Advertising That Sells
Overview of Link™ Copy Testing

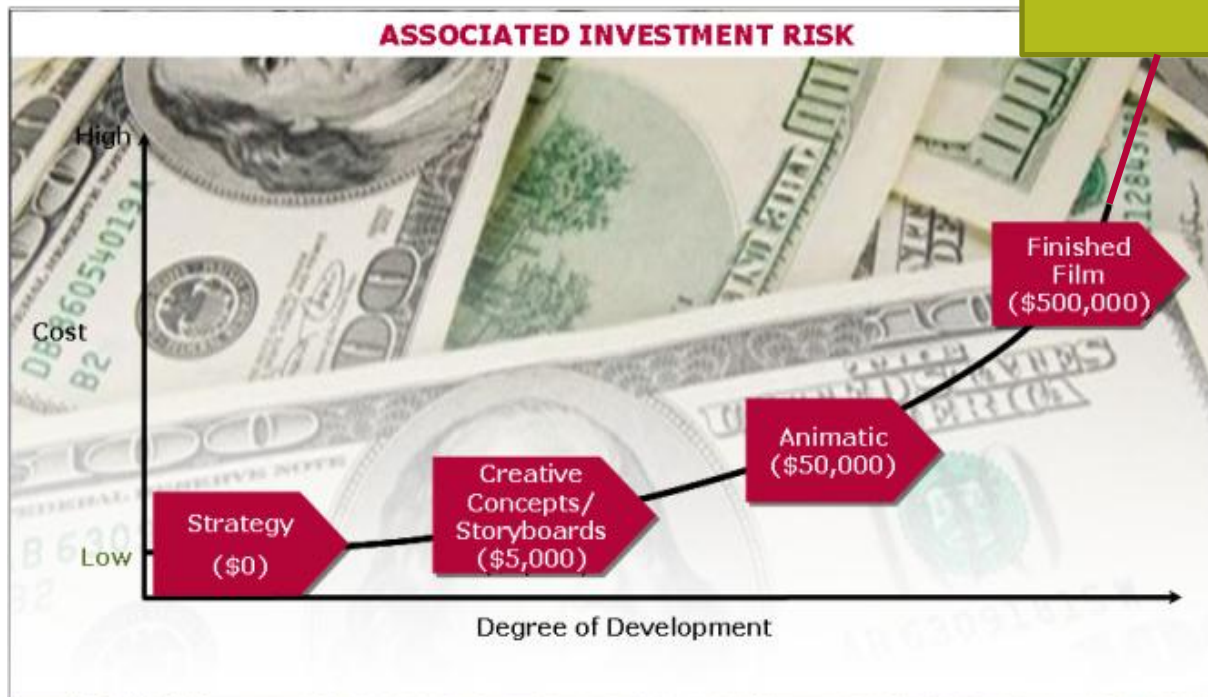**October 2012**

2 Points Agenda

Principles of successful advertising

How do we help clients to create such advertising - Link™
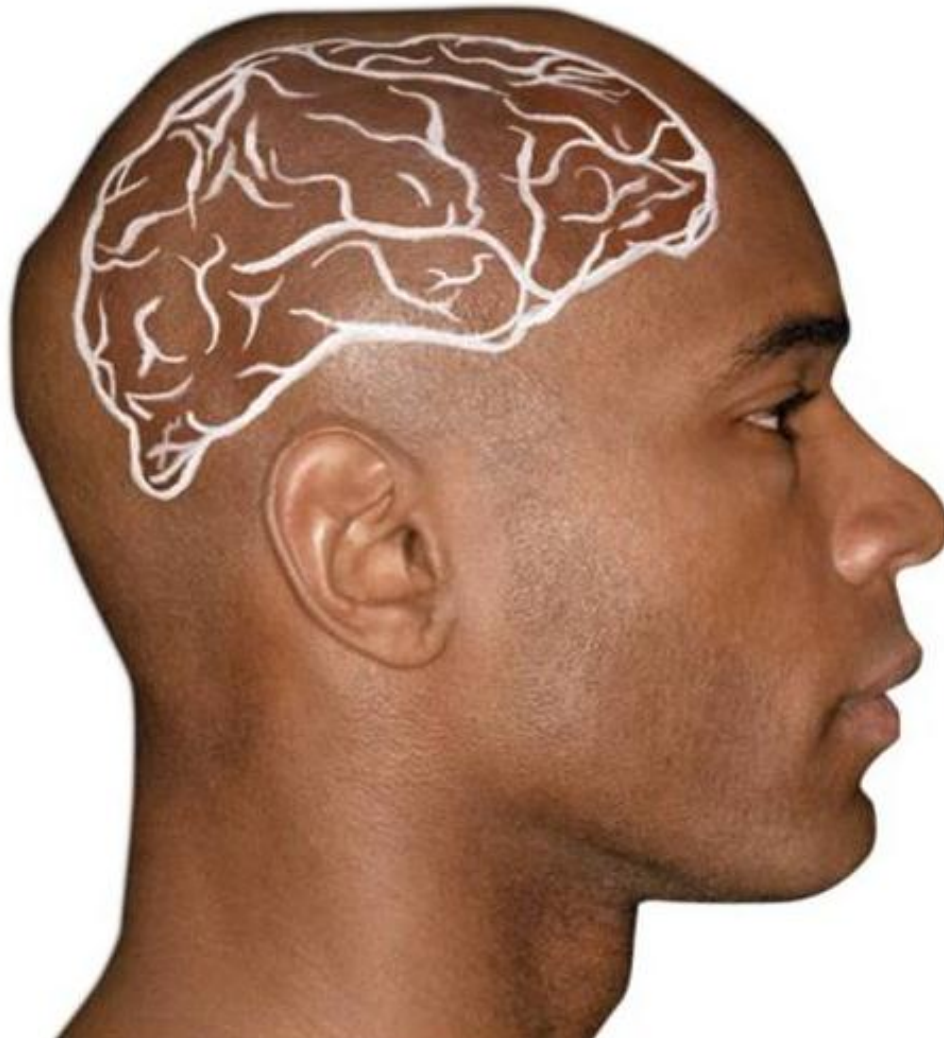
Principles of Successful Advertising

Earlier solutions are key to controlling financial risk and inefficiency and can help inspire great creative ideas

How much is your Production & Media Space Investment in 2012?
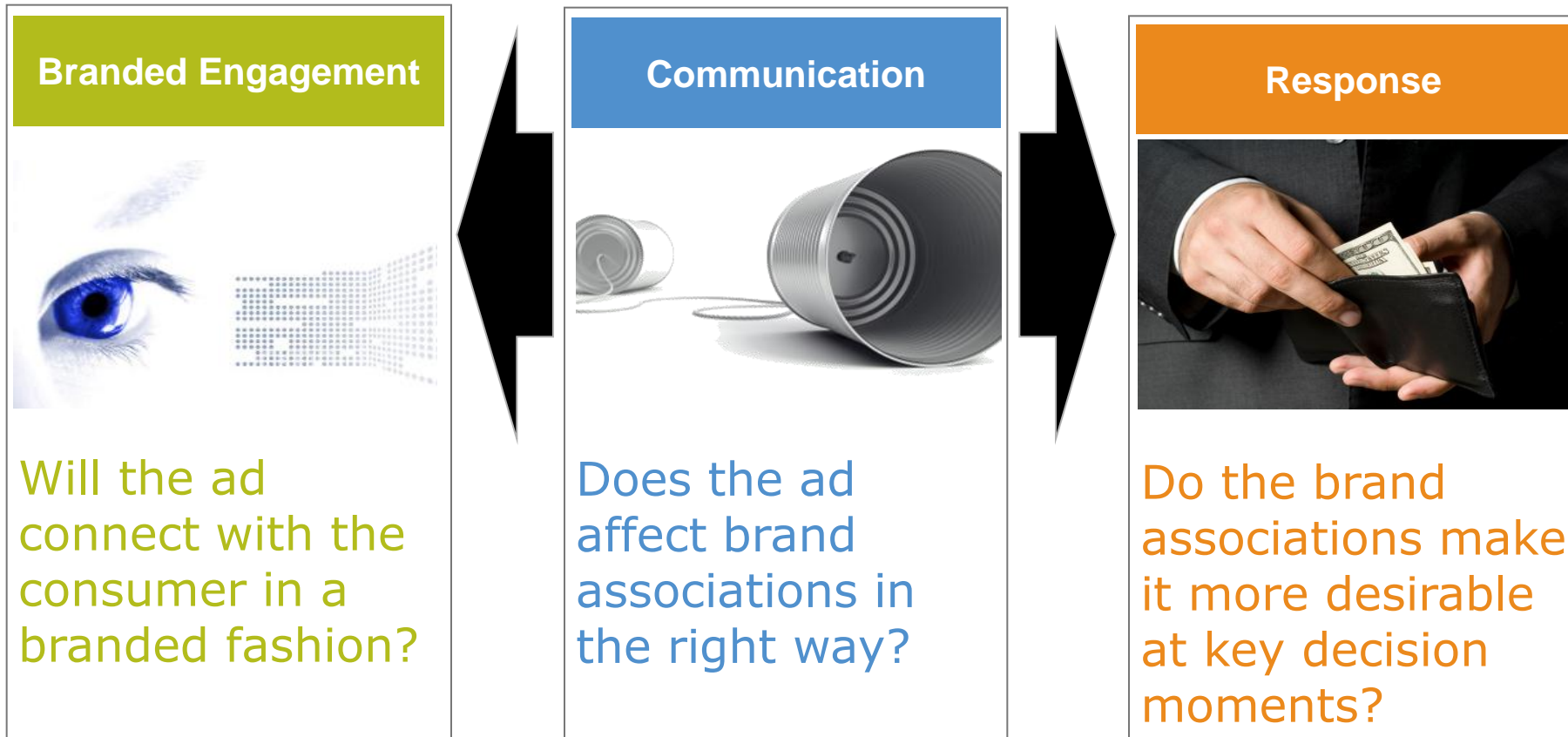
ASSOCIATED INVESTMENT RISK

High

Cost

Low

Strategy ($0)

Creative Concepts/ Storyboards ($5,000)

Animatic ($50,000)

Finished Film ($500,000)

Degree of Development

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So what do you think makes for successful advertising?

