IPA TouchPoints Presentation to CIMM June 3rd 2010

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IPA TouchPoints

❑ Why TouchPoints and what did the IPA do?

❑ The TouchPoints data integration

❑ Where is TouchPoints now?

❑ Key issues – the end users' views

❑ The data in action

❑ Examples

TouchPoints Evaluation Study

- ❑ Short review of TouchPoints' development and methodology
- ❑ Review of the 'Hub plus Fusion' concept
- ❑ TouchPoint's reception in the UK advertising market
- ❑ Key issues and concerns raised by end users
- ❑ Short summary of other Hub + Fusion initiatives globally
- ❑ Conclusions and Recommendations
- ❑ Selected Bibliography and relevant TouchPoints material

IPA TouchPoints: Why

The world is changing fast:

—power of any single medium is declining

—consumers increasingly in control

—need to know more than numbers

—all industry research is single media based
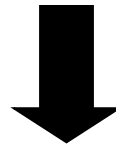
Credibility gap for the industry

The Motivation

IPA TouchPoints: Requirement/Remit

"A tool which evaluates mixed media schedules, both for planning and post campaign evaluation"

- ❑ To deliver new and fresh insights in its own right
- ❑ To act as a gateway across data sources
- ❑ **NOT** to act as an alternative to current industry research

Deliverable 1 – The Hub Survey

A time based study of how consumers spend their time:

- ❑ where
- ❑ with whom
- ❑ main activities
- ❑ media (usage and attitude to)
- ❑ mood
- ❑ lifestyles and attitudes
- ❑ shopping habits

The IPA TouchPoints Hub Survey

Self-Completion Questionnaire

e.Diary

c5,000 sample of adults in GB

Undertaken by IPSOS using NRS re-contact and panels

Telephone recruitment, postal delivery and return

£20 incentive

TP3 fieldwork Sep'09-Mar'10

Self Completion Questionnaire

Covers ALL media

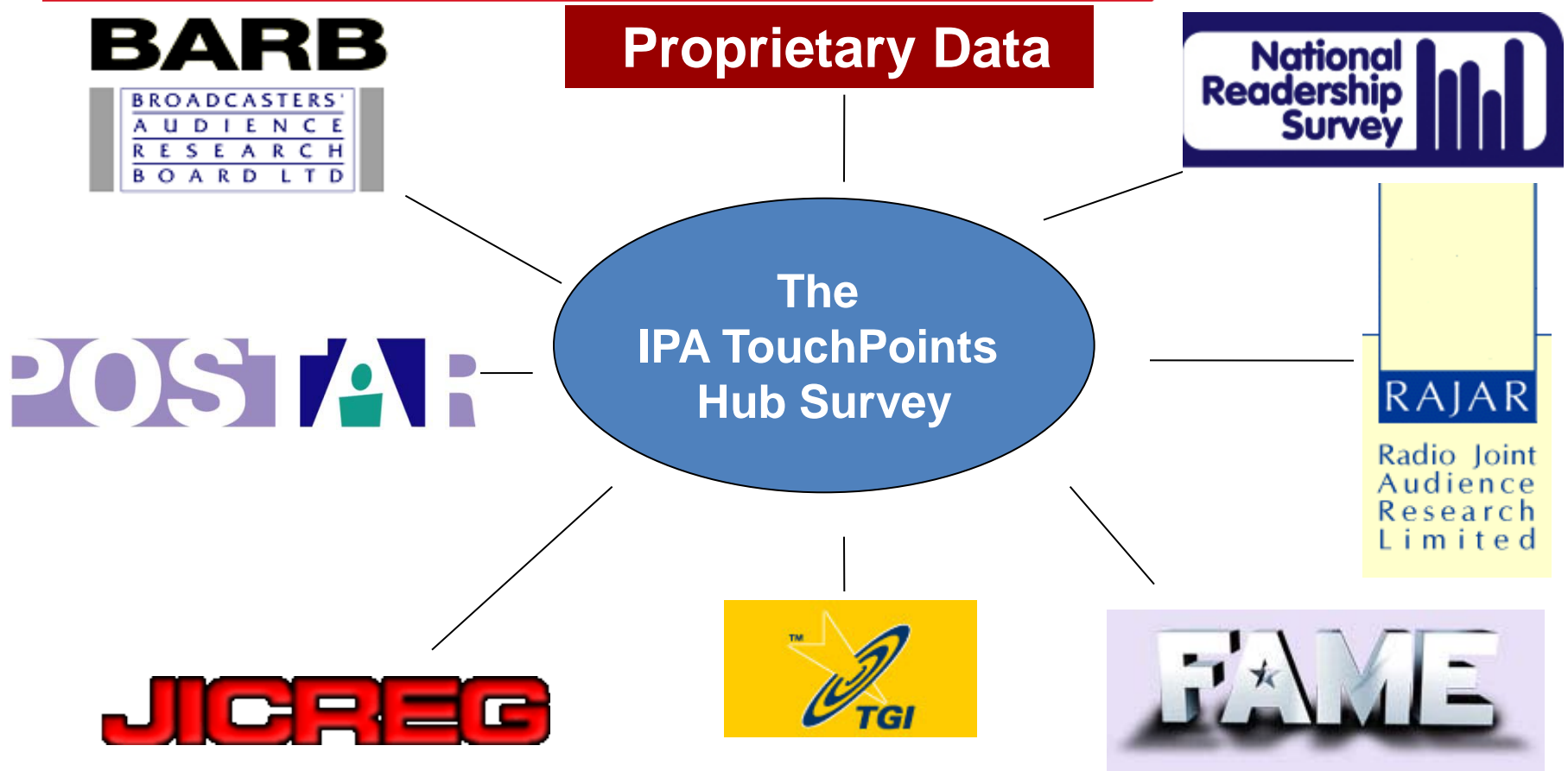**Lifestyles/ Attitudes**

Shopping

e.Diary

o **By half hour:**

   o Where were you?
   o Who were you with?
   o What were you doing?
   o And were you doing any of these?
      (media consumption)
   o Mood

o **At the end of the day**

   o Cinema going
   o Advertising mail
   o Telemarketing calls received
   o Commercial text messages
      received

Welcome to TouchPoints

Thank you for agreeing to help us with the

TouchPoints survey

If you have any problems please ring the Help line on:

0808 238 5492

Time: 16:56 on 22/02/2010

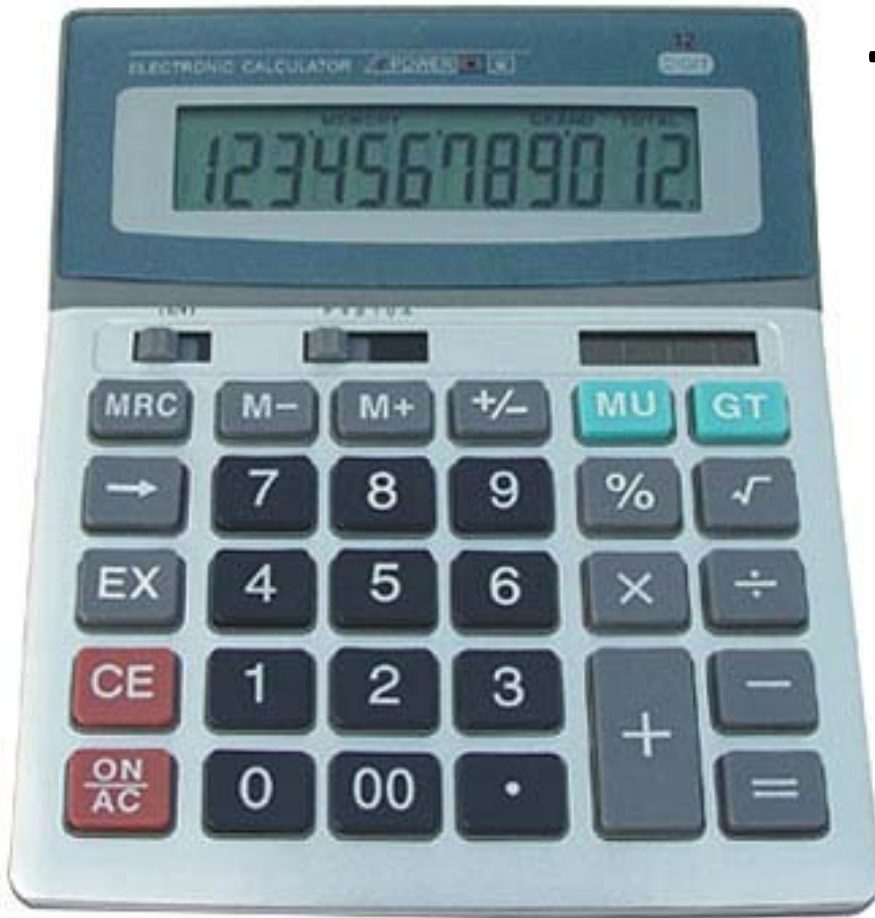Start Tutorial   Continue Diary

Ipsos MORI

Deliverable 2 – The Channel Planner

With models for On-line, SMS, Direct and Search

The Channel Planner

The first, industry available, multi-media planning system.

Multi channel planning

❑ Understanding the benefit and value of each media vehicle and each medium

❑ Demonstrating the unique reach that each delivers on the schedule

❑ Demonstrating the delivery of the schedule against the planned / behavioural target as well as the buying target

❑ Demonstrating cost benefit

❑ Brand portfolio analysis

❑ Traditional media vs non traditional media

❑ Media partnerships

❑ Delivering the bottom line to the advertiser

Who is using TouchPoints?

- ❑ Bought by 59 companies
- ❑ 44 agencies
- ❑ 14 media owners
- ❑ 1 advertiser
- ❑ Emulated around the world
- ❑ Consistently gaining traction in the UK marketplace

Who is using TouchPoints?

All Response Media
AMS
Arena BLM
Associated Newspapers
Bauer Consumer Media
BBH
Bray Leino
Brilliant Media
Carat
COI
DCM
Experience
Fallon London
Feather Brooksbank
Global Radio
i Level
IDS
Initiative Media

IPC
ITV
JC Decaux
John Ayling Associates
Kinetic
Leo Burnett
Maxus
McCann Erickson (London)
McCann Erickson (Manchester)
Media Campaign Services
Media Planning Group
Mediacom
Mediacom North
Mediaedge:CIA
Mediaedge:CIA (Manchester)
MediaVest (Manchester)
MGOMD
Mike Colling & Co
Mindshare Media
Naked
News International

OMD UK
Orange
Pearl & Dean
PHD Media
PHD North
Posterscope
Publicis
Pure Media
Rapp
SMG
Starcom MediaVest
The Media Shop
Thinkbox
Total Media
Truly London
Universal McCann
UM (Midlands)
Vizeum
Yahoo! UK
Zenith Optimedia

TouchPoints IPA

Why TouchPoints is unique

- ❏ Diary data – context
- ❏ Multiple media activity
- ❏ Multi channel analysis
- ❏ Cross platform analysis

TouchPoints IPA

TouchPoints:
A step toward a multi-media planning Nirvana ?
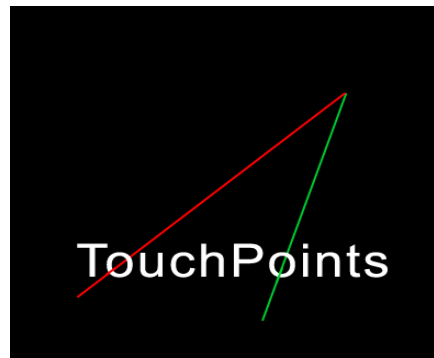
- Why TouchPoints and what did the IPA do?

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- Where is TouchPoints now?

- Key issues – the end users' views

- The data in action

- Examples

1. Variation in Sample Size

TouchPoints Hub Survey (5,000)

NRS — **36,000**

BARB — BROADCASTERS' AUDIENCE RESEARCH BOARD LTD — **12,000**

RAJAR — Radio Joint Audience Research Limited — **100,000**

TGI — **25,000**

UKOM — UK Online Measurement — Powered by Nielsen — **30,000**

Balance of Hub Sample

	TouchPoints 1	BARB ES
Age 25 – 34	20%	16%
Social Class A	5%	2%
Social Class D	13%	16%
Wales	4%	11%
Internet at home	70%	51%

Re-engineering the Hub Survey

TouchPoints

BARB ES
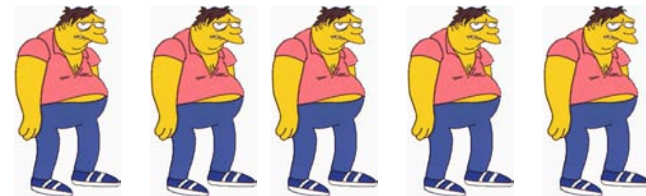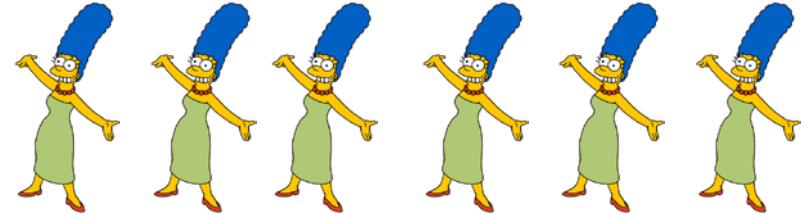
Re-engineering the Hub Survey

