

online publishers association

## Media Mix Study

conducted in  
partnership with



Millward Brown  
IntelliQuest

# Background / Objectives

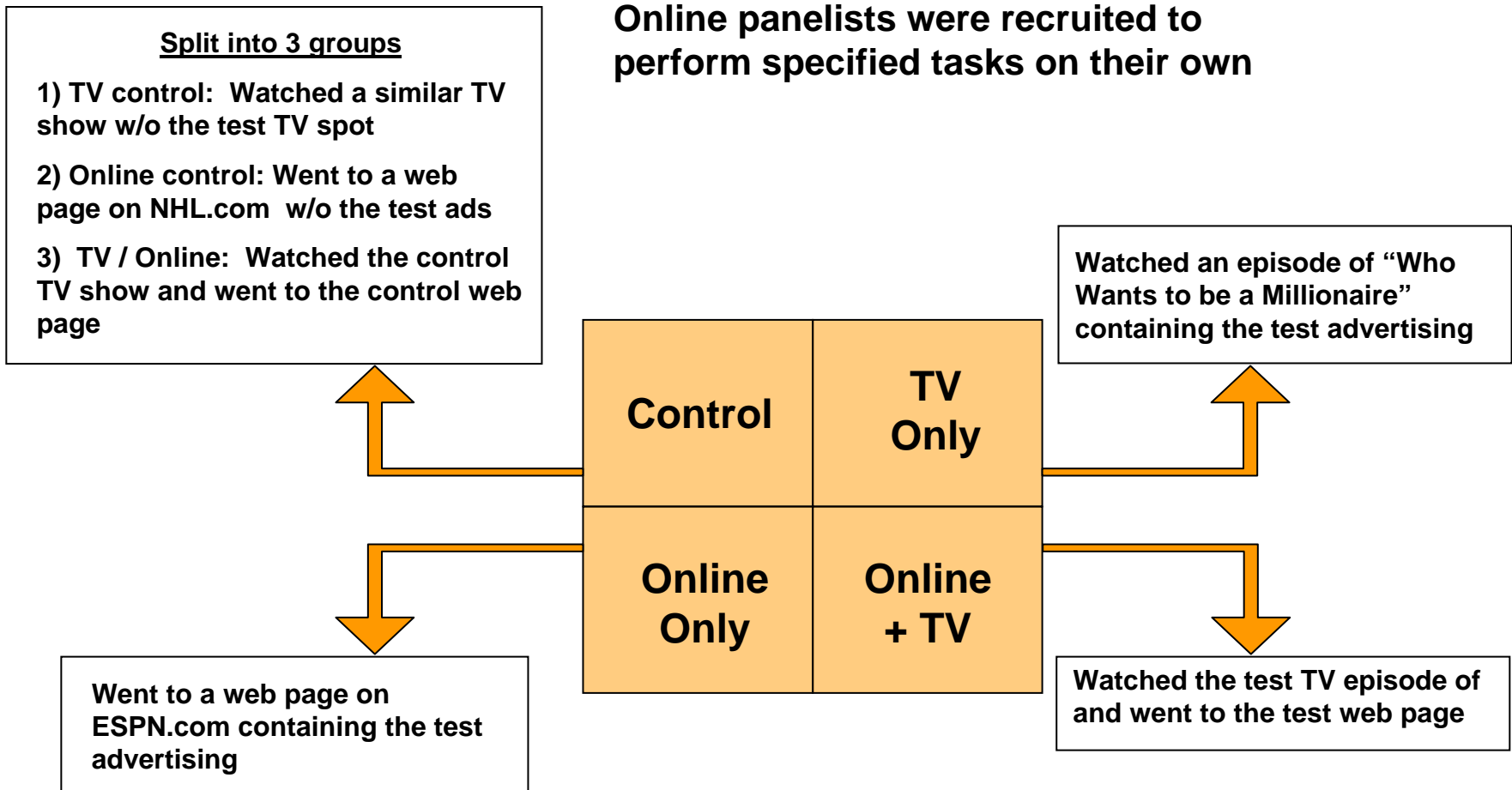
- The Online Publishers Association (OPA) commissioned Millward Brown IntelliQuest to conduct a Media mix study to understand how online advertising can work in combination with offline advertising.
- Specifically, this research was designed to test recall and memorability of online advertising and television advertising – each alone and in combination - following a single, forced exposure to the ad creative.
- The advertiser used in this test was the United States Air Force.
- Given that this is a high-awareness and high-involvement category, no changes in measurements such as awareness, consideration, and action were expected to be captured in this test of a single exposure to the advertising.

