

Re-evaluating media

The Belgian edition

What the evidence reveals
about the true worth of
media for brand advertisers

Wout Dockx
Secretary General
VIA Belgium

In collaboration with:

echo

ebiquity



Association
of AV Media



Video



Audio





NEWSPAPERS ARE DEAD
MAGAZINES ARE DEAD
RADIO IS DEAD
TV IS DEAD

.....

“if we take all the research on all media that was done over the last decade can we produce “the true worth of media” on the attributes that matter for marketers?”

VERSUS the perceptions that exist in the market today

Approach

1. Identify what advertisers value most from media
What are the most important attributes we look for in media?
2. Understand current perceptions of...
How does each medium perform on each attribute?
3. ...and analyse true strengths of individual media
Does the evidence support our perceptions?

The approach

media types x attributes

What the evidence says

EVIDENCE

Secondary research
140+ Existing surveys

ebiquity

What advertisers and agencies say

PERCEPTION

Primary research
104 interviews

echo 

The goal



*Evaluate the qualities
required from an
advertising medium
to deliver a campaign that
grows the business in the
long term*



*Evaluate the qualities
required from an
advertising medium
to deliver a campaign that
builds the brand in the
long term*

Ten media types evaluated



Cinema

Direct mail – direct mail ~~and door drops~~

Newspapers - print

Magazines - print

Out of home – all formats

Radio – broadcast

TV – all formats excluding broadcaster VOD

Online display – non-video display and banner ads

Online video – all video formats including YouTube and broadcaster VOD

Social media – paid advertising on facebook, twitter, instagram etc

Nine attributes rated



Attributes
Targets the right people in the right place at the right time
Delivers a better campaign ROI
Triggers a positive emotional response
Increases brand consideration
Maximises campaign reach
Gets your ads noticed
Low cost audience delivery
Is brandsafe and transparent
Generates short-term sales response

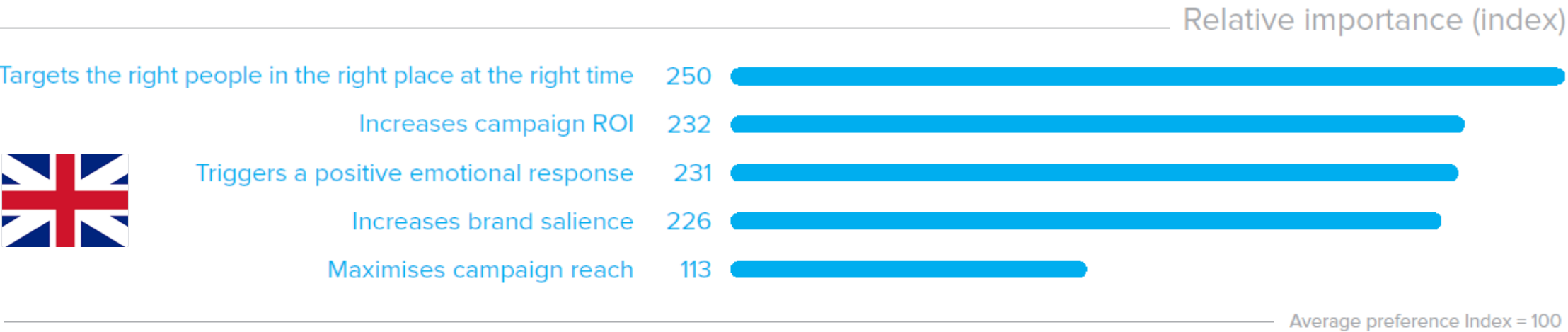
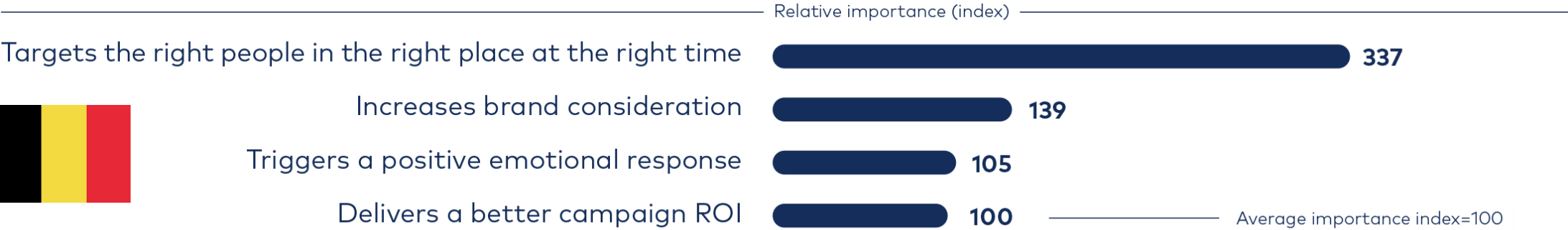


