

# Interim Interactive Budgeting Standards- A proposal



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# Key Messages

1. Digital advertising can provide an efficient extension of reach when used in conjunction w/TV
  1. Do not need statistical models for this step
2. Key questions surrounding Paid Digital (preceding measurement):
  1. Can we replicate as many times as needed the reach and frequency from one execution to another?
  2. Can agencies guarantee the buy?
  3. Do we have access to all the ingredients to create an electronic GRP?



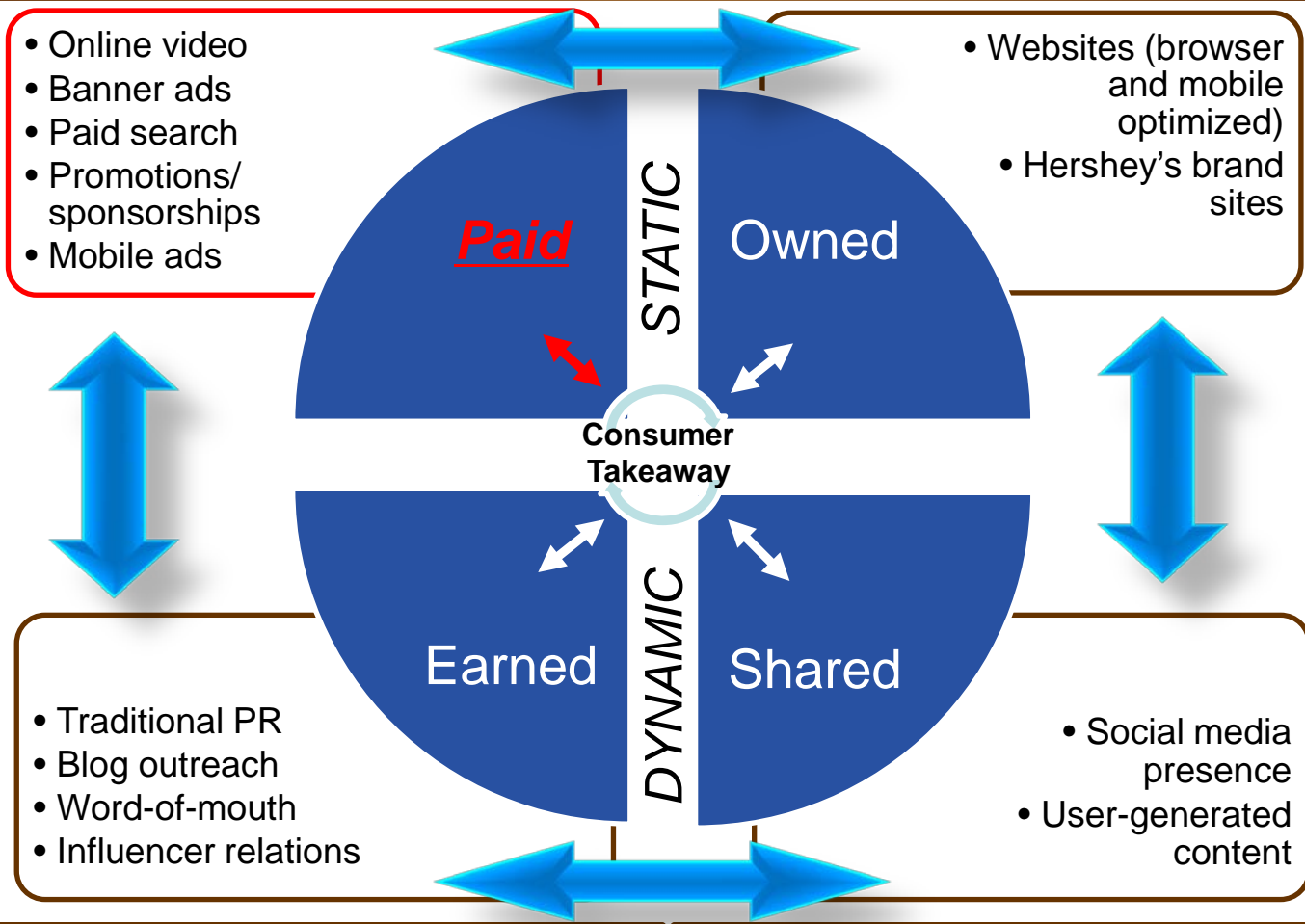
# We Need to Think of Paid Digital as an Extension of TV Covering All Screens

