



# IMPROVING ADVERTISING OUTCOMES FOR SKY AND NOW TV

## AVOIDING THE FORCED EXPOSURE DECEPTION OF TRADITIONAL ADVERTISING TESTING

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# THE STATE OF ADVERTISING



“Advertising is actually the voice of marketing” Dave Trott

“If my advertising goes unnoticed everything else is academic” Bill Bernbach

80% of all TV spendings are wasted (Byron Sharp)

“£17 billion falling in the forest with no one around to hear it” Dave Trott again...if an ad falls in a forest...

“Effective Ads Work on the Heart, Not on the Head...Efforts Appealing to Emotions Are Profit-Boosters” IPA



A scenic view of a lake with a house on the shore and a boat in the water. The water is a vibrant turquoise color, and the shoreline is lined with lush green trees. A white boat is docked on the left, and a house with a green roof is visible on the right.

**THE VAST MAJORITY OF ADVERTISING  
GOES TO WASTE.....**

**...AND WE DON'T USE THE CORRECT TESTS TO  
HELP OUR CLIENTS DEVELOP BETTER ADS**





**WHY? ADVERTISING  
AVOIDANCE IS THE  
DEFAULT –**

**WE SHOULD USE  
NATURAL EXPOSURE  
TO MEASURE  
EFFECTIVENESS**

**WHY? EMOTIONAL RESPONSES ARE IMPORTANT –  
WE MUST TRULY LISTEN TO CONSUMERS**

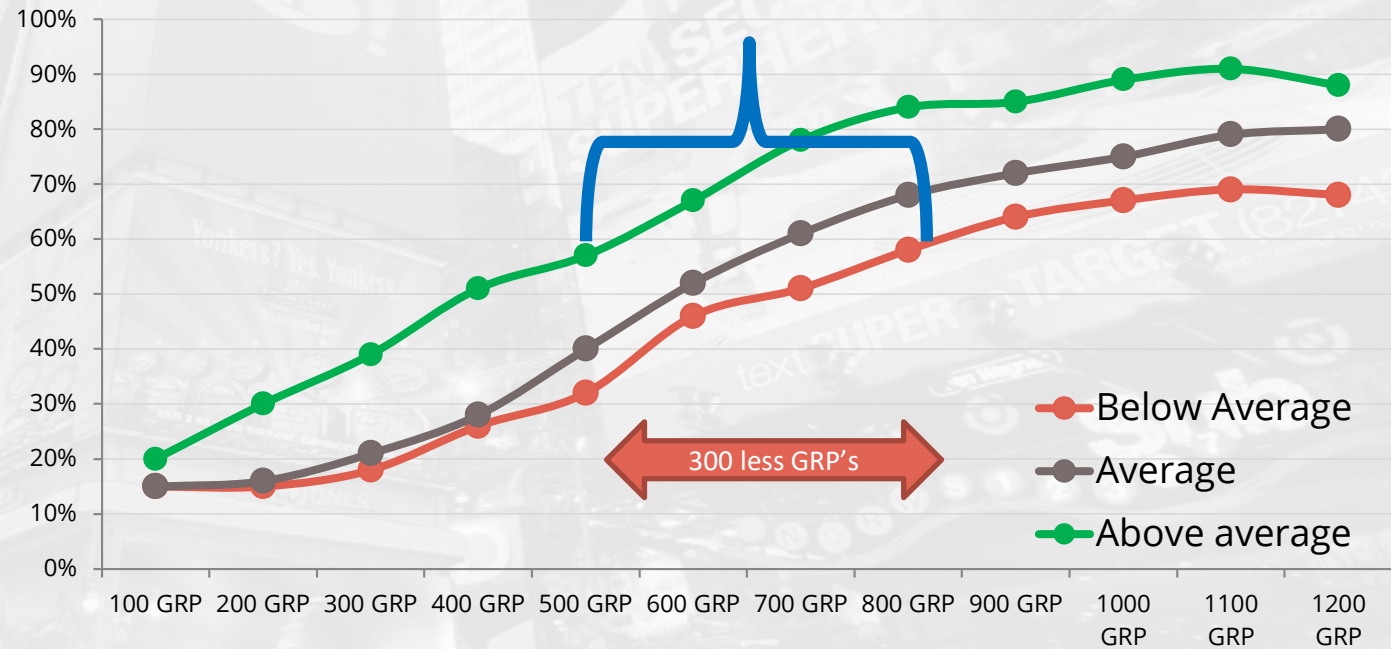




# WHY? WE ACCEPT MEDIOCRITY AND DON'T USE THE RIGHT BENCHMARKS –

## WE MUST AIM FOR THE TOP 20%

Extensive analysis of database shows that best performing ads need 300 fewer GRPs to reach same level of recognition as worst performing. We always advise and help our clients to aim for the top 20% performing ads

