

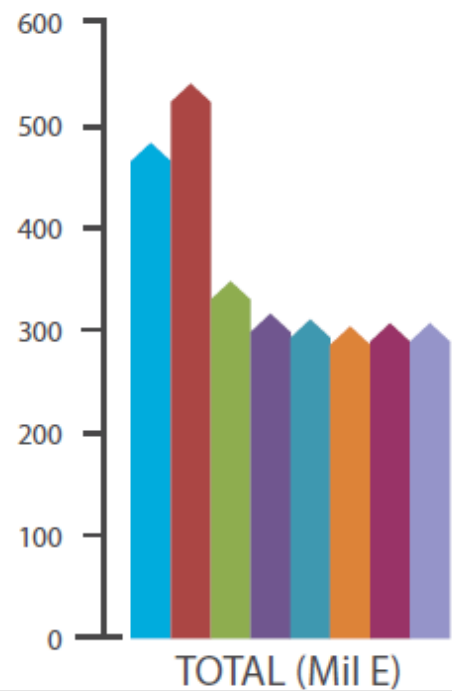
“Evidence based media strategy –
Myths and truths in online advertising”

Ioan Simu – Mercury Research, Romania

Liviu Boitan – MediaCom, Romania

Advertising Money

- Largest expenditure
- Main hope for brand revenue



2007	482
2008	540
2009	345
2010	316
2011	309
2012	303
2013	305
2014 est	306

Source: Initiative

Interest from Marketers

Lack of knowledge on:

- Using communication objectives
- Contribution of the creative part
- Consequences of budget cuts
- Online advertising impact



Mercury Research's Answer - Fundamental Research

2010-2013

- > 140 brands
- > 7 categories, goods and services
- > Partners: Hochland, Unilever

Challenging:

- > No info on OOH and Online
- > Change in media monitoring suppliers

Results:

- > TV and Print only
- > 1 year

2014

- > MediaCom
- > 660 brands,
- > 30+ categories
- > TV, Print, Radio, Internet
- > 2,5 years

