



VISION

WHAT TV ADVERTISING DID NEXT_



VCCP

How TV can help brands
populate culture

September 2024

Populate

culture



Culture is
everywhere

Culture is
important
to people.

~~Marketing~~
~~isn't.~~





3 things

1. Be sticky



A
SIMPLE
LIFE

MY LIFE & TIMES
ALEKSANDR

A woman with short, styled grey hair is speaking at a podium. She is wearing a dark blue blazer over a white top and a silver necklace. Behind her, a man in a dark suit and light blue shirt is seated, looking down. To his right, another woman with blonde hair is seated, looking towards the speaker. The background shows other people seated in an audience.

‘Simple’s’

Populating culture for 15 years



2009

Disrupted the entire price comparison market by introducing Aleksandr Orlov, a Russian meerkat



2010

Turned a meerkat in to a best selling author, outselling Tony Blair's autobiography



2011

Introduced Meerkat Toys, gave out over 10m and became the UK's second biggest toy distributor



2012

Announced partnership with Coronation Street, lasting 8 years



2015

Launched Meerkat Movies, offering 2 for 1 cinema tickets for CTM customers for a whole year



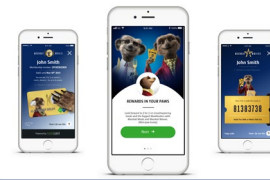
2019

Introduced the meerkat family to encourage people to spend more time together



2019

Introduced AutoSergei as an innovative way to talk about customer service propositions



2018

Introduced an app to extend customer loyalty



2018

Launched Meerkat Meals, offering 2 for 1 meals on thousands of popular restaurants across the UK



2020

United the world's biggest boyband to lift everyone's spirits in lockdown with Meerkat Music. And the same with Little Mix (just before they broke up).



2020

Meerkat Meals goes out for delivery too, for everyone stuck at home



2021

Created a set of Oleg's bedtime stories for hassled parents and anxious kids. Since used as reading material in schools by the National Literacy Trust



2022

Carl, our hapless but well-meaning Wombat turns up to keep us on our toes.



2023

Carl, Aleksandr and Sergei head to the cricket as part of our partnership with The Hundred





DOMIN-OH-HOO-HOO



2. Be the entertainment

~~Our job is to
advertise~~

Our job is to
entertain



KING OF POP
MICHAEL
JACKSON
THIS IS IT

FREE

METRO

26.06.2009
metro.co.uk

Michael Jackson
26/08/58-
25/06/09

The King of Pop is dead

POP star Michael Jackson died last night after suffering a heart attack at his Los Angeles home.

The 50-year-old singer collapsed at his home in Bel Air mansion and was taken to hospital by ambulance. He had reportedly been laid up in recent weeks, as he struggled to prepare for a new album. He visited a Los Angeles doctor's office in the week before his death. Paramedics called to the star's home at lunchtime yesterday were sent desperately trying to revive him.

Captain Steve Banks of the Los Angeles Fire Department said: "He was not breathing when they arrived, so the paramedics performed CPR and took him to UCLA Medical Center."

The singer's sister, LaToya, said he had been crying and his mother, Katherine, was believed to be travelling from the family home just north of LA to be at his side.

Celebrity website TMZ said: "Michael suffered a cardiac arrest earlier this afternoon and paramedics were unable to revive him. We're

By Miles Erwin

and when paramedics arrived Jackson had no pulse and they never got a pulse back." Twitter began flooding in as soon as the news broke, with many celebrities posting their messages in Twitter.

Miley Cyrus described him as her "inspiration" and Katy Perry said simply: "Oh my God."

Jackson's friend Tito Lullas said it may have been the stress of Jackson's comeback that killed him, not a coronary that killed him. He added: "I guess the stress, the anticipation and the passion he was pouring from his heart, wanting to do this comeback so badly, maybe that got to him."

Music producer Quincy Jones, who collaborated with Jackson on three of his best-selling albums, *Off the Wall*, *Thriller* and *Bad*, said: "I've lost my little brother today and part of my soul has gone with him."

An investigation into the star's death was launched last night.



Adorned Jackson wore millions of admirers, including former stars on Twitter, below left.



Tributes to a troubled superstar... Pages 6 & 7



Dressing Room 3







3. Be different



17 years of John Lewis Christmas ads



Key ingredients:
Big emotional number
Never seen before
Expensive track re-recorded
With a retail opportunity

Key ingredients:

Big emotional number

Never **seen before**

Expensive track re-recorded

With a retail opportunity

Culture is
important
to people.

~~Marketing~~
~~isn't.~~

OF SUPPORTING
SUSTAINABLY
SOURCED CACAO

Cadbury

INSPIRING
GOODNESS

~~One big
moment~~

One big
ritual

Secret Santa 2018 -2023





Secret Santa had been activated in a few locations via a rich experiential activation. This year we are changing how the campaign is activated entirely...

How could we make it a *ritual*
of mass participation?

Introducing the

Cadbury
**Secret
Santa**
Postal Service

Cadbury
**Secret
Santa**

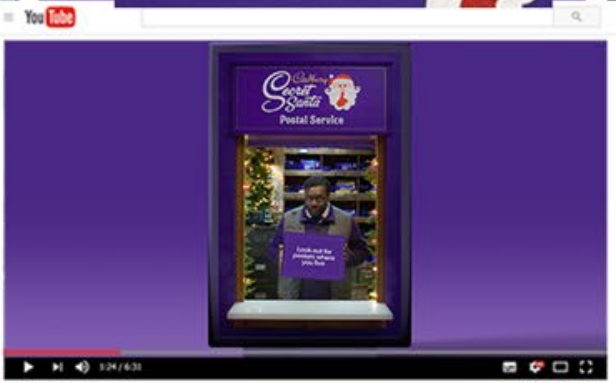
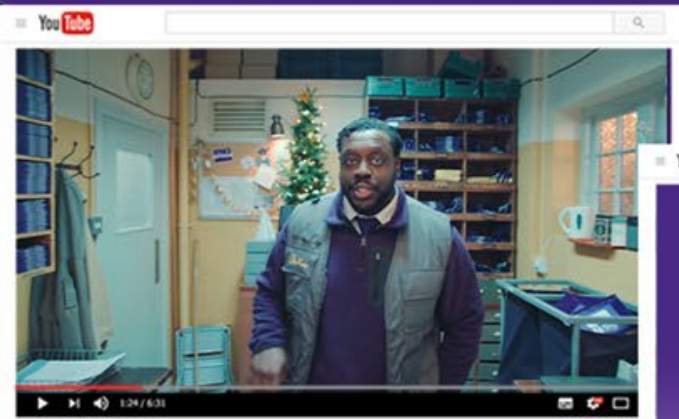
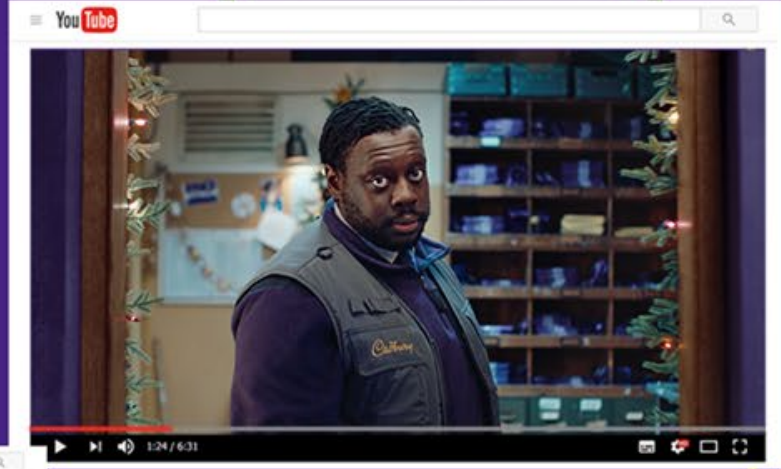