# Headlines

- Online ads are memorable long after they are seen
  - Brand ad awareness was significantly higher, and day-after recall of creative was more than double that of the control group.
- Online ads improve the effectiveness of TV ads
  - Those exposed to both online and TV ads were significantly more likely to recall the TV commercial.
- Online advertising is more likely to be seen than TV advertising
  - When an online ad is served the recipient is exposed to the ad. A large portion of TV viewers do not see commercials. Even when instructed to watch an entire program, less than one-third of respondents claim to have watched all of the commercials.

# Methodology

## Four Cell Experimental Design - Natural Setting



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# The Ads

# Online Ads

Respondents in the test cells (web only and web + TV) were exposed to an Air Force sponsorship on the NHL “Plays of the Week page” on ESPN.com.

MSN Home | Hotmail | Search | Shopping | Money | People & Chat

**LEARN TO PUMP GAS AT 30,000 FEET**

ESPN Network: ESPN | NBA.com | NHL.com | RPM | ABCSports | EXPN | Insider | Shop | Fantasy

**ESPN NHL** **nhl Plays of the week**

Monday, March 11  
Updated: March 11, 10:13 AM ET

**Poll: NHL Play of the Week**

PRESENTED BY: **U.S. AIR FORCE**  
CROSS INTO THE BLUE

**Editor's Note:** Due to the Olympics, there will be no NHL Plays of the Week poll for February 10-23.

**Calgary vs. N.Y. Rangers**  
Jerome Iginla's hat trick helps extend his league-leading goal total to 39.  
**RealVideo: 56.6 | ISDN**  
**Cable Modem**

**San Jose vs. Dallas**  
Joe Nieuwendyk skates in on the delayed off-sides penalty and scores with the backhand.  
**RealVideo: 56.6 | ISDN**  
**Cable Modem**

**Anaheim vs. Chicago**  
Igor Korolev makes a sweet behind-the-back pass to Steve Sullivan for the goal.  
**RealVideo: 56.6 | ISDN**  
**Cable Modem**

**Detroit vs. Toronto**  
Jason Williams scores his first career NHL goal.  
**RealVideo: 56.6 | ISDN**  
**Cable Modem**

**N.Y. Islanders vs. Pittsburgh**  
Alexei Yashin skates in on the breakaway and beats Johan

U.S. AIR FORCE  
**CLICK IN»**

ESPN Tools  
Email story  
Most sent  
Print story

**NHL Plays of the Week Poll**  
PRESENTED BY U.S. AIR FORCE

Cast your vote for the NHL Play of the Week:

- Iginla scores goals, 37, 38 and 39
- Nieuwendyk scores on the delayed off-sides penalty
- Sullivan takes behind-the-back pass for the score
- Williams scores first career NHL goal

Air Force Banner

Air Force Badges

# Online Ads

Respondents in the test cells (web only and web + TV) were exposed to an Air Force sponsorship on the NHL “Plays of the Week page” on ESPN.com.

The screenshot shows the ESPN.com NHL "Plays of the Week" page. At the top, there is a navigation bar with "MSN Home", "Hotmail", "Search", "Shopping", "Money", and "People & Chat". Below this is a banner for "LEARN TO PUMP GAS AT 30,000 FEET". The main header features the "ESPN NHL" logo and the "nhl Plays of the week" title. A date and time stamp indicates "Monday, March 11, Updated: March 11, 10:13 AM ET". A "powered by COMPAQ" logo is visible. The page is presented by "U.S. AIR FORCE CROSS INTO THE BLUE". A "CLICK IN»" button is present. A video player window is overlaid on the page, displaying the "real ONE PLAYER" logo. The video player has a "CLOSE WINDOW" button and a "CLICK IN»" button. An orange arrow points from the "CLICK IN»" button on the video player to the "CLICK IN»" button on the page. The page content includes a "NHL" sidebar with links to "Scores", "Schedule", "Standings", "Statistics", "Transactions", "Injuries", "Players", and "Message Board". The main content area shows a "N.Y. Islanders vs. Pittsburgh" game summary, mentioning "Alexei Yashin skates in on the breakaway and beats Johan". A "VIDEO" section is also visible.

