



Not all Reach is Equal
DACH-Edition

Professor Karen Nelson Field

2.

**Single and Double
Contact Results**



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SCREENFORCE

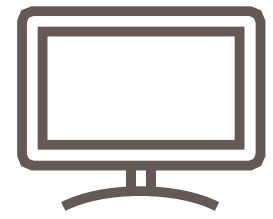
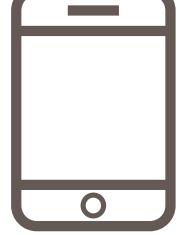


Amplified Intelligence



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TV delivers more sales uplift than any other platform – on any device

STAS Index		
TV	129	-
BVOD	-	138
YouTube	-	112
Instagram	-	105
Facebook	-	100

TV, regardless of device, drives **more sales uplift** than any other platform.



At ad level, TV performs the best

	BVOD	TV	YT	INSTA	FB
Overall STAS	138	129	112	105	100
# of positive STAS ads	10	10	9	7	7
Avg. STAS points > baseline	68	59	32	34	18
Avg. STAS points > baseline of high performing ads	67	64	43	37	19

High performing ads are high performing ads regardless of platform,
but level of performance does vary slightly depending on platform
i.e. TV gets the highest # of ads above the baseline, by the largest amount.




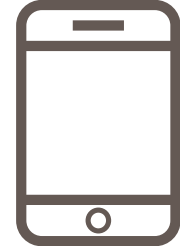


**What does this mean
for memory forming?**



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Recall is a measure of explicit memory

%		
TV	28	-
BVOD	-	23
YouTube	-	18
Instagram	-	16
Facebook	-	16

TV gets close to double the amount of recall than YT and FB.

TV fosters memory better than any of the online platforms.



Frequency.



Investigating the impact on sales uplift from repetitive exposure of **the same ad** in the same platform.



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Separate groups, new analysis

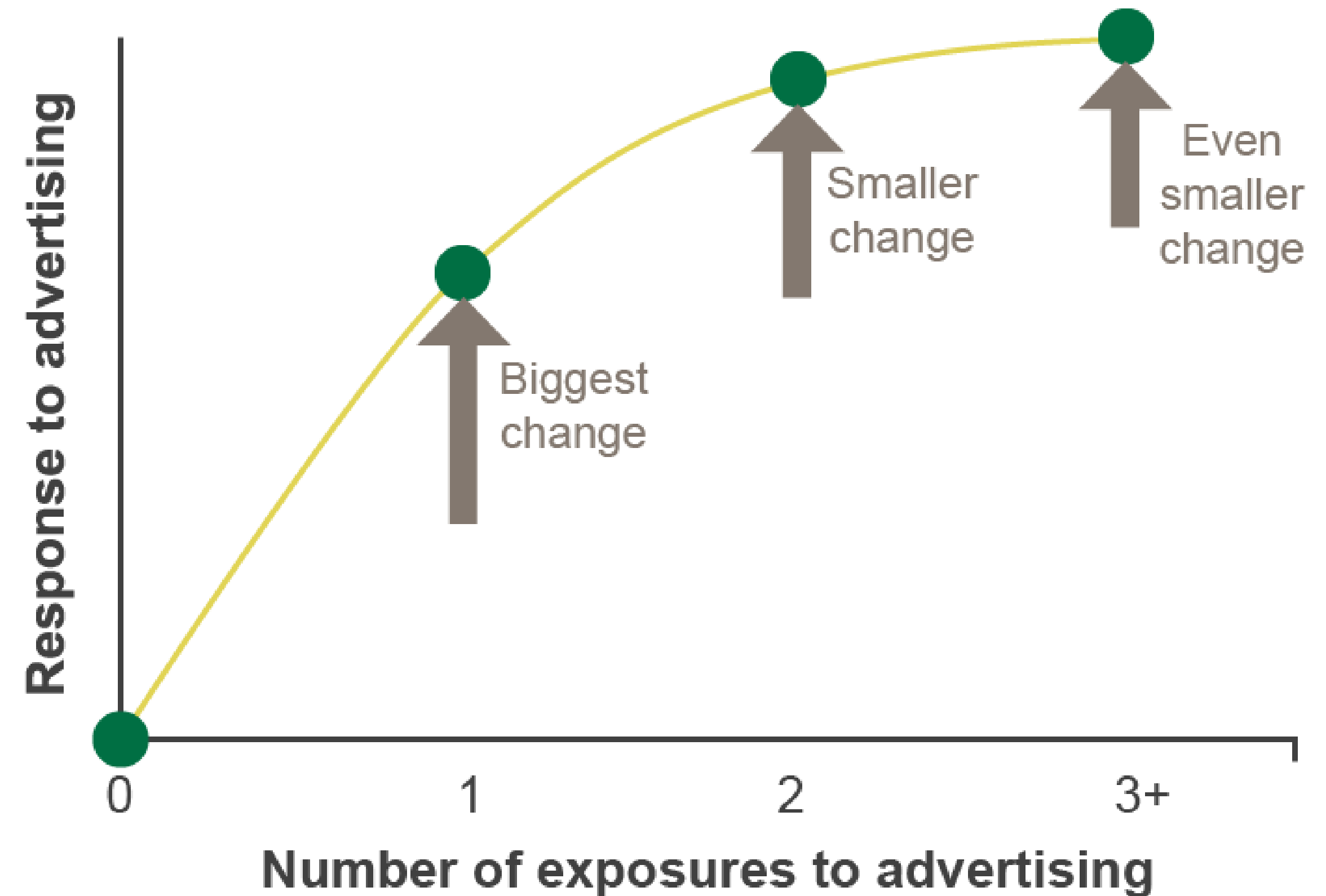
6 brands only
across a range of
ad lengths **x2**



Literature says frequency gives you diminishing returns

The advertising response function is convex.

