



**More muscle for your media.**  
**Understanding cross-channel interaction for  
greater campaign effectiveness.**

THE  
**BENCHMARK** SERIES

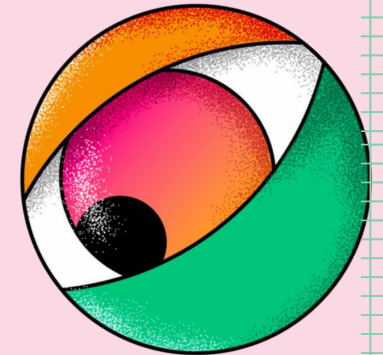
A NEW STANDARD IN MEASURING THE TRUE IMPACT OF ADVERTISING

# The Benchmark Series: Cross Channel Impact

Now in its 7<sup>th</sup> year of reporting, The Benchmark Series seeks to challenge common assertions around what works and doesn't work in media.

Working with academia, it identifies how the various attributes of video advertising deliver growth for advertisers.

In association with Macquarie University and Kantar Research, the 2023 edition of Benchmark investigates how media work together and how certain media are crucial for other media to be effective.



THE  
**BENCHMARK** SERIES  
A NEW STANDARD IN MEASURING THE TRUE IMPACT OF ADVERTISING

# ■ Optimising channel multiplier effects for greater impact.

In 2021, ThinkTV published the synergy effect that various channels have on other channels. It showed that a media pairing containing TV would generate greater campaign synergies than any other media combination.

This edition of the Benchmark Series looks at how much a media channel relies on multiplier effects to generate an impact, which media combinations work best at driving awareness, and which work best in performance marketing and demand conversion.

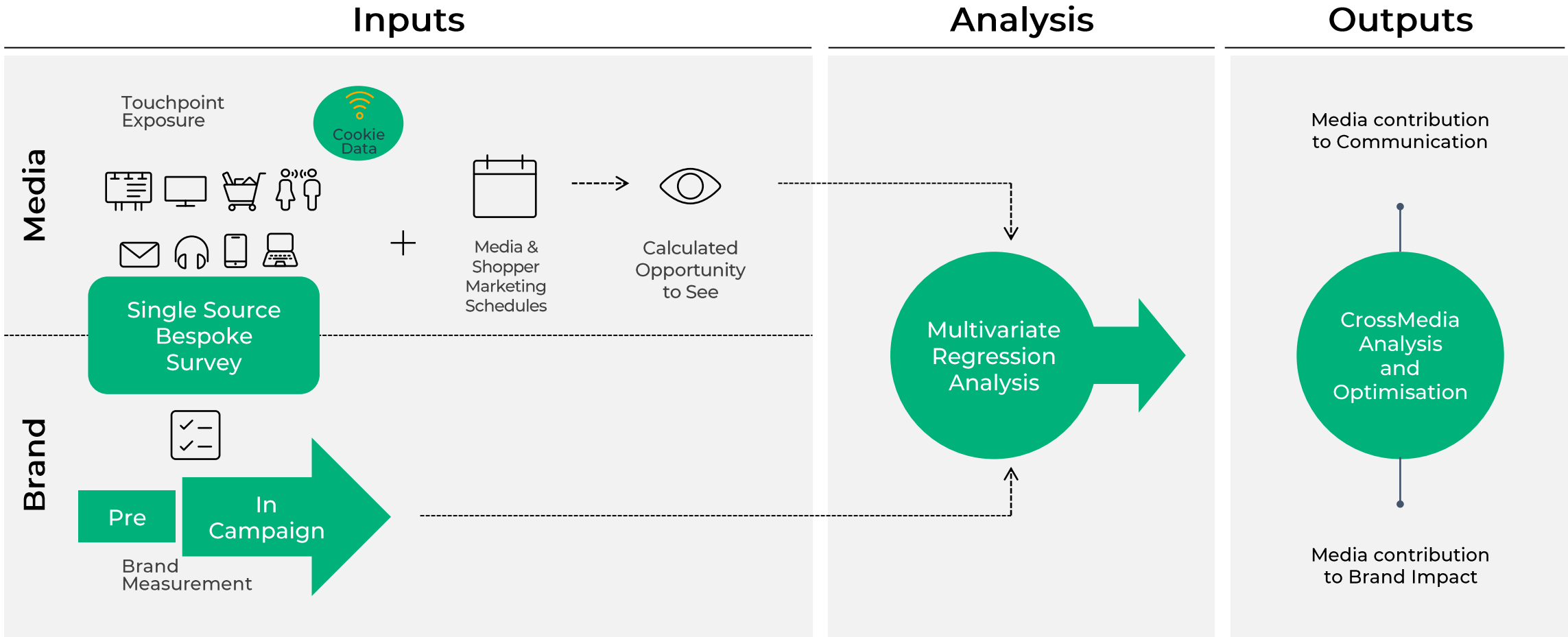
## Cross-channel Synergy Effect

|         | TV    | Search | Social | Non_TV* | Display | Video |
|---------|-------|--------|--------|---------|---------|-------|
| TV      |       | 7.13%  | 6.02%  | 5.31%   | 5.28%   | 4.67% |
| Search  | 7.13% |        | 1.46%  | 1.30%   | 1.29%   | 0.98% |
| Social  | 6.02% | 1.46%  |        | 1.01%   | 1.15%   | 0.99% |
| Non_TV* | 5.31% | 1.30%  | 1.01%  |         | 0.82%   | 0.59% |
| Display | 5.28% | 1.29%  | 1.15%  | 0.82%   |         | 0.73% |
| Video   | 4.67% | 0.98%  | 0.99%  | 0.59%   | 0.73%   |       |

Note: \*Non\_TV is made of OOH, Cinema, Radio, and Print

# Methodology

This analysis is powered by a meta analysis of 179 live campaigns measured using Kantar's CrossMedia methodology. CrossMedia uses multivariate regression analysis to evaluate multichannel campaigns by isolating the impact of each channel and the interactions they derive for brand effectiveness.