The Digital Media plans will need to cut across all digital formats, devices and screen types, especially critical as mobile and tablet penetration continues to rise



# Digital Ecosystem- Our Focus Today is on Paid Digital

CONTENT



One Voice and One Experience



# What is the replicability of Paid Digital Media Planning?

- Digital Media Plans are customized by Brand
  - However, the Paid Digital space is finite and stable.
  - Therefore there is no reason why agencies cannot “commit” to re-reaching a % of same consumers (similar to TV)

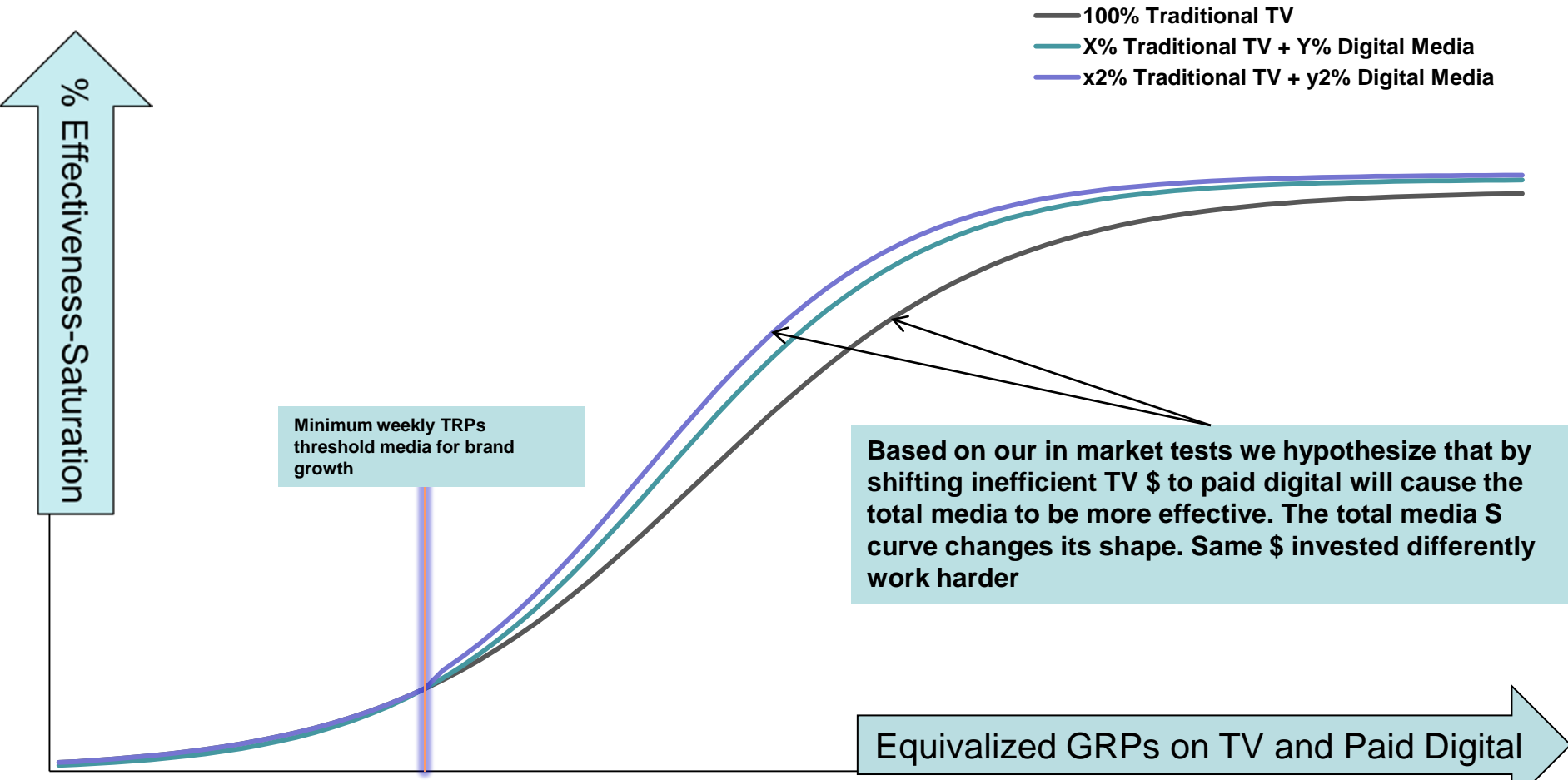
People	Networks / Portals	
	Shopping Networks	
	Social / Social Gaming	
Passion Points	Holiday	
	Entertainment / Music / Celebrity / TV	
	Sports	
	Parenting	





