

REACH. TARGETING. RECENCY. CREATIVE. CONTEXT.

Five Keys to Advertising Effectiveness



Jeanine Poggi

Media Reporter
Advertising Age



David F. Poltrack

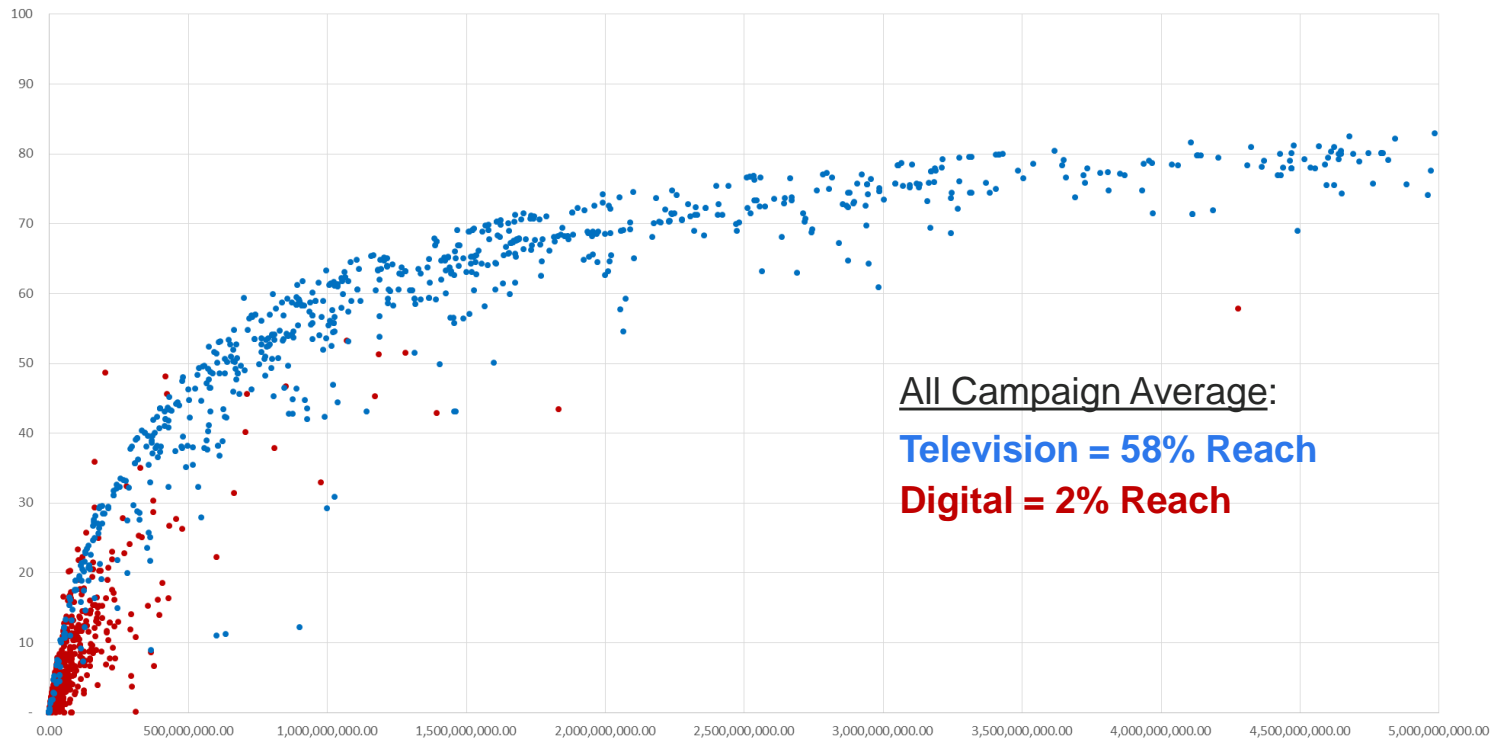
CRO, CBS Corporation
President, CBS Vision



