

# AdReaction

## Winning the attention battle

How Food and Drink brands can maximize their cross media campaign impact

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## Our Sources

“Ad Reaction” 2017

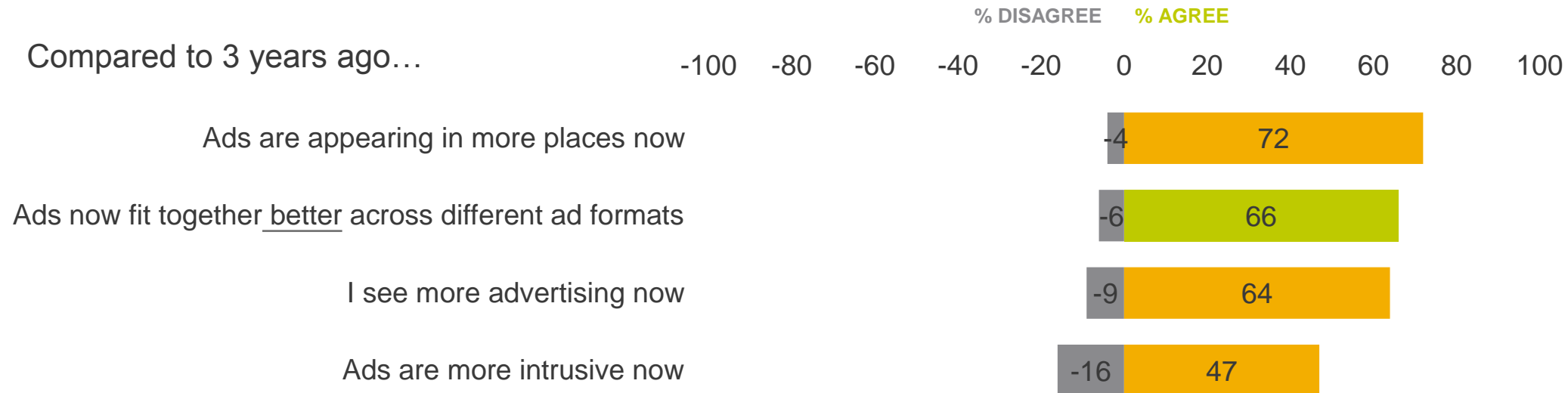
“Getting Media Right” 2017

Kantar Millward Brown **LINK** databases

Kantar Millward Brown **Cross Media** databases

## (Still) more clutter

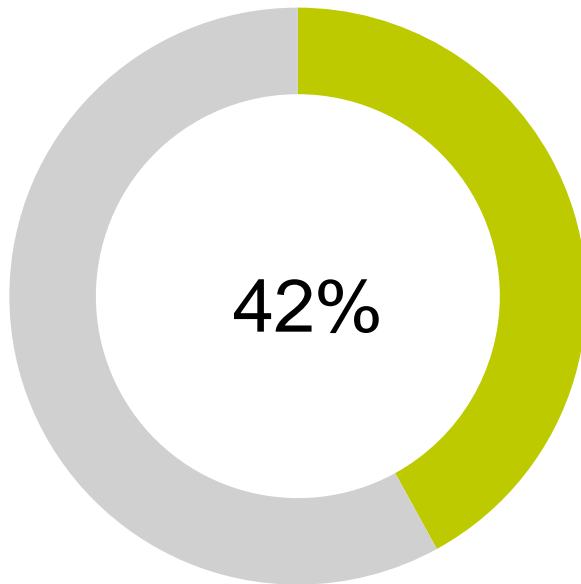
Although people perceive some improvements, fragmentation drives further advertising pressure, making it still pretty annoying for many people.



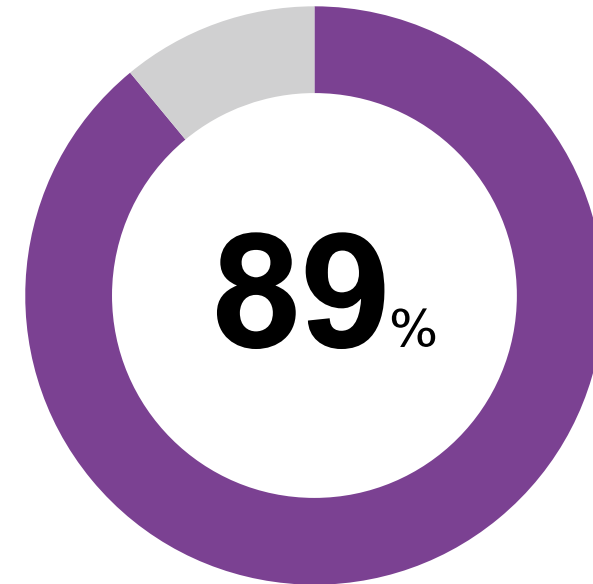
## And a long way behind how well marketers think they're doing

In the minds of consumers, campaign fit is still far behind what marketers think they are providing.

