

building brands online

T R I L O G Y



Contents

| | |
|--|-----------|
| Introduction | 3 |
| Executive Summary | 4 |
| The reach offered by online – incremental and defined | 5 |
| The impact of online – building and shaping brands | 6 |
| How online complements other media – integration really works | 7 |
| The cost efficiency of online – formats are key | 8 |
| Social media – a strong performance from a growing channel | 9 |
| Formats and frequency – less is more (unless it isn't) | 10 |
| Banner blindness – the myth exposed | 11 |
| Methodology outline | 12 |
| Case Study - Google, GfK MEP Panel | 13 |
| Case Study - Yahoo!, Santander | 14 |
| Case Study - Microsoft Advertising, Ford C-Max | 16 |
| Case Study - AOL, Marks & Spencer | 17 |
| Contact details | 19 |

Introduction

Online advertising is changing. Advertisers are switching on to the fact that the internet can be used to build brands and not just to deliver direct response. The IAB has tracked the growth of brand advertising online from the IPA's estimate of 5% in 2008 to our current estimate of 13.5% for H1 2011.

Because of this growth in brand advertising online, we wanted to understand more about the ways that advertisers are using online to achieve their brand objectives – both in terms of raising awareness for new brands and changing perceptions of existing ones. To explore this issue fully the IAB commissioned GfK NOP to run three cross media studies to evaluate the contribution of online to brand campaigns and to understand how online works in conjunction with other media.

The first campaign we analysed used online, press and outdoor to launch Starbucks VIA, a luxury instant coffee, into supermarkets. While it had been available in Starbucks for some time, launching the range in supermarkets was a new venture, so the campaign centred on establishing awareness for this brand extension.

For the second study we worked with Nestlé to examine the effect of the online campaign to launch the range of Maggi So Juicy cooking products. This campaign used TV and online with the online element focusing on building reach through high traffic portals and targeting those interested in cooking through niche lifestyle sites. Although established globally, Maggi was a new brand in the UK and consequently the aim of the campaign was to drive awareness and encourage purchase intent.

Finally we focused on Lucozade Sport's campaign which used high impact online video advertising and TV. Lucozade is an established and very well known brand so rather than aiming to build brand awareness, this campaign was all about repositioning the brand and engaging with a younger audience.

GfK NOP added insights gained from other projects in this area to the three IAB studies to help draw together conclusions for this white paper.





Executive Summary

By **Tim Elkington**

Director of Research and Strategy, IAB UK

We know that online can build awareness and drive favourability and were able to substantiate the following points through the 'Building Brands Online Trilogy' of research projects.

Online delivers reach – Online delivered incremental and exclusive audience reach when used alongside other media. Online really delivered against the target audience, reaching it more efficiently and with less wastage.

Online builds brands – In each case, the online element of the campaign effectively contributed towards the brand's objectives – building awareness or changing perception.

Integration is key – Online worked well by itself, but worked even better when people were exposed to online with other media. The combination of online with TV was particularly effective.

Online is efficient - The uplifts across metrics such as brand awareness and purchase intent were consistently achieved more cost effectively than by other media.

Social media performs well – Social media delivered reach and uplifts effectively and encouraged actions that complemented behaviour driven by other media.

Frequency can be dependent on format – High impact online video advertising was effective with low frequency of exposure, while the more traditional online display formats appeared to be more effective at a higher frequency of exposure.

Heavier internet users are more responsive to brand messages – Those that used the internet more showed greater uplifts in brand metrics, suggesting that the more often people use the internet, the more receptive they become to online advertising.

The results of these studies are encouraging in terms of online's ability to build brands and to achieve a variety of different campaign objectives. Because online is most effective when integrated with other media we recommend creative synergies between online and offline campaigns. The studies show that online is a key ingredient for brand focused campaigns and should always be considered from the outset of a brief and planned in both media and creative strategy.

The full results of the three research projects are available to IAB members at www.iabuk.net/research

The reach offered by online – incremental and defined

One of the most basic ways to assess the effectiveness of a campaign is to look at the reach achieved against the intended target audience.

Our research shows that online channels have the ability to reach audiences where more traditional media struggle. Additionally, we have learnt that online can incrementally extend the reach of any campaign. However, the extent of this incremental reach is heavily dependent on the place of online within the total media plan. As you would expect, when there is no large scale TV campaign, online is much more likely to add incremental and exclusive reach.

If we look at the example of the Starbucks VIA campaign, where the channels used were press, outdoor, and online, the digital element of the campaign delivered a reach of over 50% of the total online universe. A high proportion of those reached were not exposed to the campaign through the other channels. The results showed that 65% of those that saw the online activity were not exposed to the press campaign and 55% were not exposed to the outdoor campaign.

A key question to address was whether online could deliver equally impressive results when planned alongside a TV campaign. The research shows that online plays a different, but equally positive role. Online doesn't deliver the same volumes of incremental reach that we saw with Starbucks VIA - but rather delivers against niche audiences, that the TV campaign was less effective in reaching. Further learnings from evaluating TV and online campaigns outside the 'Building Brands Online Trilogy' research programme show that online can add anything between 5% and 20% reach to that delivered by TV.

