

Communiquer efficacement sur un pic saisonnier:

Complémentarité média
et force d'un format digital
skippable



Florence Kessler



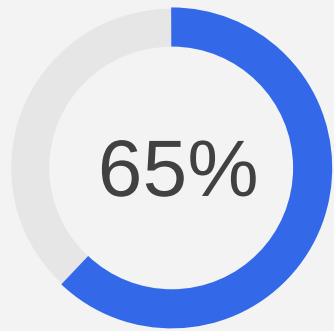
Sandra Bès



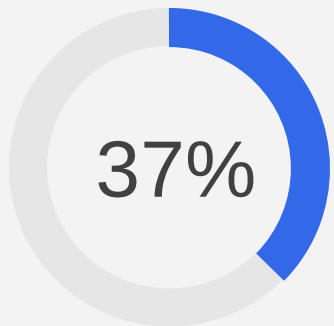
François Godeau



TrueView format: a video ad people can skip



increases my
enjoyment



I feel better
about advertisers



YT with TV allows a better reach of light TV Viewers



You**Tube**

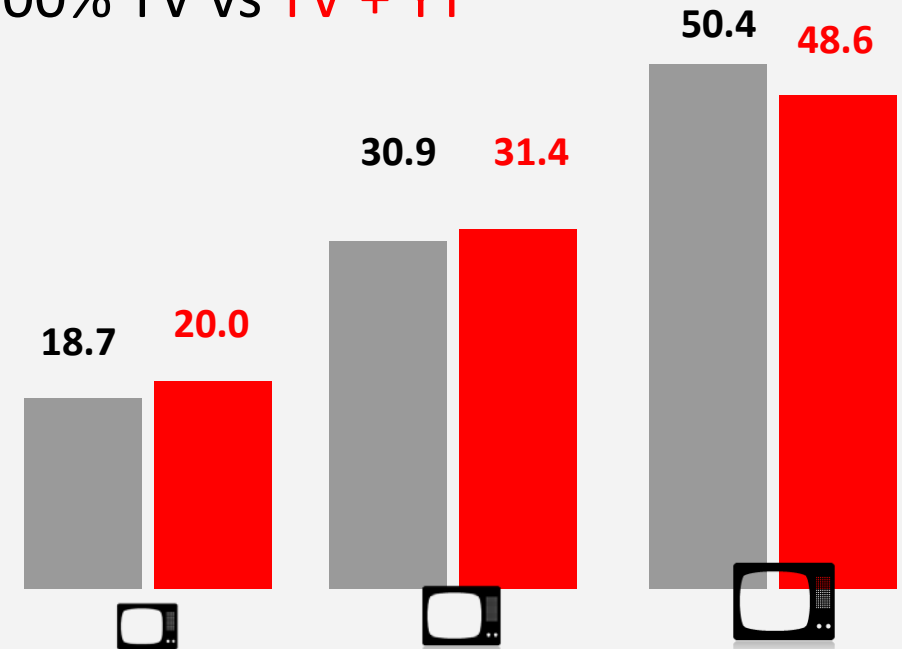
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Better reach of Light
TV Viewers



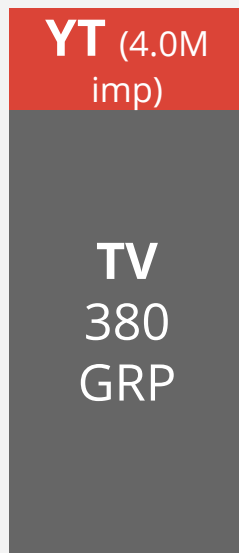
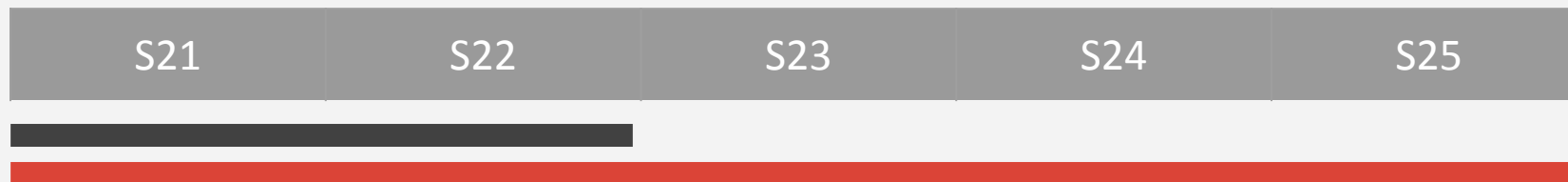
GRP distribution (Extrareach Simulation)
100% TV vs **TV + YT**



source: Outil ExtraReach de Google, basé sur le Panel Google et Médiametrie.