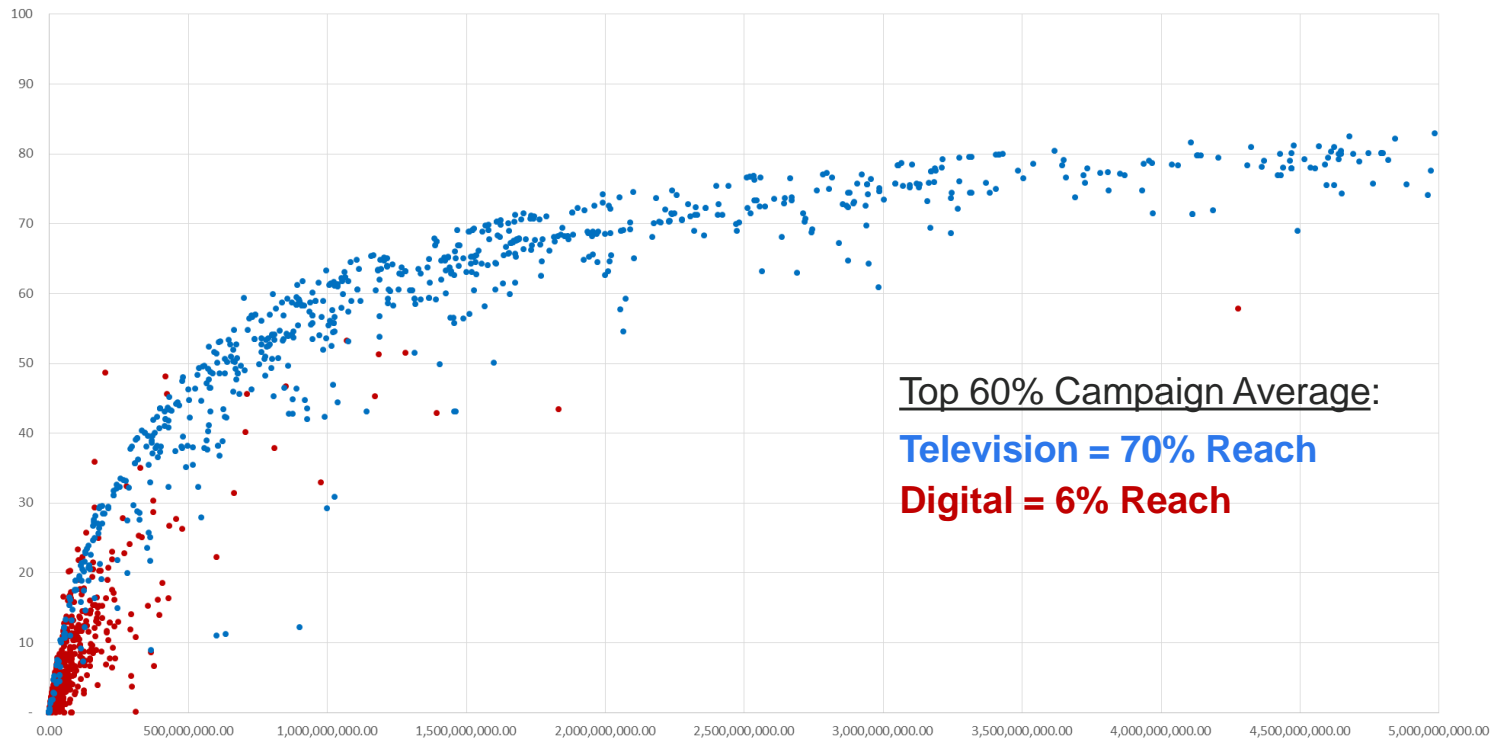
Leslie Wood, Ph.D.

