



print + web combine
to drive success for
TETLEY RED TEA

AN IAB CANADA CROSS-MEDIA OPTIMIZATION STUDY (CMOST)

Introduction

Launched 8 years ago, IAB Canada's CMOST (Cross-Media Optimization Studies) programme, has to date, conducted ground-breaking research for nine major Canadian Advertisers: Molson, RBC Insurance, General Motors, Canadian Tire, Unilever, AIM Trimark, Kal Tire, Red Bull – and now – Tetley Tea.

The Key Objectives Of IAB Canada's CMOST Programme Are:

- To help Canadian Advertisers understand how to utilize Interactive advertising within a media mix, by providing fact-based proof of how the Internet works within various multi-media campaigns; and,
- To create a continuous ad effectiveness learning program which engages leading Advertisers, Publishers and Agencies across multiple industries, and using various types of ad creative, messaging, formats, media, timing, etc.

IAB Canada's Tetley Red Tea CMOST was funded by the generous Media and Survey contributions of:

- Glam Media
- Microsoft Advertising (for MSN.ca)
- Olive Media
- Sympatico.ca
- Transcontinental Digital Media
- Yahoo! Canada

NOTE:

While participating Media within the study are changed according to Agency media plans, Dynamic Logic of New York, the established leader in the Cross-Media field and a division of Millward Brown, has conducted all IAB Canada CMOST research to date.

Study Firsts...

IAB Canada's Tetley Red Tea CMOST contains a number of firsts:

1. The Tetley Red Tea study is the first CMOST to measure the impact of Online advertising within the **hot beverage category**.
2. This was Tetley Tea's first attempt at incorporating **substantial Online advertising dollars** into a Canadian media plan.
3. This is the first CMOST, where the brand's **Online media spend exceeds the budget allocated to the incumbent medium** (Magazine, in this case).

According to Jeanne Northcote, Managing Director at Mediacom:

“This study is an important step forward in our exploration of campaigns integrating Online. We have suspected a multiplier effect between traditional and digital media similar to that experienced in traditional media mixes, and it is now supported by research. The CMOST Study also explored the impact of individual and combined communication channel efforts at different points in the purchase funnel and against different product usage segments of the target population. This in-depth analysis will allow us to apply learning against specific business goals for better communication plans and ROI in the future.”

Media Campaign Overview

Tetley ran an eight-week media campaign across Canada just prior to Christmas, in support of Tetley Red Tea.

The target audience was Canadian women, aged 25-54. Mediacom, Tetley's Media Agency, designed a media plan that included the following two channels and budget allocation:

Channel	% Media Spend
Magazines	39%
Internet	61%
Total	100%

The campaign theme (creative and message) was kept consistent across each medium to leverage the synergies between Print and Online.

Research Objectives

The Research goals were as follows:

1. Measure the contribution of each medium towards the Tetley campaign objectives (support growth/ownership of red tea category, build Awareness of Tetley Red Tea).
2. Gain a better understanding of how the Online medium impacts Awareness and Intent To Purchase the brand.
3. Quantify the impact of Tetley's integrated marketing effects across Magazine and Online platforms.
4. Analyze the cost-efficiency of the campaign by individual medium, and when in combination.
5. In addition, Mediacom and IAB Canada wanted to understand how Reach-intensive Websites as a group (e.g. Portals), compared to Vertical/Contextual sites (e.g. Women's Interest), within the Tetley Online media schedule.

The Websites on which the Tetley Online campaign appeared, were grouped as follows for this purpose:

- **Reach Sites:**

- MSN.ca
- Sympatico.ca
- Yahoo! Canada

- **Contextual Sites:**

- Glam Media
- Olive Media
- Transcontinental Digital Media

CMOST Research Design + Methodology

Dynamic Logic defines its Cross-Media Research™ as “an in-market advertising effectiveness measurement tool”, intended to (a) determine the ability of ad “exposure effects at shifting attitudinal metrics” and (b) “develop insights for future strategy”, sample permitting (e.g. media selection and budget allocation).

The Tetley CMOST project measured the media consumption habits of consumers, as well as their responses to a number of brand and campaign related questions, via an Online Survey that quantified the Tetley campaign’s impact on the target audience – both Online (Internet) and Offline (Magazines).

The total in-target recruitment sample size was 2,045 Women 25-54, with a variety of ad exposure levels by medium (or no-exposure to the campaign).

Respondent Recruitment Methods

Respondents were recruited from a combination of...

- (a) Online panel-based sampling, and
- (b) ‘Live Web intercept’ in the “footprint” of the Online media plan (i.e. randomly selecting visitors to Webpages containing Tetley Red Tea ads on participating Websites).

