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# Sky Media One Campaign for Group M and Laya

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## Entrant details

Company Name Sky Media

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## Entry details

Primary Agency/Company Name Sky Media

## Summary Paragraph

Group M & Laya recognised that Sky Media's One Campaign proposition was an innovative way to buy their AV campaign, allowing them to reach the same target audience across AV platforms, get a single campaign view of their delivery & reach performance and determine the incremental reach value of their VoD activity.

We love to tell fantastic TV stories, so whether you make the shortlist or not, we may still look to turn your work into a case study (only published on approval).

Yes

Are you happy for TAM Ireland to consider your entry for a case study?

## Background and Objectives

Laya is a long-standing supporter of TV advertising, appreciating the premium quality content TV has to offer, whilst also recognising that viewing behaviour has changed in the past decade. With the planning of TV audiences now spanning multiple platforms, screens, and metrics, the measurement of total AV effectiveness is extremely challenging. Traditionally, AV campaigns are booked in silos with no holistic way to measure cross-platform performance.

Laya is a well-established 'always on' TV advertiser in the mature health insurance category and they wanted to ensure that their TV budget was being optimised efficiently across all platforms. As viewing fragmentation increases and audiences shift from traditional linear towards catch up and on demand viewing, how could Laya be sure they were hitting their target audience? Added to this, how could they determine the reach value of their Vod activity and what it contributed to the overall AV campaign performance?

As a future-facing advertiser, Laya recognised that Sky Media's One Campaign proposition addressed these challenges, and they fully embraced this market leading technology.

One Campaign is a pioneering way to buy one AV campaign, targeting one audience and enabling advertisers to plan, buy, measure and report traditional TV and VoD as one.

## The Strategy

According to the Health Insurance Authority, 47.6% of the Irish population have health insurance. With over half a million members, Laya is the second largest provider of health insurance in Ireland. As part of their 2022 brand strategy, Laya wanted to evolve their brand story by centring around empowering their members to look after their health and wellbeing. This included a 30" TV execution titled 'A Beat Ahead' which was created by TBWA\Dublin. Laya is a company that leads the way in healthcare and is always thinking of new ways to look after its members. Laya brought this dynamism into their media strategy for their Laya Connect campaign in Q4 2022 - staying 'a beat ahead' by being open to a new way of AV planning and buying.

There were a number of considerations for Laya & Group M. Within the One Campaign proposition from Sky Media, there are two different capabilities depending on the platforms and target audience requirements of advertisers.

1. One Campaign Addressable allows advertisers to enhance the use of addressable audiences (targeting based on household behaviours, lifestyle and location using 1st and 3rd party data). This solution involves buying addressable audiences through AdSmart and extending these audiences to VoD platforms, allowing the same audience (no matter how niche) to be executed across both platforms for optimal reach.

2. One Campaign TAM meets the challenge of traditional TV & VoD measurement so that, for the first time, advertisers can buy Linear and VoD campaigns using traditional TV demo's together as ONE. One Campaign trades four key demo's (A1534, A2544, AABC1 & HKCH). Multiple viewing data sets are used to calculate household to individual viewing ratios by platform to convert VoD impressions into equivalent target demo impacts

For the Laya Connect campaign scheduled to run in October, One Campaign TAM best suited the platform and targeting requirements as they wanted to target A25-44 across linear TV and VoD.

By booking One Campaign, Group M were able to plan the same demographic target audience across linear TV & VoD. Through CFlight (which is the methodology that powers One Campaign) they knew they would get visibility on all campaign impacts (TV) and impressions (VoD) added up across all screens and devices in a unified and consistent way.

As well as providing Laya with a complete view of their AV campaign, CFlight calculates total campaign de-duplicated reach and determine incremental reach from VoD.

This strategy would not only provide a unified cross-platform measurement solution for Laya but also allowed GroupM to manage the campaign with just one cross-platform approval, one invoice and one end-of-campaign report.

## The Plan

Incorporating One Campaign TAM into the Laya marketing mix did not compromise the existing media plan in any way.