The challenge of engagement

What will Link tell you?

Branded Engagement

Will the ad connect with the consumer in a branded fashion?

Communication

Does the ad affect brand associations in the right way?

Response

Do the brand associations make it more desirable at key decision moments?

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Do I have your attention?

20 slides, at 1 second each

Shout whether...

| CAT or DOG | BOTH |
| DON'T KNOW | NEITHER |

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2001 8 18

Dog of the Day
GINGER
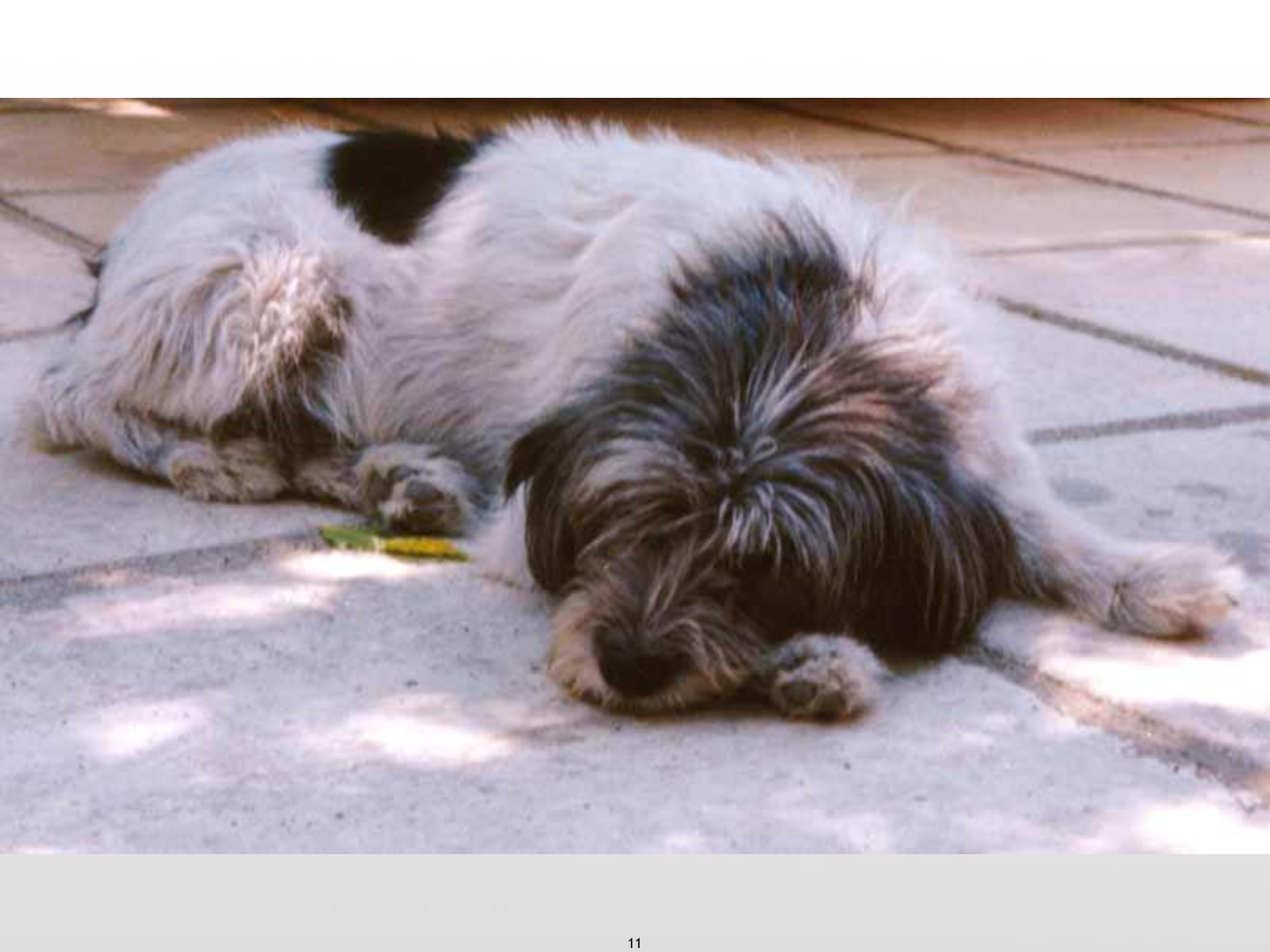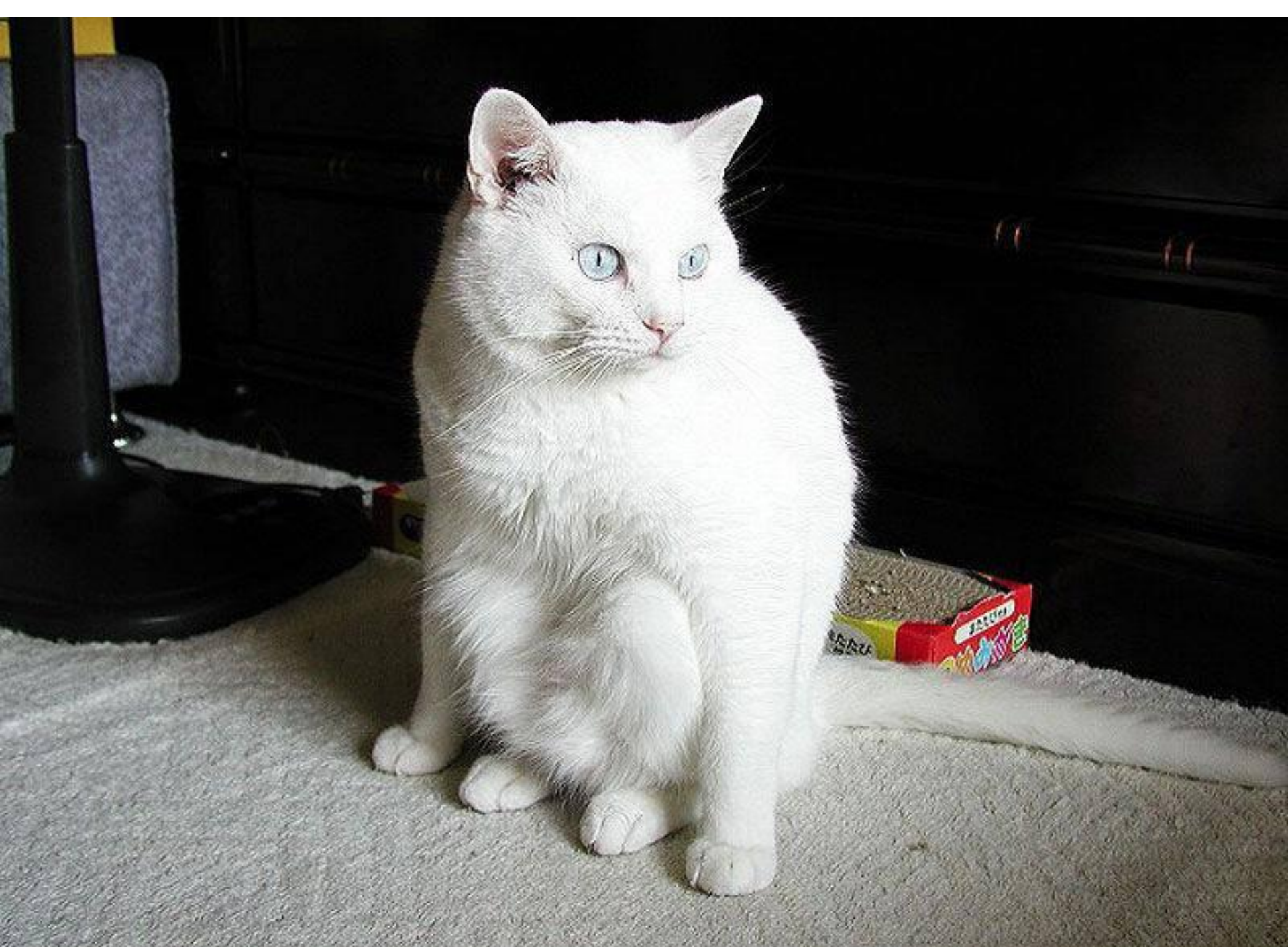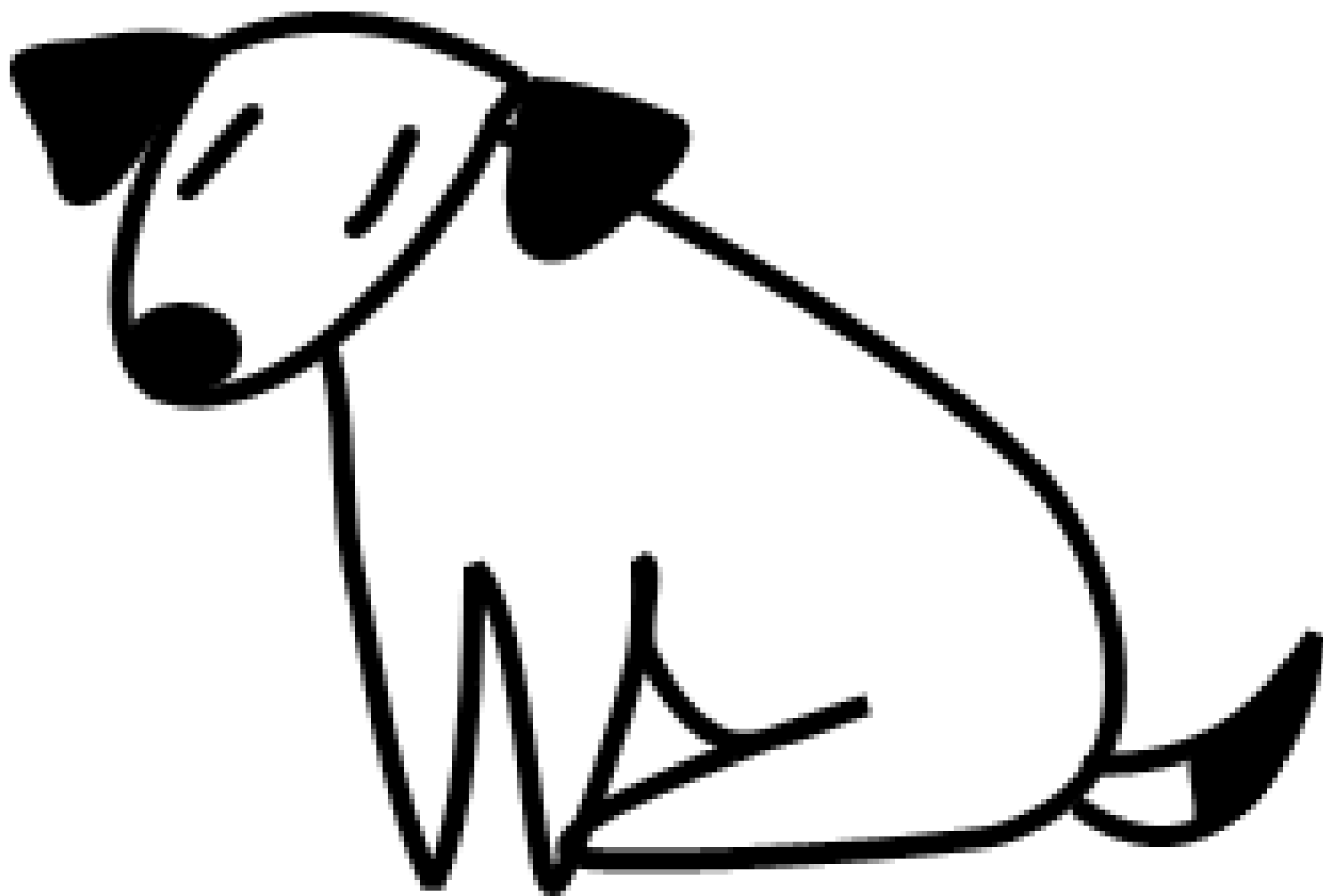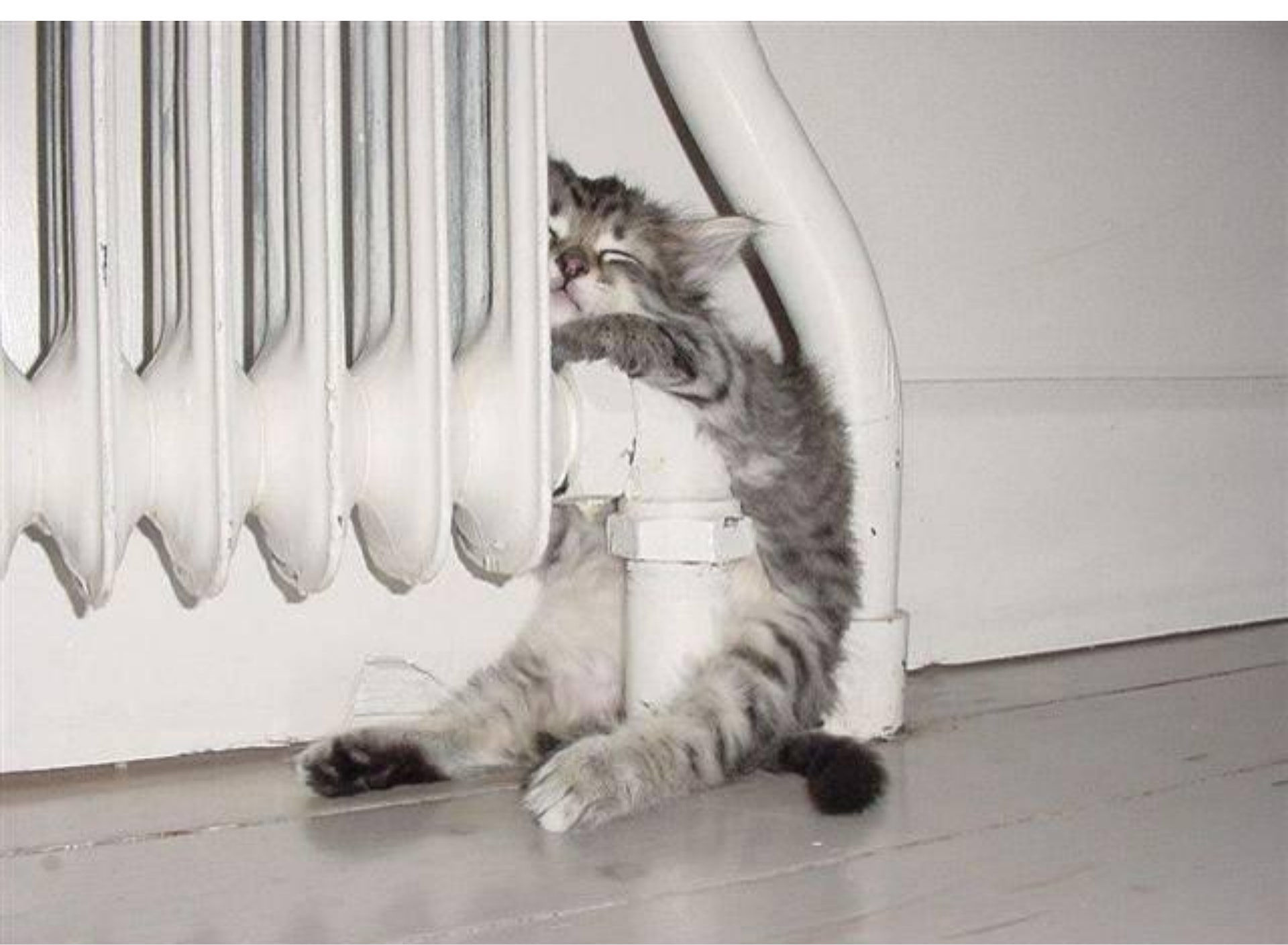
So, which images did you remember?