CRO
Nielsen Catalina Solutions

REACH: TV and Digital Reach Curve



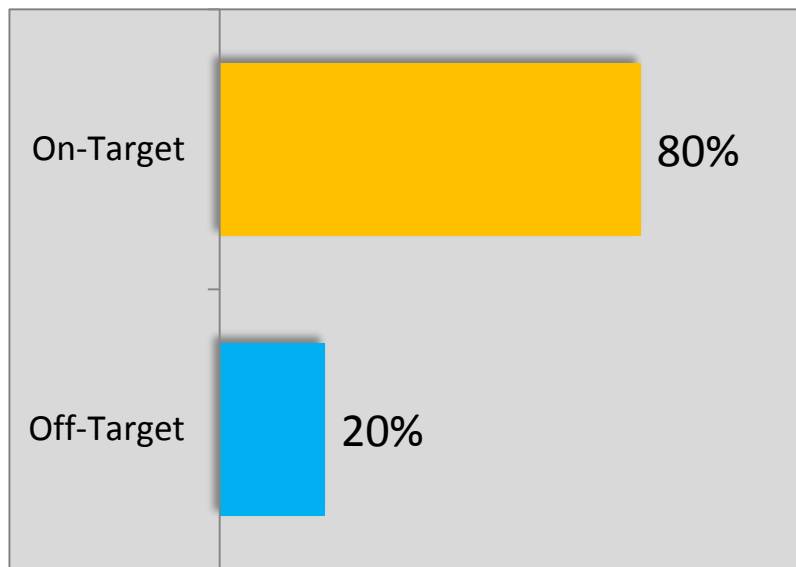
REACH: TV and Digital Reach Curve



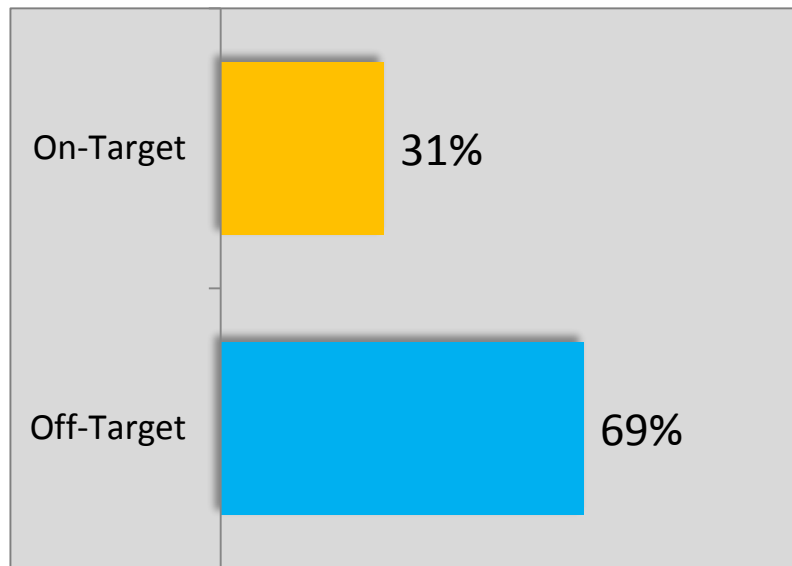
TARGETING: On-Target vs. Off-Target



Television Campaigns



Digital Campaigns

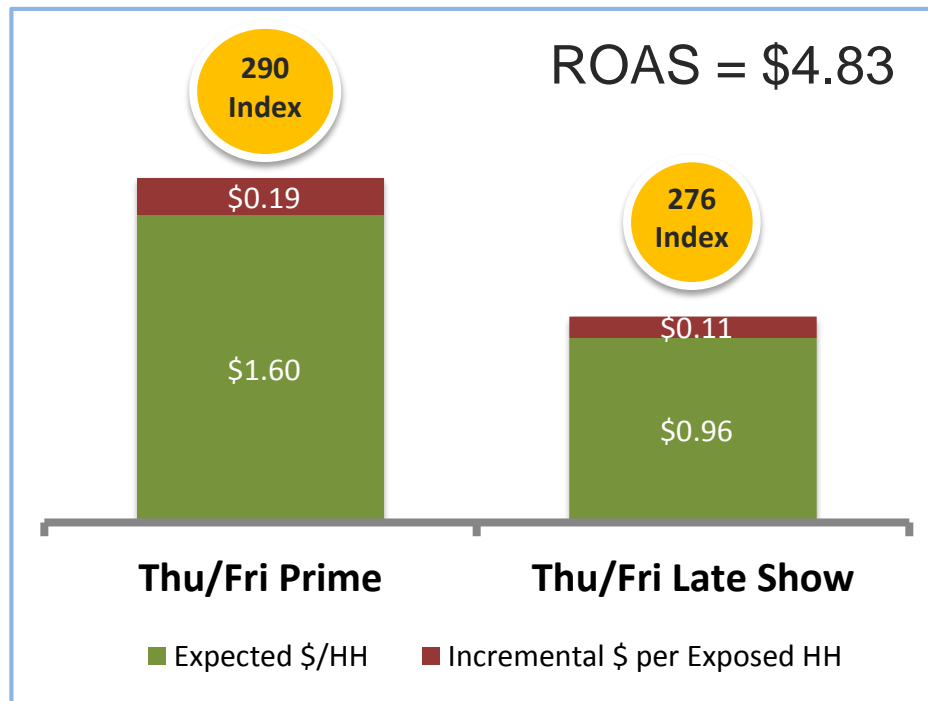


RECENCY: Response Index (major soft drink)



Influenced Lift

Accounting for Store Trips
