

Future Planning for Video Campaigns

OMG launches Video Planning Norms, a proprietary initiative to set guidelines

Given the increasing importance of video in digital planning, OMG has arrived at norms basis 90+ Brand Lift Studies from 2016 onwards. This will aid future video planning by giving directional sense across metrics, categories and demographics. These norms are arrived at by aggregating relative lifts of campaigns and they will continue to evolve and be stronger as we input more data points in the coming months.

Like metric scores for any study, campaign lifts are also affected by parameters like creative (messaging, innovation), brand life stage, category heat, presence on other media, target group, markets etc. To start the conversation on video metrics, we have tabulated lifts on metrics without taking into account any other parameters.

Relative lift is calculated on the unexposed segment on the platform and takes into account the existing baseline. i.e. If pre (unexposed) metric score is at 10%, then a shift to 12% would imply a relative lift of 20%.

$$\text{RELATIVE LIFT} = \left(\frac{\text{Post} - \text{Pre Score}}{\text{Pre Score}} \right) \times 100$$

Video Norms Scorecard

METRICS	RELATIVE LIFT	ALL CAMPAIGNS	LOWER PRE SCORE/ NEW	HIGHER PRE SCORE/ OLD
Purchase Intent		6%	6%+	2%
Consideration		8%	10%+	2%
Brand Awareness		9%	14%+	2%
Ad Recall		29%	41%+	9%

All figures are based on positive relative lifts and scores are aggregated for different brands across metrics.

Ad Recall - Relative Lift CPG & Auto



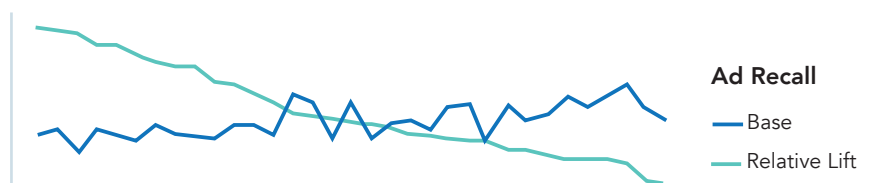
2% - 79%



5% - 63%

Ad Recall is the most receptive to media inputs and shows an average relative lift of 29% across all campaigns. This figure could vary from 9% to 41%+ depending upon the campaign environment (creative, brand life stage, category heat, presence on other media, target group, markets etc.)

As is obvious, impact (=lift) is greater for the upper funnel metric (i.e. recall, awareness), but not so much for the lower funnel metrics (i.e. consideration, purchase intent) as evidenced through a smaller range of scores.



HIGH RELATIVE LIFT

Ad Recall



AGE <25

Awareness & Consideration



AGE >45

Relative lifts depend on pre-release scores i.e. those **ads with lower base scores would deliver higher lifts and vice versa.** This confirms that brands with lower awareness lift, could increase impact by focusing on consideration along with awareness. Therefore, following traditional interplay of metrics and advertising.

Increase in frequency from one to two, delivers double lift across metrics, indicating the **value of focused delivery.**

Campaigns show a wide range in lift scores **with a defined threshold level and possibilities for maximising impact.** These variations for ad recall lifts occur across categories with CPG between 2% - 79% versus Automotive between 5% - 63%.

Within demographic cuts, age rather than gender is the main differentiator. While ad recall lift is highest for the younger age group (<25yrs), brand awareness and consideration lifts are higher for the older age group (>45yrs). **This reveals greater impact of the video-ad on the younger, but greater impact on the brand (i.e. equity) kindled by the video-ad on the older.**

This is just a pre-cursor; a detailed study will follow. Please get in touch with your OMG contact.