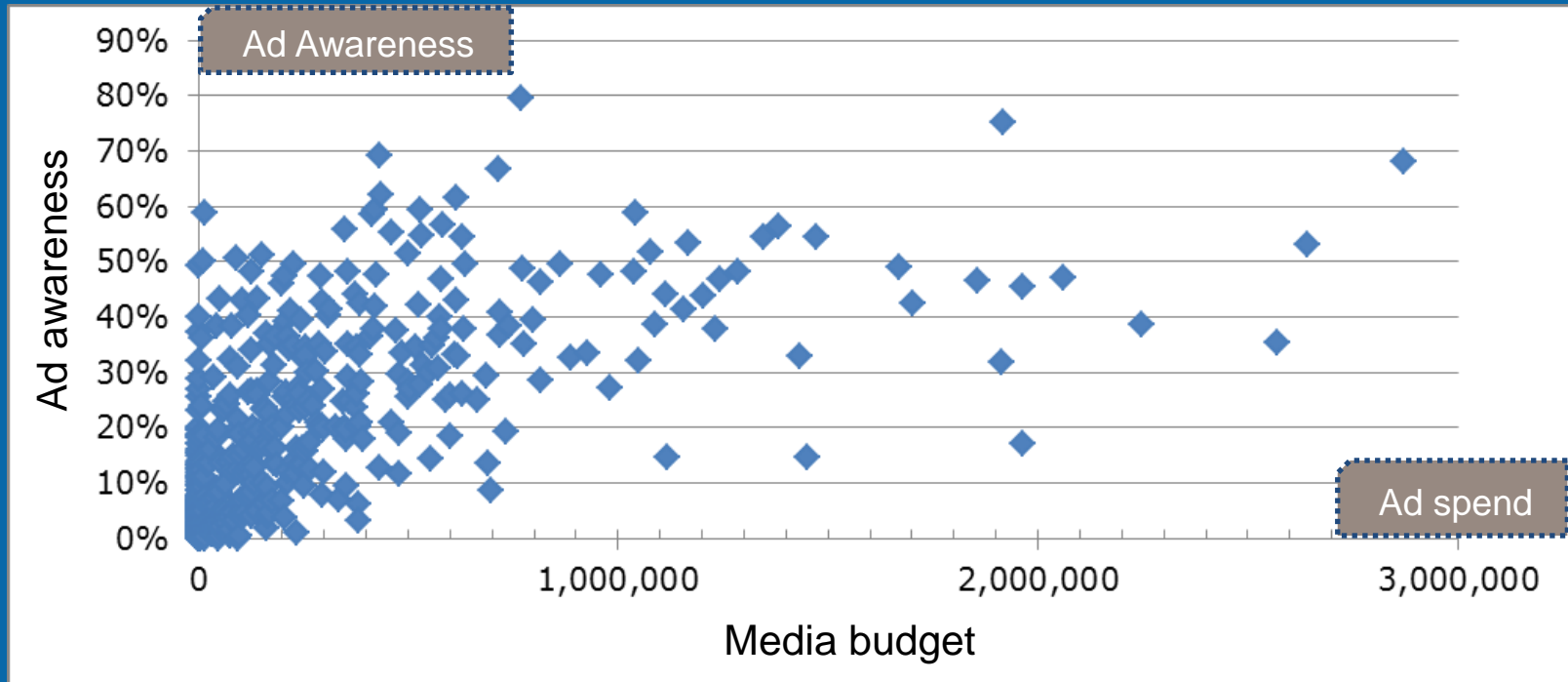
Interest from Marketers

Lack of knowledge on:

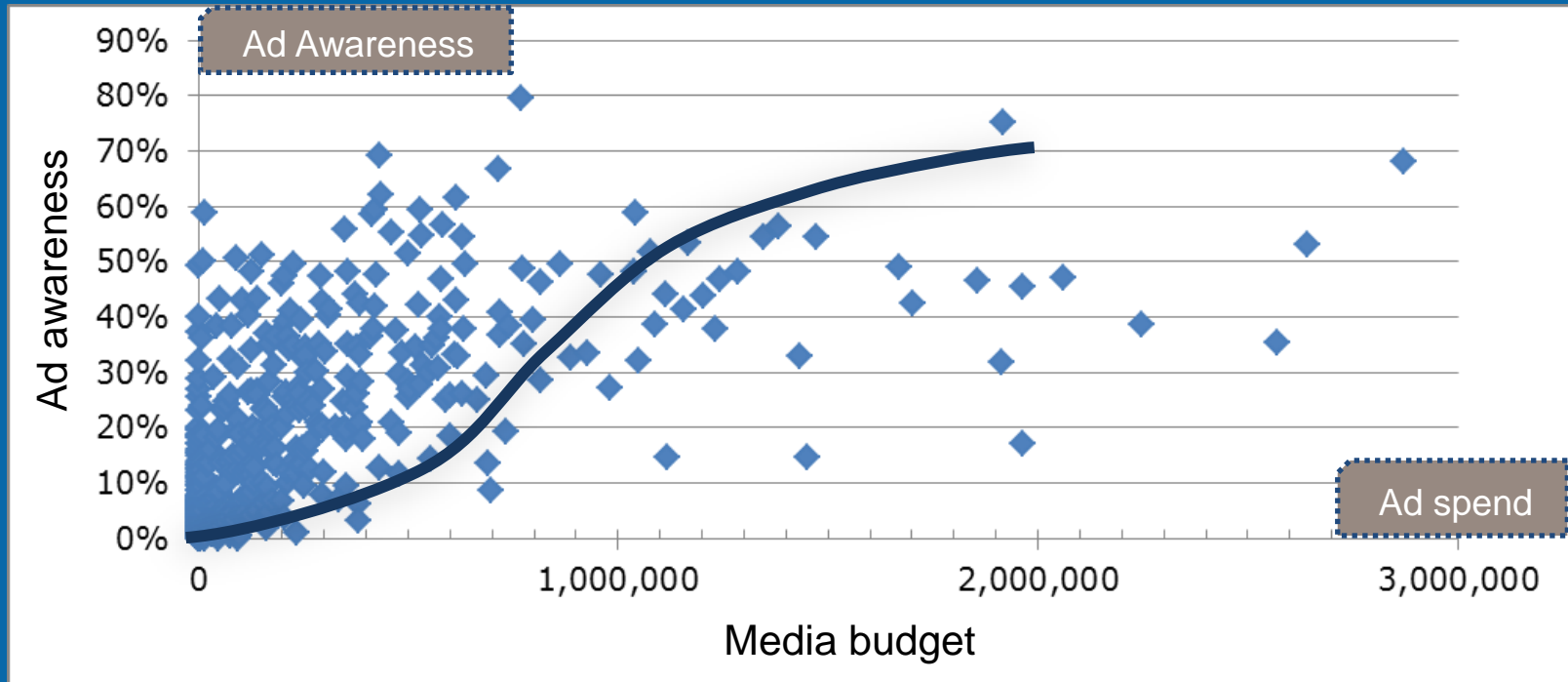
- **Using communication objectives**
- Contribution of the creative part
- Consequences of budget cuts
- Online advertising impact