# ■ Underpinning this report is...

179

campaigns measured using

**KANTAR**

CrossMedia methodology

~180K

Survey responses giving us a robust framework for understanding campaign driven brand impact

... across all product categories

Food And Drink  
Household Products  
Personal Care  
Financial Services  
Airlines  
Car Rentals  
Leisure  
Telco  
Utilities

... brands of all sizes

Small  
Medium  
Large

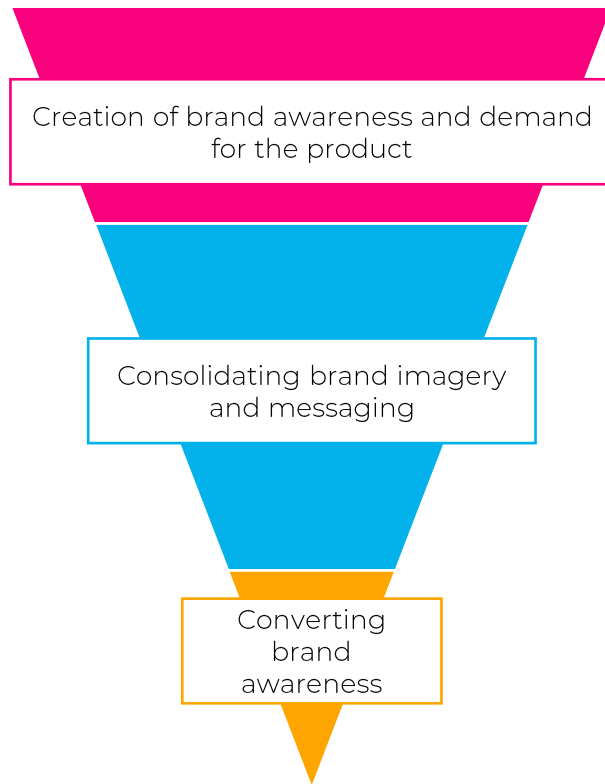
Based on market share and brand awareness

... campaigns at different spend levels

Overall an average per campaign spend of 5.3 million

# Media-driven brand impact

Regardless of the communication objective, most ad campaigns have an impact on brand. Whether that's building demand by simply driving awareness, or converting demand by consolidating product affinity through subscriber deals discounts and exclusives. However the size and style of brand impact differs by task, as does the media combinations that drive the best impact.



## DEFAULT MEDIA

### Generally broad reach media

Video (TV, BVOD) OOH, Radio, Print

### Generally targeted audiences

Search, Display, Socials

DM/EDM/Catalogue/Owned channels

## COMMUNICATIONS TASK

### BRAND AWARENESS

Top of mind; buzz; familiarity

### BRAND IMAGERY & ASSOCIATIONS

Features; benefits; quality; convenience

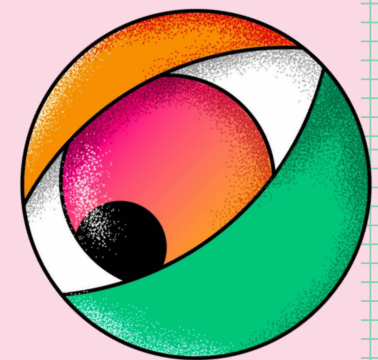
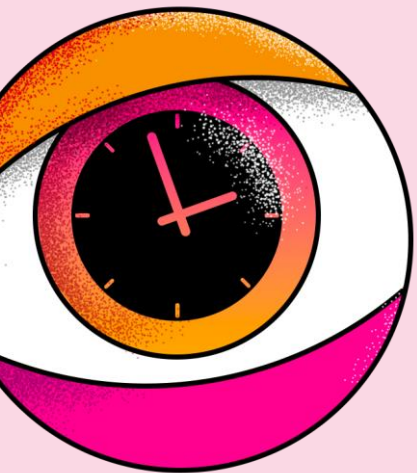
### BRAND MOTIVATIONS

Uniqueness; Meets Needs; Affinity; Difference; Advocacy; Endorsement

### BRAND CONSIDERATION

Intent to buy

# **Solus media effects and interaction effects between media.**



# ■ An introduction to solus vs interaction effects...

## Solus Impact

Is the impact a channel is delivering on its own – without needing support from other media.

## Interaction Impact

Represents the media multiplier effects. What two or more channels are doing in combination together to build impact.

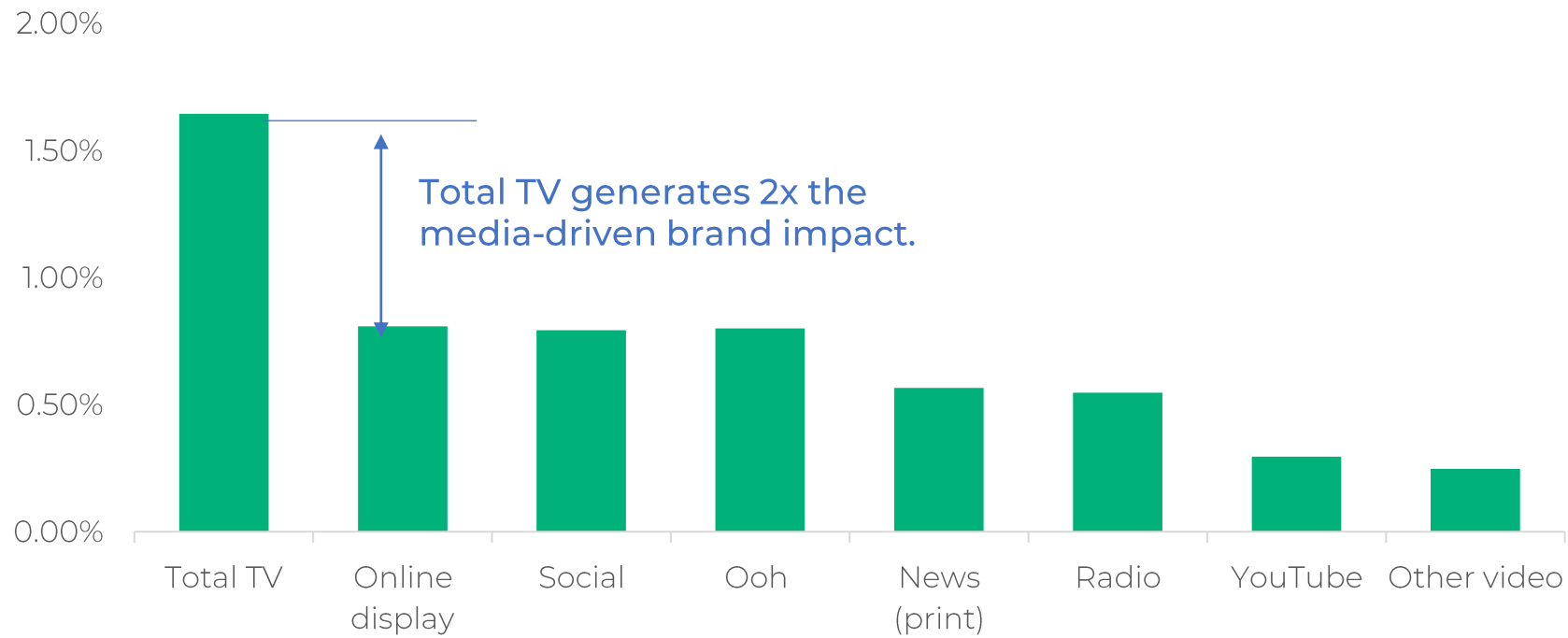
**Interaction accounts for ~42% of all impact and even more so for bottom of the funnel metrics and performance based campaigns.**



# Overall media-driven brand impact.

Regardless of communication objective, Total TV generates the greatest campaign brand impact.

