

Understanding Ad Effectiveness through Mingle-Source Measurement

Mike Pardee

SVP, Research
Scripps Networks

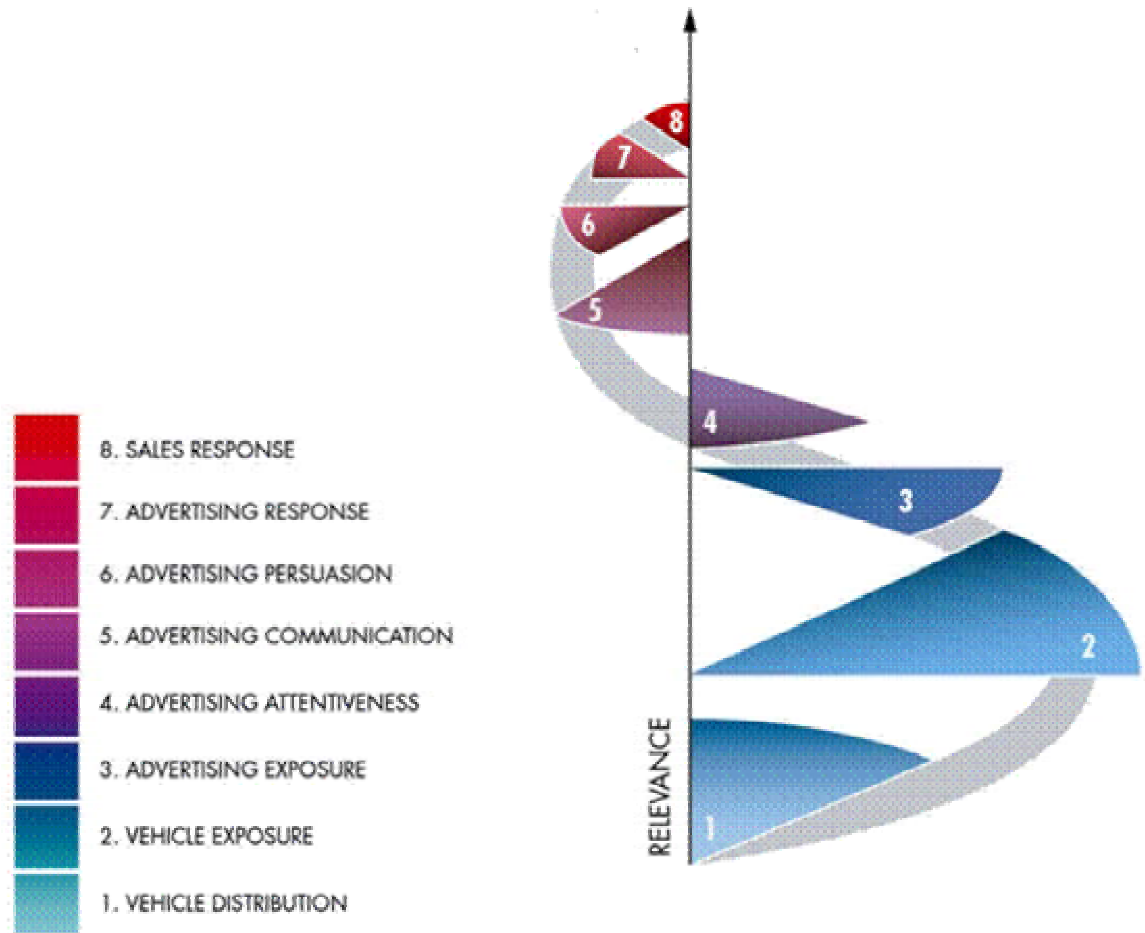
Robin Garfield

VP, Sales Research & Strategy
Scripps Networks

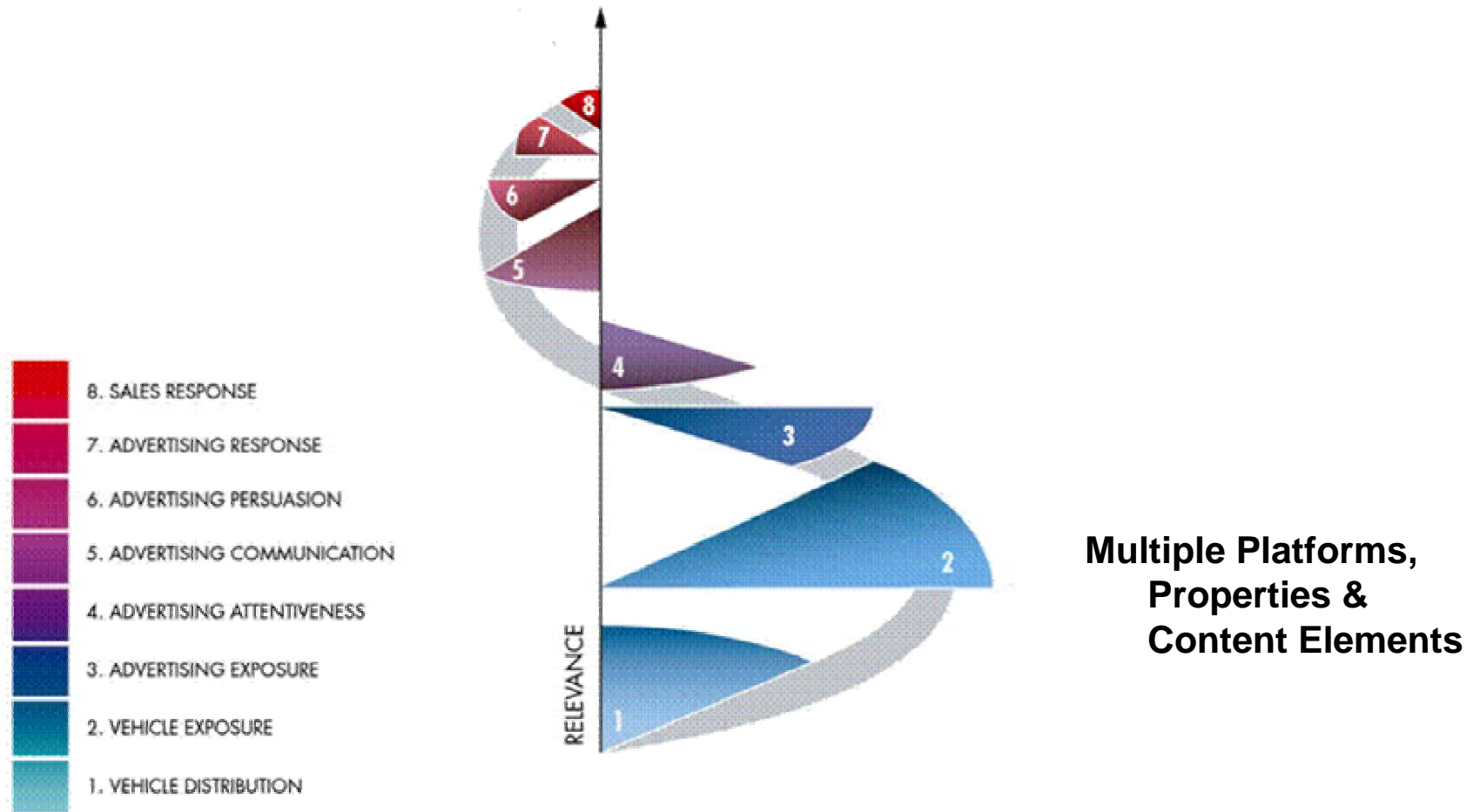


SCRIPPS
NETWORKS
RESEARCH

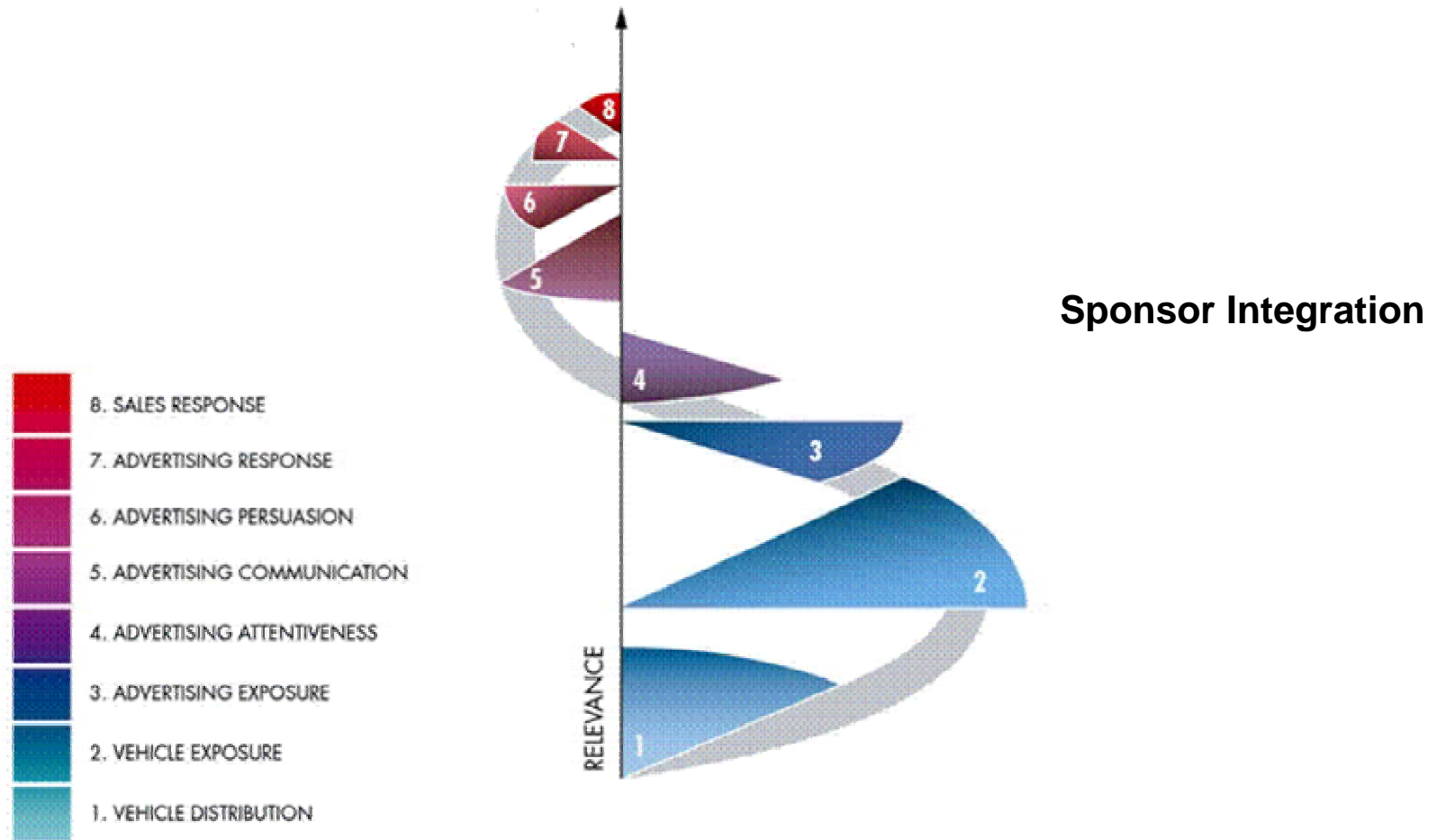