The value of online is its ability to connect the brand message with the desired audience in a highly targeted manner. Across all three research projects, we saw that online reached a higher proportion of the target audience than the other media used.

For example, results from the Lucozade Sport campaign indicated that 67% of those reached by online were in the target audience, compared with just 40% by TV.

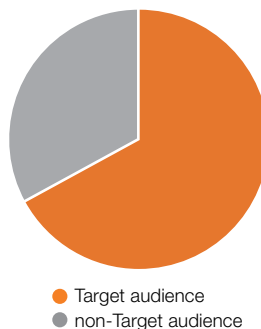
In reality though the real issue isn't about comparing the performance of different media, but learning about how different channels can be used together to maximise reach of the desired audience. Each of the projects highlighted in this paper contained audiences that were exposed to the respective campaigns via multiple channels, confirming that no individual channel delivers a mutually exclusive reach. Given the likelihood of exposure to multiple channels it is important to consider opportunities around complementary creative execution.

To summarise, online can add breadth, depth, and specificity to the reach of a campaign but looking at the reach of any campaign is only the first part of the story.

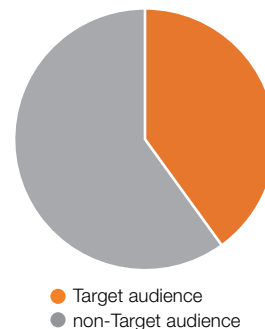
Online delivers new, incremental and targeted audiences and adds different elements to the overall media mix depending on the other channels used

A greater proportion of the online audience were within the target group: two-thirds of those reached by online were 16-34s vs 40% for TV

Profile of online reach



Profile of TV reach



The impact of online – building and shaping brands

One of the attractions of digital media is the ability to easily measure and assess its performance through metrics such as click-through rates. However the preference for these hard metrics has led the online industry to neglect the impact that online advertising has on more traditional advertising metrics such as brand awareness and purchase intent. While brand based internet advertising is increasing, there are still knowledge gaps in terms of the contribution that online makes to building and repositioning brands and one of the core objectives of the 'Building Brands Online Trilogy' research was to address this question.

The previous section looked at the reach delivered by online in brand based campaigns, but what about that impact that online has in delivering the campaign objectives?

We can confirm that online does play an important role as a brand-building channel. This is demonstrated across all three 'Building Brands Online Trilogy' studies and is further supported by results we have seen consistently in a number of other campaigns evaluated outside this project.

The contribution that online makes is dependent on the objective of each campaign; the broader media mix; the type of online channels utilised; and the target audience. However, irrespective of these variables, online carves a role for itself and makes a valuable contribution to the 'brand agenda'.

These studies have shown that online is particularly effective at building awareness. In the case of Starbucks VIA, where the campaign's core objective was to raise awareness, online delivered an uplift of 19% in product awareness while in the Maggi So

Juicy study, online delivered an uplift of 17% in brand awareness.

The impact online has on brand metrics goes further than just awareness, particularly with the more established brands, where awareness is already high. In the Lucozade Sport study, where the aim was to reposition the brand, online alone was more successful than TV in driving up the perception of Lucozade Sport as 'cool'. Online drove an uplift of 13% in this area, compared to 4% by TV. It is worth emphasising that the Lucozade Sport campaign used a highly engaging video format for its online campaign.

Online tends to deliver even better results for target audiences, potentially because the creatives are specifically designed with these audiences in mind. For example, in the case of Maggi So Juicy, the uplift in brand favourability went up from 4% for the total audience, to an uplift of 10% for the core target audience. In terms of purchase intent, we noted an uplift of 3% for the total audience and 11% for the core target audience. To summarise: for both measures the impact of the campaign had a much greater effect on the core target audience compared to the total audience.

Finally, the impact of online can be further enhanced when the complementary relationship with other media is added. This topic is discussed in the next section.

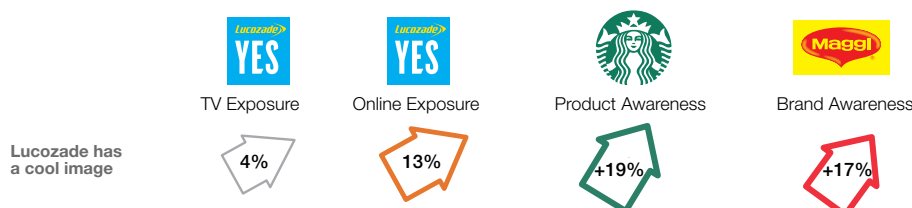
Online works well to deliver brand objectives, particularly among a brand's core target audience

Online was a conducive environment for addressing brand perceptions

Online exposure drives awareness for both Starbucks and Maggi So Juicy

Uplift on brand impressions: Lucozade

% uplift by measure (control vs exposed)



How online complements other media – integration really works

During our examination of the 'Building Brands Online Trilogy' campaigns, it quickly became apparent that media integration is crucial. All of the studies demonstrated that the use of integrated and coordinated media channels deliver the greatest uplift across all the brand metrics.