Sample recruitment began two weeks before campaign start, consisting of a **Pre-control** group, deemed to have no chance of seeing/hearing any campaign ad.

Recruitment of sample with the **“Opportunity-To-See” (OTS)** Tetley Red Tea ads on either or both media, began concurrently with the media campaign (Online advertising launched first, followed by Magazine advertising). The last week of sample recruitment measured Magazine OTS only, to capture readers of the final Print insertion.

Recruitment of the **Control** group followed the same timing as the OTS (individuals deemed not exposed to any advertising, or exposed to ads on just one medium but not the other).

Pre-control/Control respondents were treated as the baseline, against which all ‘OTS’ media exposure groups were compared.

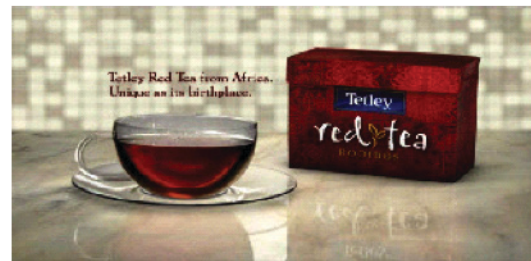
Online Ad Creative

Three Online ad creative executions were utilized in this campaign: **Two Expandable Rich Media executions - Big Box, Leaderboard**; and a (30-second) **Video Pre-roll** unit.

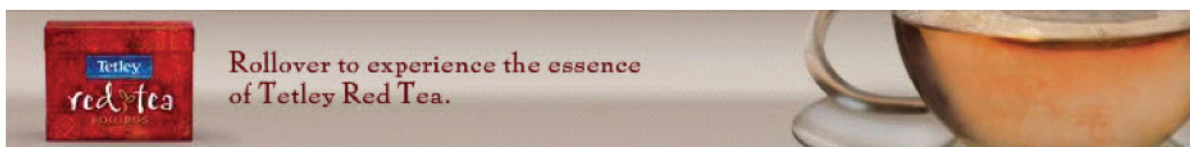
Big Box



Video Pre-roll



Leaderboard



Results of Online Creative Testing

Getting it Right will Drive Success!

According to a recent study by comScore (*Lessons Learned In Maximizing Returns With Digital Media*, March 2011), more than half (52%) of the impact of Online advertising comes from the quality of the Online ad creative itself.

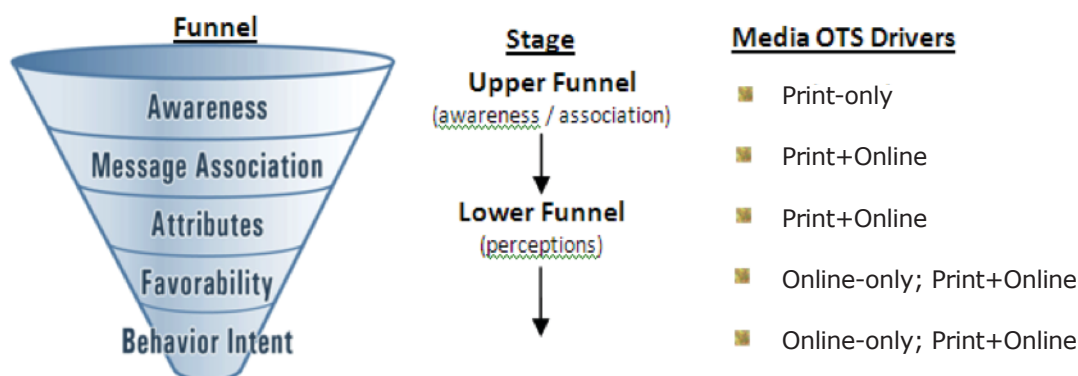
Based on lessons-learned from the best-performing Online ad creative executions in Dynamic Logic's Market Norms Database – although not able to be changed in this study – future executions of Tetley Red Tea Online ad creative should:

- **Display the brand name and logo more prominently in the first frame of ALL ad creative** (as a static image on the screen), to increase brand awareness without consumers having to roll their mouse over the expandable ad to see the larger brand name and logo.
- **Display the brand name and logo in a more prominent/visible way throughout the full cycle of the ad** – including within ALL frames of the Pre-roll Video – in order to maximize awareness for those users who may cease viewing the ad part-way through the Big Box/Leaderboard animation or during the Pre-roll Video.
- **Prominently feature and communicate key brand messages, both upfront and throughout the ad unit** – **RATHER than being revealed late in the ad** – as this will help viewers to think differently about the brand, right from the first time that they encounter it.
- **Make key calls-to-action such as Download/Learn More viewable on the unexpanded portion of Rich Media units (i.e. visible prior to roll-over), to encourage viewers to interact**, rather than requiring a roll-over to see the call-to-action.