Postal Service





As well as the TV, tons of specially designed ads for Youtube, Instagram, Facebook and more let people know about the campaign.



UK 18+, 14/11/22 - 24/12/22. Free service on selected products (white stocks left). Scan QR code when displayed. Visit www.cadbury.co.uk/terms-and-conditions for full T&Cs + privacy notice.


THE SCOTSMAN News you can trust since 1817

BBC Dragon's Den entrepreneur Drew Cockton dead at 36 - just months after securing £50,000 investment

Escape to the Country host Jonnie Irwin

How to get involved

According to a Cadbury's spokesperson, to be in with a chance of sending a delicious chocolate treat to someone special, you will need to scan one of the QR codes which can be found on digital posters in bus stops, high streets and train stations across the UK. The code will take you to the digital postal service where you will be shown if there is a bar in stock for you and if there is, you will be taken through steps to send your chocolate bar secretly to someone special.



Privacy Policy | Feedback | Follow 21.9M

MailOnline Wednesday, Nov 16th 2022 6PM 10°C 9PM 11°C 5-Day Forecast

Home | News | U.S. | Sport | TV&Showbiz | Australia | Femail | Health | Science | Money | Travel | Video | Best Buys | Discounts

Cadbury, Heathrow Airport and Waitrose go head-to-head in the battle of the Christmas ads as more festive clips are released (and they're just as emotional as John Lewis' offering)

- Cadbury, Heathrow Airport and Waitrose have all released their Christmas ads
- The companies all went for touching narratives with human interest stories
- It comes following a flood of festive...

By ELMIRA TANATAROVA FOR MAIL
PUBLISHED: 00:01, 15 November 2022

**TOTAL:
105+ pieces
of coverage**

**Rough reach
- 32 million**

Evening Standard VIDEO ON ES

52m 'Critical' in Ukraine as wave of Russian missiles causes ...
2h Boy, 2, died from mould in housing authority flat
3h Rishi Sunak admits UK's repu...

NEWS > WORLD

Evening Standard: Best Pictures of the Day from around the world

See the best images of the day from around the world

Secret choccie Santas

CADBURY is helping 120,000 people send free "Secret Santa" chocolate to loved ones this Christmas. Choc lovers will need to keep an eye out for special posters in over 200 locations until Christmas Eve. You then have to scan the QR code to get involved to send bars. Emma Paxton, of Cadbury, said: "Our much-loved Secret Santa ritual is back and this year it's bigger than ever before. "We hope our campaign encourages the nation to get into the Christmas spirit and become a Secret Santa."

thousands of

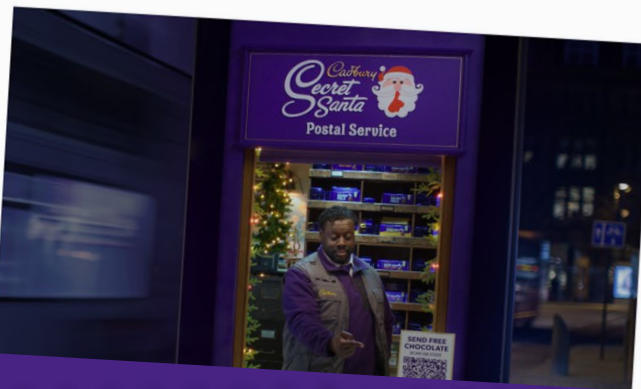
campaign

LATEST > CREATIVE WORK > TOP BRANDS & AGENCIES > EXPERIENCES > THE KNOWLEDGE > EVENTS

SIGN OUT | MY ACCOUNT

Cadbury delivers 'Secret Santa postal service' with interactive posters

The campaign was created by VCCP London.



Become a member of Campaign

Get the very latest news and insight from Campaign with unrestricted access to campaignlive.co.uk, plus get exclusive discounts to Campaign events.

FOOD & BEVERAGE

Cadbury Introduces Interactive Out-of-Home Focus for Christmas

CymruOnline NEWS - RUGBY - FOOTBALL - IN YOUR AREA - WHAT'S ON - MORE

BUY A PAPER | FUNERAL NOTICES | JOBS | VOUCHER CODES | DIRECTORY | ADVERTISE WITH US | BOOK AN AD | MARKETPLACE | BUY A PHOTO | NEWSLETTER SIGNUP

- Chris Moyles' lost six-stone by cutting two things from his diet
- 120,000 people can send a free Cadbury chocolate bar in the post from today
- Reason people are being told to put salt in their milk
- Strictly stars announce engagement after 'surprise' proposal
- Rides, prices, food and drink at Cardiff's Winter Wonderland

What's On > What's On News > Christmas shopping

Cadbury Secret Santa postal service: How to send a free chocolate bar as 2022 campaign launches

The Cadbury Secret Santa postal service has returned - here's how to locate the posters and send a free chocolate bar as a loved one