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The challenge of engagement

Advertising has to compete with everything else in the environment to get into the **'mental workspace'**

❑ Personal Relevance

❑ Emotional content

❑ And we tend to give time to things that are *different*

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But does an entire ad engage?

30 Second TV Ad

Recall

5% of ad creates 45% of recall
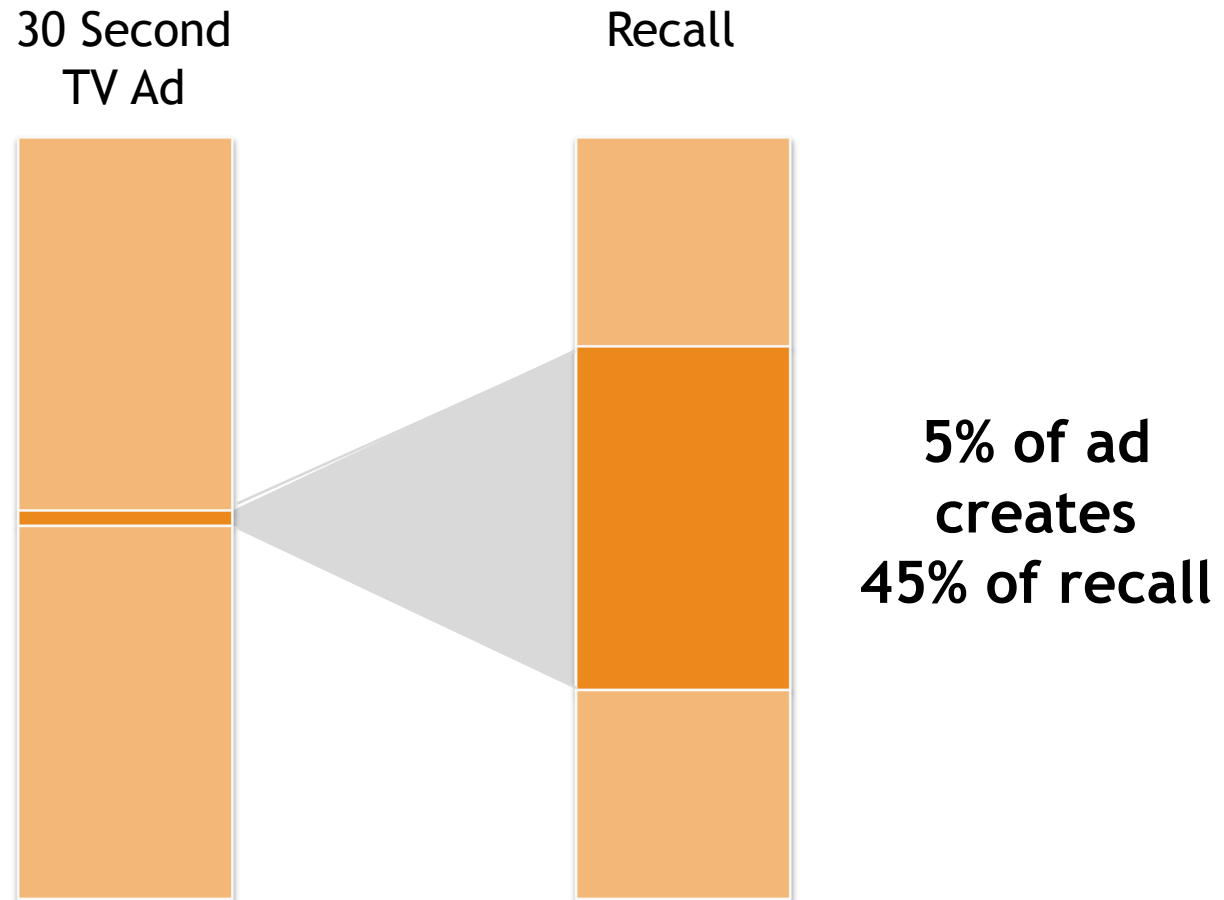
In ads which work well, the brand and message are tied into the Engaging Moments of the ad