Initiating a video stream brings up a window containing another Air Force badge

# Online Ads

Closer look at the individual units:



(Ad 1)



(Ad 2)



(Ad 3)



(Ad 4)



# TV Commercial

Respondents in the test cells (TV only and TV + web) were exposed to the TVcommercial below shown during an episode of *Who Wants To Be A Millionaire*.

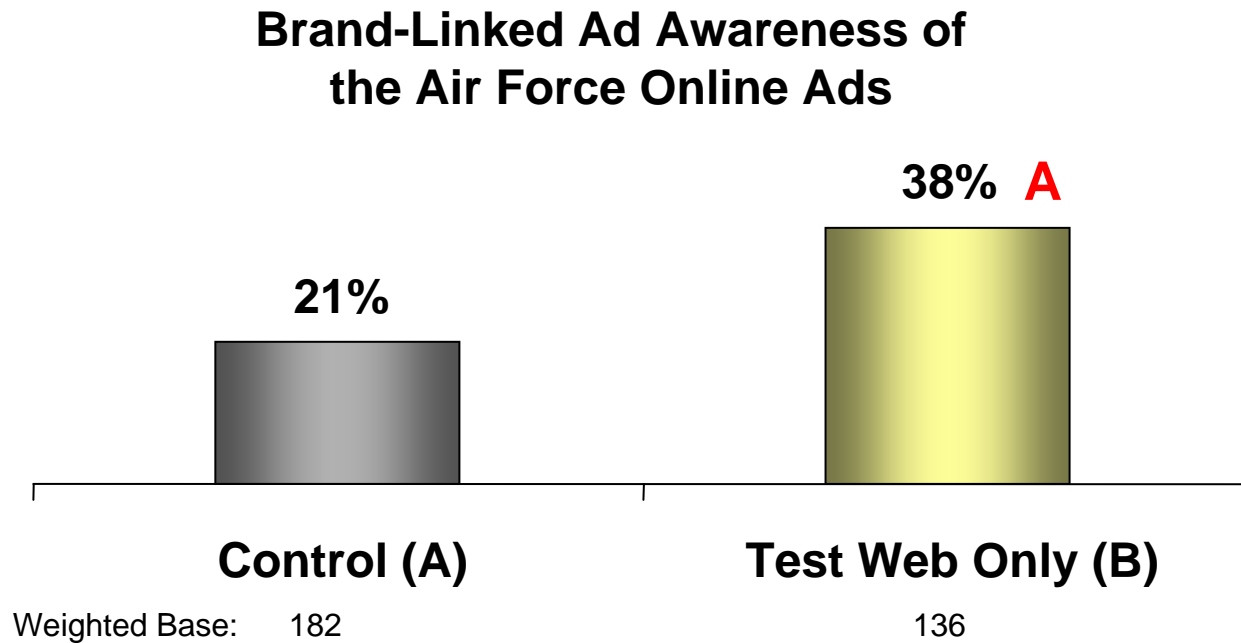


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# Key Findings

# The online advertising broke through

Day-after awareness of online Air Force advertising was significantly higher among the test group.