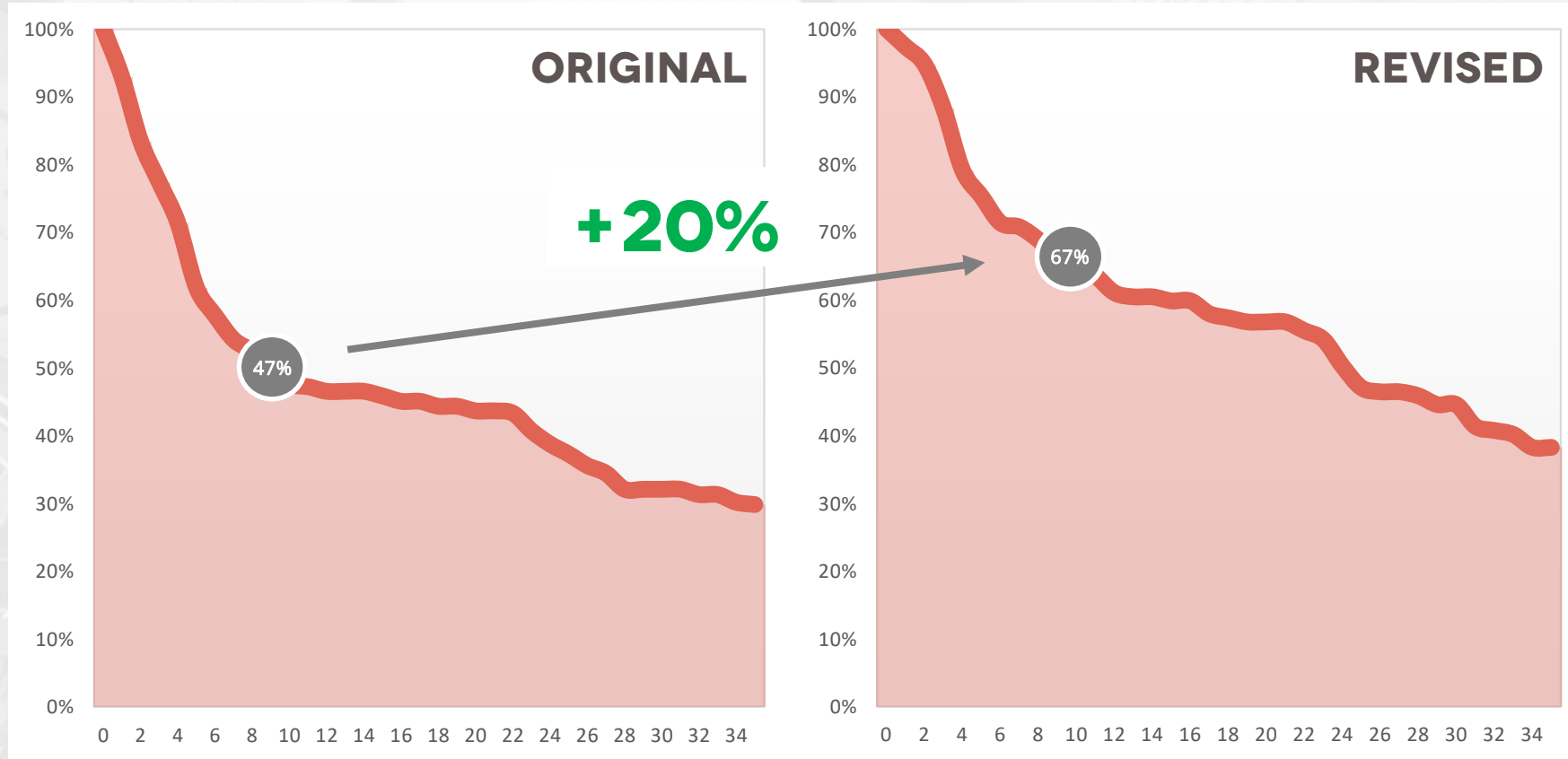


# DVJ PRINCIPLES FOR GROWTH IN COMMUNICATION TESTING



- 1 **NATURAL EXPOSURE FOR ADVERTISING EFFECTIVENESS**
- 2 **UNDERSTAND EMOTION BY LISTENING TO CONSUMERS**
- 3 **ALIGN TEAMS AND UNDERSTAND WHY AS WELL AS WHAT**
- 4 **TEST ALL FORMS OF MEDIA**
- 5 **AIM FOR TOP 20% PERFORMING ADS**
- 6 **GO/NO GO DECISIONS AND OPTIMISATION OF CONCEPTS AND COMMUNICATION**