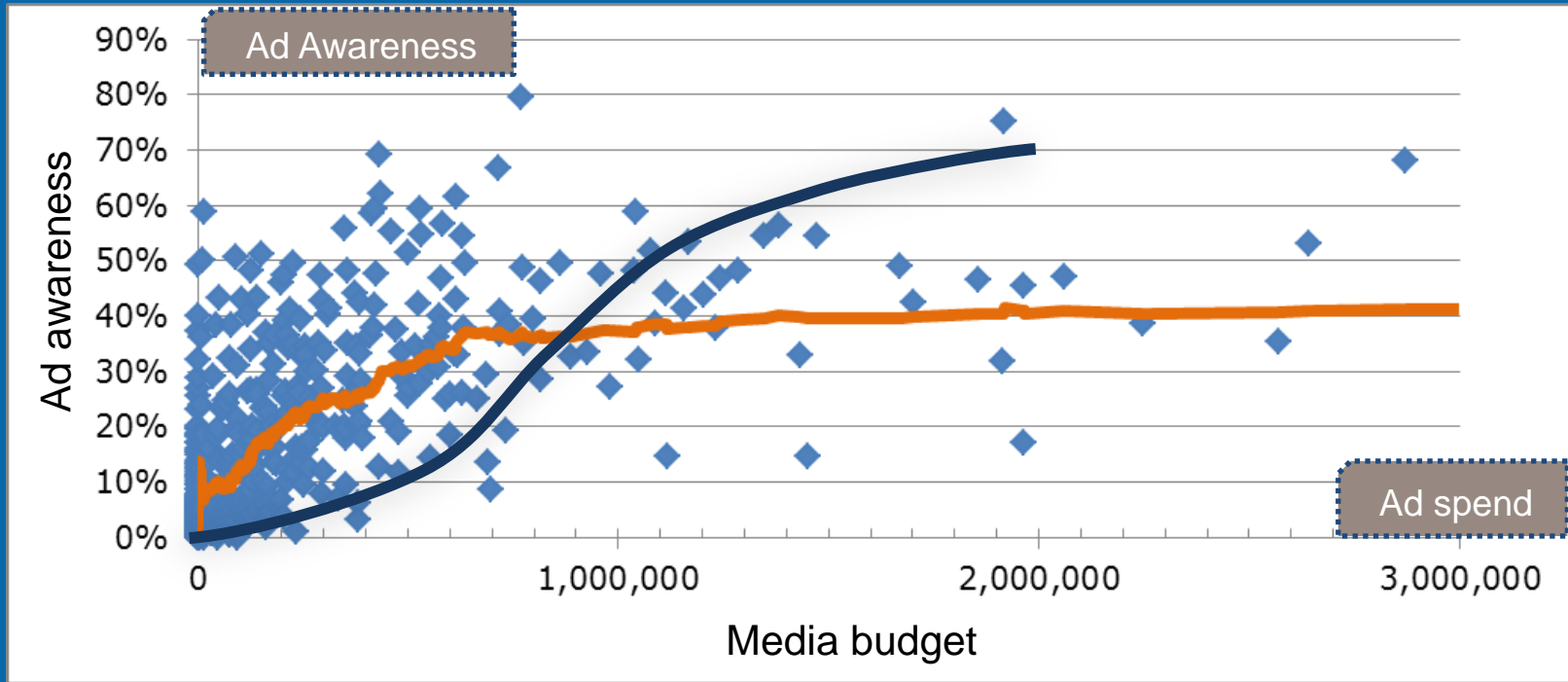
Impact of Advertising Expenditure on Ad Awareness