A campaign that integrates media, for example combining TV and online effectively - can deliver outstanding results for a brand. In the case of Maggi So Juicy, purchase intent improved by over 67% when online exposure was added to that of TV, while brand favourability went up by over 100%. These results are not unusual and are repeated in other studies, including the Lucozade Sport campaign where online alone was effective in driving a 5% uplift in brand favourability and a 6% uplift in purchase intent. However, when the online campaign was integrated with TV, these figures increased to 21% and 12% respectively.

It was also apparent that different channels were successful at stimulating different actions and, when combined into an integrated approach, these actions delivered quite powerful results for the brand. TV seems to drive more 'offline actions', whereas online drives uplifts in a more 'online based actions'.

Specifically, in the Maggi So Juicy example, TV exposure drove discussions with friends and family as well as physical searches for the product in a supermarket, whilst online was successful at driving individuals to search online for more information about the product and social media provoked people to think about different ways to cook with Maggi So Juicy. The actions caused by all three channels are positive and the combination of these means that a brand can benefit in a range of different ways.

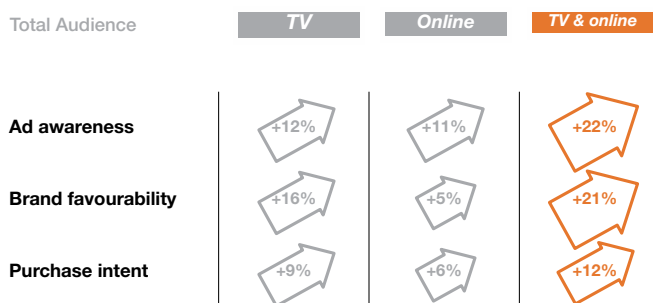
The key lesson to take away from this is to think about the different campaign objectives and how the combination of different online and offline media might best achieve these.

Exposure to multiple media – for example online and TV is most effective at driving brand metrics

Maggi So Juicy campaign results demonstrates the value of media integration

The combined effect of TV and online is far greater than the channels working on their own

% Uplift on brand health as result of exposure



The cost efficiency of online – formats are key

We know that online can deliver great results as part of a brand building campaign and it has the ability to drive reach, but it is also important to address the question of cost.

A key driver in the use of online media has been the assumption that it is more cost efficient than other channels. If this is the case then there could be strong arguments for devoting a greater proportion of the overall campaign budget to online media.

Our research shows that online is more cost efficient from a reach perspective, but that the extent of this efficiency varies from campaign to campaign. One of the most compelling findings was how much more efficient online display can be when compared to traditional media. In the Starbucks VIA campaign, the online reach of 52% was achieved at 20% of the cost per reach point of traditional media - in this case, press and outdoor.

Sometimes the saving offered is not quite as dramatic. In the Lucozade Sport campaign where online reach was 8% of the total online universe and highly impactful online video advertising was the chosen format the cost per reach point for online was 80% of the cost per reach point for TV. When comparing the Lucozade Sport and Starbucks VIA results it's fair to conclude that the format chosen for the online campaign has a direct impact on cost efficiency.

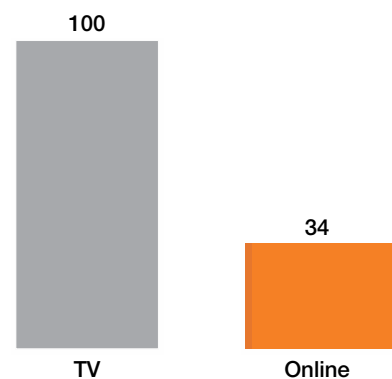
However, campaign efficiency is rarely viewed just from the perspective of reach. The assessment needs to be much broader and related to brand objectives. On this front too, positive results have been demonstrated. All three of the case studies showed that uplifts in brand metrics are being consistently delivered more cost efficiently by online than by any other medium.

The efficient delivery of brand impact is clearly illustrated in the Maggi So Juicy study where the online approach increased uplifts across all brand metrics at one third the cost of TV. In the Starbucks VIA campaign, the uplift achieved in product awareness by online advertising was measured at 80% of the cost of press and half of the cost of outdoor media.

The industry needs to understand more about how to balance these mixes of media to achieve the most cost-effective result. We believe that further research will identify whether this balance is possible to model, and will help in continuous - even spontaneous planning based on the experience and evidence of multiple historic campaigns.

Online advertising is more cost efficient than other media at delivering increases in key brand metrics

Across all brand metrics the uplift achieved by online is 66% more cost efficient than TV - Maggi So Juicy campaign



Index of average metric point achieved per £1 investment (Base of TV)

Social media – a strong performance from a growing channel

Most brands are quickly switching on to the benefits offered by social media. Because of this, it's important to provide a view on their capabilities and in particular social media's contribution to building brands. However, within the scope of this research our view is based on a different methodology to that used in reviewing other online channels. Due to technical restrictions in tracking, the exposure to social media elements within the campaigns evaluated was modelled.

In all three campaigns, social media performed well across nearly all of our criteria for evaluation, delivering incremental reach and driving uplift in brand metrics. In some cases, social media performed better than other online formats, and did so cost-effectively.