TouchPoints   Fusion   BARB ES
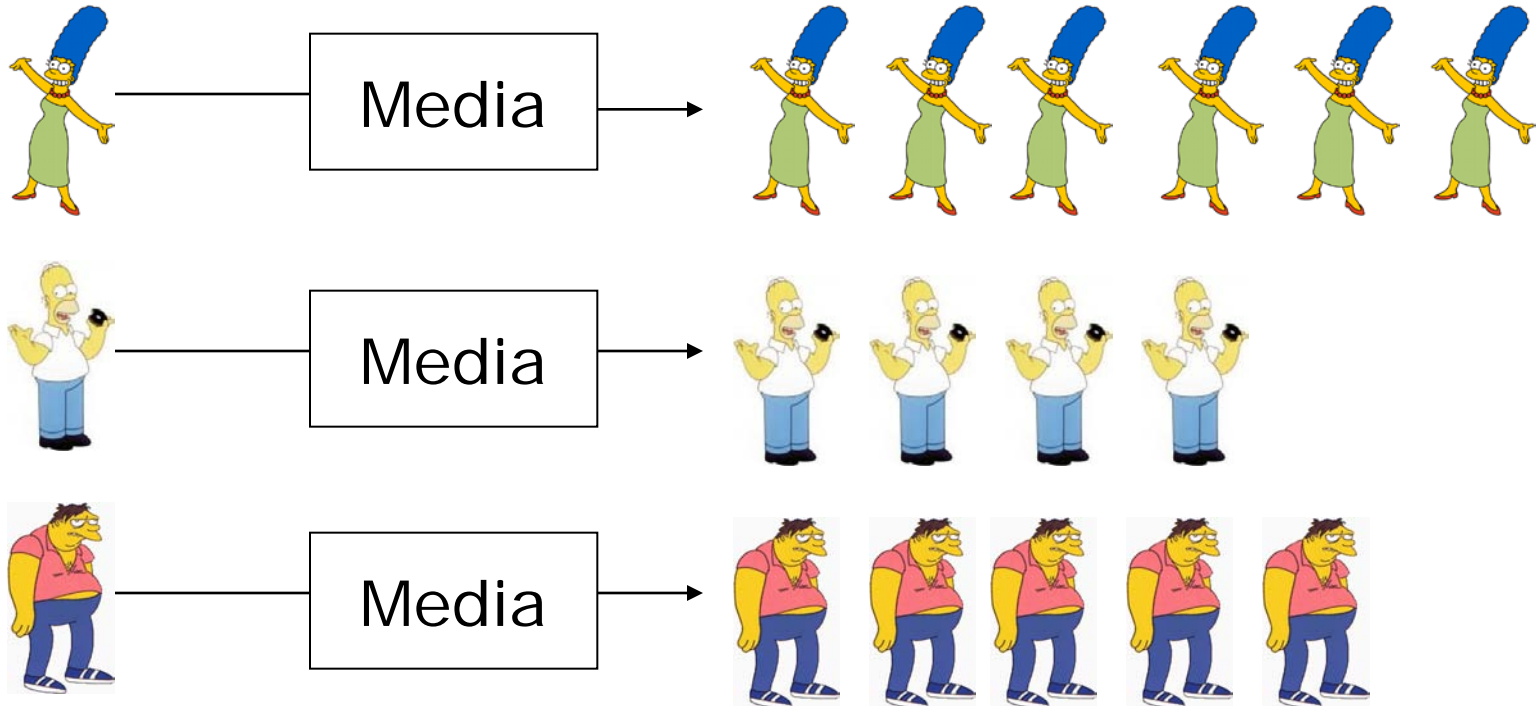
- Equivalent to weighting and replication
- Original currency sample sizes preserved in subsequent fusion processes

The expanded Hub Survey

❑ Large random sample
- more even use of donor respondents in the subsequent fusion
- more representative sample for all planning groups

❑ Variety of hooks to be used in subsequent fusion of currencies
- Demographic hooks
- Geographic hooks
- Plus additional media imperative

2. Multiple Fusion Methods

Television:	Fusion from BARB
Nat'l press/magazines:	Fusion from NRS
Radio:	Fusion from RAJAR
Product Usage:	Fusion from TGI
Posters:	Calibration from POSTAR
Cinema:	Calibration from admissions
Regional press	profile matching from JICREG
Internet, SMS, DM	measured in TouchPoints

Media Imperative Hooks - Example

❑ Fuse individual survey respondents:

- ▪ Touchpoints   16-24   Heavy TV   Light Radio

- ▪ BARB   16-24   Heavy TV

- ▪ RAJAR   16-24   Light Radio

❑ Preserves media interactions

❑ Principle components analysis to identify real media imperative hooks

The Integrated Database

- ❑ 55,000 sample
- ❑ Demographic, geographic and geodemographic classifications
- ❑ TGI product usage and ownership information
- ❑ Media usage from each media currency
- ❑ Media usage from TouchPoints for other media

The IPA TouchPoints Expansion + Fusion

JICREG

TGI
25,000

National Readership Survey
[36,000]

POSTAR

UK Online Measurement
UKOM Powered by Nielsen
[30,000]

RAJAR Radio Joint Audience Research Limited
[100,000]

TouchPoints Super Hub
[55,000]

BARB BROADCASTERS' AUDIENCE RESEARCH BOARD LTD
[12,000]

FAME

BARB Establishment Survey [55,000]

TouchPoints IPA

Hub Survey [5,000]

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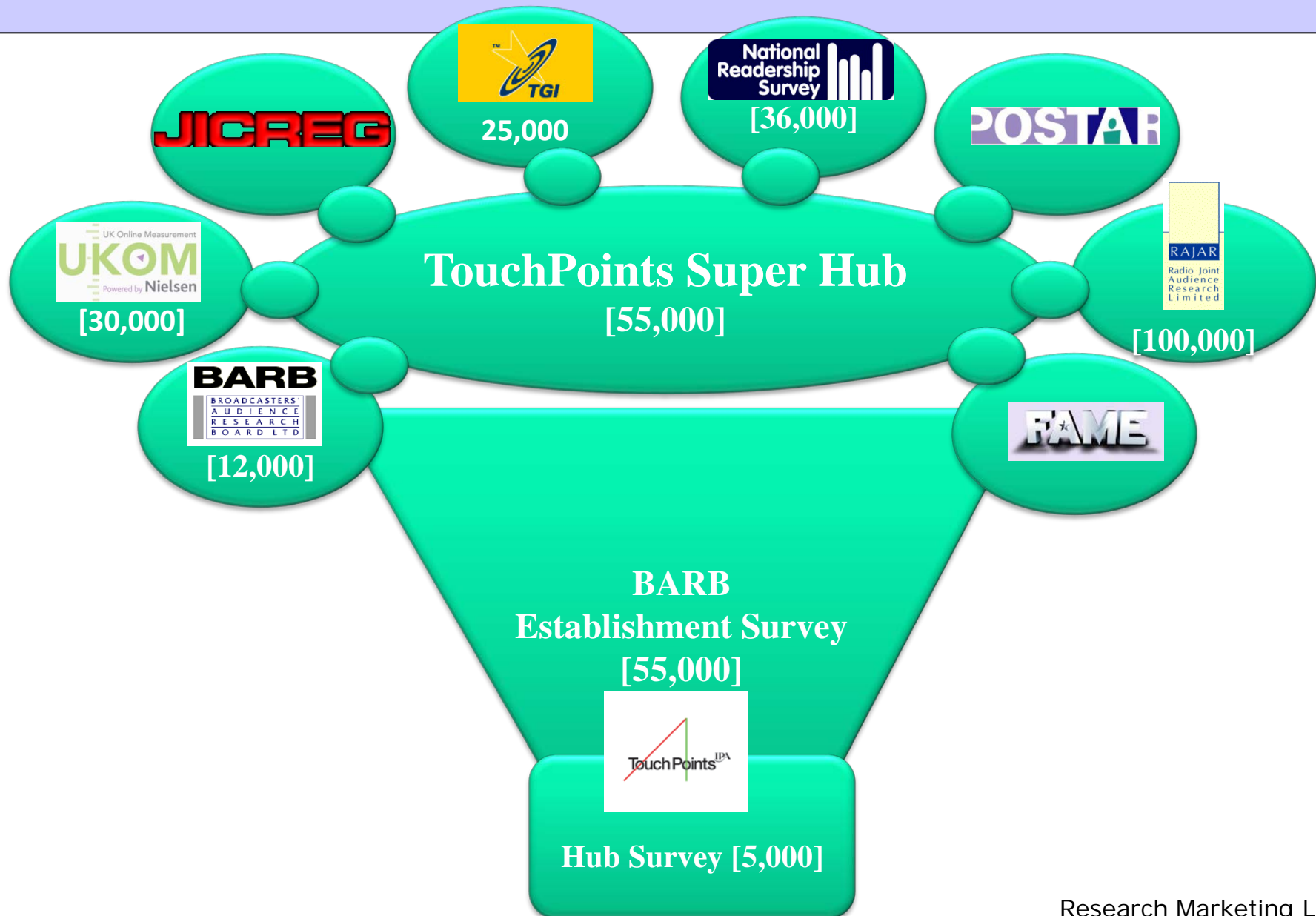
3. Personal Probabilities

❑ Integrated database to calculate unduplicated reach and frequency for multi-media schedules

❑ Each media currency has a different statistical expansion model to estimate multiple exposures

❑ Personal probabilities provide a common solution for all TouchPoints currencies

Personal Probabilities

- For TV, probabilities were calculated from the 12-week BARB data as an average by channel, day of the week and time segment

- Most channels (with the exception of TV) use short-term measurement (p=0, p=1)

- Require expansion to estimate an individual's probability of making 1,2,3,4 …i contacts with any media event

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4. TouchPoints fusion assessment

- Conducted by Ken Baker (Ken Baker Associates)

- Expansion to the BARB ES
  - Good match: demographics (incl. age groups), TEA, use of IT equipment
  - Less good: actual age, status (social grade)

- Fusion of BARB TV data
  - Good match for most key criteria
  - Poor matches for social grade

TouchPoints Fusion assessment

- ❑ The fusions of BARB, RAJAR and NRS into TouchPoints have worked well
- ❑ The fusion hooks relating to media imperatives preserved media interrelationships observed within TouchPoints very well
- ❑ The fusion of TGI into TouchPoints showed the highest level of statistical matching attained in any fusion
- ❑ The overall estimate of fusion efficiency is estimated at 93%. Overall regression to the mean is 7%

5. Evidence of Fusion Quality: TouchPoints vs. Currency

Channel	Target	input	Currency	TouchPoints 2
Television (BARB)	Adults 15+	350 TVR	77% reach	80% reach
Television (BARB)	Adults 15+	700 TVR	88% reach	89% reach

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5. Evidence of Fusion Quality: TouchPoints vs. Currency

Channel	Target	input	Currency	TouchPoints 2
Television (BARB)	Adults 15+	350 TVR	77% reach	80% reach
Television (BARB)	Adults 15+	700 TVR	88% reach	89% reach
National Print (NRS)	Adults 15+	27 insertions in 17 newspapers and Magazines	51% reach 104 GRP 2.04 frequency 50,841 impacts	54% reach 104 GRP 1.94 frequency 49,802 impacts
National Print (NRS)	Women 15+	91 insertions in 16 Magazines	66% reach 421 GRP 6.42 frequency 105,539 impacts	61% reach 421 GRP 6.91 frequency 103349 impacts

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National Print (NRS)	Women 15+	91 insertions in 16 Magazines	66% reach 421 GRP 6.42 frequency 105,539 impacts	61% reach 421 GRP 6.91 frequency 103349 impacts
Radio (RAJAR)	Adults 15+	Capital Radio	**3% reach** **18.6 GRP** 6.95 frequency 9,357 impacts	**3% reach** **19.3 GRP** 7.56 frequency 9,243 impacts
Radio (RAJAR)	Adults 15-34	63 GRP over 10 stations	**15% reach** **65.6 GRP** 4.29 frequency 31,111 impacts	**16% reach** **69.1 GRP** 4.42 frequency 31,515 impacts

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6. Improvements over time

TouchPoints 2 used same methodology:

Improved fusion control (e.g. for Social grade or
Internet access at home
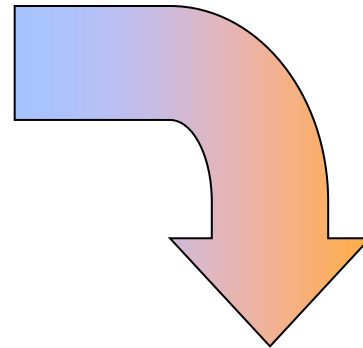
Resulting in better fusion and less calibration:
TP1: TV viewing overstated by approx 10%
TP2: TV viewing overstated by approx 4%

"Delivering the Nirvana?"

Discussion and interviews with over 30 industry professionals (April-May 2010)

- ❑ Users, non-users and previous users of TouchPoints 1 and/or 2
- ❑ 'Hands-on' planners and more senior insight/research managers
- ❑ Mix of media owners, agencies, and advertisers, software providers, representatives of the currencies (JICs)

Key Questions included:

- Usage of TouchPoints
  - Which parts of Touchpoints
  - Perceived benefits of using TouchPoints data
- Areas of concern
  - Technical issues (methodology, fusion etc)
  - Practical issues (sample size, data input/output)
  - Understanding TouchPoints data
- Overall assessment/opinion
  - Usage personally/within their organisation
  - Within the industry in general, trends/changes

Any Hurdles – could everybody jump?

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Did some of them stumble?

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Did some of them crash?