Millward Brown sometimes summarise this using a 'V Diagram'

Brand   Message

What is involving within the ad
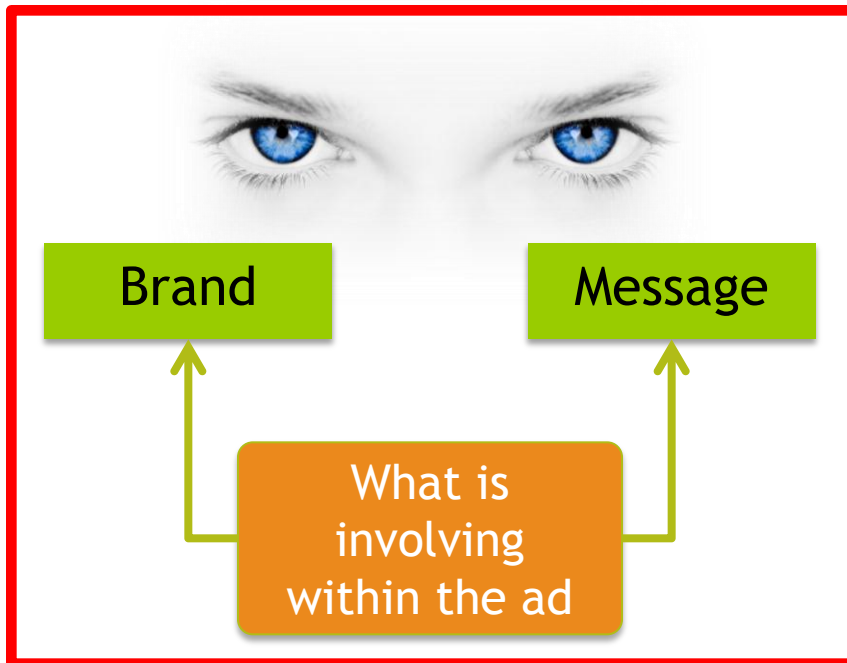
The whole principle of Link is based on the knowledge that in real-life:
- The "Message" that will be communicated will be whatever associations derive from the more memorable elements of the ad.
- The commercial will only be recalled in connection with the brand if the involving parts "tie in" with the brand

It is can be useful to draw/visualise a V diagram of what is intended by the advertiser and compare this with what elements are actually being recalled.
Are key elements being missed? If the elements involving the brand and the message drop out of recall then they won't be communicated in real life.

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Branding is challenging

Our tracking research indicates that only one-third of target viewers who are aware of an execution can link it to the brand...

- the remaining two-thirds either don't know what the ad was promoting, or misattribute it to a competitor.

32%

Correct Brand Identification

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The quality of brand integration

Ads can integrate a brand in different ways:

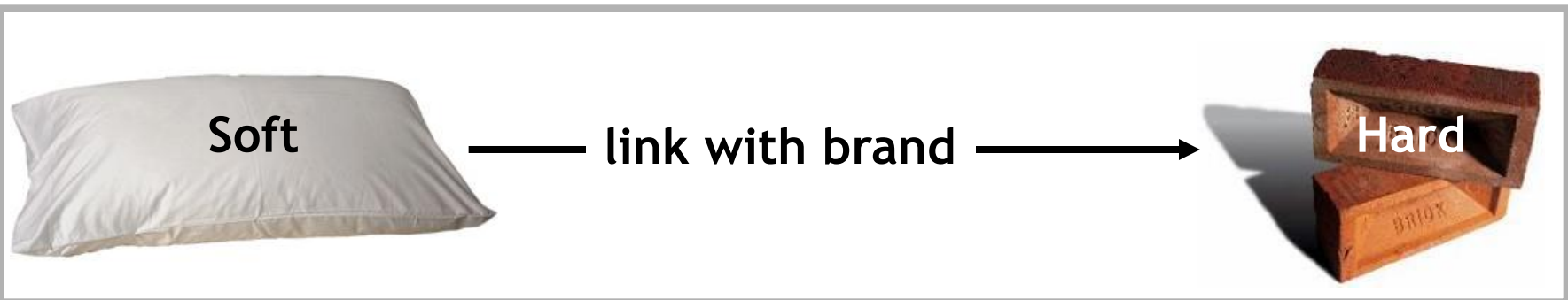| 1. Presence of brand at key points of interest	2. Active role for brand within story	3. Use of overt brand cues in story	4. Use of brand itself as the story

Soft ——— link with brand ——→ **Hard**

Brand cues established through consistent use, over time and across multiple ads aids branding

Distinct styles or visuals	Music or sound	Slogans or jingles	Brand icons or spokespeople, including celebrities
Target, Gap, iPod, Cingular bars	The "Intel sound", Kit Kat "Give me a Break"	"We bring good things to life", "Even a Caveman can do it"	Gecko + Geico, Jared + Subway, Tiger Woods + Nike, Michael Jordan + Hanes

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Validation: strong Branded Engagement predicted from Link generally means greater sales effect

Millward Brown Link™ prediction validation

Correlation = 0.88

Sales effect (y-axis: 0.0, 0.5, 1.0, 1.5, 2.0, 2.5)

Branded Memorability predicted from Link (x-axis: 0.0, 0.5, 1.0, 1.5, 2.0)

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TV ads Indexed to brand average excluding 'New News'
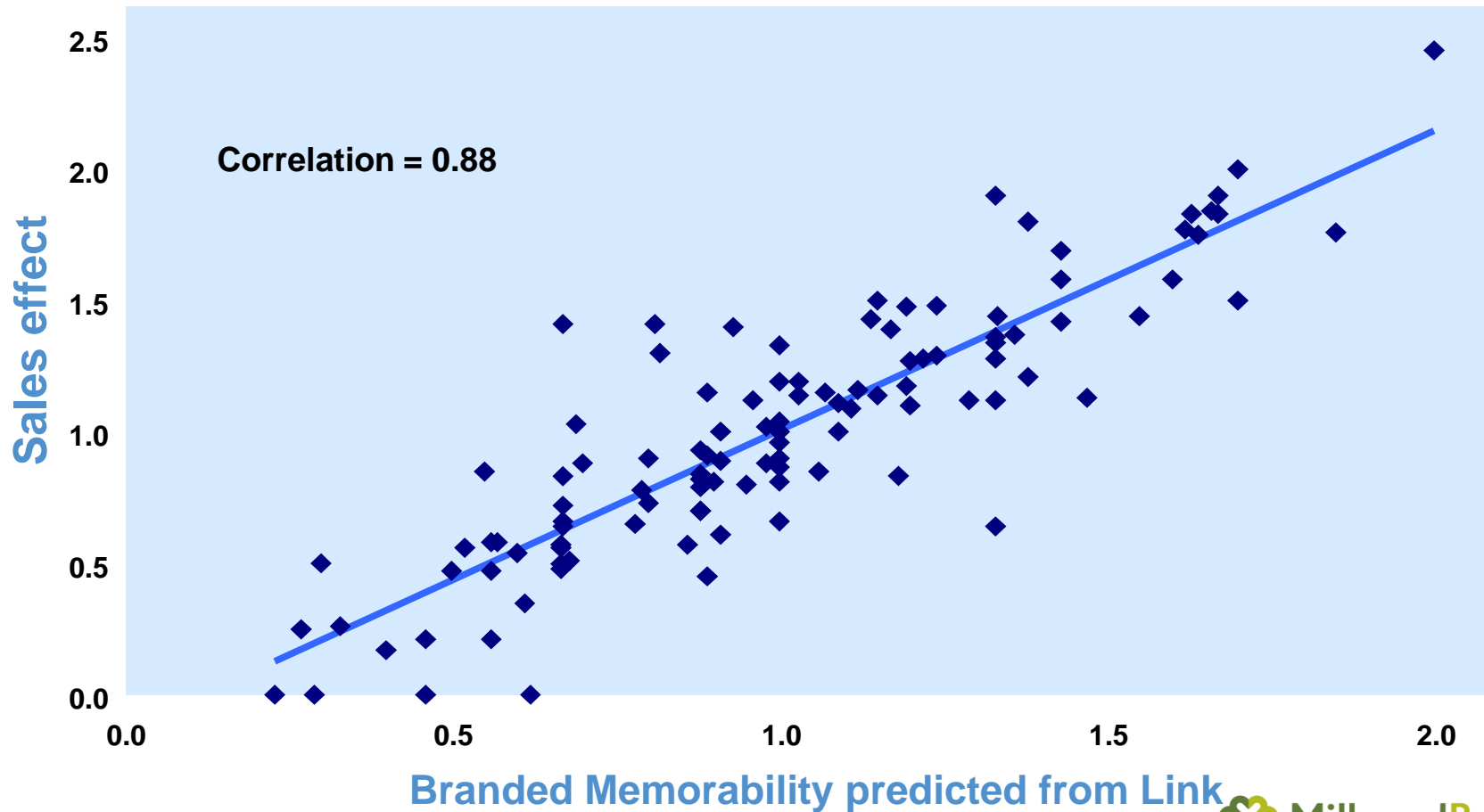
Engagement is about potential, not effect

Engagement ensures the ad has a chance to influence.

