Multimedia Campaign Effectiveness
Background Information

**El Corte Ingles** is Spain’s Largest Department store with annual turnover of €10billion. It is also the single largest advertiser in Spain.
This was the first time that El Corte Ingles had invested in YouTube.

The aim of the campaign was to **build awareness and consideration** for El Corte Ingles as the “one place” for all your Christmas needs.

The specific aims of the YouTube campaign was to **both reach and appeal to younger audiences**.

The campaign was heavyweight and ran across multiple media types including TV, Outdoor, print etc.

The following research study as designed jointly between **YouTube** and **Havas Media** and was executed by **metrixLAB**.
Campaign Reach
Campaign and individual media reach
Cost per percentage pt reached

Reaching 1% of the target population on YouTube was **4.3 times cheaper** than on TV.

Cost per %pt reached
(indexed to TV)

![Graph showing cost per percentage point reached on TV and YouTube.](chart.png)

- **TV**: 100%
- **YouTube**: 23%

Other media cost information not available.

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GRPs and individual net media reach

In terms of **GRPs to actual net reach**, Press and Magazines are significantly more GRP efficient than Radio and TV.

<table>
<thead>
<tr>
<th>Media Reach</th>
<th>GRP to actual reach ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>10.28</td>
</tr>
<tr>
<td>Radio</td>
<td>23.80</td>
</tr>
<tr>
<td>Press</td>
<td>4.80</td>
</tr>
<tr>
<td>Magazines</td>
<td>0.60</td>
</tr>
</tbody>
</table>
10% of those exposed to YouTube had no contact with the TV campaign.

Within the overlap group over 50% had less than 3 contacts with the TV campaign.

Incremental Net Reach of YouTube

TV Contacts
- TV Ads Reach 88%
- YouTube Contacts
- YouTube Ads Reach 20%

2.1% incremental reach through YouTube
Campaign and individual media reach

The **TV** campaign significantly **over indexes** on **older age** segments. Conversely **YouTube** is particularly effective at reaching a **younger audience**.

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**TV**

- 88% reach

**YouTube**

- 20% reach

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### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>16-29</th>
<th>30-44</th>
<th>45+</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>78%</td>
<td>92%</td>
<td>91%</td>
</tr>
<tr>
<td>YouTube</td>
<td>27%</td>
<td>19%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Net Reach of YouTube and other Online properties

Adding YouTube to a digital media buy does not significantly cannibalise other digital channels.

In terms of GRP per %pt reached Digital is significantly more efficient than traditional media.

Online only Reach 22%

YouTube only Reach 9%

Overlap 11%

Total Digital reach 42%.
Campaign Analysis
Pre vs Post campaign analysis

The campaign at a total level has been successful at increasing brand awareness and preference and maintaining consideration and brand image.
Multimedia Analysis
Understanding Multimedia effect and efficiency

Brand Effect = \frac{\text{Effect in exposed Group}}{- \text{Effect in control Group}}

Cost Efficiency = \frac{\text{Effectiveness} \times \text{Media Reach}}{\text{Investment}}
Multimedia analysis – TV & YouTube

Top of Mind Brand Awareness (Spontaneous)

YouTube not only drives the increase in Brand Awareness for El Corte Ingles, but is also highly cost effective.
Multimedia analysis – effect of contact frequency

Top of Mind Brand Awareness (Spontaneous)

YouTube delivers a greater effect at a lower frequency than TV
Summary
YouTube delivers incremental net reach over TV

YouTube was highly effective in delivering against brand KPIs

YouTube is significantly more cost efficient than TV

YouTube and TV work better together

YouTube delivers effect at a lower frequency than TV
Press

Television y YouTube, alianza perfecta

03/05/10 14:11

ABC.es

Los consumidores recuerdan un 10% más los anuncios cuando se combina TV e Internet

03/05/10 14:14

prmarketing

UN ANUNCIO EN YouTube IMPACTA EN MÁS PERSONAS, MÁS VEÍCULOS QUE UN EMITIDO POR TELEVISIÓN

03/05/10 14:14

EL MUNDO

Un anuncio en YouTube impacta en más personas y en más medios que uno emitido por televisión

03/05/10 14:14

MarketingNew

El video online ayuda a alcanzar un público joven e internacional

03/05/10 14:14

PORTALITIC.es

Los consumidores recuerdan un 10% más las campañas publicitarias cuando se combina TV e Internet