If we look at the specific campaigns, social media delivered a 25% uplift in brand favourability for Starbucks VIA. For Maggi So Juicy the uplift for brand favourability for those exposed to advertising in a social media environment was double that of those exposed to TV advertising. The engaging nature of social media made it particularly effective around this brand favourability metric. This was also

the case when we looked at the likelihood of those people exposed to social media advertising to agree with key statements about each brand. Exposure to advertising in this environment effectively drove agreement across brand statements and had a positive impact on people's ability to understand brand values.

The challenge for other channels is how they can deliver the engagement of social media to drive execution success.

Despite being a relatively new online channel, social media performs well - particularly for brand favourability and understanding

9



Formats and frequency – less is more (unless it isn't)

It would be ideal if the different online advertising formats that we looked at through this research had an instant impact the first time people were exposed to them. However, we have learnt from the 'Building Brands Online Trilogy' studies that repetition of exposure can be required to generate results. This issue of frequency is important to understand if online is to be effectively used for brand building campaigns.

In each of our studies, we looked at whether increased frequency, or number of contacts with different formats, impacted on brand favourability or purchase intent. This resulted in some interesting findings indicating that the effects differed and were dependent on the advertising formats used.

The use of video in the Lucozade Sport campaign had a reduced impact as the numbers of contacts increased. This is understandable when you consider that the video advertising used for the campaign is highly impactful and often served before content that users are waiting to view. The majority of uplift is driven by this first, highly impactful exposure to the advertisement. Less (in this instance) can be perceived as more.

However, in the case of display ads, the opposite is true. In this case, multiple contacts deliver approximately 20% better results for both brand favourability and purchase intent. Multiple exposures to online advertisements for Starbucks VIA also seemed to drive agreement with brand statements more effectively. So in the case of online display advertising (unlike online video) increased frequency drives results.

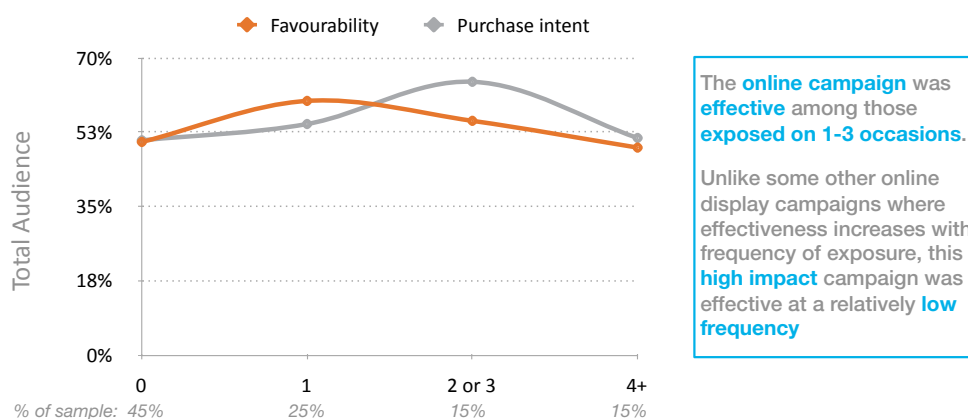
It is important to determine how people will react to different formats prior to designing and planning campaigns and to assess whether this knowledge can be used to cap spend on one format and divert spend to another.

Controlling a campaign's delivery frequency and understanding attitudes to formats and frequency is key to delivering positive results

10

The online campaign was effective at relatively low frequency - Lucozade campaign

Impact of frequency on favourability and purchase intent



Banner blindness – the myth exposed

In topics explored earlier in this paper, we have identified that multiple online exposures together with combinations of various media exposure can drive brand metrics' performance. However, where heavy internet users are concerned, there has been a suggestion in the past that 'banner blindness' develops and users become immune to the effects of advertising. However, both the Starbucks VIA and Maggi So Juicy campaigns show evidence to the contrary.

For Starbucks VIA, where the objective of the campaign was to achieve an overall uplift in product awareness, the result was far greater among individuals spending more than 21 hours a week on the internet. Results of the campaign showed that the uplift was 77% in this group compared to 19% among all internet users.

For Maggi So Juicy, apart from awareness, the campaign particularly resonated with heavy internet users with brand favourability and purchase intent uplift being 50% and 25% - higher than the average. You might expect that this would correlate with an increased frequency of exposure, but there was

only a difference of 0.5 contacts in this group of heavy internet users. It is therefore unlikely that this was a major factor. This seems to suggest that heavier internet users are more responsive to brand messages online.

Is this increased responsiveness a result of heavier internet users being more engaged with the content that they are consuming online? It would also be interesting to establish whether these users consider advertising in general to be more valuable, interesting or informative to them than light internet users. There is scope for further research in this area.

Heavier internet users appeared to be more responsive to the brand messages of online advertising

Uplifts are stronger in exposed heavier internet users - Starbucks Via campaign

Product awareness

| | Control | Exposed | % Uplift |
|--|---------|---------|----------|
| All internet users | 26% | 31% | + 19% |
| Heavier users <small>(21+ hours per week, top 43% of sample, average exposures 0.5 higher)</small> | 22% | 39% | + 77% |

Q : Have you heard of the following brands of instant coffee?