**Consumers**  
view of campaign fit



**Marketers**  
view of campaign integration



## The race against fragmentation

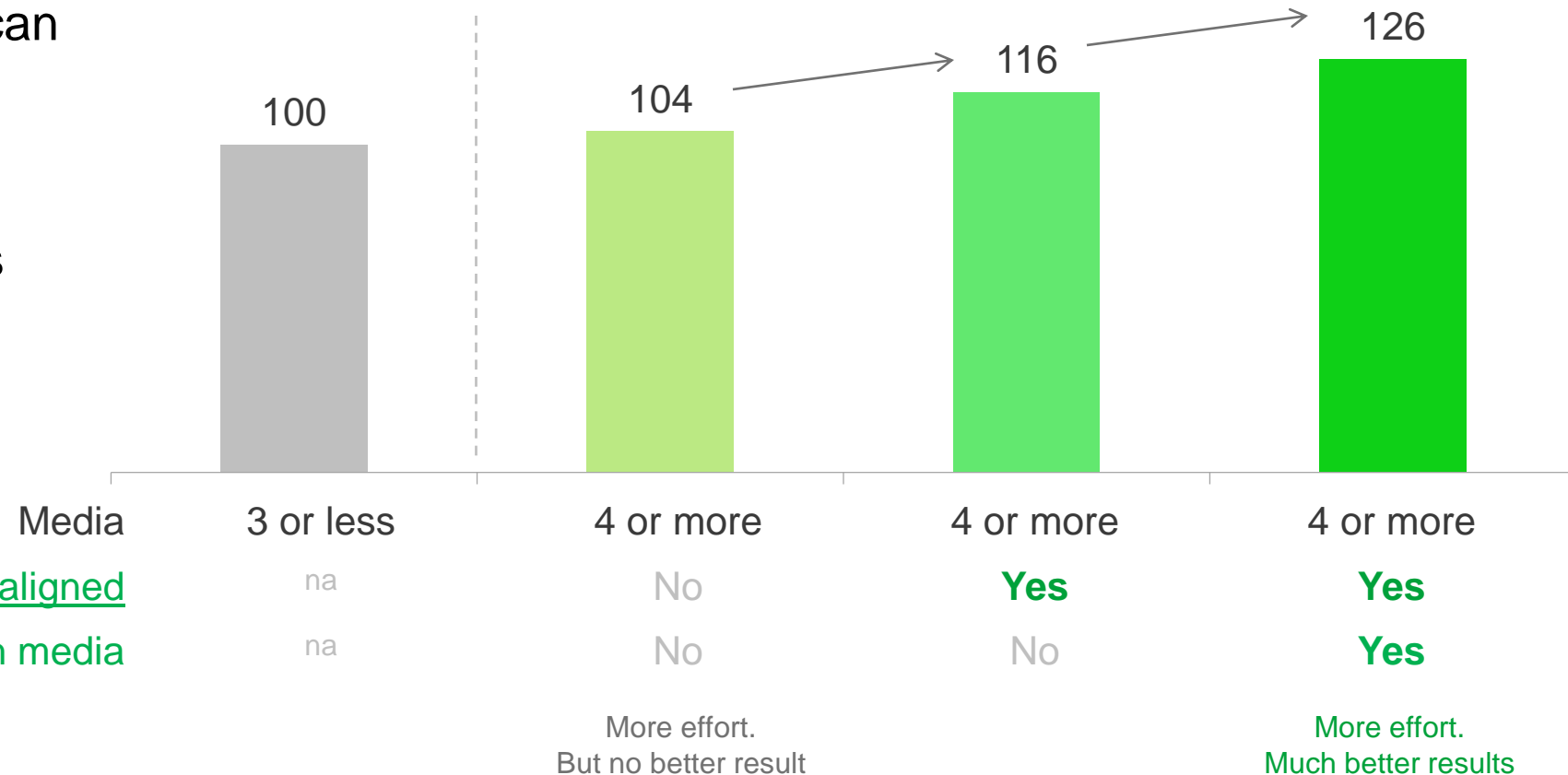
### Overall campaign contribution to sales

4 or more media indexed vs 3 or less

More media channels can  
improve campaign  
effectiveness...

But only if the channels  
**work together**

How?