Success: The Fusion

"In the last few years people have become used to data fusion. It is a very commonly used technique by many of our clients who fuse their own customer segmentation data with other surveys. It is the best and most cost effective option we currently have" (insight manager, agency)

"I go with the experts like Wilcox and Baker. The results make sense ... and at top level there is absolute consistency between TouchPoints and the original BARB data. It is very close .. I am very pleased" (head of research, television)

"It's all a bit complicated and nebulous so people tend not to worry too much about fusion and data collection method" (planner, agency)

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Success: TouchPoints frequency

"Two year old data is not ideal but we can't use this as an excuse not to use TouchPoints. We have to be realistic." (planning director, digital agency)

"In the end we expect TouchPoints to give us some broad brush strokes, for example on a typical Monday evening more people like to watch television in combination with other media and these patterns don't actually change that much. It is also down to the planner's intelligence to get the best interpretation of the data" (business director, agency)

"Every two years TouchPoints needs a major re-fresh. But I am not sure whether media usage changes significantly enough to warrant more frequent updates" (head of marketing services, advertiser)

Success: TouchPoints Hub data

"We use the Hub data for segmentation work and target group information as well as a lot of the time-diary data. We get a lot of insights that are useful when pitching for new business" (planner, agency)

"There were surprising learnings, for example the parallel media use between television and online. There's interesting data on how people download TV programmes and videos, use VOD and mobile access. Using TouchPoints we could recommend a TV plus online campaign, whilst previously they only used TV" (planning director, digital agency)

"With TouchPoints 3 the Hub data should provide us with a lot of trend analysis over the past five years. It also gives us very granular data on media usage throughout the day and across the week" (head of research, TV)

Success: TouchPoints Hub data

"We didn't necessarily gain a lot of new insights about our readers but had many of our assumptions confirmed. In an age of accountability this benefit should not be underestimated" (strategic insight specialist, media owner)

"We nearly always use the Hub survey. The time diary is particularly useful and over time we got quite good at using it to its full potential. On balance the data is still used more often to back something up but sometimes we get utterly new and fresh insights just by playing around with the data" (insight manager, agency)

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Partial Failure: Sampling

- ❑ Confusion between original (n=5,000) and expanded Hub sample (n=55,000)
- ❑ Effective sample size? (n ~ 3,800)
- ❑ More guidance / better prompts
- ❑ Some limitations for smaller media and regional planning tasks

Partial Failure: Sampling

"TV is planned and bought mainly nationally these days and regional sample sizes are not a big issue. For network audiences the Hub sample is sufficient" (head of research, TV)

"Sample size is OK for top line level but for smaller media owners or specific targets it can become an issue" (planner, agency)

"There are a lot of things you have to bear in mind when working with TouchPoints data. You have to remember to divide the grossed-up sample by ten and sometimes people simply forget. There is currently nothing to flag this up". (insight manager, agency)

Partial Failure: Digital Channels

- No online currency until 2010 (UKOM)
- Online usage measurement limited to data collected within the Hub Survey itself
    - Limited number of individual websites (~50, including major media owners' sites)
    - 40 site genres (auction, dating, banking, shopping, travel, sports, news, etc...)
    - Online search (Ask, AOL, Google, MSN, Yahoo!)
- Somewhat limited usage for digital agencies

Partial Failure: Digital Channels

"Many of the questions relating to online and digital come across as fairly basic. The time diary stuff is great for a general picture of internet usage, but is not detailed enough. We would look at 300-500 websites for a client but on the TouchPoints Hub survey there are only 30-40 websites. We already know what there is to know from other sources. Constructing a media plan cross channels does not work so well for online". (planning director, digital agency)

"For many of the communication channels we are using, especially online and social media the Channel Planner is of limited use" (senior strategist, agency)

"Digital media was poorly represented until now but this will be rectified with TouchPoints 3 and UKOM data" (research manager, agency)

Significant Failures

- ❑ Understanding the multi-media world

- ❑ Organisation within agencies and media owners

- ❑ Software and systems

Significant Failure: knowledge levels

Most consumers habitually use multi-media, often simultaneously

Many media professional talk about multi-media usage and multitasking

Few media planners really understand the communications model of all major platform

Significant Failure: knowledge levels

"Our planners have direct access but we had to develop some internal tools and templates to simplify their task – a kind of TouchPoints Express. More complex analyses are almost always referred back to a specialist within the insight group" (insight manager, agency)

"The IPD is just too complicated to handle unless you use it very regularly, which we don't" (head of research, TV)

"Our sales people are print and online specialists and hesitant to use other channel data in presentations. They do not really understand the planning parameters for television and they feel uncomfortable discussing TouchPoints data and multi-media campaigns with their agency contacts. … I now that my TouchPoints charts are sometimes deleted by our sales executives" (strategic insight specialist, media owner)

Significant Failure: Internal organisation

"Until recently most TV channels had separate sales groups for TV and online offers, and often sold against each other. Now the departments are being integrated, which should make TouchPoints more valuable to sell across both platforms." (head of research, TV)

"The Channel Planner is a great tool to get more people to become multi-media literate and has helped to drive changes within our agency. But a lot of time had to be invested to get individuals to understand the data" (insight manager, agency)

"TouchPoints 1 was a real struggle and we knew it wasn't used correctly. With TouchPoints 2 we decided to invest in a lot of internal training to avoid the creation of specialists and provide a level playing field for all" (insight manager, agency)

Significant Failure: Software Support

- ❑ Individual users really struggled (and still do)
- ❑ Coding was complex, time consuming and error-prone
- ❑ Checking of data was difficult
- ❑ Software bureaux reacted too slowly to revise their standard packages to incorporate TouchPoints data
- ❑ Lack of standards and service levels

Significant Failure: Software Support

"As an agency we went through an 18-24 months learning curve *with a lot of training from our software provider and in the end developed of our own internal systems to generate charts"* (research manager, agency)

"We had major teething problems with our software provider. There still is a lot of complex manual one-by-one coding, which is extremely time-consuming. It takes quite a while to find your way around the data" (planning director, digital agency)

There was a lot of inputting and rather little output. *Users were very worried about getting things right"* (planner, agency)

Significant Failure: Software Support

"Real issues for agencies that work for the same client" (media agency + digital agency)

"We also find it very difficult to share data with other agencies that work on the same campaign. We can't always exchange the codes for the target group definition when they use a different software house" (planning director, digital agency)

Key issues mainly outside of TouchPoints

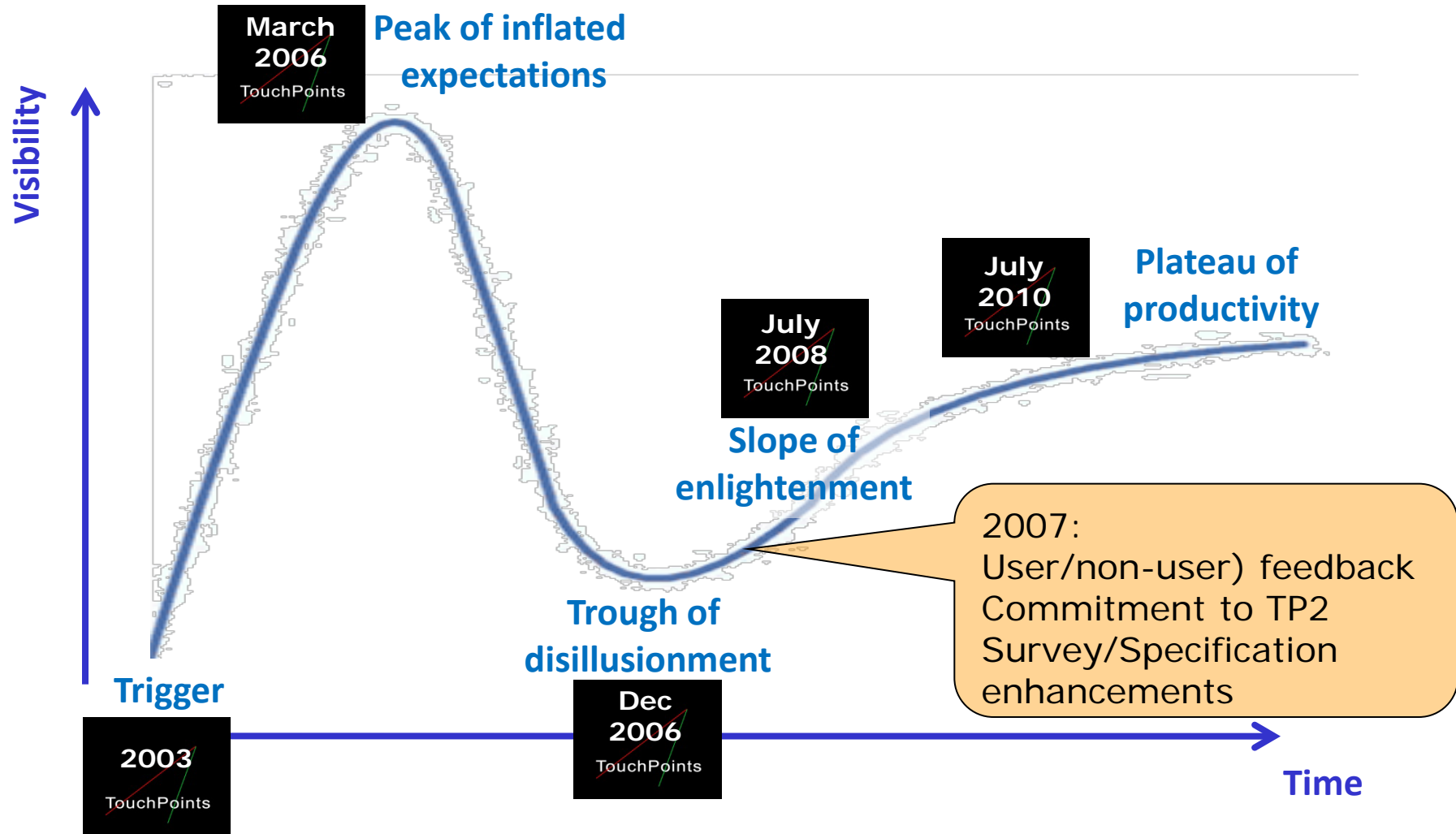Software & Systems

Knowledge & Understanding

TouchPoints Survey

Sample Size

Frequency

Economic Factors

Digital Channels

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The Gartner 'Hype Cycle'

Visibility

March 2006 TouchPoints

Peak of inflated expectations

July 2010 TouchPoints

Plateau of productivity

July 2008 TouchPoints

Slope of enlightenment

2007:
User/non-user) feedback
Commitment to TP2
Survey/Specification
enhancements

Trough of disillusionment

Trigger

Dec 2006 TouchPoints

2003 TouchPoints

Time

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Conclusions:
Where is TouchPoints Now?

- Awareness of TouchPoints in the industry is high
- Usage of TouchPoints data is not yet universal and often infrequent but demand for data is increasing
- Expectations are growing, especially from larger advertisers
- The 'Hub+Fusion' concept has generated great interest outside of the UK as well
- In the UK TouchPoints' usage still relies heavily on individual champions
- It need to generate its own momentum and many expect to reach the tipping point with TouchPoints 3 in 2010

Conclusions:
What's not an issue:

- The objectives of TouchPoints are fully accepted
  - To provide more information on how people use media
  - To provide a measurement of unduplicated reach and frequency for multi-media campaigns
- Using an eDiary to collect data and fusion techniques to integrate the currencies is widely accepted as the most practical route to achieve the objectives
- Data from the Hub Survey is widely used
  - It provides rich information on the context of media usage
  - It has given users new insights
  - It has confirmed and substantiated previous assumptions

Conclusions:
Could do better:

- Users have some issues with the sample of the Hub
  - Conceptually (original Hub vs. expanded Hub)
  - Practically
- Digital channel
  - Limited data on the fastest growing channel
  - Until 2010 no industry currency for online
  - High hopes for improvement with TouchPoints 3 and the Nielsen/UKOM data
- Frequency of data release
  - Current 2-year cycle not ideal but acceptable
  - Inclusion of online currency likely to increase pressure for more frequent updates
  - As with sampling, people understand the economic implications

Conclusions:
Must do better in future:

- Knowledge levels are not as high as many in the industry may have assumed; inertia and a resistance to embrace new ideas are more pronounced than expected

- More consistent education and training to improve the understanding of multi-media channels across the industry

- Software providers need to improve their offers as the functionality of their programmes and the quality of their help-desk facilities are a major factor that affects usage of the data

- Software providers should have to guarantee minimum service levels before they can offer TouchPoints to their clients

Recommendations:

If the ambition of CIMM is to generate more insight into how consumers use media throughout the day and across the week a well-designed survey that combines a time-budget study with additional data, such as the TouchPoints Hub survey will be sufficient and in itself provide a rich source of knowledge and understanding.

Recommendations:

If the ambition is to bring together all platforms then the use of the Hub survey as a vehicle for integrating the currencies, data fusion along the line of the TouchPoints model is a practical and achievable solution.

As long as everybody understands the inevitable limitations and as long as there is a desire to work on overcoming any limitations a USA TouchPoints could provide a workable solution.

Recommendations:

Don't waste time pondering about Gold Standard or Holy Grails – that can be reserved for learned papers at conferences

Recommendations:

There is a danger to get bogged down in too many technical details at an early stage. The often-posed question *'How good is a fusion?'* is the wrong question. The key issue to ask is *'whether the use of fusion provides something new and important that is otherwise not available?'*

Recommendations:

It is important to produce the new tool first, but marketing, sales, training and education programmes, as well as the necessary resources need to be part of the whole process. For end users there is much more involved than simply signing up to another survey.