Influenced by an Ad Exposure:
**12.2% for Thu/Fri Prime and
11.6% for Late Show**



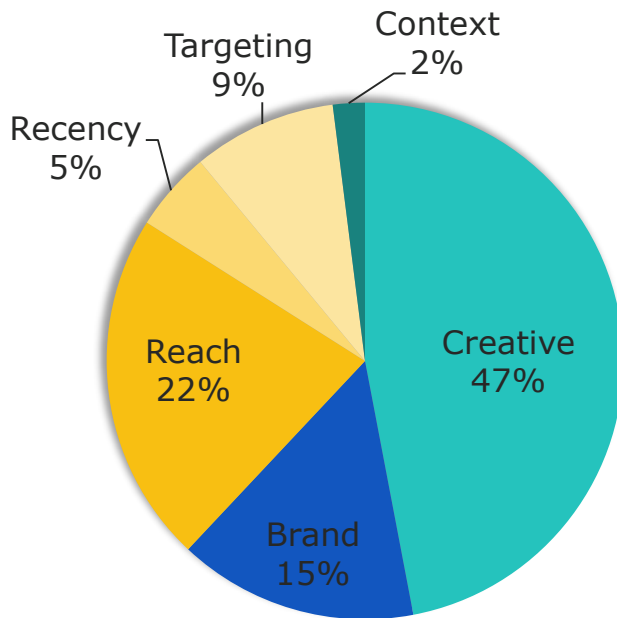
* Index based on Sat-Wed Average

TARGETING: Campaign Drivers:

Nearly 500 Campaigns across all media platforms



Contribution of Campaign Elements to Driving Sales

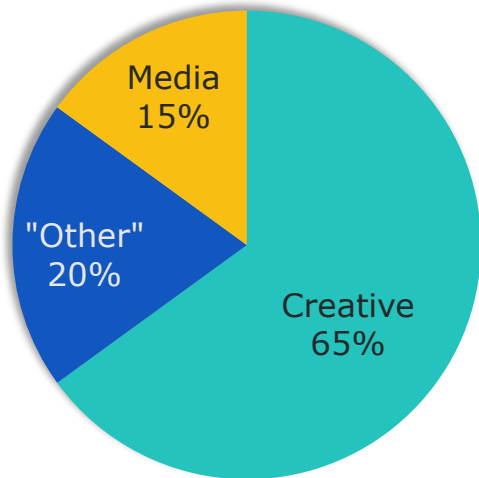


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CREATIVE vs. Media – Then & Now