# ALIGNMENT

of content



# CUSTOMISATION

for media platforms





# ALIGNMENT



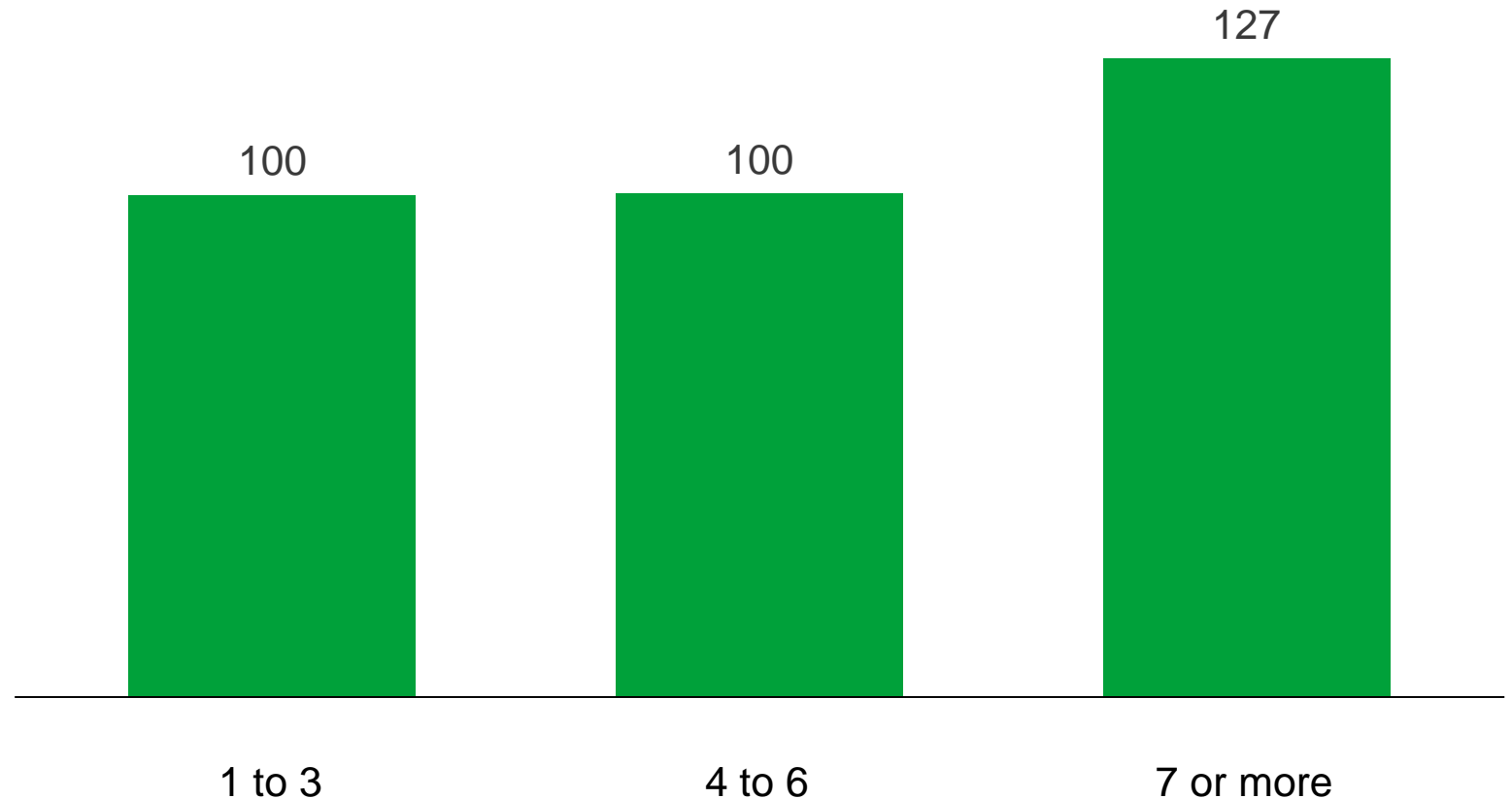
## Greater than the sum of its parts

- Alignment cues (eg. slogan, message, celebrity) help link the parts.
- Each supports the others.
- Lifting overall campaign performance.

But quite a lot of cues are necessary.

What are **HK audiences** looking for?

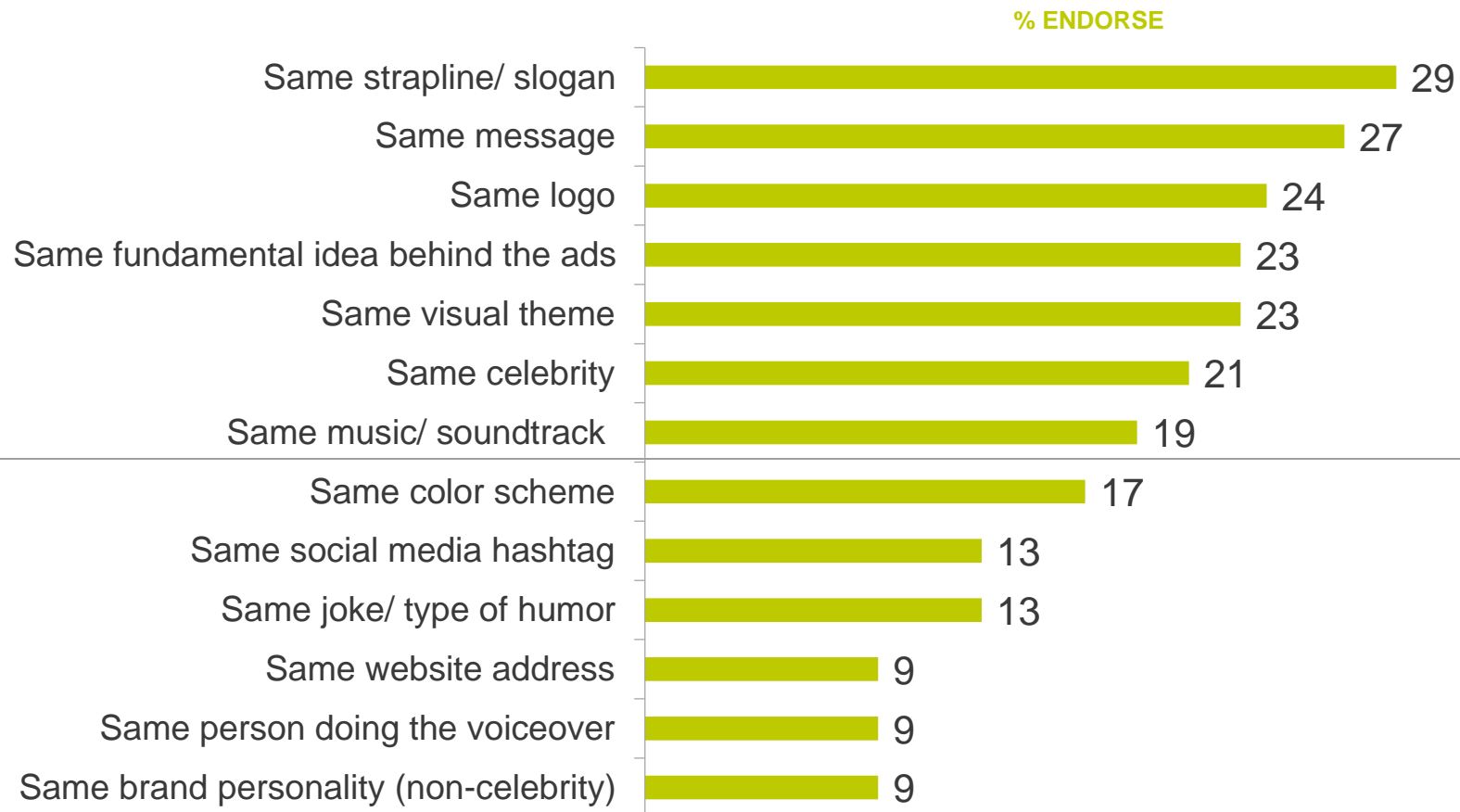
### Overall campaign contribution by number of alignment cues





