

Jouw Heineken

The effectiveness of Search in a multi-media campaign



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Background & objectives of the study

➤ Background

Whilst search advertising in Europe has shown significant growth in the past 3 years, a significant proportion of advertisers and media agencies do not accept that search can play a role in building brand, but see it more as a way to buy acquisitions. The role of brand effects derived from the impression (link) itself has hardly been thought about, let alone acknowledged.



➤ Research Questions

- 1. What are the branding effects of paid Search regardless of clicking on the link?*
- 2. How strong are these effects compared with other media?*
- 3. What is the role of Search within a Cross Media campaign?*
- 4. How do clicks, position and frequency influence the brand effects?*
- 5. What are the branding effects of Youtube and how does it interact with other media?*

The Heineken logo, featuring a red star above the word "Heineken" in a green, serif font.

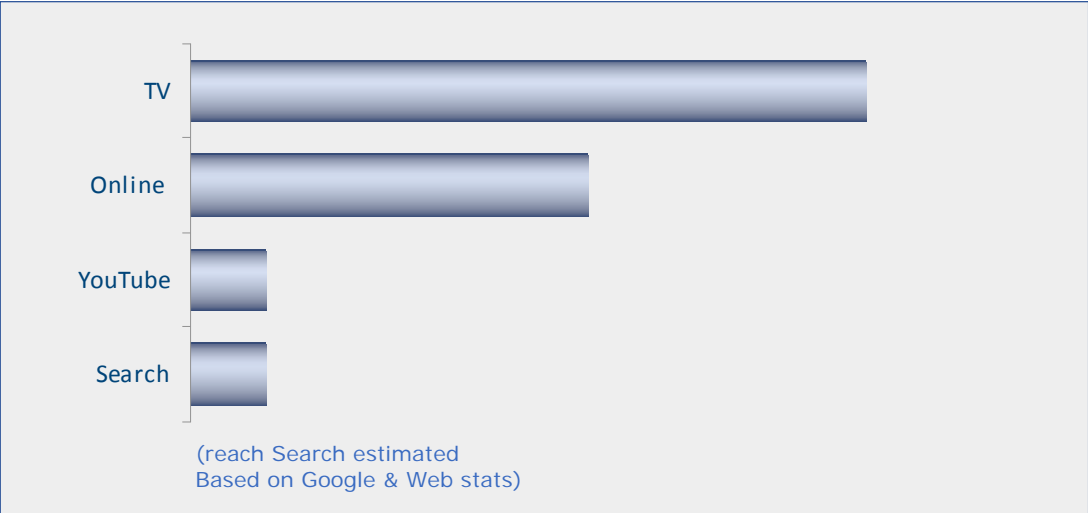
The Google logo, with the word "Google" in its characteristic multi-colored font.

The twist logo, with the word "twist" in a bold, blue, sans-serif font. Below it, the tagline "change your perspective" is written in a smaller, grey font.

The metrix LAB logo, with the word "metrix" in a blue, sans-serif font and "LAB" in a white, bold, sans-serif font inside a blue oval.

Campaign 'Jouw Heineken'

% Campaign reach



YouTube



TV



Online



Media plan

Campaign Jouw Heineken (wk 17 – 27 2009)



tag-on for 'walking fridge'-commercial; broadcast for a period of 9 weeks (beginning of May until end of June 2009) on various Dutch TV-channels.



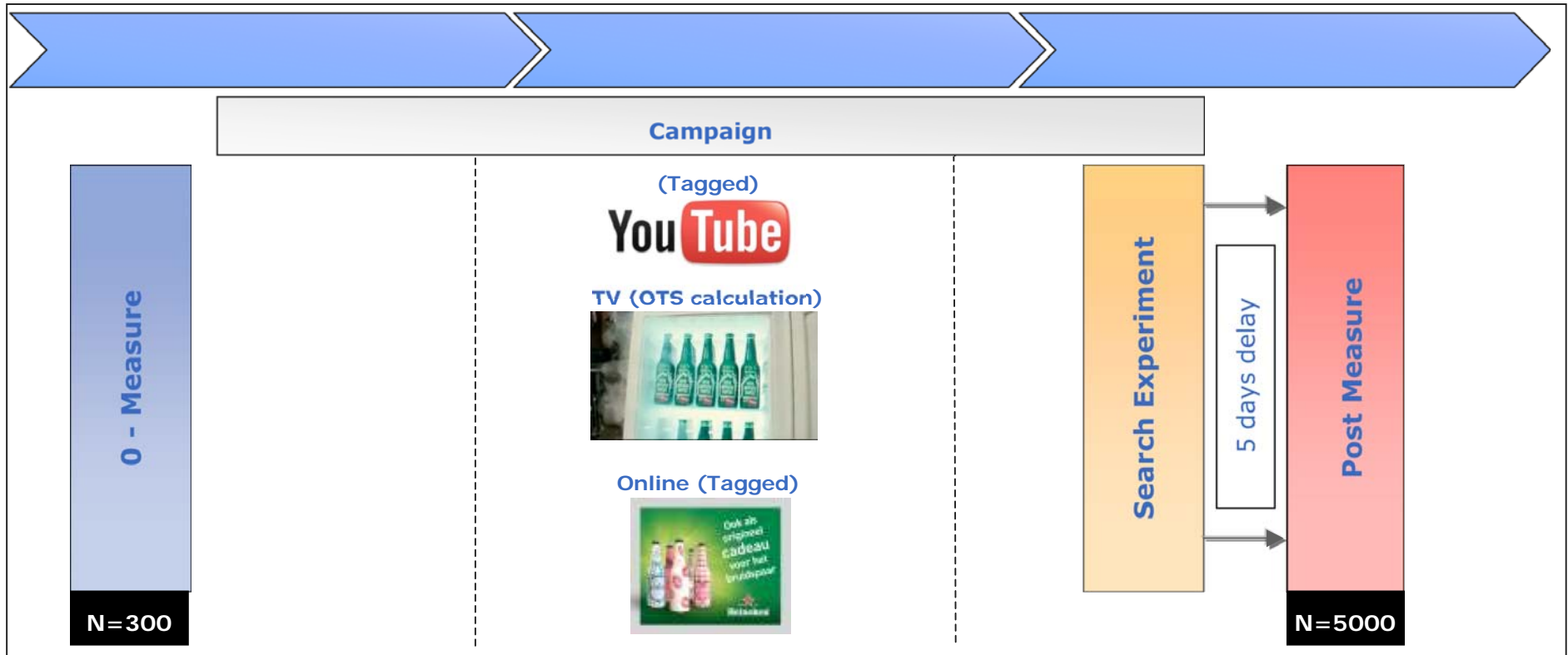
3 homepage take-overs; June 4th, June 23rd, July 7th 2009



continuous online activity during the whole campaign period; various networks; Zanox, OMG, Adlantic, M4N, MSN, IlseMedia...

Methodology of the study

Timeline



0 - Measure	Measure of Brand Metrics (and demographics and media consumption): Awareness of Brand and Advertising, Purchase behavior and intention, Image etc
Search Experiment	Experiment creating exposed versus unexposed to paid Search
Post Measure	Measure of Brand Metrics and Creatives: 0-measure questions + recognition and evaluation of creatives

Exposure to different media (combinations)



*As the reach of YouTube is too small to analyze YouTube in isolation of other media, a separate chapter is added to analyze effects of Youtube particularly in relation to TV.

A Natural Experiment

- Assignments and advertisements aligned with real adwords campaign
- Respondents could type in any keyword
- Take as much time as they want
- Output screens derived from real Google
- Clicking and scrolling exactly like the real Google page
- Variation of frequency and position
- Visit to landing page included when clicking on a Heineken link



Methodology Search experiments

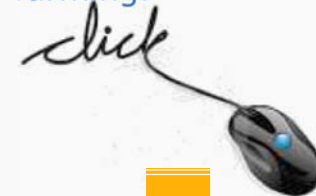
Task 1: Imagine you are looking for a personalized gift.



Task 2: Imagine you are looking for a birthday present.



Task 3: Imagine you are looking for a present for a housewarming.



Customize je biertje

Ontwerp je eigen Heineken-sixpack naar eigen smaak en stijl
www.jouwheineken.nl

0, 1, 2 or 3 contacts*



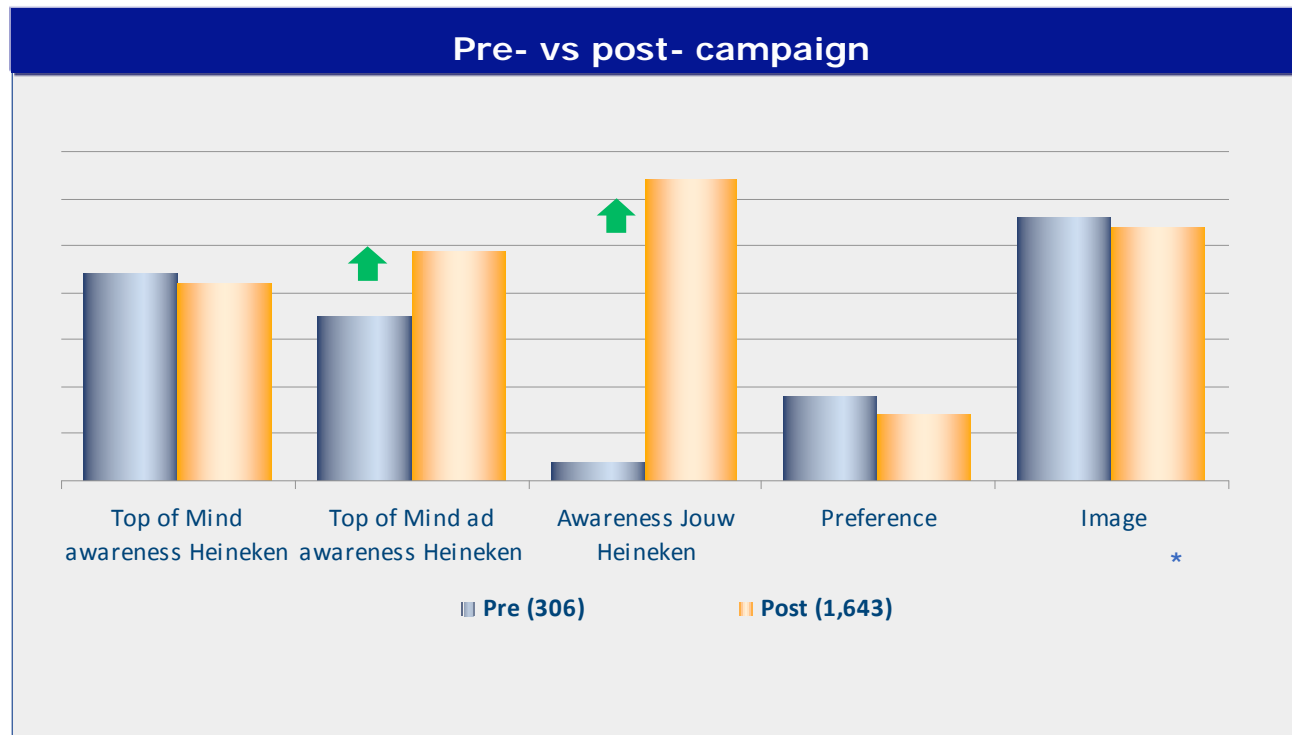
*3 different links were used dependent on the search task.

