



Best Practices for Creative and Creative Evaluation



Please Note: A copy of these presentation slides will be provided to attendees within 48 hours.

Frank Findley, VP, Research & Development, comScore, Inc.

September 15, 2011

Background

comScore Digital Business Analytics

AUDIENCE ANALYTICS

Audience Measurement:
– *Web, Mobile, 4 Screen*
Vertical Market Solutions

ADVERTISING ANALYTICS

Campaign Planning
Campaign Validation
Ad Effectiveness:
– *Creative Optimization*
– *Branding & ROI Impact*
– *Digital & Cross Media*

WEB ANALYTICS

Digital Analytix™

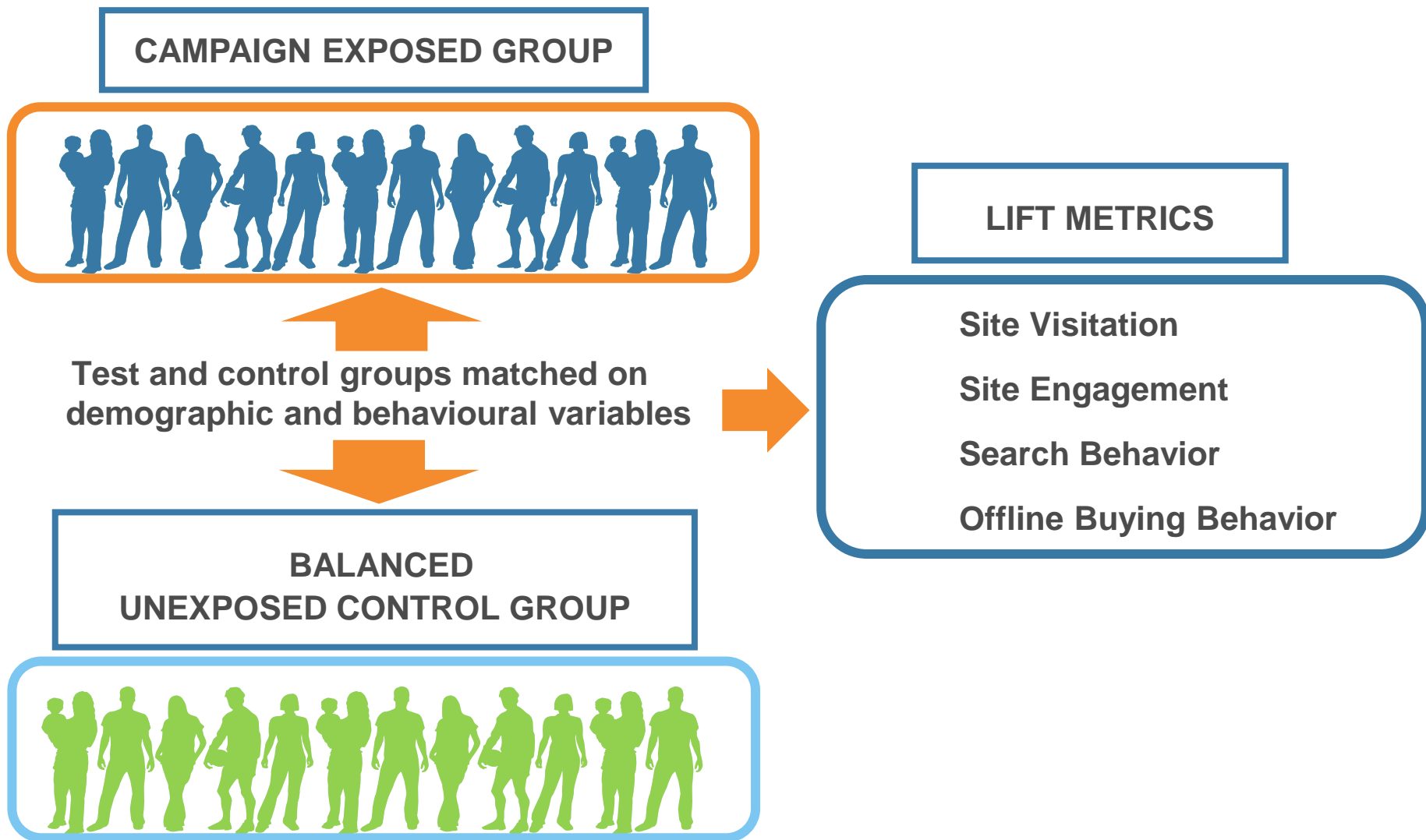
MOBILE & NETWORK ANALYTICS

Network Optimization
& Capacity planning
Customer Experience
& Relationship Management
Market Intelligence solutions

