

QUANTIFYING THE CONNECTION: PREMIUM VIDEO & BRAND BUILDING

accenture>consulting

NBCUniversal

OBJECTIVES

- + DEVELOP A BETTER UNDERSTANDING OF CONTENT'S IMPACT ON ACCEPTED BRAND METRICS & SALES
- + QUANTIFY ADVERTISING ROI VALUE IN:
 - + PREMIUM VIDEO
 - + SOCIAL MEDIA
 - + SHORT-FORM VIDEO

STUDY SCOPE: CHANNELS & METRICS

+ MEASURED MEDIA CHANNELS:



LINEAR TV



PREMIUM DIGITAL VIDEO



SHORT-FORM DIGITAL VIDEO
(EXCLUDES PREMIUM SHORT-FORM)



PAID SOCIAL MEDIA



PAID SEARCH



DIGITAL DISPLAY

+ KEY METRICS:

BRAND AWARENESS

AD AWARENESS

CONSIDERATION

QUALITY

PURCHASE INTENT

SALES

METHODOLOGY

- + **ANALYTICAL PARTNER:** Accenture Media Analytics
- + **METHODOLOGY:** Econometric modeling analyzing different media investment strategies and outcomes

30
LEADING BRANDS
 (AUTO, RETAIL, TELECOM,
 FINANCIAL SVCS, CPG)

\$12B
MARKETING SPEND
 (2014 - 2016)

1500+
OUTCOME MODELS

- + **DATA SOURCES:**
 - + **ACCENTURE CLIENT BASE:** Proprietary media investments & sales data
 - + **STANDARD MEDIA INDEX (SMI):** Supplementing Accenture media channel data with real agency spend data
 - + **YOUNGOV'S BRAND INDEX:** Consistent brand metrics across categories & brands

ROI METRICS: DEFINITIONS

“AVERAGE ROI”:

THE RETURN ON AD SPEND GENERATED BY A SINGLE MEDIA CHANNEL, RELATIVE TO THE AVERAGE OF ALL MEDIA CHANNELS

“MARGINAL” ROI: WHERE SHOULD I SPEND MY NEXT DOLLAR?

THE RETURN ON INCREMENTAL INVESTMENT GENERATED BY A SINGLE MEDIA CHANNEL, RELATIVE TO THE AVERAGE OF ALL MEDIA CHANNELS

KEY QUESTIONS

- + IS PREMIUM CONTENT WORTH THE COST?
- + HOW DOES BRAND IMPACT VARY BY MEDIA CHANNEL?
- + HOW DO MEDIA CHANNELS WORK TOGETHER?
- + WHAT IS THE VALUE OF SINGLE-PUBLISHER PREMIUM VIDEO BOUGHT ACROSS PLATFORMS?
- + WHAT IS THE RELATIVE VALUE OF DIFFERENT CONTENT TYPES & MEDIA CHANNELS ON FUTURE BRAND & SALES GROWTH?

PREMIUM & NON-PREMIUM VIDEO: DEFINITION, FORMATS & DISTRIBUTION




TOP-LINE OBSERVATION

ADVERTISING IN PREMIUM VIDEO CONTENT CONSISTENTLY DELIVERS HIGHER ROI, THROUGHOUT THE PURCHASE JOURNEY, RELATIVE TO ADVERTISING IN OTHER MEDIA CHANNELS.

PREMIUM VIDEO GENERATES SIGNIFICANTLY HIGHER BRAND ROI vs. SHORT-FORM OR SOCIAL

PREMIUM VIDEO (LINEAR TV + PREMIUM DIGITAL VIDEO)

VS. SHORT-FORM VIDEO (EXCLUDES PREMIUM SHORT-FORM) 

VS. PAID SOCIAL 



THE PATH-TO-PURCHASE: AWARENESS TO INTENT

PREMIUM DIGITAL VIDEO OUTPERFORMS SHORT-FORM VIDEO

PREMIUM DIGITAL VIDEO

VS.