Rather, GroupM saw immediate efficiencies as two Caria bookings & two post campaign analysis reports became one. And, at the end of the campaign, instead of two separate invoices, just one invoice was generated.

With a 90:10 linear/VOD budget split, the three week burst, targeting A25-44 ran across the Sky Media linear channel portfolio (excluding Kids channels) and across VoD on set top box and Sky Go. The campaign included spots in premium content such as live Premier League and House of The Dragon.

CFlight is the methodology that is used to convert household impressions to audience specific impacts on VoD, giving the ability to add up all campaign platform deliverables in a unified way. As this is a ground-breaking industry first, methodology for Ireland had to be built from the ground up.

An external data integration specialist combined with the superpowers of Sky's return path data helped to ensure complete transparency of processes and methodology. There were two essential areas of focus; the calculation of cross platform reach and the ability to de-duplicate reach.

To achieve cross-platform reach, CFlight uses TAM Ireland panel data, a source of over 1,000 homes providing gold standard data that the industry knows and trusts. To support this and to help with the de-duplication process, a bespoke Sky Media commissioned landscape survey was conducted by industry leaders Kantar. This landscape survey covered a nationally representative sample of over 3,000 Irish Adults, asking questions around viewing behaviour across platforms and devices. The results of the landscape survey help shape our VPVs (viewers per view) which are required to convert household VoD

impressions to demographic specific impacts. The final step is the deduplication process so that exposures are not double counted, providing reach by platform and in totality.

Whilst One Campaign is the mechanism of adapting systems and processes to create one cross-platform booking process, CFlight is key as it's the measurement tool that powers One Campaign.

## The Results

The benefits of One Campaign are game-changing, an industry first that will pave the way for future industry AV cross platform measurement. For Laya, One Campaign enabled the booking of TV and VoD campaigns using ONE simplified booking process, buying across ONE demo specific audience across both platforms and getting ONE holistic cross-platform report.

The Laya campaign was a 30" execution airing from October 7th - 31st 2022 targeting A2544. It was a medium weight campaign delivering a total of 82.3 A2544 ratings (80 on linear and 3 on VoD) as can be seen from Fig 1 in pdf attached.

This report also shows that total deduplicated cross platform reach was 21.0%, which includes a 3.1% uplift in 1+ reach due to VoD exposure (20.3% to 21.0%). This equates to an incremental 0.7pts reach increase. These results are very positive given the level of VoD impacts delivered across the campaign.

The middle column in Fig 1 shows a VoD delivery of 39k A2544 impacts and the 1+ reach that VoD delivered alone (1.1%)

This table is the key summary from a CFlight report which also includes further analysis on audience cover build and weekly 1+ reach.

The cover build chart in Fig 2 shows how reach built across the duration of the campaign and how this broke down by platform.

And Fig 3 shows the weekly breakdown of delivery including the incremental reach points gained by week.

These insights are research gold and only possible through buying One Campaign. They are the kind of insights that help AV planners to improve media planning by allocating their AV budgets more cost effectively.

One Campaign not only meets the challenge of measuring audience viewing in a unified way but also streamlines and standardises the AV booking process for agencies, making it much easier for them to plan and buy their AV activity.

One Campaign is a first for any Irish broadcaster, uncovering previously unknown campaign metrics and allowing advertisers a complete view of their AV campaign performance for the very first time.

For Laya specifically, they were able to determine that buying VoD not only helps their campaign deliverables but also can do so in a very cost-efficient manner. This information is not new, however the technology to offer linear audiences in a VoD world and report de-duplicated reach is and offers certainty around metrics when planning and investing revenue across AV platforms.

## Client Involvement

Sky Media's One Campaign is a game changer for refined audience planning. Deduplicated audience measurement is critical to optimise plans, and to ensure the budget is being used as smartly and efficiently as possible. The booking and reporting process was seamless also. We will be using One Campaign going forward to deliver smarter, better and wider-reaching campaigns for Laya.

**Kate O'Leary, Managing Partner, Mindshare Ireland**

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