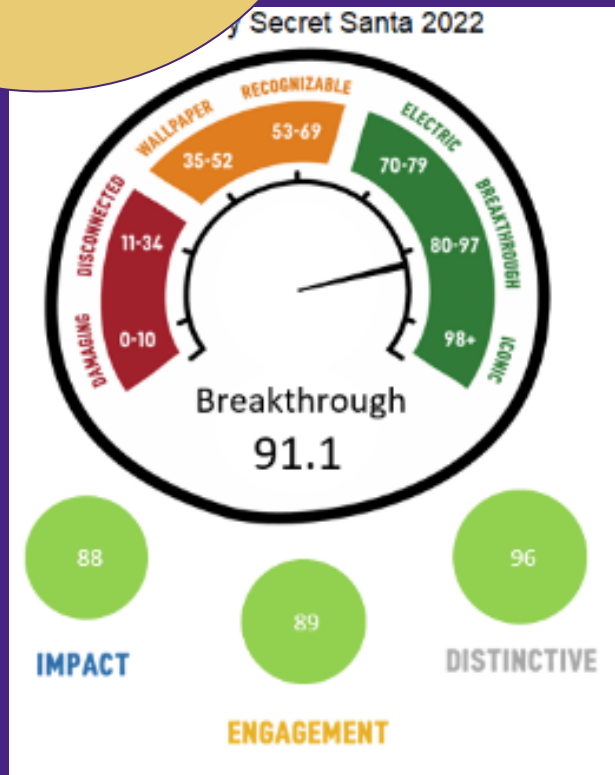
BirminghamLive NEWS - IN YOUR AREA

What's On > What's On News > Cadbury

Cadbury's Secret Santa free chocolate bars

There are 120,000 chances for people to secretly gift a Cadbury's bar completely for free

**Breakthrough
h(91.1) in
Voltage
testing**



TRENDING: CHRISTMAS ADS | POWER 100 | SCHOOL REPORTS 2022 | THE KNOWLEDGE

Charlotte Rawlings | November 30, 2022

How long? | 3-4 minutes

Cadbury tastes victory in Christmas effectiveness charts

Asda's 'Elf' work, Aldi's 'Home Alone'-inspired film and John Lewis's 'Beginner' also scored highly.



Cadbury has come out on top as the most effective Christmas ad this year following analysis by WPP research group Kantar.

The data analytics and brand consulting company received feedback from more than 3,750 consumers and used facial recognition technology to assess people's emotional responses to this year's Christmas ad fare.

**Named No.1
Most
Effective
Xmas Ad of
2022**

Get the very latest news and insights from Campaign with unrestricted access to [campaignlive.co.uk](https://www.campaignlive.co.uk), plus get exclusive discounts to Campaign events.

[Become a member](#)

What is Campaign AI?

Our new premium service offering bespoke monitoring reports for your company.

[Find out more](#)

Looking for a new job?

Get the latest creative jobs in advertising, media, marketing and digital delivered directly to your inbox each day.