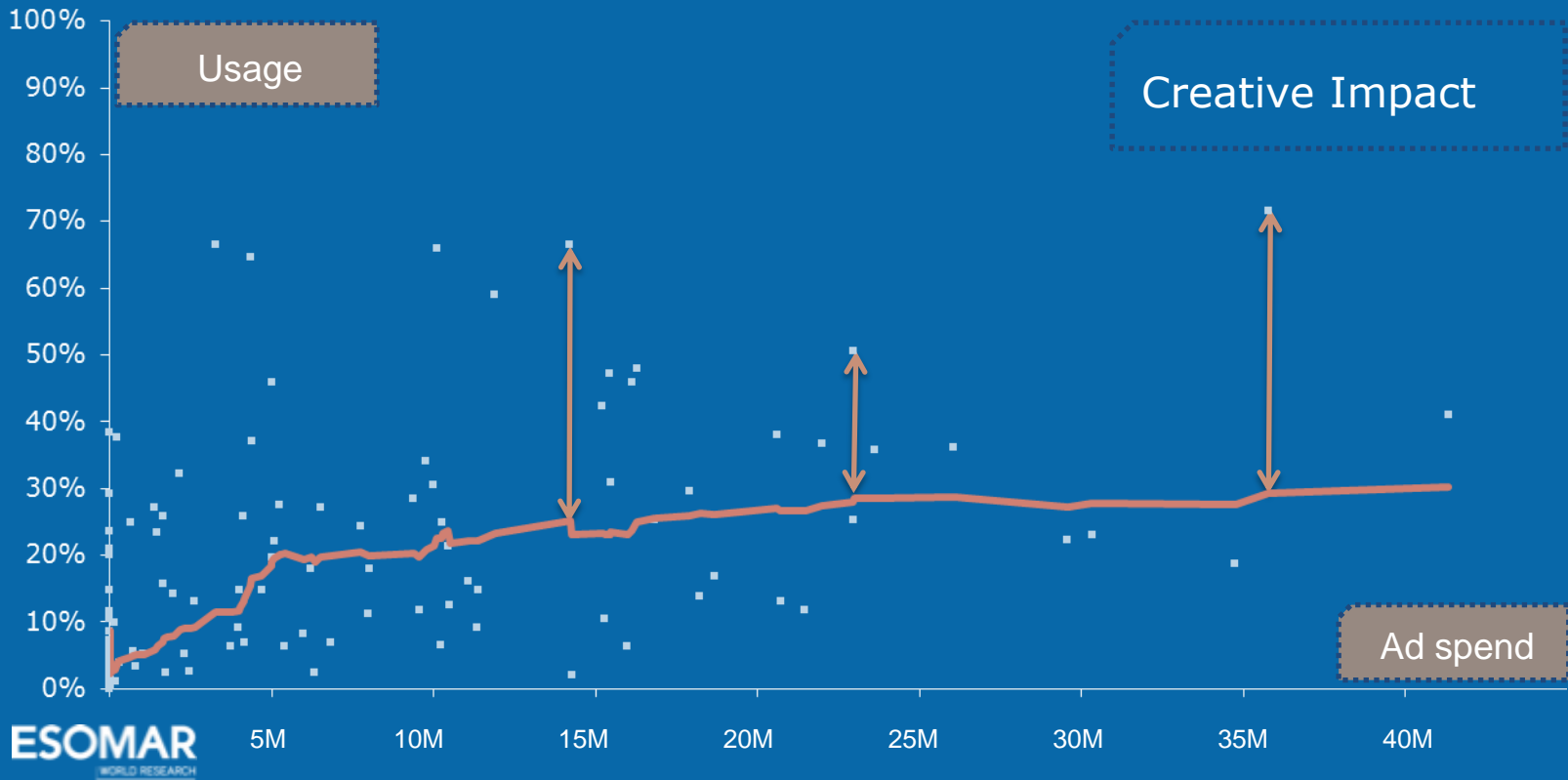
Impact of Advertising Expenditure on Ad Awareness



