



Re:think

March
17-20
2013

UNPARALLELED KNOWLEDGE • UNPARALLELED NETWORKING



#rethink13

Presented by
ADVERTISING RESEARCH FOUNDATION

ARF **Re:think** 2013
UNPARALLELED KNOWLEDGE • UNPARALLELED NETWORKING

March 17–20, 2013
Marriott Marquis • New York City

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ARF **ADVERTISING
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Key Issue Forum

Critical Media Issues

Moderator: Artie Bulgrin



Senior Vice President,
Research & Analytics,
ESPN



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Media Empowerment:

How Cultural Currency Counter-Balances the Long Tail



Sree Nagarajan

CEO/Founder

Colligent



Stacey Lynn Schulman

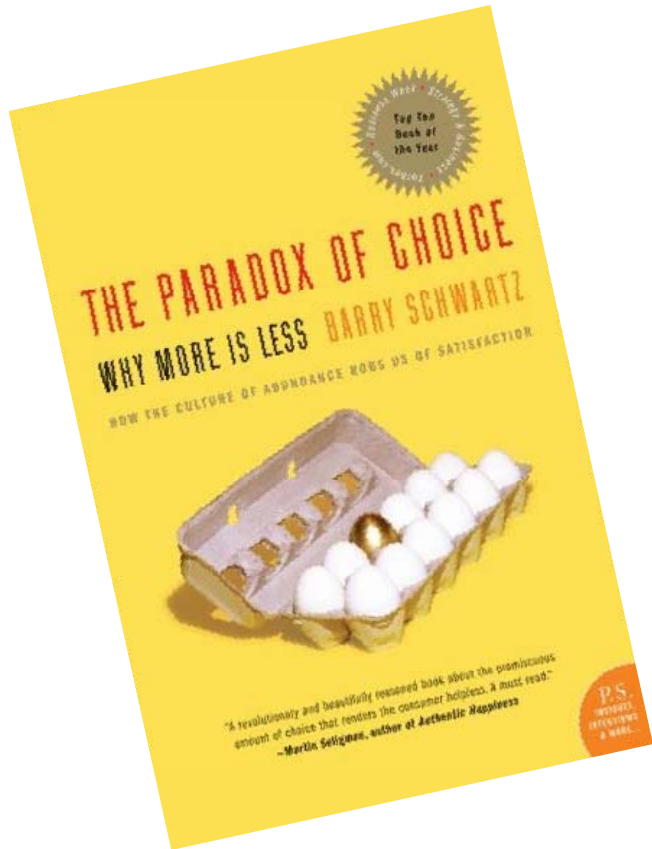
Chief Research Officer

TVB

The Case for Cultural Currency

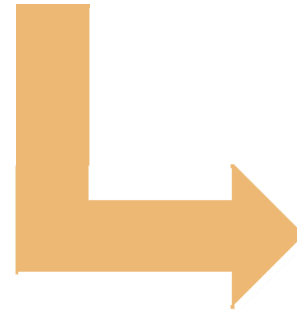


Abundance ≠ Satisfaction



130+

Channels Receivable

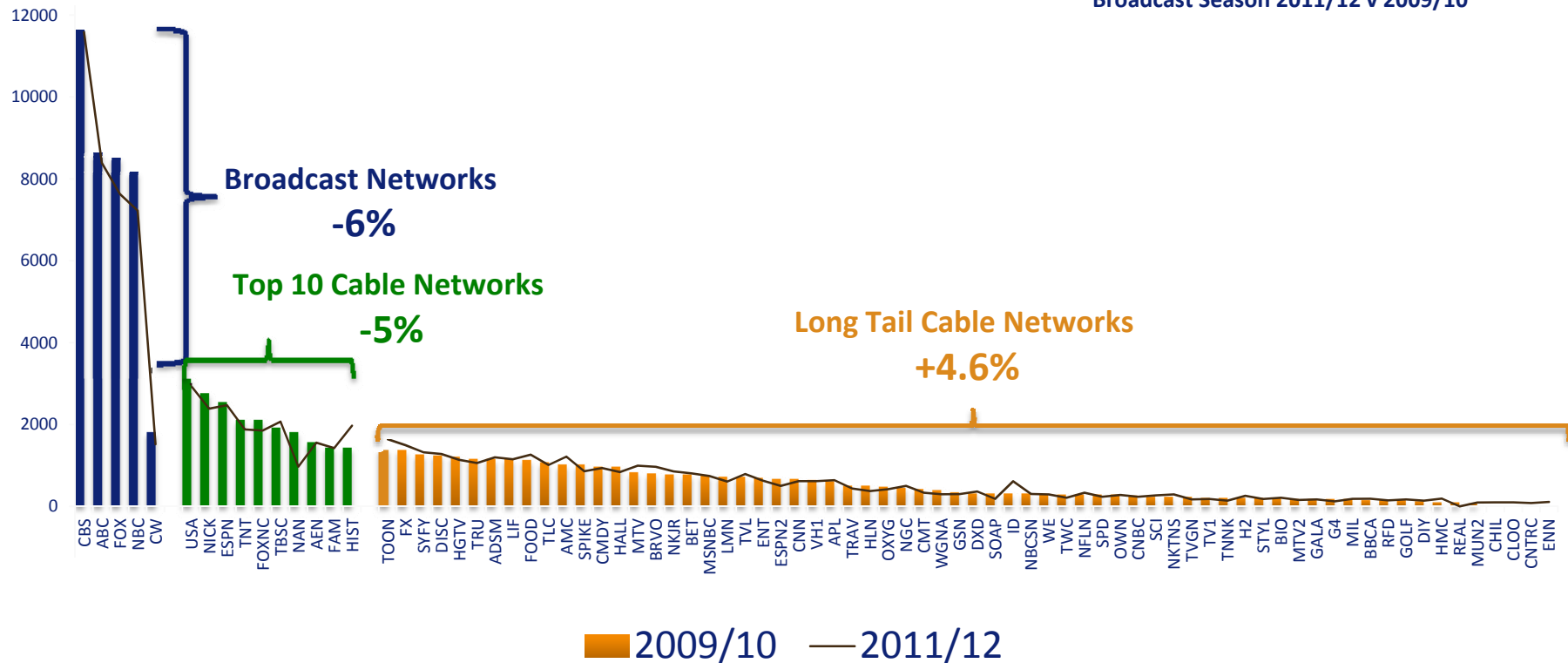


18

Channels Tuned

The Long Tail of Television

Persons 2+, Live+7 Impressions
Broadcast Season 2011/12 v 2009/10



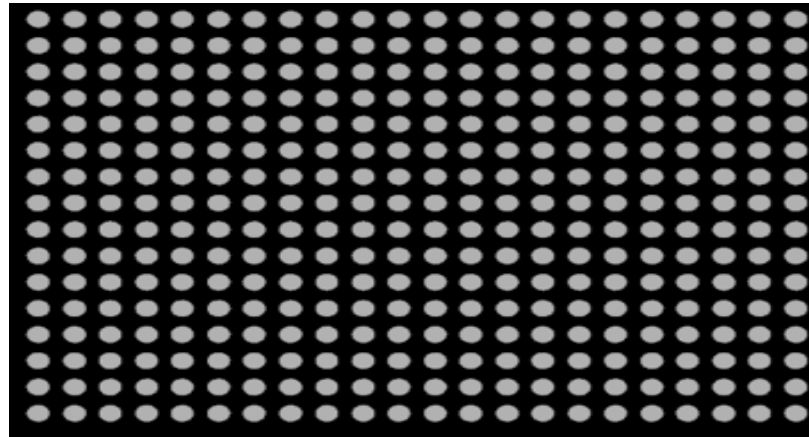
Source: Nielsen Media Research, P2+ ImpressionsLive+7.

The New Media Imperative

Bridging the Gap Between Mass Reach and Communities of Personal Relevance

Mass Reach

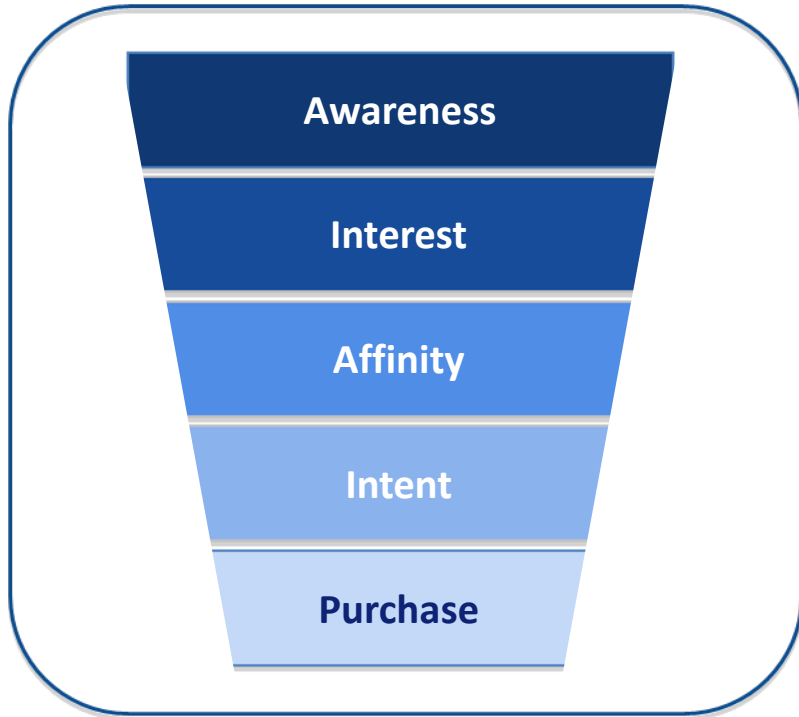
Communities of Personal Relevance



Winning With the Re-Aggregation of Meaningful 'Somes'