Greatest uplift in impact comes from the 1st exposure.



Yes. 2 exposures on same platform does deliver small additional sales lift, across all platforms

	STAS with 1 exposure*	STAS with 2 exposures	Sales lift
TV	122	127	5
YouTube	105	108	3
Facebook	94	100	6

* Calculated off a baseline with the same 6 ads as the frequency groups

On average, sales uplift is 5 on second exposure.

Frequency has the greatest effect on Facebook.
(due to a lower base)



And 2 exposures does deliver marginal additional recall across all platforms

	RECALL with 1 exposure*	RECALL with 2 exposures	Avg lift
TV	33	35	2
YouTube	22	24	2
Facebook	21	22	1

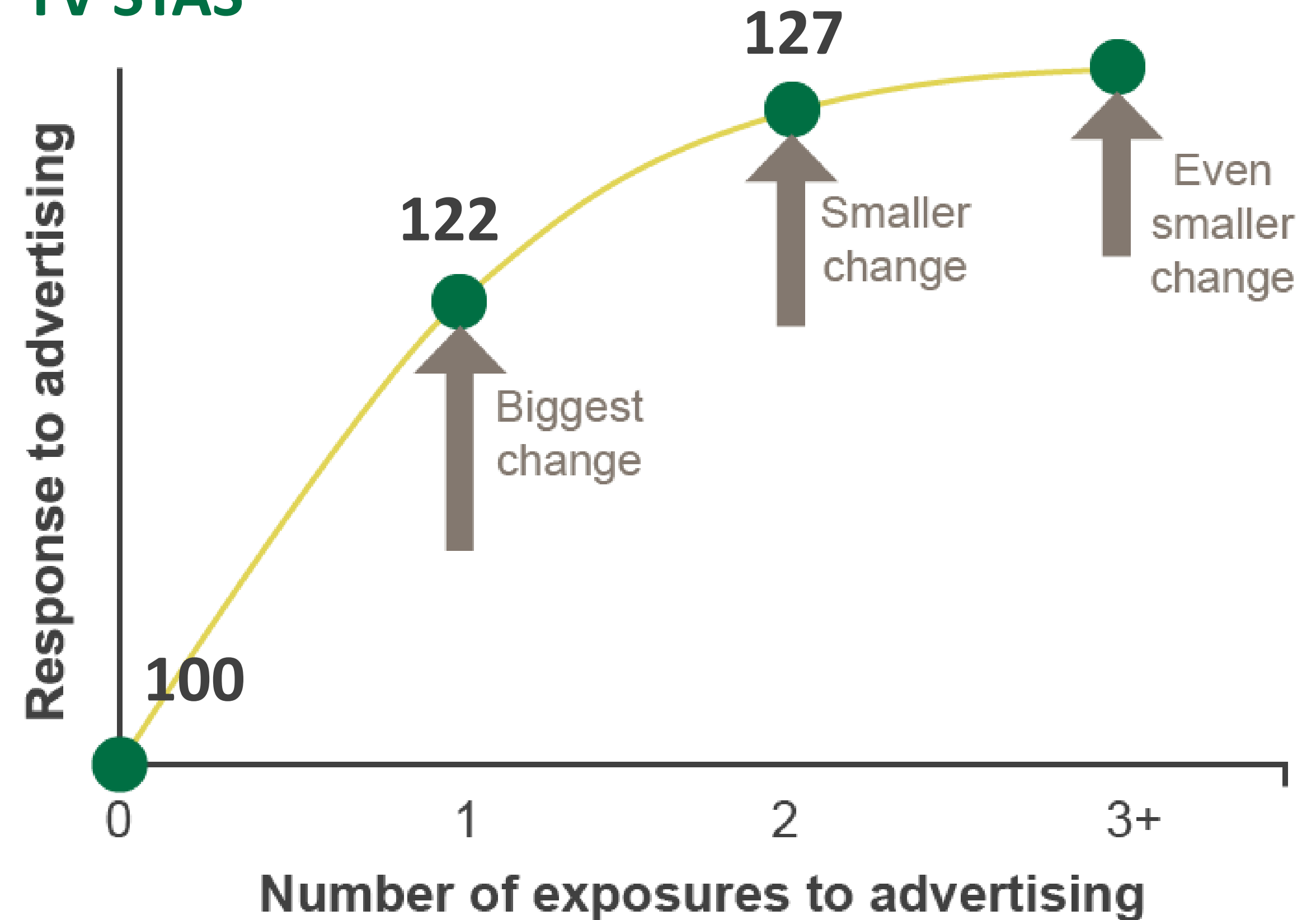
* Calculated off a baseline with the same 6 ads as the frequency groups



So in line with literature...