03/05/10 14:14

EL MUNDO

Según un estudio, los consumidores recuerdan un 10% más las campañas publicitarias cuando se combina TV e Internet

03/05/10 14:14

HAVAS MEDIA

Combinar anuncios en televisión e Internet aumenta un 10% el recuerdo de los consumidores de una campaña publicitaria, de acuerdo a un estudio en el que se ha analizado el comportamiento de más de 2,000 internautas de Havas Media, basado en la campaña multimedia de El Corte Inglés durante el periodo de Navidades de 2009.
Testimonials

William Cabrera; Director General de Research & Modelling del GRUPOHAVASMEDIA – ESPAÑA y PORTUGAL

In today’s increasingly fragmented media landscape and with rising costs of reaching consumers via TV and traditional media, understanding how digital video can work in driving marketing KPIs is key to being cost efficient. We now know that the combination of TV and Digital Video drives both higher recall and brand preference than either media alone.

Antonio Moreno; Chief Marketing and Media officer; El Corte Ingles

For El Corte Ingles it is always a priority but also a tough challenge to engage consumers during the Christmas season. Whilst TV advertising remains important in this regard we now know that Digital Media and online video represents a clear opportunity for us to build differentiation and impact for our brand.
Appendix
Methodology
Methodology: Step 1
Understanding YouTube exposure

All banners of the online advertising campaign were tagged with MetrixLab’s proprietary banner tracking technology. Every time a banner or video is served to a visitor a cookie is automatically placed on the computer of this visitor. The cookie contains information about which advertisement was served, what time and date it was served, from which site it was served, which other banners of the campaign were served and how often they were served. This means that when two million banners are served in a campaign, the MetrixLab banner tracking system is placing/updating cookies two million times.

MetrixLab cookies are dropped and updated every time El Corte Ingles masthead or ROS advertising appears on YouTube.
Methodology: Step 2  
Understanding TV exposure

Using responses from consumers as to their exact media consumption across multiple channels it is possible to build up individual media consumption profiles. This profile is then matched with the booked media plan (provided by Havas Media), and using recognition of advertising creative as a corrective measure, OTS (opportunity to see) scores are generated for each respondent in the respondent base.

Groups of respondents are formed on the basis of their media exposure and are statistically levelled/weighted to remove any bias that might occur due to the self selective nature of media.

The MetrixLab recruitment took place within the final week of the campaign (week commencing 21st December 2009).
MetrixLab uses a control-exposed methodology to measure the branding effect of advertising campaigns. Exposure to different media groups are simultaneously sampled and their response compared. Because both groups are a random sample from the same population, the groups are statistically comparable across key demographic indicators.
Additional Brand KPI Multimedia analysis
Multimedia analysis – TV & YouTube

Campaign recall (Spontaneous)
With respect to overall Campaign awareness – **YT drives a significant effect at a lower %pt price**

Brand effect

Cost efficiency (indexed to TV)
Multimedia analysis – TV & YouTube

**Brand Image** (Average of all brand statement)

Although not quite as effective in isolation as TV alone **YouTube is significantly** more **cost effective than TV**

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**Brand effect**

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>TV Only</th>
<th>YT only</th>
<th>YT and TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>78%</td>
<td>82%</td>
<td>81%</td>
<td>83%</td>
</tr>
</tbody>
</table>

**Cost efficiency** (indexed to TV)

<table>
<thead>
<tr>
<th></th>
<th>TV Only</th>
<th>YT only</th>
<th>YT and TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100</td>
<td>259</td>
<td>99</td>
</tr>
</tbody>
</table>
Multimedia analysis – TV & YouTube

Brand Preference

YouTube used in isolation has both significant effect and high cost efficiency

Brand effect

Cost efficiency (indexed to TV)
Multimedia analysis – TV & YouTube

**Purchase Intent**

TV & YouTube used together are **highly potent in delivering a brand effect** at a cost efficient price point.

**Brand effect**

<table>
<thead>
<tr>
<th></th>
<th>Control (no exposure to TV or YT)</th>
<th>TV Only</th>
<th>YT only</th>
<th>YT and TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>74%</td>
<td>81%</td>
<td>72%</td>
<td>82%</td>
</tr>
</tbody>
</table>

**Cost efficiency**

(indexed to TV)

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</thead>
<tbody>
<tr>
<td></td>
<td>100</td>
<td>0</td>
<td>103</td>
</tr>
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</table>