SHORT-FORM DIGITAL VIDEO

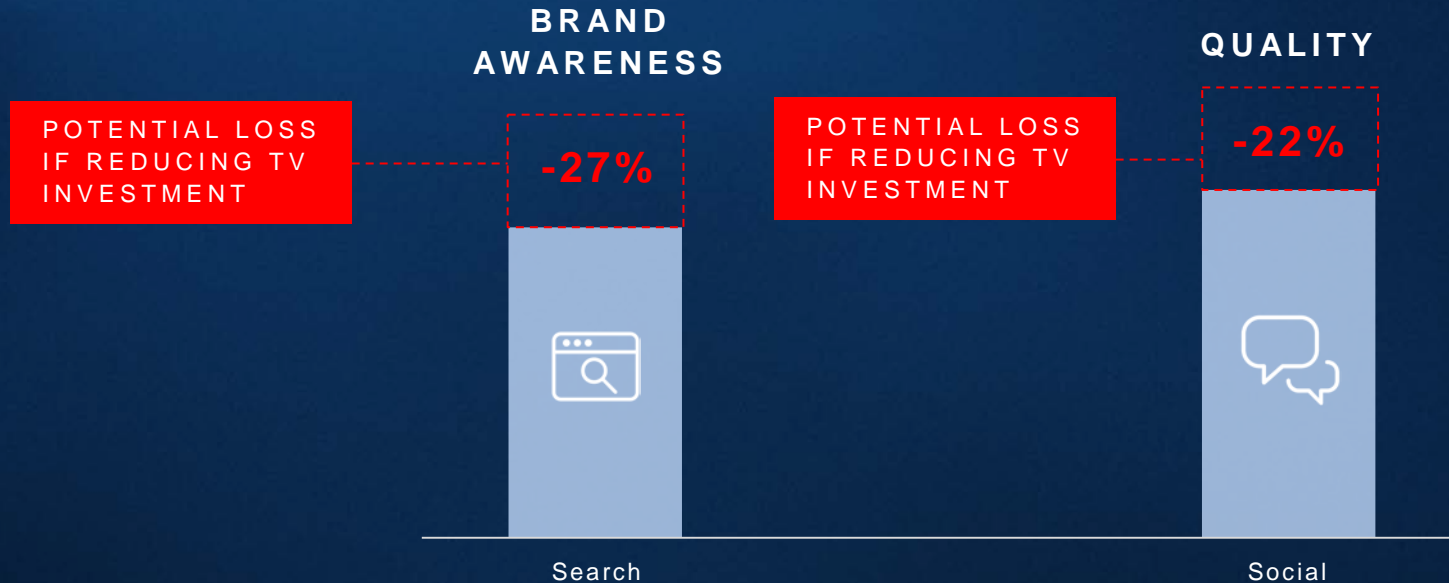
(Excludes premium short-form)

SHORT-FORM VIDEO
ROI = 1.0



CUTTING TV BUDGET = ROI LOSS IN OTHER CHANNELS

REDUCING TV INVESTMENT RESULTS IN -27% LOSS IN SEARCH ROI OR -22% LOSS IN SOCIAL ROI



PREMIUM CROSS-PLATFORM WORKS EVEN HARDER

INVESTING ACROSS PLATFORMS (TV, LONG-FORM AND SHORT-FORM DIGITAL VIDEO, SOCIAL) WITH A SINGLE PREMIUM PUBLISHER IMPROVES ADVERTISING EFFECTIVENESS





CROSS-PLATFORM
ADVANTAGE

VS.

SILOED
PLANNING



PREMIUM VIDEO DELIVERS THE BEST VALUE FOR YOUR NEXT MEDIA DOLLAR

	ABOVE-AVERAGE RETURN		BELOW-AVERAGE RETURN	
	PREMIUM DIGITAL VIDEO	LINEAR TV	SHORT-FORM DIGITAL VIDEO (EXCLUDES PREMIUM)	PAID SOCIAL MEDIA
MARGINAL ROI				
BRAND ROI	110	143	48	99
SALES ROI	128	122	72	98
	INDEX vs. Avg. Media Channel ROI		INDEX vs. Avg. Media Channel ROI	

TOO MUCH SHORT-FORM/SOCIAL IS LIKE A TAX ON YOUR MEDIA PLAN!

KEY INSIGHTS

- + ADVERTISING IN PREMIUM VIDEO DELIVERS SIGNIFICANTLY GREATER ROI THROUGHOUT THE PATH-TO-PURCHASE
- + CROSS-PLATFORM INVESTMENT WITH A SINGLE PREMIUM PUBLISHER YIELDS GREATER CAMPAIGN IMPACT THAN SILOED MEDIA PLANNING
- + PREMIUM VIDEO DELIVERS THE BEST VALUE FOR YOUR NEXT MEDIA DOLLAR
- + SHORT-FORM AND SOCIAL REACH SATURATION AT LOW INVESTMENT LEVELS