

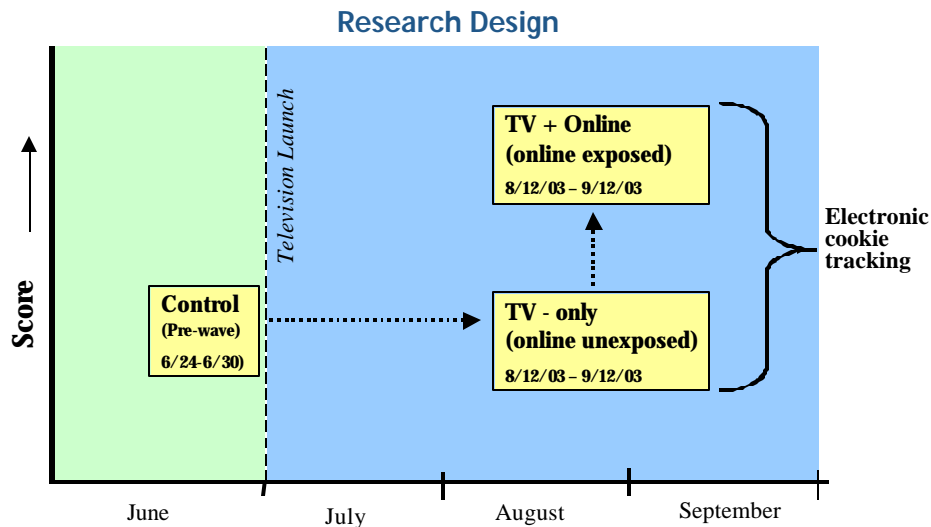
## Internet Advertising Is Noticed, Effective And Complimentary

In their quest to understand how best to advertise on the Internet and effectively obtain synergies among various media within a campaign, Molson and its Interactive Agency, ninedots, signed up as the first major Canadian advertiser to participate in the Interactive Advertising Bureau's (IAB) newly launched CMOST advertising effectiveness program.

**What was tested:** Molson launched a major new advertising campaign called "Seize the Day" which involved numerous creative executions broadcasted on different days of the week. In addition to TV, Molson executed an online advertising campaign which supported the main TV message.

The Rolling Stones Molson Canadian Rocks for Toronto concert and promotion, supported by a multi media campaign including online advertising, ran simultaneously with the first 4 weeks of "Seize the Day". As a result, this campaign was included in the research.

**How was the test conducted:** Dynamic Logic of the US was retained to conduct the study. Over 6,000 respondents with various exposures to the campaign were surveyed using Dynamic Logic's cross media product. This included those not exposed to any messaging, those exposed to TV only, as well as those exposed to TV + Online. The cross-media research product seeks to measure the branding effectiveness of the TV and Online advertising investment with a particular focus on synergistic effects.

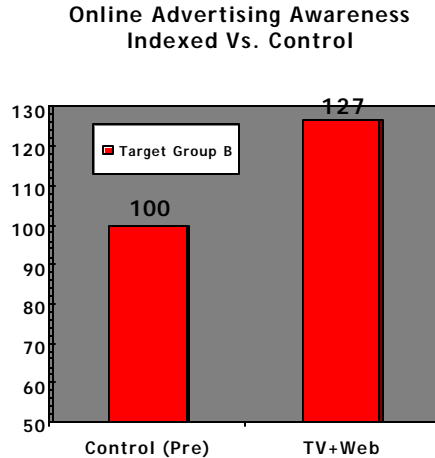


## Key Learning

The Internet was a strong complimentary medium and an effective element of the marketing mix.

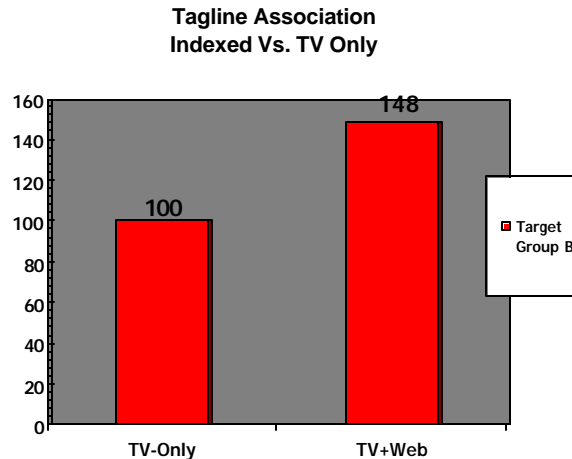
## Online Advertising Gets Noticed

The Internet, as a medium, demonstrated an ability to deliver an advertising message, causing an increase in Online Ad Awareness among key targets.