Attributes
Targets the right people in the right place at the right time
Delivers a better campaign ROI
Triggers a positive emotional response
Increases brand salience
Maximises campaign reach
Gets your ads noticed
Low cost audience delivery
Builds campaign frequency
Guarantees a safe environment
Generates short-term sales response
Transparent 3th party audience measurement
Low production cost

**Media attributes to
grow your business
results**



Most important attributes – the top four



Defining : Targets the right people in the right place at the right time

1.  **Context**

2.  **Intent**

3.  **Addressability**

4.  **Demographic**

5.  **Geographic**

6.  **Day of week
/time of day**

RELEVANCE

DATA

INSTRUMENTAL



All attributes





**How each medium
performs against
the attributes**

Increases brand consideration

What the evidence says

1	Television	10
2	Magazines (print)	9
3	Cinema	8
4	Newspapers (print)	7
5	Radio	6
6=	Direct mail	5
	Out of home	5
8	Online video	4
9	Online display	3
10	Social media (paid)	2

What advertisers and agencies say

1=	Cinema	3.9
	Television	3.9
3=	Online video	3.7
	Radio	3.7
	Social media (paid)	3.7
6=	Out of home	3.2
	Direct mail	3.2
8	Magazines (print)	3.1
9=	Online display	2.9
	Newspapers (print)	2.9

Increases brand consideration

2

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8	Magazines (print)	3.1
9=	Online display	2.9
	Newspapers (print)	2.9

Increases brand consideration

What the evidence says

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2	Magazines (print)	9
3	Cinema	8
4	Newspapers (print)	7
5	Radio	6
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8	Online video	4
9	Online display	3
10	Social media (paid)	2

What advertisers and agencies say

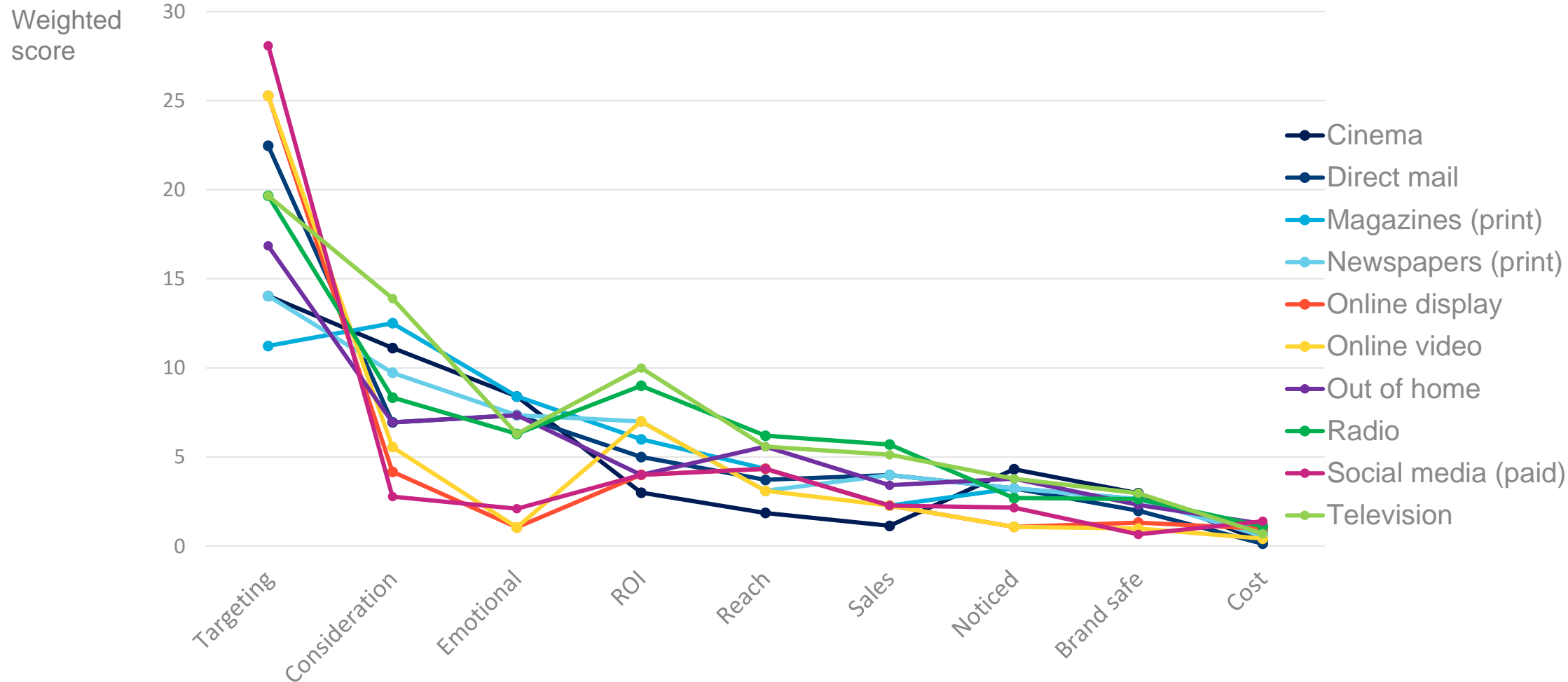
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8	Magazines (print)	3.1
9=	Online display	2.9
	Newspapers (print)	2.9