Be sticky

**Be the
entertainment**

Be different



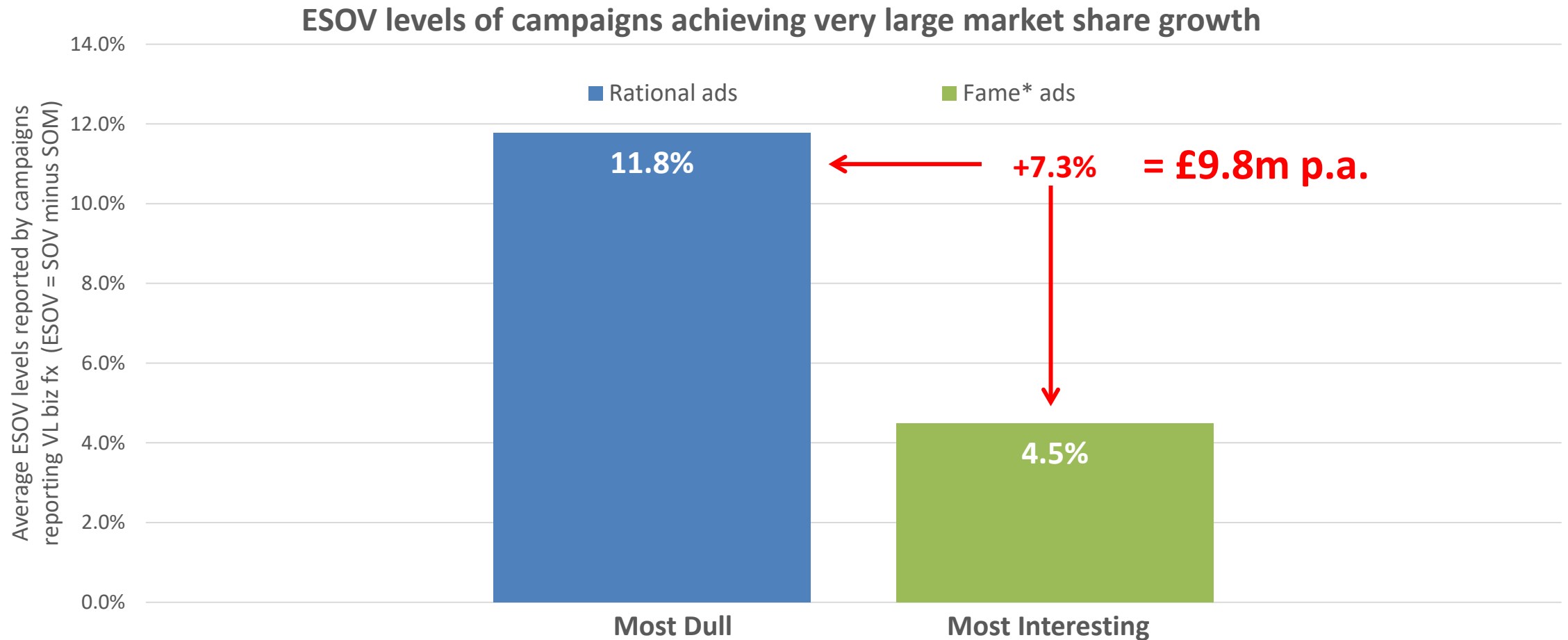
VISION

WHAT TV ADVERTISING DID NEXT

Why TV is at the heart of effectiveness

Brands can't afford to be dull

The Cost of Dull

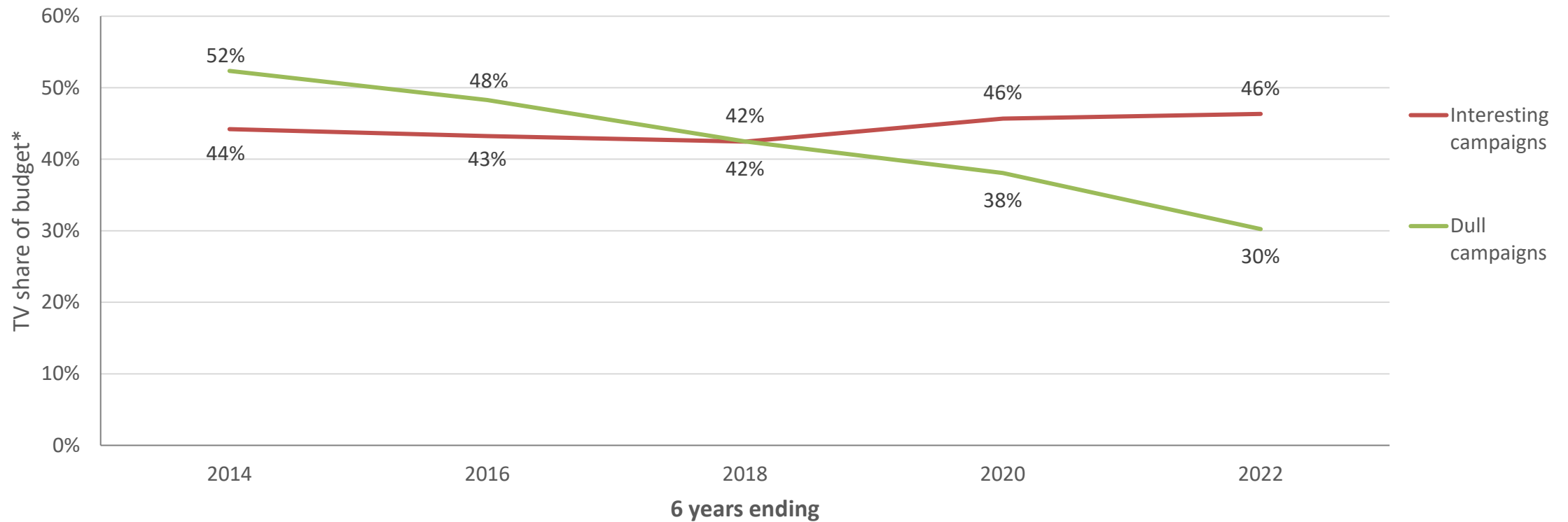


*These are emotional ads that successfully inspire people to share or talk about them