Awareness grows fast with expenditure up until ~700K



Awareness but a means to get usage



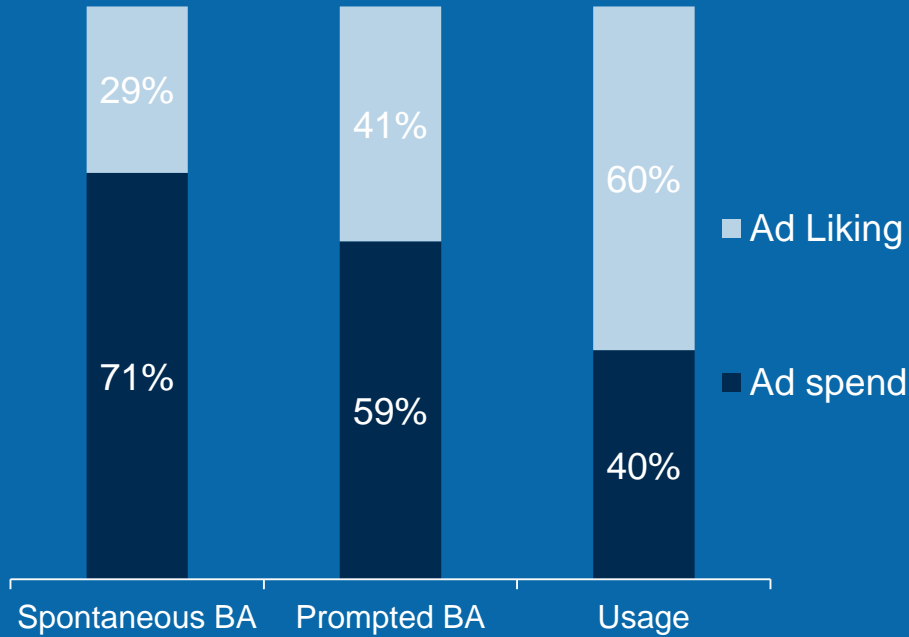
Interest from Marketers

Lack of knowledge on:

- Using communication objectives
- **Contribution of the creative part**
- Consequences of budget cuts
- Online advertising impact

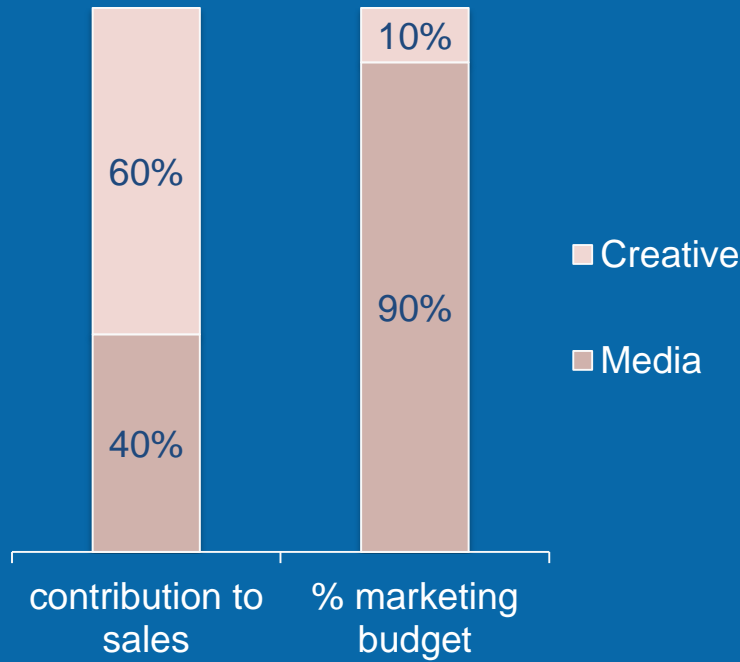


Creative Impact



- Adds to spontaneous brand awareness
- Important for prompted awareness
- The main driver of sales

Creative Impact



- A well liked Ad will bring the same results as a poorly liked Ad with half the media budget
- Creative ROI more than 10x higher than media budget ROI

Interest from Marketers

Lack of knowledge on:

- Using communication objectives
- Contribution of the creative part
- **Consequences of budget cuts**
- Online advertising impact



What if cutting the media budget?