Re:thinking Media Impact on the Consumer Funnel


Broad Media



Broad Media + Social Media

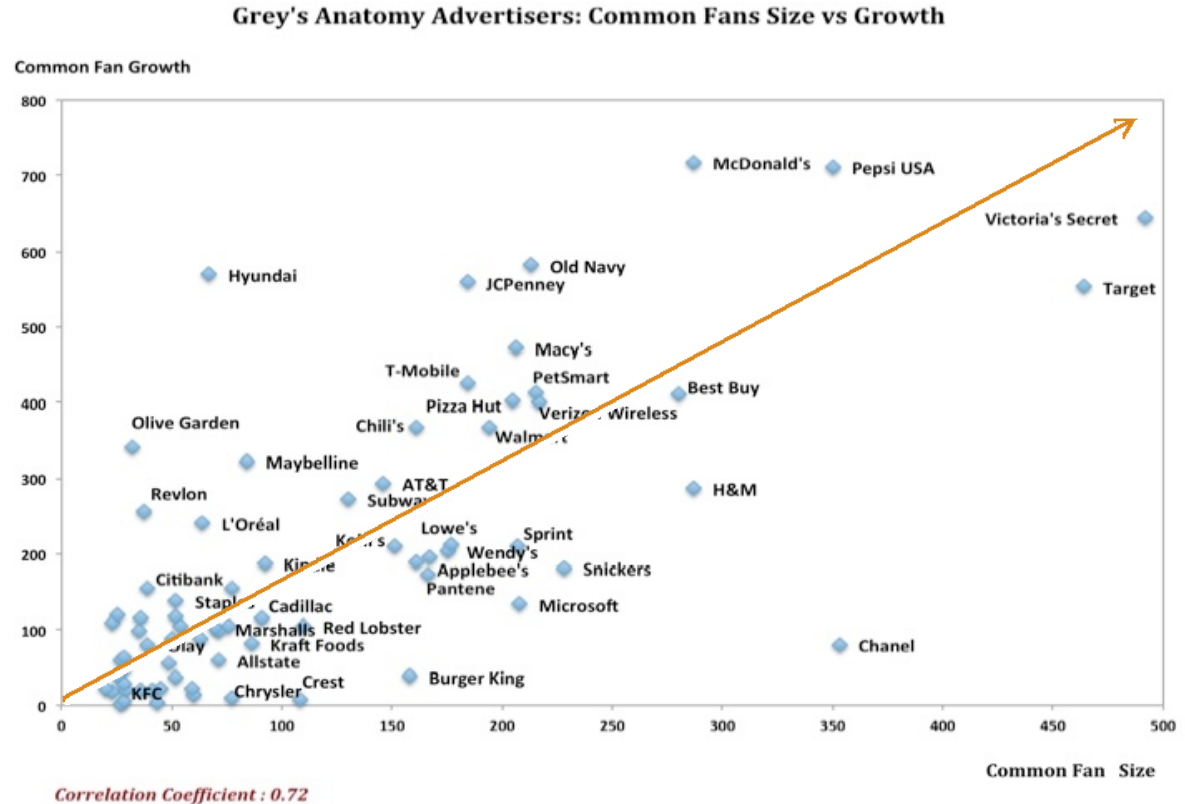


Colligent's Mutual Engagement Quotient (MeQ™)

Rank	Show	Network	Genre	Relevance ▼ (MeQ™)	Reach (% Fans)	Reciprocal Reach
6	Today	NBC	Talk Show	99.56	6.18%	4.43%
7	MTV News	MTV	News/Documenta	99.49	4.93%	6.45%
9	American Idol	FOX	Reality - Competi	99.34	5.59%	5.40%
12	The X Factor (US)	FOX	Reality - Competi	99.12	4.65%	6.94%
6,230 common fans of The X Factor (US) and Pepsi USA					4.34%	4.70%
<p>Reach 4.65% of Pepsi USA fans who like any TV show are also fans of The X Factor (US)</p>  <p>Reciprocal Reach 6.94% of The X Factor (US) fans who like any Brands are also fans of Pepsi USA</p>					4.13%	4.64%
Pepsi USA is ranked 5 out of 3,274 among The X Factor (US) fans					5.55%	2.87%
					3.48%	4.82%
					3.09%	7.06%
					4.81%	3.02%

Social Media Affinity Measurement for Brands

- ◆ Relevance
- ◆ Size Matters



Popular vs. Relevant: An Example

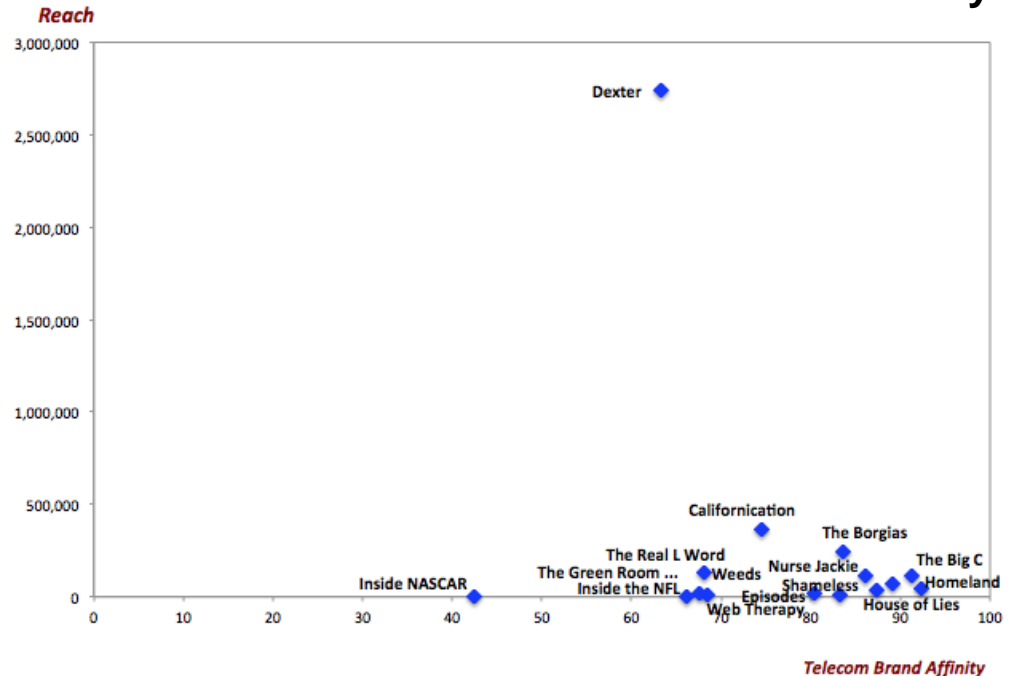
Targeting relevant show keywords for advertising produces better results