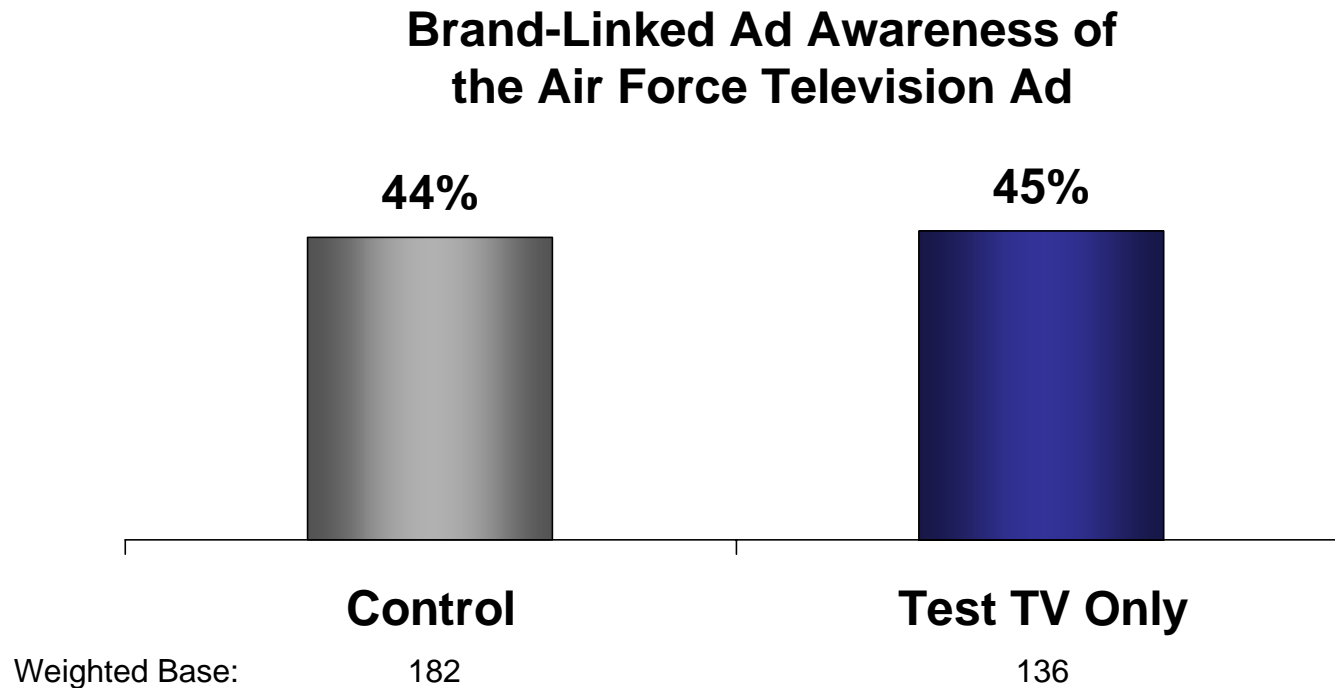


Q12. Which, if any, of the following United States Armed Services have you seen/heard advertised on the Internet recently?

AB = Significantly different at the 95% confidence level

# The TV advertising did not break through

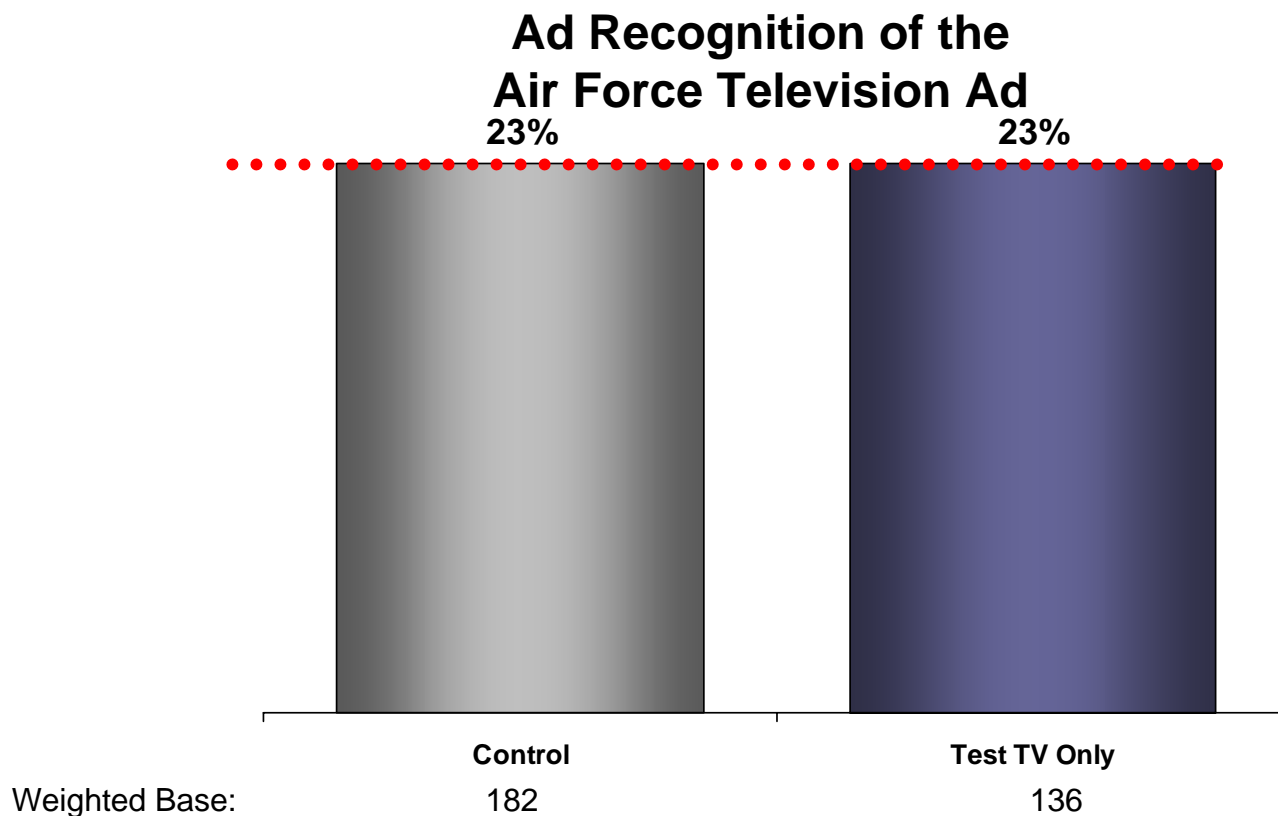
There was no difference in day-after awareness of Air Force advertising on TV...



