



THE  TAMIs
Ireland's TV
PLANNING 
Awards

 **TAM Ireland**
Television Audience Measurement Ireland

2020

KEY DATES

18th September 2019

2020 Awards Launched at the TAMI Showcase Breakfast

25th September 2019

Awards Open for Entries

31st January 2020

Closing Date for Entries

27th February 2020

Shortlist Announced

26th March 2020

Awards Event

5 Award Categories for 2020

WINNER OF THE Grand Prix
chosen from the category
winners


Winner of the Grand Prix will
receive €100,000 worth of airtime
for their client/brand



BEST NEWCOMER




**BEST ONGOING
USE OF TV**



**BEST USE OF TV
SPONSORSHIP**

(new for 2020)

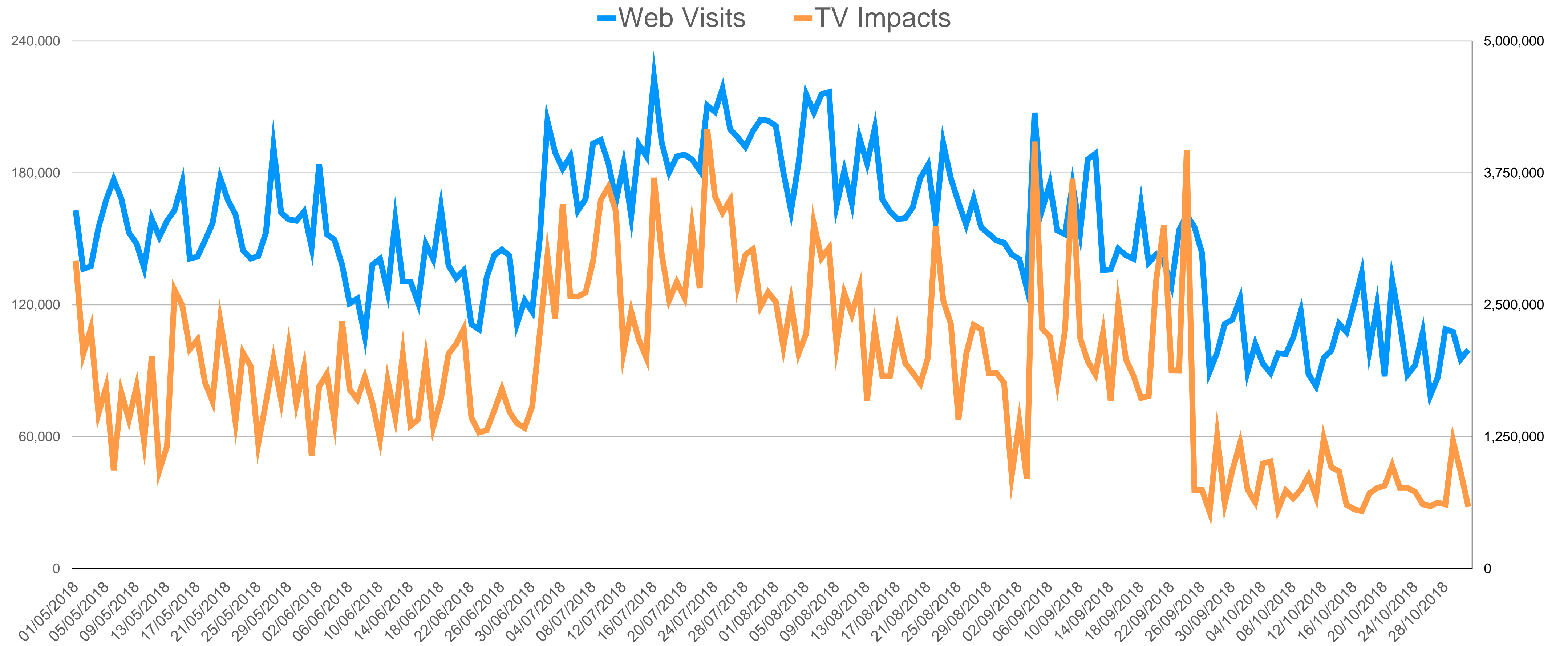


**BEST USE OF
INNOVATION**

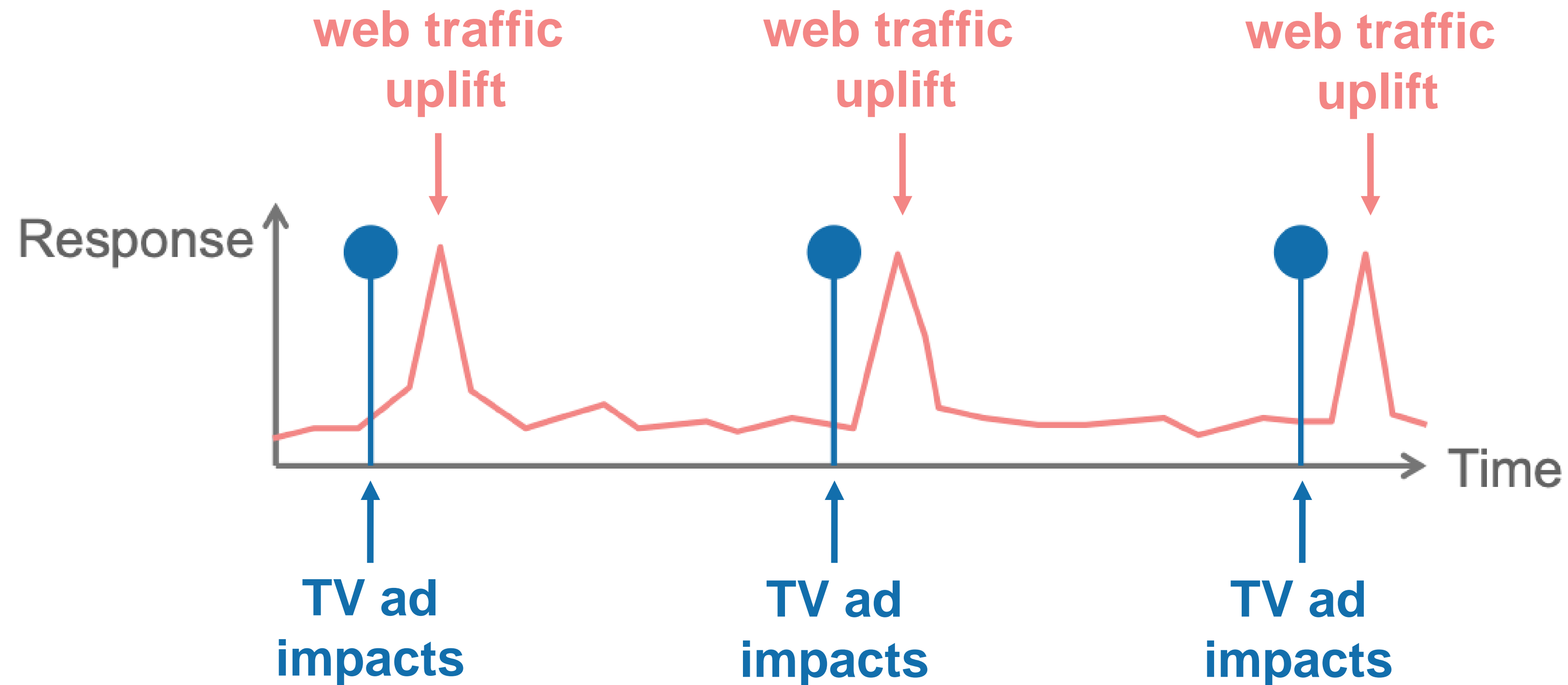


**BEST SHORT-
TERM
ACTIVATION**

Our hypothesis: website visits are stimulated by TV advertising spots



A simplified model of what we're looking for



Project methodology

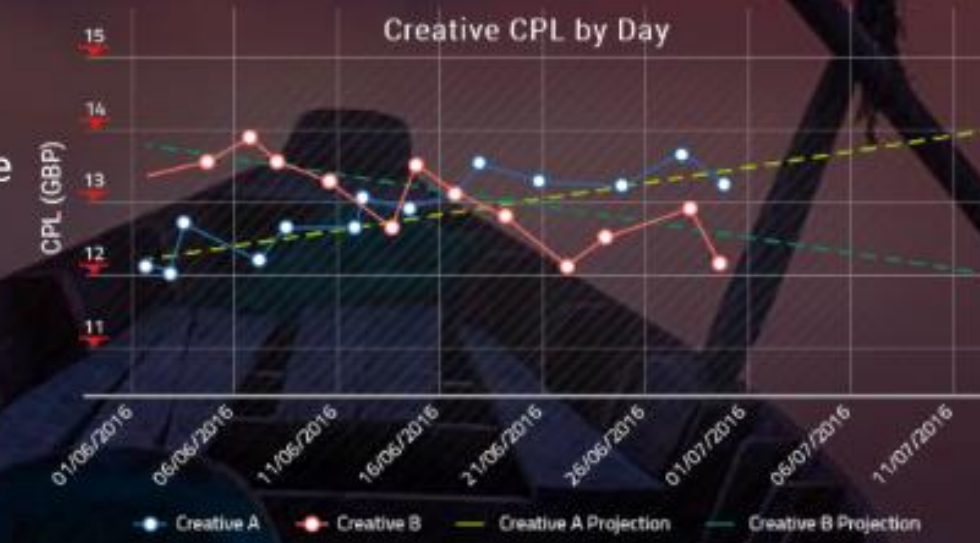
- Our ambition was to produce a multi-brand, multi-category analysis
- Brand-level web traffic data sourced from Similarweb
- Daily visitor estimates for branded websites in the Republic of Ireland
- Brand selection limited to website with more than 5,000 daily visitor