## Logo, slogan and message are hygiene factors.

Content alignment efforts shouldn't end there.

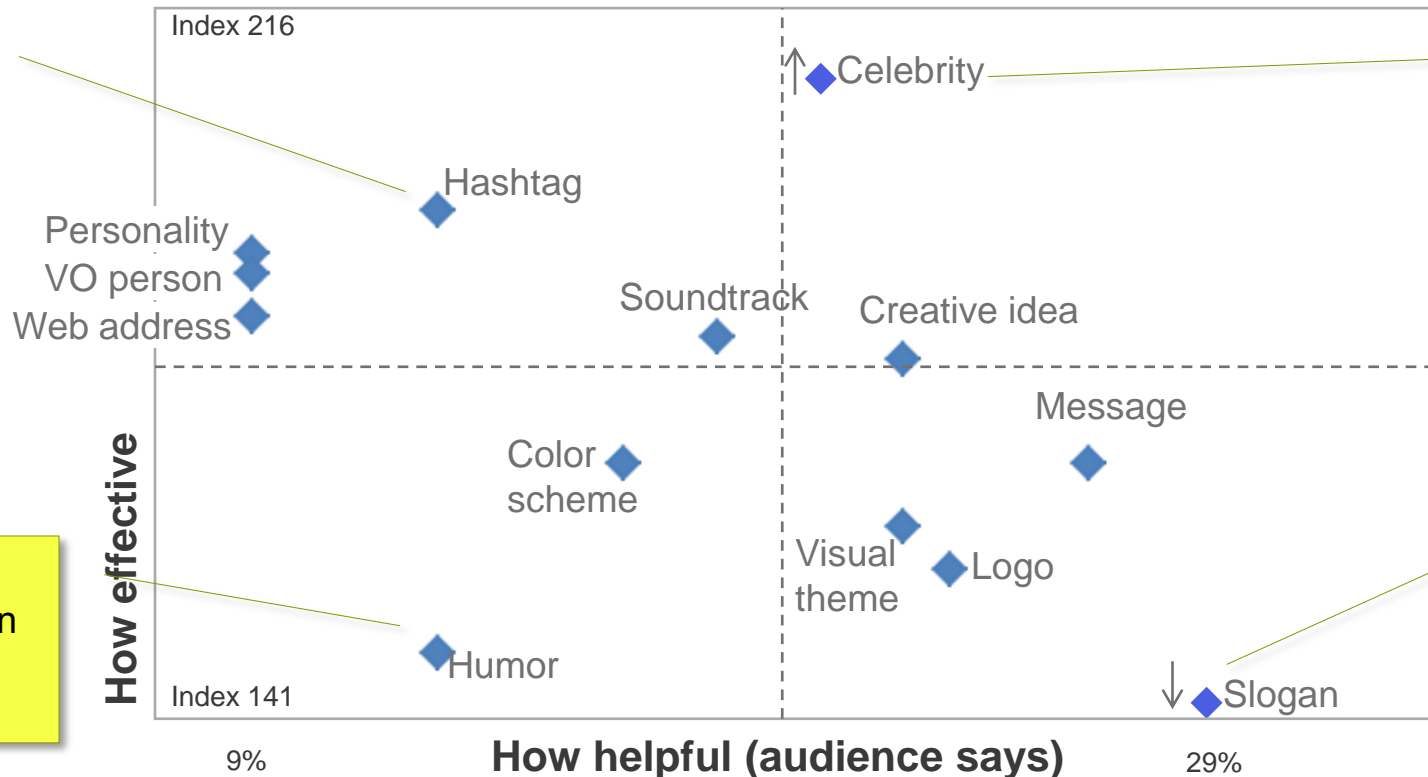


Consistent use of **PEOPLE** (characters, personalities) differentiates the best campaigns. Hygiene factors such as logo and strapline also help, but have less impact.

### Importance and effectiveness of harmonizing campaign elements

#### More potential to use

Hashtags not creatively exciting, but can bring alignment and meaningfulness



#### Don't overdo it

Humor loses its impact when seen too many times in too many places

#### People trigger emotions

Human features – people and voices – contribute strongly to campaign impact

#### Traditionally expected

But contributes less in cross-platform campaigns

## Local examples of good content alignment

“VITA Hong Kong style milk tea used a **cartoon figure** and **story theme** on social media advertising. The story also matches its **slogan** and is easy to remember.