Over and above Online Ad Awareness, Internet advertising positively impacted respondents ability to match the copy or messages in the creative to the brand. This was demonstrated in online advertising's ability to significantly increase Tagline Association.

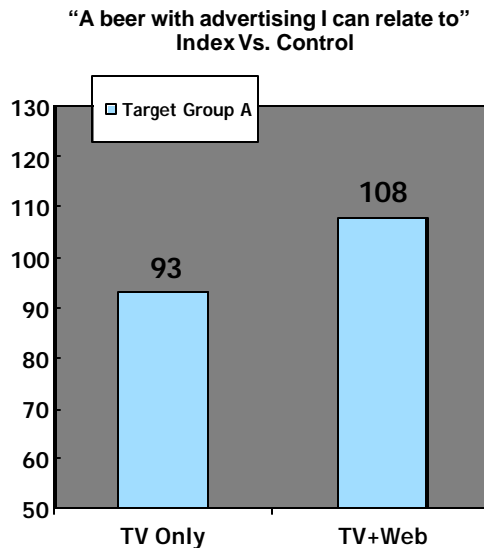
## Adding Online Advertising Increased Tagline Association By 48% Vs. TV Alone



These findings support earlier research by Dynamic Logic, which has conducted online advertising research on over 800 campaigns. Dynamic Logic research findings show that Online Ad Awareness and Message Association are strongly impacted by the addition of online advertising.

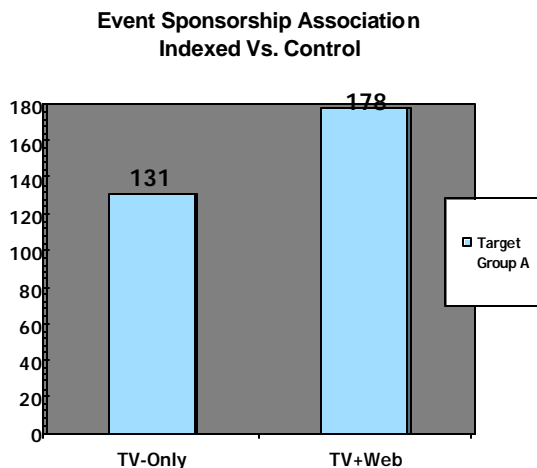
The cross media study is also able to measure relevance metrics or the extent to which a brand’s advertising message resonates with their audience. In this case, the target showed an affinity for the campaign when exposed to online advertising, demonstrated by a positive lift in “Advertising I could relate to” score.

### **Adding Online Advertising to TV Resulted in a 16% Increase in a Key Relevance Metric**



The results of initial Dynamic Logic CrossMedia studies indicate that online advertising is an especially effective medium for reinforcing sponsorships to consumers. The measured effect of Online advertising within Molson’s event sponsorship of The Rolling Stones Molson Canadian Rocks for Toronto concert was no exception.

### **Adding Online Advertising to TV increased Event Sponsorship Association by 35%**



“As one of the leading innovators in the adoption and harnessing of the Internet, Molson was very pleased to be the first CMOST participant. We gained some valuable insights into the effectiveness of our campaign overall as well as some confirmation that including the Internet within a multi-media campaign can be more effective than relying on any single media.” (Peter L Smith, Molson)

“We are excited to share our learnings and be part of the IAB’s initiative which is being supported and championed by leading advertisers and publishers” (Peter L Smith, Molson)

**What was learned: Best Practices.** In addition to the findings above, significant Best Practices were learned regarding online creative and the impact of frequency of online exposure.

**Ongoing CMOST studies:** The IAB CMOST study is currently underway with RBC Insurance and GM in addition to Molson. The purpose of this study includes the development of a body of knowledge and best practices regarding the effectiveness of various approaches to online advertising, specifically focusing on cross-media learning (i.e.: TV + Internet or TV + Magazines + Internet). The IAB expects that this study will continue for two to three years, and will cover the major advertising sectors including packaged goods, department stores, restaurants and others.

IAB’s Canadian Media Optimization Study (CMOST) is a unique program in Canada. The program is being managed by BrandSpark International on behalf of the IAB. To determine if your company qualifies to participate and the details of the study contact:

Miles Faulkner  
President – IAB Canada  
[miles@faulknerconsulting.com](mailto:miles@faulknerconsulting.com)

or

Brent Bernie  
Chairman of the IAB  
[bbernie@comscore.com](mailto:bbernie@comscore.com)