tactics Y-1, Y	customers
+ +	15%
+ +	11%
+ -	5%
- -	3%

disaster

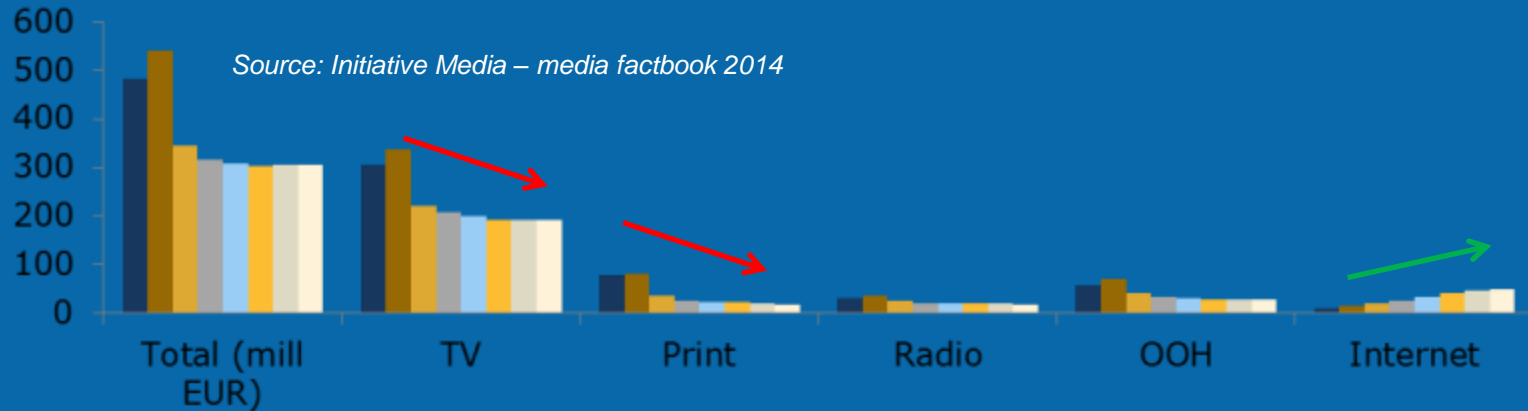
Interest from Marketers

Lack of knowledge on:

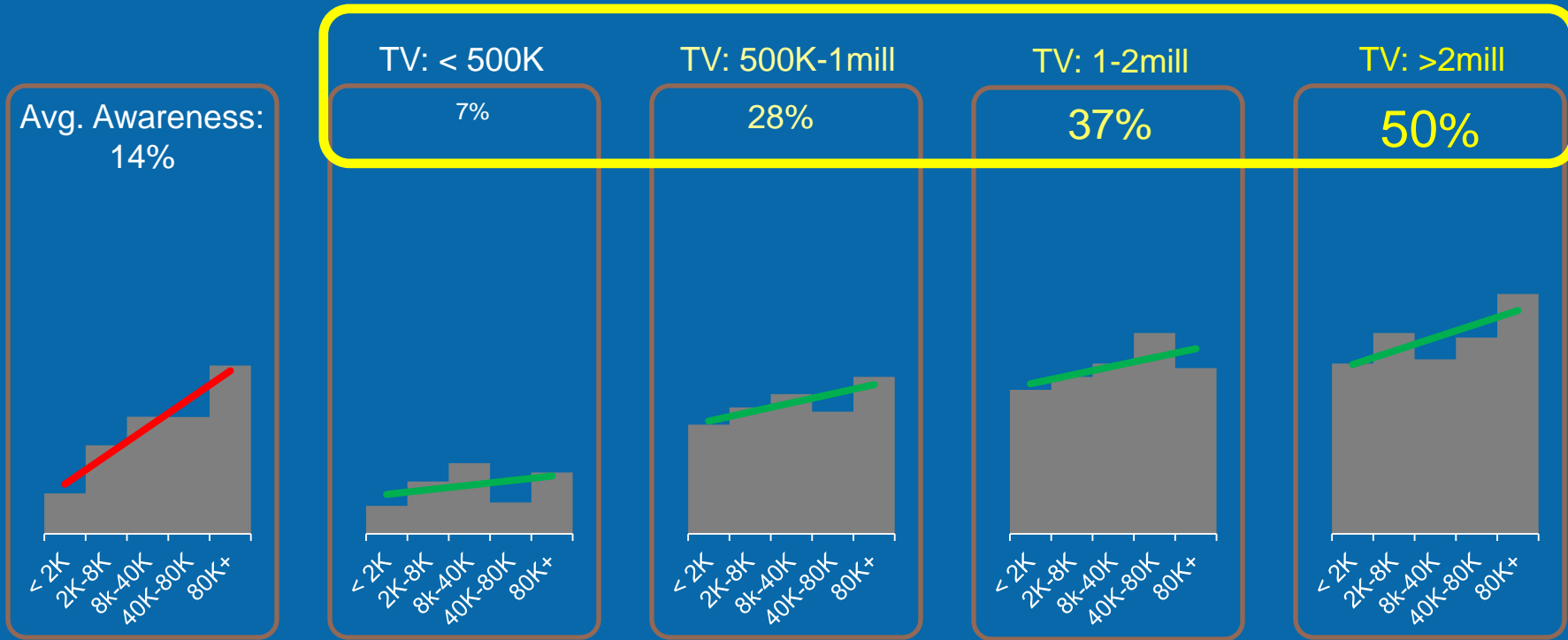
- Using communication objectives
- Contribution of the creative part
- Consequences of budget cuts
- **Online advertising impact**



