each have a significant positive effect on brand and advertising awareness, both are even more effective when combined
- With regards to raising brand and advertising awareness, YouTube is up to 5 times more cost efficient than TV

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