Source: IPA effectiveness databank, 1998-2022 cases

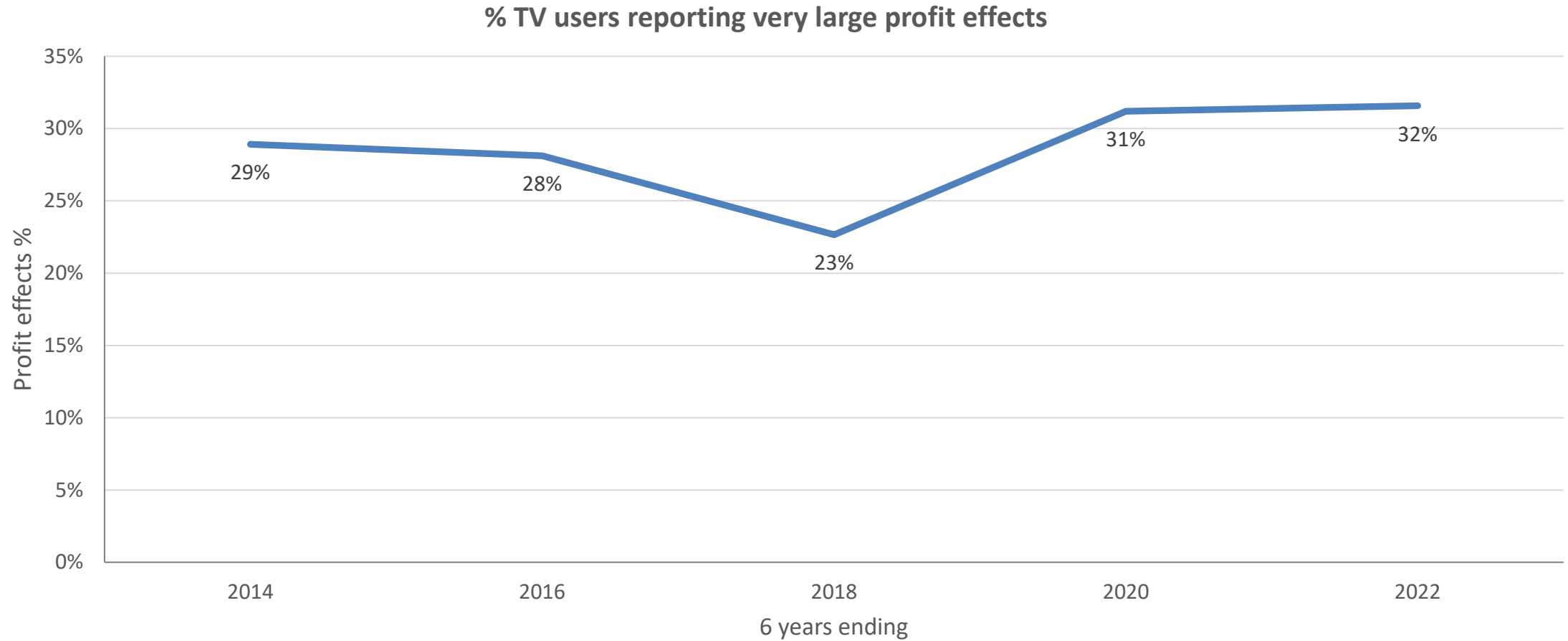
TV's growing anti-dull role

TV share of budget amongst dull vs. interesting IPA cases



Dull is now as much about media choices as creative choices

TV's impact on profit



Source: IPA Databank 2010-2022 for profit cases

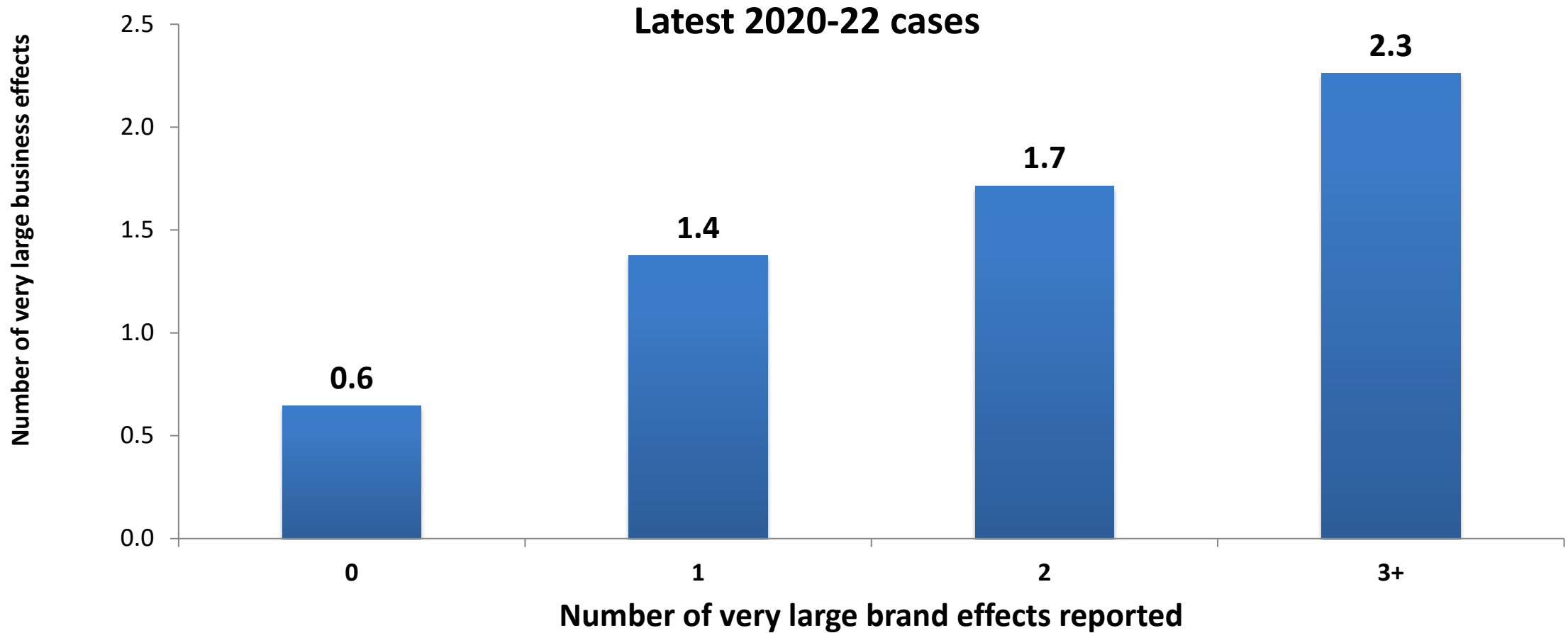
Three TV anti-Dull strengths

1. Attention
2. Emotional clout – driving fame
3. Trust

1. Attention

Dull media are less effective

Mental availability drives business success



Source: IPA Databank, 2020-2022 for-profit cases

The challenge of building mental availability in the digital age

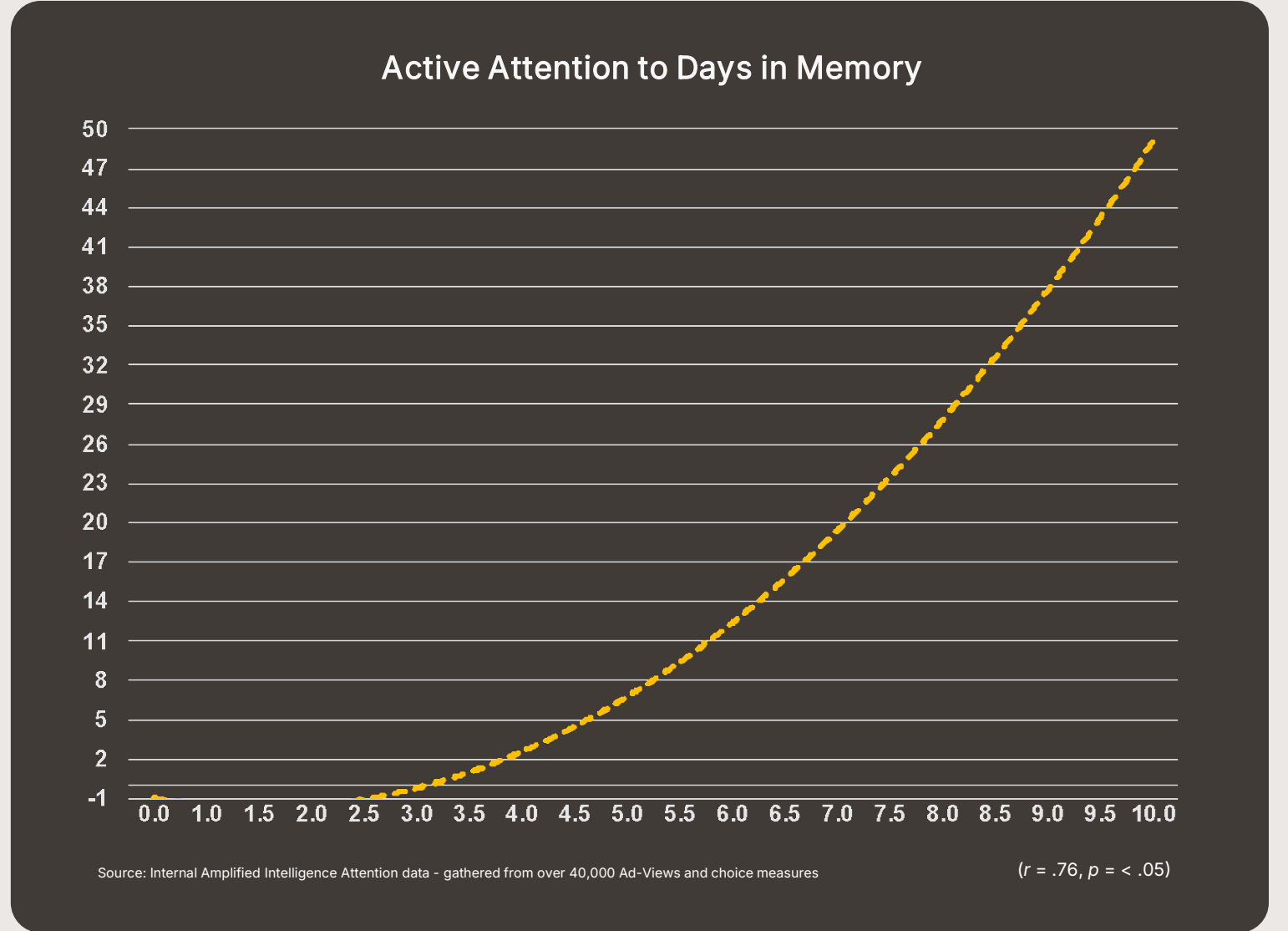
  ROBERT BRITTAIN
CONSULTING  Amplified
Intelligence **System1**