The ARF Media Model



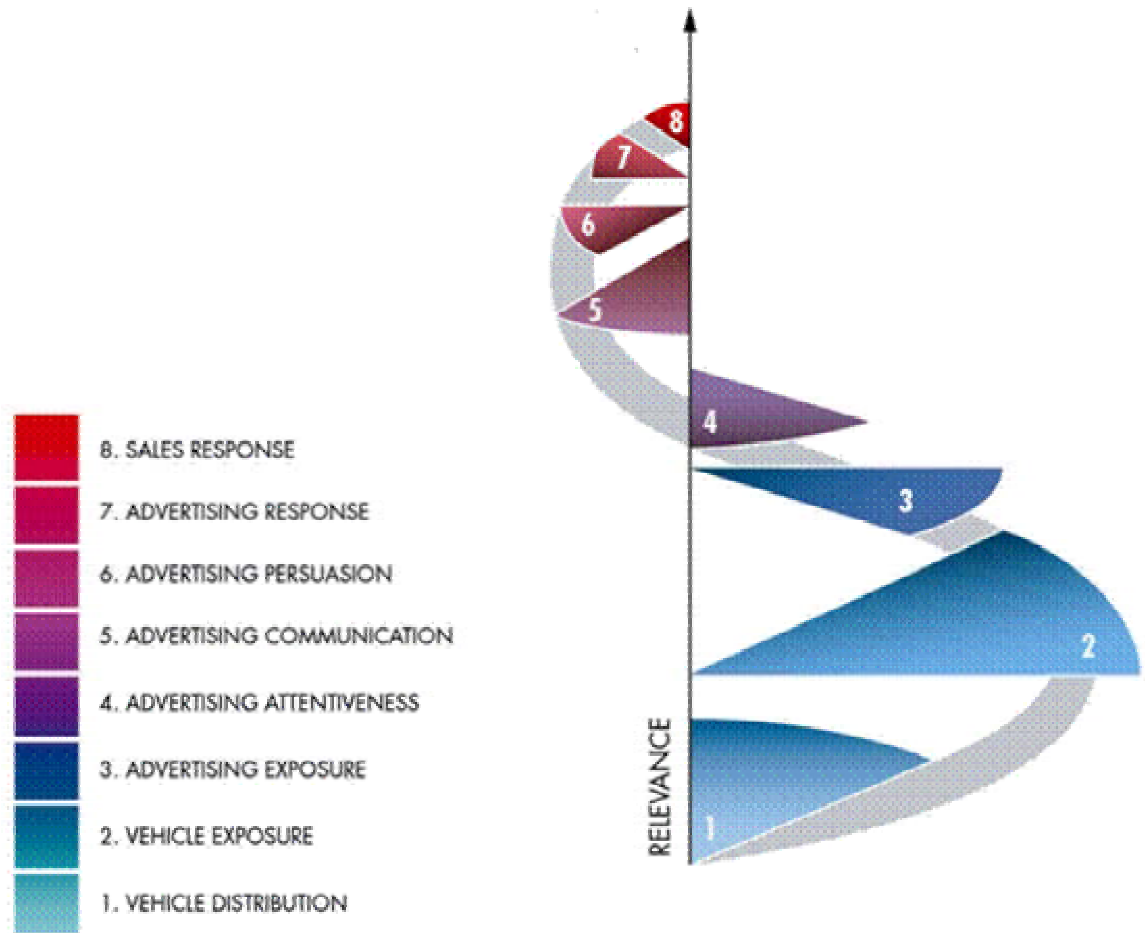
The ARF Media Model: The Vehicle



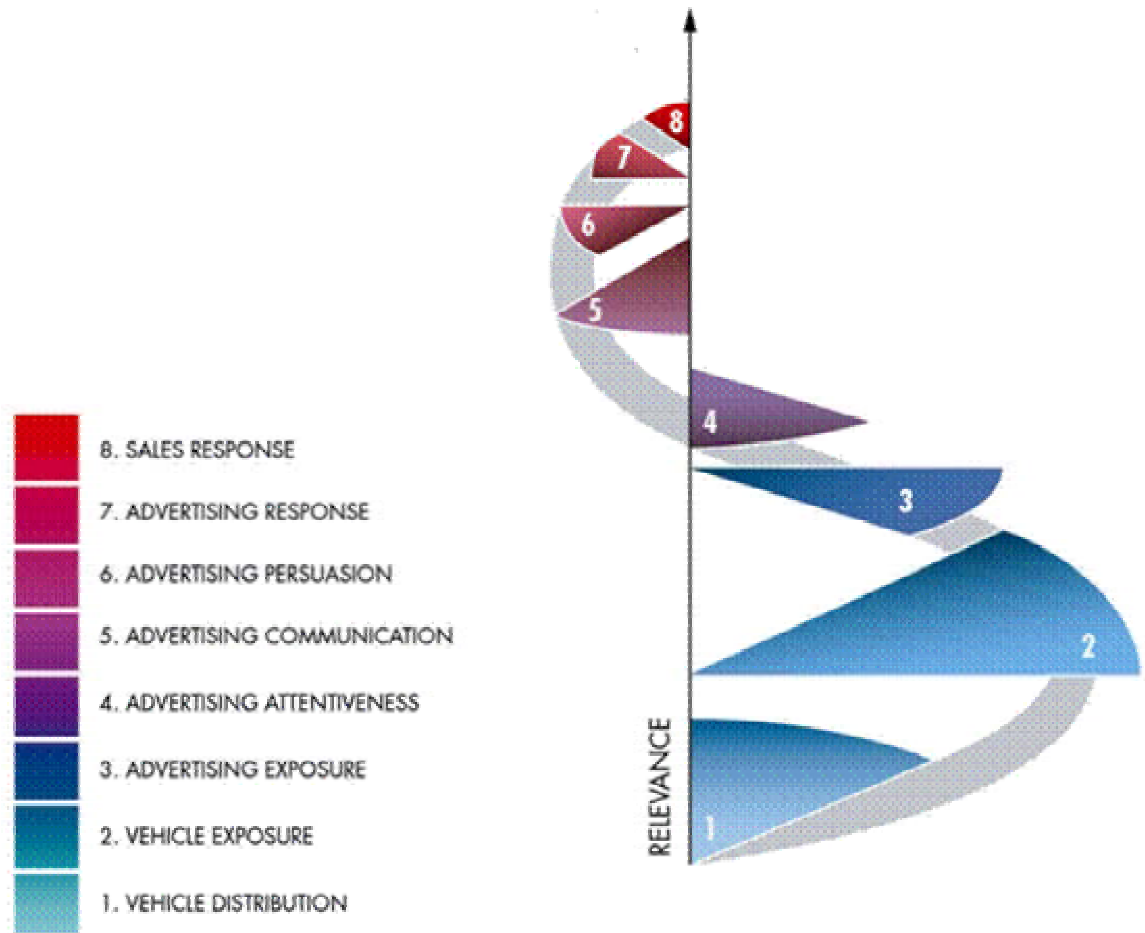
The ARF Media Model: The Advertising



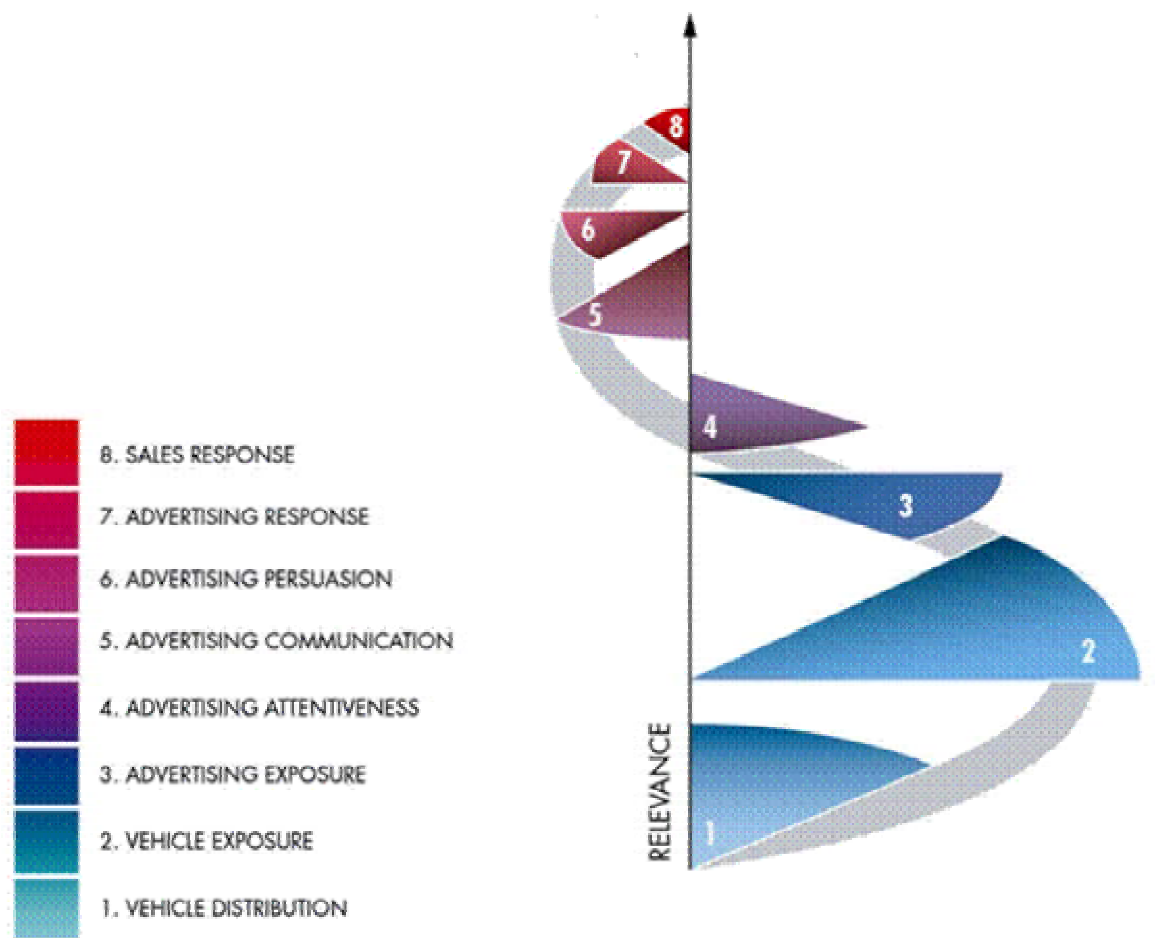
The ARF Media Model: Sales Response



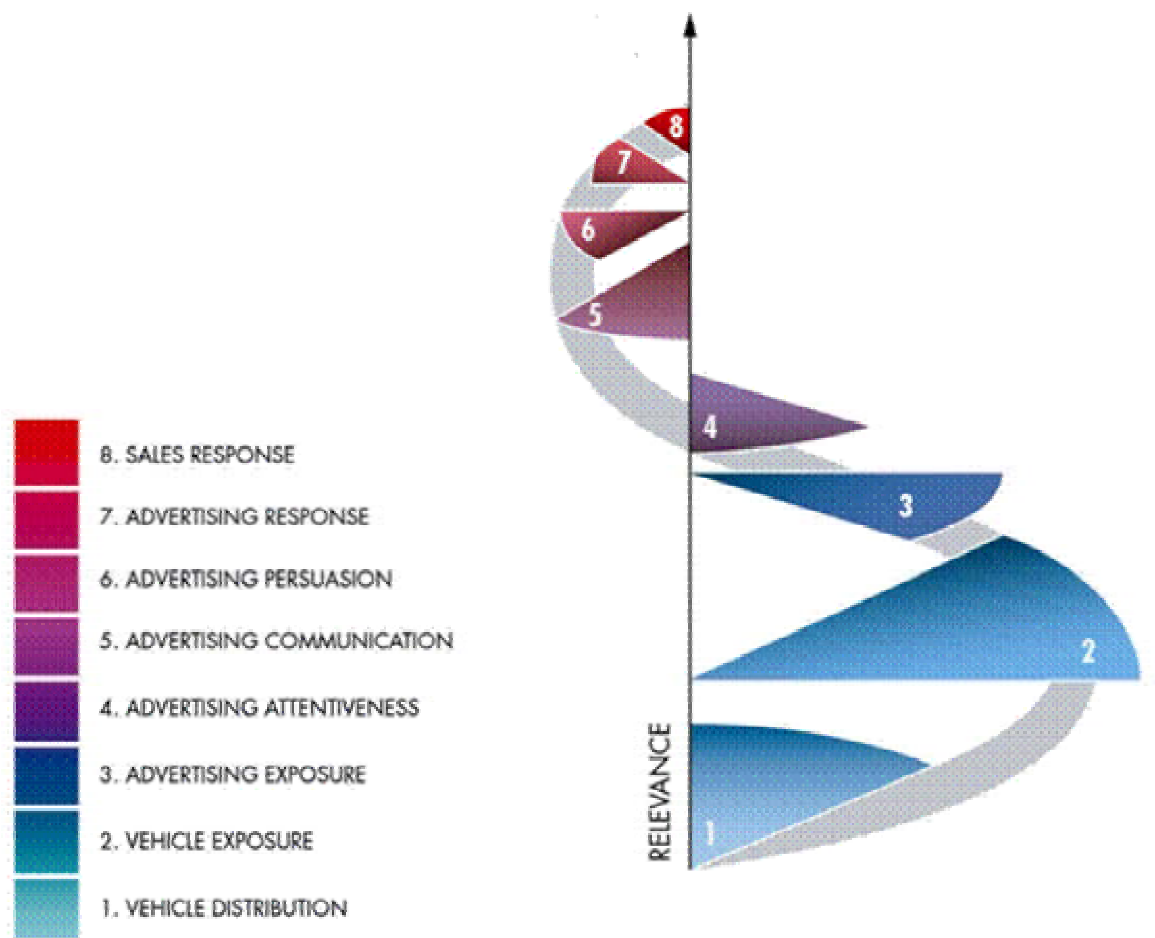
The ARF Media Model: Relevance



The ARF Media Model: Where Does C3 Fit In?



The ARF Media Model: Role of “Engagement”?



Mingle-Source Measurement: How Key Metrics from Different Sources Relate

- Nielsen
- IAG
- Simmons MME



Nielsen Metrics

- **Ad Viewing Behavior**

- **Retention**

- Network Audience

- Size (Rating)
 - Demographics (Median Age & Gender Skew)

- Network Viewing Behavior

- Reach (1+, 3+ & 3+%)
 - Frequency
 - LOT
 - TSV
 - Relative LOT (LOT / Avg Prog Length)
 - Network Preference (Freq / Reach)
 - Network Specialization (TSV / Reach)

IAG Metrics

- **Ad “Engagement”**
 - Ad Recall
 - **Brand Recall**
 - Message Recall
 - Likeability
- Program “Engagement”
 - Recall