Campaign effects I

Pre- vs. Post-measure



Campaign effects: Pre- vs post campaign (I)



The campaign had a large effect on the awareness of the product 'Jouw Heineken' and on top-of-mind advertising awareness.

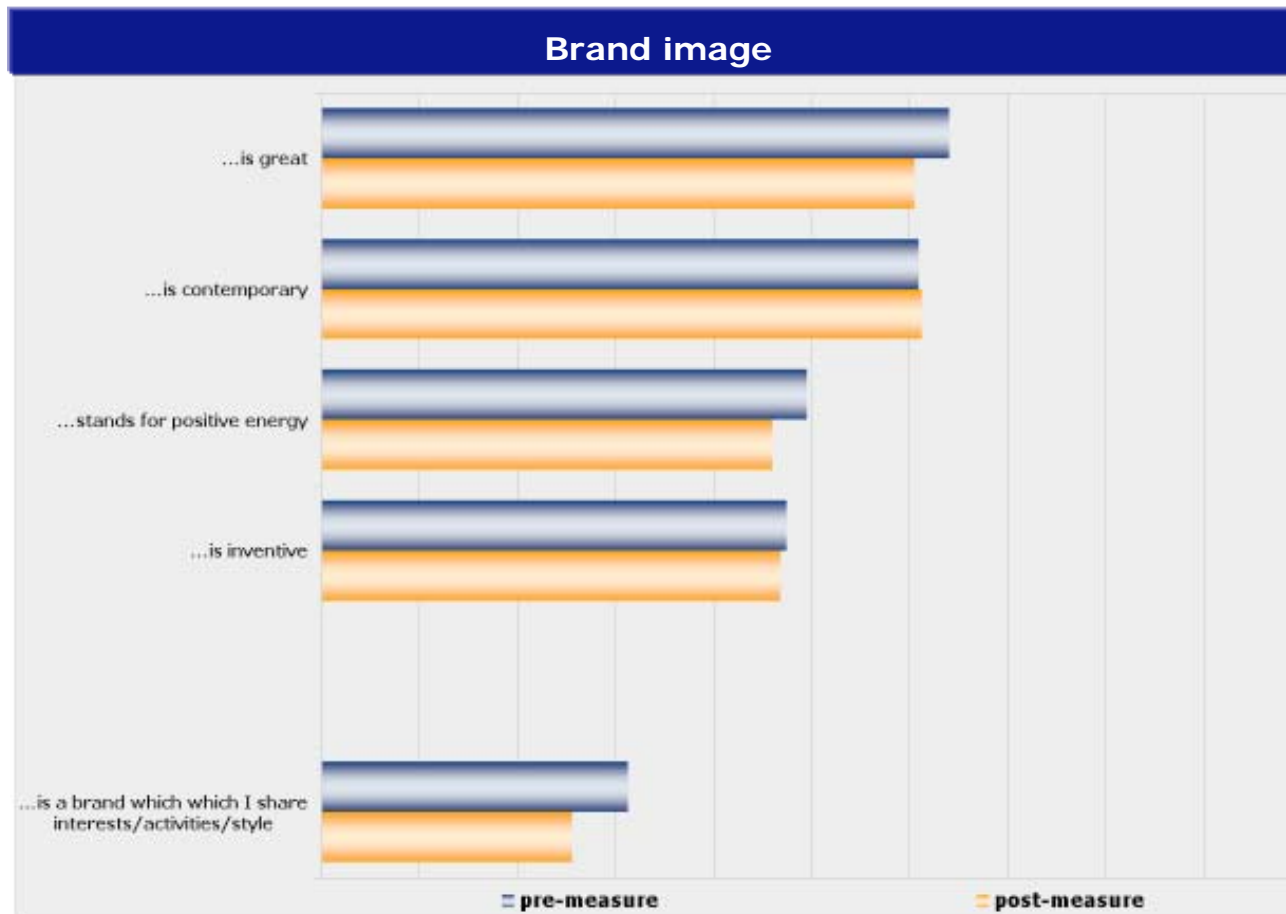
However the campaign did not affect the important brand indicators such as top-of-mind brand awareness, preference or brand image.

* = average scores from Heineken key brand values: contemporary, great, inventive, stands for positive energy (van deze tijd, groots, inventief, straalt positieve energie uit)

↑ Significant increase (95%)

↓ Significant decrease (95%)

Campaign effects: Pre- vs post campaign (II)



None of the investigated image statements showed a significant increase after the campaign.

- ↑ Significant increase (95%)
- ↓ Significant decrease (95%)

Campaign effects II

The effect of search



+

Customize je biertje

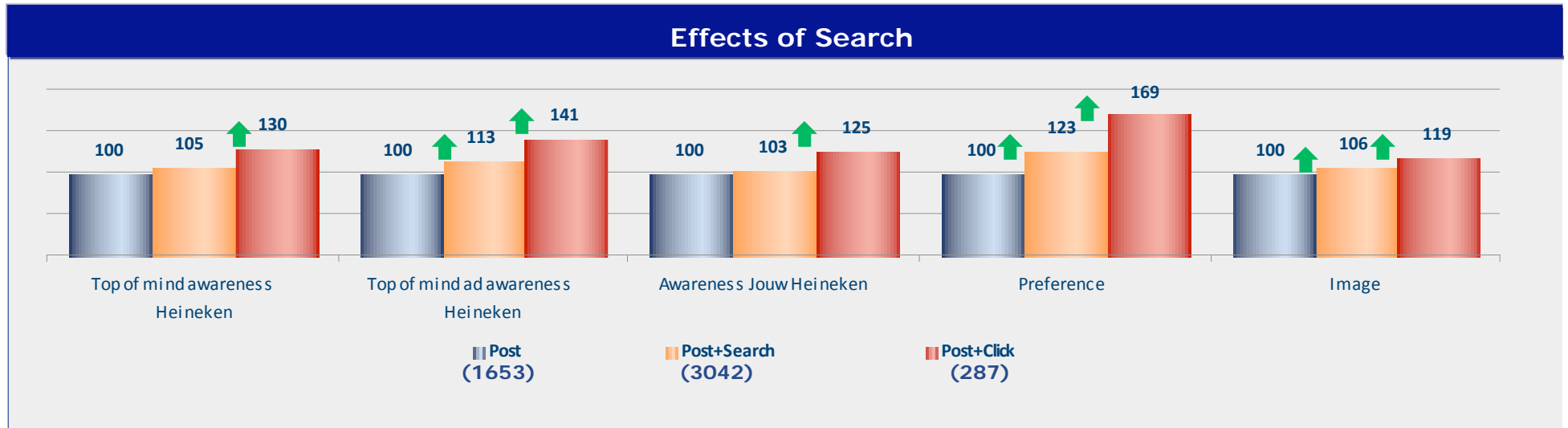
Ontwerp je eigen Heineken-sixpack naar eigen smaak en stijl

www.jouwheineken.nl

+



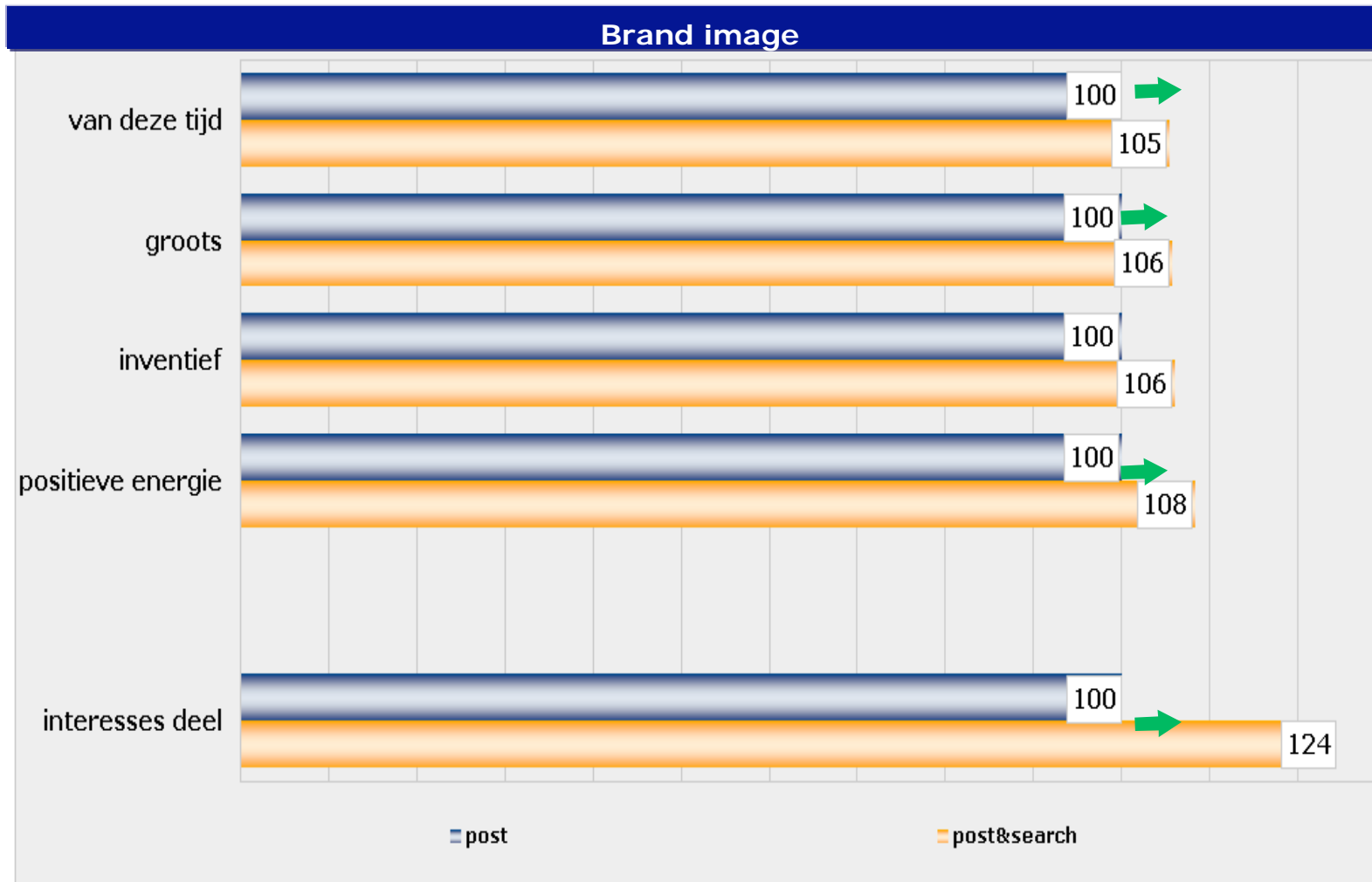
Effects of Search (I)