TV service provider promoting “3-month free Showtime” offer using Google ads

Showtime Shows:
Search Volume vs. Social Affinity

Targeting the *popular* show, Dexter, didn't convert well

Targeting a collection of *relevant* shows resulted in 30% higher sales



Objectives

- ◆ Define and demonstrate **Cultural Currency** through mapping the intersection of engaged online social media behaviors and television audiences
- ◆ Segment the **Cultural Currency** map to identify sectors of greatest impact
- ◆ Explore the impact of **Cultural Currency** on the success of various advertising investments

The Marriage of Audience Size and Behavior

Methodology

Audience Size

- ◆ **Nielsen Media Research**
 - 4400 Primetime Programs
 - Persons 12+ Impressions
 - Live+ 7
 - English-Language
 - No Sports
 - Jan – Dec 2012

Behavior

- ◆ **Colligent**
 - 174 million Facebook & Twitter users*
 - Persons 13+
 - Social Media Program Share
 - Television, Newspaper, Radio fans nationally and at DMA level

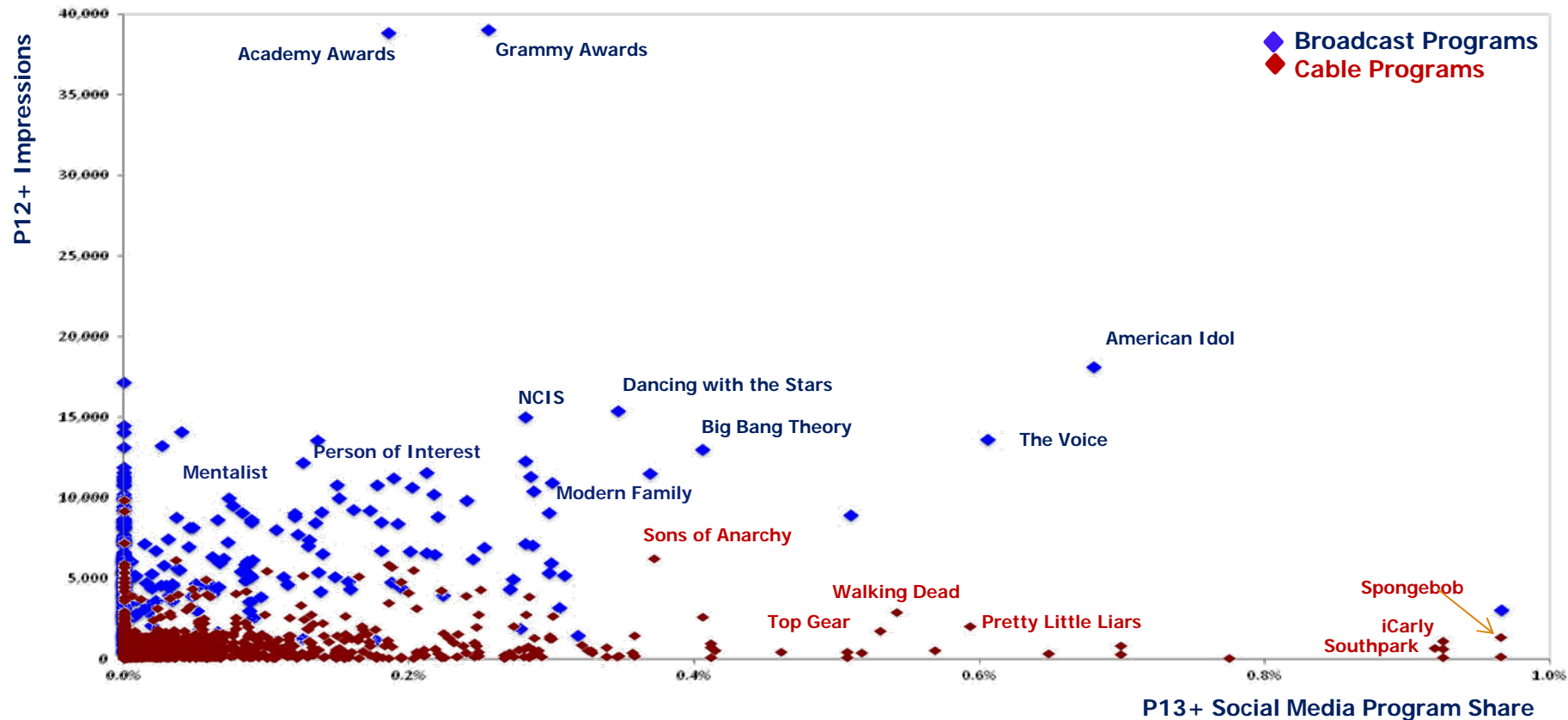
Social Media Behaviors

	<p><u>Commentors</u> Fans who have commented once on the brand's Facebook page in the past year.</p>
	<p><u>Content Likers</u> Fans who have liked some content on the brand's Facebook page in the past year.</p>
	<p><u>Photo-Video Posters</u> Fans who have posted Videos/Photos on the brand's Facebook page in the past year.</p>
	<p><u>Frequent Commentors</u> Fans who have commented more than once on the brand's Facebook page in the past year.</p>
	<p><u>Frequent Content Likers</u> Fans who have liked multiple pieces of content on the brand's Facebook page in the past year.</p>