Simmons MME Metrics

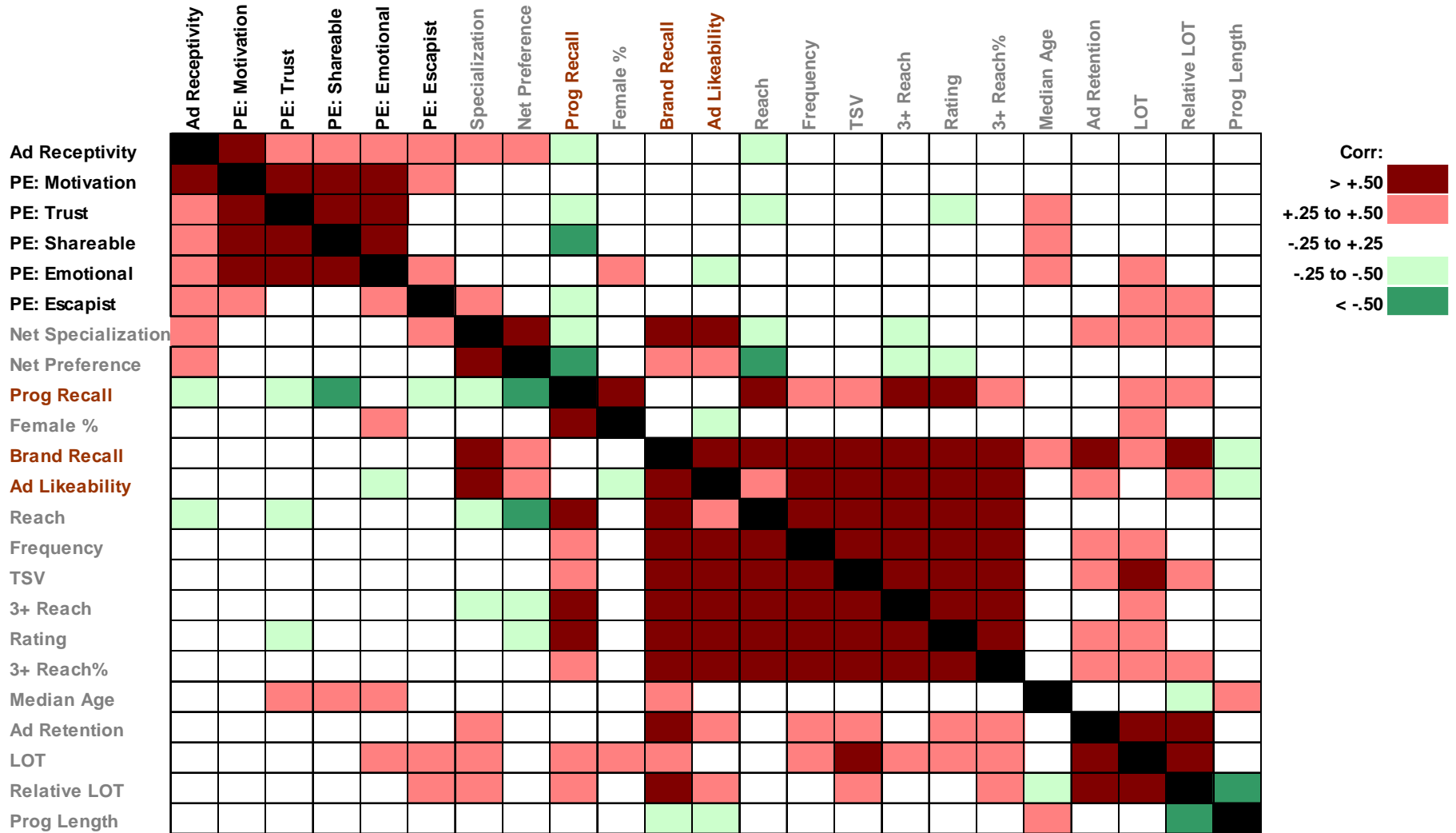
- **Ad Receptivity (9 Attribute Average)**

- Relevance (pay attention, fit, care about, entertain me)
- Information (valuable info, high quality prods, unusual things)
- Purchase Intent (helps decisions, buy products advertised)

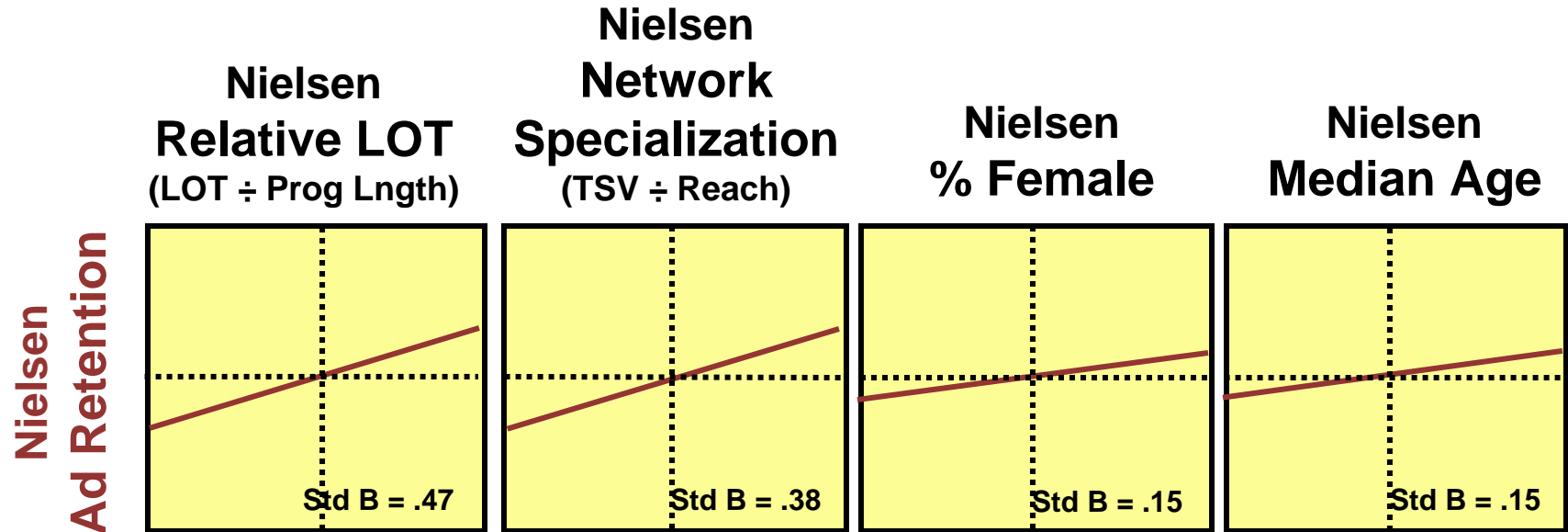
- Program “Engagement” (5 Dimensions Based on 19 Attributes)