Overall performance ranking



All results - EVIDENCE - weighted scores

10 media – 9 attributes



Overall performance ranking – weighted scores

What the evidence says

1	Television	68.0
2	Radio	61.7
3	Direct mail	54.8
4	Newspapers (print)	51.7
5=	Out of home	51.5
	Magazines (print)	51.5
7	Social media (paid)	47.8
8	Cinema	47.1
9	Online video	46.8
10	Online display	44.5

What advertisers and agencies say

1	Social media (paid)	34.0
2	Online video	33.1
3	Radio	31.6
4	Television	30.9
5	Direct mail	30.2
6	Cinema	28.9
7	Online display	28.1
8	Out of home	27.7
9	Magazines (print)	27.5
10	Newspapers (print)	25.8

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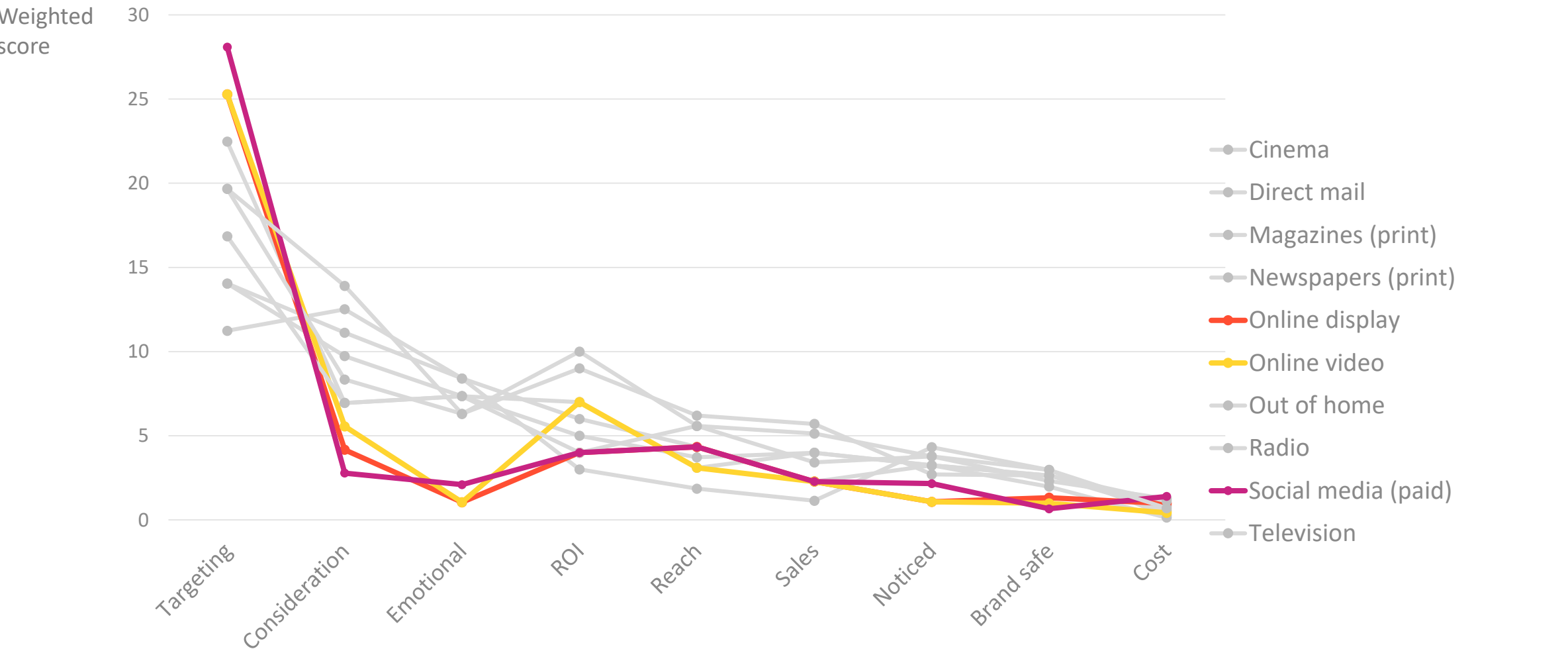
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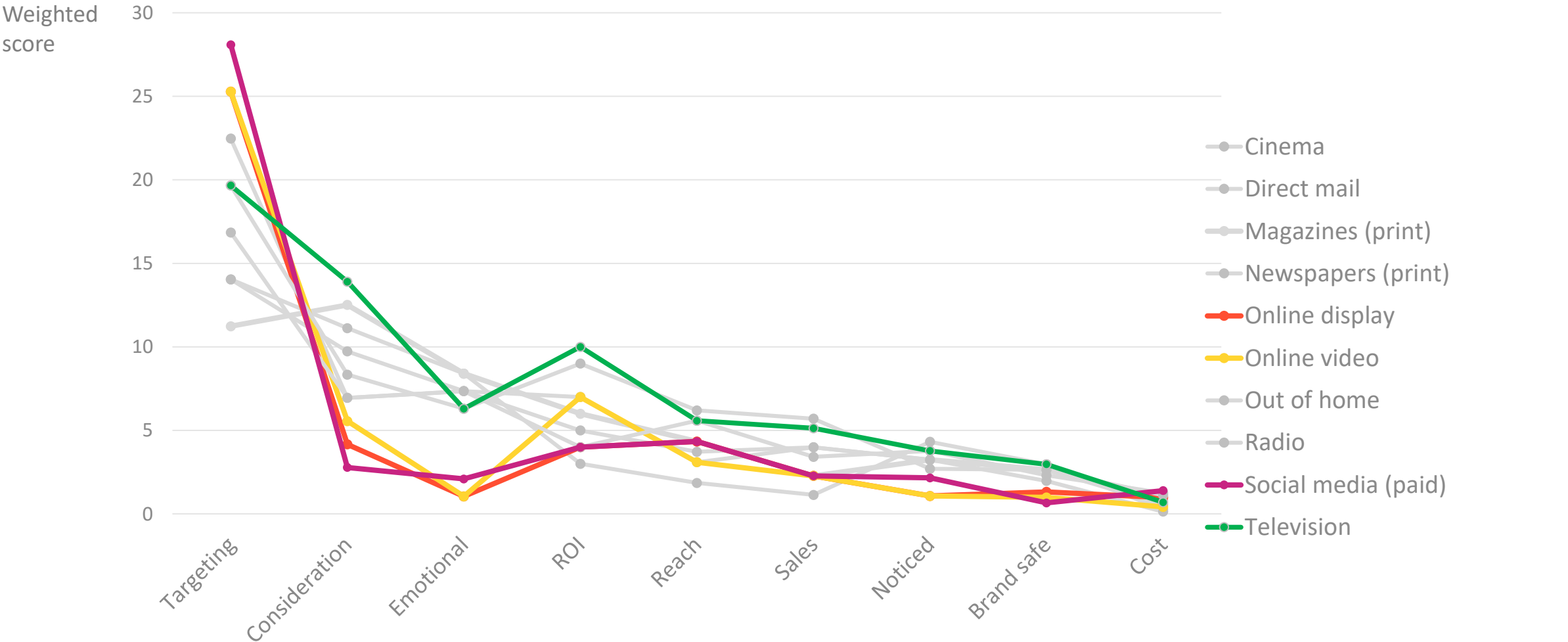
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Overall performance ranking – evidence weighted scores



