Cross Media Campaign Effectiveness
Decathlon Kipsta Underwear

January 2012
Summary

1. The campaign has raised awareness, recommendation, overall opinion and consideration (among men and older target) for Kipsta. It has also improved Decathlon image and intent to buy.

2. YouTube and GDN total reach was 36%: 34% was impacted two times or fewer on TV.

3. YouTube combined with TV has significantly increased the impact on Kipsta awareness and Decathlon image, which wouldn’t have been achieved with TV only.

4. TV only would have required a 28% additional TV investment to get to the same reach as the combination of TV and YouTube+GDN.

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Decathlon has held a campaign on TV and online on YouTube and GDN, promoting Kipsta underwear, with similar creative work as last year.

Campaign and research target was adults 18+

- TV: 832 GRPs
- YouTube: 16,5 M Impressions (Mastheads: 12,9 M & 1st Watch 3,6 M)
- GDN: 43 M Impressions

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
GDN accounted for majority of impressions and reach

- **92%** contacts, 11.1 GRP’s*
- **88%** contacts, 9.4 GRP’s
- **36%** contacts, 4.8 GRP’s
- **33%** contacts, 4.4 GRP’s
- **12%** contacts, 2.4 GRP’s

1020 GRP’s* 827 GRP’s 59.5 M impr. 43 M impr. 16.5 M impr.

*92% reach
*11,1 contacts

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Google adds 4% incremental reach to the campaign

Only TV 56%

TV+YouTube & GDN 32%

Only YouTube & GDN 4%

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
34% of YouTube & GDN reach was among those with less than 3 contacts on TV

= 2,300,195 consumers*

Reach YouTube+GDN

TV Frequency

=19,441,000*(reach YouTube & GDN)*34% (source: EGM 2010)

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Compared with effective reach of TV (3+), incremental reach of YouTube & GDN grows to 12%

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Online reach is higher among younger target, where TV reach is lower.

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
A similar relationship is visible for the average contact frequency.

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
GDN has higher reach due to higher number of impressions.

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Digital cost of point reach was much lower than TV

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Digital cost per point reached was lower than TV

Note: All GRPs weighted to 20”

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Additional investment required to attain same reach with TV only

Delivered Reach TV+YouTube&GDN: 92%
Delivered Reach TV+only: 88%

Optimal TV reach: from 70% on, digital becomes more efficient than TV to add reach

Same reach but TV only would have required a 28% additional TV investment

Cumulative Investment and Reach Increase

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Given higher YouTube impact on awareness, each euro invested delivered 120% more awareness increase.
Summary

1 The campaign has raised awareness, recommendation, overall opinion and consideration (among men and older target) for Kipsta. It has also improved Decathlon image and intent to buy.

2 YouTube and GDN total reach was 36%: 34% of them (2,300,195) were not impacted by TV, or only 1 or 2 times. 676,528 were not exposed at all (10%).

3 TV only would have required a 28% additional TV investment to get to the same reach as the combination of TV and YouTube+GDN.

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Methodology
Methodology: Step 1
Understanding YouTube exposure

All creatives of the online advertising campaign were tagged with MetrixLab’s proprietary tracking technology. Every time a banner or video is served to a visitor a cookie is automatically placed on the computer of this visitor. The cookie contains information about which advertisement was served, what time and date it was served, from which site it was served, which other banners of the campaign were served and how often they were served. This means that when two million banners are served in a campaign, the MetrixLab banner tracking system is placing/updating cookies two million times.

MetrixLab cookies are dropped and updated every time the Decathlon/Kipsta masthead or other advertising appears on YouTube or GDN.

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
Methodology: Step 2
Understanding TV exposure

Using responses from consumers as to their exact media consumption across multiple channels it is possible to build up individual media consumption profiles. This profile is then matched with the booked media plan (provided by Optimedia), and using recognition of advertising creative as a corrective measure, OTS (opportunity to see) scores are generated for each respondent in the respondent base.

Groups of respondents are formed on the basis of their media exposure and are statistically levelled/weighted to remove any bias that might occur due to the self-selective nature of media.

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012
MetrixLab uses a control-exposed methodology to measure the branding effect of advertising campaigns. Exposure to different media groups are simultaneously sampled and their response compared. Because both groups are a random sample from the same population, the groups are statistically comparable across key demographic indicators.

Source: Google Cross Media Campaign Effectiveness: Decathlon Kipsta Underwear, January 2012