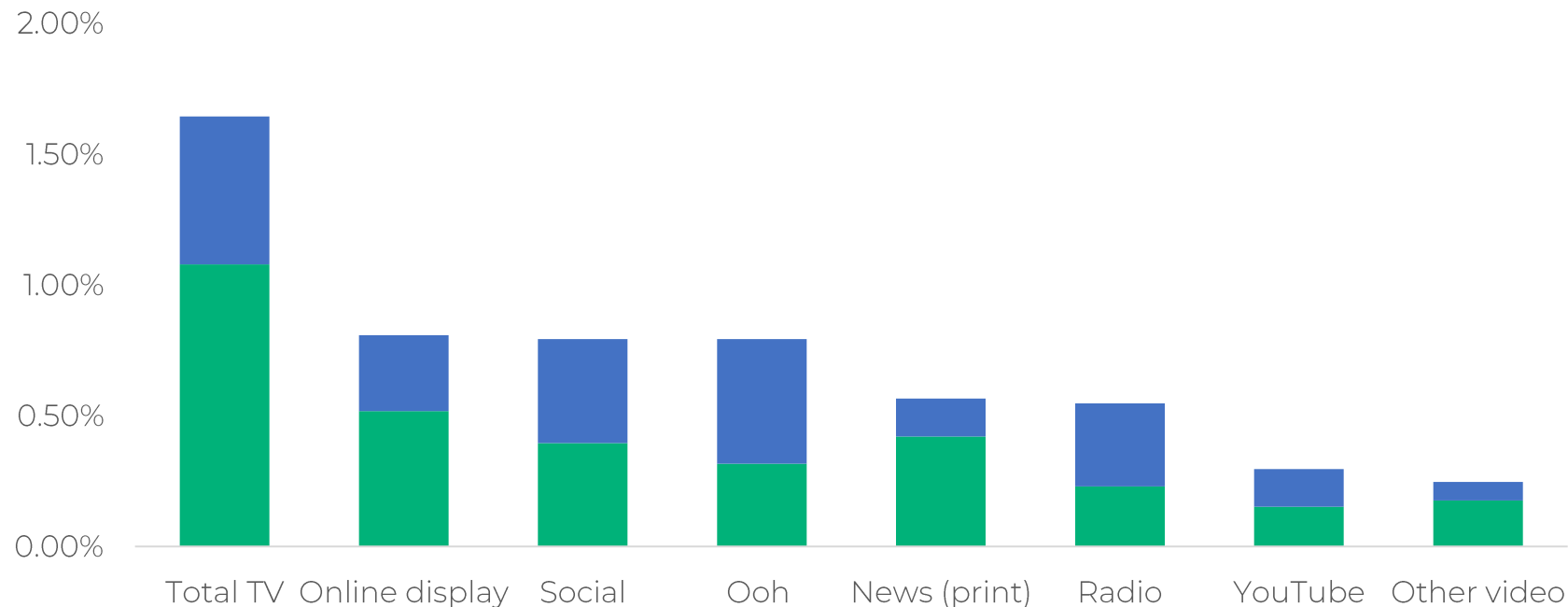
## All metrics– Impact per channel



# TV delivers strong impact on its own but also sets up other media to perform

The impact each media channel has is a combination of the effect it can generate if it were to run on its own (**solus effect**) and the multiplier effect it has when it runs in combination with other media (**interaction effect**).