Project methodology

- Analysis period 1st May - 31st October 2018 (6 months)
- 180 discreet 24hr web traffic data points for each brand analysed
- Brand-level TV schedule data covering the same period supplied by TAM Ireland

Predict the future with the Adalyser[®] Optimisation Hub

Adalyser combines attribution and statistical modelling to predict future effectiveness and highlight optimisations



Television



Print



Web



Radio



8 brands / 2 categories analysed in-depth

Insurance

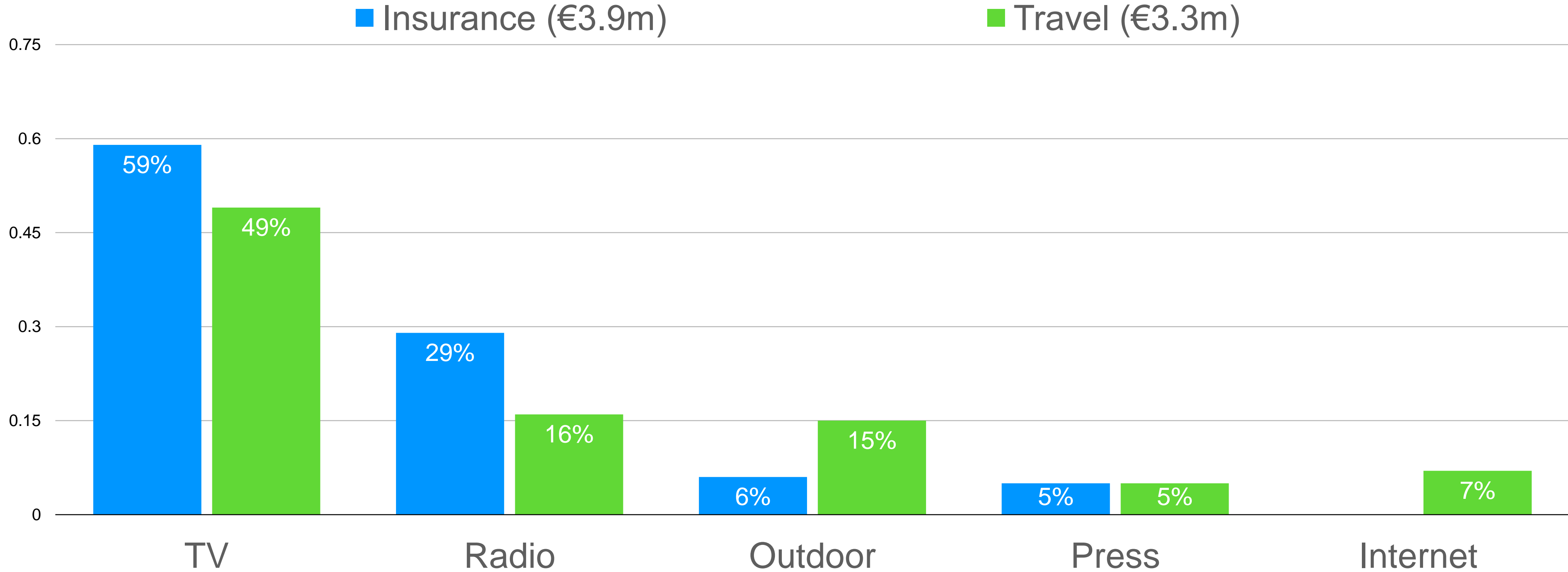


Travel



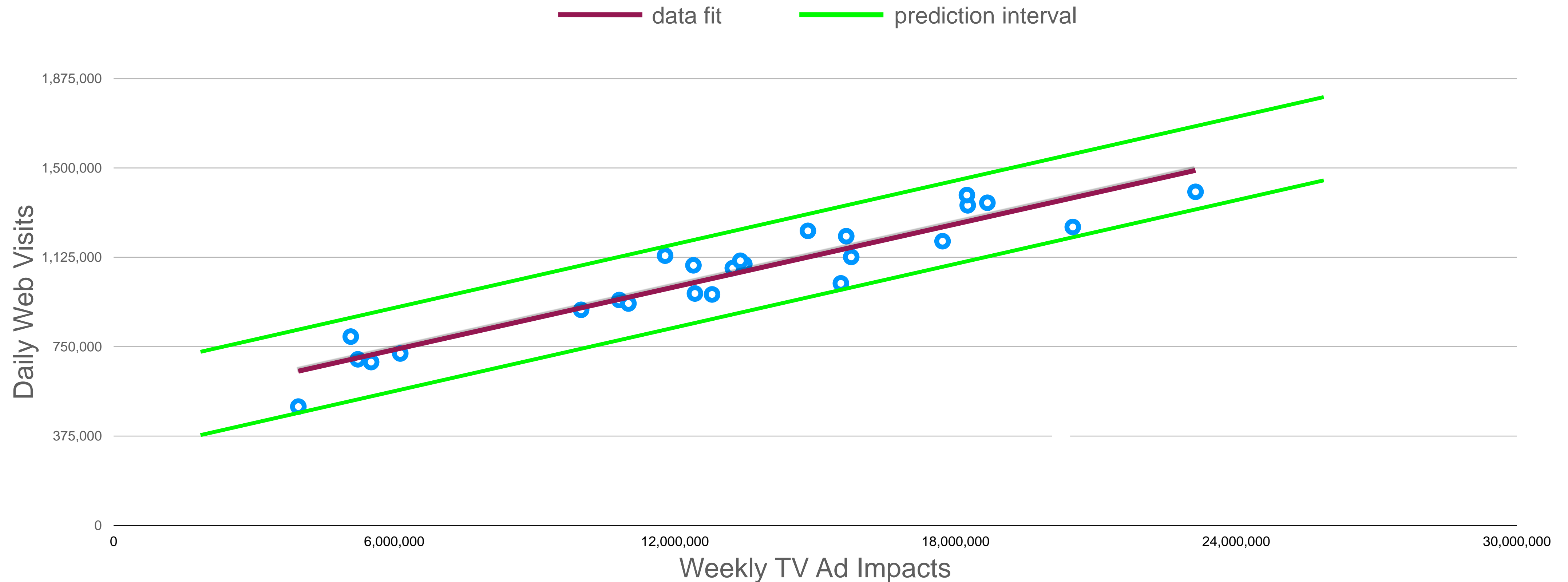
Share of media split (1st May - 31st Oct '18)

The Insurance and Travel categories had slightly different media splits. The regression analysis has to 'see through' the contribution of other variables to isolate TV's specific activation effect



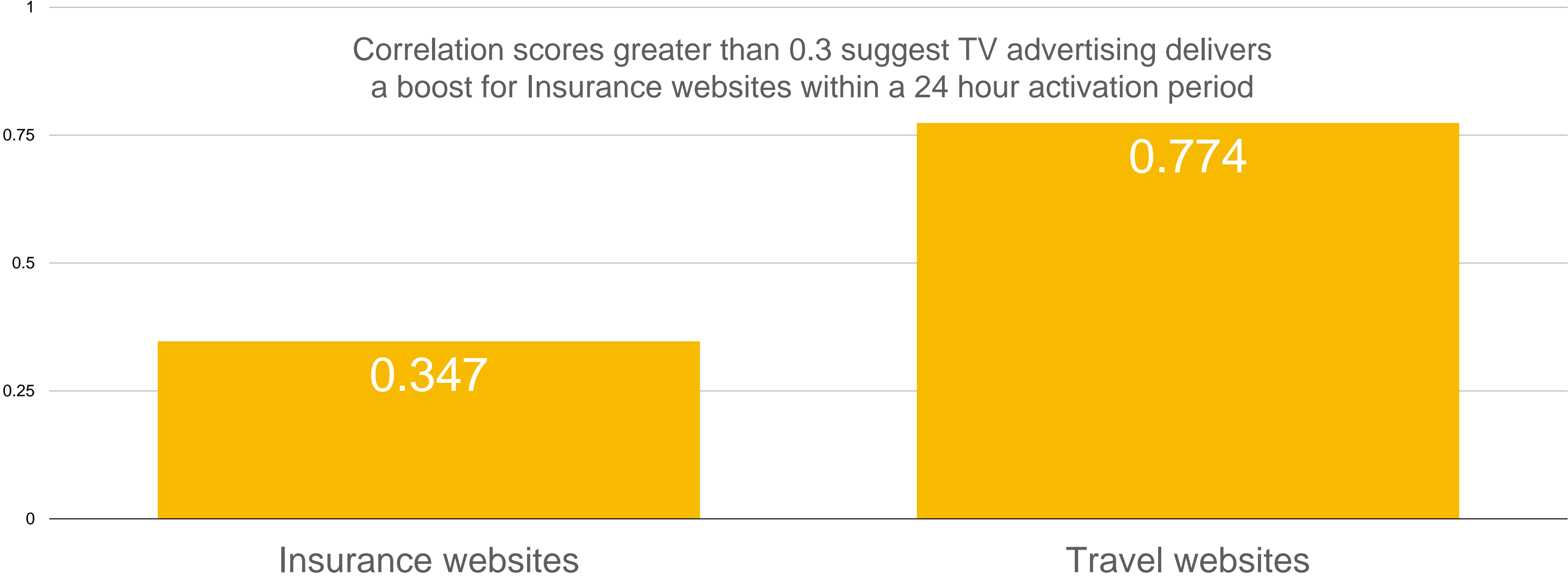
Travel - regression scatter plot (7-Day)