	<p><u>Talkers</u> Users mentioning "brand's name" or "brand's handle" in the tweet in the past year.</p>
	<p><u>Hashers</u> Users making hash tag mentions of the brand in the past year.</p>
	<p><u>Repliers</u> Users replying to the brand's tweets in the past year.</p>
	<p><u>Retweeters</u> Users retweeting the brand's tweets in the past year.</p>

Cultural Currency

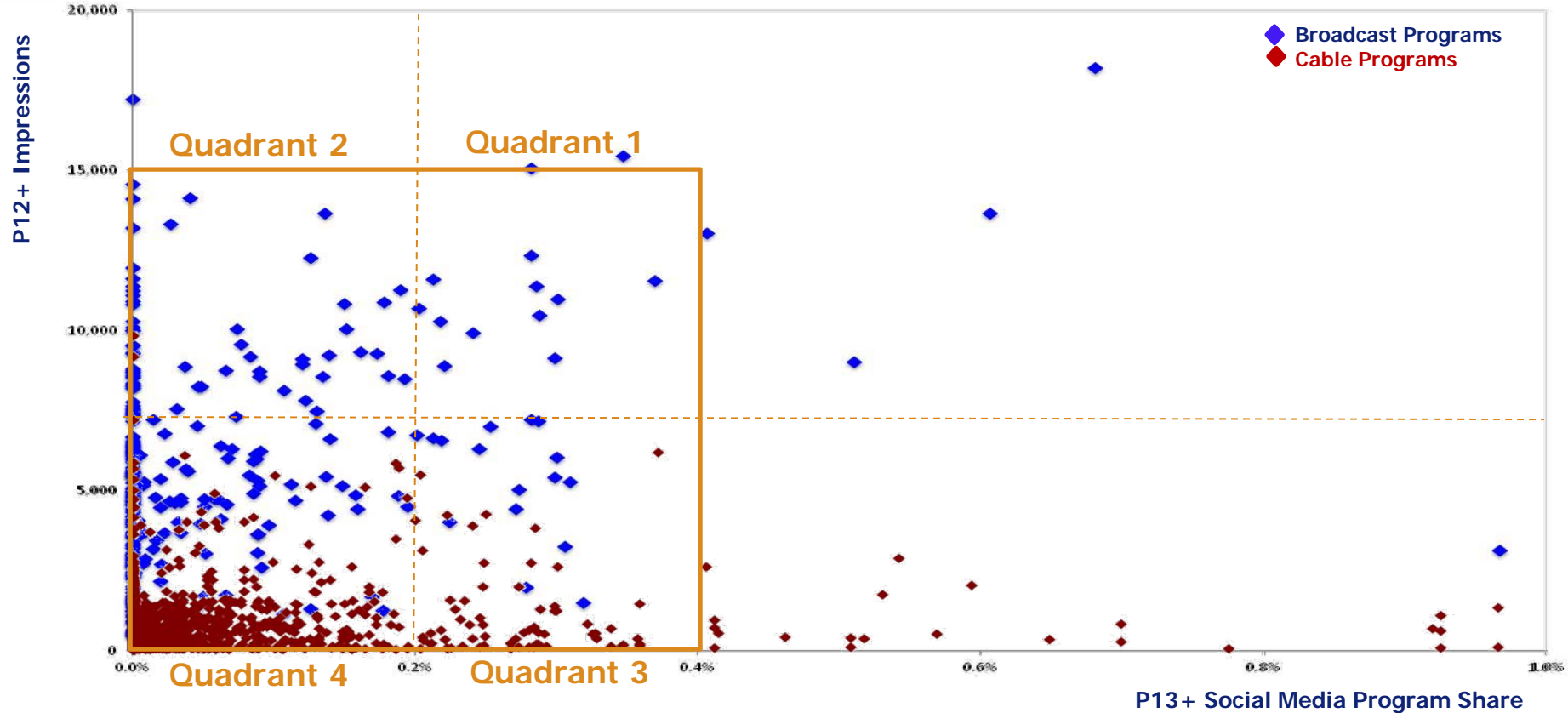
Primetime Television Entertainment Programming



Source: TVB/Colligent Cultural Currency Study. Nielsen Media Research P12+ Live+7 Day Weighted program Impressions. Colligent P13+ Cultural Currency Reach %.

Cultural Currency

Mapping the Quadrants



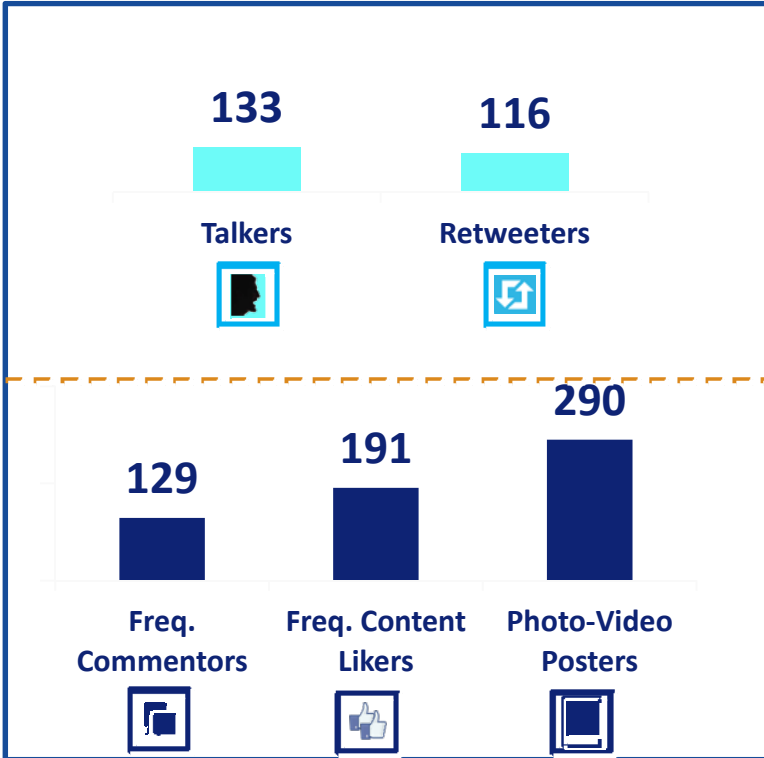
Source: TVB/Colligent Cultural Currency Study. Nielsen Media Research P12+ Live+7 Day Weighted program Impressions. Colligent P13+ Cultural Currency Reach %.