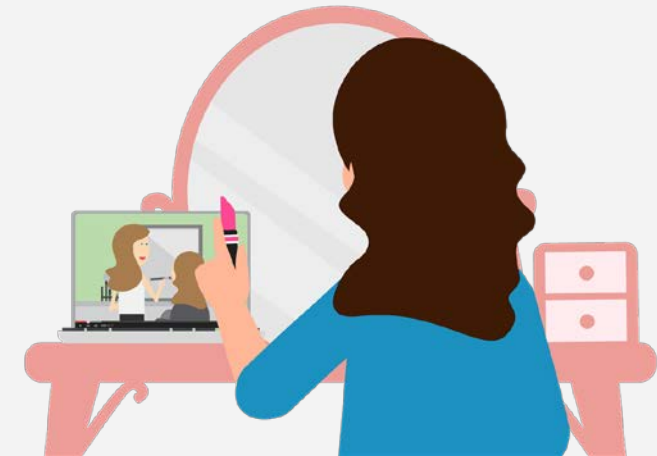
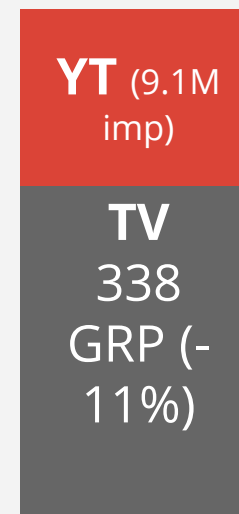
COMMUNIQUER EFFICACEMENT SUR UN PIC SAISONNIER : COMPLÉMENTARITÉ MÉDIA ET FORCE D'UN FORMAT DIGITAL SKIPPABLE

Recommendation : more TrueView, less TV



Budget
-5.9%

-11% GRP TV
x2.3 True View
impressions



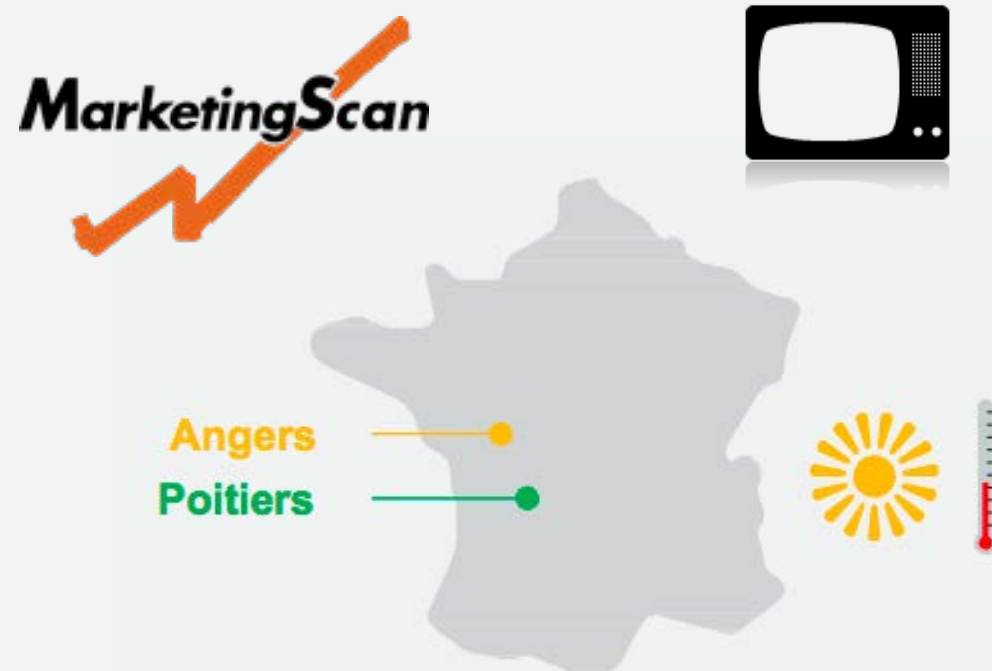
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Marketingscan and NPD : 2 expertises to measure the impact through geo-experiments