- Exposure to search results leads to higher advertising awareness, preference and image.
- Preference and image were not affected pre-post, this means Search helps to drag a small group of interested people further into the sales funnel.
- Clicking on a sponsored link increases the effects.

↑ Significant increase (95%)
↓ Significant decrease (95%)

Effects of Search (II)

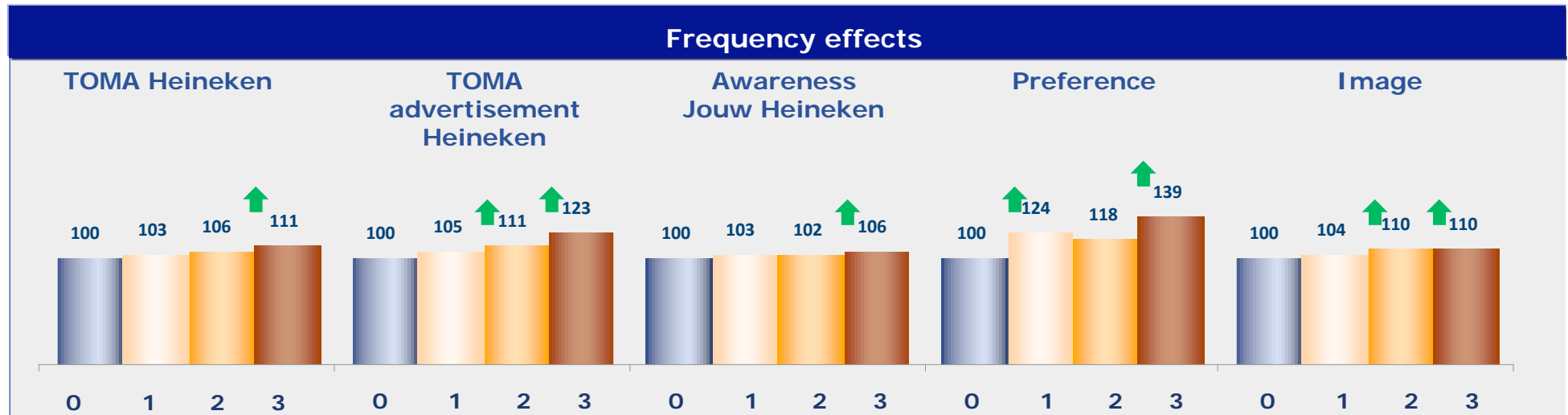


Exposure to Search results in higher scores on 4 of the 5 important Heineken key brand values.

▲ Significant increase (95%)

▼ Significant decrease (95%)

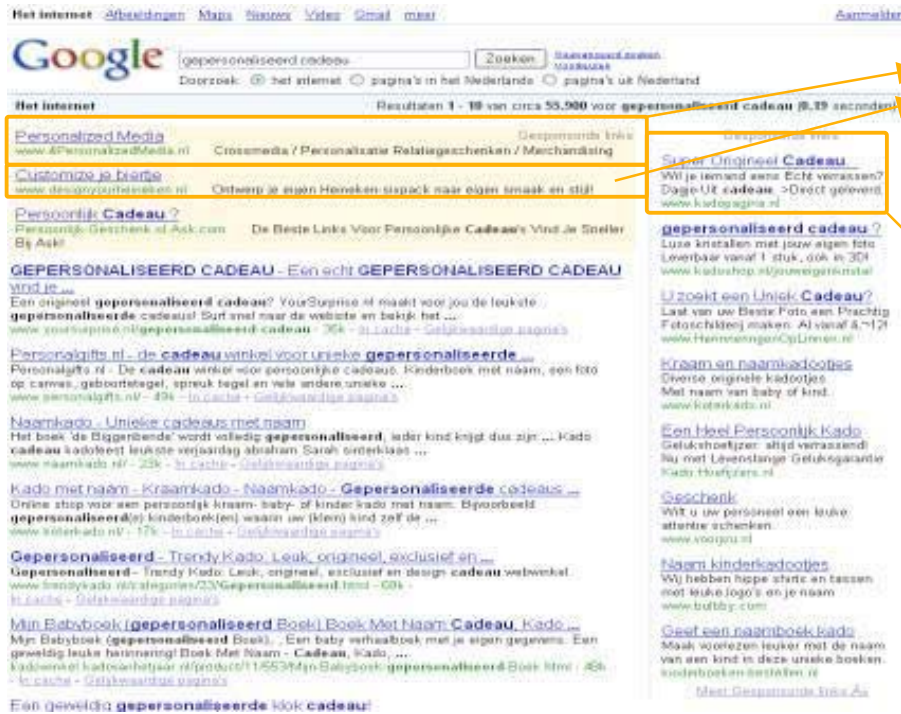
Effects of Search (III)



- Top of Mind Awareness Heineken needs more contacts to be affected. Effect becomes significant after 3 contacts.
- Other parameters also show increase of effect after 2 or 3 contacts.

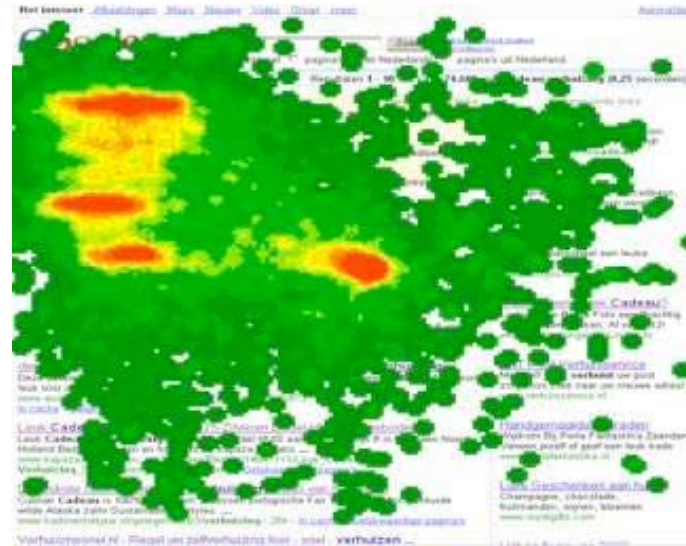
↑ Significant increase (95%)
↓ Significant decrease (95%)