The Triple Opportunity of Attention

Advertising
Council
Australia

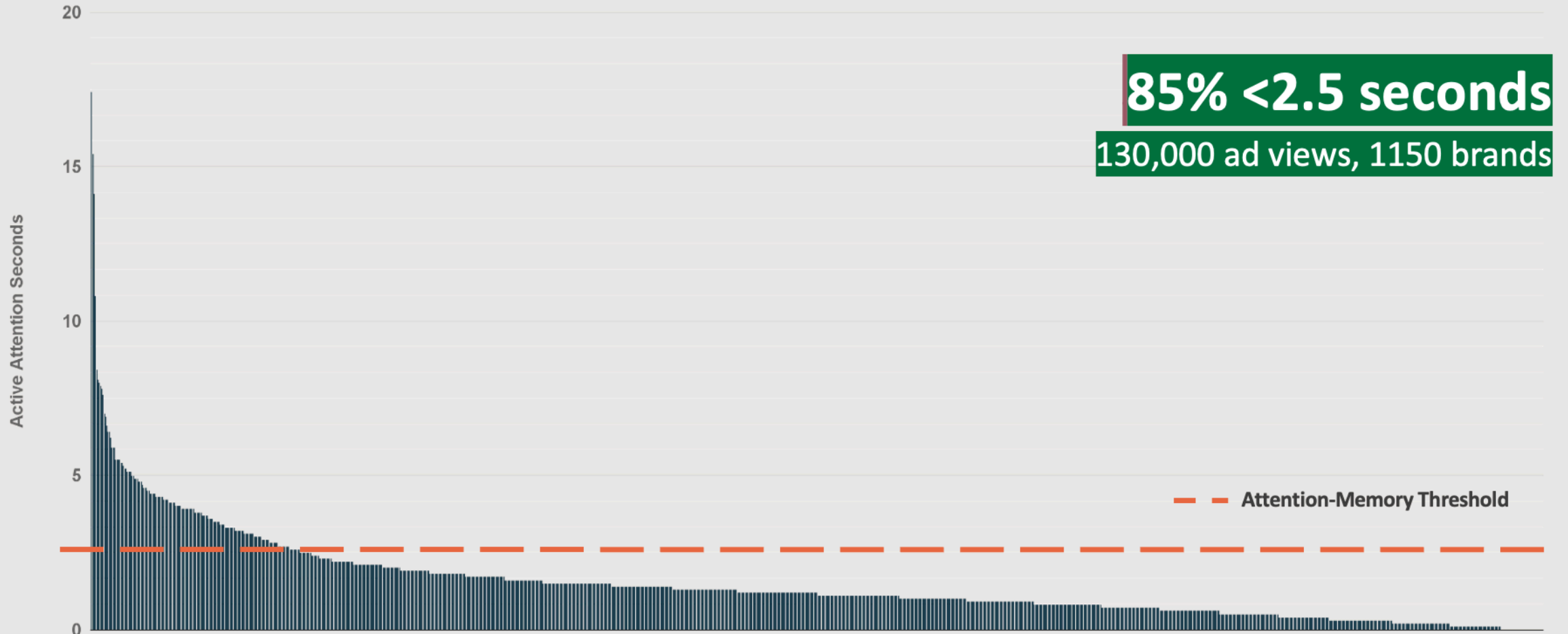
We know memory starts to kick in 2.5 seconds.

Relationship between Active Attention Seconds and Days in Memory.

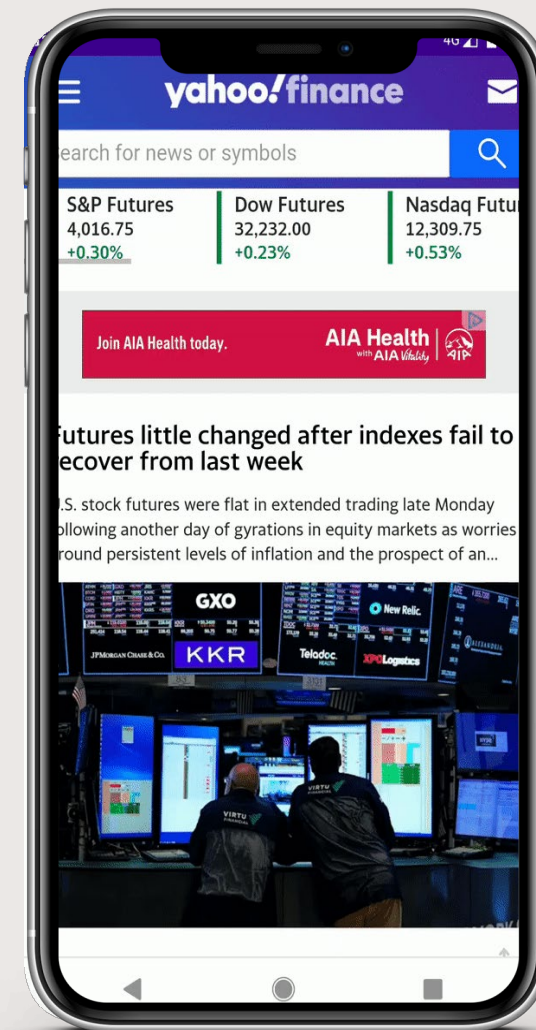


The digital MA building challenge

When ads don't meet the Attention-Memory Threshold of 2.5 seconds, it's hard for MA to grow.



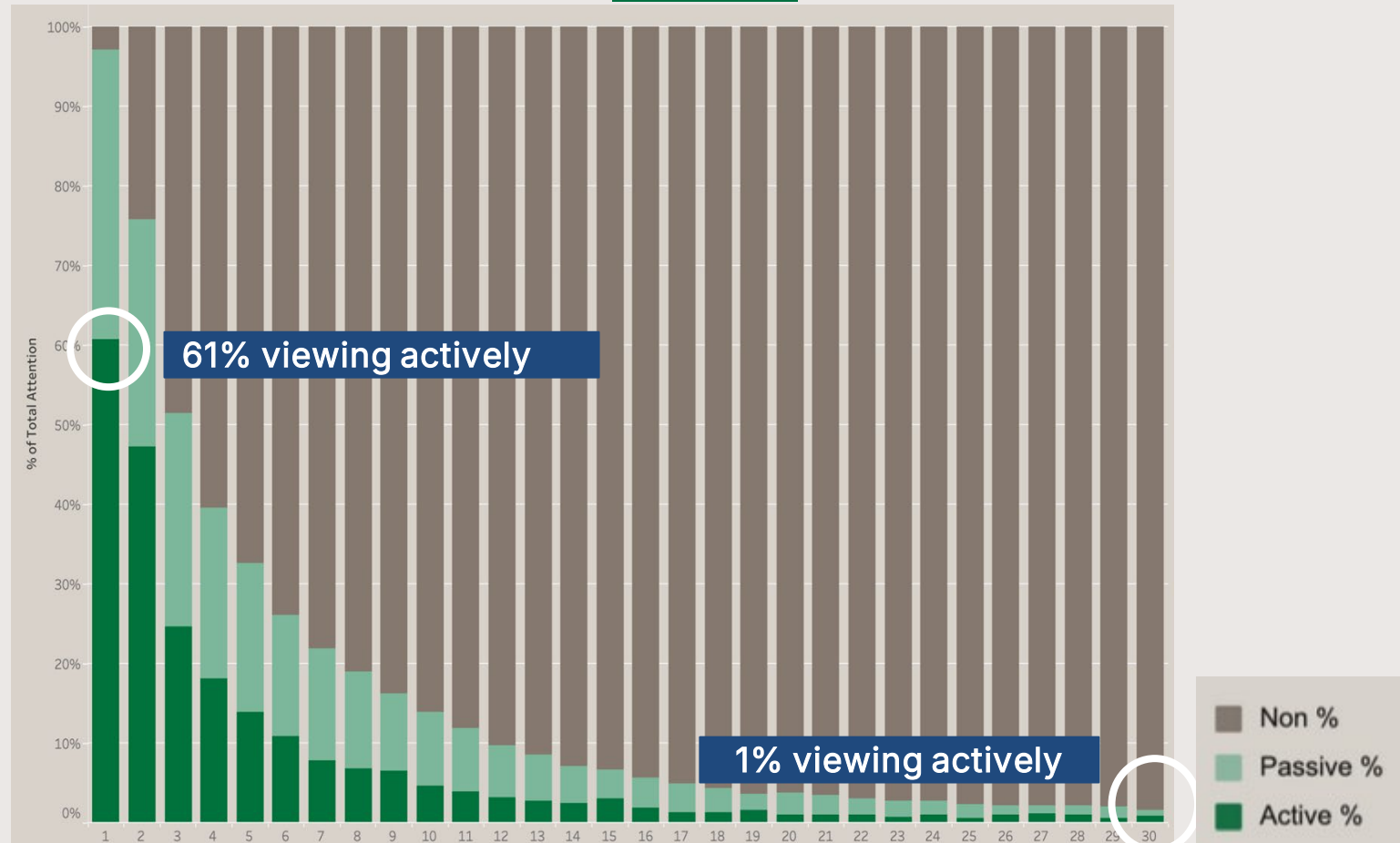
Attention decays **FAST** on some formats