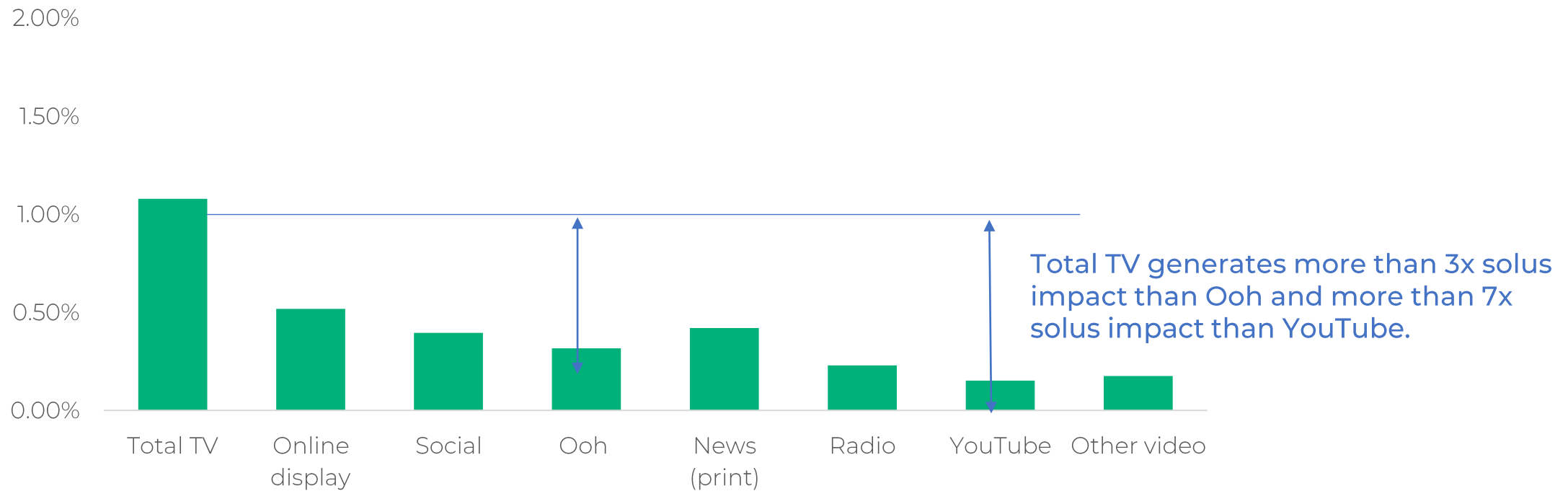
## All metrics– Impact per channel



# ■ The contribution of solus channel effects.

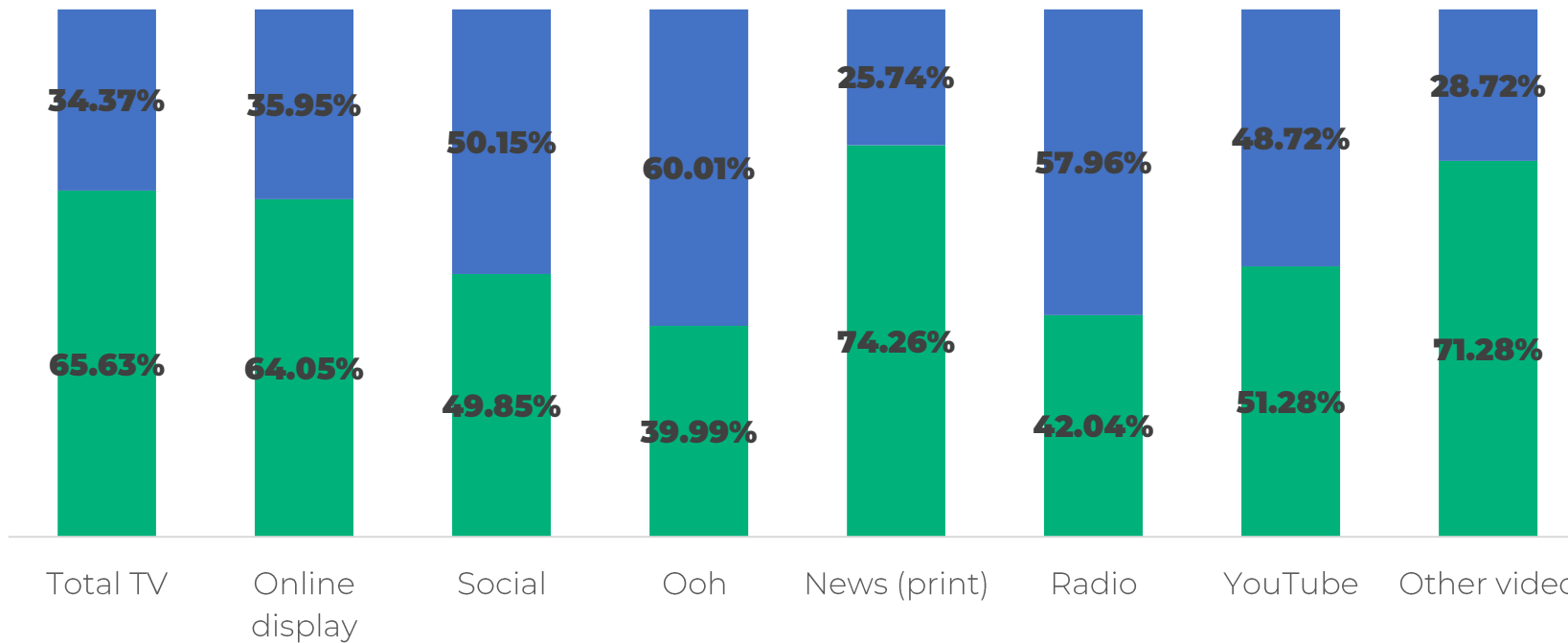
Solus impact will always do the heavy lifting in terms of overall campaign impact. The magnitude of difference in solus effects that TV generates is significantly stronger than other platforms.

## All metrics– Solus Impact per channel



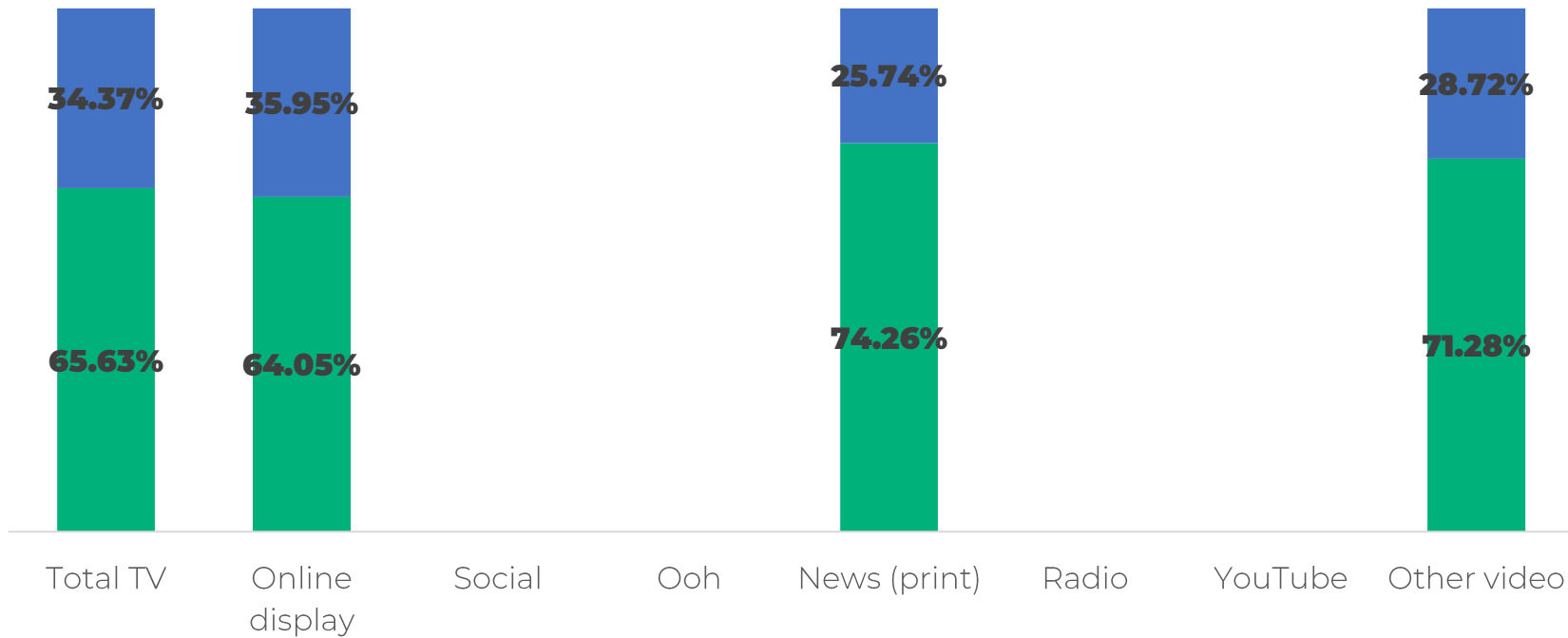
# ■ Profile of media-driven brand impact.

The contribution that solus and interaction effects have on media-driven impact can then be compared across channels to provide a clearer insight into how they best operate in generating effectiveness.