The Advertising Analytics Process

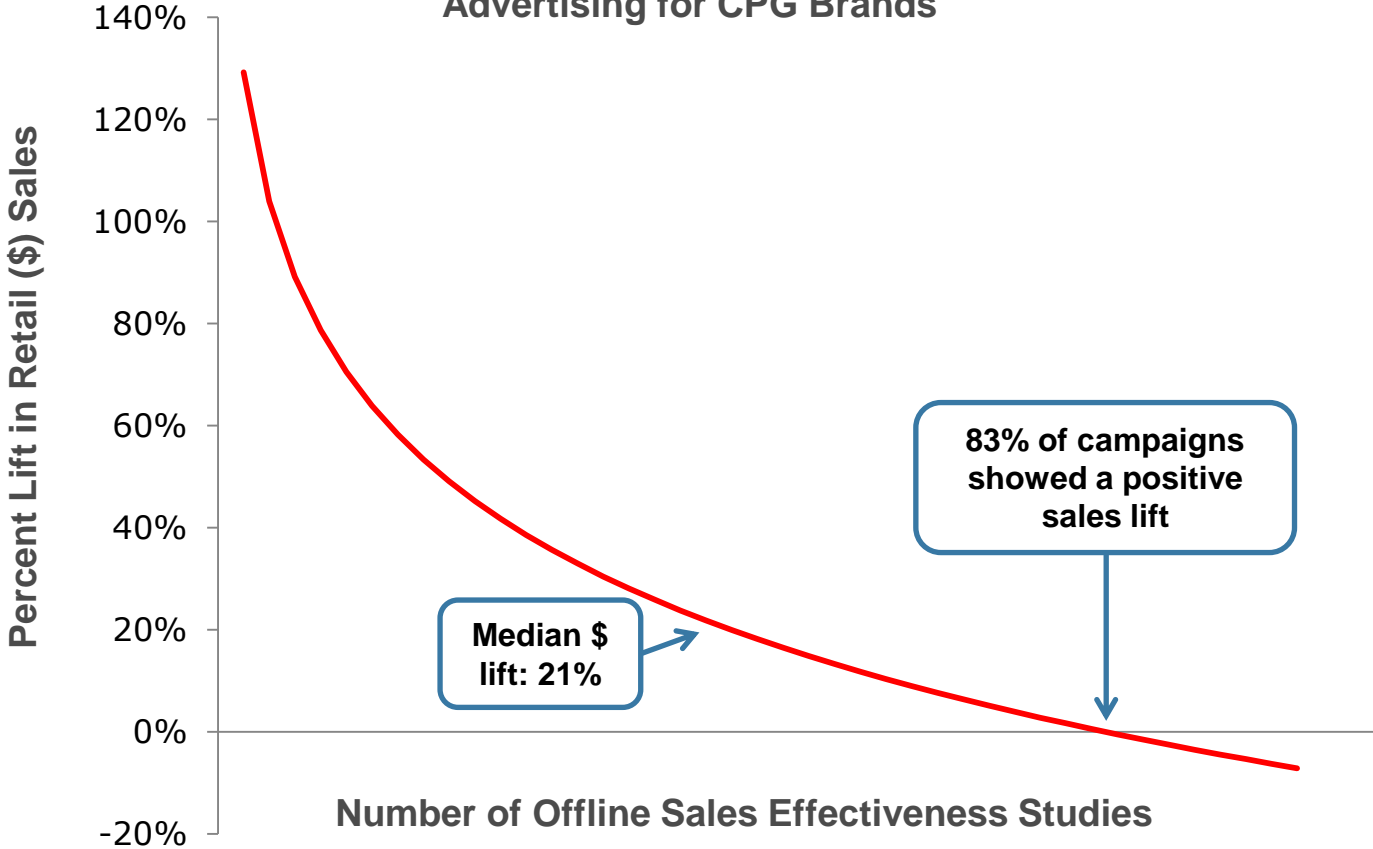


Research Design for Understanding Behavioral Impact Of Ad Exposure



The median offline sales lift generated by online advertising was +21% and 83% of campaigns showed a positive sales lift