Distribution of Attention

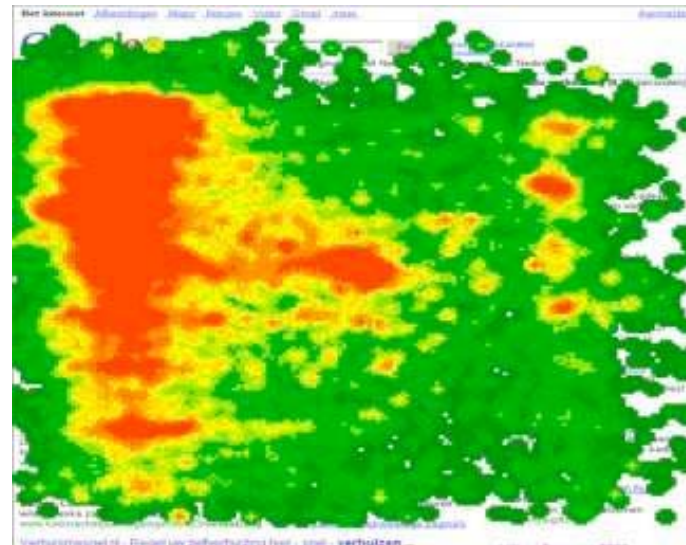


1st left
2nd left

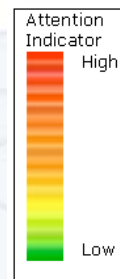
1st right



After 2 seconds



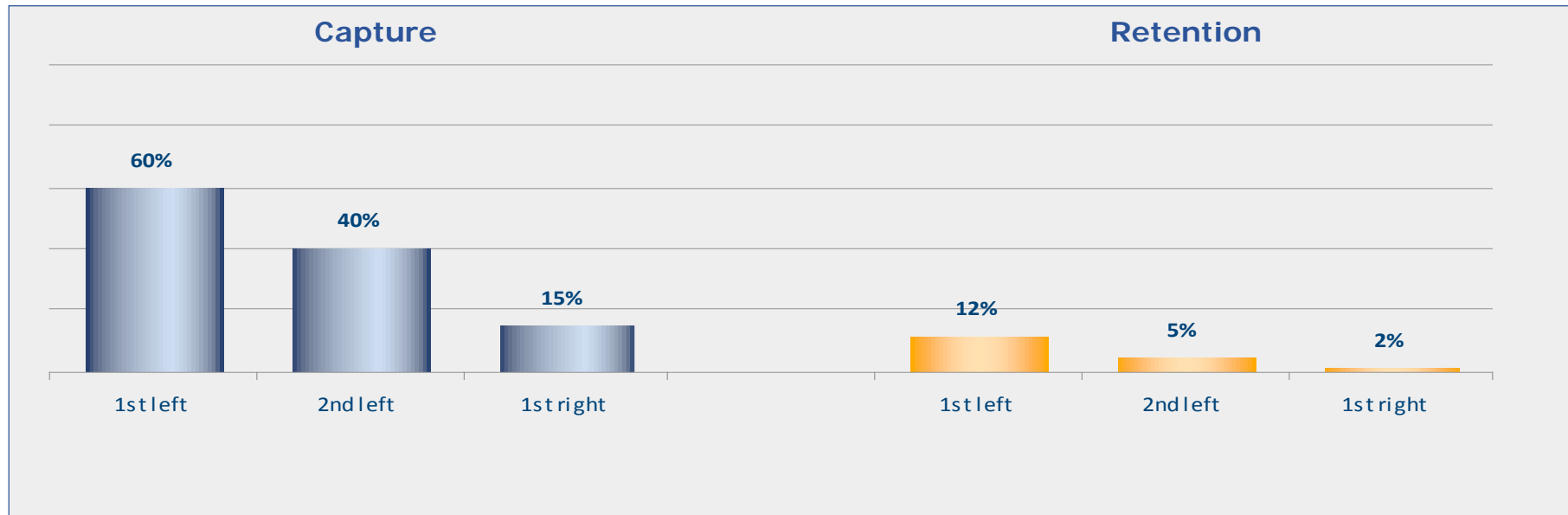
After 8 seconds



The first 5-6 links on the left get by far the most attention. This includes the paid results on the top already in the first seconds.

Attention goes to the ads on the right hand side after a few seconds, where top 4 ads receive most attention.

Distribution of Attention

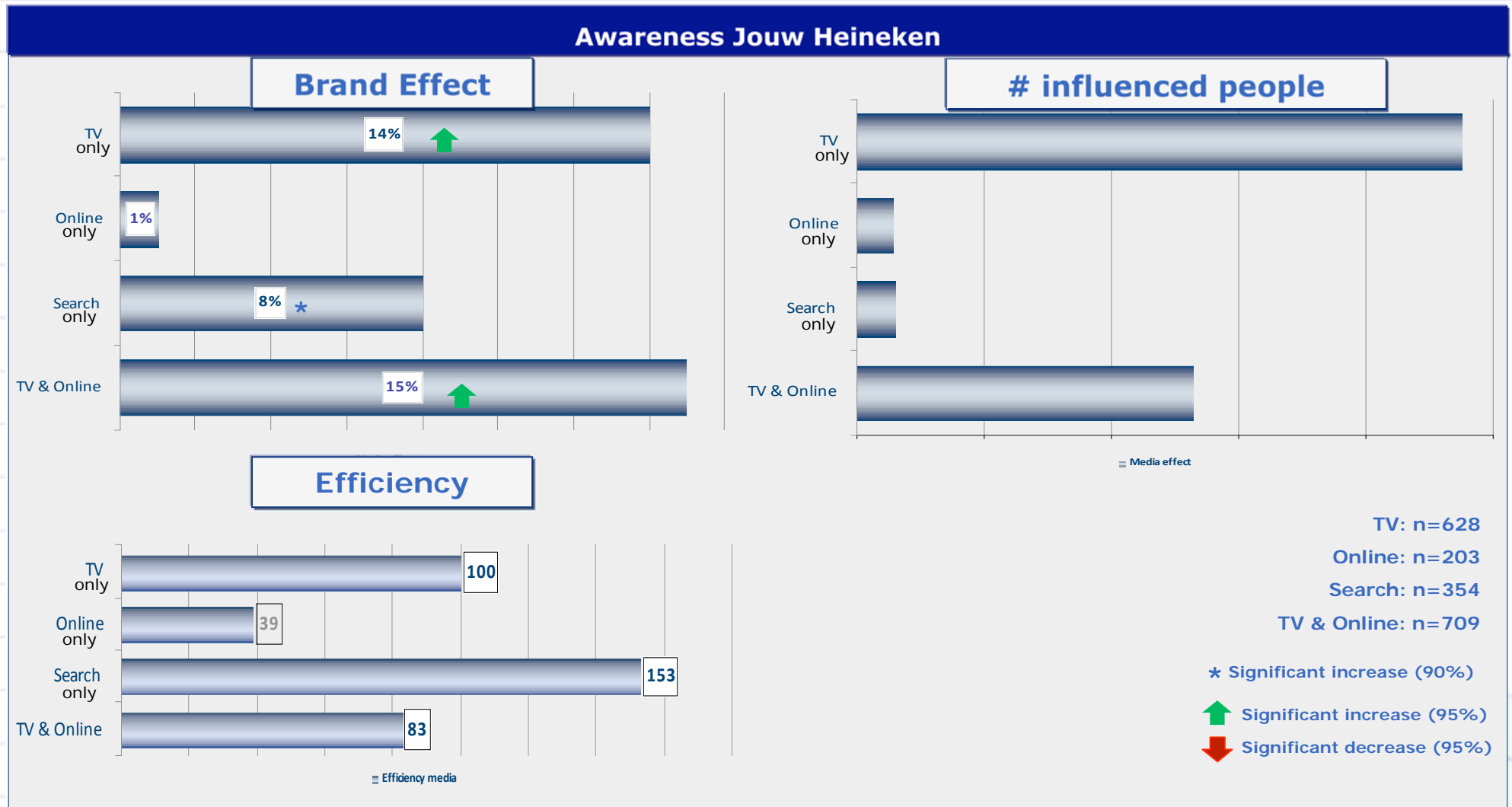


The links on the left get clearly more attention than the links on the right, not only in terms of capture, but also in terms of retention.

Campaign effects III

Cross-media effects

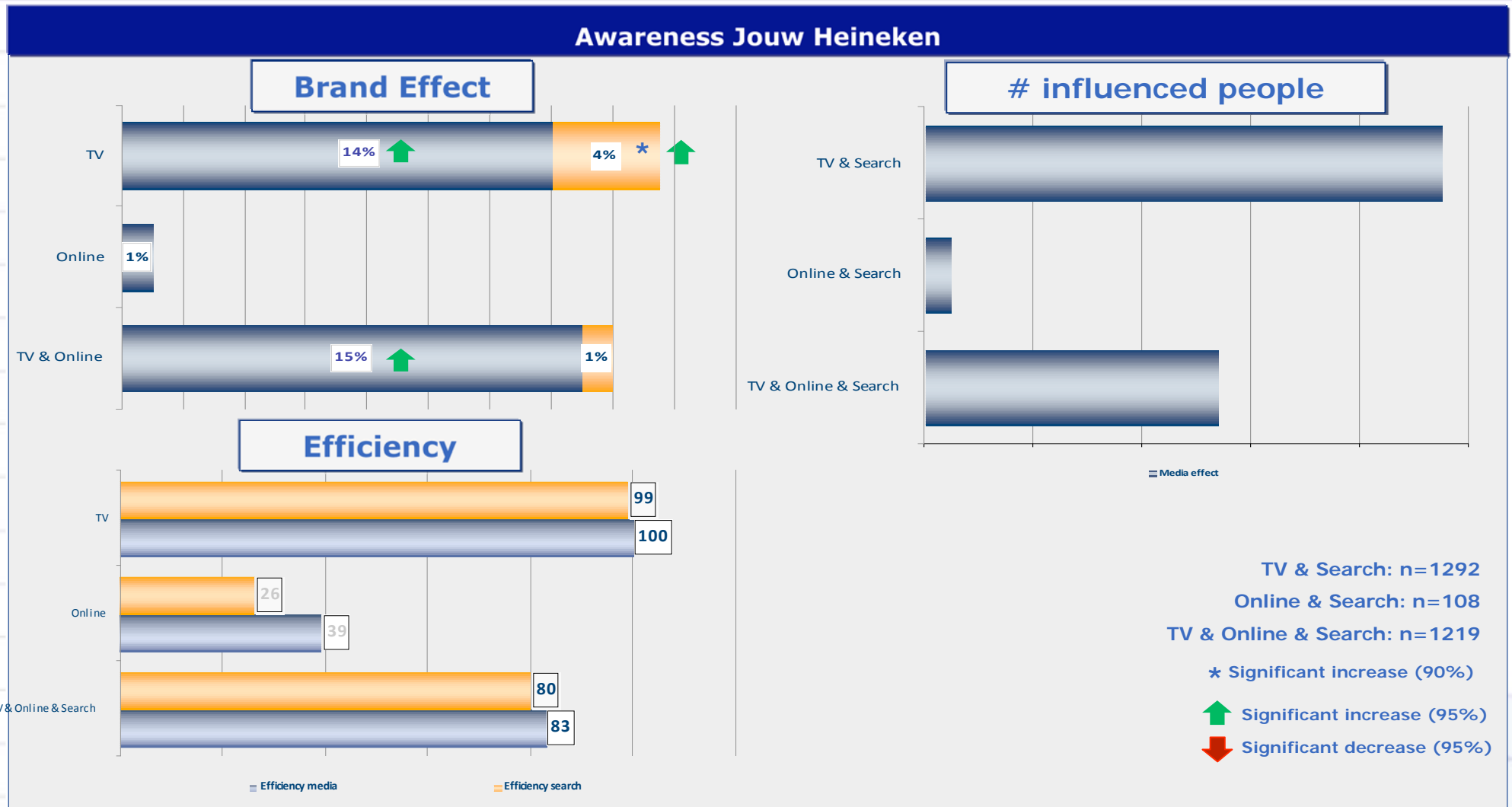
Cross media effects awareness 'Jouw Heineken' (I)



Large (95% significant) effect of TV-only on Awareness 'Jouw Heineken'. Limited effect from Display.