- Emotion
- Escapism
- Motivation
- Shareability
- Trustworthiness

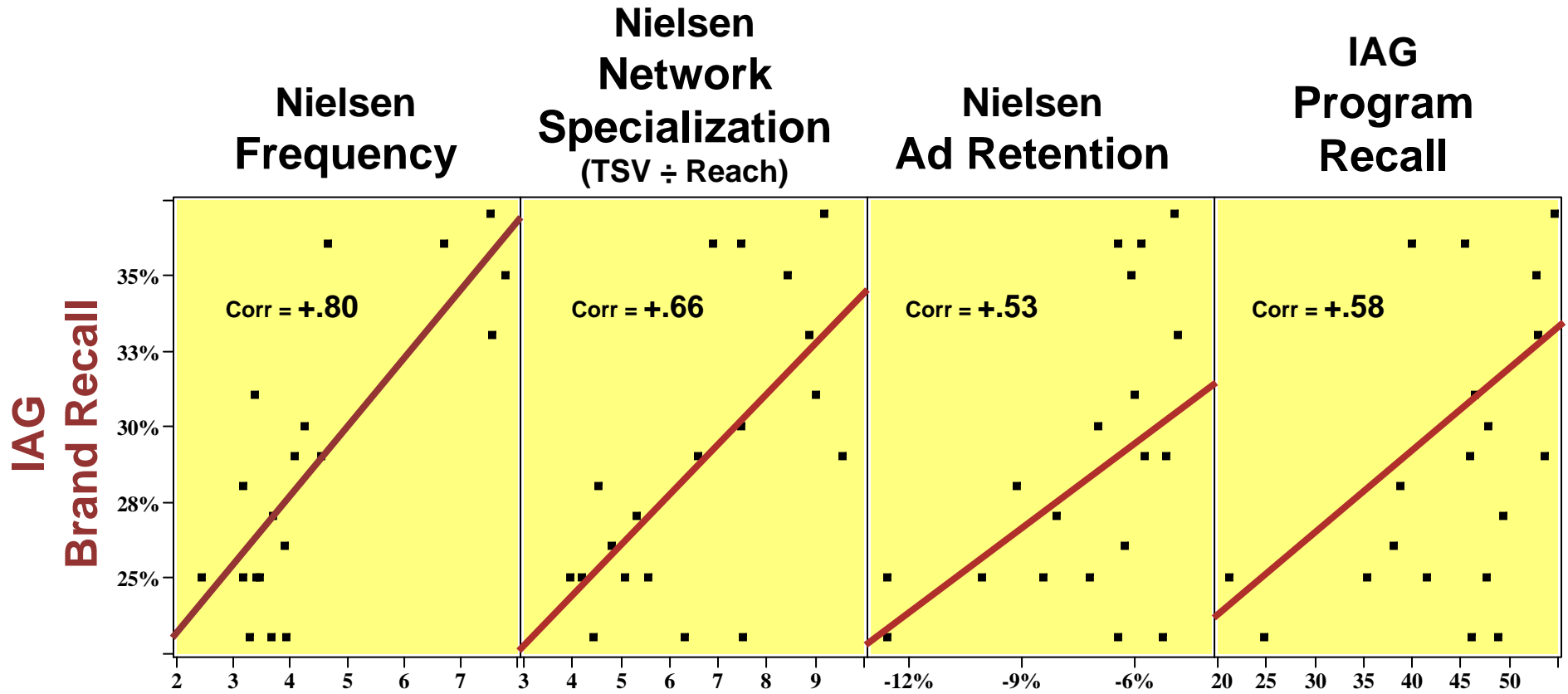
Metrics Correlate Across Sources



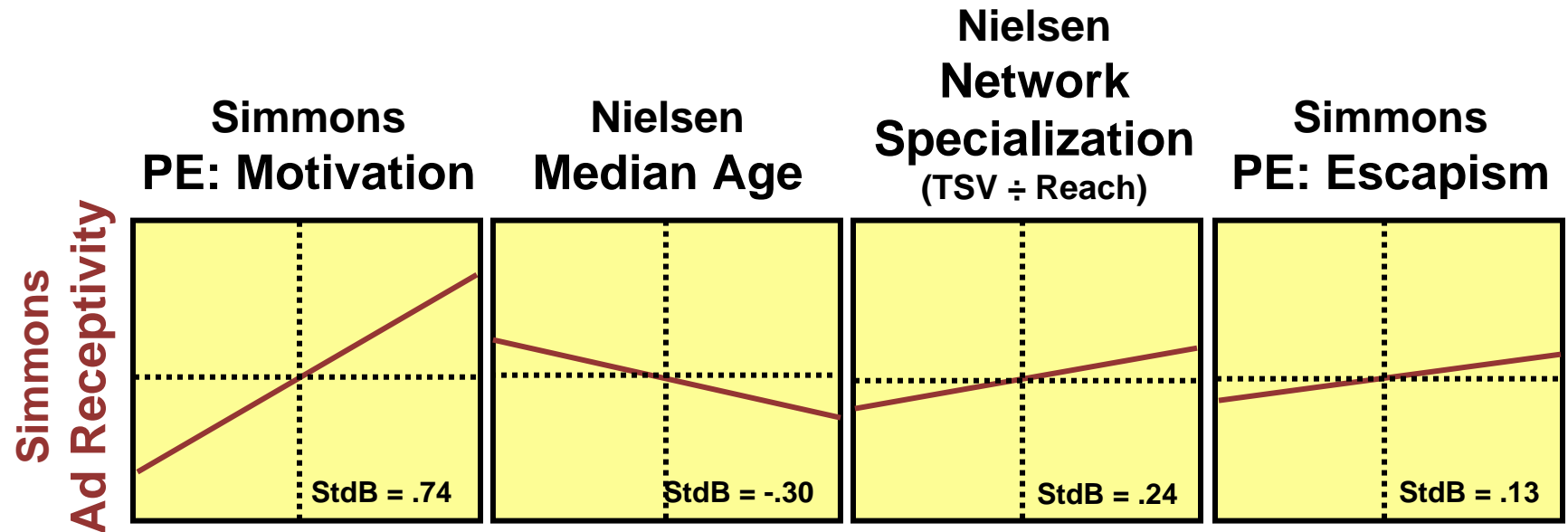
Nielsen Ad Retention Relates Most to Other Nielsen Metrics



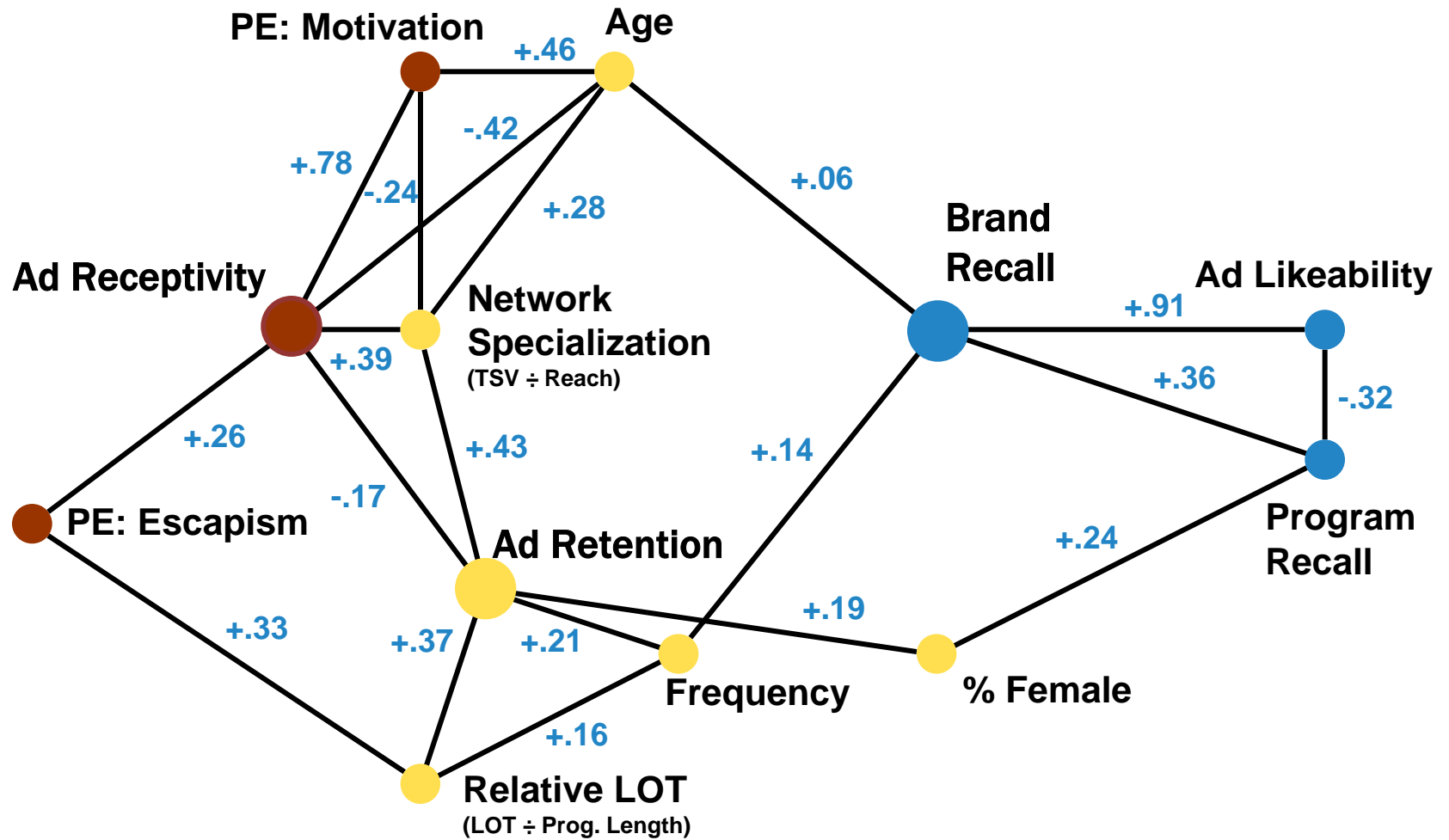
IAG Brand Recall Links More to Nielsen Metrics Like Frequency than to IAG Program Recall