Retail Sales Impact of Online Advertising for CPG Brands

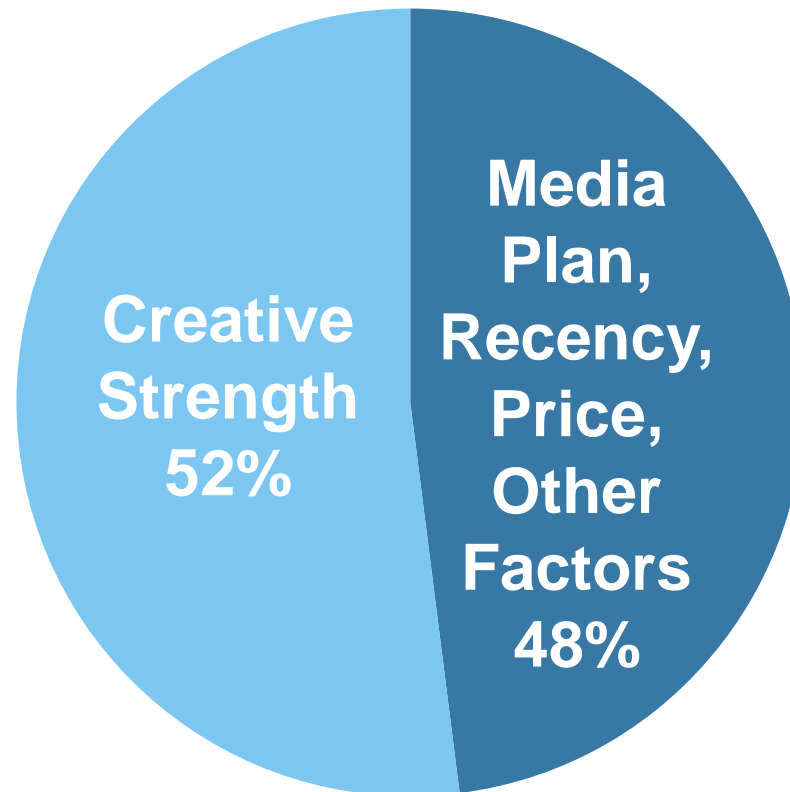


Source: comScore CPG Ad Effectiveness Study

***Why do some of my online
campaigns drive offline sales
and others don't?***

In Traditional Media, Creative Strength Accounts for About 50% of Advertising's Impact

% Influence on Market Share Shifts



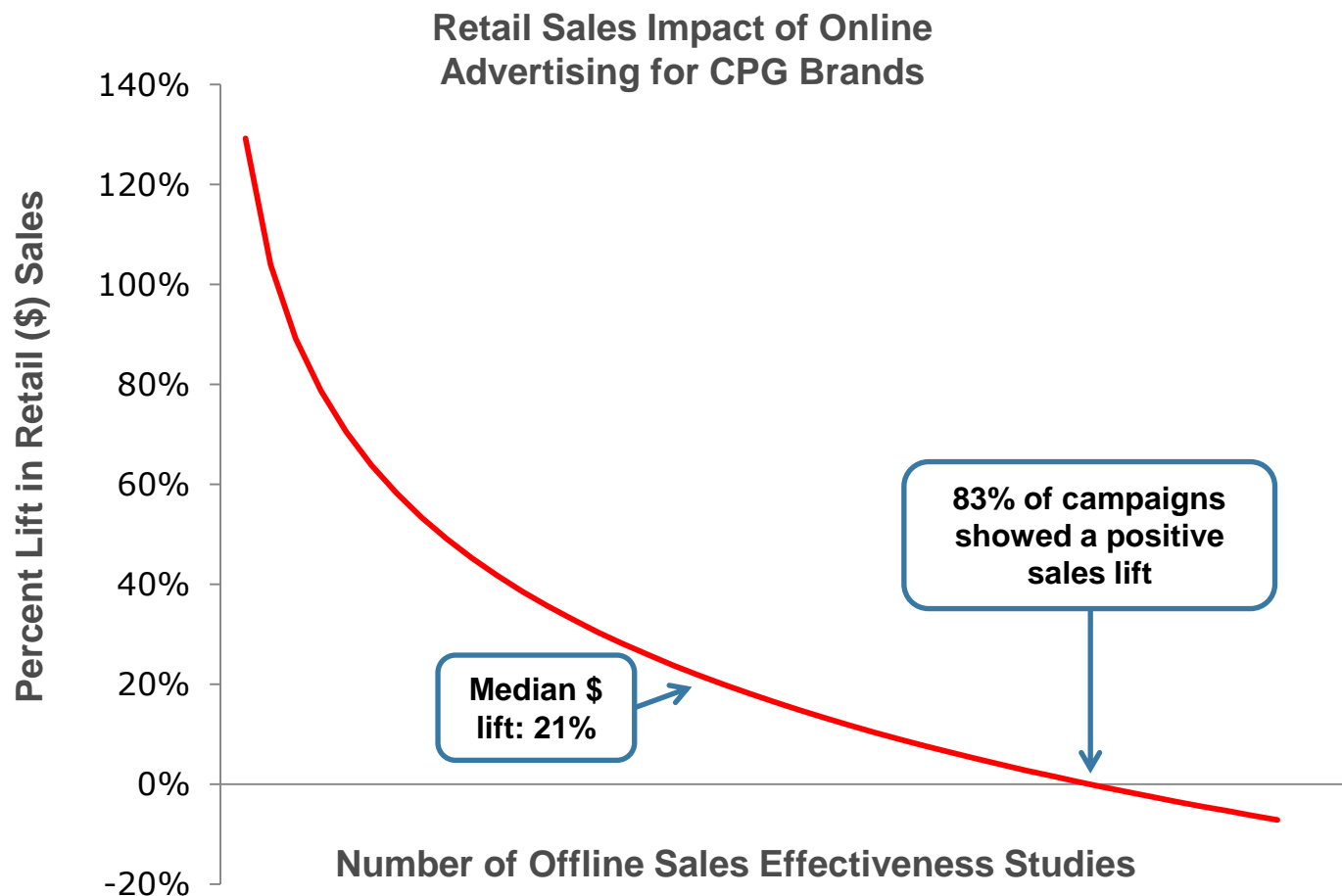
Source: Source: comScore ARS Global Validation Summary