# EXAMPLE ONE; BASED UPON OUR FINDINGS, ING BANK DECIDED TO CREATE A NEW COMMERCIAL



**% UNAIDED BRAND RECALL** +14%

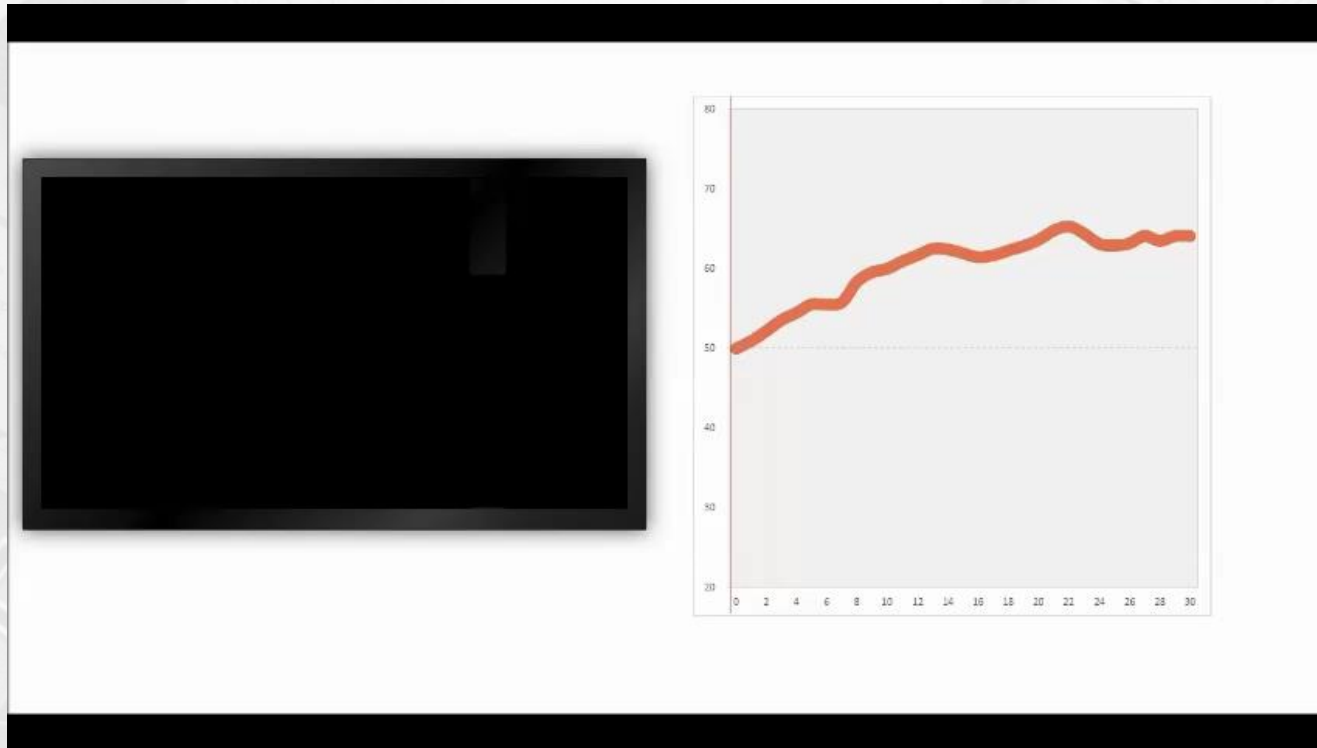
**% AIDED BRAND RECALL** +14%

**% AD RECOGNITION** +18%



# MOMENT-TO-MOMENT ANALYSIS TO UNDERSTAND EMOTION

The moment-to-moment