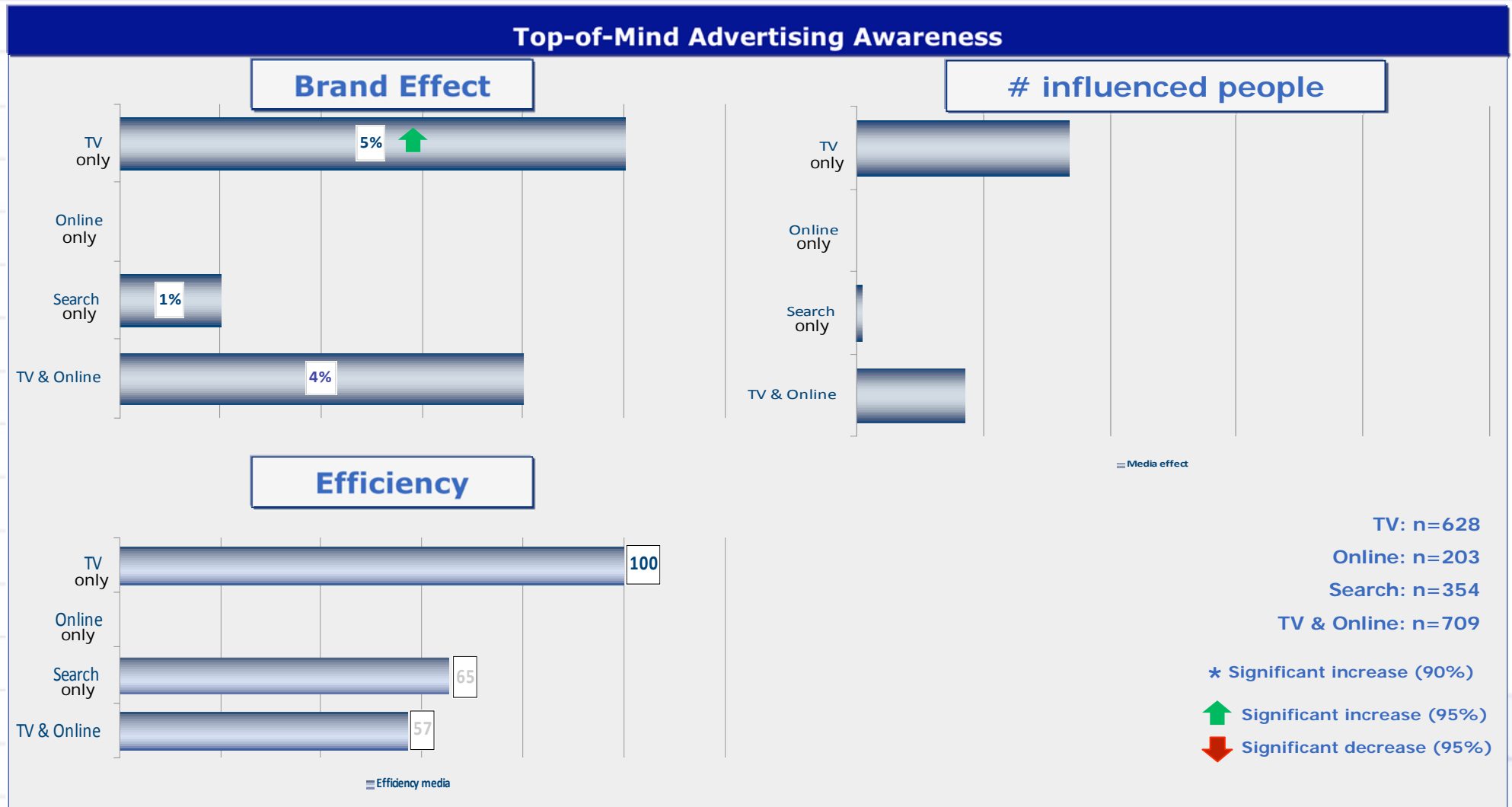
Large (90% significant) effect of Search-only with very good efficiency.

Cross media effects awareness 'Jouw Heineken' (II)



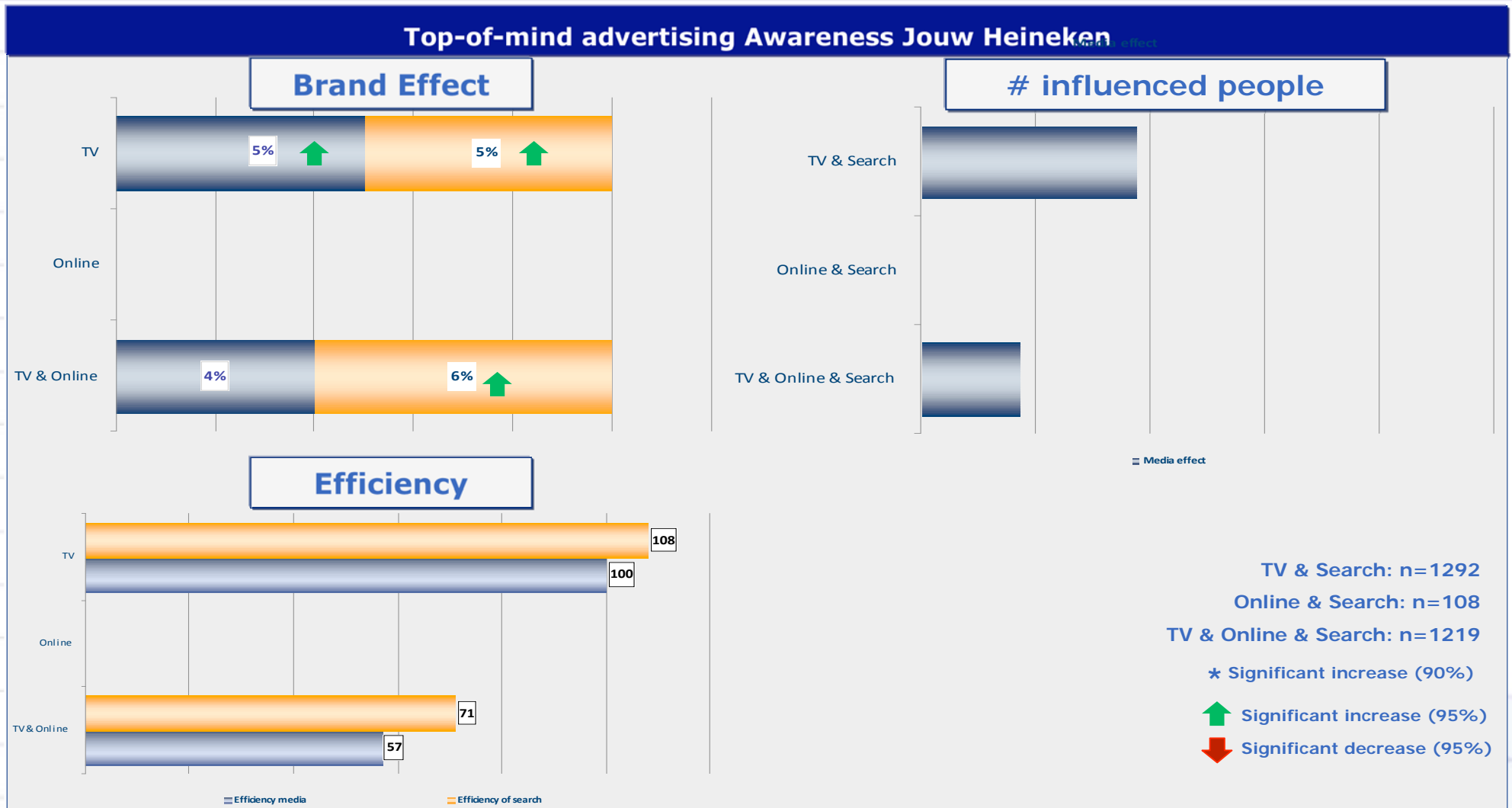
Search increases effect of TV, efficiency scores remain the same meaning Search helps to affect more people for the same cost-effect ratio.

Cross media effects advertising awareness (I)



TV significantly increases top-of-mind advertising awareness; other media not significant.