Many of the Same Creative & Messaging Techniques for Traditional Advertising are Proving Valuable for Digital Campaigns

- Classic Branding Content
- Format Advantages
- Message “Elevation” Through Multiple Executions
- Creative-to-Target Alignment
- Synergies with Other Contact Points

Classic Branding Content

The median offline sales lift generated by online advertising was +21% and 83% of campaigns showed a positive sales lift



Source: comScore CPG Ad Effectiveness Study

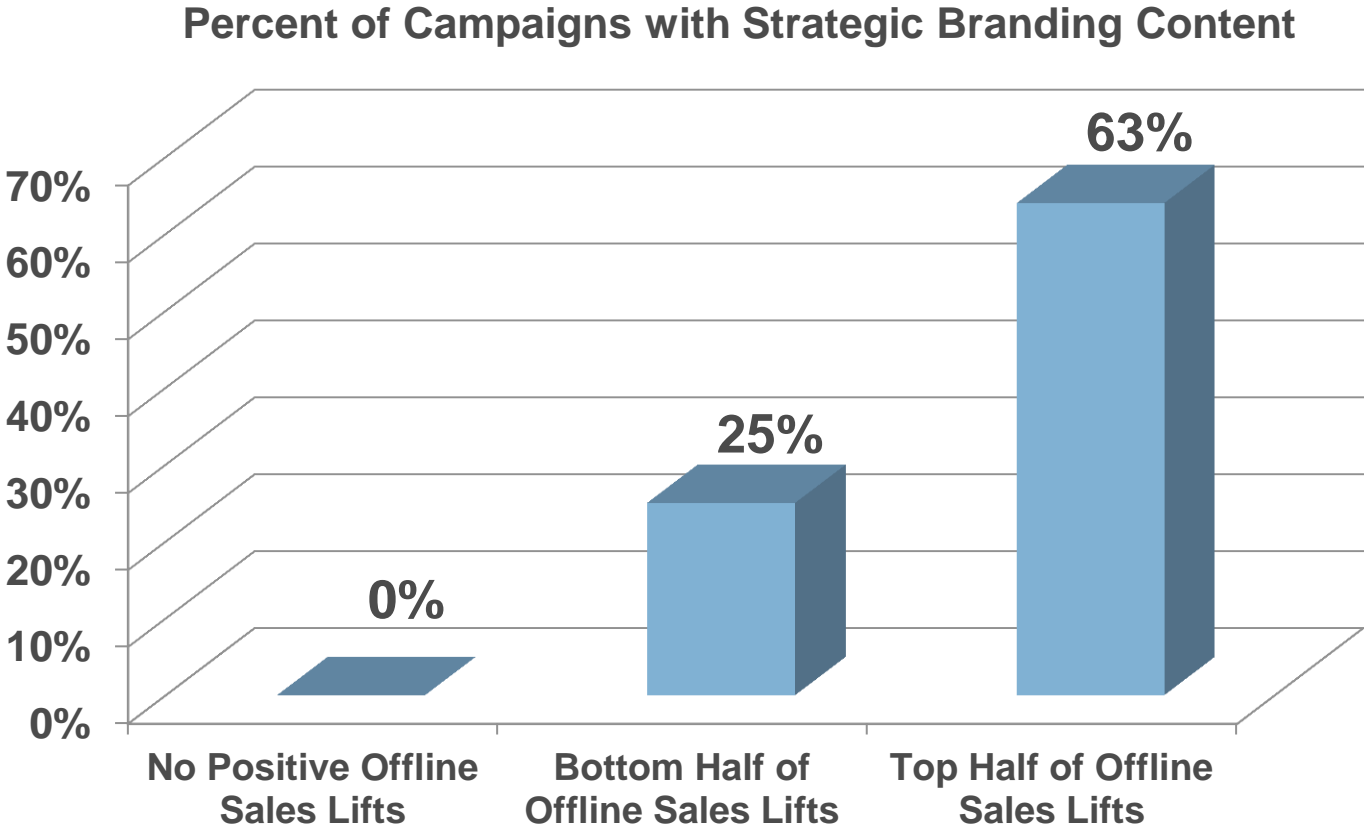
Classic Branding Content is Used Quite Frequently in Traditional Media

Percent of Ads Containing Strategic Branding Content

Element	Television Ads ¹	Print Ads ¹
Brand Differentiating Message	31%	10%
New Product/New Feature Information	44%	32%
Product Convenience (explicit & stated)	9%	10%
Competitive Comparison	24%	14%
Superiority Claim	26%	15%

¹Cases drawn from comScore ARS test databases and balanced by category (n=3,681 for Television Ads, n=93 for print ads)

Presence of Branding Content Corresponds to Observed Sales Lifts



Brand-Differentiating Message

A brand-differentiating message is defined as:

- **Serving to differentiate the brand from the competition in a way that is demonstrated or proven**
- **Making a claim that only the brand can make—that is, when the message expresses a “point-of-difference” for the brand (whether or not the point-of-difference is meaningful or important is not considered)**
- **Being unique in the sense that it emphasizes some new aspect of the product. This may be a “new/improved” formula for an old product**

Brand-Differentiating Message

NEW

WHY BUY TWO?



