Multimedia Campaign Effectiveness
Renault Dacia Case Study

April 2012
Summary

1. YouTube has reached 17% of consumers adding 4% reach to the TV campaign, **8% to the effective +3 TV reach**.

2. Combination of TV&YouTube has been significantly more effective than TV only in lifting **spontaneous awareness, consideration** and brand values of Dacia.

3. **13% less investment was needed** to get same reach by adding YouTube to the TV campaign compared to getting this reach with only TV.
Dacia Campaign on TV & online, with an important part of the investment online on YouTube.

- Communicating Dacia as low cost brand of Renault Group

TV: 513,3 GRPs, 82% reach
YouTube: 28,7 M Impressions
- Masthead: 8,2 M
- Pre Roll: 8,5 M
- Videobanner: 12 M

Research target: men and women 25-54
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.

MetrixLab cookies are dropped and updated every time the Dacia masthead or other advertising appears on YouTube or Gmail.

Actual media plan is matched with individual respondent TV consumption to create an “Opportunity To See” score (OTS).
YouTube reached 17% of the campaign target

- 86% reach 6.7 contacts
- 82% reach 6.2 contacts
- 17% reach 2.9 contacts

575.5 GRP’s*  513.3 GRP’s  28.7 M impr.

Total GRPs based on research results: 86% reach * 6.7 contacts
YouTube campaign added 4% reach to the TV campaign, which is more than expected.
47% of YouTube exposed had less than 3 TV contacts

61% = 1,433,500 target*

* = 13,752,000*(reach YouTube)*61% (source: EGM 2010)
Looking at effective reach of TV (3+) incremental reach of YouTube grows up to 8%
The masthead creative has delivered highest reach with least impressions

- **Masthead**
  - Impressions: 8,2 M
  - Contacts: 2.08
  - Reach per M: 1.06%

- **Pre Roll**
  - Impressions: 8,5 M
  - Contacts: 1.95
  - Reach per M: 0.92%

- **Videobanner**
  - Impressions: 12 M
  - Contacts: 1.91
  - Reach per M: 0.52%
73% of reach of different formats has been complementary

- Masthead: 9% (8.2 M Impressions)
- Only Masthead: 6%
- Masthead + Pre Roll: 1%
- Pre Roll: 8% (8.5 M Impressions)
- Only Pre Roll: 4%
- Pre Roll + Videobanner: 2%
- Videobanner: 6% (12 M Impressions)
- Only Videobanner: 2%
- Videobanner + Masthead: 1%
- All: 1%
High synergie in spontaneous awareness

Q: Thinking of affordable car brands, what brand come to mind?
Q: Which of the following car brands do you know?
Q: To which of the following manufacturers do you associate Dacia?
Sinergie in spontaneous ad awareness too

Q: Thinking of affordable car brands, of which brands do you remember having seen or heard advertising lately?
Q: Of which of the following car brands do you remember having seen or heard advertising lately?
Purchase indicators increase greater

Q: Thinking of buying a car, which brands would you consider? (Top 2 BOX)
Q: And which of the following brands would be your first choice? (Top 2 BOX)
Q: On a scale from 0 to 10, to what extent would you recommend Dacia? (Top 2 BOX)
YouTube lifts those brand values that need reinforcement, whereas there is no lift on already strong values of Dacia.

Q: To what extent do you agree with the following statements about Dacia? (Top 2 BOX)

- Has a good price
- Is a low cost brand
- Is a familiar brand
- Is a brand with a good image
- Is an innovating brand

<table>
<thead>
<tr>
<th>Statement</th>
<th>No Contact (n=221)</th>
<th>TV Only (n=1130)</th>
<th>TV+YouTube (n=383)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a good price</td>
<td>67%</td>
<td>74%</td>
<td>72%</td>
</tr>
<tr>
<td>Is a low cost brand</td>
<td>70%</td>
<td>73%</td>
<td>67%</td>
</tr>
<tr>
<td>Is a familiar brand</td>
<td>28%</td>
<td>39%</td>
<td>+13 pt</td>
</tr>
<tr>
<td>Is a brand with a good image</td>
<td>21%</td>
<td>29%</td>
<td>+17 pt</td>
</tr>
<tr>
<td>Is an innovating brand</td>
<td>16%</td>
<td>29%</td>
<td>+18 pt</td>
</tr>
</tbody>
</table>

Sign. Increase compared to TV only (95%)
Sign. increase compared to no contact (95%)
Sign. decrease compared to no contact (95%)

YouTube Confidential and Proprietary
Mainly the combination of YouTube+TV lifts significantly all values around Dacia cars.
Cost per point reach is lowest for YouTube
Adding YouTube to the campaign delivers the same reach for 13% less investment

Delivered Reach TV+YouTube: 86%

Delivered Reach TV only: 82%

Same reach by using 13% less of media budget

Optimal TV reach: from around 75% on, digital becomes more efficient than TV to add reach

Cumulative Investment and Reach Increase
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