Recommendations:

Do not let the assumption that there are limitations stop you from embarking in this journey. Nothing is perfect – if want perfection stop using the current currencies immediately.
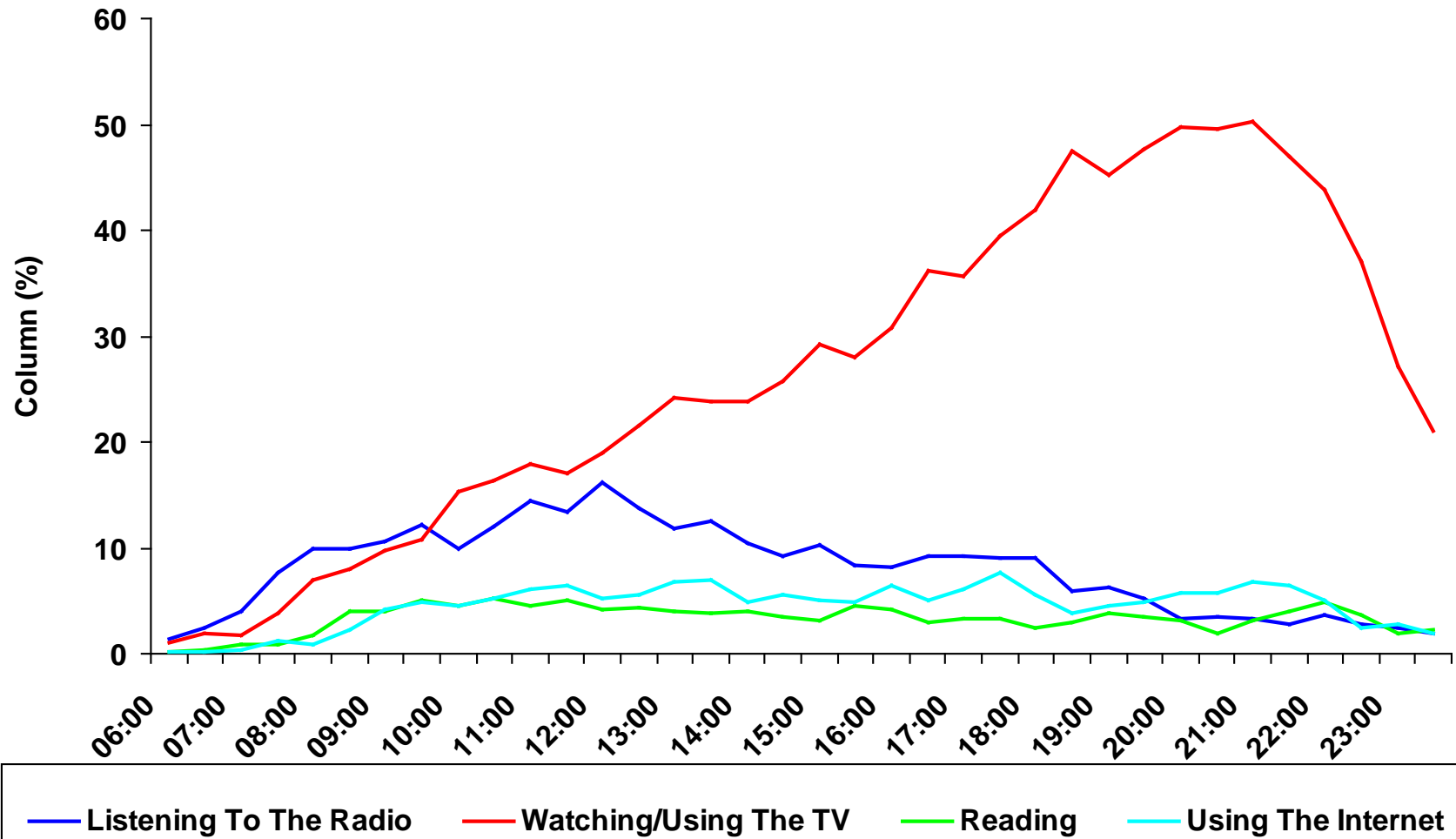
How the industry is using TouchPoints data

- The Hub:
    - being used in all stages of the communication planning process

- The Channel Planner
    - becoming a standard tool in media evaluation
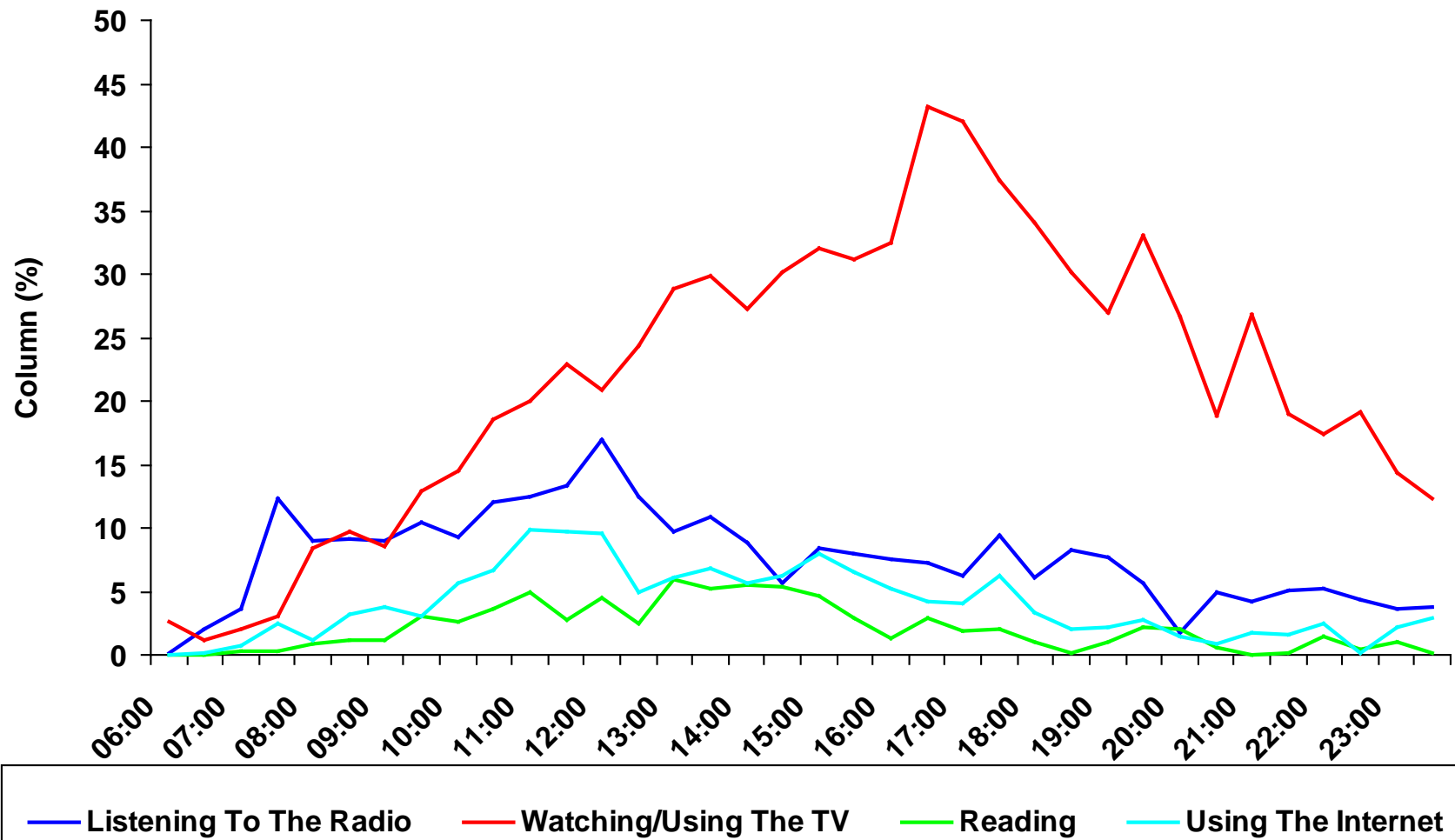
- Growing body of case histories

TouchPoints IPA

The Data in Action

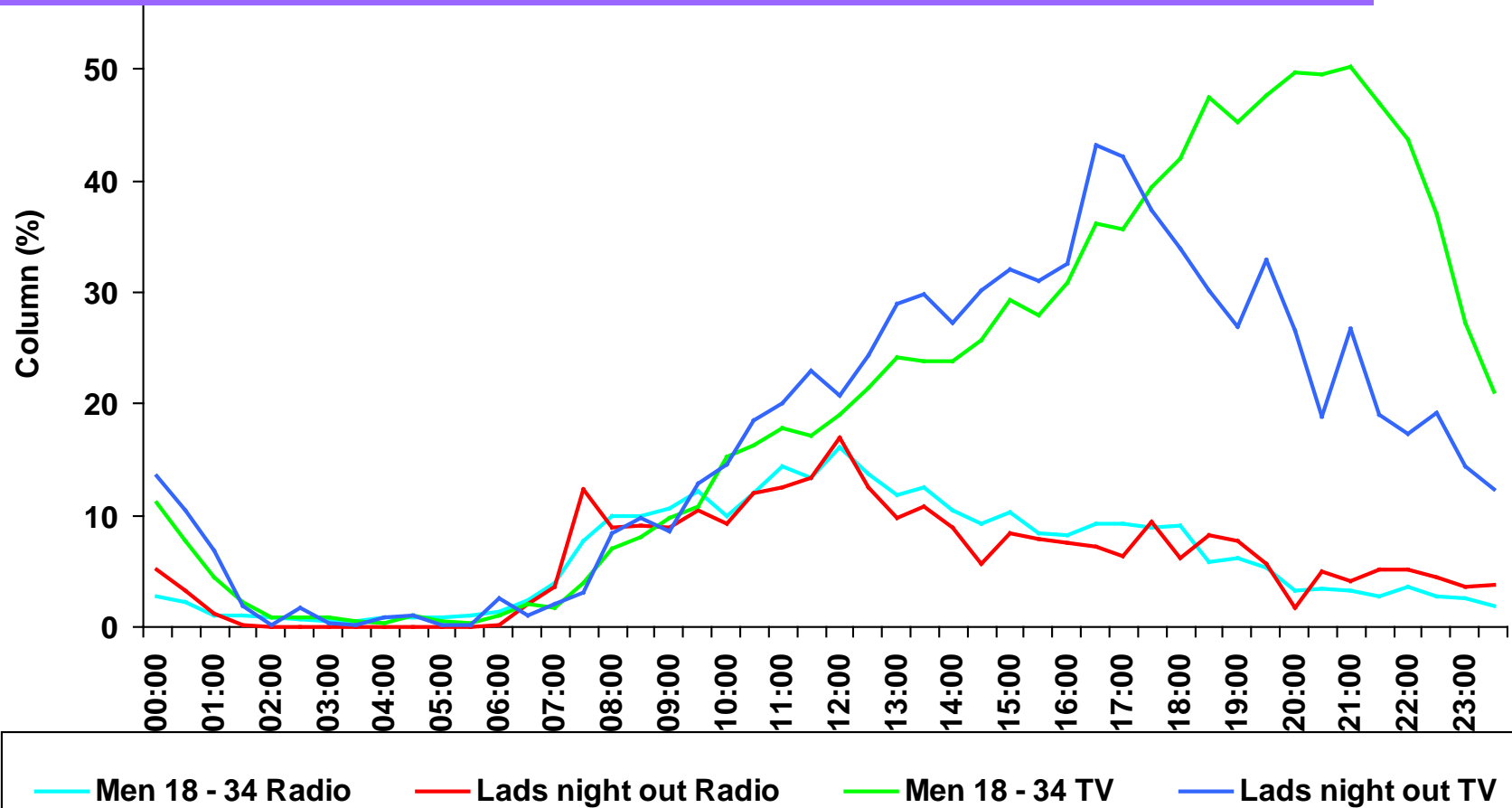# Male and Age 18 – 34
Saturday media consumption

Legend: Listening To The Radio — Watching/Using The TV — Reading — Using The Internet

Lad's night out
Saturday media consumption

Source: IPA TouchPoints SuperHub 2008

All 18-34 Men vs. Lad's night out Saturday media

Legend: Men 18 - 34 Radio · Lads night out Radio · Men 18 - 34 TV · Lads night out TV

Source: IPA TouchPoints SuperHub 2008

www.ipatouchpoints.co.uk

Weekday by channel
Male and Age 18 - 34

Column (%)

