The Five Media Questions Brand Researchers Need to Answer

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Traditional media buying

- The traditional way that media companies and marketers do a deal...

Media offers an audience

Marketers seek consumers

Who does Unilever want to reach with their message

Nielsen ratings Overall, within demo Profiles of who watches Cost for a 30” spot
New marketing questions

Reach, frequency

GRPs, TRPs, Impressions

Media Windows

CPM, cost per GRP

Penetration, purchase cycle

Positioning

Market share

Brand equity

Copy effectiveness

Consumer usage

Ad and promo Spending

Audiences

Media usage
And then media changed…

- The way you connect brand ideas to consumers via media is no longer TV-centric
- Consumer self-directed behaviors generate important media impressions
- In programmatic, audiences are defined by brands and this is all data driven
The new way of things

Push vs Pull

Brands become media

How many store visits per week? How long?

Over $200MM in ad spend, a large part of which can be directed via first party data

36 MM fans
12 MM followers

Tens of millions of app downloads

Roughly 10MM website visitors, spending 3 ½ minutes per visit per month
What is the typical media day?
- TV still the 800 pound gorilla
- Radio is second
- Smartphones fastest growing, and exceed computers
- Digital combined approaching TV

Source: Nielsen cross platform report 2015
Media time spent is shifting in the direction of digital, particularly among younger viewers.
How have new media behaviors changed the way that people shop for my offering? How does the marketer succeed at each point in the journey?

1. **Initial-consideration set**
   - The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

2. **Active evaluation**
   - Consumers add or subtract brands as they evaluate what they want.

3. **Moment of purchase**
   - Ultimately, the consumer selects a brand at the moment of purchase.

4. **Postpurchase experience**
   - Ongoing exposure
   - After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.
98% are dormant regarding autos!

- **Facts:**
  - Vehicles sold in US: 16MM
  - HHs in US: 125MM
  - Assume 2 month active shopper window
  - Only 2% active at any point in time!

- How to allocate spending to active vs. dormant
  - Active = influence the journey
  - Passive = generate demand, desire, and brand predisposition
  - Touchpoints are very different for active vs. passive and depending on the category
Programmatic is a sea change in how marketing works

- The advertiser amasses the audience based on their own ad serving rules
- It is now the advertiser’s responsibility to know the audience…one at a time, at scale
- All of this is driven by data, the new competitive fuel…housed in something called the DMP
- YOU NEED TO KNOW HOW THIS WORKS!!
What is your point of view on…

- How far and fast do we move to digital?
- How to use mobile marketing?
- What is more important, owned or earned?
- How to get in on programmatic

- **Tough questions, requiring measurement strategies**
5 Media Questions You Need to Answer

1. What are the changing media behaviors of my target consumers?
2. How have new media behaviors changed the way that people shop for my offering?
3. Media and communication fragmentation is everywhere…how do I know what is working to lift business results?
4. How does data-driven digital and programmatic marketing work? How can I bring the most value?
5. What’s next?
Thank you!

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