Methodology outline

The 'Brand Trilogy' campaigns were evaluated using GfK's ExposureEffects.dx methodology. Evaluation of each campaign was led and reported by the GfK Digital Market Intelligence Team.

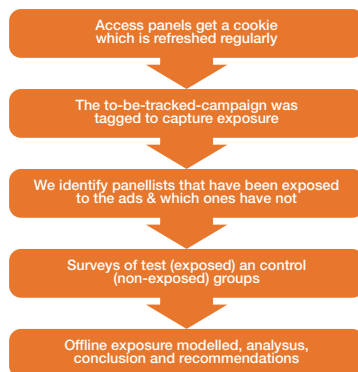
Research objectives

GfK ExposureEffects.dx addressed the following research objectives for each of the 'Building Brands Online Trilogy' case studies:

- Demonstrate the effectiveness of online campaigns in brand building
- Specifically measure the impact online had on key brand metrics: awareness, familiarity, consideration and purchase intent
- Compare the role and effectiveness of online against other channels within the campaign
- Evaluate the impact of media synergies – how the channels worked together
- Measure reach, and incremental reach of the different channels within the campaign

GfK ExposureEffects.dx Methodology:

GfK ExposureEffects.dx is a panel based approach. It utilises cookie and tag technology to identify groups of respondents that were naturally exposed and not exposed to the online element of a campaign. These two groups are simultaneously sampled to complete an online survey.



Exposure to traditional and social media channels is expertly modelled using an OTS 'Opportunity To See' methodology.

Data is weighted to represent the desired audience, which could either be the online population at large or the target audience for that campaign.

Results from the survey are then compared between the exposed and not-exposed cells for each media, comparing the uplift between the groups each time to make an assessment on the effectiveness of each channel.

The campaigns

Starbucks

- Campaign to launch Starbucks VIA, an instant coffee product available in supermarkets.
- 1,360 interviews
- Activity included press, outdoor and online
- Online was predominantly display

Maggi So Juicy

- Campaign to launch a new brand in the UK market
- 2,083 interviews
- Activity included TV and online
- Online activity predominantly display

Lucozade Sport

- Campaign to re-position brand
- 585 interviews
- Activity included TV and online
- Online activity was video

Case Study - Google, GfK MEP Panel

GfK MEP Panel

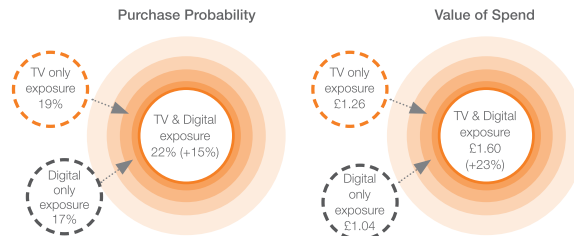
Digital has become an essential channel for reaching and engaging with consumers. The advertising industry varies, with some Brands experimenting in this space and others adopting an 'always online' strategy. Irrespective of strategy, global digital advertising spend is increasing and cross media (online/offline) campaigns are becoming the norm. As a result we believe Advertisers are seeking to understand better the role of online media channels and their effectiveness within campaigns.

GfK's Media Efficiency Panel (MEP) was established to address these market challenges for FMCG Brands. It is a ground-breaking, single source panel of 7,000 UK households, that brings together online and offline advertising exposure with actual sales data. In 2010/11 campaigns for 8 major FMCG Brands were evaluated to specifically answer the following questions:

- What role do online channels play within advertising campaigns?
- Can online channels reach new and incremental audiences?
- How do online channels complement traditional channels?
- How effective are online channels in driving sales?
- What is the ROI of online compared to traditional channels?

So what have the key lessons been?

- **Digital always delivered new and incremental audiences.** Take a joint digital and TV campaign where it is a major TV campaign, the research showed that the online component still managed to reach an audience that TV did not access
- **Digital complemented traditional channels well.** Both TV and online media are effective at driving short term sales, both in terms of volume and value. However the impact amongst audiences who view both media is consistently greater than the sum of their parts. The chart to the right demonstrates this point for both purchase probability and value of spend across all 8 of the campaigns measured



- **On average online channels were more effective in driving short-term sales uplift than offline channels.** Also the more an individual is exposed to online advertising the increased impact it had on them buying the product



- **Finally, online channels were more efficient than traditional media.** The average value of the return of £1 marketing investment in television is 43p in short term sales. The equivalent ROI for all online activity (combined) is 75p. There is much variation around these figures across the campaigns, but the ROI for online activity is consistently greater.

So what do we think this means for Advertisers?

- Need to ensure Online channels have an important role within advertising campaigns - be it reaching new/niche audiences to supporting and complementing traditional channels
- Avoid thinking of campaigns across different channels as separate entities - cross media planning is key.
- Think about rebalancing budgets to allow digital formats to work harder and deliver greater incremental reach and return on investment

Case Study - Yahoo!, Santander

In early 2011, Santander embarked upon a wide scale cross-media campaign promoting their leading current account - the Zero Account. The initiative aiming to tempt potential customers to switch banks featured a broad range of media from TV and online to press and cinema, and offered both high reach and a highly targeted audience. The results were astounding and Yahoo! outperformed the rest of the campaign delivering 157 percent increase in traffic to the Santander website. Furthermore, branding and behavioural campaign metrics highlighted the crucial influence of Yahoo!'s reach of a targeted and wide audience towards generating strong results.