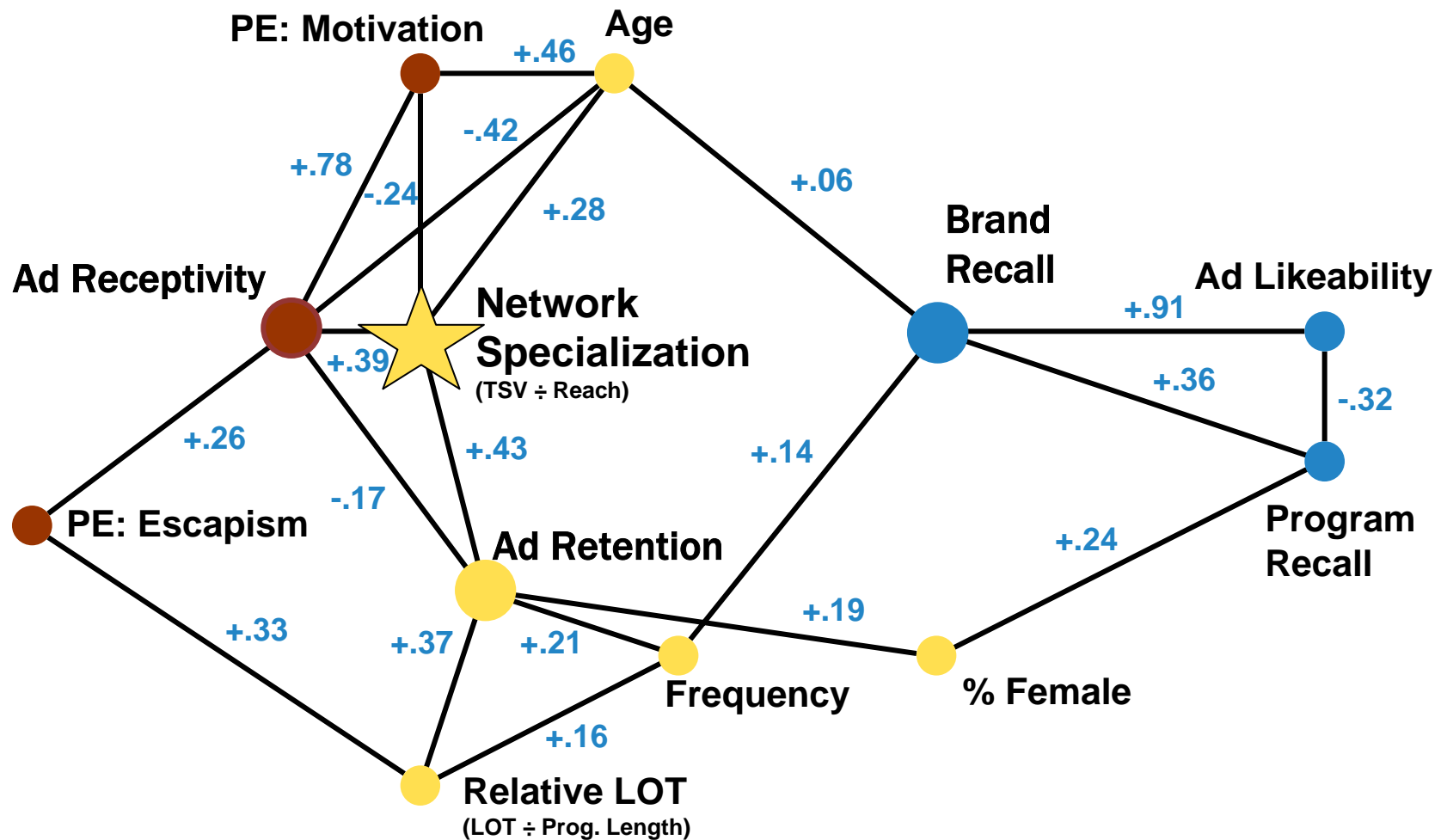
Simmons Ad Receptivity Is Tied to Simmons Program Engagement Types & Nielsen Metrics