Whether this opportunity is fully leveraged depends upon what brand associations were created.

Knowledge

Experience

Emotion

This determines the ad's motivational power at the time of purchase.

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There are several opportunities for advertising to work; when people...

| 1. See the Ad	2. are deciding what to check out	3. are experiencing the product
Immediate Challenge	**Interest Status**	**Enhancement**
• The key to the advertising is its immediate relevance, not just its creative content • Conscious decision to act	• The key to the advertising is to establish interesting associations about brand • Triggers curiosity at a later date	• The key to the advertising is to establish interesting associations about brand • Advertising memories affect brand experience

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Persuasiveness is about having a compelling message about the brand

% of ads tested that are above average on persuasiveness

Number of criteria ad satisfies

Persuasiveness	Criteria
9	0
12	1
33	2
53	3
84	4

New, relevant, credible & different

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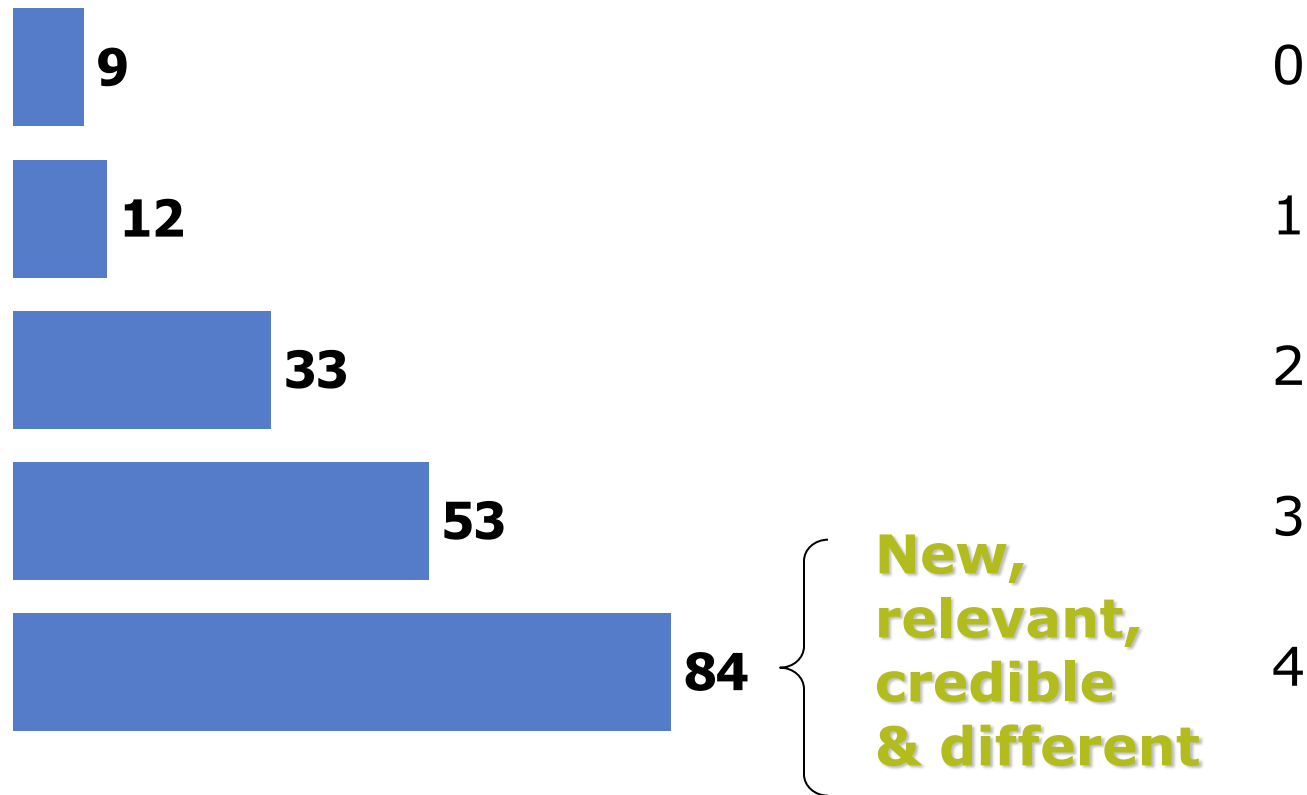
Most ads do not contain new information

No New News 62%

With New News 38%

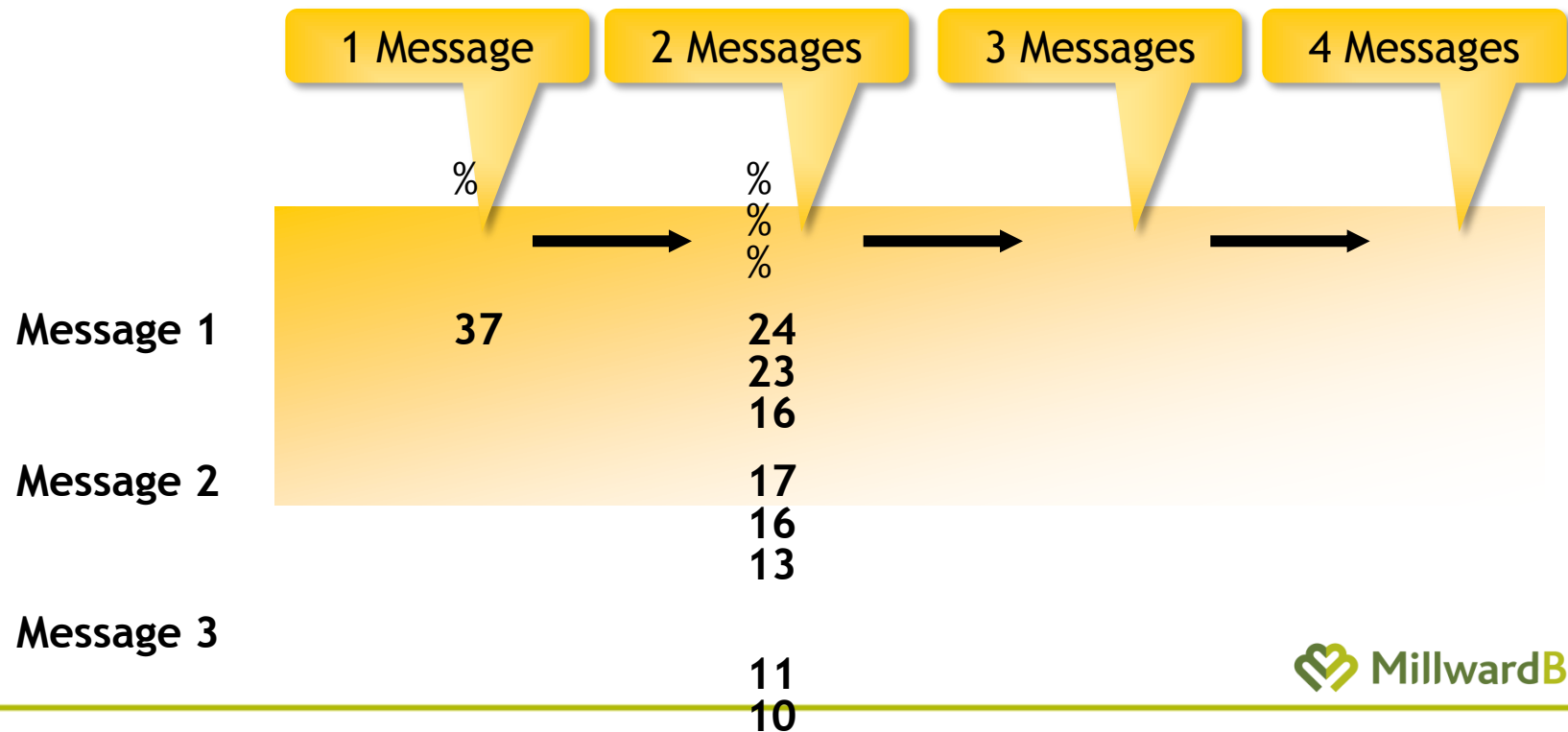Based on 4500 ads from MB's Online Link database

Our experience shows ads that communicate well are able to express the key idea single mindedly and effectively