More Budgets, Even More Weight in the Mix



Online Advertising Empirical Impact



ESOMAR LIVE

The Internet

Advertising Medium?

or Distribution Channel?

So, why is online not a driver for awareness yet?

So, why is online not a
driver for awareness yet?



Scale

Clutter

So, why is online not a driver for awareness yet?

Scale

Clutter

But why it will be?

Audience

Money

ESOMAR LIVE

Scale:

awareness needs exposure and high numbers

Scale: awareness needs exposure and **high numbers**

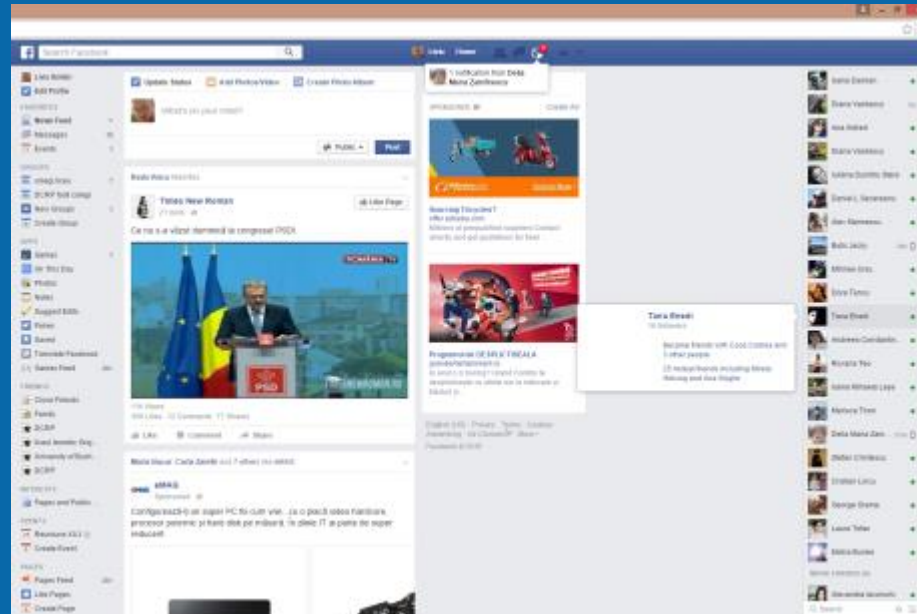
Stirileprotv.ro:
32 mln. Impressions / month



PRO TV:
2.1 mln. Impressions / minute



Scale:
awareness needs **exposure** and high numbers



ESOMARLIVE

Clutter:

From publishers and brands as well

ESOMAR LIVE

Clutter: From publishers

The screenshot shows a website homepage with a light purple header. At the top left is the logo 'RUDIKA' with the tagline 'Fii tu însați!'. To the right are navigation links: 'crează cont', 'intră în cont', and 'Connect'. Below these is a search bar with the placeholder text 'caută articole...'. A horizontal menu contains categories: 'sexy', 'smart', 'îndrăgostita', 'independenta', 'speciala', 'curioasa', and 'shopping'. The main content area is a collage of advertisements:

- A vertical banner on the left features a blue background with colorful flowers and a white character.
- A central banner for 'CĂMARA NOASTRĂ' shows two men in a shop, with text 'CĂUTĂM REȚETELE AUTENTICE ROMÂNEȘTI IN Săptămâna Românească'.
- A red banner on the right says 'SI CASTIGI super concertul RAE JEPSEN 5 noiembrie'.
- A bottom-left banner with a fire image is titled 'RELATII Suflete pereche: care iti arata ca Flacara Geaman Flacara geamana, sau sul'.
- On the far right, there are vertical banners for 'DERO' laundry detergent and 'Stream'.

crează cont | intră în cont | Connect

caută articole...