The 'slope' of the trend lines in this scatter plot illustrate with high confidence that as the number of TV impacts delivered in a week rises, so does the number of visitors to Travel websites



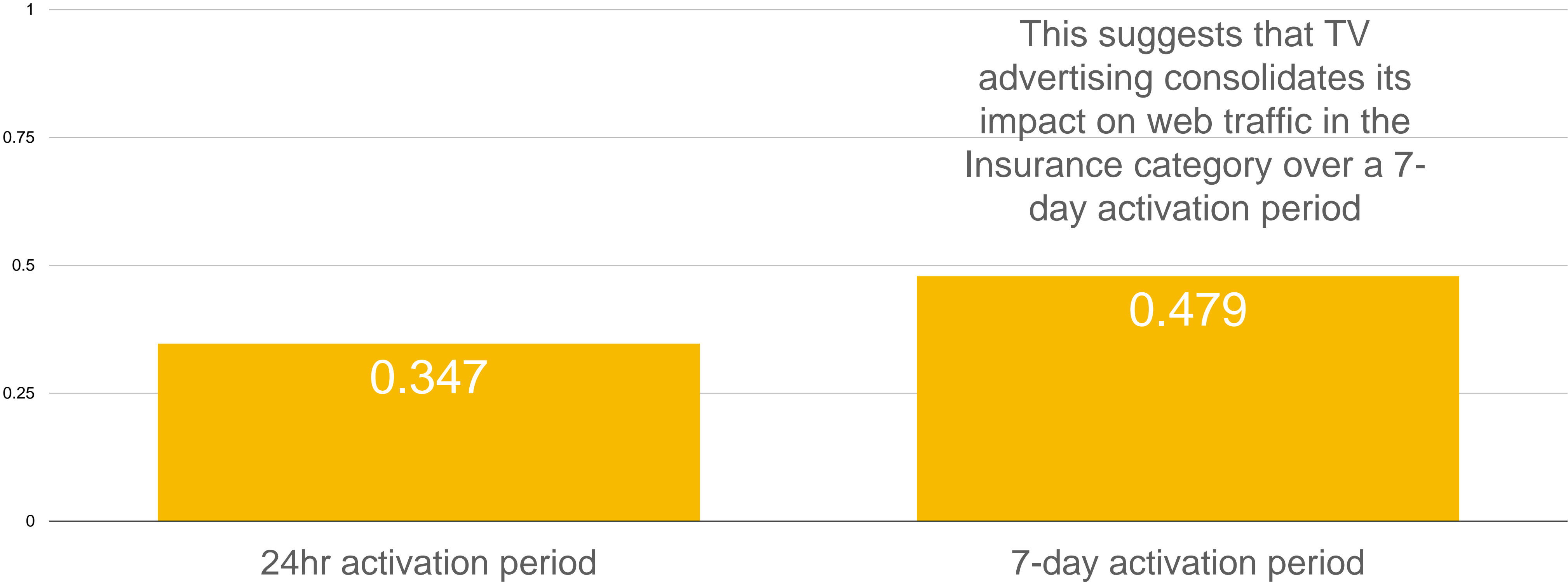
Pearson correlation scores -24hr activation period

The Pearson correlation score measures how well the volume of TV impacts in a 24hr activation period corresponds with rises and falls in website visitor numbers.