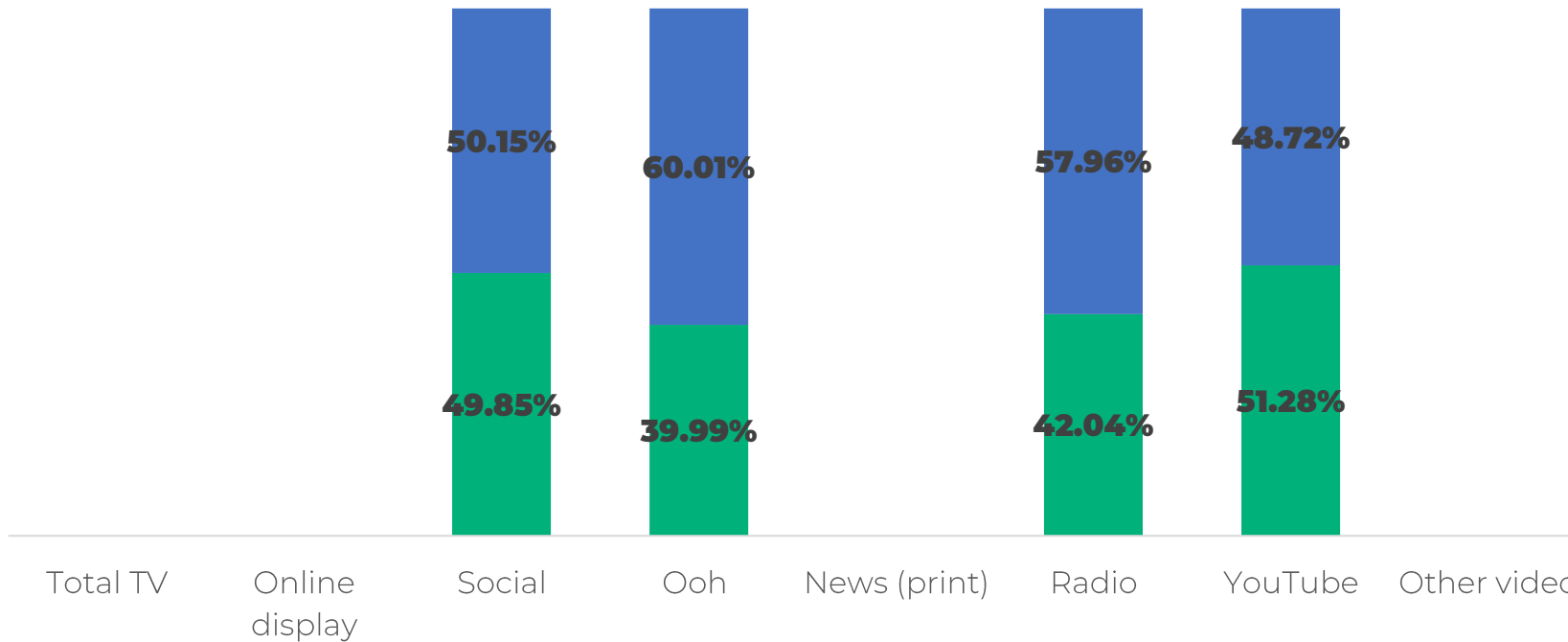
# ■ High solus impact channels.

These channels derive the majority of their impact from solus effects and are less reliant on integrated campaigns and other media to create an impact on consumers.

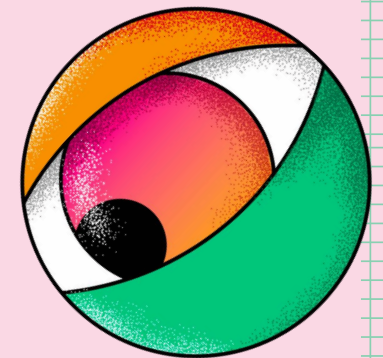
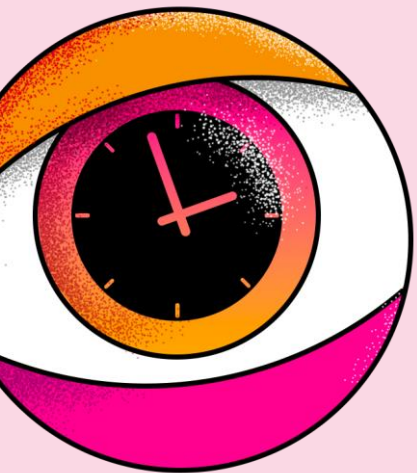


## ■ Low solus impact channels.

These channels, typically leveraged for retail and bottom of the funnel activity, generate the majority of their impact through synergies with other media. Substituting high solus impact channels for these low solus impact channels may lead to weaker effectiveness outcomes.