Q12. Which, if any, of the following United States Armed Services have you seen/heard advertised on television recently?

# The TV spot did not break through

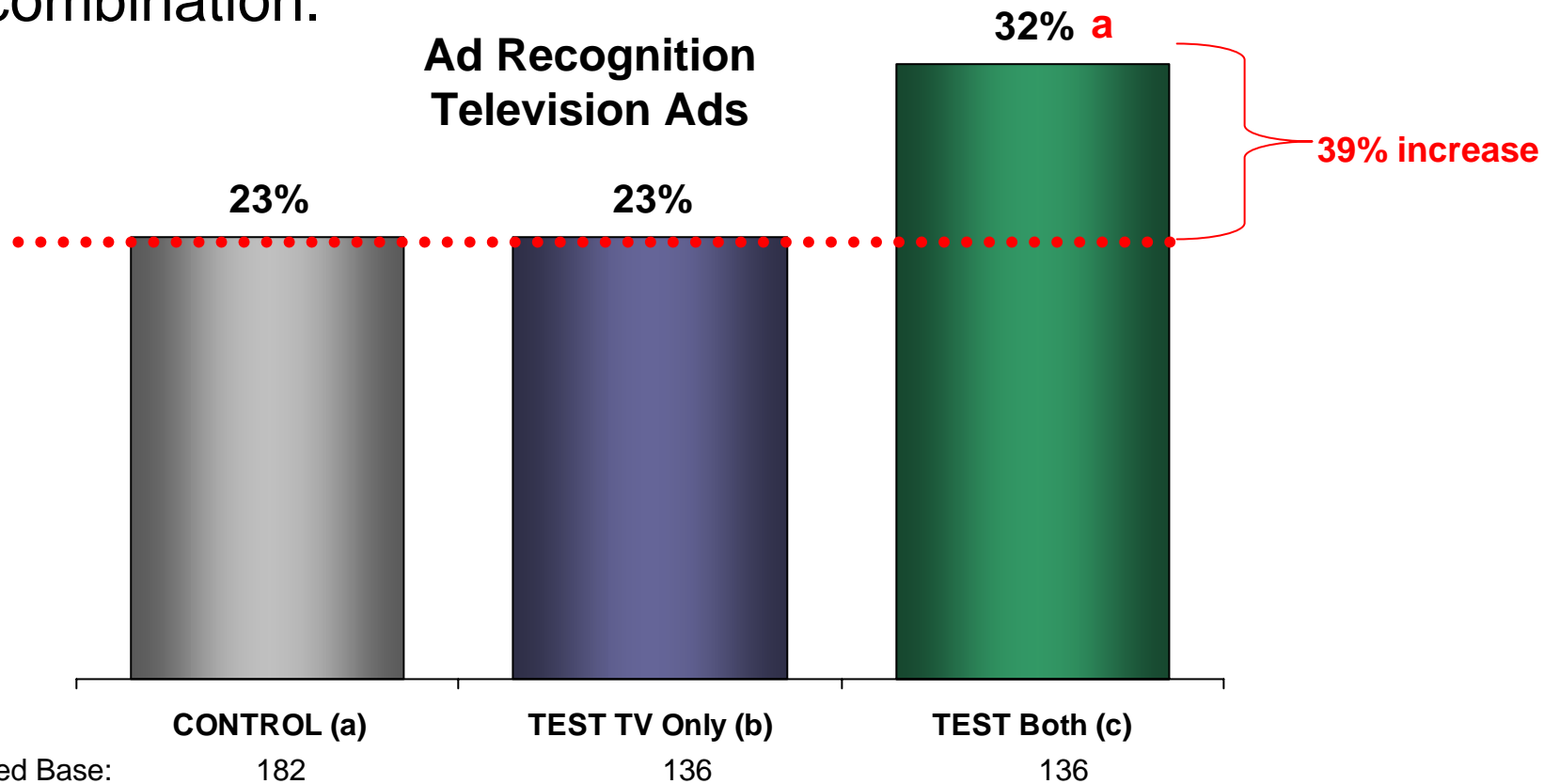
...nor was there a difference in day-after recall of the specific Air Force ad tested.