MULTIPLE BENEFITS + SENSITIVITY PROTECTION

Crest
PRO-HEALTH™
SENSITIVE SHIELD

LEARN MORE

NEW



WITH CREST PRO-HEALTH, YOU GET
SENSITIVITY PROTECTION
AND MORE HEALTH BENEFITS – ALL IN ONE.

Crest
PRO-HEALTH™
SENSITIVE SHIELD

LEARN MORE

NEW

CREST PRO-HEALTH
IS THE ONLY LEADING TOOTHPASTE
THAT PROTECTS ALL THESE AREAS.



CAVITIES
GINGIVITIS
PLAQUE
SENSITIVITY
TARTAR
WHITENING
FRESHENS BREATH

Crest
PRO-HEALTH™
SENSITIVE SHIELD

LEARN MORE

NEW

GET **SENSITIVITY PROTECTION**
AND MORE HEALTH BENEFITS.



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LEARN MORE

New Product/New Feature Information

- **Any information concerning a new product introduction, new components, ingredients, features, or characteristics of an existing product**
- **An improvement (qualitative or quantitative) in any feature, component, ingredient, or characteristic of an existing product (e.g., “New and improved,” “Now with 50 percent less sugar,” “New, milder. . . ,” “New, stronger. . . ,” “Now with built-in flash”)**
- **This can also include new features to the packaging**

New Product/New Feature



*Introducing
3 Musketeers® Truffle Crisp*



[Join Us on Facebook »](#)



[Join Us on Facebook »](#)



*Twin bars of decadent whipped
truffle and airy crisp.*



[Join Us on Facebook »](#)



A ^{Lighter} Way to Enjoy Chocolate®



[Join Us on Facebook »](#)

Product Convenience

Information concerning the ease with which the product may be obtained, prepared, used, or disposed of. The product convenience can either be stated (e.g., “Microwaveable” could get this code, as could statements such as “Simple” or “Easy” when used in reference to the product) or demonstrated (e.g., showing children using a product normally associated with adults), but not implied.

Product Convenience



A microwave oven with a Green Giant Valley Fresh Steamers package inside. The package is labeled 'Green Giant Valley Fresh Steamers' and 'Precooked & Seasoned'. Below the microwave, there is a green banner with the text 'SAVE 50¢ ON GREEN GIANT' and the Green Giant logo with the slogan 'The Difference is Giant!'.



A microwave oven with a Green Giant Valley Fresh Steamers package inside. The package is labeled 'Green Giant Valley Fresh Steamers' and 'Precooked & Seasoned'. Below the microwave, there is a green banner with the text 'SAVE 50¢ ON GREEN GIANT' and the Green Giant logo with the slogan 'The Difference is Giant!'.



The text 'NO MESS. NO STRESS.' is displayed in large, green, stylized letters. The letters are filled with images of the steamed vegetable product, showing broccoli and cauliflower.



The text 'The Ease of Steam with Great Tasting Sauce.' is displayed in green. Below the text is a white plate filled with the steamed vegetable product. Below the plate, there is a green banner with the text 'SAVE 50¢ ON GREEN GIANT' and the Green Giant logo with the slogan 'The Difference is Giant!'.

Competitive Comparison

There are two types of competitive comparison included:

Direct comparison to other product(s):

A competitor is identified by name. The competitive package or product with name identified is shown, or the competitor is verbally identified by name, not just category identification.

Indirect comparison to other product(s):

A comparison is made between the advertised product and competitor(s), but the competitor is not specifically named. “Better than the leading brand. . .” is an indirect comparison. “Better than other brands. . .” is an indirect comparison. (This does not include comparisons to an old version of the test product or a comparison to a generic category.)

Competitive Comparison

It's pretty obvious
which one kids want.



STRAWBERRY
POP-TARTS®

STRAWBERRY
TOASTER STRUDEL®

POP-TARTS® IS A TRADEMARK OF KELLOGG NORTH AMERICA COMPANY.

Warm. Flaky. Yum.



The one
kids want to eat.



The one
kids want to eat.



START THE DAY WITH \$1 OFF

BASED ON TESTING COMPARABLE STRAWBERRY FLAVORS

Superiority Claim

Information that claims the advertised product is better than competitive products or an older version of the advertised product in some particular way(s).

Superiority Claim

The **Number 1**
yogurt brand to help reduce
digestive discomfort



*Sales Source: Nielsen
See website for details

So try Activia today!