維他奶港式奶茶，在網上社交平台以同一個卡通人物及故事主題演出。

又配合宣傳口號，易記。



30-44 Female

“Standard Chartered Credit Card. The **theme** of all ads are the same. The **celebrity** in ads is the same.

渣打信用卡嘅所有廣告都係一樣的主題，同埋都係用同一個明星。”

16-29 Male



“Alipay’s advertisement appeared on outdoor screen, on website page and in mobile message, using the **same logo** and **background color** tone.

Alipay 支付寶，在戶外大型廣告熒幕上，在網站頁面上，在手機短訊中，同樣的 Logo 及背景色調”

30-44 Male





## Bo Lai

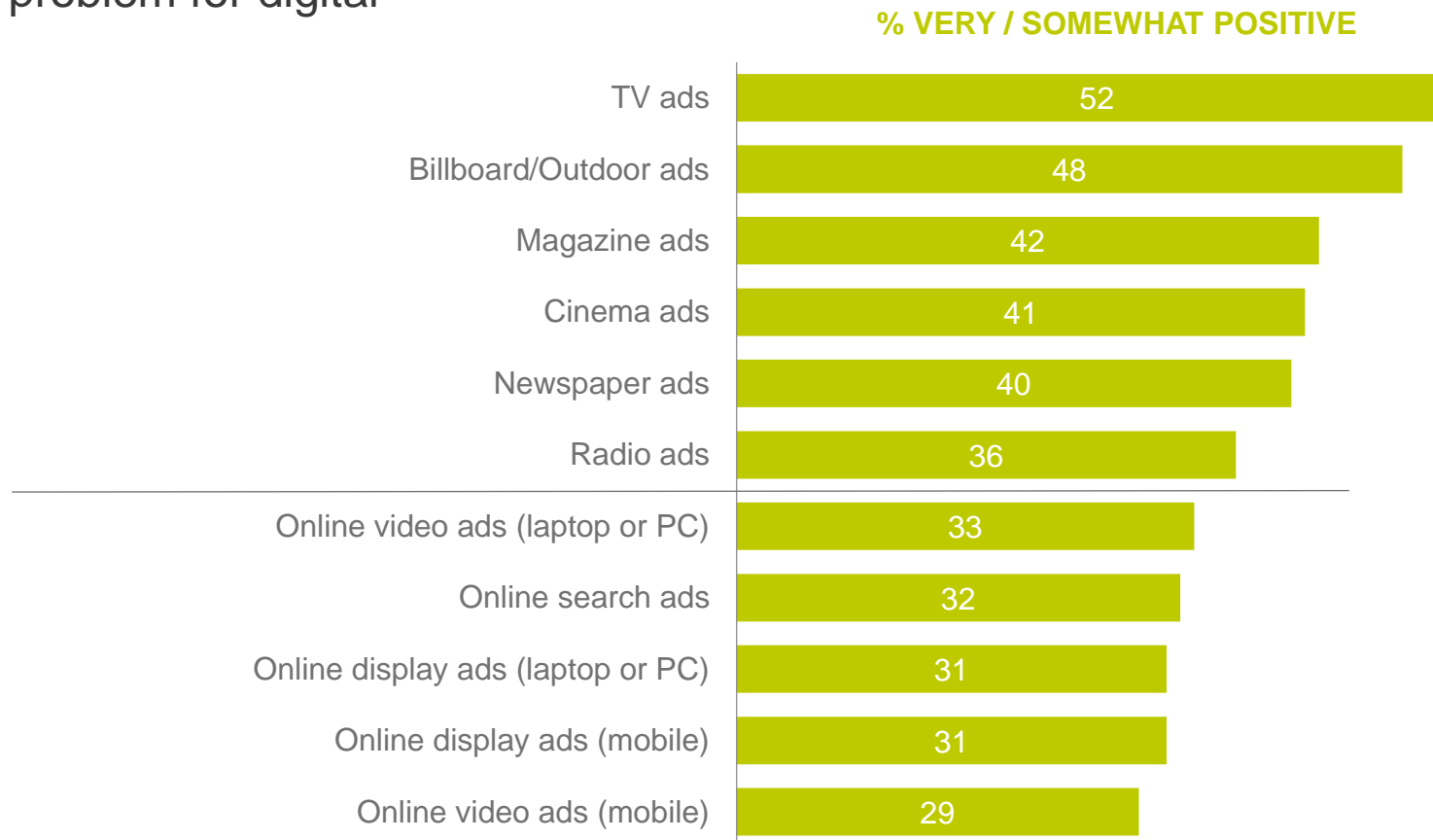




# CUSTOMISATION

## Resistance to digital still strong

Efforts to align content across platforms may still be hindered because of resistance to the medium itself – really a problem for digital

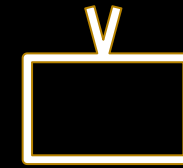


HKers – even more than most audiences elsewhere – are **least receptive** to brand content when it's offered to them in **digital** media.