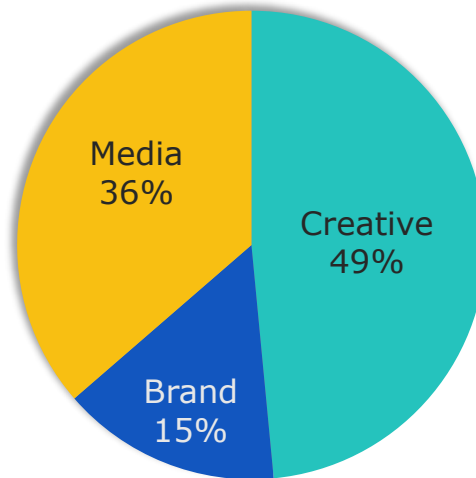
Sales Contribution



2006 *Project Apollo*

■ Creative
■ Media
■ "Other"

Sales Contribution



Now

■ Creative
■ Media
■ Brand

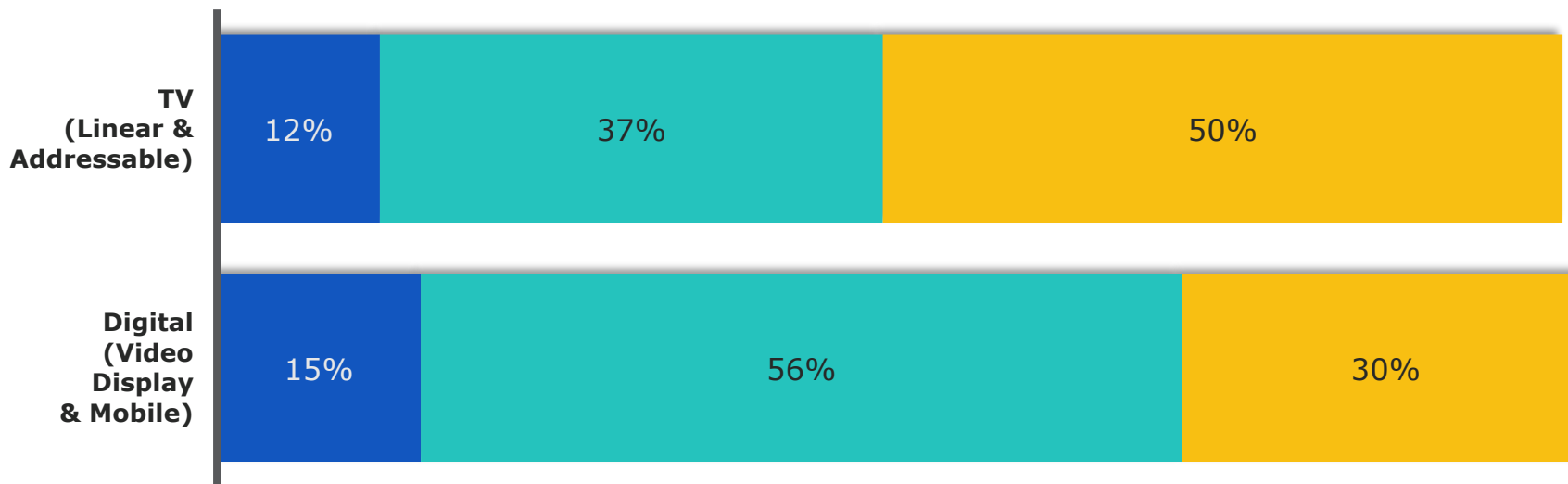
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CREATIVE: All TV vs. All Digital



Sales Contribution

■ Brand ■ Creative ■ Media



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**AUDIENCE 2017
MEASUREMENT**

THANK YOU