Key Insights From The Cross-Media Effectiveness Study

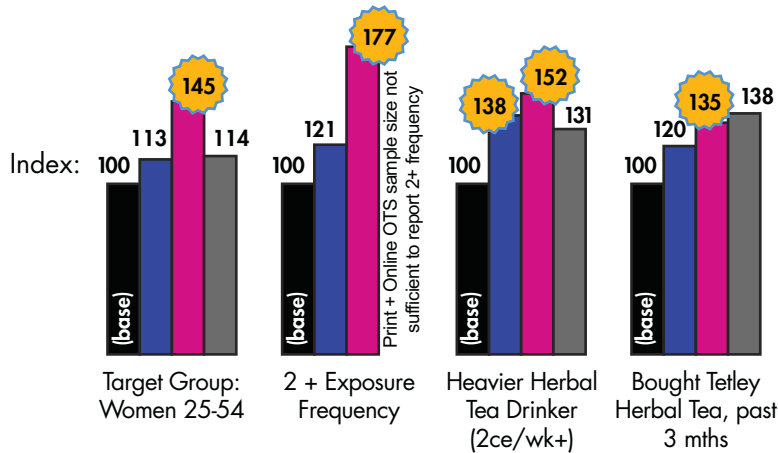
Exposure to Online-only, Print-only and Print+Online advertising all contributed to the total impact of Tetley Red Tea advertising against the target group; AND were also important at different levels of the consumer purchase funnel.

Summary: Contribution of each media channel individually and in combination



1. Print-only and Print+Online Drove UPPER Funnel Metrics (Awareness)

- A. **Print-only ad exposure (OTS) drove Awareness growth and was most cost-effective against three of the four Awareness metrics** that were significantly impacted by Tetley (Unaided, Aided Brand Awareness) and Tetley Red Tea (Advertising Awareness).



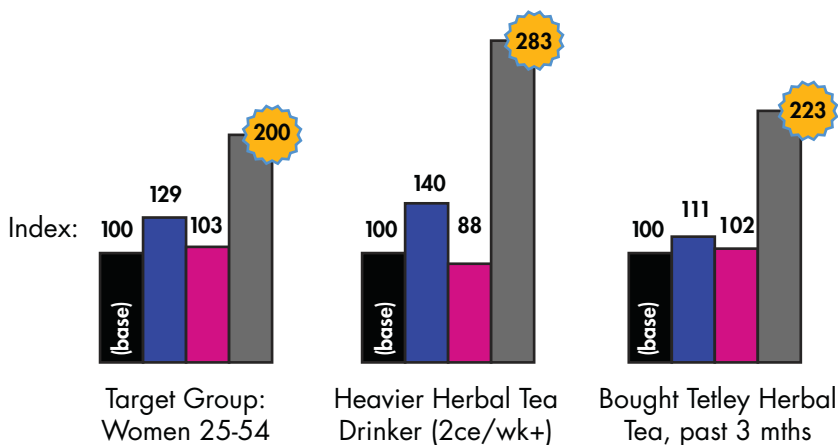
Advertising Awareness Tetley Red Tea: Women 25-54

- Control (base=100)
- Online-only OTS
- Print-only OTS
- Print + Online OTS

= statistically significant difference at a 90% level of confidence

- B. However, the **addition of Online Advertising was required to generate significant lift in Message Association by Print + Online together, which was also more cost-effective than either medium on its own.**

Exposure to both media was the significant driver of Red Tea Message Association for Tetley.



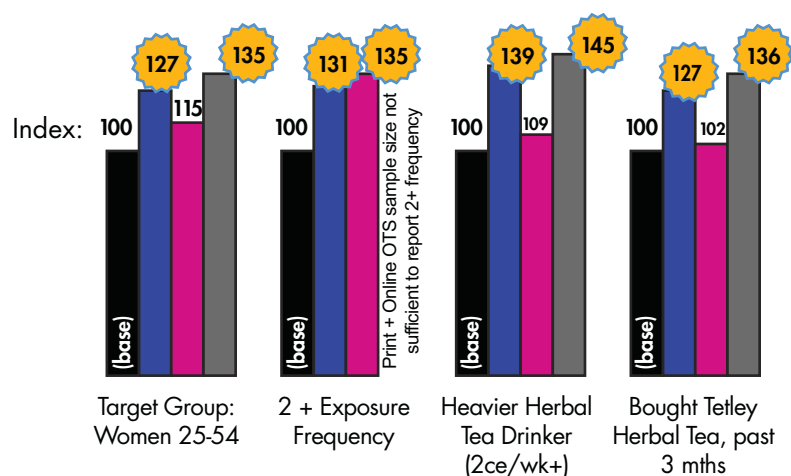
Message Association Tetley Red Tea: Women 25-54

