

# Measuring the Effectiveness of Multi Platform Advertising

Suzy Aronstam, Director  
SPA Future Thinking



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Spreading the word about your company over multiple media outlets is essential to compete in today's connected world. But how can you be sure you're spending your advertising budget in the right place?

## What is multi platform?

Most people in modern society are saturated by various forms of media, and a company that can take advantage of these potential avenues is likely to reach its customers better than one that fails in this pursuit. By utilising multi platform advertising, a company can spread its message far and wide.

Multi platform campaigns include a multitude of combinations of TV spots or sponsorship, online, OOH, print, radio and so on.

**In order to maximise brand exposure and make a campaign a success, multi platform campaigns need some kind of consistent theme, whether it be look and feel, branding or messaging**

## So many platforms, so little time

From smartphones and tablets to connected TVs, companies are now faced with a myriad of advertising options. 'Content everywhere' is the requirement of the day, but is it actually possible? And should it really be done?

As tablets reach a mass market audience, what impact will that have on media distribution and advertising.



Will connected TVs fundamentally impact and disrupt television and its long-standing business model or will they actually enhance and expand the television industry as we know it? And where will advertising fit into this increasingly on-demand world?

## What does success look like?

One thing's for sure, in order to maximise brand exposure and make a campaign a success, multi-platform campaigns need some kind of consistent theme, whether it be look and feel, branding or messaging.

The ones that don't do so well are those where people don't realise they are seeing an integrated campaign; the branding may not be clear or the look and feel is different for different elements meaning the overall effect is not rounded.





## Increased tablet ownership

Not only are consumers now bombarded with brand messages across multi platforms, dual-screening is also on the rise. This rise of dual screening is in part attributable to the fact that ownership of/access to tablets has increased from 10% to 21% in the past 12 months.

From recent Essential Eye data we know that the proportion of those that have used a second screen whilst watching TV/video increased from 54% to 64% from Sept 11 to July 12, with greatest shifts for mobile phone or tablet use at the same time as TV. Among those who have watched TV via on demand/catch up in the past week, 7% have done so on a tablet, an increase from 2%.

48% of Europeans say they use the internet whilst they watch TV (297.4m) and 16% of all time spent watching TV in Europe is done whilst using the internet.

## Multimedia multi-taskers

An IAB Mediascope press release highlighted that recent research shows that a staggering 48% of Europeans say they use the internet whilst they watch TV (297.4m) and 16% of all time spent watching TV in Europe is done whilst using the internet.

The good news for advertisers is that one third (33%) of all TV and online multi-taskers say the online activity they're doing is likely to be related to the TV programme they're watching so there is a significant opportunity for brands to engage the consumer via both platforms.





Dual-screening of course impacts on the way we consume advertising and brand messages with multi platform campaigns increasingly the norm.

## Measuring multi platform campaigns

Years of campaign research at SPA Future Thinking has reinforced our knowledge that recall of advertising via multiple touch points adds to the overall impact of a campaign, both in terms of cut-through and impact.

**How do you measure the relative impact of the different platforms within a multi platform campaign, when most people have been exposed to more than one element?**

It was in response to client demand that we developed Campaign Optimiser. This analysis package can be added to a standard campaign evaluation questionnaire, and through the use of Shapley Values and regression analysis we measure the impact each individual element of a multi platform campaign has on both overall campaign awareness and its impact on key metrics such as brand awareness, warmth, and purchase intent.

With platform spend overlaid, it is a powerful tool that clearly shows what each platform is doing for a brand, and where they may be over or under-indexing comparative to spend within the campaign mix.

Campaign Optimiser provides a complete understanding of which elements a brand

should adjust in a current campaign or where to re-allocate spend for future campaigns to maximise return on campaign investment; enabling foresight instead of hindsight.

## Successful multi platform sponsorship

Amongst others, we've used this successfully for broadcasters to research multi platform sponsorships, for Harvey's to measure a campaign involving TV spot and sponsorship as well as press and radio, and for B&Q to look at the relative impact of print, outdoor, email and a competition within a local marketing campaign.

For each of these we were able to strip out what impact each media had on overall campaign awareness as well as the relative impact on key effects such as raising brand awareness or driving purchase intent.



Our knowledge of media and marcomms extends from brand proposition and development, campaign evaluation, effectiveness of broadcast sponsorship; to researching all forms of today's media.



## Suzy Aronstam, Senior Director at SPA Future Thinking

Suzy has been with SPA Future Thinking for 14 years and heads up all of our broadcast sponsorship evaluation research, working closely with Sky, Channel Four and ITV.

She developed our extensive norms database for sponsorship, and has been instrumental in the development of Campaign Optimiser, SPA Future Thinking's tool for measuring the relative impact of different platforms within a multimedia campaign. Suzy also has considerable experience of researching Product Placement, Ad funded programming and advertising in general.



[suzy.aronstam@spafuturethinking.com](mailto:suzy.aronstam@spafuturethinking.com)

+44 (0) 20 7843 9777



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With combined industry experience of over 40 years and offices in the UK and Europe, SPA Future Thinking provide genuine research expertise and understanding across a wide range of industry sectors. Our staff have a mix of agency and client side experience, providing you with a better understanding of your business needs; we have the confidence to deliver not just findings but business recommendations that deliver success.

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For more information about the company please contact John Whittaker on +44 (0) 1865 336 400 or at [john.whittaker@spafuturethinking.com](mailto:john.whittaker@spafuturethinking.com)

[www.spafuturethinking.com](http://www.spafuturethinking.com)