Find out more



*Sales Source: Nielsen
See website for details

Format Advantages

Format May Play Role in Degree to Which Branding Content May be Deployed

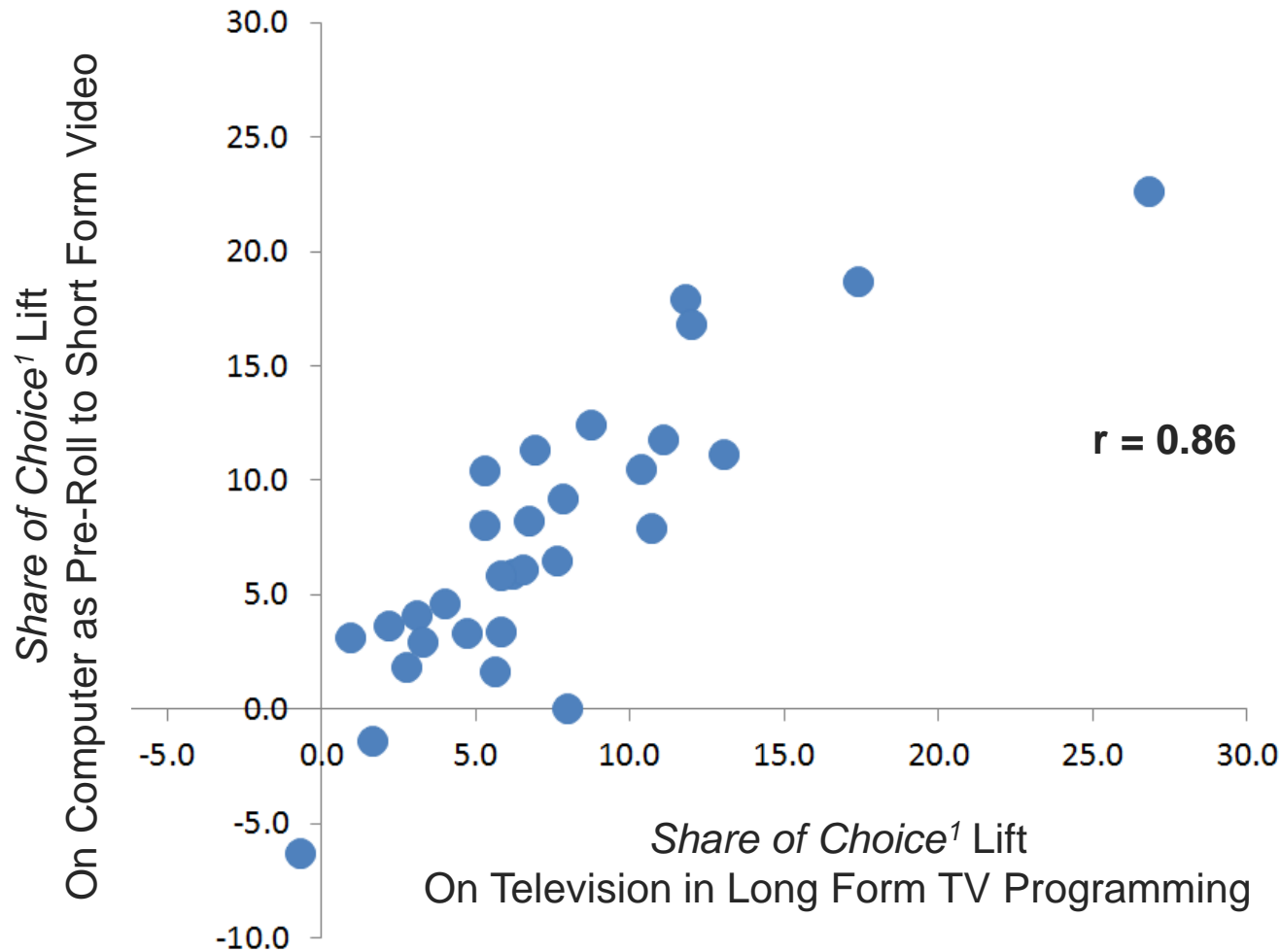
Percent of Ads Containing Strategic Branding Content

Element	Digital Display Ads ¹		
	Overall	“Rich” Media	Static
Brand Differentiating Message	17%	23%	3%
New Product/New Feature Information	19%	26%	3%
Product Convenience (explicit & stated)	0%	0%	0%
Competitive Comparison	10%	9%	13%
Superiority Claim	13%	16%	7%

¹Cases drawn from comScore ARS test databases and balanced by category (n=100 for digital display ads)

Source: comScore ARS Integrated Database; majority of cases involved CPG brands

Whether Deployed as Pre-Rolls or Television Ads, Videos Show the Same Relative Effectiveness to Each Other



¹Lift calibrated to take into account system differences

Guidelines for Effective Short Form Ads (15 seconds or under)

- If possible, create original short form ads
- If doing both short and long form, start with the short form
- Reduce communication to a single idea
- Use images/pictures instead of words
- Include at least 3 seconds of product shots (5 seconds is preferable)
- Avoid “storyline” format advertising, it is very difficult to do well in less than 60 seconds
- If still too long, look first towards scenes with little branding content, superfluous messaging, and low interest
- Do take advantage of short form for new product launches!