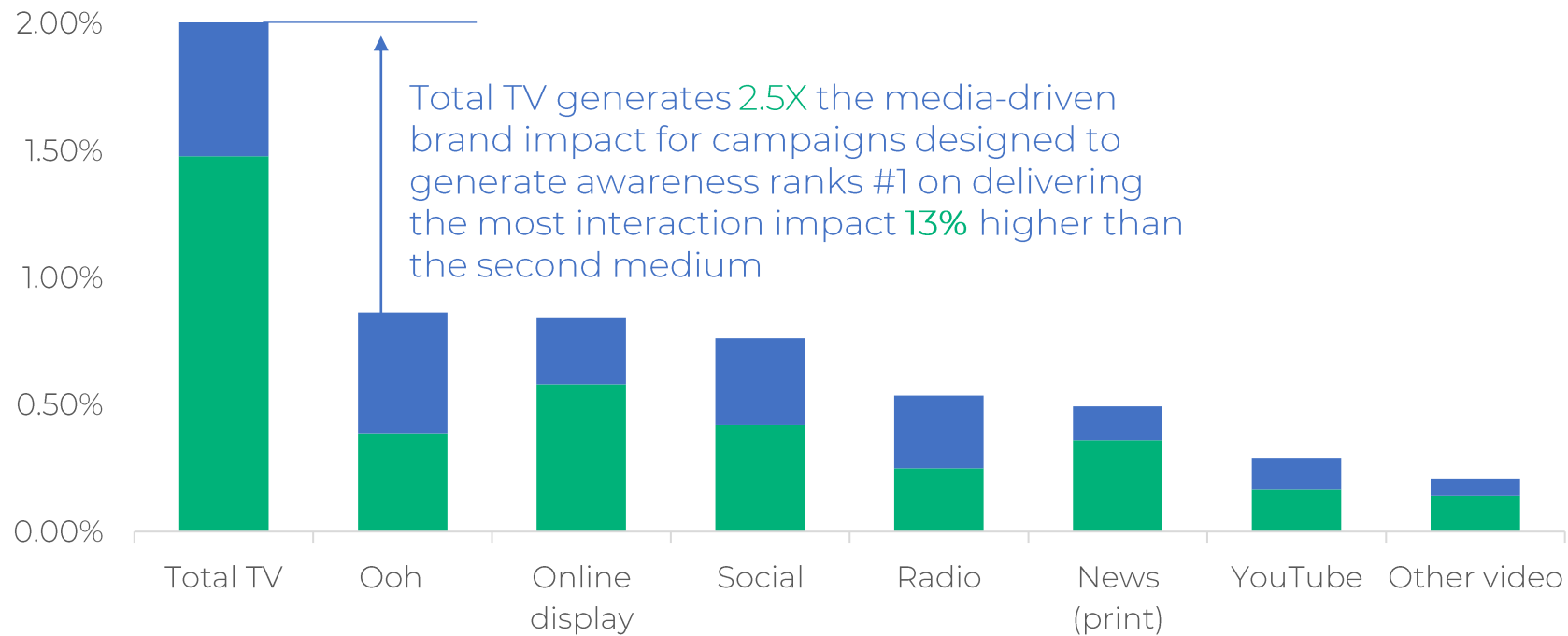


# Driving top of funnel brand awareness.



# ■ Top of funnel brand awareness campaigns.

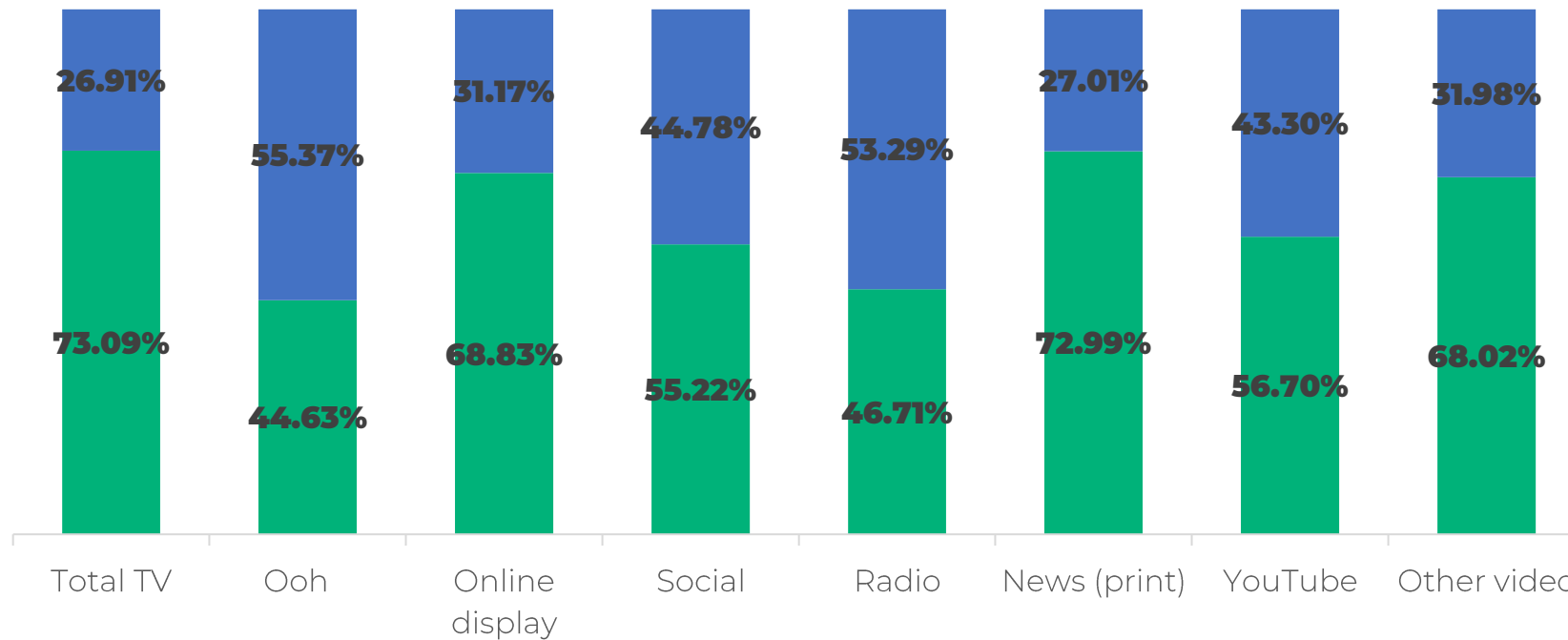
For brand building and campaigns designed to generate awareness, Total TV's impact is even greater than the next best channel, and the ratio of impact derived from solus is extreme. Awareness campaigns can often run on high reach media without needing much campaign integration.





## ■ Top of funnel brand awareness campaigns.

The top 2 performing channels for building brand awareness have dramatically different reliance on other media. While OOH is the second best channel for creating awareness, its less than half that of Total TV, and relies heavily on the multiplier effect of other media to make it an effective platform.

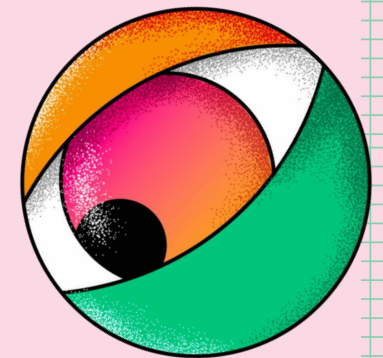
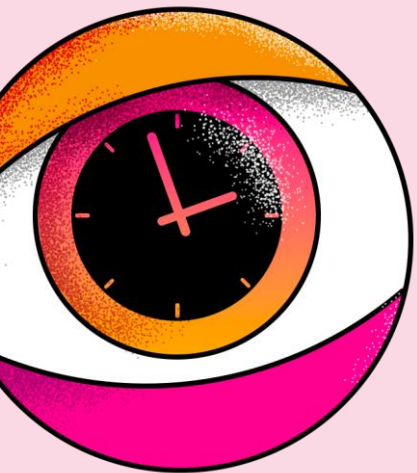


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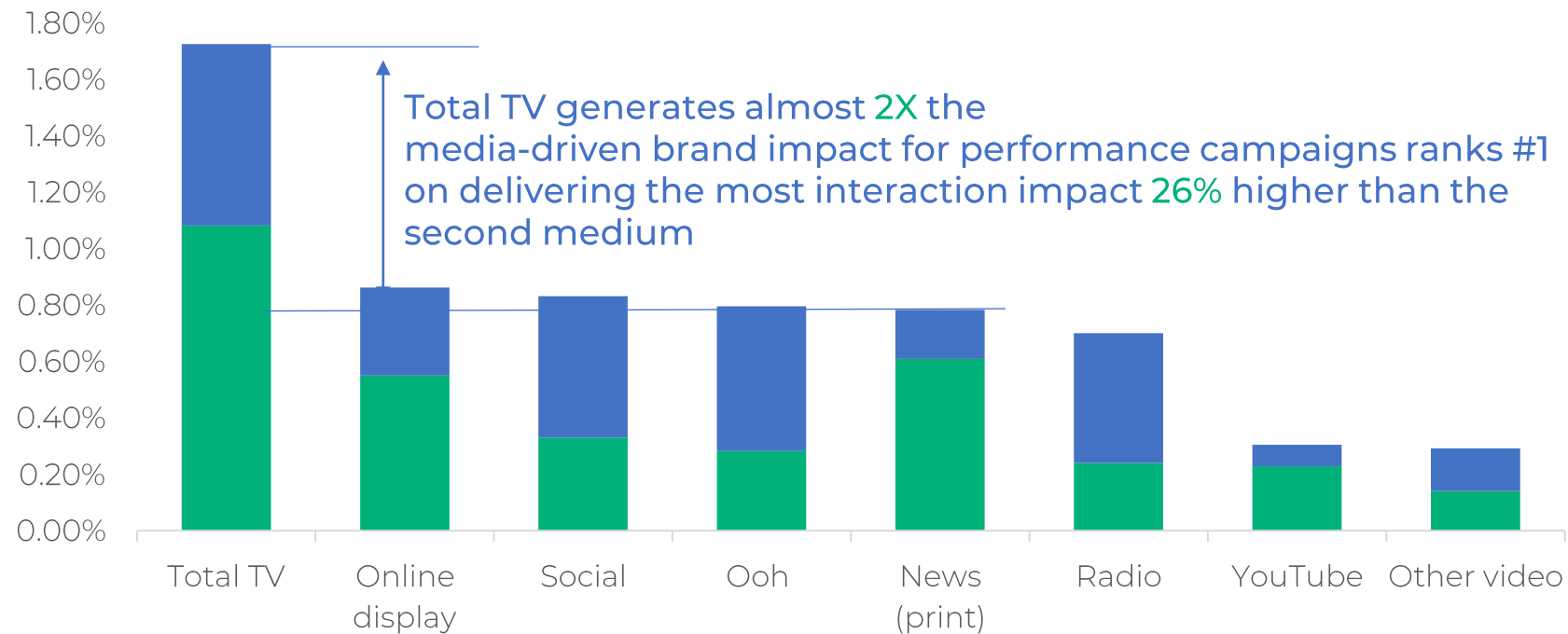