Our data also show that the greatest uplift in impact comes from the 1st exposure with diminishing returns.

TV STAS



Learning

But even with a second impression,
FB and YT don't hit the **STAS**
that TV delivers in the first view.



Synergy. A multi-platform buy.

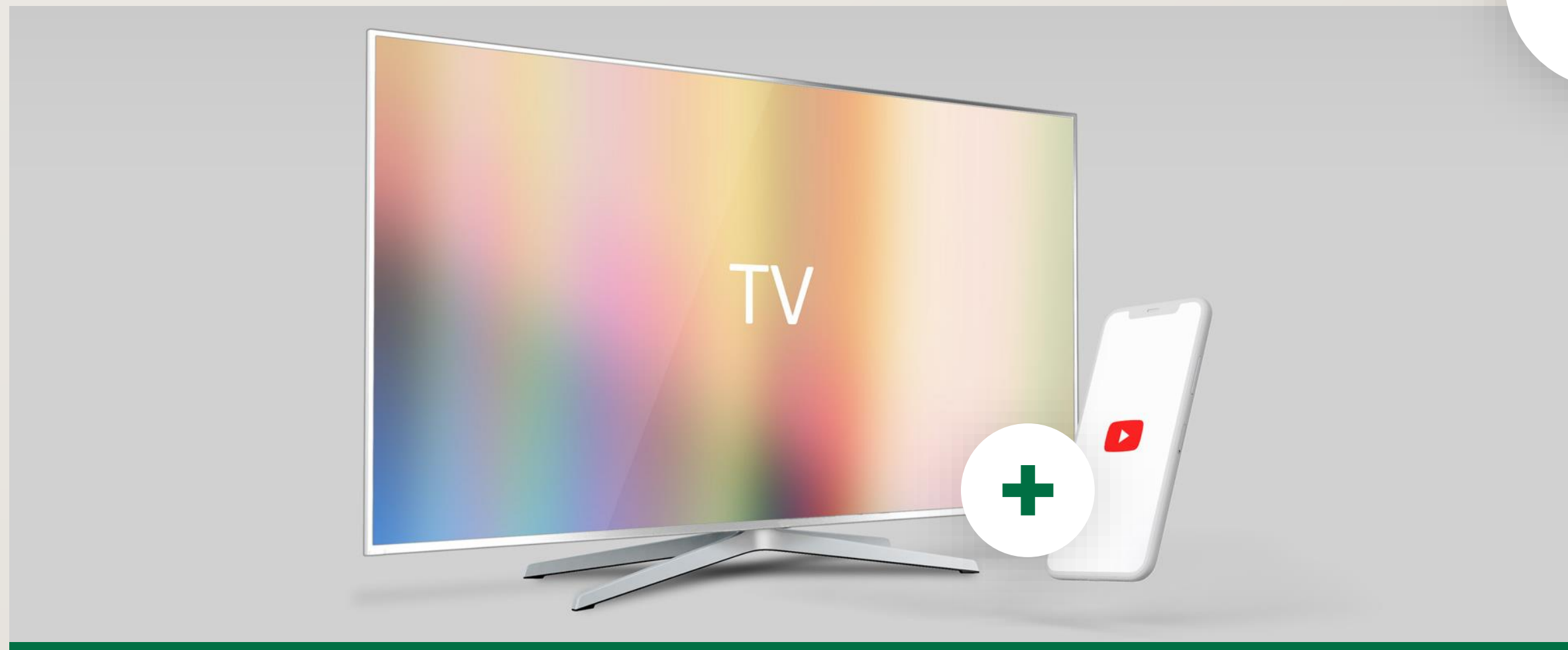
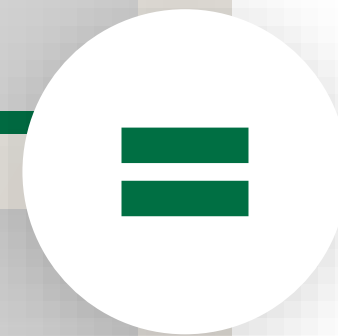


Investigating the impact on sales from repetitive exposure across **two different** platforms.



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100% natural exposure, this time with a second view (same day)



**2-Platform
Sales Impact**



Synergy between two platforms

Combination	Combined STAS	Original STAS
TV and YouTube	127	TV 129
TV and Facebook	126	YT 112
		FB 100

There is some evidence of synergy if you supplement social with TV, but...no evidence that a second exposure on social offers synergy to TV.

One single exposure on TV is enough.



Increase in recall in line with 2x frequency across different platforms

%	Recall
TV	28
BVOD	23
YouTube	18
Instagram	16
Facebook	16
TV/YT	31
TV/FB	30

As expected, 2x exposures on two different platforms does deliver more recall than a single platform.

But only marginally more than TV alone.



Learning

In a TV buy the only **synergy effects** is recall.
Best to stick to the highest performing
platforms for all reach points.





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