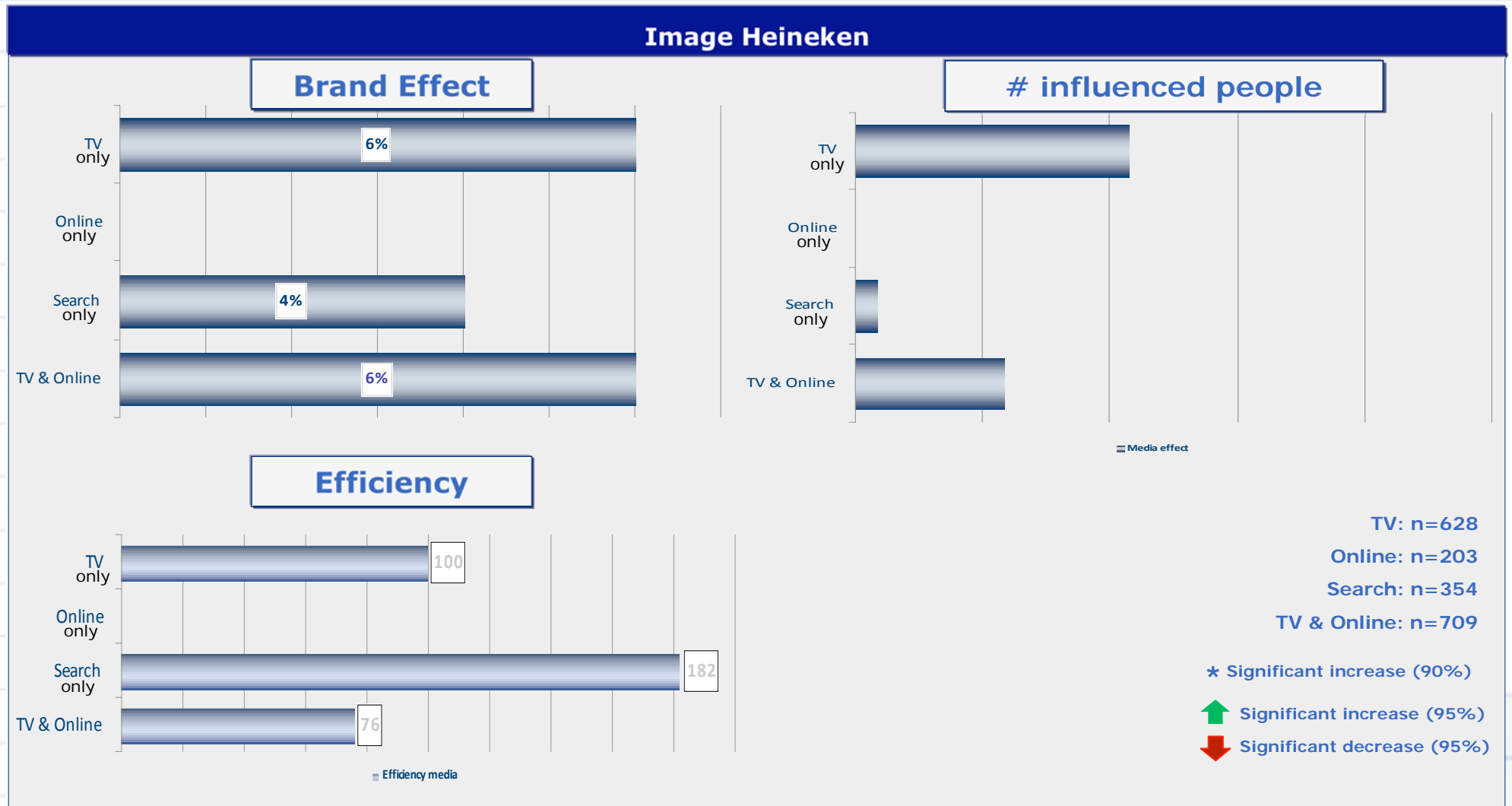
Cross media effects advertising awareness (II)



Search increases top-of-mind advertising awareness of TV and the combination TV/online.

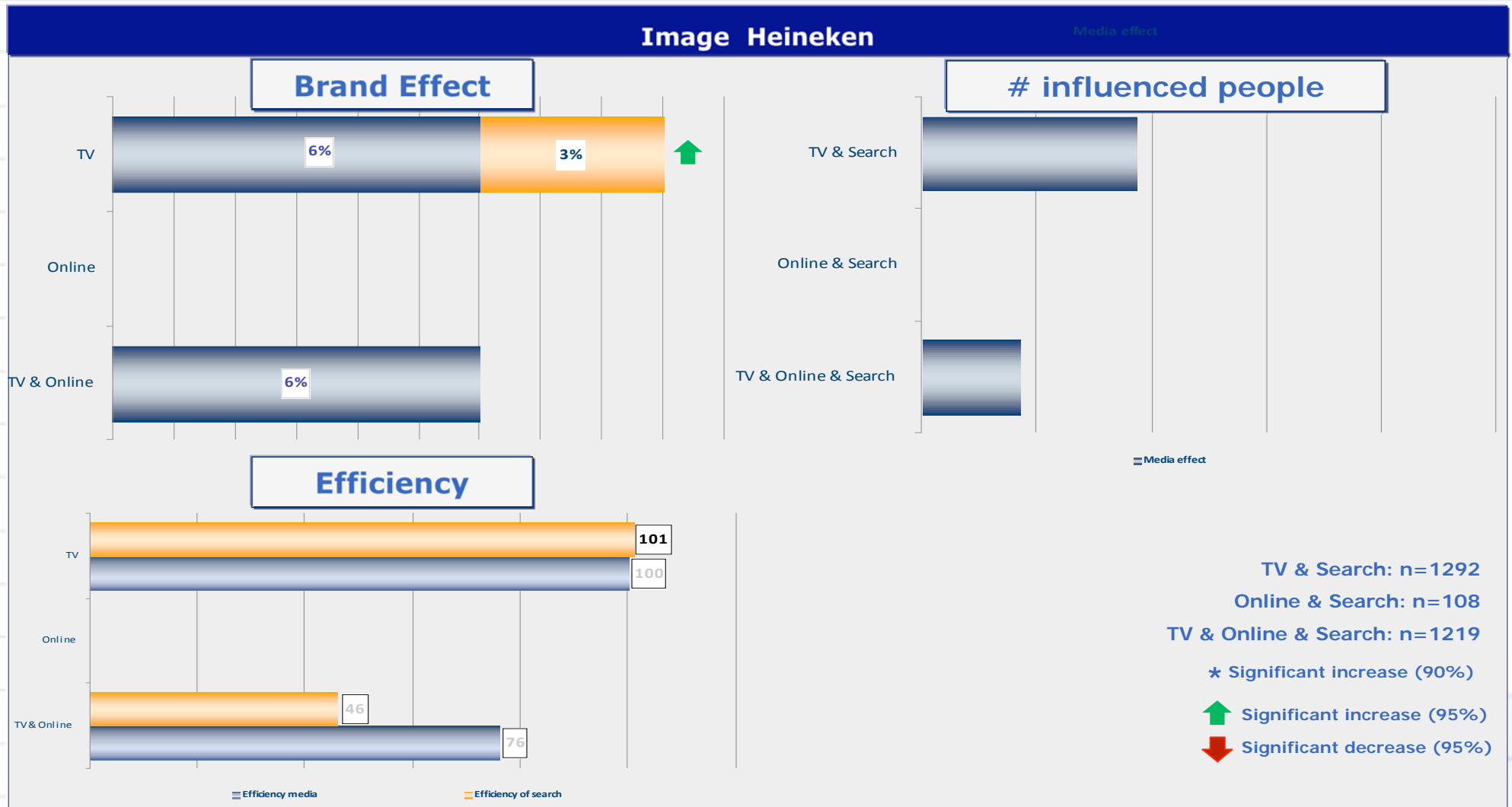
Search increases the efficiency both media/-combinations.

Cross media effects image (I)



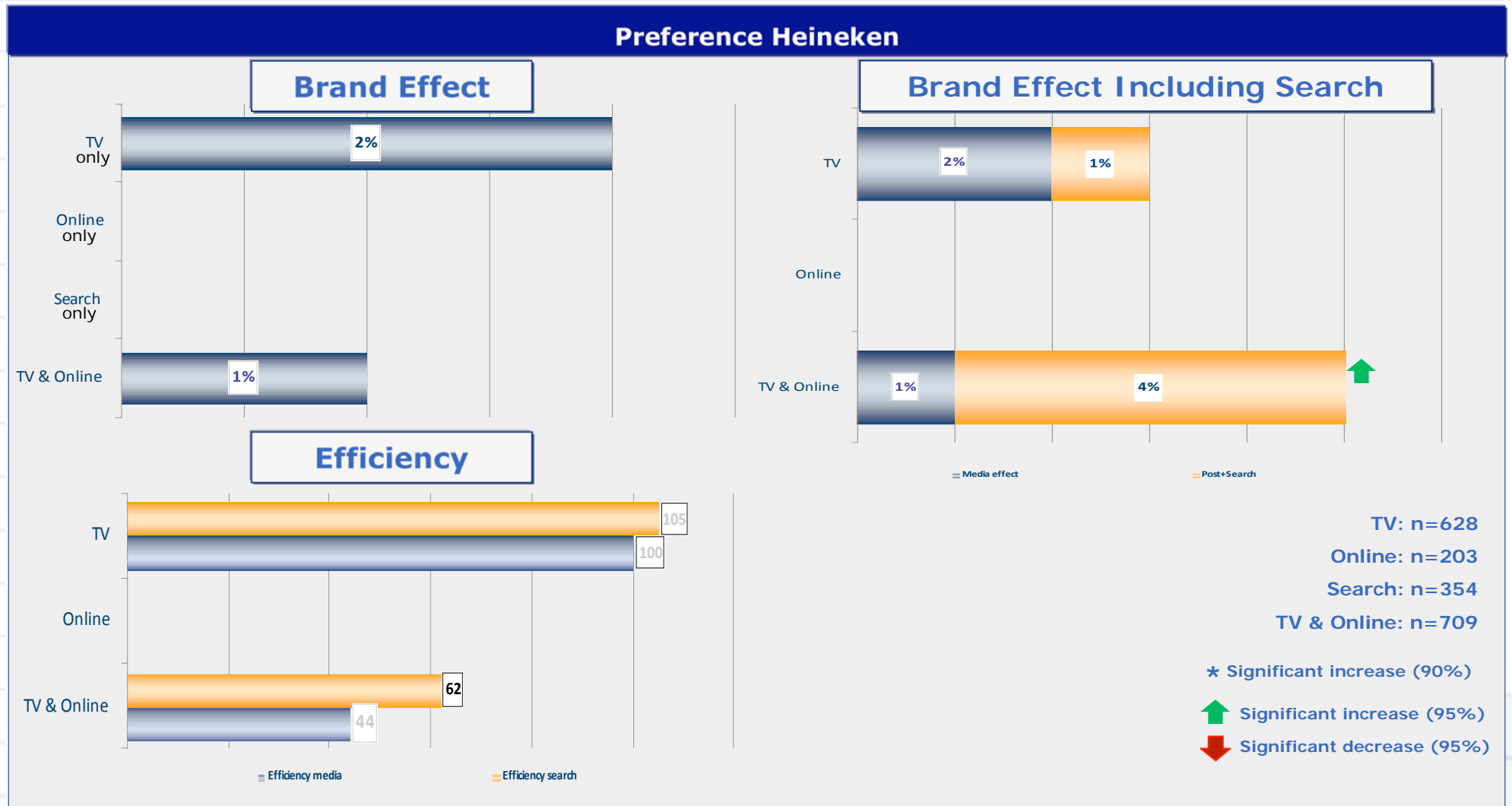
No significant effects on image

Cross media effects image (II)



Combination of Search and TV leads to significant effects on image;

Cross media effects preference



Individual media do not significantly affect preference. Only when Search is added to TV/Online preference shifts significantly resulting in higher efficiency as well.