**Driving bottom of funnel  
brand consideration,  
features and benefits.**



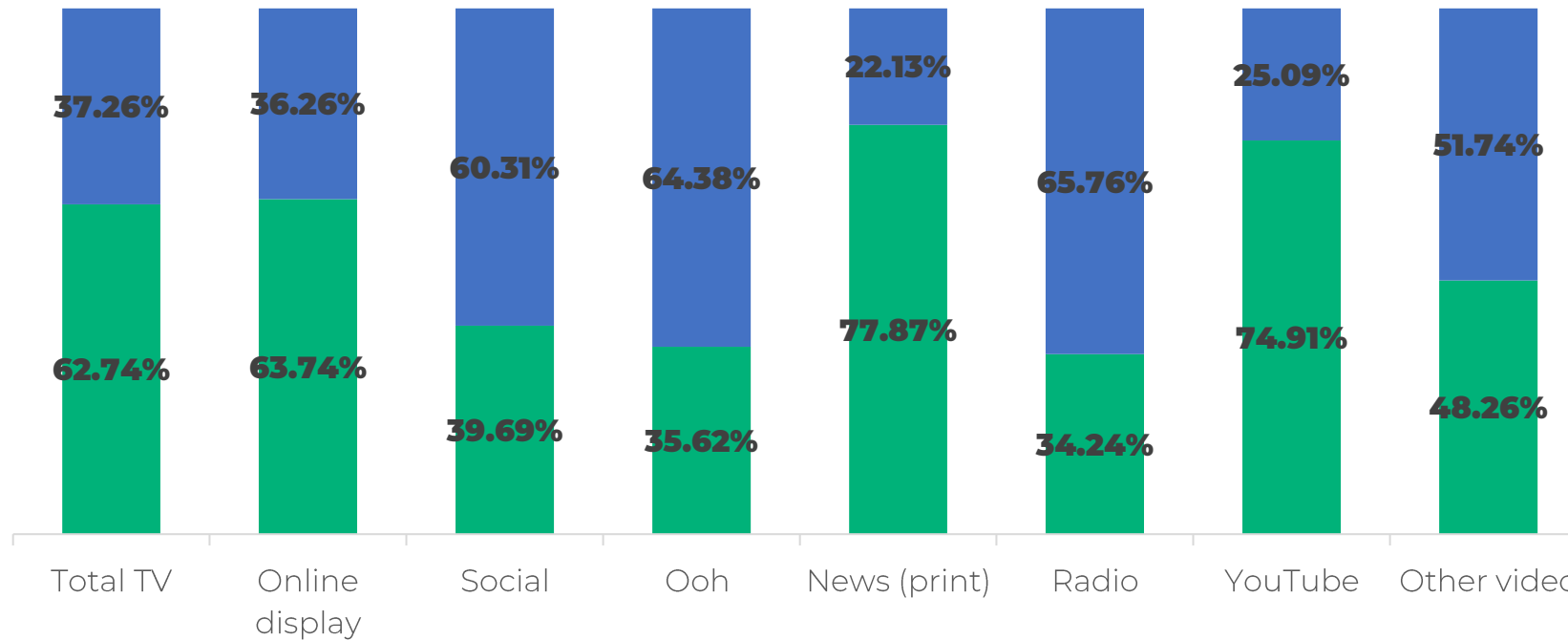
# ■ Bottom of funnel conversion campaigns.

For brand conversion and performance campaigns designed to promote features and benefits, the best performing media differ to those that drive awareness. The one constant however, is Total TV which again generates the strongest impact, this time for brand conversion.



# ■ Bottom of funnel conversion campaigns.

Other utilised media for performance campaigns (Social, OOH, Radio and YouTube) heavily rely on other media to derive their effectiveness. These channels will generate greater impact with TV in the campaign mix.