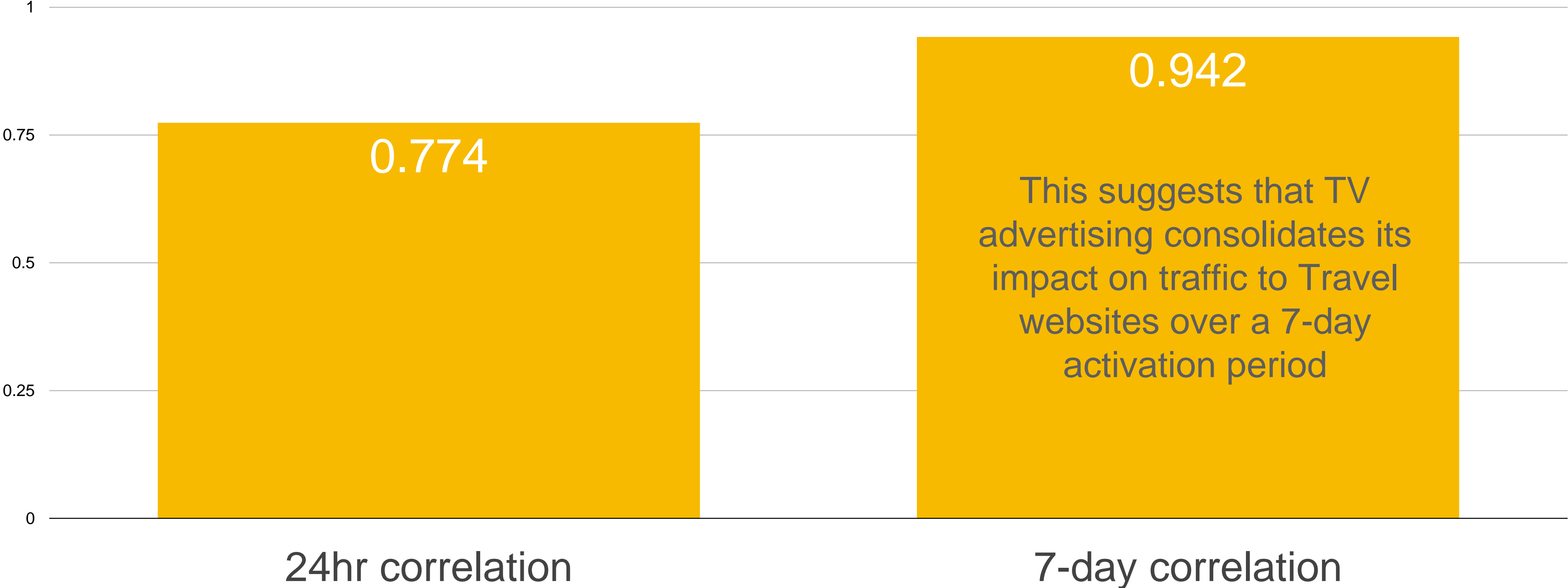
Insurance - 24hr vs 7-day activation periods

The number of TV impacts delivered over a longer 7-day period correlated more strongly (0.479) with visits to Insurance category websites



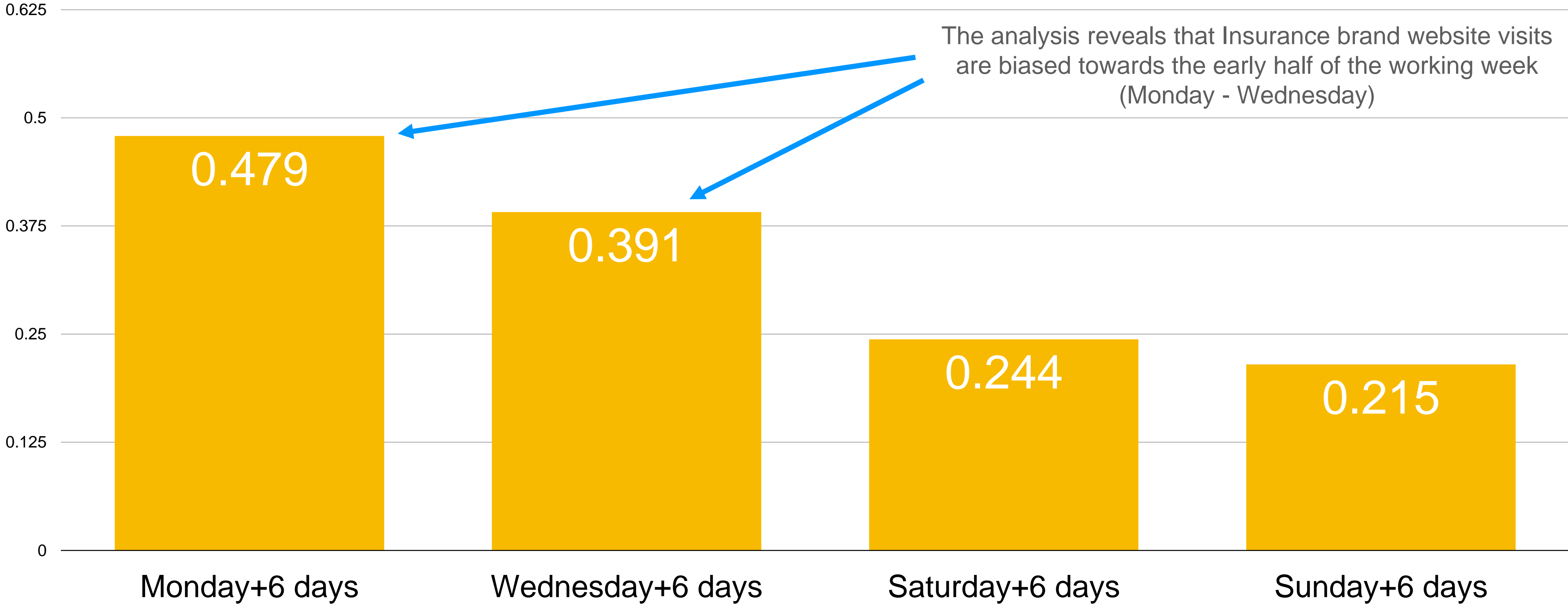
Insurance - 24hr vs 7-day activation periods

We also found a stronger correlation between TV impact delivery and web traffic volumes in the Travel category when we examined the data within a longer 7-day activation period



Insurance - correlation scores

We can also use the regression model to explore patterns of consumer engagement and purchase behaviour within the Insurance category.