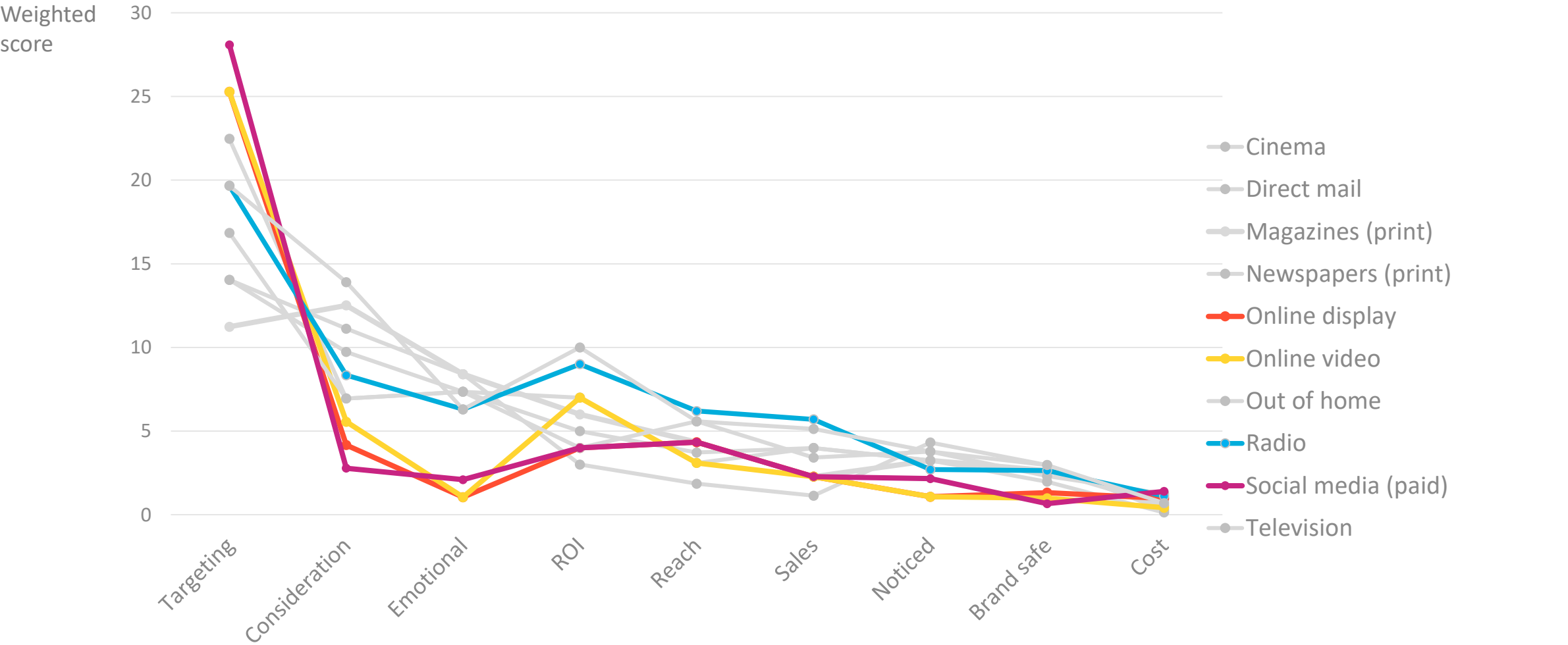
Overall performance ranking – evidence weighted scores

Online media versus TV



Overall performance ranking – evidence weighted scores

Online media versus Radio



Conclusions



Perception versus evidence

- Evidence shows clear disconnect between the perception in certain media lines and the value it delivers. We should Re-evaluate the media mix
- There is so much information and data available. Use it !
- Are we not overrating the value of targeting?



Belgische editie van de "Re-evaluating Media" studie

Door Simone Ruseler, Knowledge Manager | 30-08-19



AGENCIES BRANDS INTELLIGENCE MEDIA CREATIONS ASSOCIAT

TOEVOEGEN AAN MIJN ARCHIEFLIJST

INTELLIGENCE

Nathalie Taloch (Ebiquity): "De meeste traditionele media in België worden ondergewaardeerd door adverteerders"

Zaterdag 7 September 2019



'RE-EVALUATING MEDIA' KRIJGT BELGISCHE EDITIE

geheel van de attributen, gevolgd door radio en TV. Op basis van het bewijsmateriaal van meer dan 140 studies zijn het echter TV en Radio die het best presteren, terwijl online video en online display het zwakste scoren

Overall weighted score – all 9 attributes combined

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EVIDENCE: Based on sum of scores for all 9 attributes with importance weights applied.

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PERCEPTION: Based on sum of mean scores across all 9 attributes with importance weights applied. Base: n=103 (each respondent rated 2 attributes).

De resultaten tonen eveneens aan dat doelgroepgerichtheid ("targetability") de eigenschap is van media die het meeste bijdraagt tot de groei van business resultaten op de langere termijn. De capaciteit om de merkvoorkeur te verhogen en het realiseren van een positieve emotionele respons scoren 2de en 3de. Targetability



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**Thank
You**

Download the full report at

<https://viabelgium.media/re-evaluating-media/>