Q27. Have you seen this television ad?

# The TV spot DID break through to those had also seen the online ads

There is a synergistic effect when TV and online are used in combination.



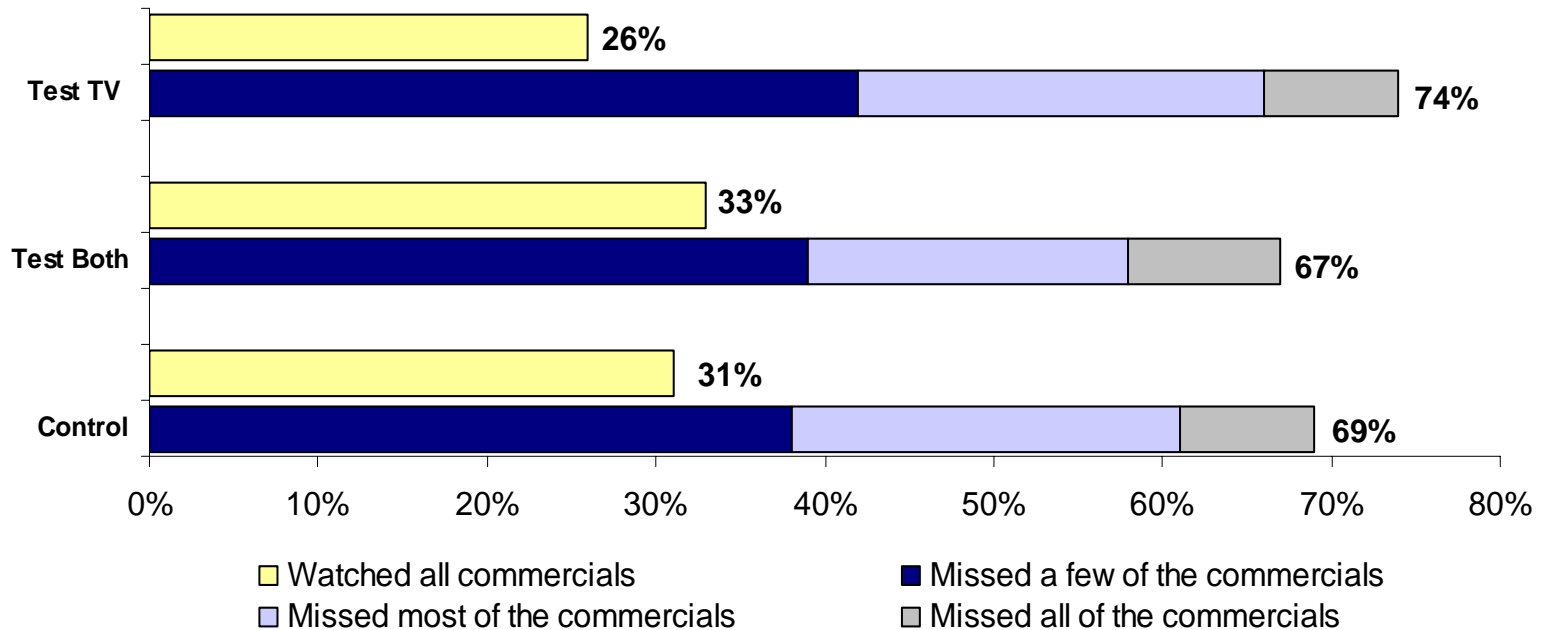
Q27. Have you seen this television ad?