Fast decay looks like this.

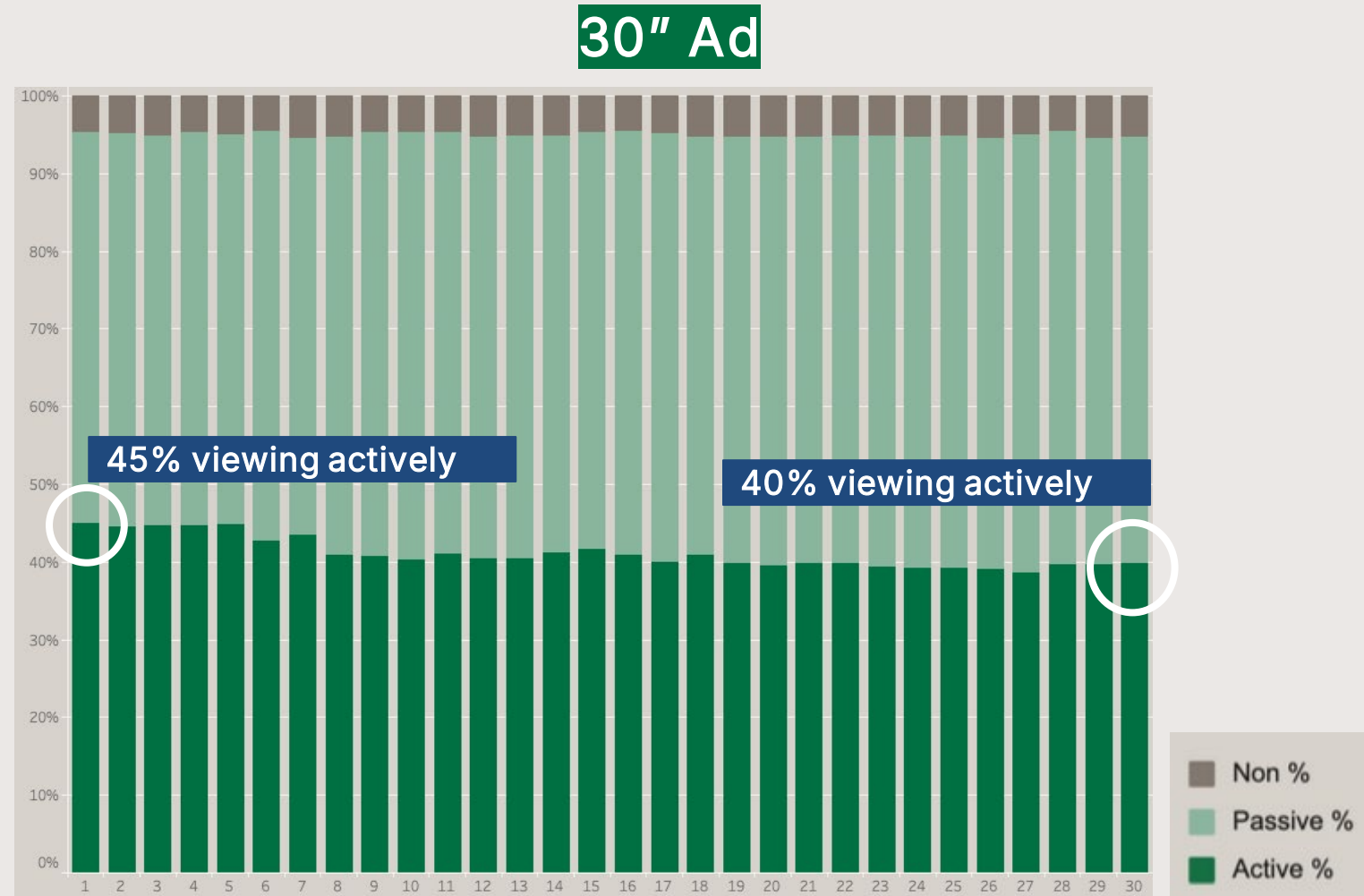
Lots of active attention early, then a then a super fast and steep drop off.