Focused communication is more effective
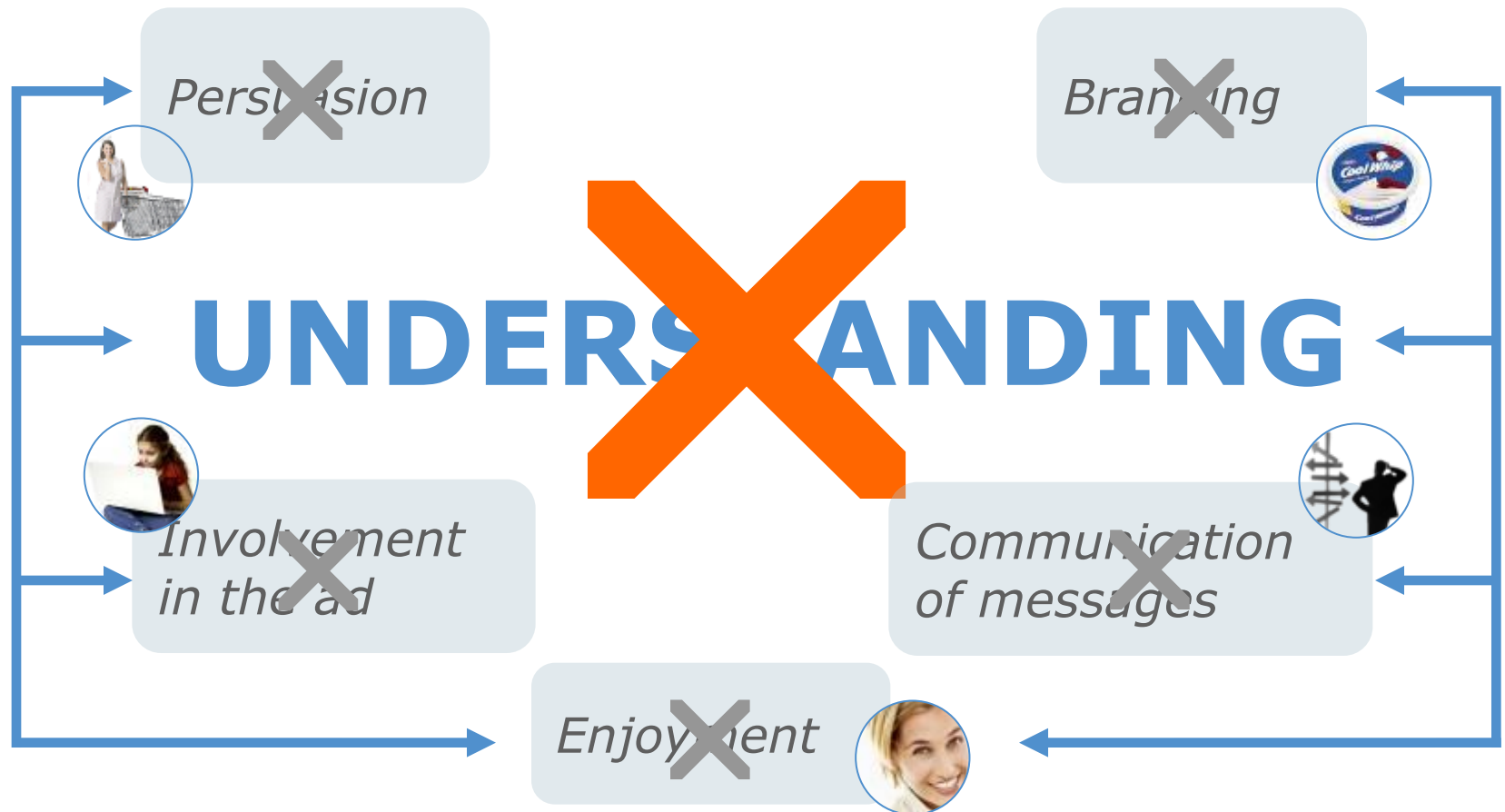
- Attempting to convey too many messages will likely result in none of them coming through to a strong extent

Main Impressions MB Database Average Ads With . . .

	1 Message	2 Messages	3 Messages	4 Messages
	%	% % %		
Message 1	37	24 23 16		
Message 2		17 16 13		
Message 3		11 10		

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Lack of understanding the storyline can detract from overall ad performance

Persuasion

Branding

UNDERSTANDING

Involvement in the ad

Communication of messages

Enjoyment

Millward Brown Tools

The foundation of our approaches
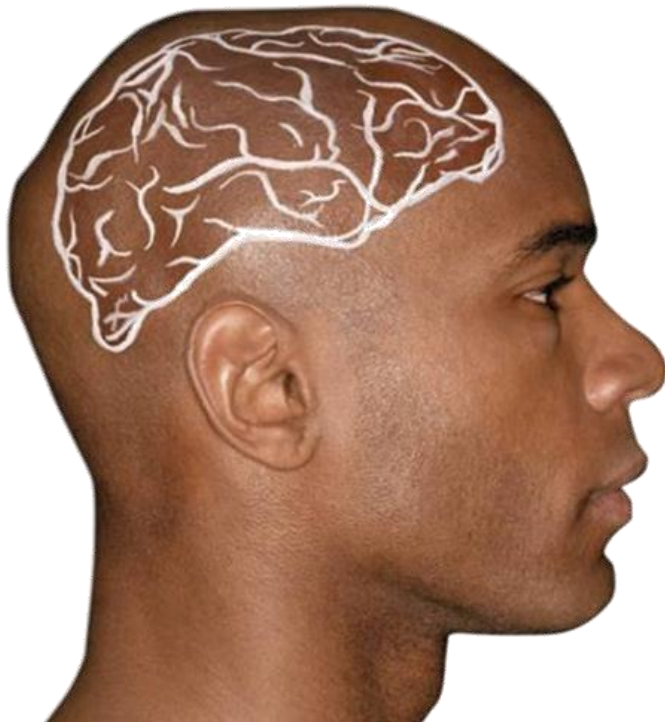
- Empirically based on observations about how advertising works in practice (not in theory!)

- Validated against sales (with cases added every day)

- And known to reflect how the brain works!
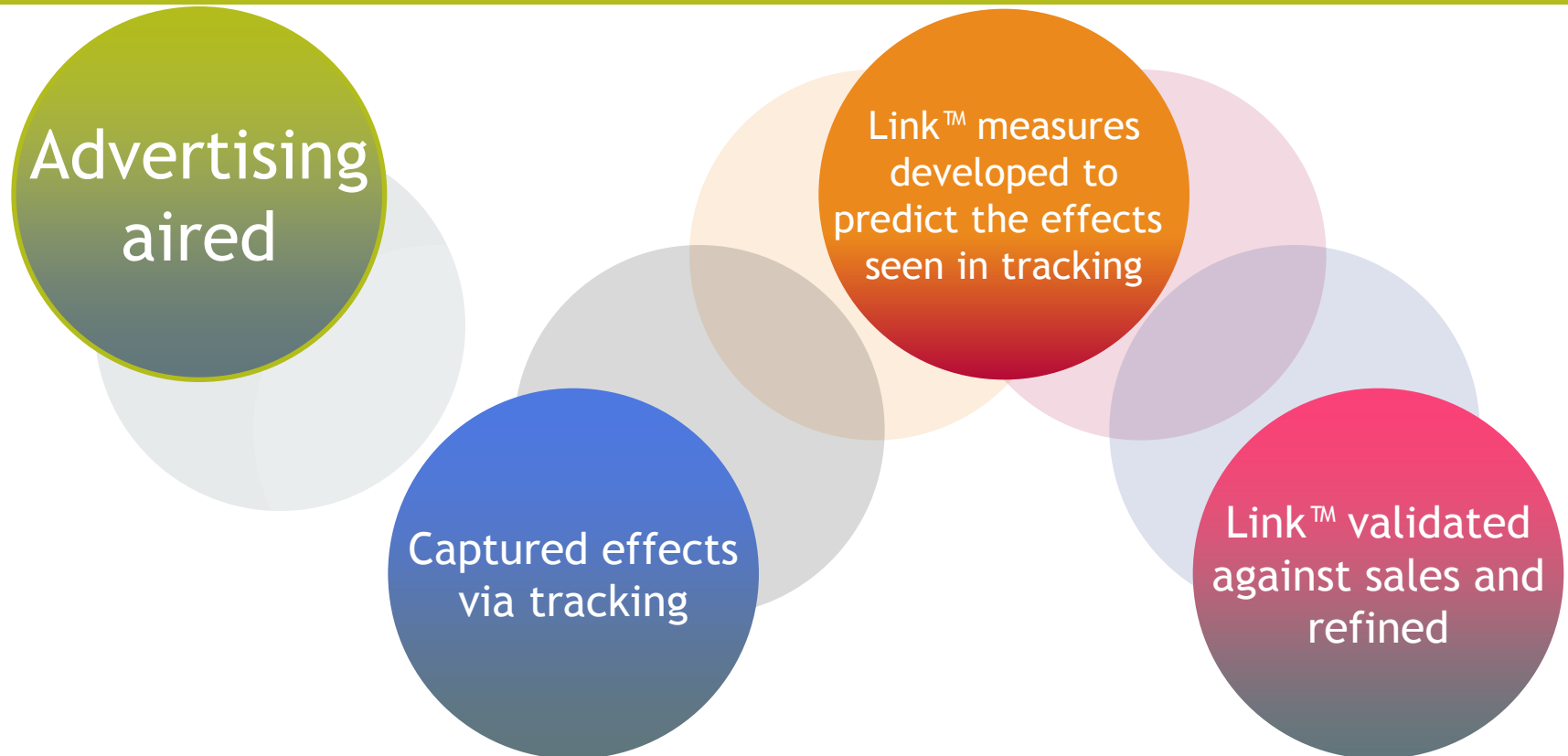
Link Philosophy and Framework

Maurice Millward

Gordon Brown

Link was developed from observing advertising effects

Advertising aired

Captured effects via tracking

Link™ measures developed to predict the effects seen in tracking

Link™ validated against sales and refined

Millward Brown observed the effects of many campaigns by tracking them on air before developing Link™. Link™ measures were then developed to predict these effects and validation to both tracking and sales followed.