What did Santander want to achieve?

The UK current account market is congested with banks introducing new products and special offers to entice potential customers and set them aside from competitors. Charging no overdraft fees, offering a staggering 5 per cent interest for credit balances and with an attractive £100 signing up fee, the Santander Zero Account has everything a consumer could dream of in order to tempt them to switch banks. Santander tasked Yahoo! to establish the current account in the UK market, through the online channel.

Yahoo! key results:

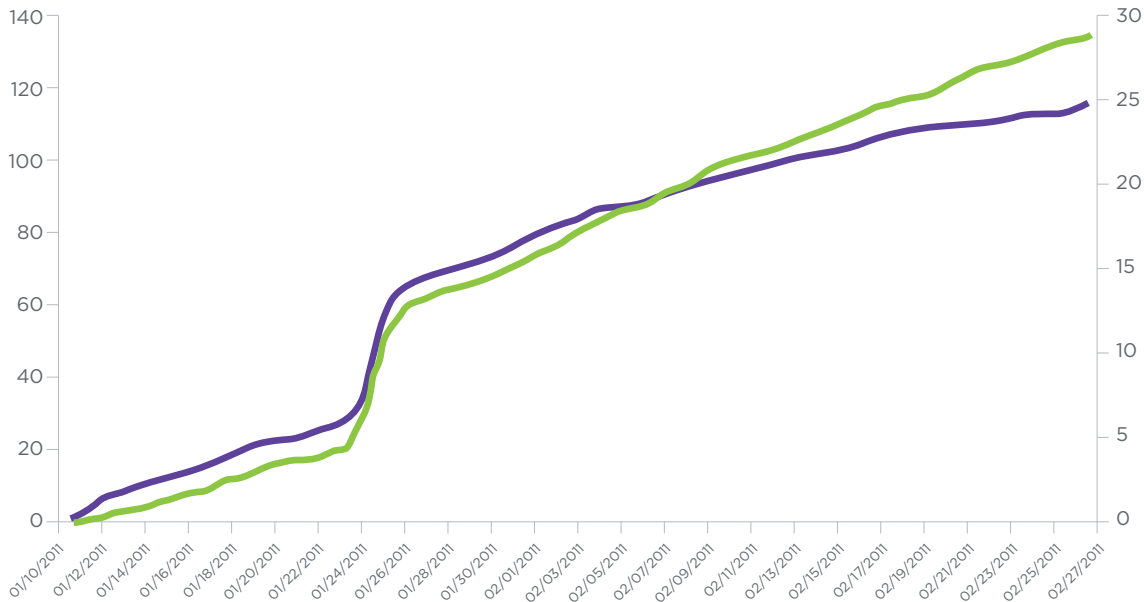
- 45 percent reach of exposed users with just 26 percent of impressions
- +221 percent likelihood to visit the Santander site
- +119 percent likelihood to consider Santander Zero



Yahoo! solution

The Yahoo! element of the campaign started with a one-day takeover, giving the campaign a boost by almost doubling the number of people exposed to the Santander messaging in one fell swoop. This was followed up by a combination of video and traditional display assets to deliver against the Santander Zero campaign's challenging objectives. This strategy enabled Santander to reach a highly relevant audience with the right message, both key elements to boosting engagement and brand perception.

Impact of Yahoo! homepage takeover



The Results

On top of a highly effective homepage takeover the online campaign was driven by the combined effect of video and display formats working together –those exposed to both were a huge 221 percent more likely to visit the Santander site. The Yahoo! element of the campaign was also highly efficient, reaching 45 percent of all exposed to the campaign, despite having just 26 percent of total impressions. Brand favourability also improved significantly, with those exposed to the campaign now 119 percent of more likely to consider Santander as their current account, and 88 percent more likely to recommend Santander.

The Yahoo! strategy was instrumental to the success of the Santander campaign, exceeding the client’s ambitious targets across vital areas including brand favourability, website traffic and customer



engagement. Furthermore, the Yahoo! campaign demonstrated the efficiency of combining pioneering ad formats, video and display towards achieving a great performance.

Case Study - Microsoft Advertising, Ford C-MAX

Objectives: Raise awareness of the new Ford C-MAX and position Ford's credentials in the consumer technology space.

Target audience: Dads 35+, Males 35+

Solution

To meet the campaign objectives, Microsoft Advertising built a standalone website on MSN.co.uk, full of original editorial content including articles, galleries and video, that tied into the campaign's futuristic '15 years into the future'. The MSN editorial team wrote features on themes such as how travel is likely to evolve, what gaming technology we'll be using, and what to buy now as an investment for the future, associating futurism with the new Ford C-MAX. This was complimented with an MSN.co.uk Homepage Takeover to drive awareness, reinforced with traffic-driving creatives across all Microsoft Advertising's online and mobile properties including MSN Mobile, Windows Live Hotmail and Windows Live Messenger. The story continued on Xbox Live with videos and galleries presented within a Ford

branded environment. Throughout the campaign Microsoft Advertising's latest audience targeting technology, using data from Windows Live ID's and Experian pinpointed the right audience with the right message.