Implement the recommended media mix
in test zones



Measure sales uplift in the beauty sector

Beauty sector
expertise



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Media mix unique capabilities



In Angers & Poitiers cities, MarketingScan is able to broadcast a TV spot in real-life situation



Google geotargets YouTube campaigns in the same specific test cities



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NPD Store matching methodology



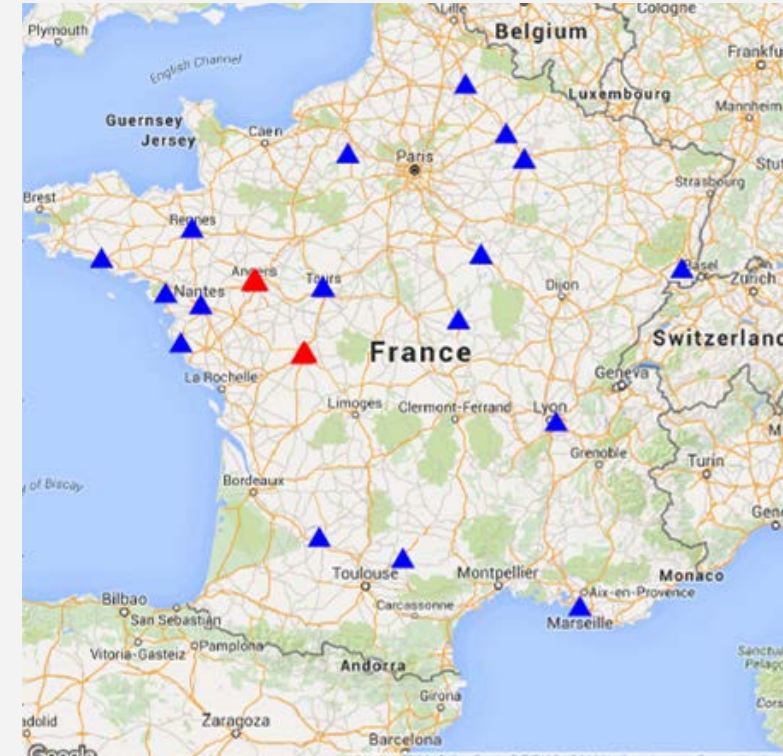
STEP 1 - Build 2 NPD Panel stores groups

- **TEST:** beauty stores in Angers & Poitiers
- **CONTROL:** similar stores outside Angers & Poitiers

STEP 2 - Apply recommended media mix on test zones

STEP 3 - Control for seasonality, stores characteristics and Marketing events through econometric modelling

STEP 4 - Measure and compare the event impact in control and test group (5 weeks test + 5 weeks post-test)



Significant improvement of media mix efficiency



10 weeks **test** period sales (w21-w30)

Control
zone

National TV+YT
campaign



380 GRP

+

You Tube

4.0 M Imp.



Basis
100

Test zone
Angers +
Poitiers
**-5.9%
Budget**

TV down
YT heavy up

-5.9% budget



338 GRP

+

You Tube

9.1 M Imp.



100.4
Volumes



100.1
Value

Significant results at the level
of 90%

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Penetration increase signs on a sub-product line



Deep dive of the new “younger” version of the product

10 weeks **test** period sales (w21-w30)

Control
zone

National TV+YT
campaign



380 GRP

+

You Tube

4.0 M Imp.



Basis
100

Test zone
Angers +
Poitiers

TV down
YT heavy up

-5.9% budget



338 GRP

+

You Tube

9.1 M Imp.



103.7
Volumes



100.9
Value

Significant results at the level
of 90%

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TV with TrueView Format : a good synergy to impact offline sales

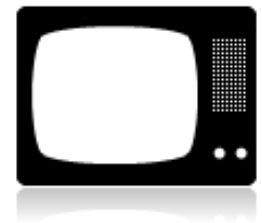


10 Tests on (TV + True View) synergy since 2013

60% Clear optimization of Media mix

Key factors :

- Weekly pressure of total mix
- % of YT in total mix
- Synchronisation YT / TV



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THANKS !

Florence Kessler

Sandra Bès

François Godeau