## RECEPTIVITY



40% vs. 15%

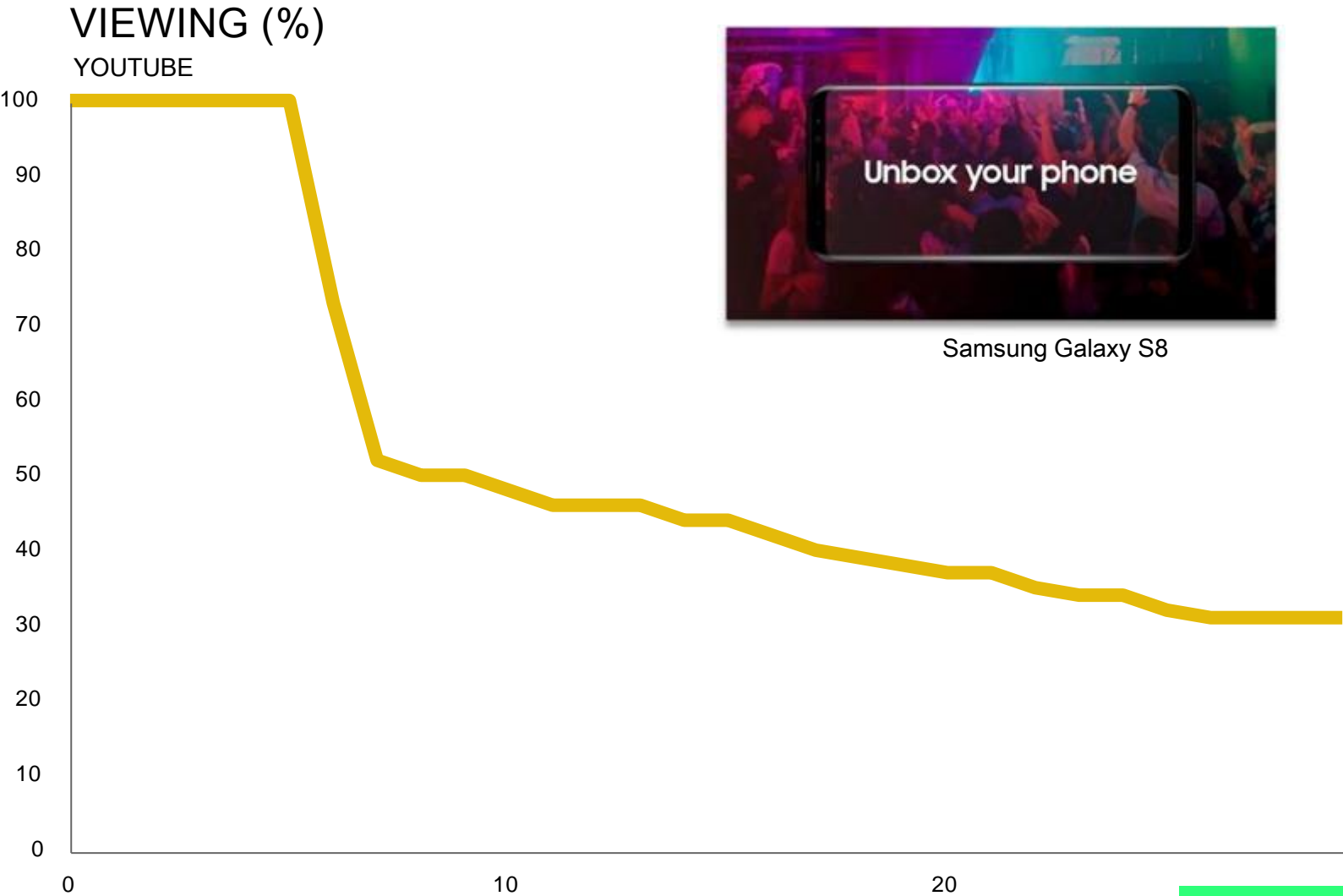
1 in 2



# Avoidance in Action

Samsung & Watsons – tested in HK using **Link Now** (Behavioral & Diagnostic analysis)