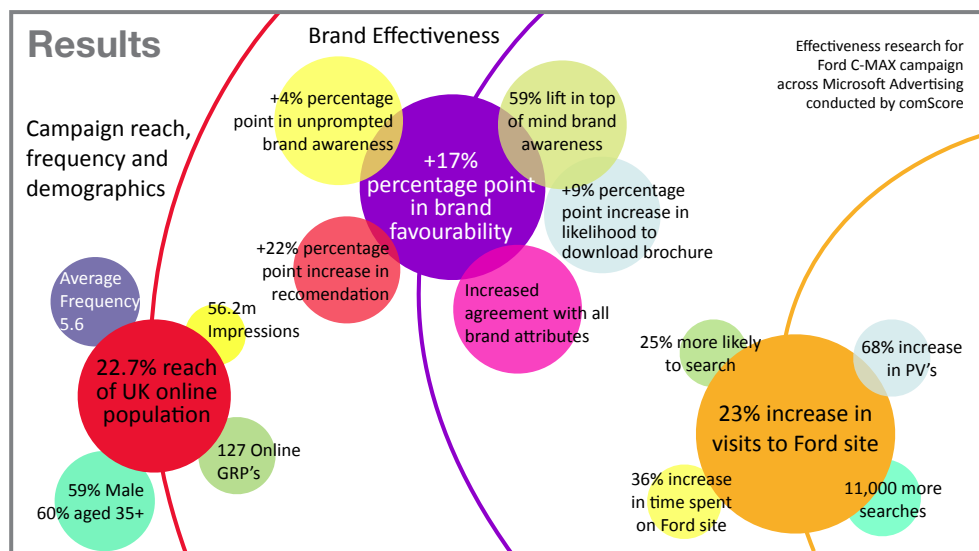
The campaign was independently measured by comScore.

Results

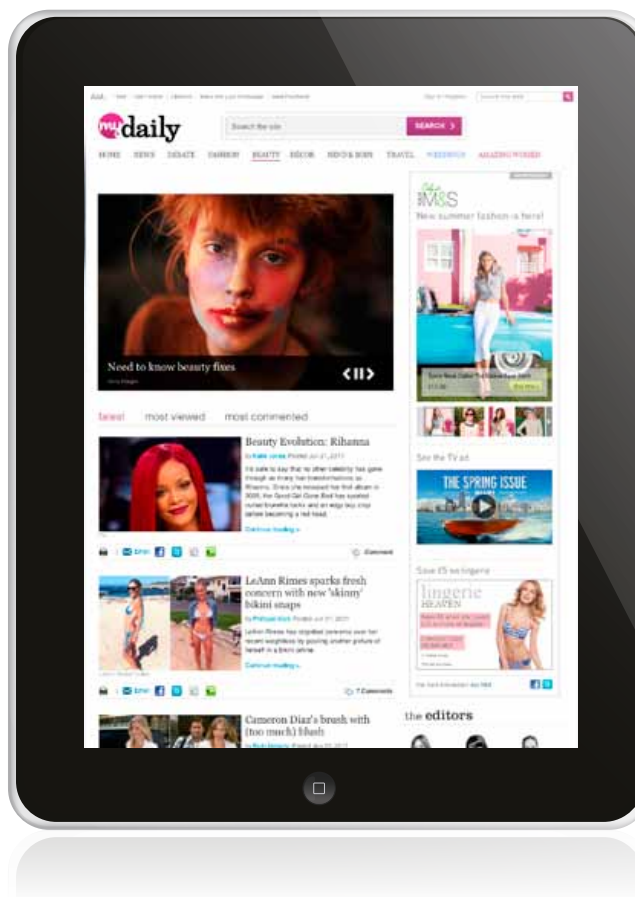
"An exciting project resulting in a successful partnership, bringing online creativity to life to showcase the all new Ford C-MAX" - **Matt Thomas, Online Communications Manager, Ford.**

"We recognised that the way to strengthen Ford's credentials in this space would be to initiate a partnership with a media owner such as Microsoft, which already has a strong innovative and technologically-advanced core business pedigree, proven in its recent consumer-facing developments, such as Kinect, Windows Phone 7 and Bing" - **Chris Mort, Digital Account Director at Mindshare.**

16



Case Study - AOL, Marks & Spencer



17

Marks & Spencer

leverage AOL's Project Devil for multi-media campaign

Marks & Spencer teamed up with AOL to be a launch partner for the much anticipated Project Devil display advertising format. The ability to promote multiple products, stream the current TV campaign and take consumers straight through to the online store – all without having to navigate away from the page was a key attraction for M&S and resulted in a campaign which resonated with an engaged audience.