evaluation shows a continuous increase throughout the ad.



• LOCALISED

3.64

64% (positive)

46% (unique)

73% (relevant)

• HQ

2.27

43% (positive)

38% (unique)

47% (relevant)

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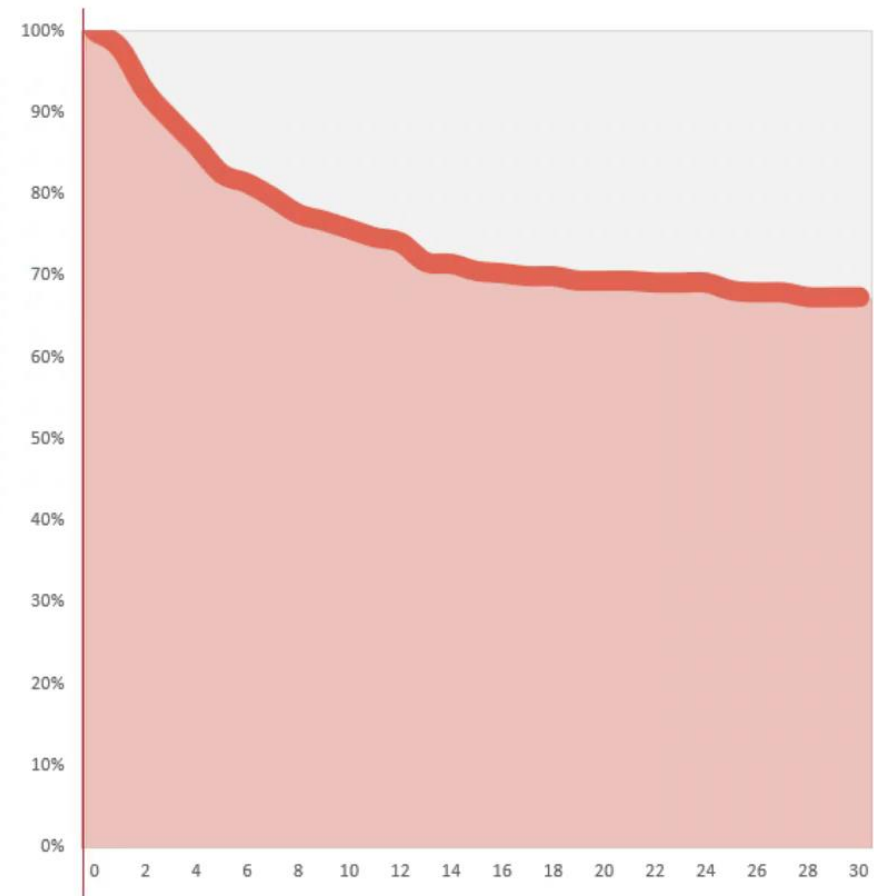