Samsung Galaxy S8

AVG. SKIP TIME **6.7\*** sec

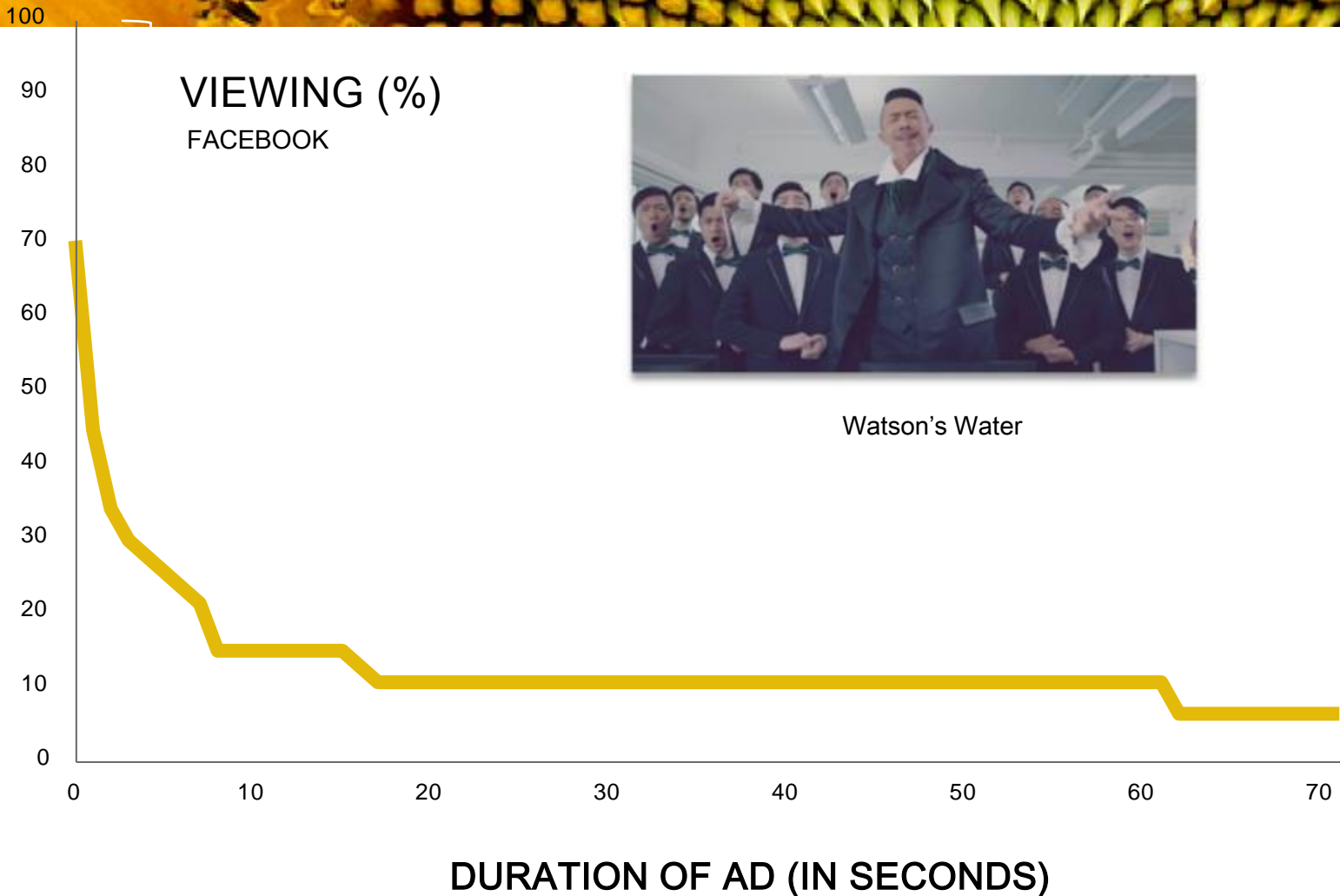
% WATCH WHOLE AD **31%**  
NORM: 30%

STOP & LOOK

ENJOYMENT

BRANDING





AVG. SKIP TIME **3.3** sec

% WATCH WHOLE AD **6%**

STOP & LOOK

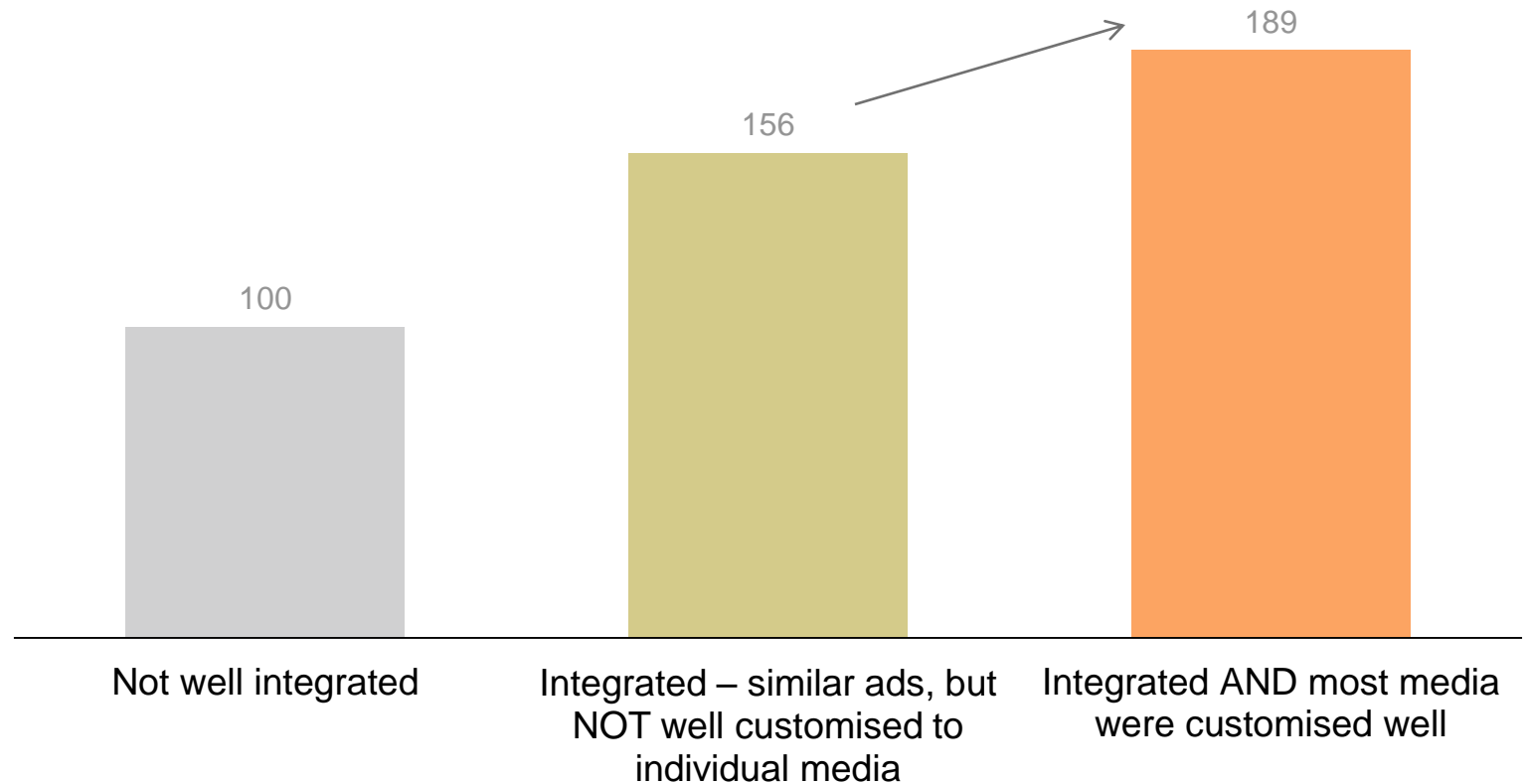
ENJOYMENT

BRANDING

The benefit of content alignment and media customization is especially strong in APAC.

Where should brands focus their customization efforts?

Overall campaign contribution by campaign type (APAC)

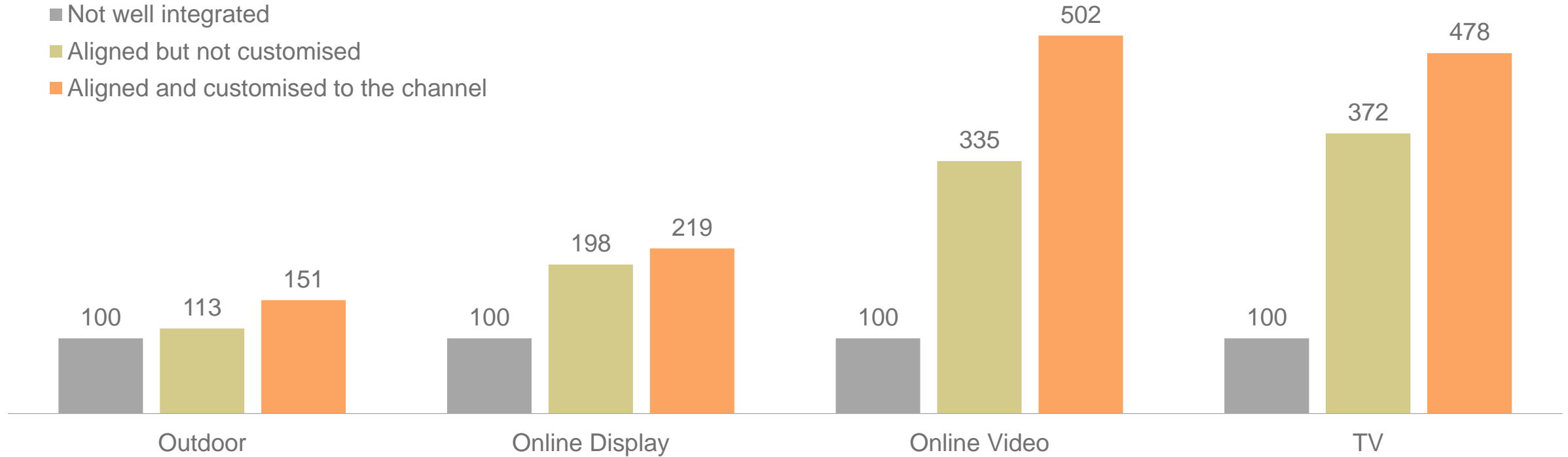


## The best potential leverage is with video

Whether offline or online, ROI from the video leg of a campaign will improve the most through alignment AND customisation.

### Channel level contribution by campaign type

- Not well integrated
- Aligned but not customised
- Aligned and customised to the channel





## Local examples of strong customisation

*"Park & Dine invited Yin Guang to rap the new app out. It's very interesting and catches the recent hot trend of rap and freestyle.*

*Park & Dine 邀請尹光以說唱方式推廣這app, 十分有趣, 剛好配合近期rap, freestyle 等熱話。*

Female, 45-64



*"Head & Shoulder TVC had a well-known film theme to recreated an advertisement. The song used in the advertisement was also a derivate work, which is very impressive..*

*Head & Shoulder. 毛記電視以大多數人認識既電影為主題題, 二次創作此廣告, 亦在廣告中加入二次創作歌曲, 令人印象深刻。*

30-44 Female



*"McDonald's, very practical in terms of daily life and creative, also humorous.*

*McDonald's 嘅廣告講嘢都係日常生活, 同埋個個廣告都好幽默*

30-44 Male



## BRINGING IT TOGETHER

### Budweiser (China)

Integrated across platforms:

- Colour
- Visual style
- Branding / logo
- Sound track
- Tagline 'next generation'
- Celebrity

AND each leg interesting in itself.

*"The red bracelet drives the girl to find the red bottle of Budweiser"....*



Merely having more channels  
is **NOT** much better than fewer

Over **25%** better campaign impact  
if you **ALIGN** content and **CUSTOMIZE** for media.

Audiences need a lot of help.  
Expect to need **SEVEN** or more alignment cues.

Investing in getting your **VIDEO** content right will  
yield the best impact for the campaign as a whole.