Marks & Spencer leverage AOL's Project Devil to deliver truly engaging multi-media campaign for Spring/Summer 2011 range

Campaign Objectives:

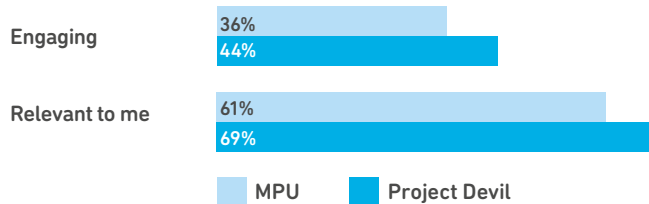
M&S wanted to maximize the capabilities offered by Project Devil to deliver a fully integrated online campaign, leveraging the existing TV advertisement. Core objectives were:

- Increase brand value
- Drive traffic to the integrated M&S shop
- Encourage customers to directly purchase the products featured in the creative

Results:

The campaign resulted in uplifts for all brand metrics for the engaging Project Devil ad format, compared to a standard MPU. There was a 23% uplift in agreement that the ad was engaging for the consumer (up from 36% to 44%) and a 15% lift for those agreeing that the Project Devil creative was relevant (69% versus 61% for the standard MPU).

Brand perception amongst women (i.e. overall opinion of M&S):



Furthermore, despite a very high basal level, favourability towards the M&S brand was further enhanced by 6%, such that 8 out of 10 women exposed to the campaign stated they were favourable towards the brand. This clearly drove purchase consideration, illustrated by an uplift of 11% in 'likely to shop at M&S for fashion' (up from 64% to 71%, not shown). Finally, there were very strong engagement levels across all internet users exposed to the campaign of 8.3%*

Conclusion:

AOL's Project Devil was the perfect solution for M&S to deliver a multi-media campaign and drive sales of their Spring/Summer 2011 range. The unique capabilities of the Project Devil ad format enabled M&S to engage with the consumer at multiple touchpoints of their marketing communications strategy, and this engagement is seen through the uplifts for all brand metrics.

* engagement is defined as one of the following (per ad impression): mouse over for 2 secs+, clicked/interacted with the ad (eg video plays, clicked through to shop, links to social media)

Research conducted on behalf of AOL Europe Ltd by Survey Interactive.

The AOL Solution

AOL's in-house creative team worked directly with M&S to produce all elements of the Project Devil creative execution including:

- a carousel to showcase the Spring/Summer fashion range
- seamless integration with the M&S online shop
- high quality streaming of the current TV campaign
- an incentive for those exposed to the Project Devil format
- integration of the brand's Twitter and Facebook pages

The Project Devil creative was supported with additional display inventory, including roadblocks and MPUs across relevant channels. Project Devil has been designed with the interests of both the consumers and advertisers in mind, with one display ad per page enjoying 100% share of voice.

"With greater demand for quality premium online content it's only right that advertising should advance to complement it, offering the same level of engagement and interactivity as the content itself. We're excited to be working with AOL to roll-out this great new format in the UK"

- Jennifer Caygill, Partnerships Manager, Marks and Spencer

Contact Details

Nurago, now part of GfK, is an international, leading specialist in digital brand, media and usability research. The company was established in Germany and born of a combination of digital media agency, usability research and technology development. Over the last few years nurago has worked on many hundreds of online campaign evaluations as well as digital research programmes that have covered market segmentation and behaviour understanding, website optimisation and mobile usage measurement. With offices in LA, London, Hamburg, Berlin, Munich and Hannover nurago's clients include numerous international companies from global brands to media agencies to research institutes, including Google, YouTube, eBay, Yahoo, MySpace, the ARF and GfK.

Tim Elkington

Director of Research and Strategy, IAB UK

Internet Advertising Bureau

14 Macklin Street,
London WC2B 5NF
Tel: +44 (0)20 7050 6969

tim@iabuk.net

Babita Earle

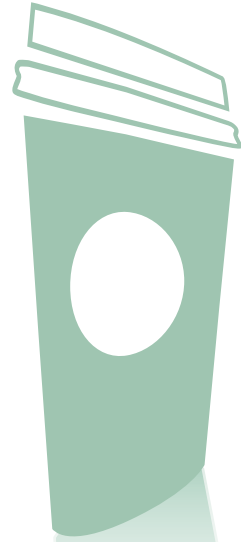
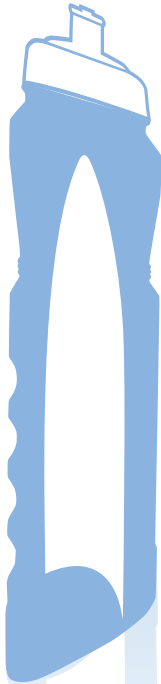
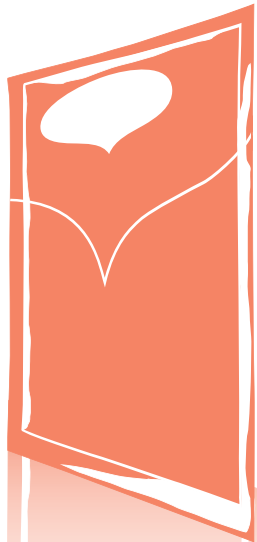
Digital Strategy Director

GfK NOP

Ludgate House, 245 Blackfriars Road,
London UK SE1 9UL
Tel: +44 (0)20 7890 9467

Email: babita.earle@gfk.com





www.iabuk.net

info@iabuk.net

MEDIACOM



Manning Gottlieb OMD