# SKY CREATIVE DEVELOPMENT PROCESS

# ENGAGEMENT – NOW TV VERSION 1

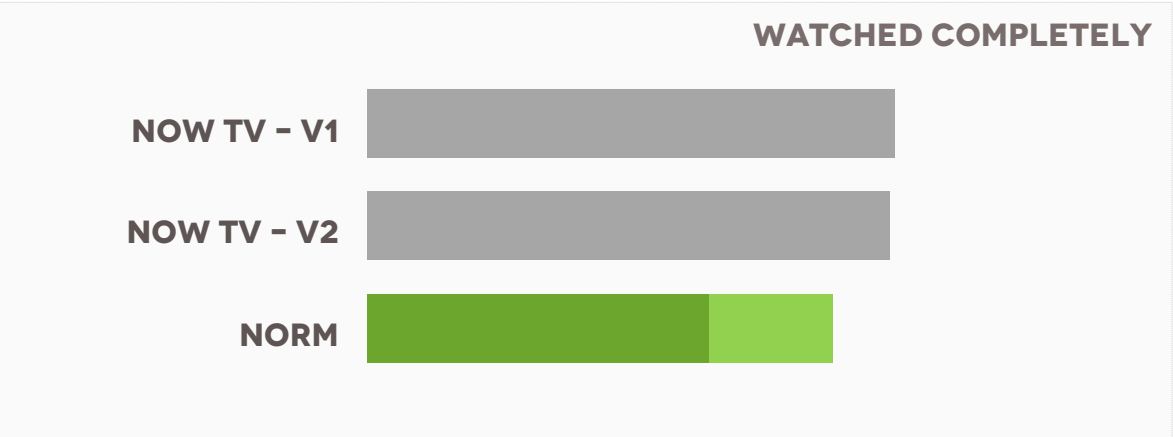
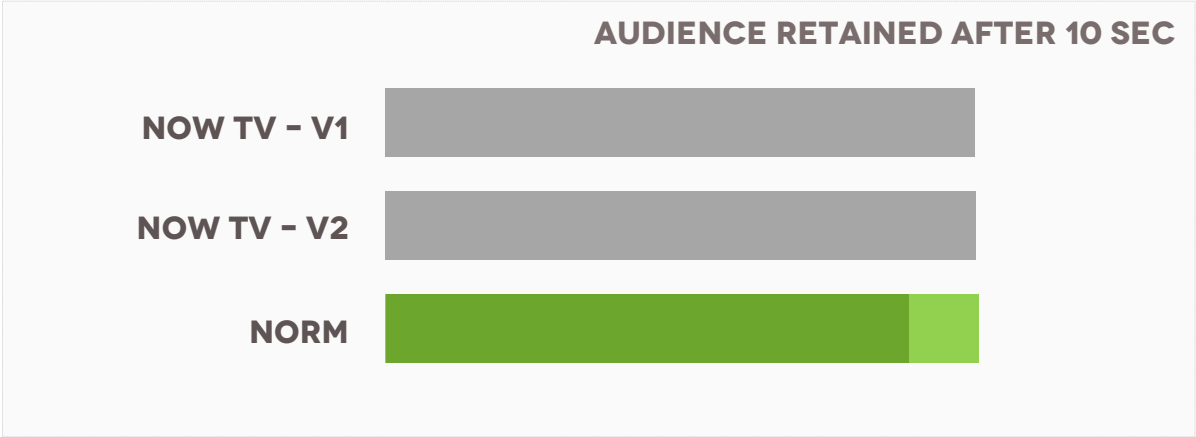
Measuring where people stop viewing and zap away allows us to develop new metrics to understand engagement