Key Metrics Relate in Complex Ways



Network Specialization Is an Important Ad Effectiveness Driver

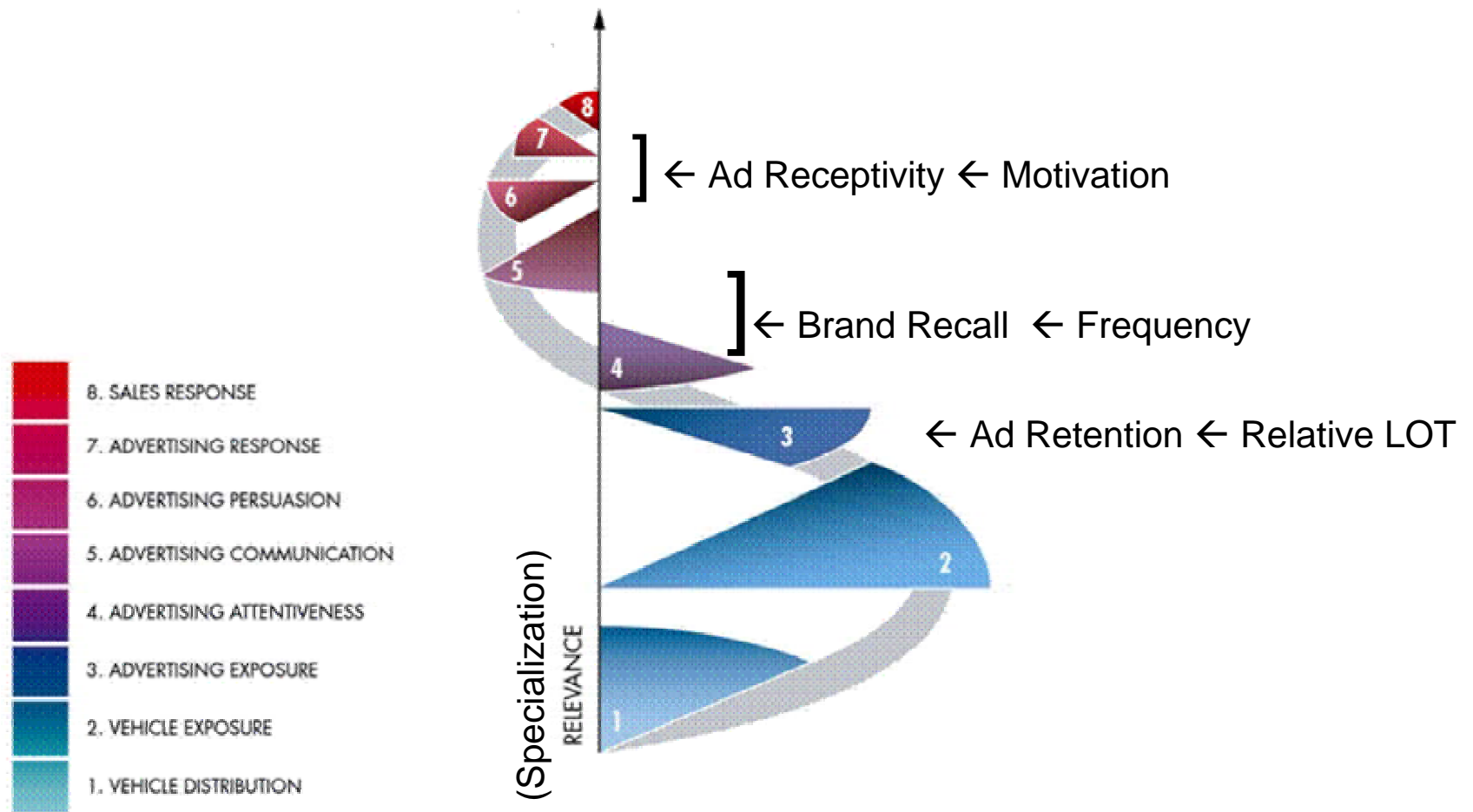


IAG and Simmons MME Ad Effectiveness Measures Add Dimension to Nielsen Data

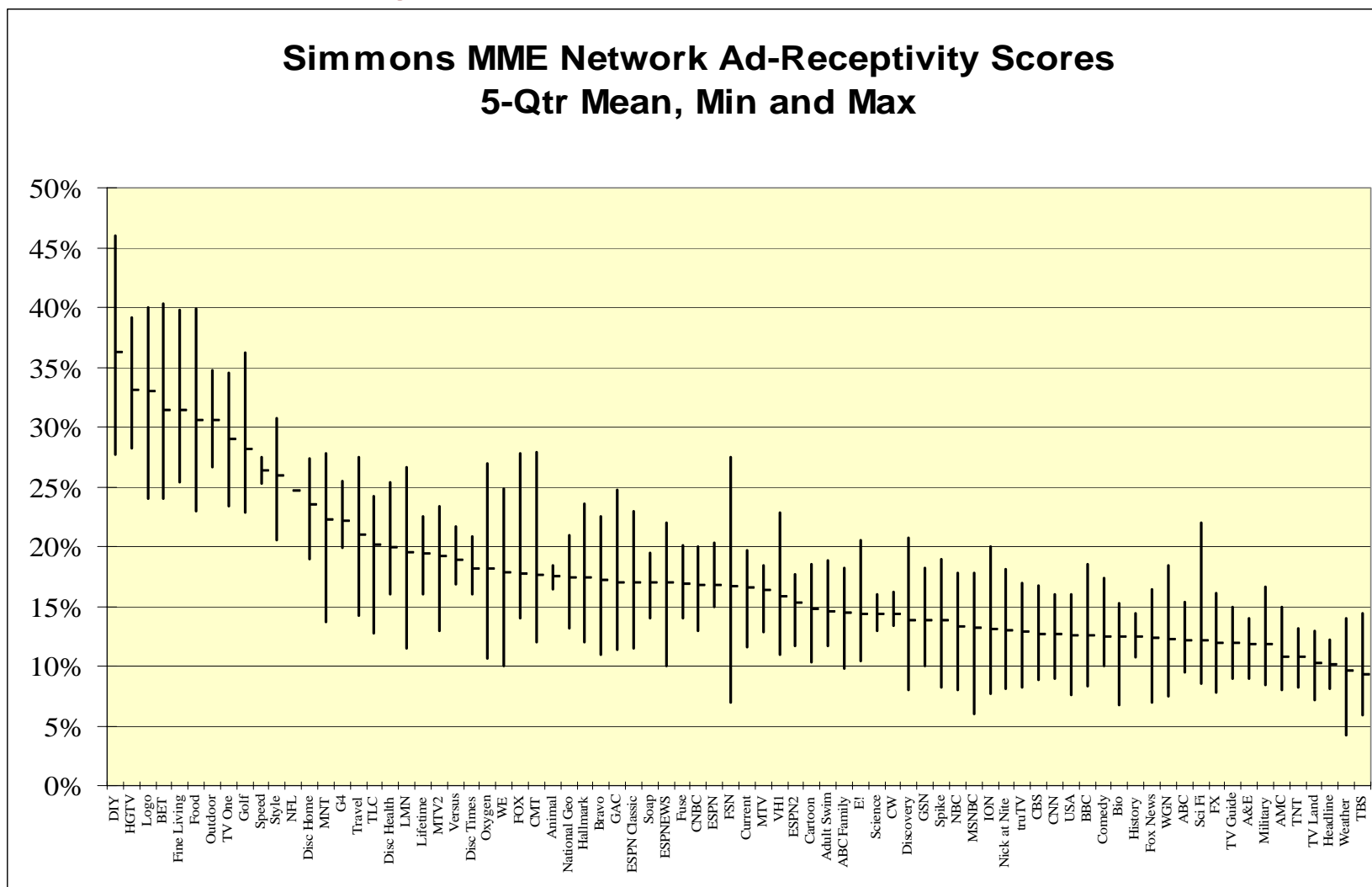
- Ad Retention is a function of program viewing behavior, network specialization and audience demographics
- IAG Brand Recall and Simmons Ad Receptivity are unique measures of Ad Effectiveness
- Focus on Ad Effectiveness over Program Engagement!



ARF Media Model: The Vehicle's Role in Ad Effectiveness



Individual Networks Show Consistent Simmons MME Ad Receptivity Performance



Simmons MME Ad Receptivity Performance Can Be Used to Evaluate Media Choices

Simmons MME, Network Ad Receptivity Performance Scores Projected Minimum

Network	Single Quarter			Rolling 4 Quarter		
	Ad Receptivity %	Percentile	Benchmark	Ad Receptivity %	Percentile	Benchmark
A	25%	83	Top 20%	28%	90	Top 10%
B	23%	81	Top 20%	28%	90	Top 10%
C	22%	75	Top 25%	25%	84	Top 20%
D	17%	58	Top 50%	22%	78	Top 25%

Using Mingle-Source Measurement for Ad Effectiveness

- Reflects the enormous complexity of media effects
- Recognizes that **if measures relate they don't always equate**
- Brings us closer to measuring actual sales effects

Thank You!

Questions?



**SCRIPPS
NETWORKS
RESEARCH**