06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

— ITV   — Channel 4/S4C   — five   — Satellite & Cable Channels

Source: IPA TouchPoints SuperHub 2008
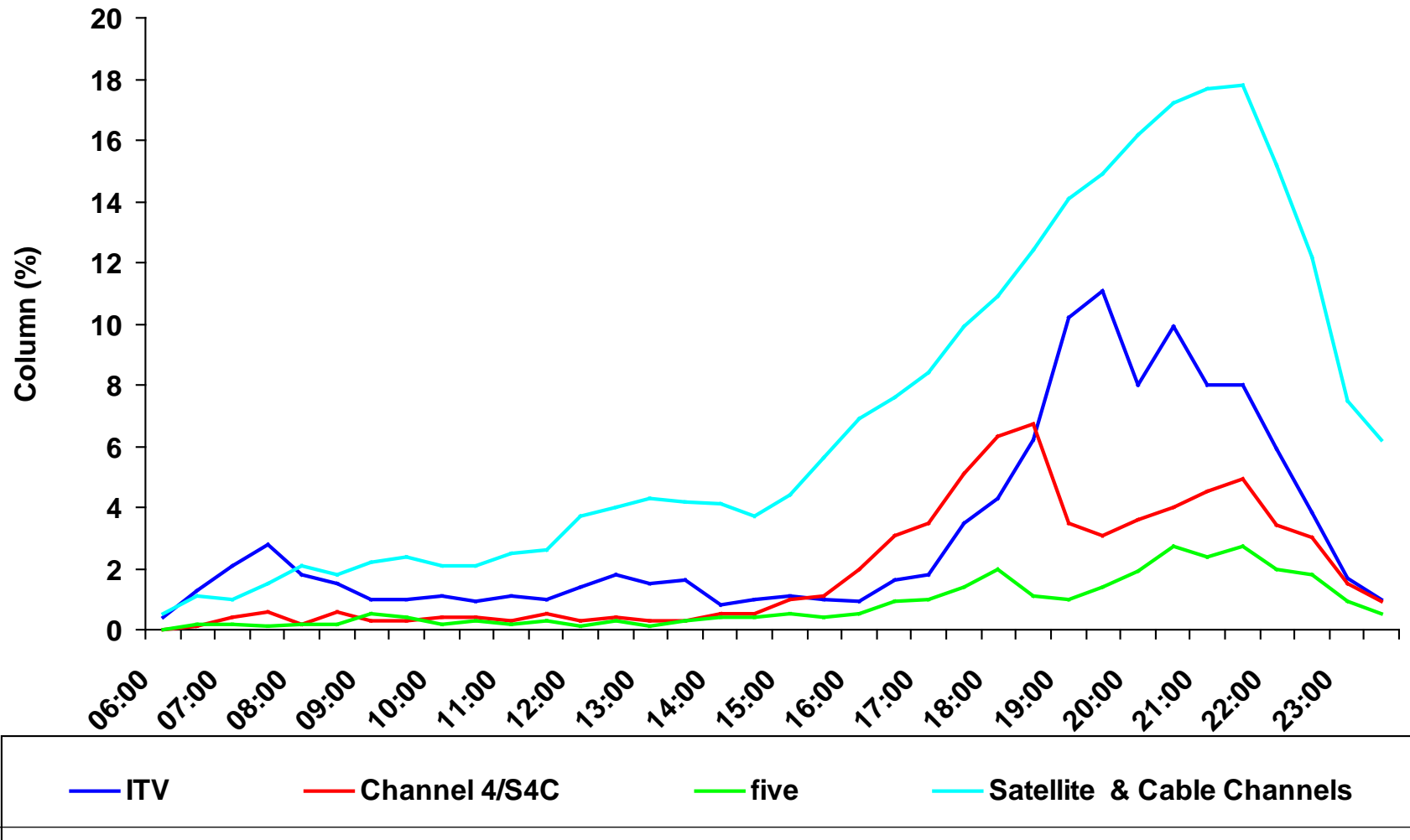
Weekday by channel
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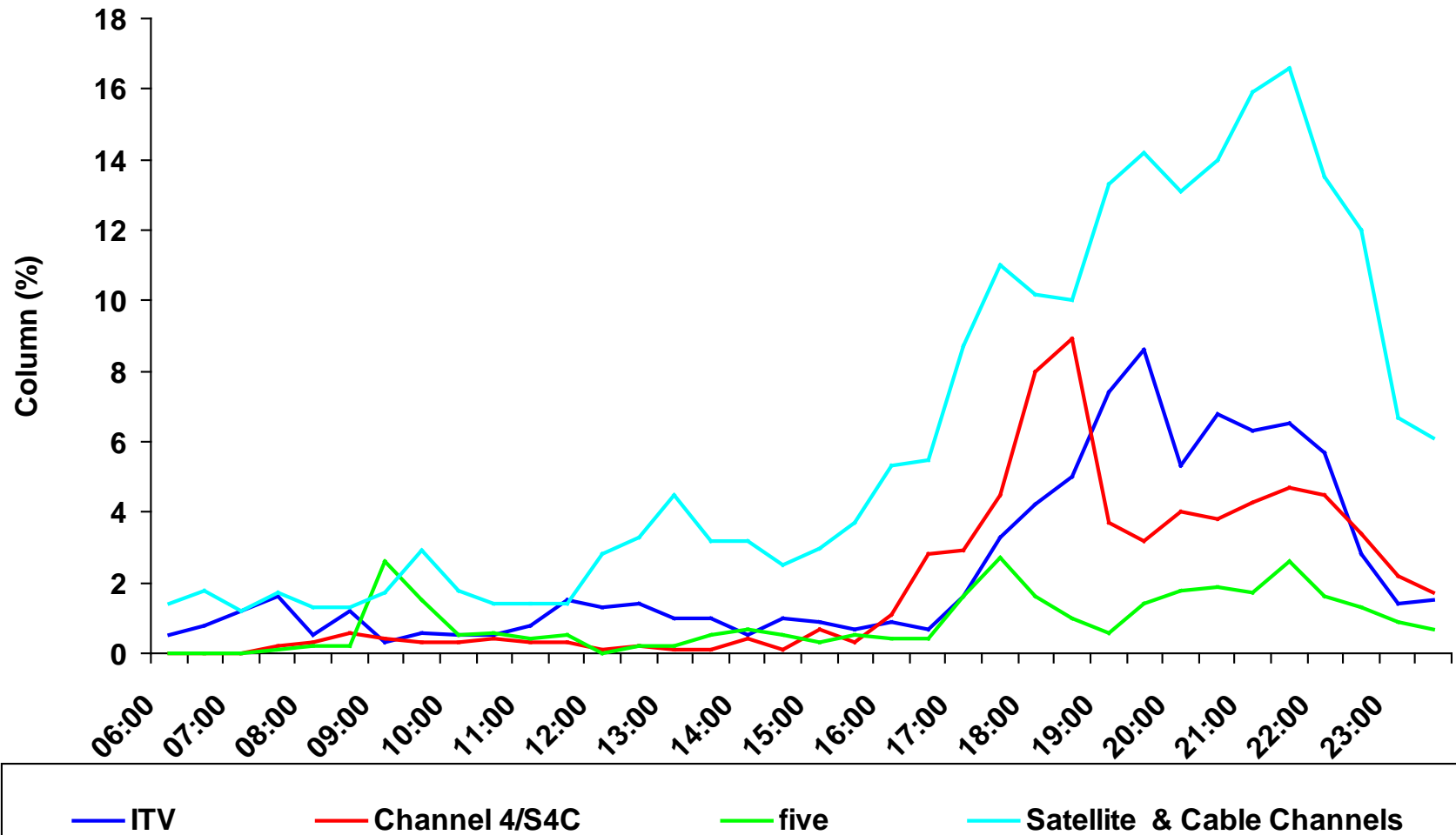
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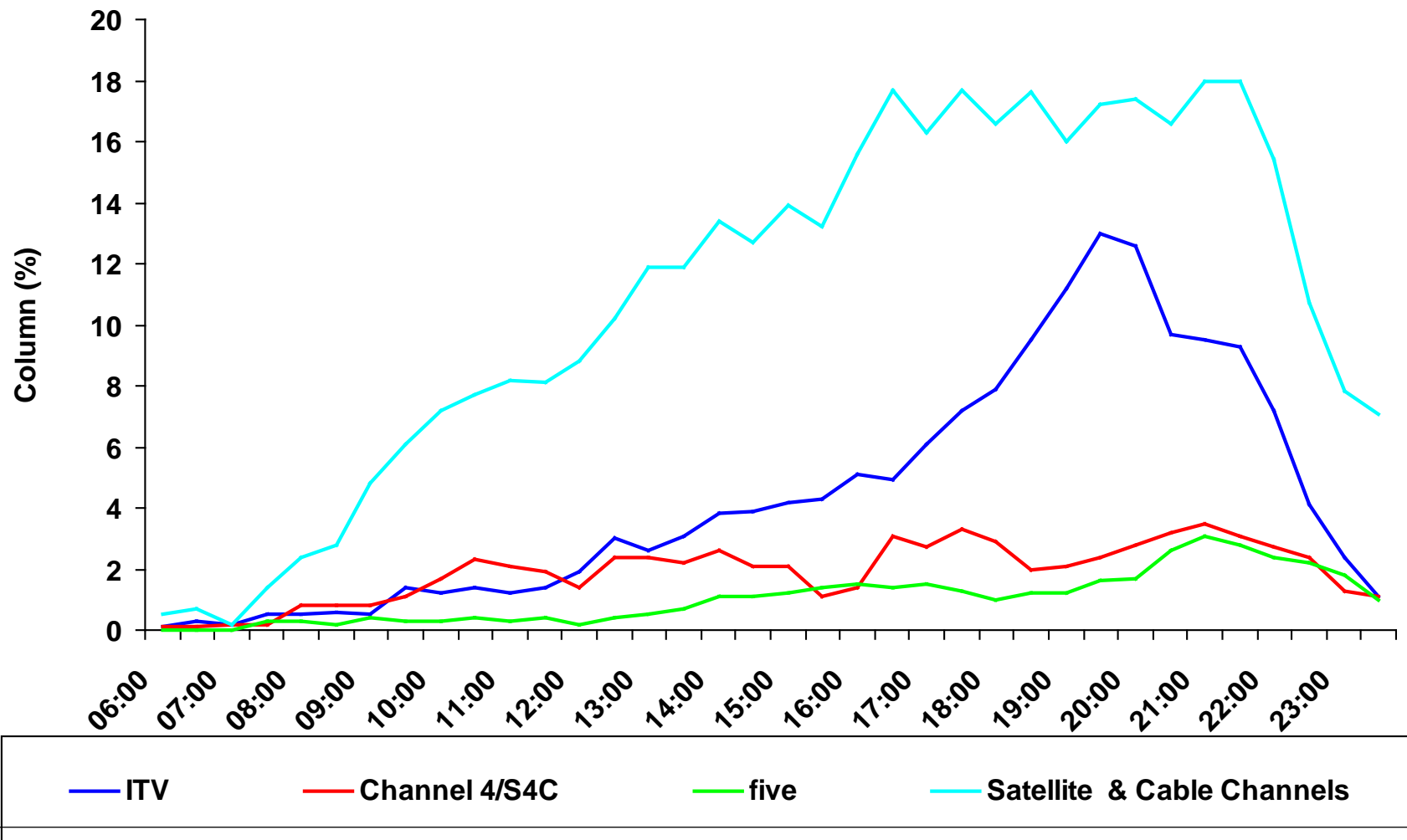
Weekend By Channel
Lad's Night out

Column (%)

25
20
15
10
5
0

06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

— ITV   — Channel 4/S4C   — five   — Satellite & Cable Channels

TouchPoints IPA

www.ipatouchpoints.co.uk

Mood on Saturday

Saturday night out and about and feeling good!

Column (%)

45
40
35
30
25
20
15
10
5
0

00:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

—— Male and Age 18 - 34 (Mood top quintile)   —— Lad's night out (Mood top quintile)

TouchPoints IPA

www.ipatouchpoints.co.uk

Source: TPT08 IPA Touchpoints SuperHub 2008 (inc TGI)

And what about Sunday?

Proportion awake (Sunday)

"Lad's night out" sleeping in!

Source: TPT08 IPA Touchpoints SuperHub
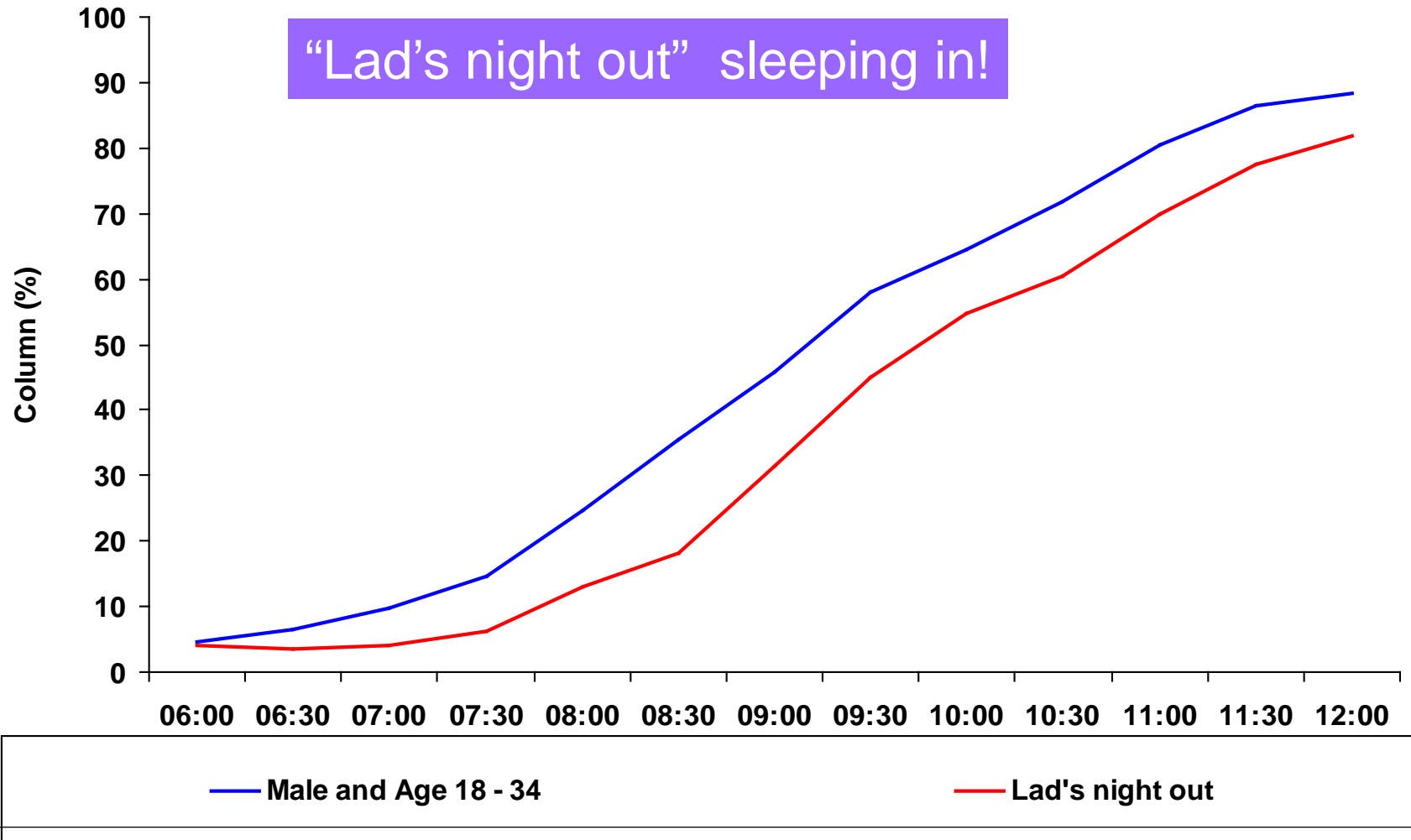
Saturday "Nighters" eating & drinking
Sunday afternoon/evening

But when up, never stop consuming food and drink!