Fii tu însați!

sexy | smart | îndrăgostita | independenta | speciala | curioasa | shopping

NOU

SI CASTIGI
super concertul
RAE JEPSEN
5 noiembrie

Stream

DERO
micro-capsule
parfum

DERO

RELATII
Suflete pereche:
care iti arata ca
Flacara Geaman
Flacara geamana, sau sul

CĂMARA NOASTRĂ
POȚĂ DE ROMÂNIA

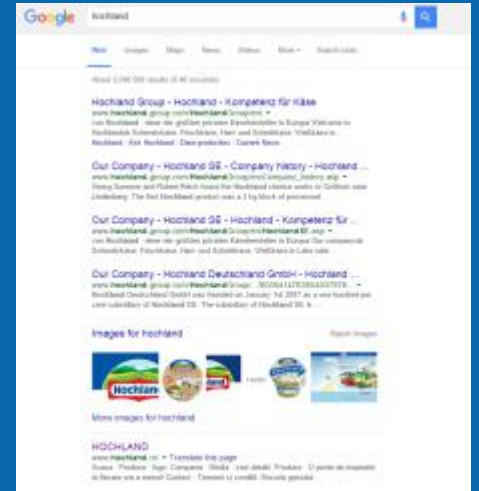
CĂUTĂM REȚETELE AUTENTICE ROMÂNEȘTI
IN Săptămâna Românească

Acest site folosește cookies pentru a personaliza conținutul și publicitatea, pentru a analiza traficul și pentru a oferi opțiuni social media. Informații privind utilizarea acestui site pot fi partajate cu partenerii noștri. Prin navigarea pe acest site, ve exprimiți acordul asupra folosirii cookie-urilor. [Vezi detalii.](#)

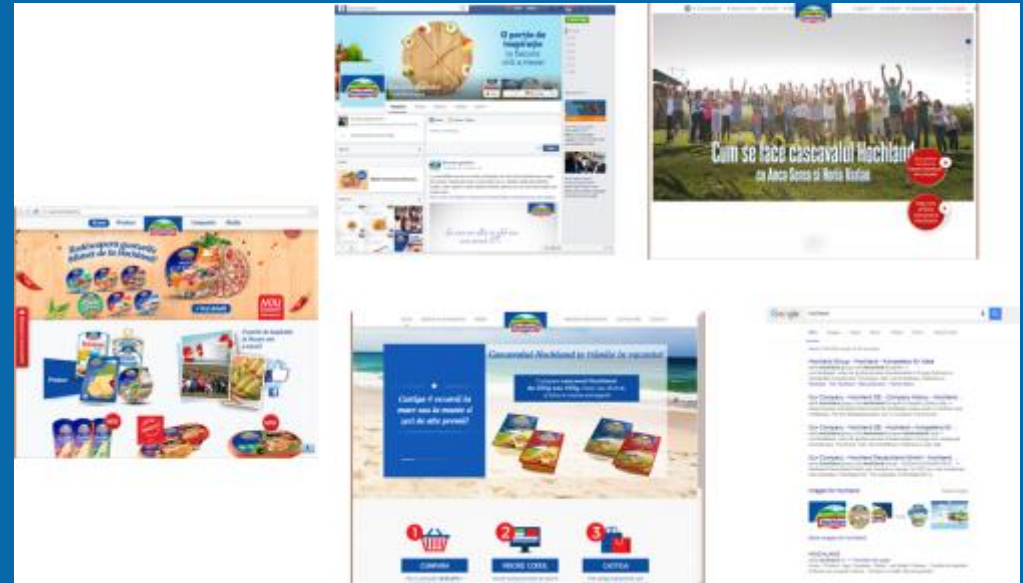
ESOMAR
WORLD RESEARCH

ESOMAR LIVE

Clutter: From brands



Clutter: From publishers and brands as well



ESOMAR LIVE

Mobile: Still a great unknown



Agencies, publishers, clients
Still looking for the right way to use it

ESOMARLIVE

And the good news is?

ESOMAR LIVE

Great campaigns do drive brands anywhere

8 mln. Live
viewers,
Youtube only



ESOMAR
WORLD RESEARCH

Consumers really are there and we really are learning to catch up



Source: Go-digital.net

Thank you for your attention!