Summary conclusions

- Brands in a category like Travel with a clear direct-response strategy enjoy strong short term activation from TV advertising
- It's easy to appreciate the benefit of short term activation campaigns for Trivago, but will the same strategy work for brands like Audi or Coca Cola?

Travel

Aer Lingus 


Bus Éireann


tripadvisor®

 Iarnród Éireann
Irish Rail

trivago

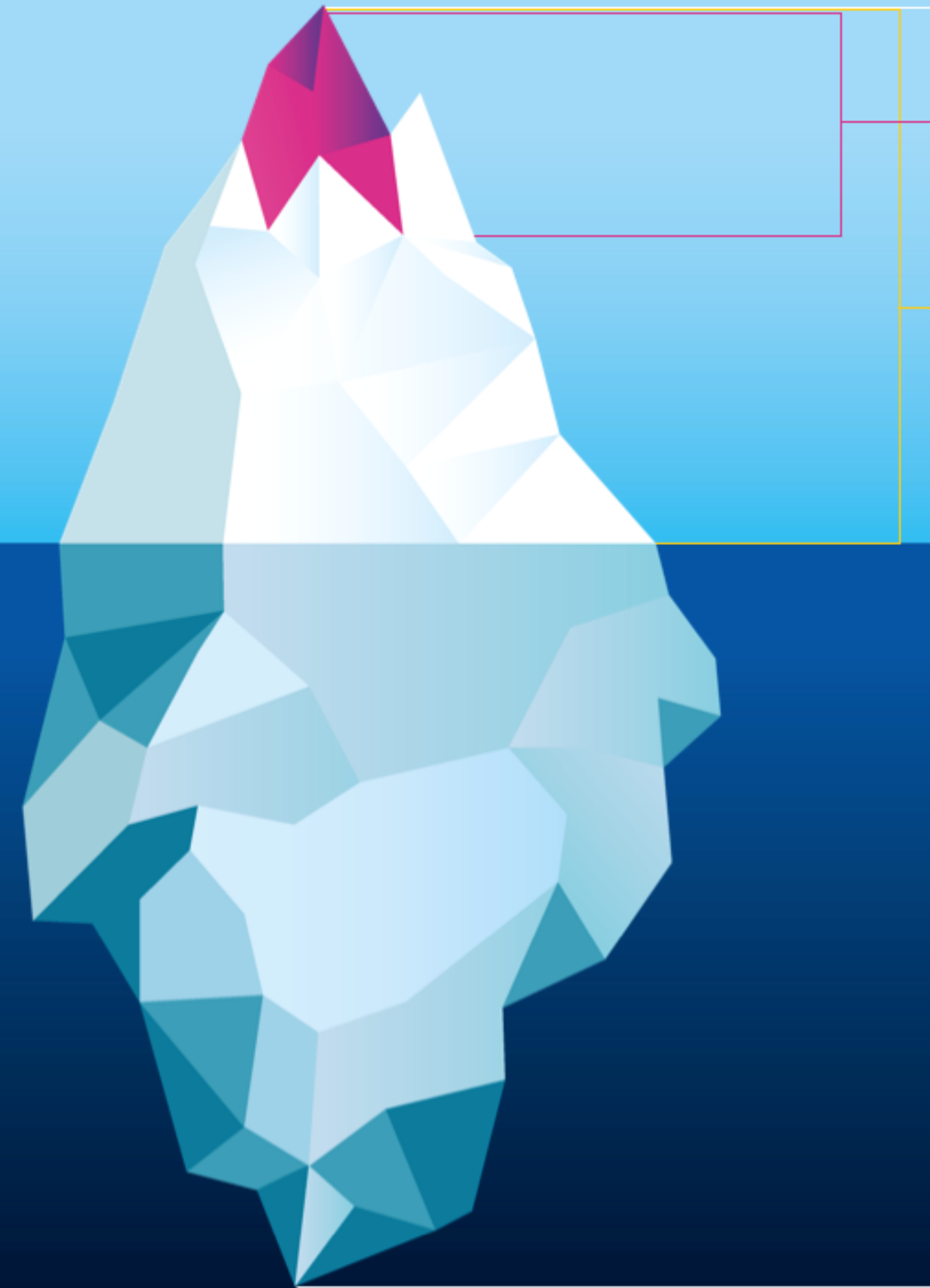
Summary conclusions

- Our Insurance category analysis gives insight into how advertisers can optimise short-term web traffic response from TV campaigns
- For instance, consumers are more likely to consider Insurance policy renewal, engage in product research and complete transactions at the beginning of the working week
- This suggests TV campaigns can raise brand awareness and prompt consumers to engage with Insurance brands at the weekend prior to the task of actually undertaking a purchase Monday-Wednesday

Insurance



THE PROPORTION OF TOTAL PROFIT REVEALED BY ATTRIBUTION MODELLING AND ECONOMETRICS



18% ATTRIBUTION MODELLING

42% SHORT-TERM ECONOMETRICS

The majority of advertising returns (58%) occur in the long term.