Cultural Currency Quadrants

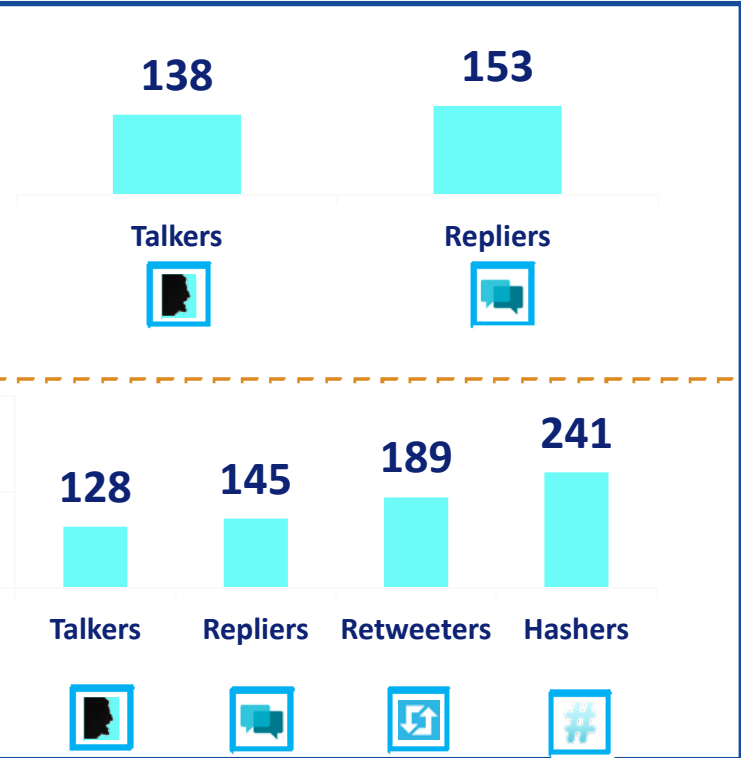
Social Media Behaviors

% Engagement Indexed to Average Across All Media Types
By Quadrant

QUADRANT 2



QUADRANT 1



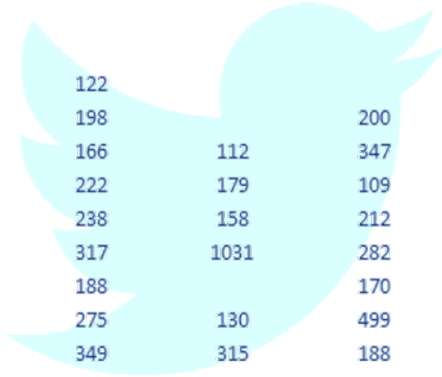
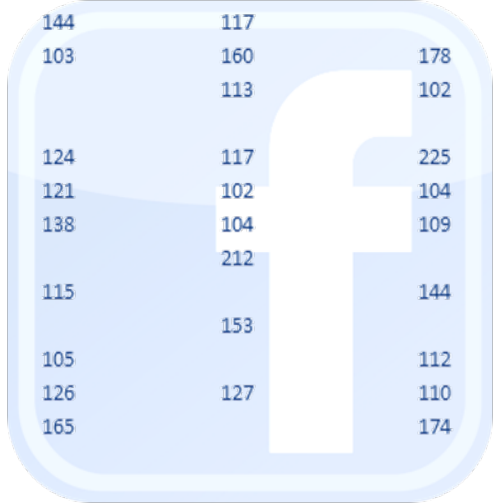
QUADRANT 4

