

## Campaign Media Plan

### Campaign **Campanie de comunicare (3 luni)**

Period	01.03.2021 - 31.05.2021
Days	92
Spot Length	15

Selected Target **Audienta generala (221 ecrane si monitoare TV)**

Campaign indicators	
Total LCDs	221
No. of days	92
Daily Operating Time (OT - minutes)	459.5
Insertions/spots per 1 hour	4
Ad rotation duration (minutes)	15,0
Insertions/spots per day	31
Total insertions/spots per campaign	2.818
Total insertions/spots per campaign by LCDs*	623.376
Average minute exposures	1.038
Ad Exposures frequency	2,9
Gross impressions (000)	2.924
GRPs by target	-

Budget	
CPT (cost per thousand impressions) (euro)	4,14
Budget by LCD per campaign (euro)	54,78
Budget by LCD per day (euro)	0,60
Total budget per campaign (euro)	12.117

Target group: Audience Key Indicators	
Vehicle Monthly Traffic (000)	454,5
Notice (%)	73,3%
Vehicle Monthly Audience (000)	333,1
Vehicle Monthly Reach (%)	43,5%
Vehicle Monthly Reach (000)	182,1

Campaign Audience Indicators	
Campaign Vehicle Traffic (000)	1.374,8
Campaign Vehicle Audience (000)	1.007,4

\*Estimated number. The number of Total insertions/spots per campaign by LCDs will be provided by each Network at the end of the campaign, based on their technical platform.

#### **Info-Sanatate - Additional Media Information**

- The list of clinics and hospitals may change when the campaign is implemented, due to the natural dynamics of the network (e.g. some locations can be closed for renovation)
- The planned no. of insertions per campaign is guaranteed. Depending on each LCD's uptime during campaign, we increase the frequency in the last week, so that the planned impressions are achieved entirely.
- The monthly campaign report is sent by email in the first 5 days of the following month.
- The monthly monitoring pictures are delivered directly by the Info-Sanatate TV content administration software, through the screenshots module.

#### **Technical Specs**

- Video format: mp4, 1280 x 720 px. (16:9), no sound
- Video format for sidebar layout: mp4, 1024 x 768 px. (4:3), no sound
- Implementation time: max. 3 days, for all the network

## COMMUNICATION EFFECTIVENESS

### EFFECTIVE REACH & CUMULATIVE AD FREQUENCY

Target: Audienta generala (221 ecrane si monitoare TV), 16+ y.o.

Days: 92

Indicator	Traffic	Notice	Audience	49% Net Reach 1 visit	29% Returning Visitors 2 visits	12% Returning Visitors 3 visits	11% Returning Visitors 4+ visits
Audience / Net reach	1.374.800	73,3%	1.007.400	493.626	287.109	120.888	105.777
Effective Reach (with Ad Recall, 59%)			594.366	291.239	169.394	71.324	62.408
			Ad Frequency	2+ (2,9)	5+	8+	11+

### LIGHT TV VIEWERS AUDIENCE - MULTISCREEN CAMPAIGNS EVALUATION

AUDIENCE COMPOSITION - LIGHT TV VIEWERS (less than 3,5 hours per day, 67%)	Audience	Net Reach 1 visit	Returning Visitors 2 visits	Returning Visitors 3 visits	Returning Visitors 4+ visits
Light TV Viewers Audience - Net Reach	674.958	330.729	192.363	80.995	70.871
Effective Light TV Viewers Reach (with Ad Recall, 59%)	398.225	195.130	113.494	47.787	41.814
	Incremental Ad Frequency for Light TV Viewers	2+ (2,9)	5+	8+	11+

#### AUDIENCE RESEARCH

Provider: GBD Research

Supervised by the Technical Committee of the Romanian Association for Audience Measurement

Sample size: 3011 valid interviews (+/- 1.79 % margin error, 95% confidence level)

Sampling Locations: 41 medical clinics and hospitals included in the sample (both traffic measurement and exit interviewing), 2015

#### EFFECTIVENESS RESEARCH

Research providers: Nielsen, GBD Research

Clients: Walmark, Pfizer, P&G, Boehringer Ingelheim, Sanofi, Reckitt Benckiser, Berlin Chemie, Dona, Unilever, Boiron

Sample sizes: 350-450 valid interviews (+/- 4.8 % margin error, 95% confidence level)

Sampling Locations: 3-4 locations in Bucharest (private clinic, hospital policlinic, general medicine clinics)

#### Average values from 12 campaign effectiveness studies for Info-Sanatate campaigns (2013-2016)

Ad Recognition (I have definitely seen it)	66%
Ad Recall (spontaneous)	59%
Brand Awareness (Top of Mind)	38%
Brand Awareness (Prompted)	37%
Purchase Intent (I will definitely buy this product)	34%
Contextual Relevance	91%
Brand activation - Ask for more information	44% *Completely agree
Brand activation - Tell a friend	42% *Completely agree

#### MULTISCREEN CAMPAIGNS EVALUATION

<http://www.indoor-romania.ro/2017/06/metodologia-de-analiza-marketing-roi-pentru-campaniile-video-multiscreen/>

<http://www.adhuager.net/2017/08/30/efforts-inter-measurable-total-video-eco-system-romania/>