Case Example – Use of Images/Pictures Over Words



Case Examples for Other Guidelines Available for comScore Clients

New Rich Media Formats are Proving Effective In “Laboratory” Testing and Live Deployment

Recent Examples:

■ AOL Project Devil:

*“When comparing its interactive, multifunctional ad space to standard ad formats, 69% of consumers said the Devil ad was visually more appealing and made them “more interested in the brand.”**

■ Expo Communications (expotv.com):

*“The results indicate that the highest performing user-generated product reviews contained many of the sales effective elements seen in professionally-produced television commercials. Furthermore, the rates of presence of many of these elements were greater than those typically seen in the rival digital format of banner and rectangle display ads.”***

*Source: AOL'S PROJECT DEVIL AND PICTELA PUSHDOWN PREMIUM AD FORMATS NAMED IAB "RISING STARS, Feb 28, 2011
Results Based on: "Project Devil Quantitative Research Study," comScore ARS, n=1500

**Source: comScore ARS Study Finds User-Generated Video Reviews Exhibit Elements of Sales Effectiveness Usually Found in Professionally Produced TV Ads, October 13, 2010

Message “Elevation” Through Multiple Executions

Multi-copy Campaigns Often Move Communicated Messages From “Lower” To “Higher” Levels

% of Respondents Who Stated the Message as the Main Point

Main Point Communication (All Women)	Total Campaign (All 3 ads)	“Reducing Waste”	“Energy Efficiency”	“Reduced Emissions”
Environmental: (Net)	87%	80%	77%	75%
Sustainability-focused company	41%	13%	25%	23%
Policies are good for earth/environment	26%	19%	9%	17%
Applies emerging green technology	19%	10%	6%	9%
Promotes a green lifestyle	13%	5%	11%	9%
Reduces/cuts down on plastic waste	9%	34%	-	1%
Less/smaller packaging	2%	11%	-	-
Has recycling program	-	4%	-	-
Saves/uses less electricity	2%	-	13%	-
Conducts regular energy audits	-	-	21%	-
Uses 5% wind-generated electricity	1%	-	15%	-
Uses off-peak power	-	-	9%	-
Plants trees to offset emissions	2%	-	-	22%
Reducing company’s carbon footprint	7%	-	-	15%

Creative-to-Target Alignment

Creative Impact Can Vary Greatly By Target

Share of Choice Lift
(Telecommunications Brand Example)

	Display Ad A	Display Ad B	Display Ad C
Overall Sample	3.2	2.8	1.5
Men	-2.4	3.3	2.0
Women	8.7	2.4	1.0

- Ad A is extremely effective among women but doesn't resonate among men...potential for targeting to women
- Ad B performs significantly stronger among men but significantly weaker among women than Ad A...best use is for general audience and targeting men
- Ad C is weaker than Ad B for general audiences, but could be used to refresh Ad B for larger buys where wearout may be a concern

Synergies with Other Contact Points

Layering Digital with TV Builds Reach with Identical Investment

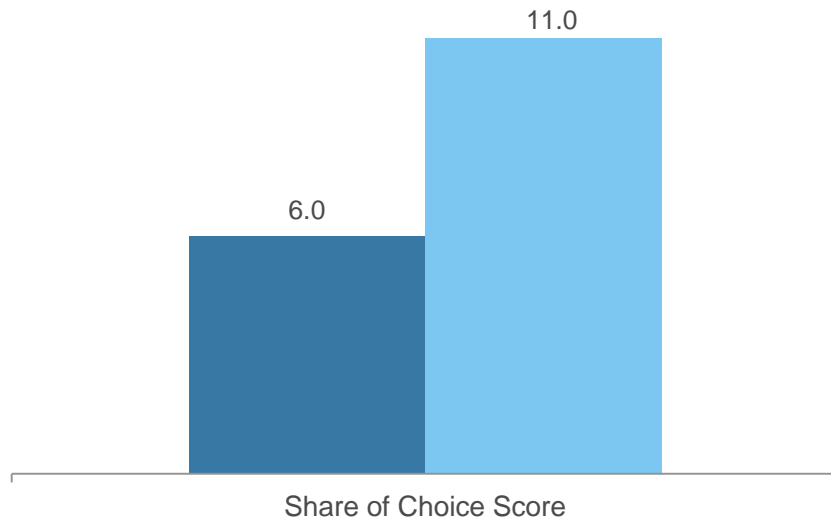
Impact of a 90/10 Budget Allocation

Media Plan	GRPs	Cost	Total Reach	Effective Reach
TV Only	1,000	\$10,000	85.1%	67.8%
TV + Digital Combination				
TV (90%)	900	\$9,000	83.7%	65.8%
Digital (10%)	500	\$1,000	63.8%	44.0%
TV + Digital	1,400	\$10,000	90.2%	83.7%
TV Only vs. 90% TV + 10% Digital	400 ↑	0	5.1% ↑	15.9% ↑

In This Example, an Integrated Campaign Provided Nearly Twice the Impact of TV Alone, and Strongly Reinforced a Well-Branded Message