100% LONG-TERM STUDIES

Source: 'Profit Ability: the business case for advertising', Nov 2017
Gain Theory Long Term ROI study. 29 Advertisers, 504 campaigns

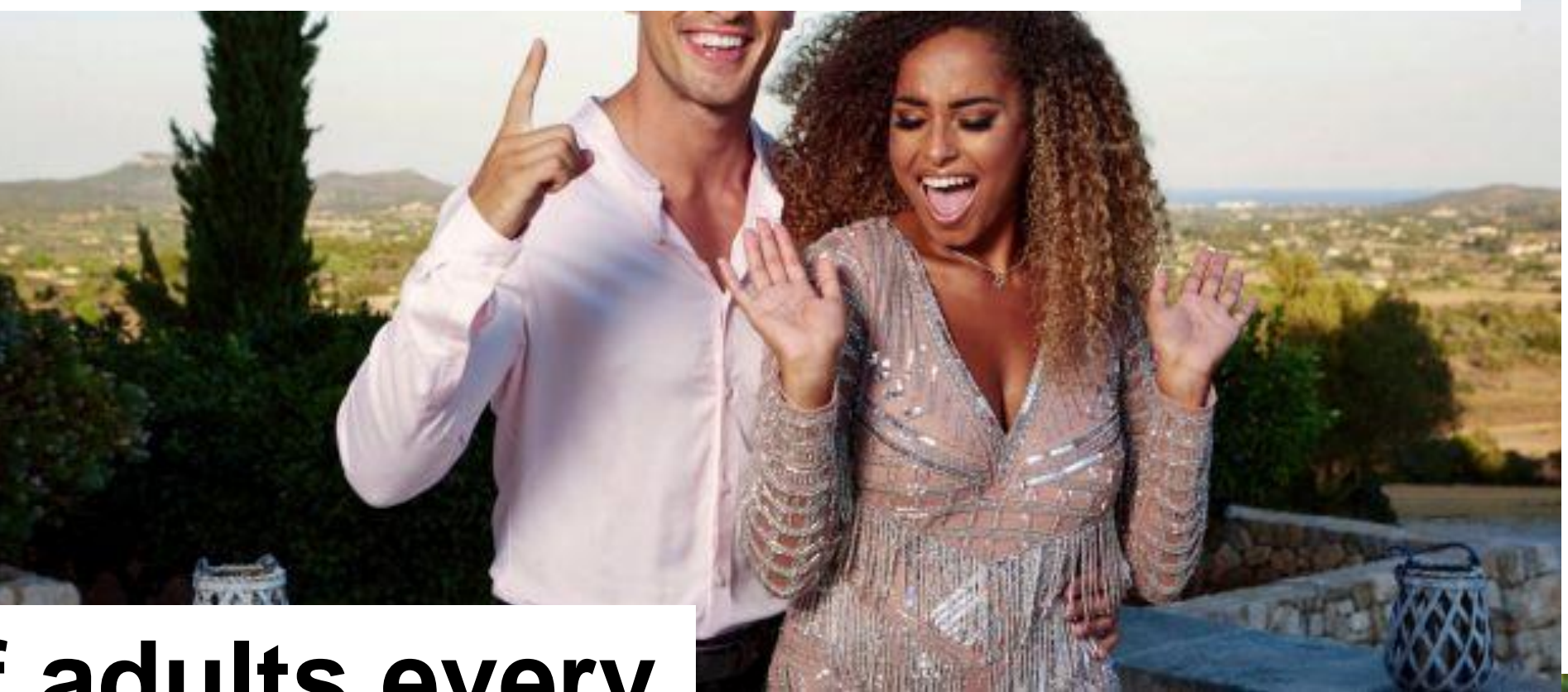
thinkbox

Summary conclusions

- This study also provides strong evidence that TV advertising delivers a stronger activation response over longer time periods
- In both the Travel and Insurance categories we found the amount of TV impacts delivered in a 24 hour period is actually less predictive of web traffic response than the amount of TV exposure generated across a whole week
- This strongly suggests advertisers must consider how to measure and account for the impact of TV advertising across both short and longer-term activation periods



You don't become a household name by avoiding most households!



Broadcaster content reaches 91% of adults every week.





There is no
wastage in TV
advertising

Just bonus
viewers!



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