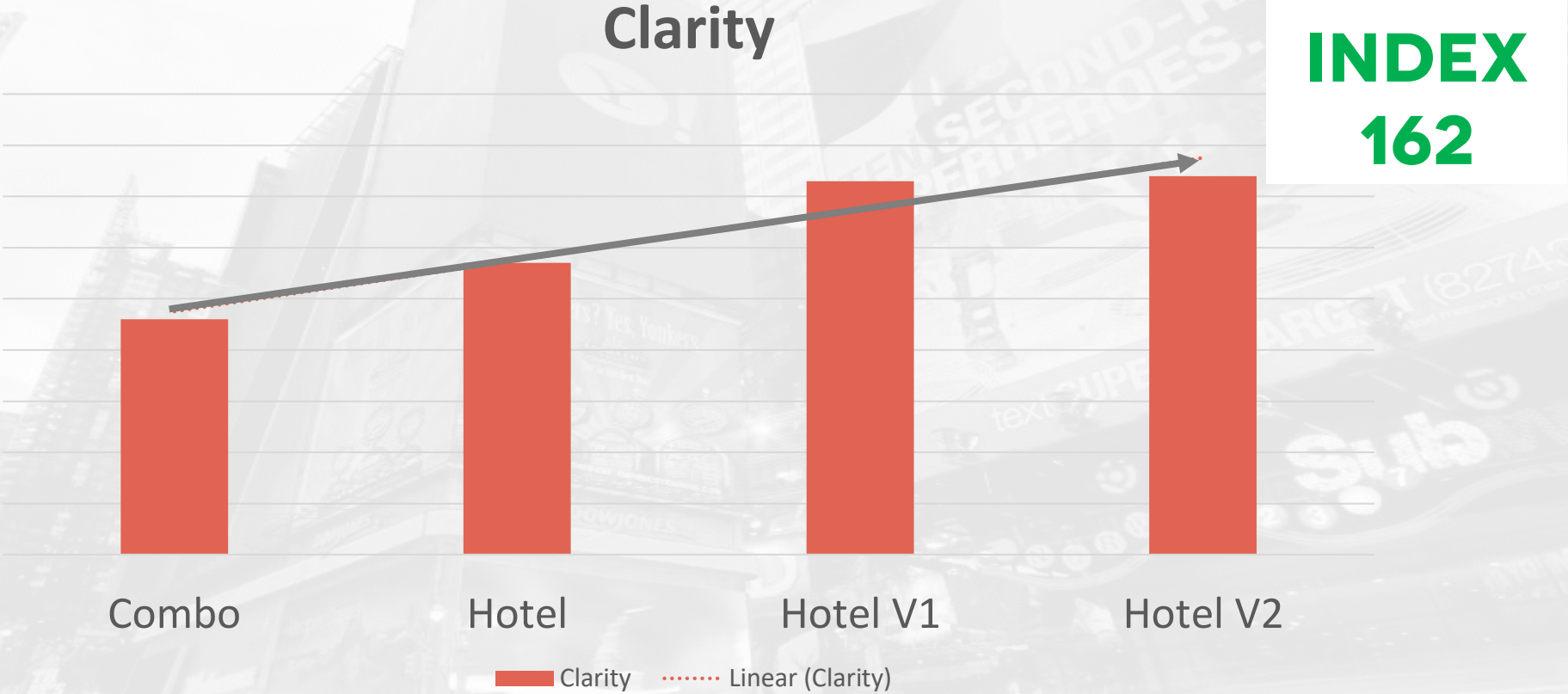


# ENGAGEMENT

Both commercials perform well on engagement and are in the top 20% for average duration, retention and watched completely. Both perform equally strongly – there is no winner at a top line level for engagement