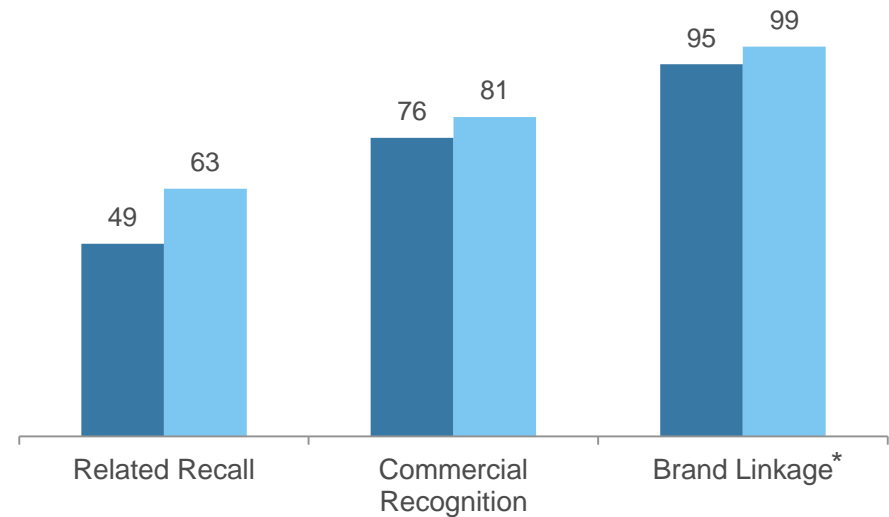
Increase in Share of Choice, Women 16+

■ TV Only ■ 5 Multi-Touchpoint Campaign



Related Recall Results, Women 16+
% of Respondents

■ TV Only ■ 5 Multi-Touchpoint Campaign

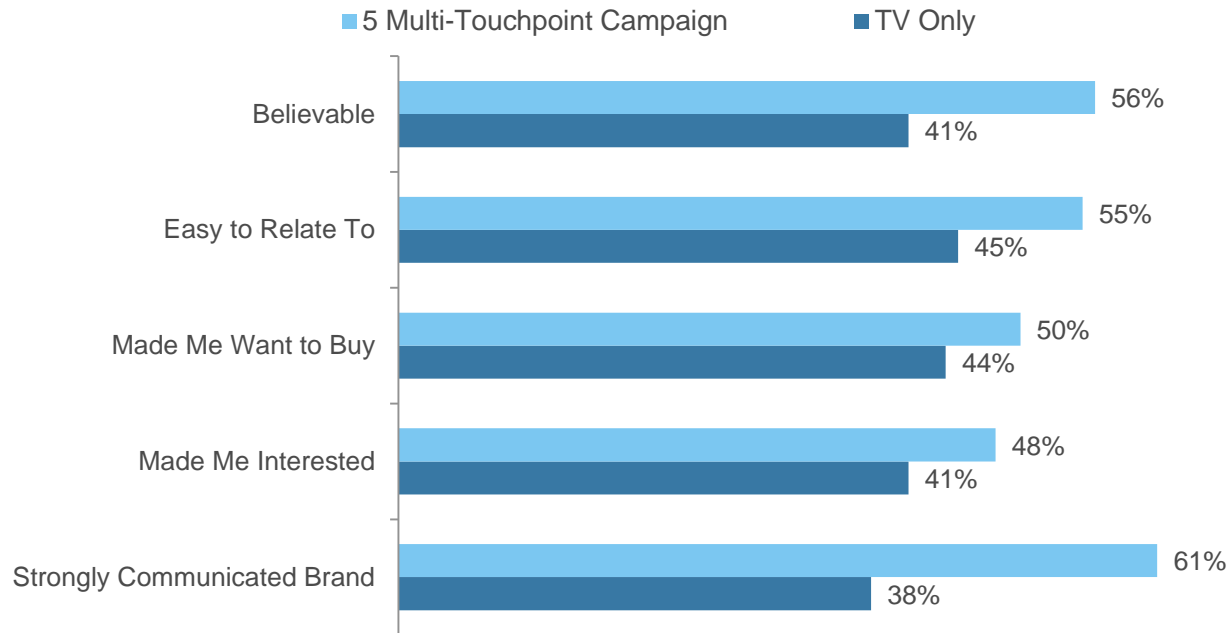


*Brand Linkage asked only of respondents who recognized the ad.

The Integrated Campaign Increased Brand Interest and Connected With Consumers in a Way that Reinforces the Brand

Consumer Advocacy

Advertising Elements, Women 16+
% of Respondents



Suggested Best Practices

1. Use classic branding content when possible
2. Consider employing publisher proven richer media formats
3. When deploying video, design for shortened length
4. Take advantage of multiple executions to “elevate” messaging
5. Remember your audience – match the executions to the targets
6. Leverage digital for expanded reach and for synergies with other contact points

Questions?

Contact us...

Ffindley@comscore.com

Thank You!