So how does it work?

Recruit Target Audience
Respondents are recruited with interviewer
Asked screener questions

| Reel | Test Ad | Survey | Test Ad | Interest & Emotion Traces |

TV

Asked warm-up questions about advertising

Exposed to Test Ad
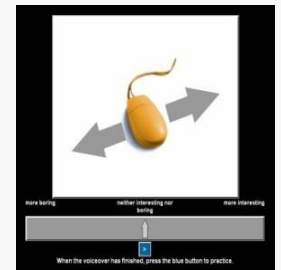
Self-completed questionnaire -- PC or paper

Exposed to Test Ad Again

Asked interest/ emotional trace to get a deeper understanding of the emotional impact of advertising

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The key evaluative areas

Branded Engagement

Is it **enjoyable**?

Does it **build interest** or engage?

Is it **connected to your brand**?

Does it establish **long term associations**?

⬇

Compelling creative

Response

Is the **message understood**?

Is it **newsworthy**?

Do people view the brand **differently** as a result?

⬇

Compelling message

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How we assess branded engagement

Branded Engagement

The <u>Awareness Index (AI)</u> is a measure of branded engagement that tells you the **incremental** creative efficiency **over spend levels**

There are <u>three</u> Link metrics that go into the predicted AI:

Enjoyment

Would enjoy watching it Very much

Involvement

Interesting-Unique-Involving
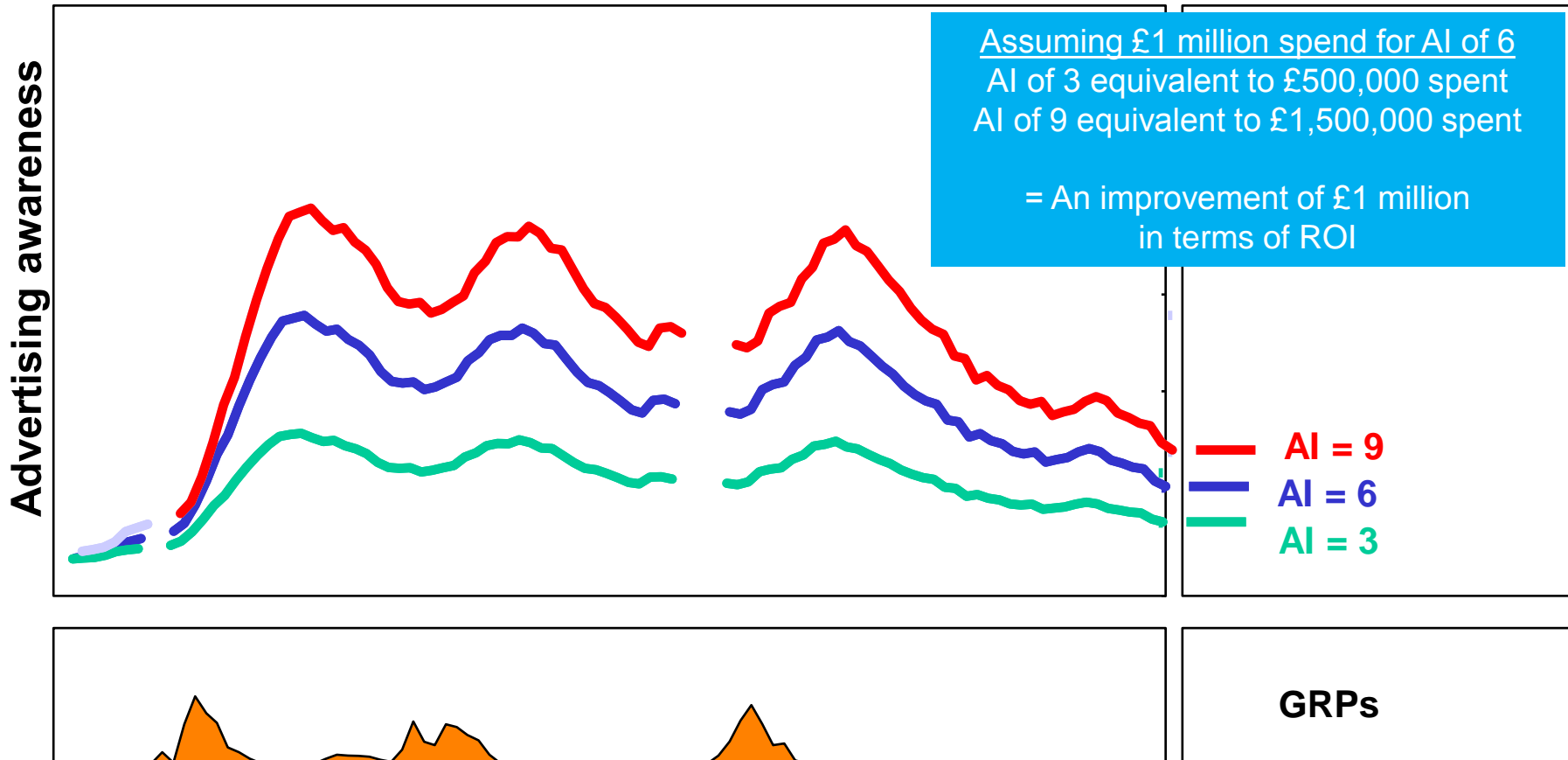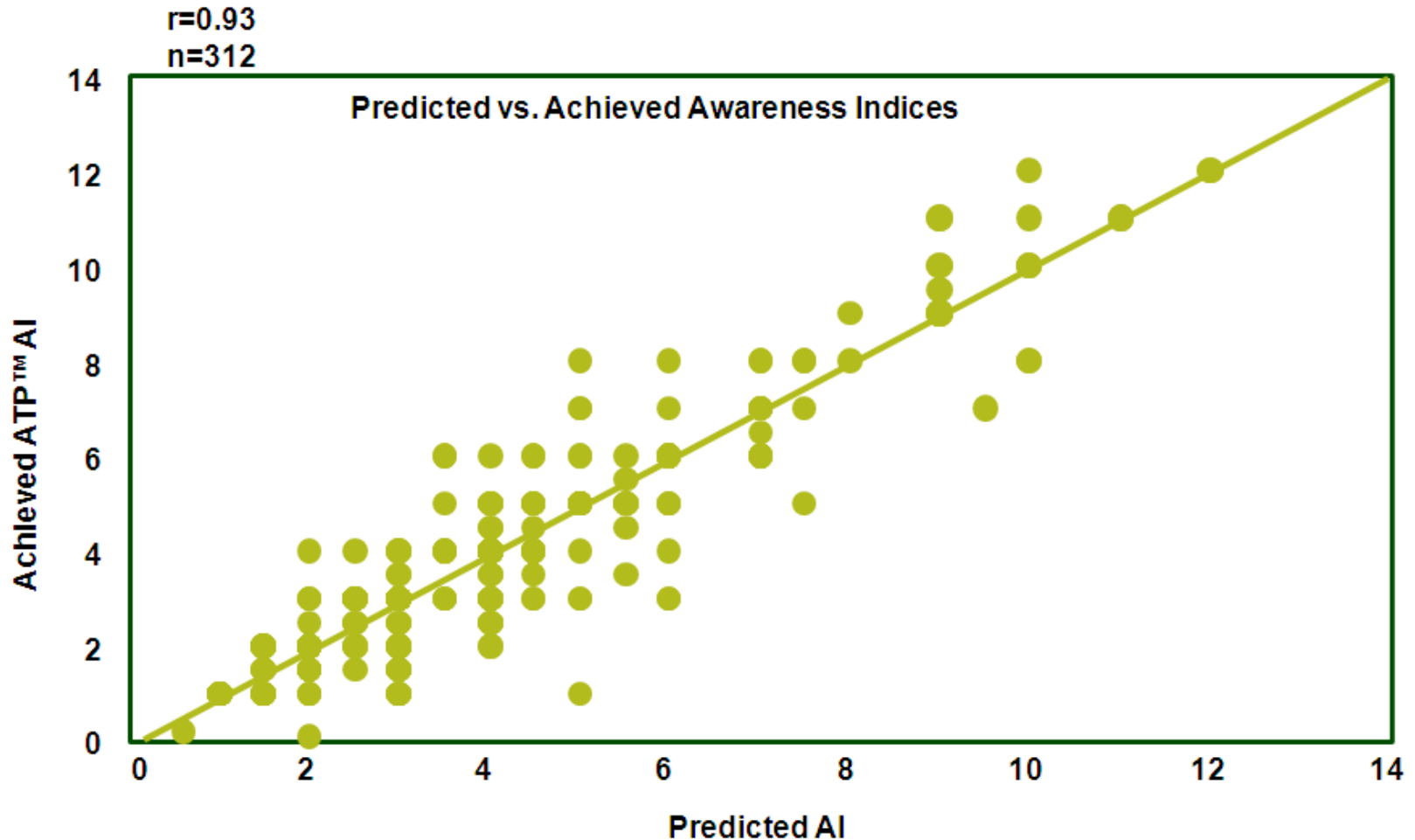
Irritating-Unpleasant-Disturbing