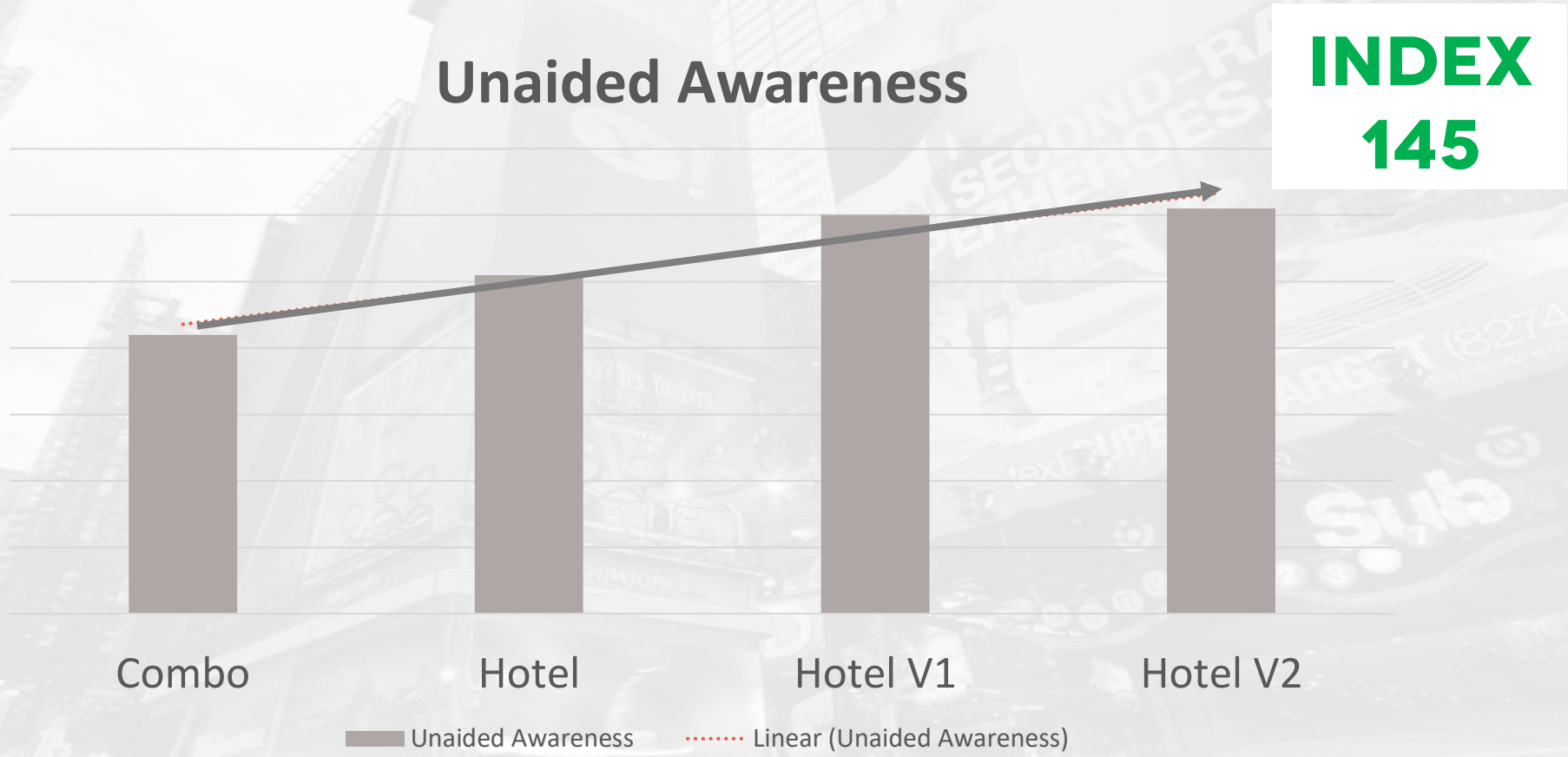


# MESSAGE CLARITY INCREASES OVER TIME - CLARITY IS A KEY DRIVER OF SUCCESS



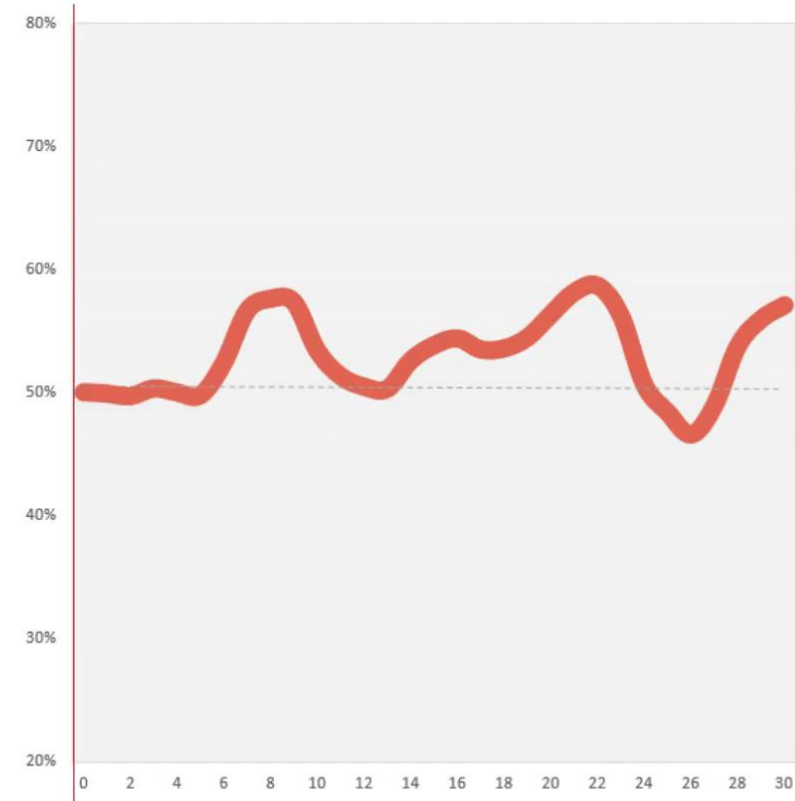


# UNAIDED AWARENESS OF NOW TV IN THE BLIND REEL INCREASES BY 45% OVER TIME



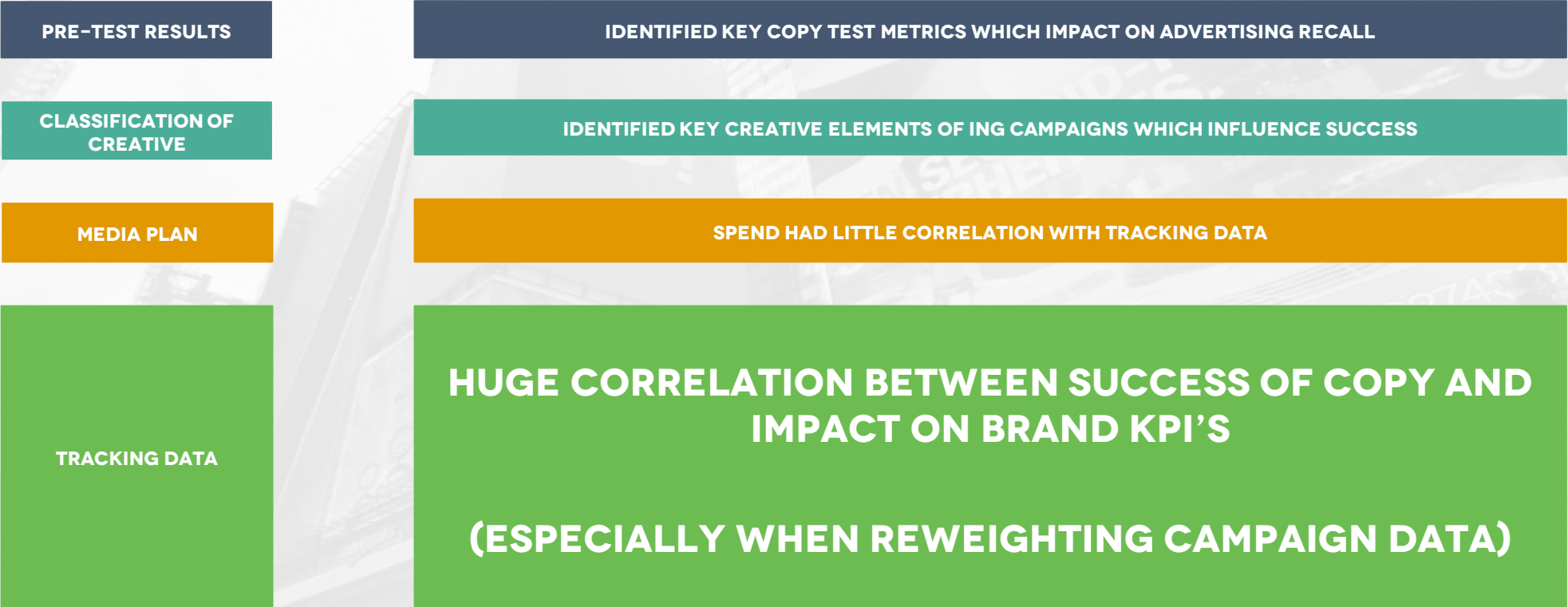
## MOMENT TO MOMENT – NOW TV VERSION 1

Measuring interest shows peaks and troughs across the ad. Allows to create an optimized vignette and learnings for future campaigns.



# PRE-TESTING CREATES A LEARNING CURVE – CASE STUDY ING

Combine results from 47 tests conducted on 14 campaigns over 18 months.



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# QUESTIONS?

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*All you need to grow!*

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