# Replacing inefficient TV with Digital can increase efficiency

## Traditional TV and Digital Media S - Curves

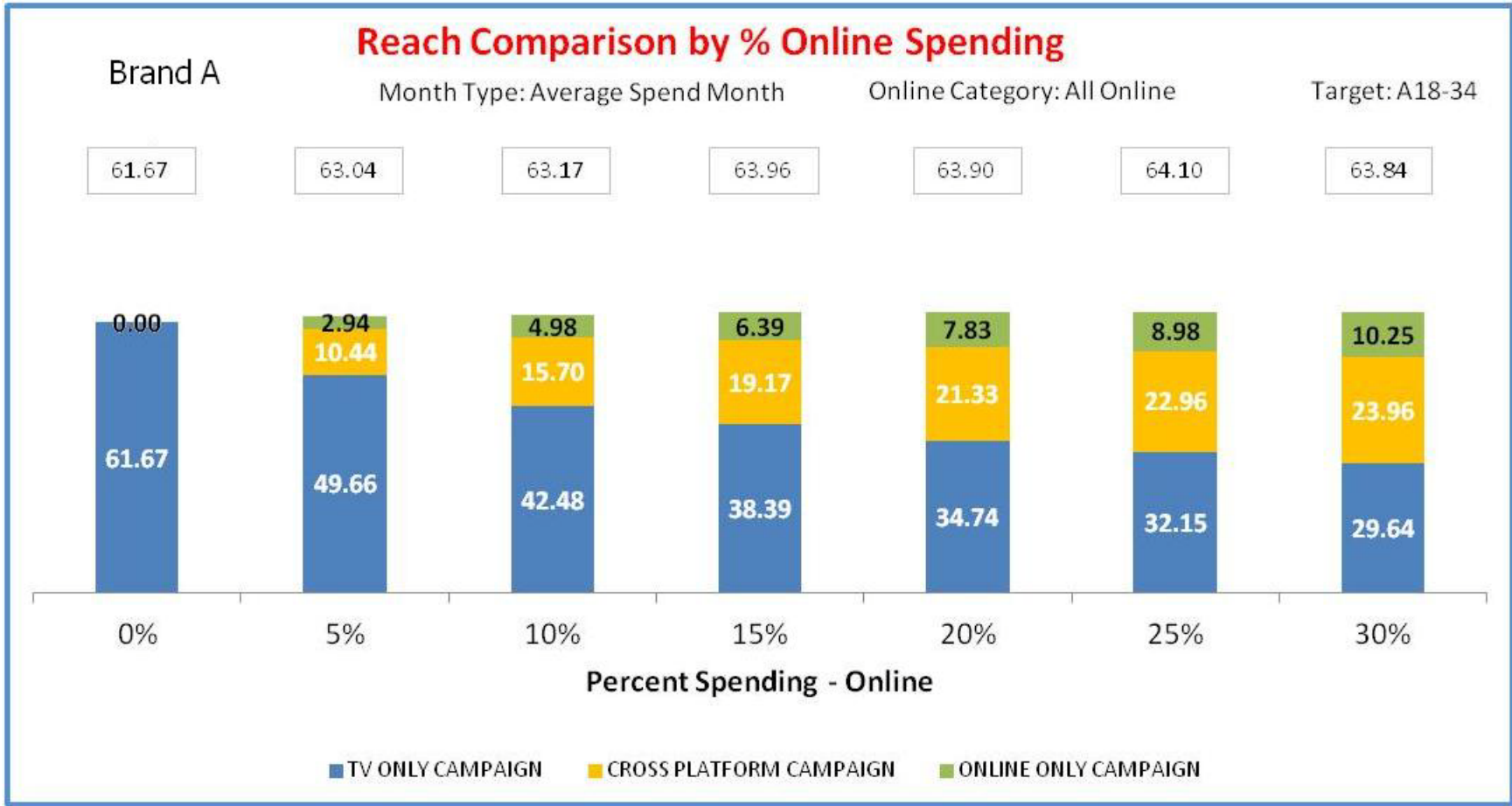


# Built a construct and reason to believe TV + Digital work

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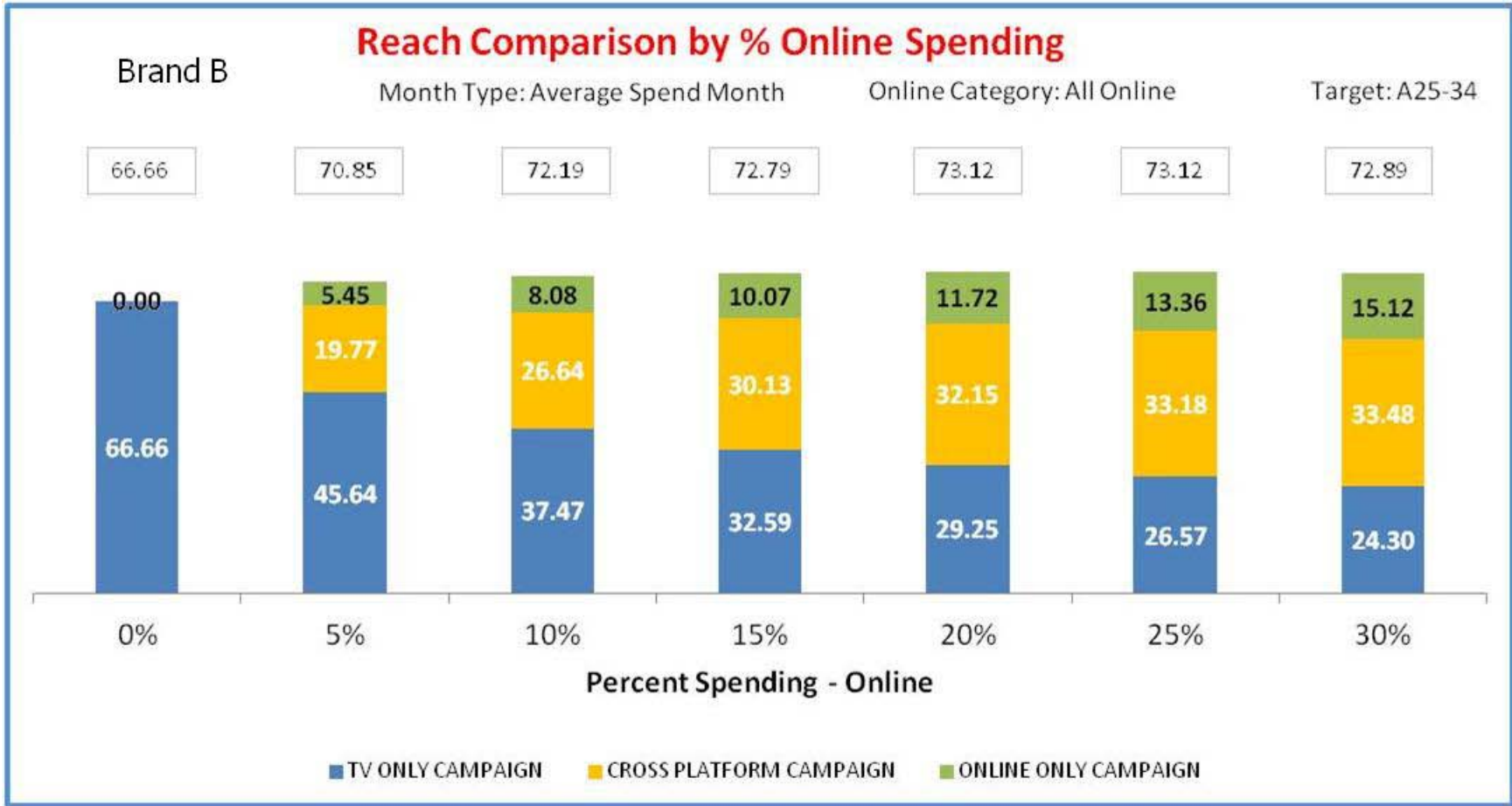


# Brand "A's" Reach simulations show opportunity to shift inefficient TV dollars- This is a step before modeling





# Simulations of Brand “B’s” Reach also show opportunity of shifting inefficient TV \$



# Ability to see where inefficient TV \$ are relative to viewership index against a specific target

Data Table	Statistic: TV Network Target Indices		
	EEM Secondary Target	A25-34 Spectra Heavy	A25-34 Spectra Med/Light
ABC	100	88	102
CBS	98	115	107
CW	107	131	73
FOX	103	130	91
NBC	101	110	96
ADSM	104	84	84
APL	91	134	134
BBCA	102	69	93
BET	102	141	93
BRVO	104	120	86
CMT	84	214	160
FAM	94	149	122
FOOD	97	161	110
FX	97	145	110
GAC	99	72	103