Column (%)

Legend:
— Male and Age 18 - 34
— Lad's night out

X-axis: 06:00, 12:30, 13:30, 14:30, 15:30, 16:30, 17:30, 18:30, 19:30, 20:30, 21:30, 22:30, 23:30
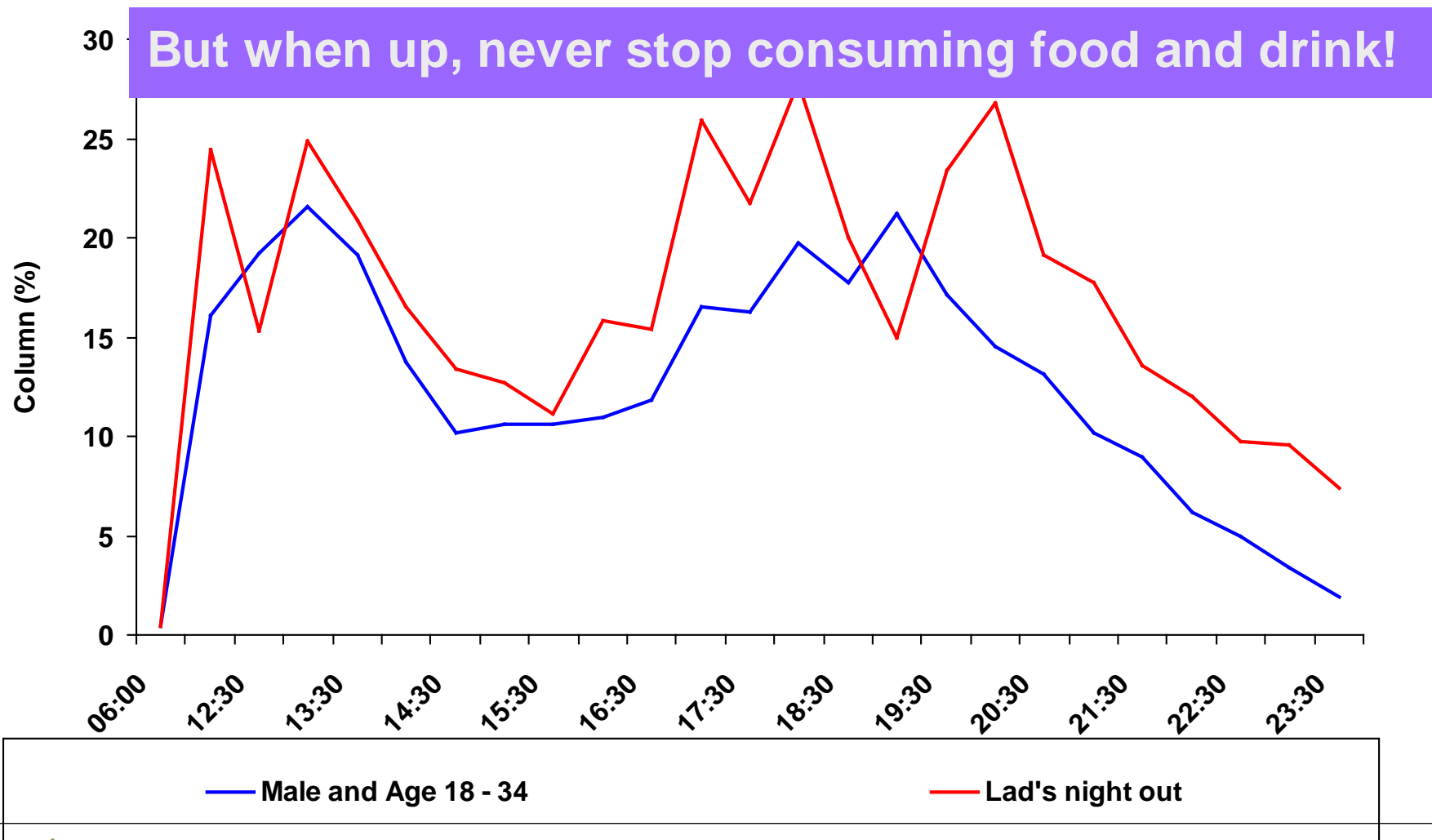
Time with a partner/spouse
Sunday afternoon/evening

Spending less time with their partners!

Audience (%)

Male and Age 18 - 34   Lad's night out

Source: TPT08 IPA Touchpoints SuperHub
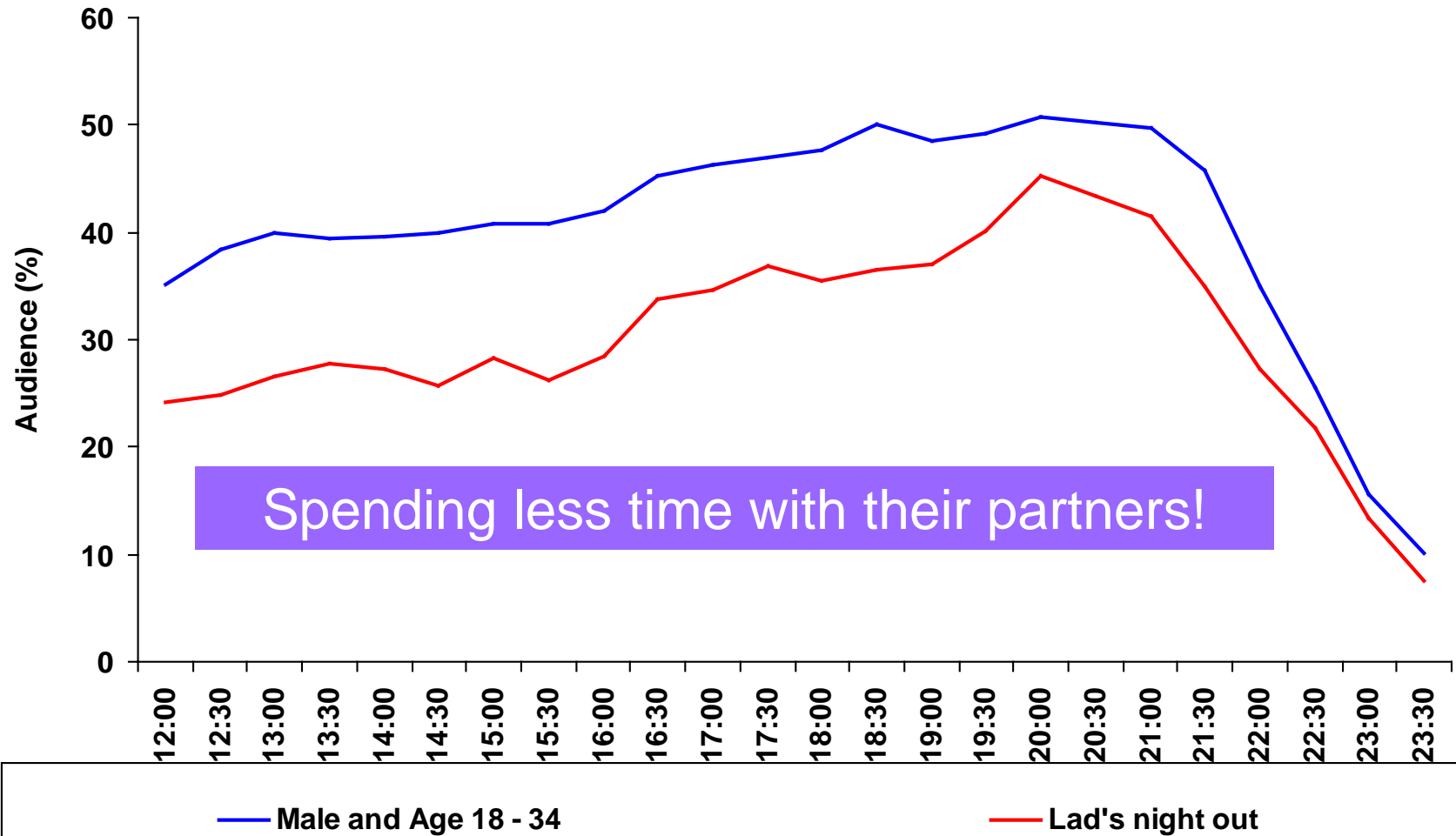
Time with friends
Sunday afternoon/evening

But with their mates even on Sunday afternoon

Male and Age 18 - 34   Lad's night out

Source: TPT08 IPA Touchpoints SuperHub
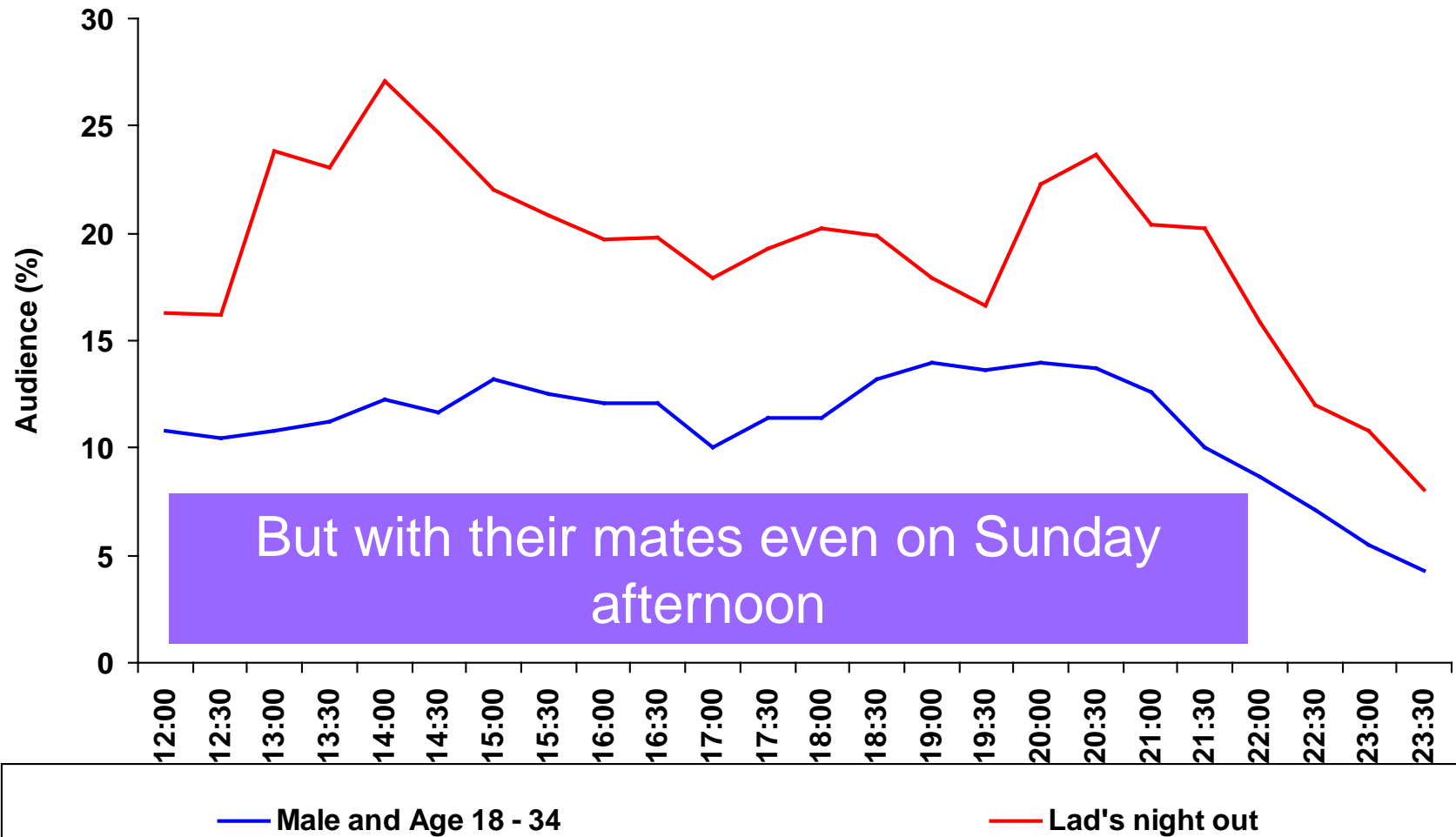
Friday night Media consumption Male and Age 18 - 34