QUADRANT 3

Social Media Behaviors and TV Genres

% Engagement Indexed to Average Across All Media Types

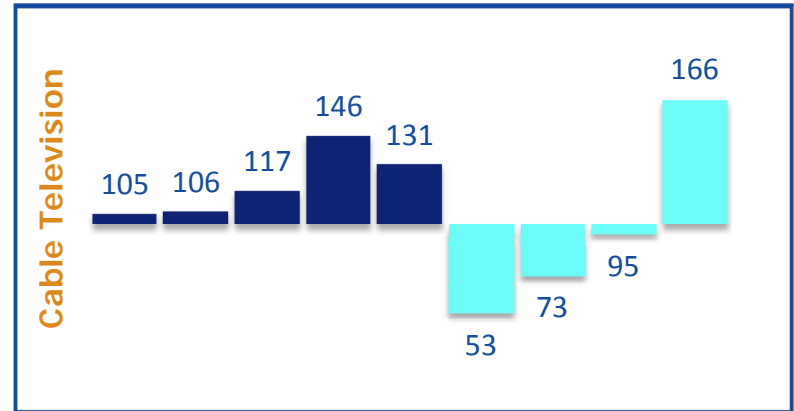
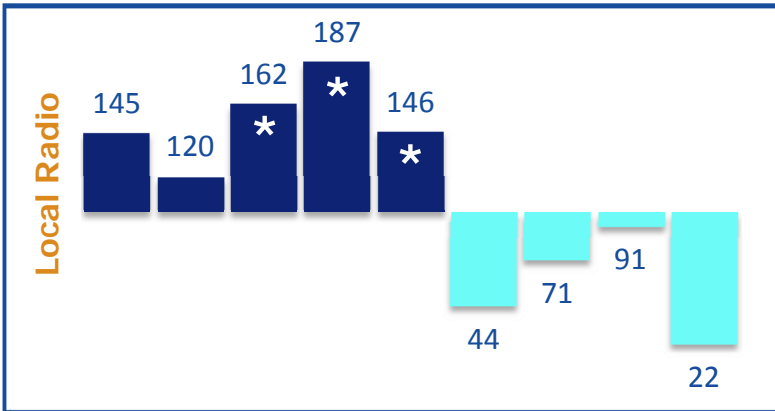
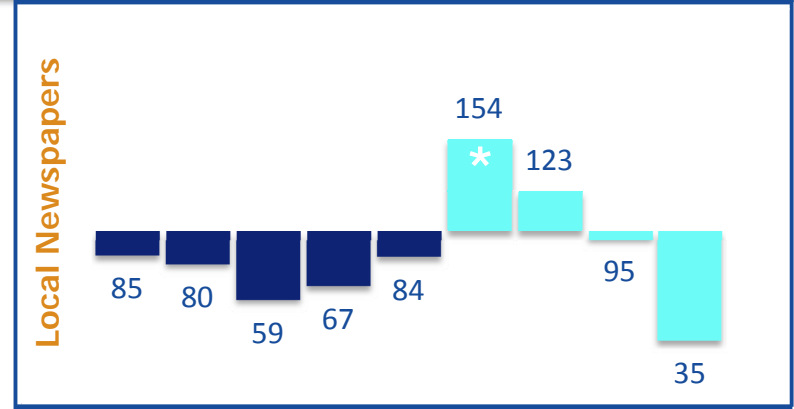
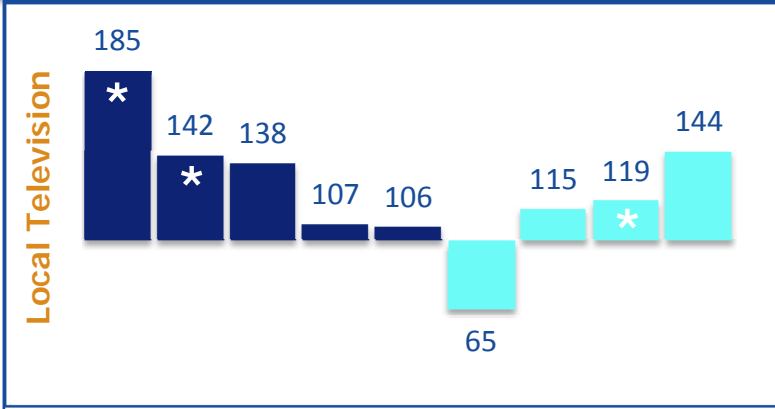
Genre	Content		Frequent		Photo-Video		Hashers	Repliers	Retweeters
	Commenters	Likers	Commenters	Content Likers	Posters	Talkers			
Action Suspense		126	114	165	515				
Animation	100	144	117						
Children & Teen	107	103	160	178	139				
Documentary	119		113	102					
Game Show	125								
Music	143	124	117	225	221				
Reality		121	102	104					
Reality - Adventure	112	138	104	109	185				
Reality - Food & Cooking			212		205				
Reality - Home & Garden	118	115		144	142				
Science Fiction	123		153						
Sports	156	105		112	136				
Travel		126	127	110					
Thriller		165		174					
Horror	138								
Comedy						122			
Drama						198		200	
News/Documentary						166	112	347	297
Reality - Competition						222	179	109	132
Talk Show						238	158	212	228
Western						317	1031	282	579
						188		170	155
						275	130	499	408
						349	315	188	225
All Genres	100	100	100	100	100	100	100	100	100



Optimizing Social Media Behaviors

Local Media Types

% Engagement Indexed to Average Across All Media Types
* Highest index of all media types



Cultural Currency and Advertising Impact

Methodology

Advertiser Data

- ◆ **540 Distinct Program/Advertiser Records**
 - Kantar Media, Jan – Nov 2012
 - All Television Spending at Product Level by Program
- ◆ **Distinct Cultural Currency Quadrants**
 - Brands must have spent >70% of all TV dollars in a single quadrant
 - Programs can only appear on a single network

Social Media Metrics

- ◆ **Affinity Growth %**
 - The change in the percentage of program fans who also engaged with the specific brand across the advertiser flight period
- ◆ **Affinity Growth (# Engaged Fans)**
 - The change in the actual number of program fans who also engaged with the specific brand across the advertiser flight period
- ◆ **Median v. Average Metrics**

Cultural Currency and Advertising Impact

Caveats – Variables Not Controlled

- ◆ Concurrent advertising activity in broadcast syndication
- ◆ Advertising activity outside of television
- ◆ Impact of commercial wear-out on brand affinity in low-rated, high frequency media environments
- ◆ Changes in program affinity irrespective of brand activity
- ◆ Sentiment of social media content