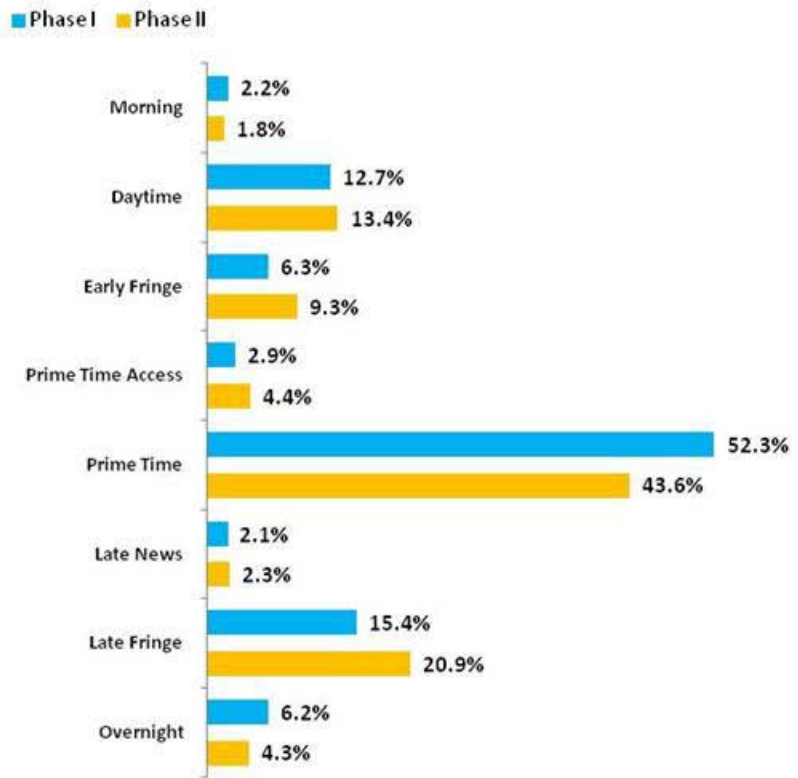


# Ability to compare performance over time...

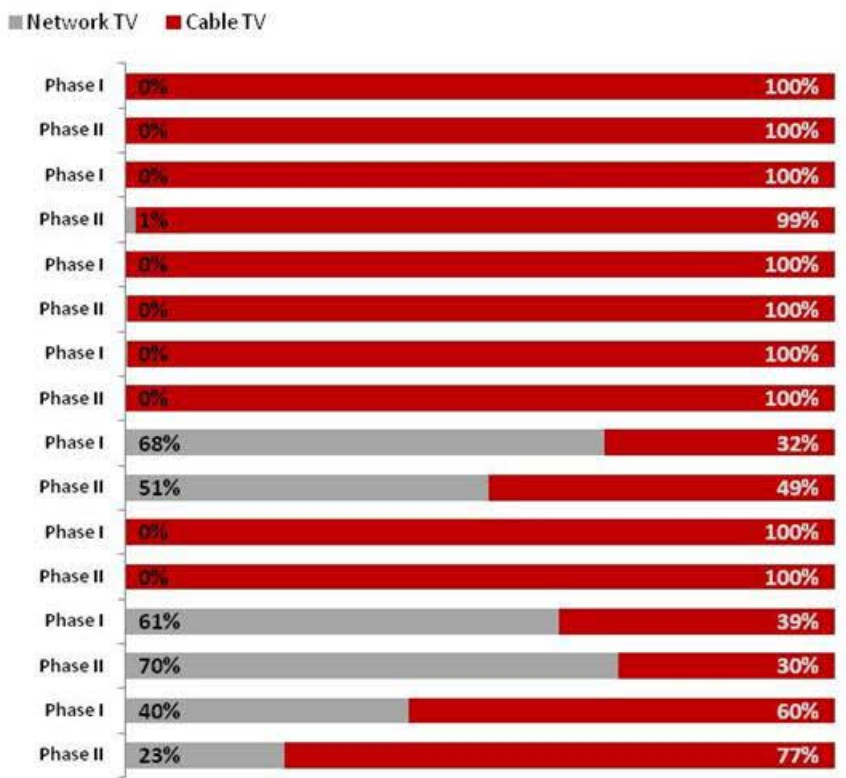
Brand X High Spend Month Phase I Spending: X

Phase II Spending: Y

Distribution of Ad Spend by Daypart and Year



Distribution of Ad Spend by Type



**Thank You!**