Conclusions

The Campaign

- The Campaign strongly increases Awareness for 'Jouw Heineken' (and Advertising Awareness).
- Deeper Brand metrics like TOMA, Preference and Image however were not clearly affected.

Overall Search Effects

- Exposure to search enhances the effects on Awareness 'Jouw Heineken' and Ad Awareness.
- Search exposure adds effects on Image and Preference that were not there without Search.
- This means exposure to Search helps dragging consumers further in the purchase funnel.
- Effects of Search become stronger after clicking.
- After three contacts Search shows significant effect on TOMA and other effects also increase after 2 or 3 contacts.
- Paid top positions attract ~4 times more attention than side positions (likely to increase effect).

Cross Media Effects

- TV is most effective on Awareness 'Jouw Heineken', Image and Top of Mind Ad Awareness.
- Search is most efficient in affecting Awareness 'Jouw Heineken'.
- Search also enhances the effects of TV (synergy) on Awareness 'Jouw Heineken', Ad Awareness and Image.
- On Ad Awareness this synergy of TV and Search leads to increased efficiency.
- TV, Display and Search together increase Preference of Heineken (other media don't).

Implications

- The study with Heineken and other XMOS studies executed in Europe have shown that a paid search result is capable of adding value to the position of a brand. For that reason “Search” should be part of the media mix in reaching brand objectives.
- There are four main dimensions to take into account for optimizing the effect of paid search, namely:
 - Position; people read search results from top to bottom and then to the right. The differences in people noticing results is big!
 - Frequency; multiple exposures lead to higher effects (at three contacts there is no sign of diminishing increase yet). Therefore objectives for reach and frequency should be part of the media mix decisions.
 - Copy; with copy you can influence the indicator you want to influence and link the Adwords campaign to the message in other media. Focus on awareness is another copy than focus on brand values. Both are possible.
 - Keywords; keywords influence the potential for synergy between Search and other media. Synergy effects are likely to be stronger when a broad (but relevant) range of keywords is claimed. These keywords should account for the fact that consumers, even though interested in the proposition, might not remember the exact message, product name or brand of the campaign.
- Making sure that people click is important. The position of a brand can be highly influenced by interaction and time spent on the landing page.
- Search should be taken into account during a campaign. Especially when results of other media needs steering, search can fill in that role quite easily. Active integration in the campaign strategy is key in realizing effects.

Effects of

Timeline

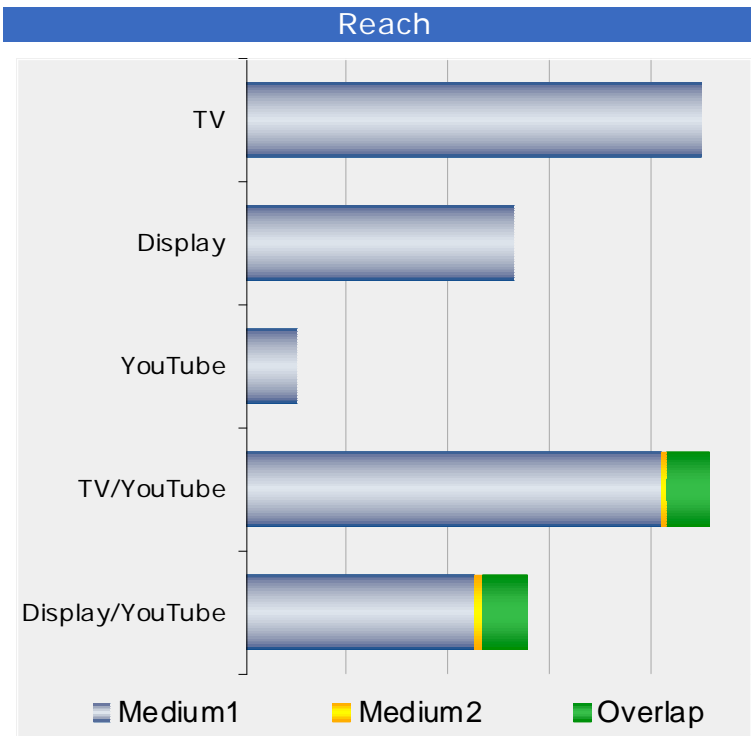


The campaign on YouTube consisted of 3 homepage take-overs, spread across the campaign-period.

As the main purpose of this study was to investigate the effects of search, the timing of the measurements was chosen in line with this main purpose. This also means that the post-measure was conducted at a time where the other media had built up maximum capacity, whereas YouTube had not.

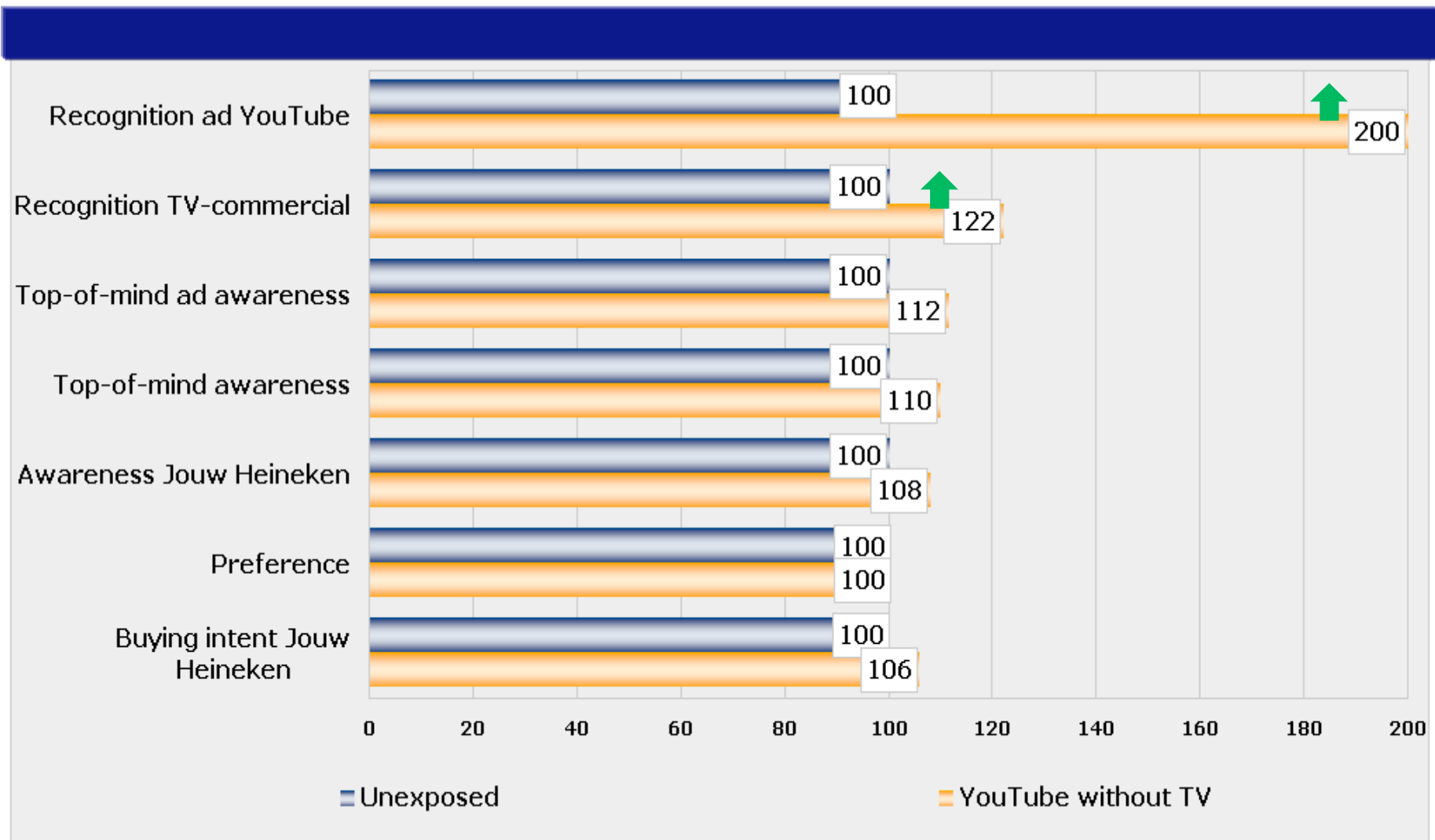
Therefore a comparison of YouTube with the other media is difficult (long-term effects of YouTube compared to short-term effects of the other media).