Source: IPA TouchPoints SuperHub 2008

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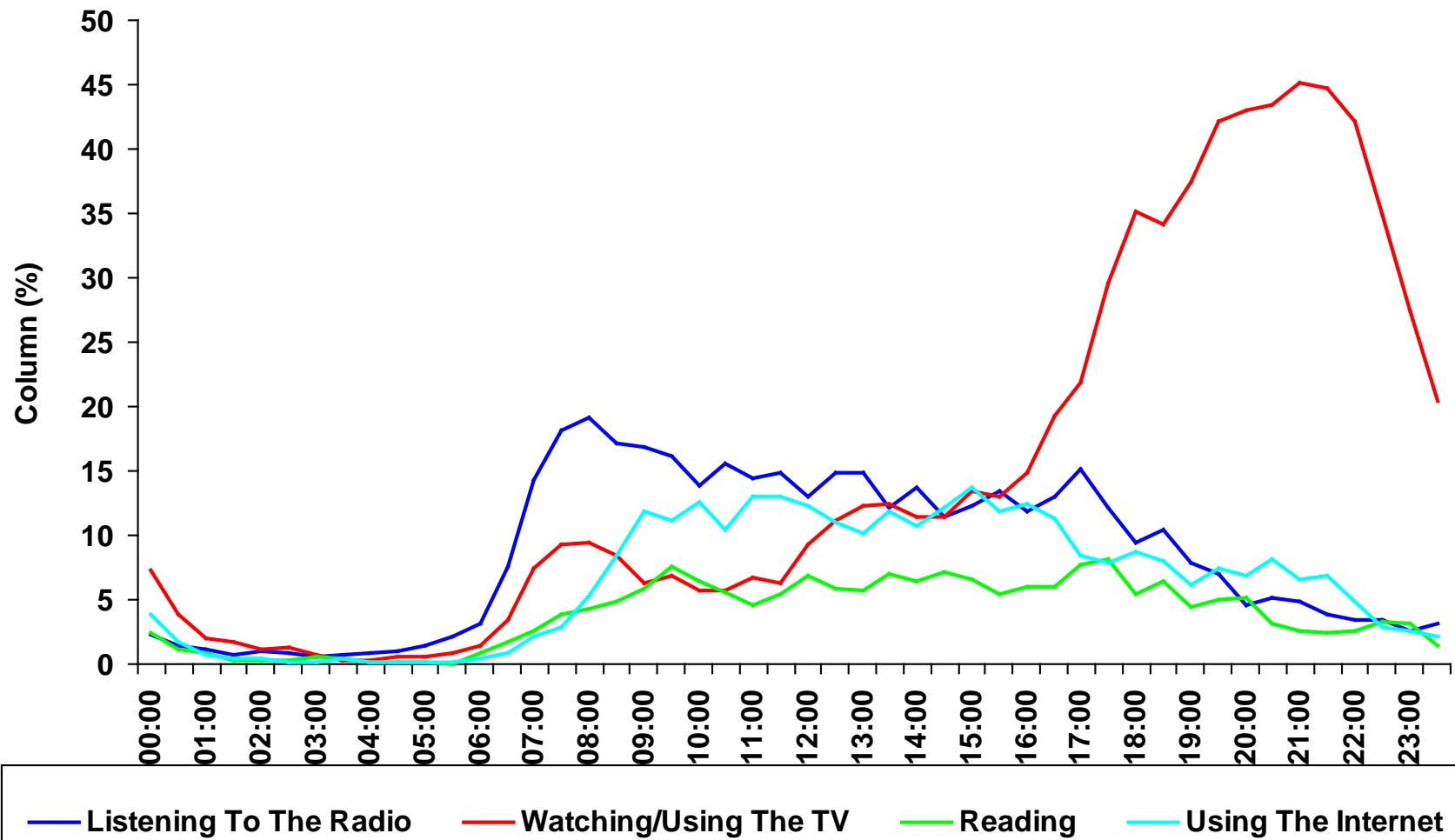
Friday night Media consumption
Lad's night out

Column (%)

Listening To The Radio — **Watching/Using The TV** — **Reading** — **Using The Internet**

Source: IPA TouchPoints SuperHub 2008
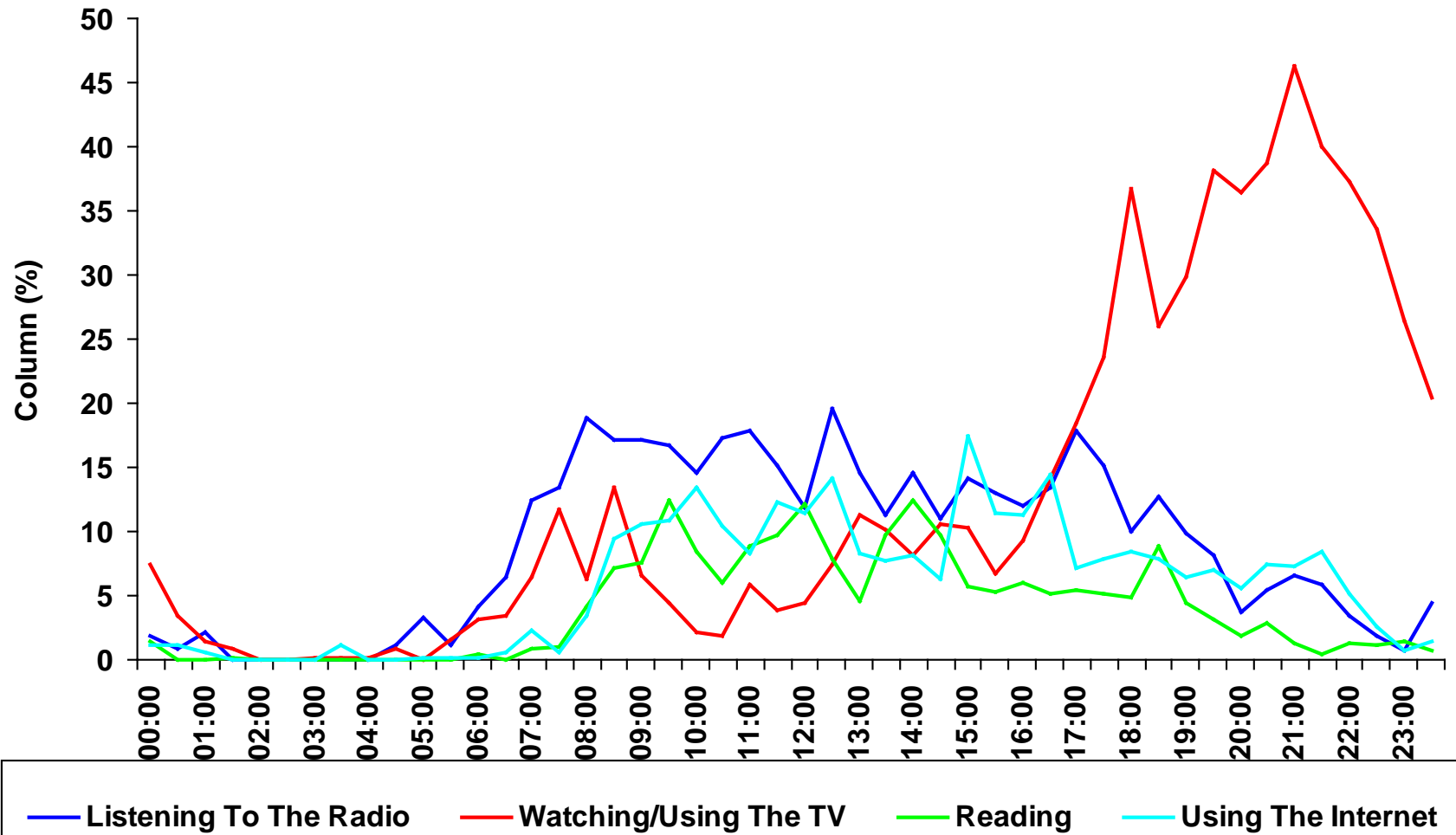
Department of Health, MEC Stroke savers

—**TouchPoints Contribution**

—Used TouchPoints to identify who the at risk audiences were with, where they were and what media they were consuming throughout the day.

—Also found out what % of time the at risk audience spent at home and out and about- as different messages were required for each environment.
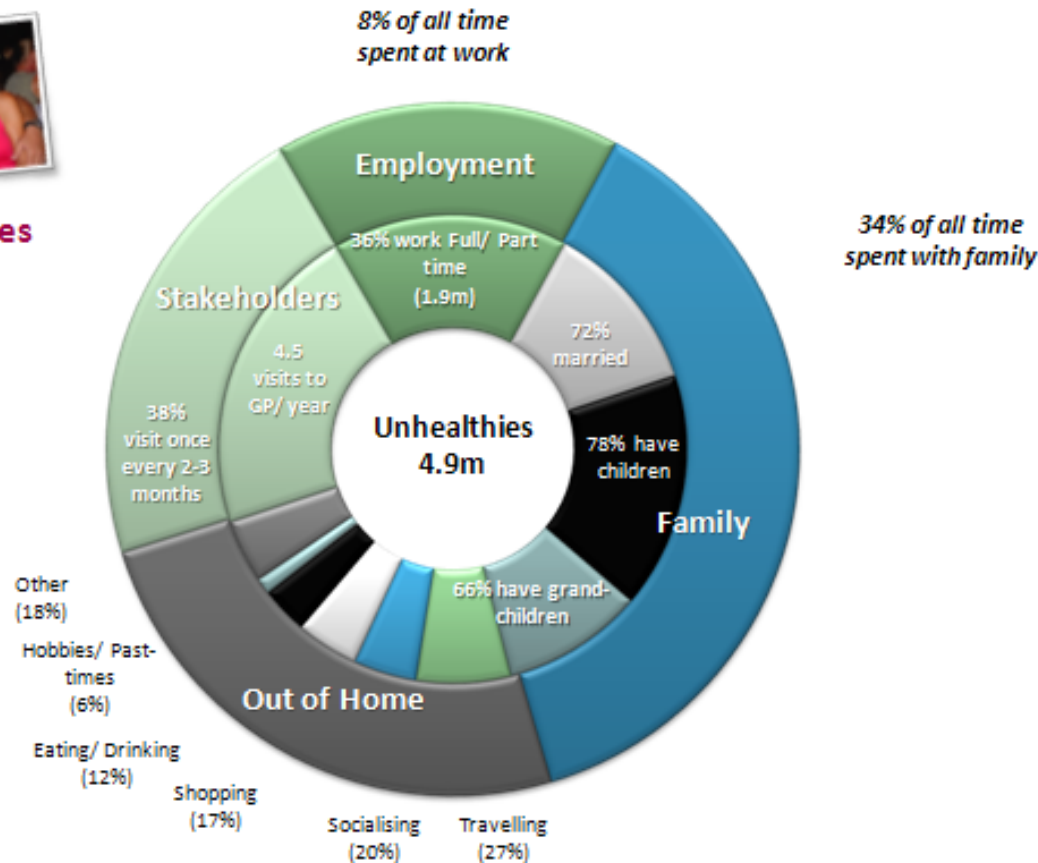
Department of Health, MEC

The TouchPoints contribution:
At-risk audiences- where are they and who are they with?

Unhealthies 55-74

8% of all time spent at work

Employment

36% work Full/ Part time (1.9m)

72% married

34% of all time spent with family

Stakeholders

4.5 visits to GP/ year

38% visit once every 2-3 months

Unhealthies 4.9m

78% have children

Family

Other (18%)

Hobbies/ Past-times (6%)

66% have grand-children

Eating/ Drinking (12%)

Shopping (17%)

Out of Home

25% of all time spent OOH

Socialising (20%)

Travelling (27%)

Department of Health, MEC

— Not just about the target market i.e. the Stroke victim but also the potential Stroke Saver

— TouchPoints was unique in not only showing where the audience was but also **who they were with**.

— Needed to emphasise the fact that every second counts when someone may be having a stroke.

— Therefore very important to catch potential Stroke Savers throughout the day. Requiring a mix of TV, press, radio, as well as display and out of home.

FMCG, MEC

—Context:
- – Client wanted to investigate the most efficient way to use their TV budget
- – Aim to build coverage and achieve cut through (many of their competitors were on TV)

—Issue:
- – Too many ratings would lead to diminishing returns which wouldn't provide the best coverage for the money
- – Wanted to prove that some investment in Cinema would increase reach and have the added benefit of being the only brand in this category using Cinema
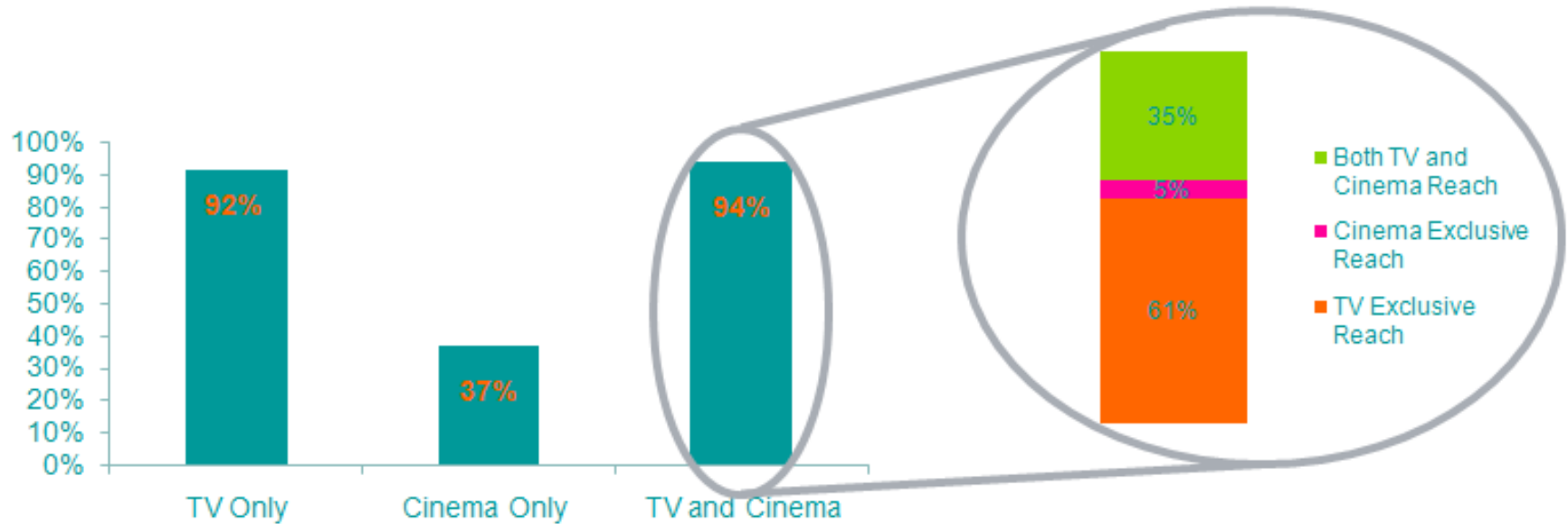
FMCG, MEC

—TouchPoints contribution:

– Created three campaigns

- 1 using all the budget in TV
- 2 using all the budget in Cinema
- 3 34% of budget invested in Cinema and 66% in TV

FMCG, MEC

FMCG, MEC

—Combined campaign using TV and Cinema is an efficient option for Brand Z. The reach increased overall, with no increase in budget.

—If Brand Z tried to get the same reach with just TV it would require an extra 120 ratings which would be an additional cost for the client.

—TouchPoints showed the client that they could reach more people for the same investment.