Branding

You couldn't help but remember it was for the Brand

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In Link for TV we **predict** what Awareness Index the ad would score if we went onto track the ad

The higher the Awareness Index the greater the return on investment in terms of building ad awareness

Assuming £1 million spend for AI of 6
AI of 3 equivalent to £500,000 spent
AI of 9 equivalent to £1,500,000 spent

= An improvement of £1 million
in terms of ROI

Advertising awareness

AI = 9
AI = 6
AI = 3

GRPs

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The Link test accurately predicts on air performance – we know it works

r=0.93
n=312

Predicted vs. Achieved Awareness Indices

Achieved ATP™ AI (y-axis)

Predicted AI (x-axis)

Link offers more questions to <u>diagnose</u> and <u>improve</u> branded engagement

Emotions

Brand Integration

Brand Cues

Distinctiveness

Comprehension

Likes/Dislikes

Music

Sub-branding

Slogan Recall

Personal Relevance

Opinion of Characters

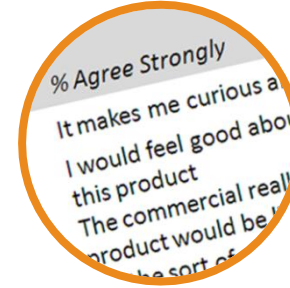MillwardBrown

Link offers a <u>variety</u> of questions to <u>diagnose</u> response

Main Message

Total Communication

Aided Impressions

New News

Relevance

Believability

Difference

Persuasion in context*

Call to Action

Emotions

Brand Appeal

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* (Price/Brand Loyalty context)

Two summary measures combine to predict in-market response to the ad

Awareness Index	Persuasion Score

Branded Engagement

Is it enjoyable?

Does it build interest or engage?

Is it connected to your brand?

Does it establish long term associations?

Response

Is the message understood?

Is it newsworthy?

Do people view the brand differently as a result?

Compelling creative

Compelling message

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Link has two summary metrics of ad performance

Both are proven to relate to brand sales changes.

Awareness Index prediction

*Measures the **incremental gains in advertising awareness an ad will generate per unit of media spend***
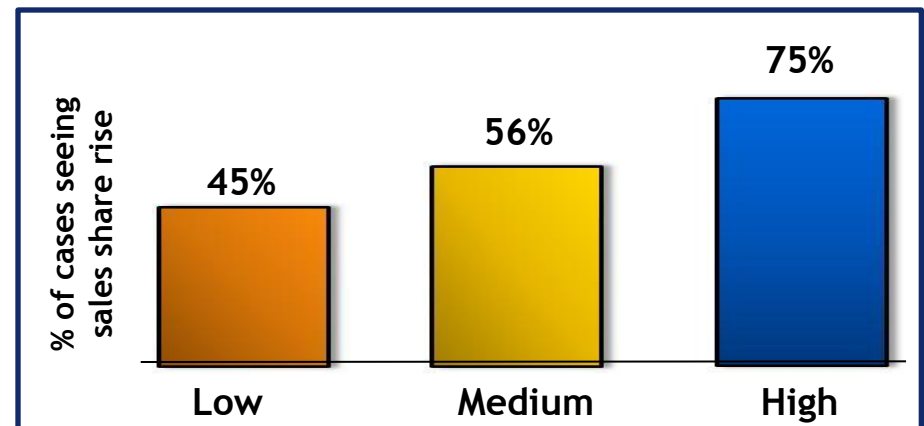
Independently validated against both long and short term sales changes, the AI is particularly key for established brands
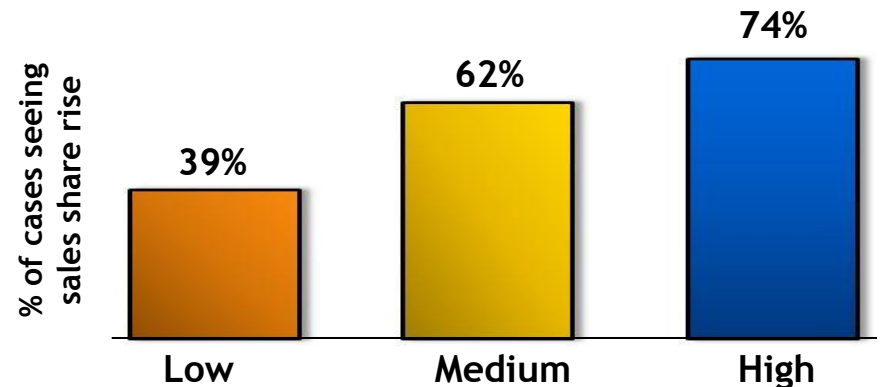
Persuasion Score

*Measures the **potential of your ad to immediately increase consideration for your brand/product***

Independently **validated** to **short-term sales**. Particularly effective for **new products/line extensions**

% of cases seeing sales share rise — Low: 39%, Medium: 62%, High: 74%

% of cases seeing sales share rise — Low: 45%, Medium: 56%, High: 75%

Based on 872 Cases (split into tertiles on total database norms).
A sales share increase is one of more than 0.1% of a market share point.
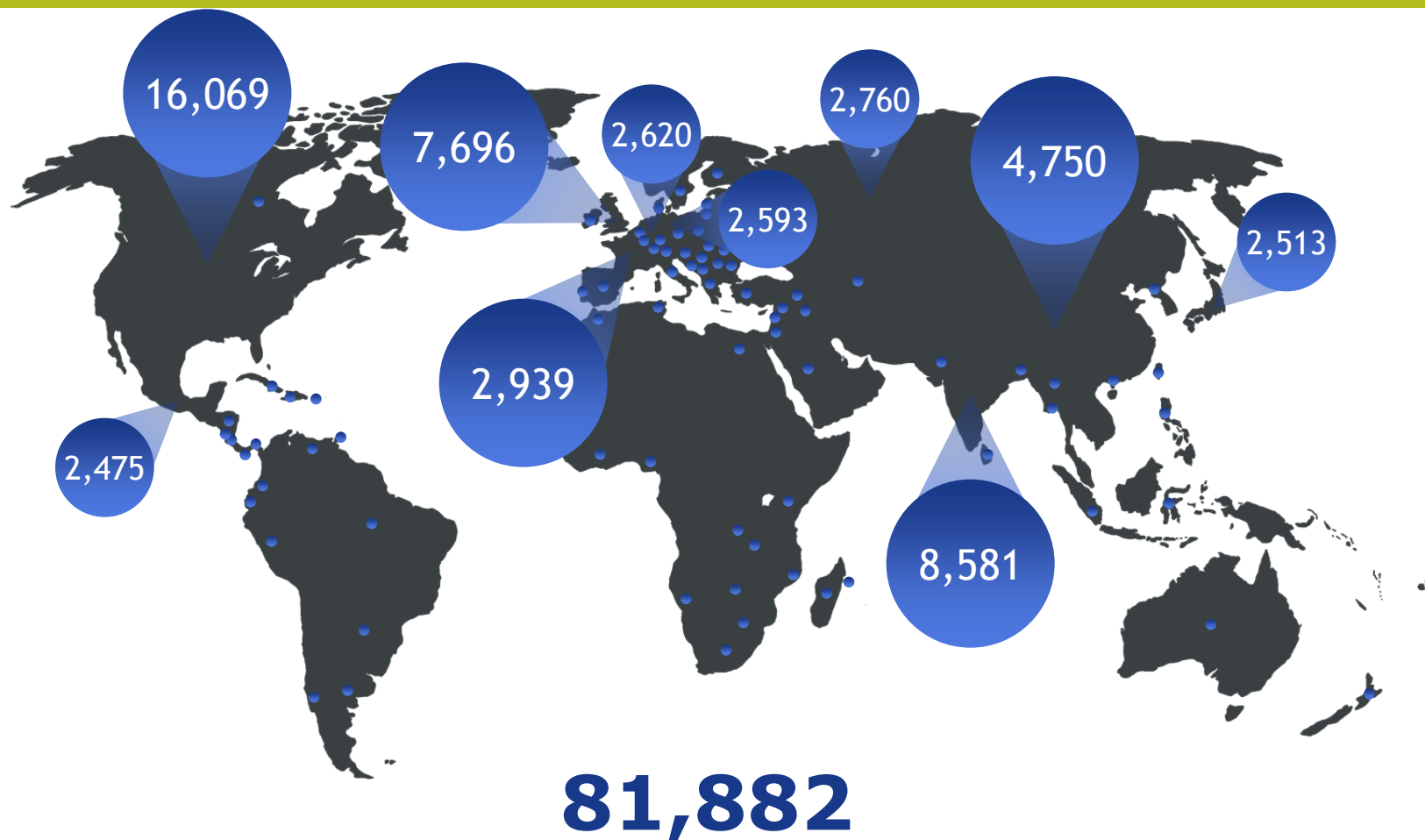
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The Link is not just about data analysis, it is about allowing others to share the spotlight

"The presentation has to be a dialogue rather than a monologue."

- To facilitate dialogue, we need to understand, allocate and agree on everyone's role.

Planner *'Translates for creatives'*	Researcher *'Identify the issues'*
Creative Director *'Talks to the creative issues'*	Marketing Director *'Makes the decisions'*
Account Team *'Keeps it real'*	Research Team *'Validates the methodology'*

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LINK™ IS THE MOST WIDELY USED COPY TEST SOLUTION IN THE WORLD

16,069

7,696

2,620

2,760

4,750

2,593

2,513

2,939

2,475

8,581

81,882

Adult Link™ for TV tests conducted in 92 countries worldwide

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