abc = Significantly different at the 90% confidence level

# Few viewers watch all TV ads...

Less than one-third of respondents in our test cells claimed to have watched all of the commercials.

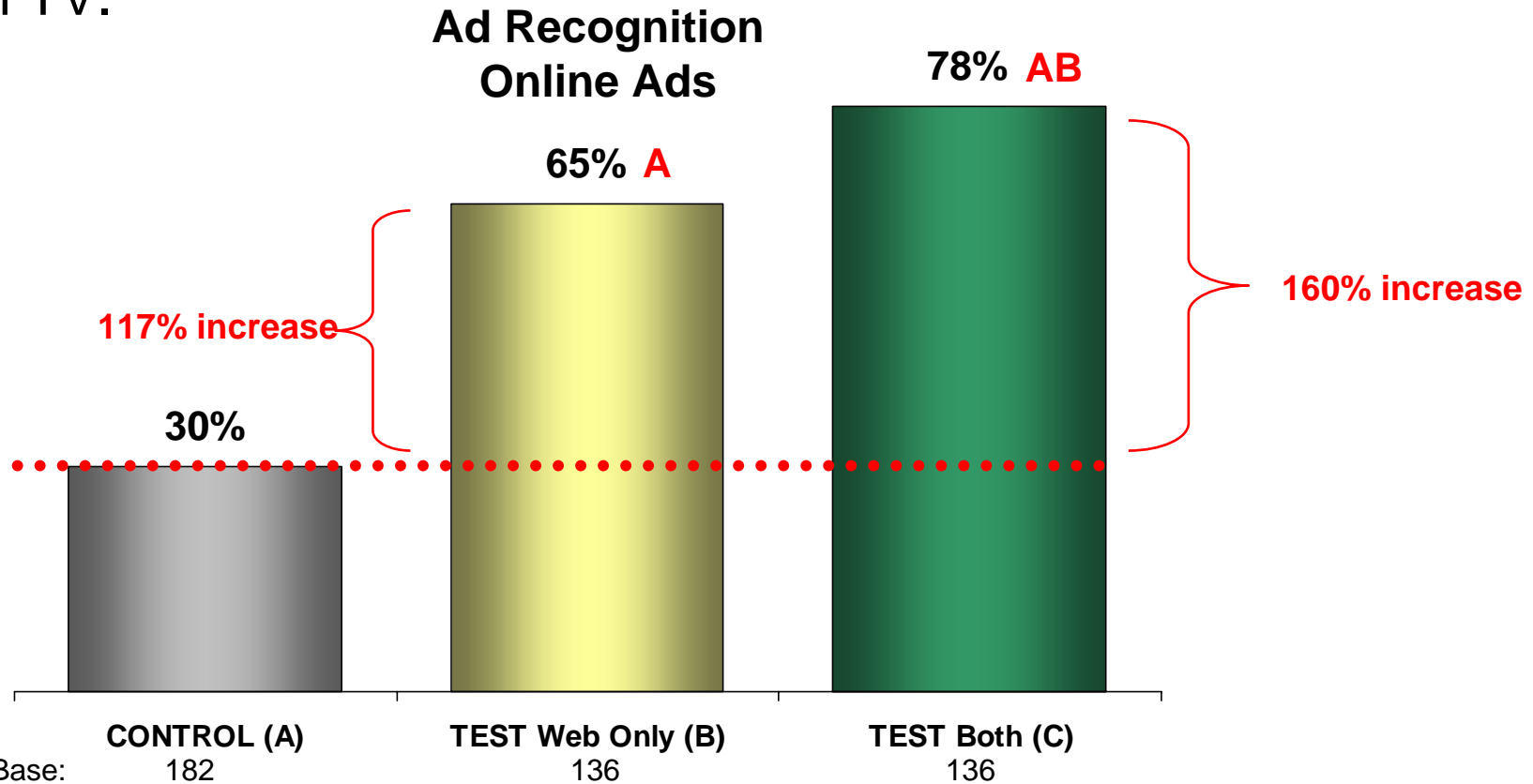
### Claimed Viewership of Commercials



Q37/38. When watching the (Millionaire/CSI) episode that we asked you to watch, would you say you...?