Reach

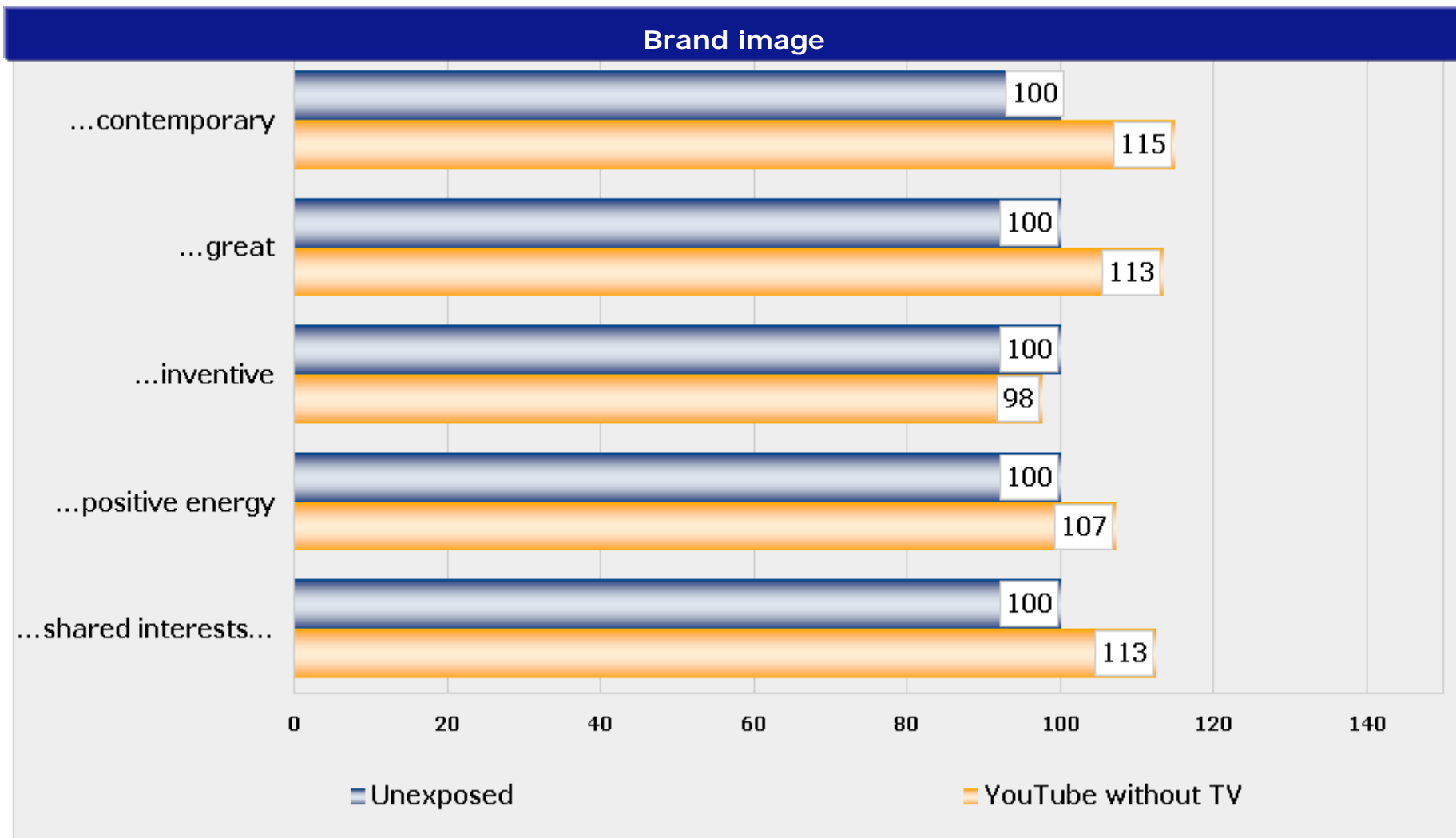


- Due to large reach of both TV and Display almost all reach of Youtube overlaps with one of those two
- In the following slides a 'Youtube-only' group has been created by reducing dominance of TV: the 25% respondents with lowest OTS TV have been added to the Youtube only group to have an estimate of the brand effects of Youtube

Effects YouTube

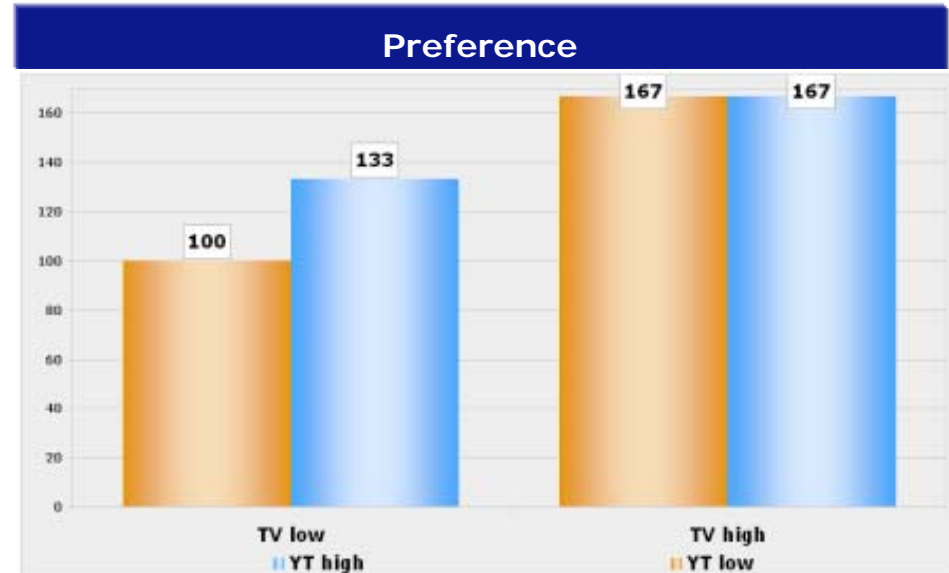
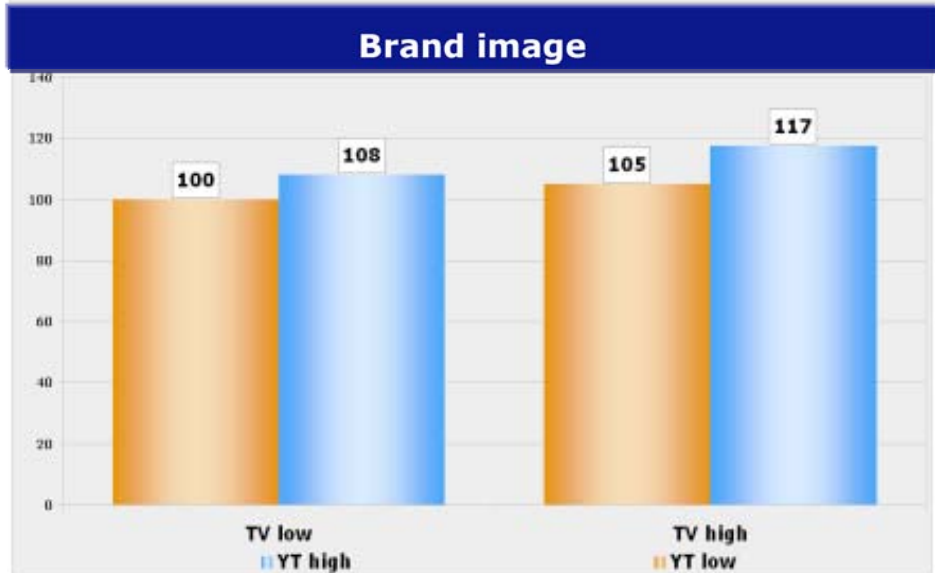
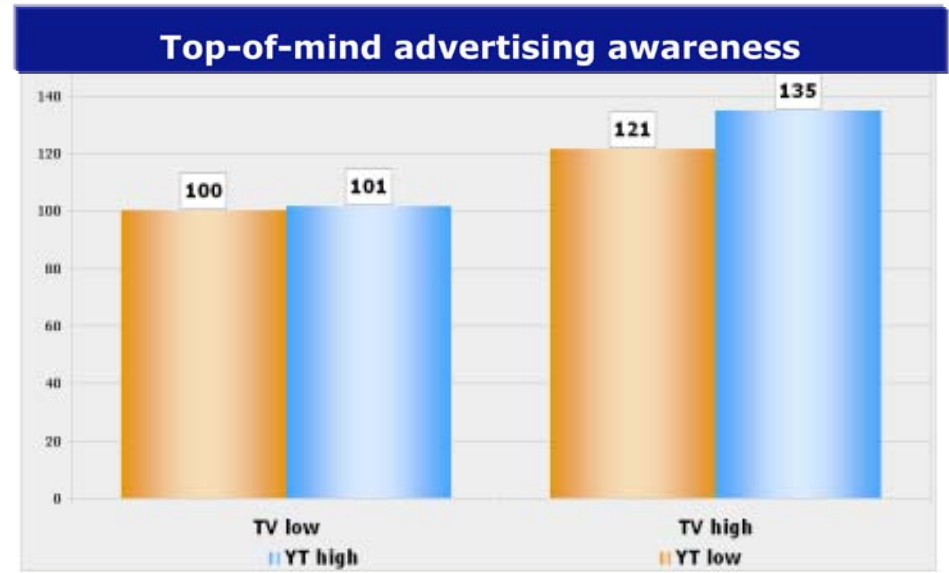
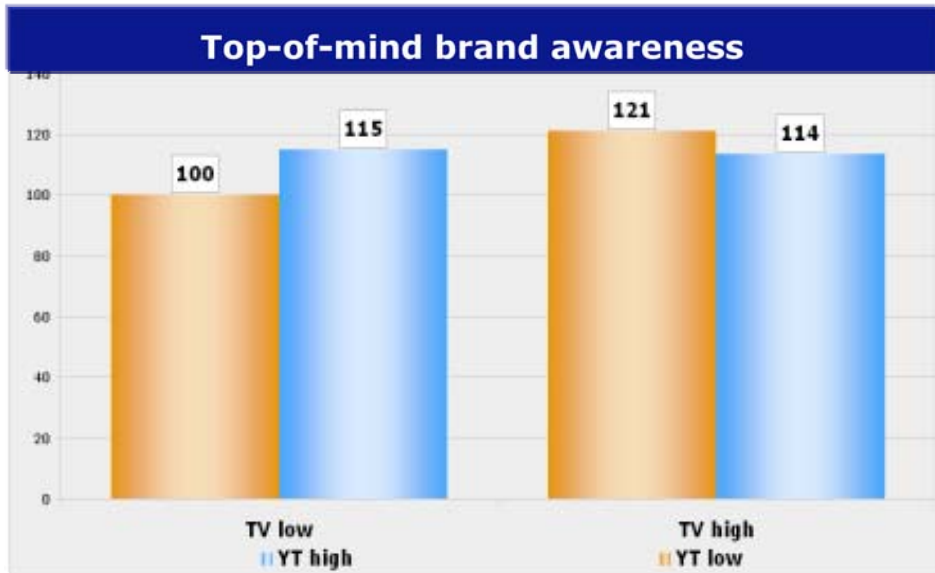


Effects YouTube



Structurally increased score on almost every brand statement; individual differences not significant

Relation frequency exposure TV – frequency exposure YouTube



Effects of Youtube high intensity are visible both at low and high intensity of TV, interaction TV/Youtube particularly on Image.

Conclusions

- Even though the timing of measurement was not optimal to capture the full impact of Youtube, results show that Youtube adds a long-term effect to the short-term effect already present from other media.
- Significant increase of recognition of both TV and Youtube in the Youtube contact group.
- Indicative effects on almost all Heineken brand metrics.
- Youtube also shows potential for interaction with TV, particularly on image; High contact frequency with YouTube can increase effects of TV regardless of contact frequency with TV.