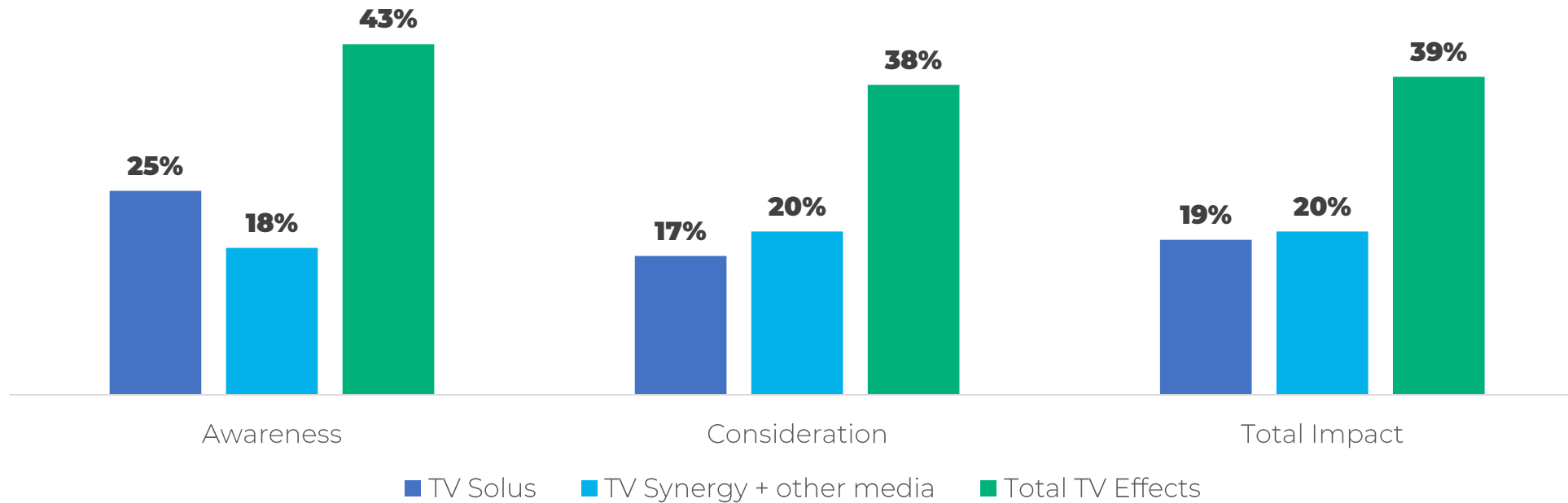


# ■ Across both solus and interaction effects, without TV in the mix we risk losing on average 39% of all brand impact.

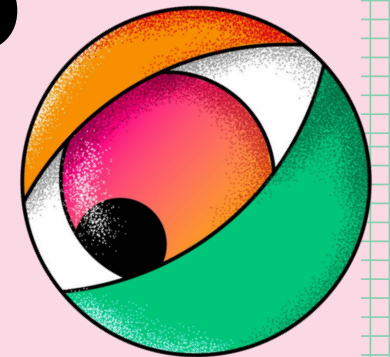
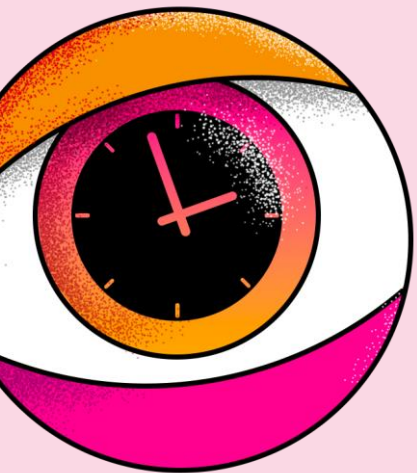
Choosing Total TV in your media mix will accentuate the impact you can derive at both the top and bottom of the funnel activities. Choosing other media instead of tv will result in a loss of campaign impact.

## Share of Impact

- % of impact that TV is delivering on its own.
- % of impact that TV is delivering in combination with other media.
- Total impact of TV (solus + synergy).



# What are the best media combinations at each step of the funnel?

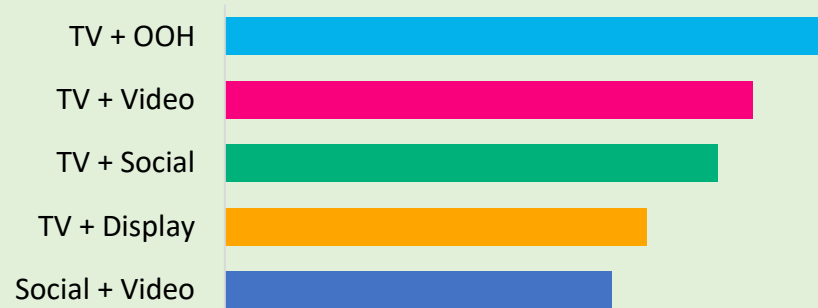


# Media combinations to generate the greatest x-platform impact

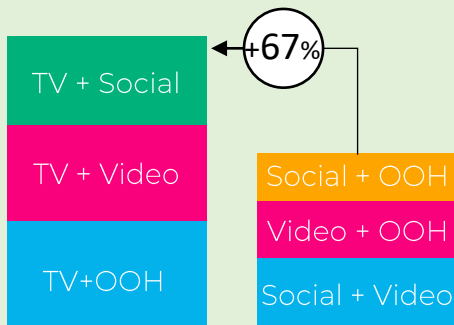
As the strongest media to drive impact, TV will generate the strongest cross-media synergies to drive either top or bottom of funnel impact

## TOP OF FUNNEL

### Top 5 Synergy Combinations



### TOP 3 w/TV: TOP 3 w/o TV:



The top 3 interaction combinations with TV deliver 67% more effect on awareness than the top 3 combinations without TV

## BOTTOM OF FUNNEL

### Top 5 Synergy Combinations



### TOP 3 w/TV: TOP 3 w/o TV:



The top 3 interaction combinations with TV deliver 15% more effect on consideration than the top 3 combinations without TV



# More muscle for your media

Total TV generates the greatest brand impact via both solus and interactive media effects.

Total TV generates more than 3X solus impact than Ooh and more than 7X solus impact than YouTube.

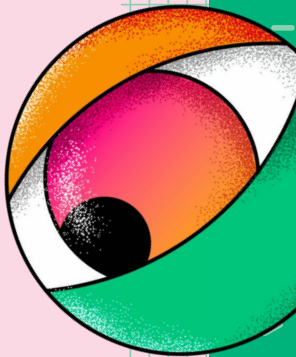
Total TV generates the largest share for both demand generation top of funnel and demand conversion bottom of funnel campaign activities.

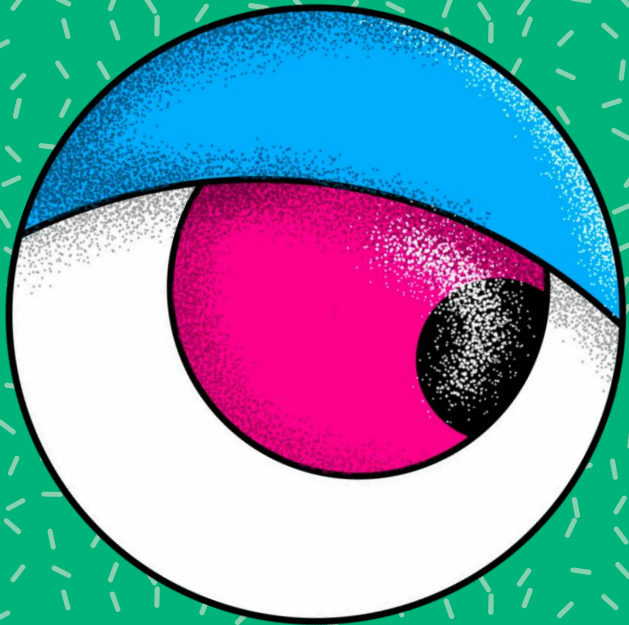
Total TV generates 2.5X the media-driven brand impact for campaigns designed to generate awareness.

Total TV generates almost 2X the media-driven brand impact for performance campaigns.

Across both solus and interaction effects, without TV in the mix you risk losing on average 39% of all brand impact.

The top media combinations that generate optimal synergies all contain TV.





think 



With thanks | KANTAR