# ...unlike online ads, which arrive coupled with content

There is higher recognition of online ads overall (65%), and increased recognition of online ads among those who also saw the ad on TV.



Q20. Have you seen these online ads?

ABC = Significantly different at the 95% confidence level

# Implications

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- This research demonstrates that online advertising performs favorably in a day-after recall test
- Online works well in support of television advertising
- Specifically, an online campaign can increase the impact of a TV spot
- Marketers should have confidence to re-evaluate their media mix to include online as a means of enhancing campaign effectiveness and brand goals

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# Appendix

# Methodology – Qualifying Questions

Respondents were asked questions to help determine whether they completed the tasks they were assigned. These questions are shown below (correct answer is **bolded**):

- **Control and Test Web:**
  - What sport was featured on the Website we asked you to visit? (Football, Basketball, Baseball, **Hockey**)
  - What was the topic of the poll on the Website? (**Play of the Week**, Playoff match-ups, coaching changes)
- **Control TV:**
  - In the episode of *CSI: Crime Scene Investigation* that we asked you to watch, which of the characters was the murderer? (The lawyer, The wife, **The husband**, The mistress)
  - What was the amount of the ransom? (\$500,000; **\$1,000,000**; \$5,000,000; \$20,000,000)
- **Test TV:**
  - In the episode of *Who Wants To Be A Millionaire* that we asked you to watch, how many contestants made it into the “Hot Seat” (that is, they sat across from Regis Philbin and competed for prize money)? (One, Two, **Three**, Four)
  - What kind of episode was it? (Celebrity Edition, **College Edition**, Olympians Edition, A normal episode with ordinary contestants)

# Qualified Respondents

The table below details the number of respondents in each quota group who could not correctly answer the task confirmation questions. The bottom row shows the net number who correctly answered the applicable screening questions and who make up the bases used in this report.

	CONTROL	TEST Web Only	TEST TV Only	TEST Both
<b>Number before task confirmation screening:</b>	268	223	220	202
<i>Number that did NOT correctly state that...</i>				
<b>The sport featured on Web page was Hockey AND the topic of poll was Play of the Week</b>	54	39	n/a	75
<b>The episode of Millionaire was a College Edition</b>	n/a	n/a	77	65
<b>In the CSI episode, the husband was the murderer OR the ransom amount was \$1,000,000</b>	60	n/a	n/a	n/a
<b>NET QUALIFIED</b>	<b>166</b>	<b>184</b>	<b>143</b>	<b>98</b>

# Fielding Summary

Fielding occurred between Tuesday, January 29 – Tuesday, February 5.

The table below details the number of completed surveys in each sample cell along with the sample size to which each was weighted for the purposes of this report.

	<u># of Completed Surveys</u>	<u>Weighted Base</u>
Control	166	182
Test Web Only	184	136
Test TV Only	143	136
Test Both	98	136

	<u>Control</u>	<u>Test</u>
Cooperation Rate % that qualified and agreed to complete the survey of those invited	6%	5%
Completion Rate % that completed survey of those pre-recruited	63%	65%

# Sample

Respondent demographics were similar with no significant differences across cells, ensuring a reliable experimental design.

	CONTROL	TEST
	% A	% B
<b>Gender</b>		
Male	70	70
Female	30	30
<b>Age</b>		
18-21	53	52
22-24	47	48
<b>Education</b>		
Some College/Associate's Degree	66	65
Bachelor's Degree or Higher	26	22
<b>Live at Home with Parents</b>		
Yes	27	34
No	73	66
<b>Household Income</b>		
Less than \$20,000	28	27
\$20,000 to \$49,999	30	27
\$50,000 to \$99,999	19	22
\$100,000 or more	5	8
Prefer not to answer	18	17
<b>Weighted Base</b>	<b>182</b>	<b>409</b>