Brand Affinity Growth by Cultural Currency Quadrant

Median Performance

Quadrant	Ad Spend (Brand per Program)	Brand Affinity Growth (%)	Brand Affinity Growth (# Engaged Fans)
Quadrant 1	\$ 603,200	8.1	471,952
Quadrant 2	\$ 116,000	4.9	61,140
Quadrant 3	\$ 10,600	4.5	69,487
Quadrant 4	\$ 5,000	1.8	31,566
Correlation Coefficient: Ad Spend to Affinity Growth		0.89	0.99

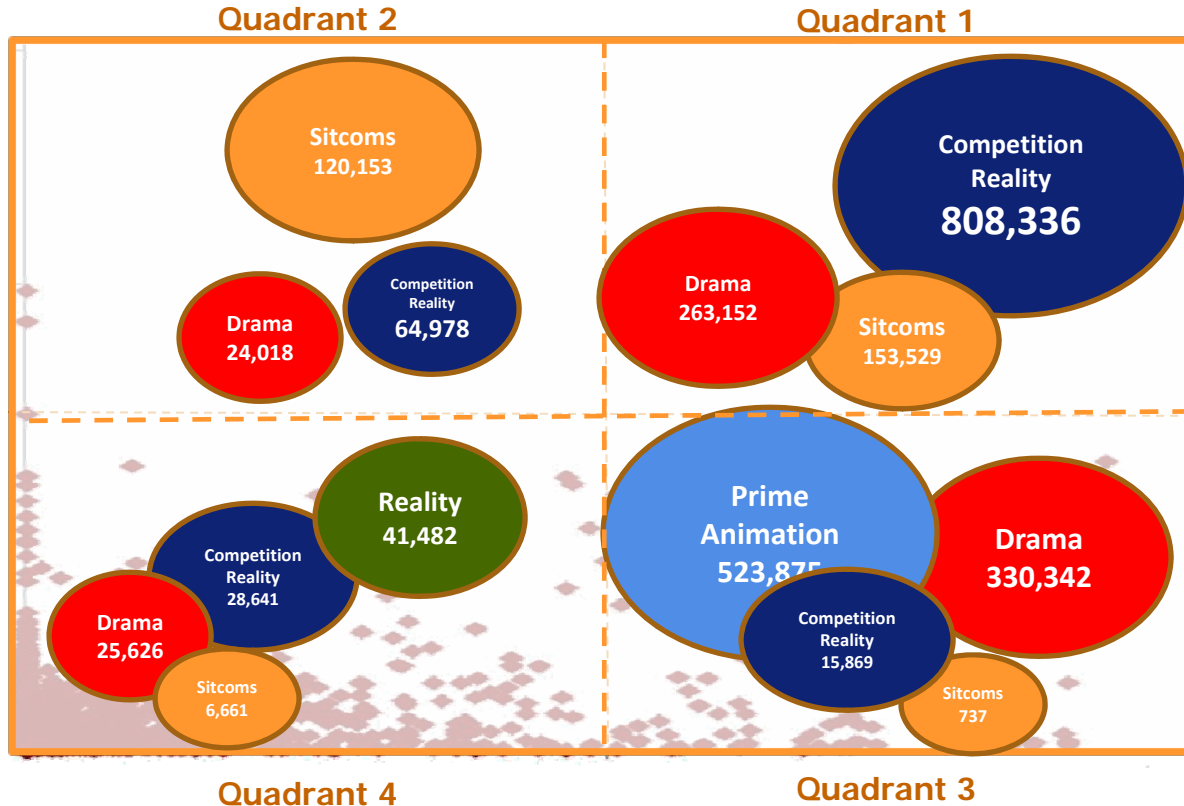
540

Distinct
Program/
Advertiser
Records

January – November
2012

Building Brand Fans

Median Brand Affinity Growth (# Engaged Fans) by Genre within Quadrant



Industry Verticals

Impact by Cultural Currency Quadrant

Category	Fan Growth Quad 1	Quad 1 vs Quad 2	Quad 1 vs Quad 3	Quad 1 vs Quad 4
Apparel	947,451		6X	23X
Automotive	242,659	11X	13X	20X
Beverages	2,374,177		27X	57X
Food	837,208	27X	12X	42X
Organizations	1,183,627	229X	3X	21X
Restaurant	9,474,189		132X	192X
Retail	209,597		3X	10X
Technology	605,142	46X	9X	23X
Travel Services	270,929	2X	3X	4X
Websites	171,658	14X	3X	7X

358

**Distinct
Program/
Advertiser
Records**

January – November
2012

Dual Carriage



+29% Brand Affinity
% Growth Advantage

Broadcast -59 Brands/Show - 4.8%

Cable - 44 Brands/Show - 3.7%

Conclusions

◆ **There is Still Magic in Mass**

“Targeted” doesn’t have to mean “niche”. Marketers can identify highly engaged prospects in broad media vehicles that not only deliver brand fans, but have the power to grow them exponentially.

◆ **Insight Beyond the “Like”**

Understanding the behaviors that are most prevalent with various brands, media types, television genres and individual programs provides a roadmap for media owners and brand managers seeking to build highly resonant social media experiences for users around their core strengths.

◆ **Beware Cost Efficiencies at the Expense of Brand Amplification**

Accounting for Cultural Currency in media evaluation counter-balances the perceived financial efficiencies across the long tail of television content.

On the Horizon

◆ **Connecting Brand Affinity and Sales**

TVB and Colligent are seeking advertiser partners to explore the relationship between Cultural Currency and Sales Results

◆ **Cultural Currency - Offline**

TVB is digging deeper into *offline* Cultural Currency and Local Media with Keller Fay in a new study of *The American Conversation*

... **Stay Tuned**



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