- Control (base=100)
- Online-only OTS
- Print-only OTS
- Print + Online OTS

= statistically significant difference at a 90% level of confidence

2. Online-only and Print+Online Drove LOWER Funnel Metrics (Perceptions)

- Purchase Intent tends to be the most difficult metric to shift in an advertising campaign. Nevertheless, the **Online Advertising in this study was successful in generating significant increases in both Purchase Intent and Brand Favorability** for Tetley Red Tea.
- Print+Online advertising together** not only drove these two lower funnel metrics, but **successfully and cost-efficiently improved perceptions of all three brand-specific Tetley Red Tea attributes**.
- Without the combination of Print + Online, agreement with brand attributes was harder to shift by either medium alone, each of which required 2+ impressions.
- The effects of the Print + Online combination were also more prevalent among key consumption groups within the target group for Brand Favourability and Purchase Intent** – those who drink herbal tea more frequently and current Tetley consumers – both of which may have been more attuned to the advertising.



Intent to Purchase Tetley Red Tea: Women 25-54

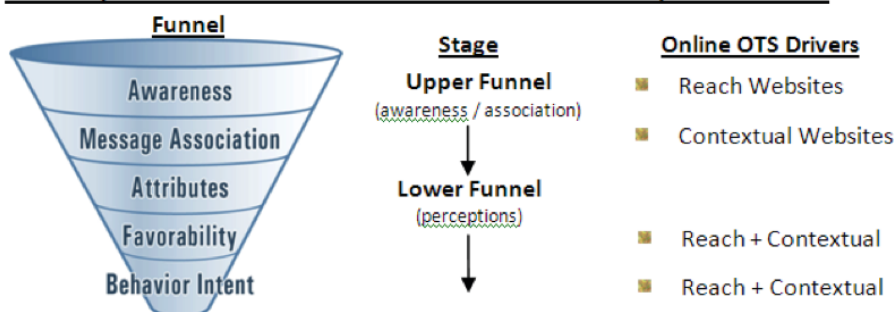
- Control (base=100)
- Online-only OTS
- Print-only OTS
- Print + Online OTS

= statistically significant difference at a 90% level of confidence

3. Online Reach and Contextual Website ad placements impacted the target audience differently, and at various stages of the purchase funnel.

- Reach Websites** exposed the ads to an audience less familiar with Tetley Tea and consequently **generated more Awareness** for Tetley and the Red Tea line among this group.
- Contextual Websites enhanced consumers' ability to correctly Associate The Message** with Tetley Red Tea
- Placements on both Reach and Contextual Website groups successfully drove consumers' Perception of Tetley Red Tea, as reflected in Brand Favorability and Intent To Purchase.**

Summary: Online 'Reach' versus 'Contextual' Website Group Contributions



SUMMARY

- The unique and synergistic benefits of adding Online advertising to Advertisers' media plans are numerous, and have been proven in all 9 of IAB Canada Cross-Media Optimization Studies – still, **the key to unlocking the full potential of Online advertising lies in getting Online ad creative right.**
- By following long-established Online ad creative best practices including proper sizing and prominent placement of the brand logo and call-to-action – on ALL frames – of Static, Rich Media and Video ads, Online's branding potential can be released.
- In this study, **exposure to Online-only, Print-only and Print+Online advertising all contributed to the total impact** of Tetley Red Tea advertising against the target group, with:
 - **Print-only and Print+Online best able to drive UPPER Funnel Metrics** (Awareness, Message Association).
 - **Online-only and Print+Online best able to drive LOWER Funnel Metrics** (Attribute Agreement, Brand Favourability, Intent To Purchase).
- **Online Reach and Contextual Website ad placements impacted the target audience differently**, and at various stages of the purchase funnel.
 - **Reach Websites** exposed the ads to an audience less familiar with Tetley Tea and consequently **generated more Awareness** for Tetley and the Red Tea line among this group.
 - **Contextual Websites enhanced consumers' ability to correctly Associate The Brand Message** with Tetley Red Tea.

Confidentiality Note:

To protect confidential brand findings, highlights of the actual Dynamic Logic results are presented primarily in index form, instead of absolute percentages. No competitive brand data is shown; nor is the specific character of individual Tetley brand attributes.

For more information regarding this CMOST study, or to participate in IAB Canada's CMOST Research Programme please contact:

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