

# MARKETING ROI MODEL - MULTISCREEN

## VIDEO CAMPAIGNS: TV & INFO-SANATATE INDOOR TV

Target population: 18-49 y.o. urban



### MODULE 1: AUDIENCE

		ALL	more than 6 hours heavy	3,5 - 6 hours medium	less than 3,5 hours/day light
CLASSICAL TV	TTV Rtg.	3.096.000			
INFO-SANATATE INDOOR TV (DIGITAL PLACE-BASED NETWORK)	INDOOR TV AUDIENCE		INFO-SANATATE INDOOR TV - AUDIENCE COMPOSITION		
			6%	22%	72%
	1 LUNA	226.000	14.400	50.200	162.000
	3 LUNI	676.100	42.200	147.400	477.700
	6 LUNI	1.344.700	84.000	293.200	950.100
	9 LUNI	2.028.200	126.600	442.300	1.433.100
	12 LUNI	2.711.700	169.300	591.300	1.916.000

### MODULE 2: CAMPAIGN REACH

		ALL				
CLASSICAL TV - 1 month, 400 GRP, 2+	EFFECTIVE REACH 2+	3.032.000				
INFO-SANATATE INDOOR TV 1 month, 4 insertions per hour (average waiting time: 40 minutes)	EFFECTIVE REACH 2+	1 month	3 months	6 months	9 months	12 months
		126.000	316.000	532.000	735.501	923.000
	Light TV Viewers	90.319	226.513	381.345	527.218	661.619
	TRP/GRP by target	12	34	67	101	135

### INFO-SANATATE INDOOR TV - 100% transparent campaign delivery

\* Campaign Monitoring Tools: Implementation Screenshots Report, Monthly Impressions Report (online links provided by the video administration software)

\* Planned = Achieved . A dynamic script re-allocate the video impressions not delivered during the day due to various technical issues, in the next days (e.g. if the screen was not functional for 1 hours and 4 impressions are lost in that day, the script increases the number of impressions with one per day in the next 4 days)

### MODULE 3: CAMPAIGN EFFECTIVENESS

Video message types: low impact, average impact, high impact

#### Info-Sanatate TV - Campaigns Effectiveness Indicators (Average Values)

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%
Brand activation - Tell a friend	42%

\* Completely agree

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#### Multiscreen Video Advertising - Media Effectiveness

Media Type	Ad Recall	Media Type	Too much adv.
Indoor TV (DpB)	60%	TV	83%
TV	20%	Internet	73%
		Indoor TV (DpB)	24%

\* Arbitron&Edison Study, 2010, SUA  
Ad Recall after 24 hours

\* OMAC Study, 2016, Canada  
Perceived Too much advertising

\* DpB = Digital Place-Based (longer waiting time vs. transit advertising)

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

Research providers: Nielsen, GBD Research

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

### Advertising environment - Info-Sanatate Indoor TV

\* High effectiveness as "Quality Builder" & "Light TV Viewers - Reach Builder".

\* Educational context, no clutter, limited amount of ads - max. 30% ad content in the playlist - all these factors create a high effectiveness for Info-Sanatate Indoor TV Ads. The ads are automatically inserted between educational and informative video news, there are no "ad breaks".

\* The platform management software was specially designed to allow the distribution of different message for each insertion per hour.

E.g. If the campaign has 4 insertions per hour, each insertion can be a different video with a complementary key-message.

### MODULE 4: MULTISCREEN CAMPAIGN IMPACT

		TV	INFO-SANATATE INDOOR TV				
Duration	1 month	1 month	3 months	6 months	9 months	12 months	
Effective reach 2+	3.032.000	126.000	316.000	532.000	735.501	923.000	
Ad Recall (highly dependent on the video copy)	20%	60%	60%	60%	60%	60%	
<b>Ad Impact - Effective reach 2+</b>	<b>606.400</b>	<b>75.600</b>	<b>189.600</b>	<b>319.200</b>	<b>441.301</b>	<b>553.800</b>	
GRP	400	12	34	67	101	135	
Cost	64.000 €	7.277 €	19.648 €	32.747 €	45.845 €	56.761 €	

### EXAMPLE - POST-CAMPAIGN INCREMENTAL SALES - Indoor TV Campaign

* Product Category: Analgesics	1 month	3 months	6 months	9 months	12 months
The extended Marketing ROI models offered by Nielsen Romania in partnership with Info-Sanatate TV offer more precise estimations. Available modeling methods: Nielsen Custom Analytics and Matched Panel Analysis					
PURCHASE INTENT SCORE	50,2%	(Definitely buy x 70% + Probably buy x 30%, based on the campaign effectiveness study)			
(Reach effectiv 2+ x Ad Recall x Purchase Intent) - POTENTIAL BUYERS	37.951	95.179	160.238	221.533	278.008
CONVERSION RATE	15,0%				
(Potential Buyers x Conversion Rate) - INCREMENTAL BUYERS	5.693	14.277	24.036	33.230	41.701
% from total (Incremental Buyers/Effective Reach 2+)	4,5%				
SALES CYCLE - units/pers	1,0	1,25	1,20	1,17	1,15
INCREMENTAL SALES - TOTAL - units	5.693	17.846	28.843	38.879	47.956
POST-CAMPAIGN SALES EFFECT	30%	20%	18%	16%	14%
TOTAL INCREMENTAL SALES - units	7.400	21.415	34.035	45.100	54.670
Product Sale Price	18 lei	18 lei	18 lei	18 lei	18 lei
INCREMENTAL SALES - TOTAL - LEI	133.209 lei	385.476 lei	612.623 lei	811.794 lei	984.064 lei
INCREMENTAL SALES - TOTAL - EUR	29.602 €	85.661 €	136.139 €	180.399 €	218.681 €
Indoor TV Campaign Cost	7.277 €	19.648 €	32.747 €	45.845 €	56.761 €
RETURN ON INVESTMENT - EUR	22.325 €	66.013 €	103.392 €	134.554 €	161.920 €

### NOTES

\* The Incremental Sales modeling presented here is an estimation based on main variables. Some other indicators are needed for an exact modeling: returning customers, competition, other marketing activities (e.g. PR, in-store advertising, promotions). The Marketing ROI models provided by Nielsen include these variables and offer a good perspective on how each media channel contributes to the incremental sales.

\* Video design recommended for Info-Sanatate TV: ad with sidebar. The sidebar is a column in the right part of the screen, and it contains the product name, product image and one short key message. The sidebar is highly important and sensitive for awareness changes in viewers; an experiment showed that changing one word in the sidebar can increase the brand awareness with 20%.

\* The platform management software was specially designed to allow the distribution of different message for each insertion per hour.  
E.g. If the campaign has 4 insertions per hour, each insertion can be a different video with a complementary key-message.

\* Romania - Online Ads - iSense study, 2017

75% - would pay more attention to an online ad if the content would be useful for them; 67% - avoid online ads

75% - the online ads are repetitive; 59% - the online ads are boring