Brand T,MPG

—Context: Brand T is in the TV Services, Platforms and Electrical Goods category

– A number of different target audiences were defined in TouchPoints

- Existing TV Services
- Existing TV devices
- Attitudes to TV and Technology
- Wish to change TV service in next 12 months

Brand T, MPG

—Issues:

– Client had a budget for driving awareness on TV but also wanted to consider media to support the point of purchase

  • Web comparison sites
  • Search

—Contribution:

– MPG used the Channel planner to work out the most effective media mix to achieve the client's objectives

Brand T, MPG

	Segment 1	Segment 2	All Adults (47.8m)
ITV Terrestrial Weekly Reach	83.7% (index: 97)	88.4% (index: 103)	86.1%
Digital Weekly Reach	50.5% (index: 114)	54.7% (index: 123)	44.4%

TV provides good reach options across your primary audiences, but under-indexes against Segment 1

Brand T, MPG

	Segment 1	Segment 2	All Adults (47.8m)
Newspaper Weekly reach	59.7% (index: 96)	63.6% (index: 102)	62.1%
Internet Weekly Reach	83.0% (index : 118)	75.1% (index: 107)	70.5%
Price Comparison Sites Weekly Reach	14.3% (index: 144)	14.6% (index: 147)	9.9%
Google Search Weekly Reach	62.9% (index: 116)	59.0% (index: 108)	54.5%

Support media provides a great opportunity to build

Real additional reach from print and online display

2010		Segment 1	Segment 2	All Adults
Spring	TV (450 TVRs)	78.1% @ 5.7	80.9% @ 6.3	77.4% @ 6.1
	Online display & pre-roll activity (c.13m imps)	22.3% @ 1.9	19.0% @ 1.9	17.4% @ 1.9
	National Press (75 GRPs)	38.4% @ 1.9	40.9% @ 1.8	39.9% @ 1.9
Winter	TV (400 TVRs)	75.3% @ 5.0	78.4% @ 5.6	74.7% @ 5.4
	National Press (75 GRPs)	38.4% @ 1.9	40.9% @ 1.8	39.9% @ 1.9
-	Online Branding & pre-roll activity (c.13m imps)	22.3% @ 1.9	19.0% @ 1.9	17.4% @ 1.9
		96.1%	**97.6%**	**96.2%**

4 Music, OMD UK

—**Context:**

– Channel 4's music platform, 4 Music, is regarded as a TV station which viewers watch alongside other activities.
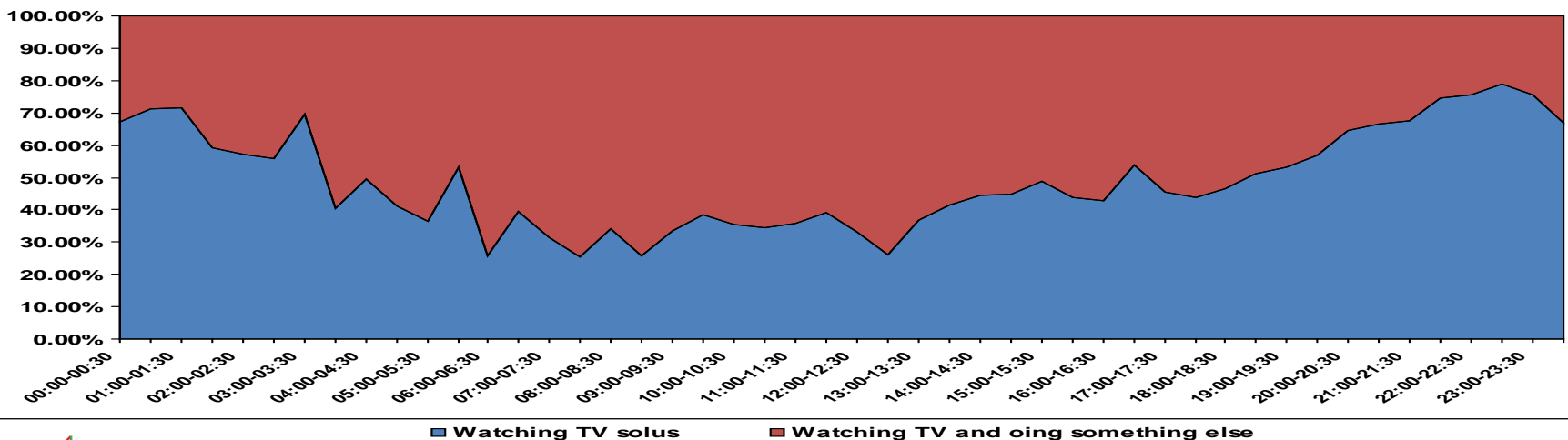
—**Issue:**

– OMD wanted to understand when the key 16-34 audience is watching TV as a primary or secondary activity in order to identify key potential viewing times for this audience.

4 Music, OMD UK

— ## Contribution:

— to identify when 16 – 34's are viewing TV as a solus activity and when they are watching whilst doing something else.

— Three key dayparts – these were morning, lunchtime and early evening. This information helped shape Channel 4's programming strategy and identified key day times to promote the platform.

Those watching TV and doing something else versus solus TV watching

Watching TV solus   Watching TV and oing something else

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Citroen C5, OMD UK

—Context:

- – In an environment as competitive as the automotive market, maintaining the gains made from a launch campaign - without the launch budget - is a real challenge. Smart audience targeting can make the difference.

—The Issue:

- – Ensuring that awareness and purchase consideration increases for C5 were maintained in year 2 was the strategic challenge for OMD.
- – We recognised that zeroing in on the lives of our fleet user-chooser audience was the only way to achieve our objectives on a modest budget

Citroen C5, OMD UK

—IPA TouchPoints Contribution:

—Audience analysis showed us how little time these guys had, and how much of it was spent in their car. TouchPoints allowed us to plan media to penetrate the cocoon of their car and working day, while also reaching them in their precious moments of leisure time.

—The mood diary function allowed us to plan advertising to suit their mood states in our two core strategic areas (Work and Leisure).

Citroen C5, OMD UK
Two key messages at two key times
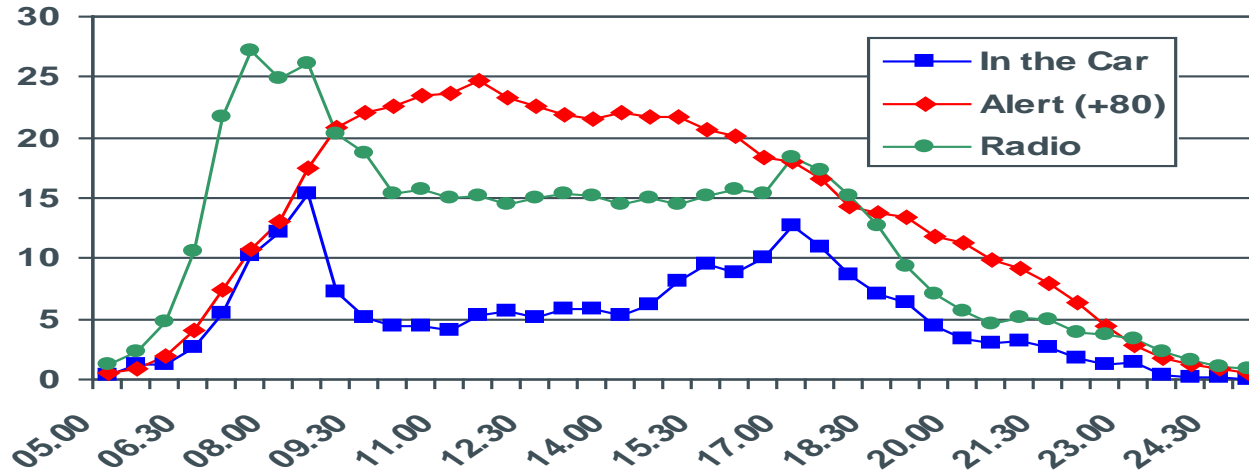

Product led, functional messages
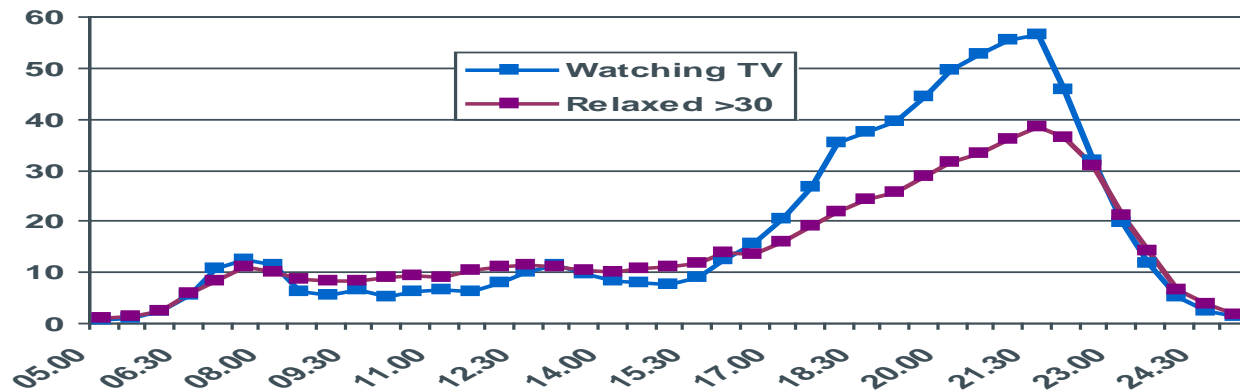
Emotional Brand led messages

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SCA/ Bodyform, Carat

- Carat were given the challenge of launching a new range from the Bodyform parent brand whilst maximising cut through with a budget lower than that of their competitors.

- 30% of target audience claimed they were more likely to buy a product if it is advertised on a website or featured in an online competition over the tradition TV medium.

— Using identical campaign budgets, IPA TouchPoint's Channel Planner was able to help demonstrate that online can improve TVs reach and frequency without incremental media spend

IPA Touchpoints Demonstrated Benefits of TV + Online

Source: Touchpoints 06

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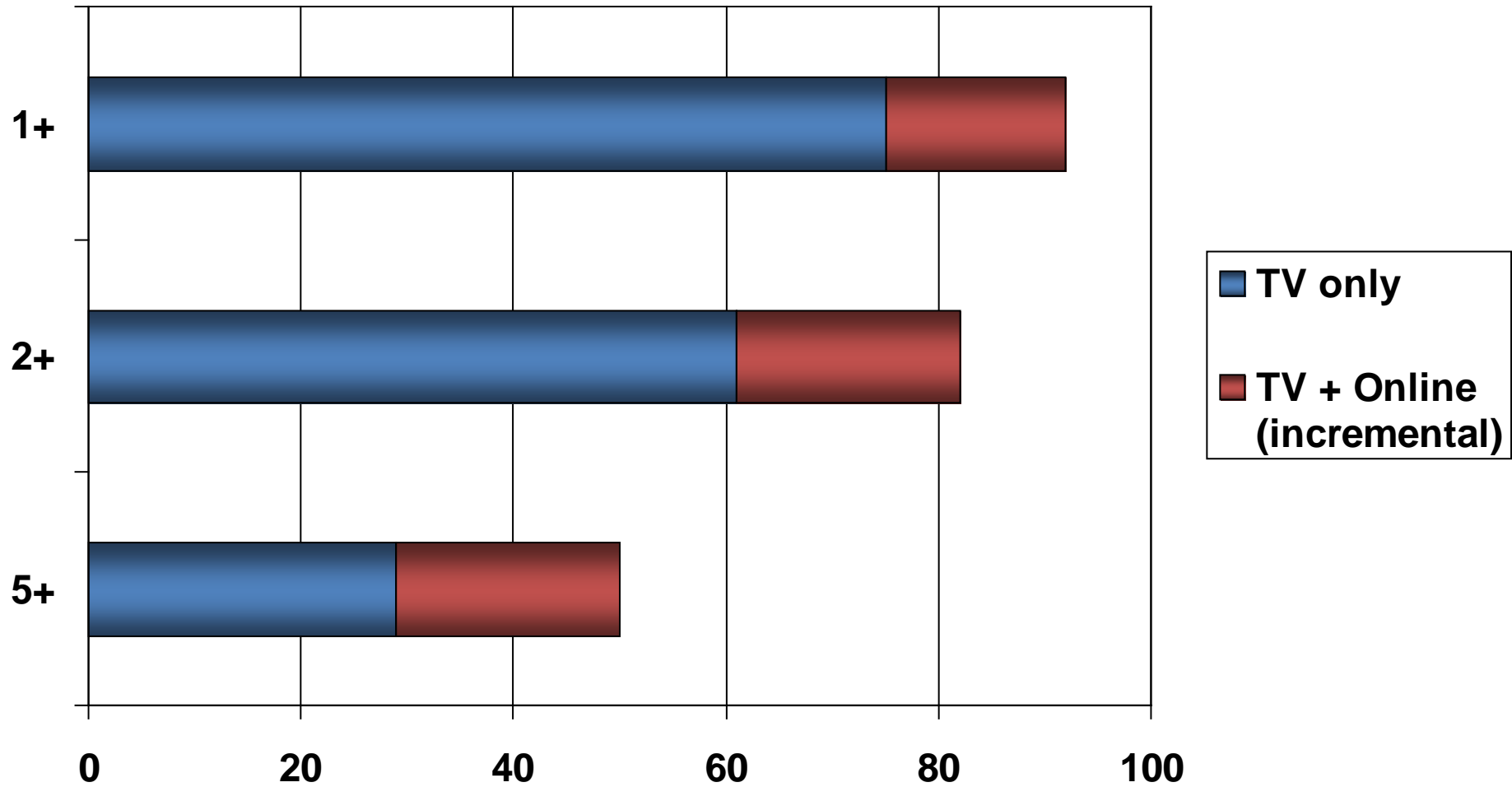
In summary

—Unique

—Delivers it's objective

—An invaluable database in its own right

—Is challenging

—Forcing the industry to change it's structures

—Is being adopted as an industry data set

—Has the ability to link with and leverage other databases

—Is still only 4 years old!

Questions?

www.ipatouchpoints.co.uk

TouchPoints IPA