30" Ad



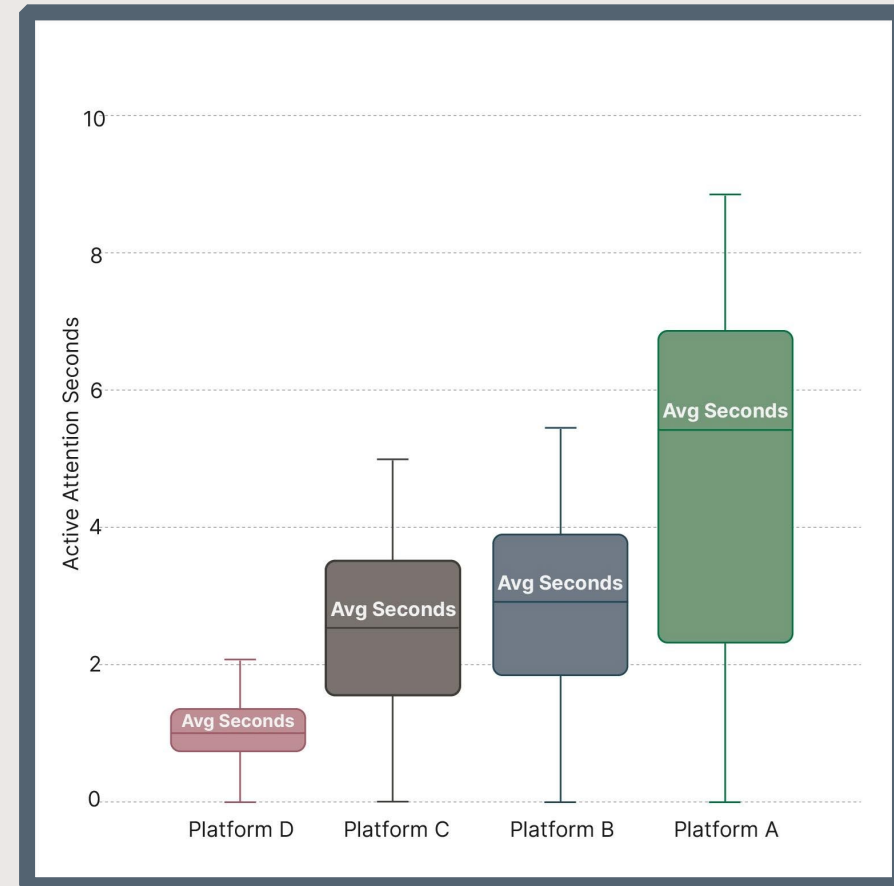
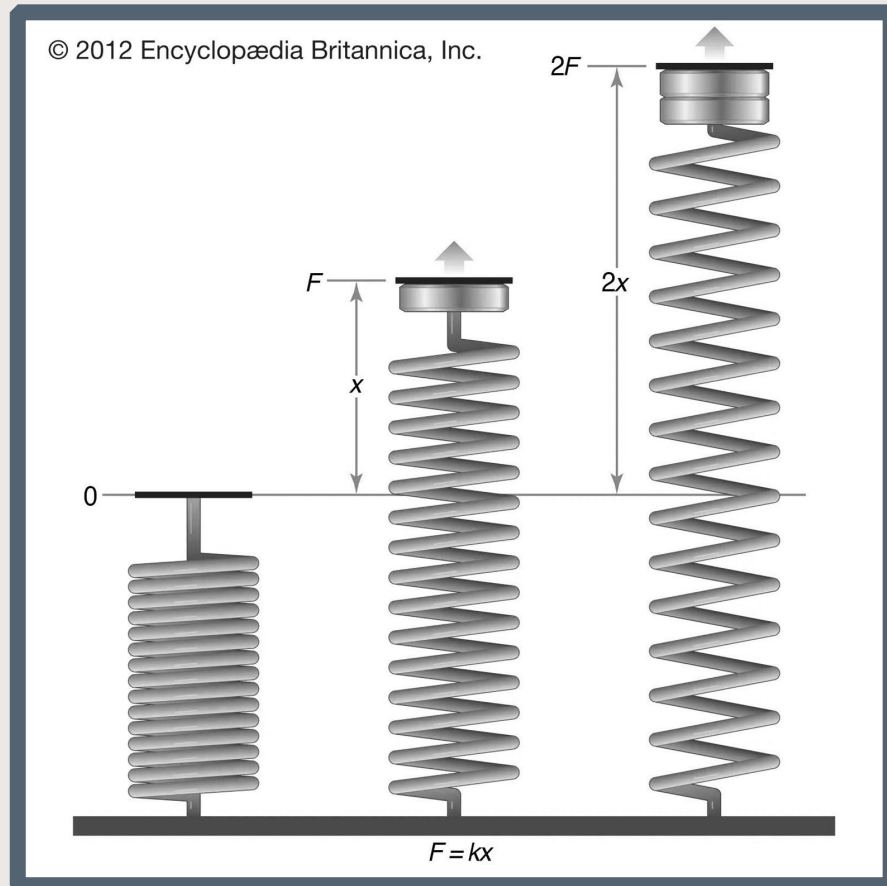
Slow decay looks like this.

Active attention is largely stable across the entire course of the view.

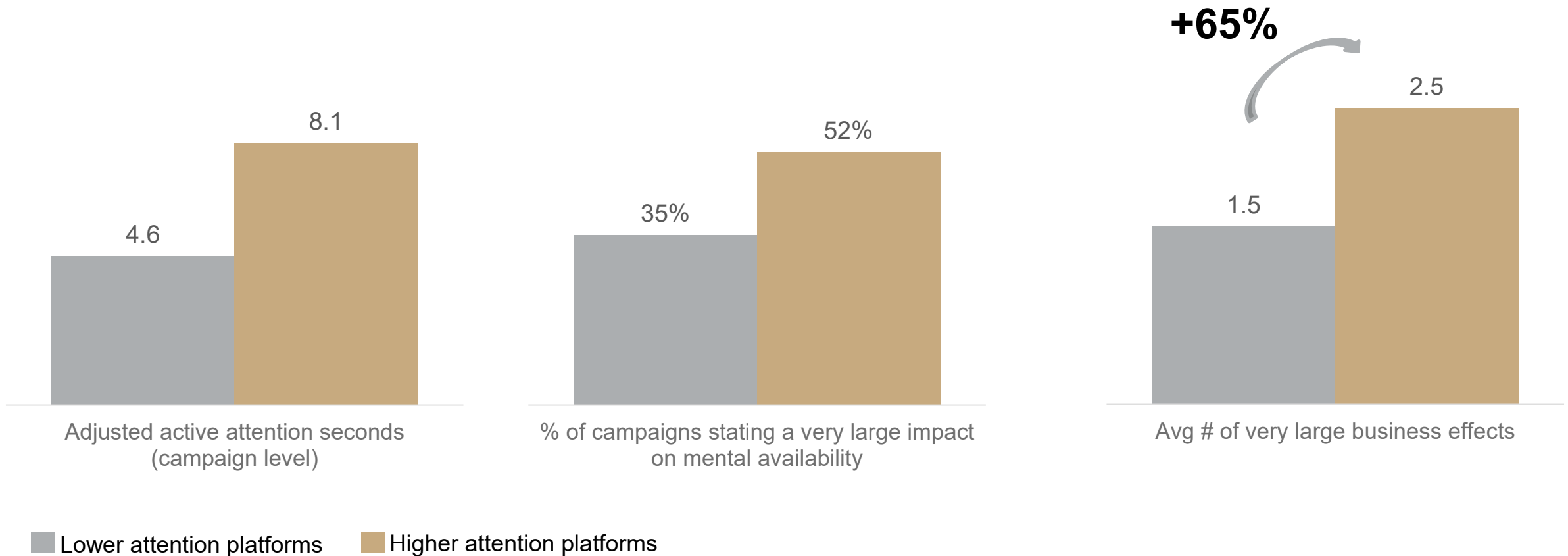


This is why each platform has its own Attention Elasticity

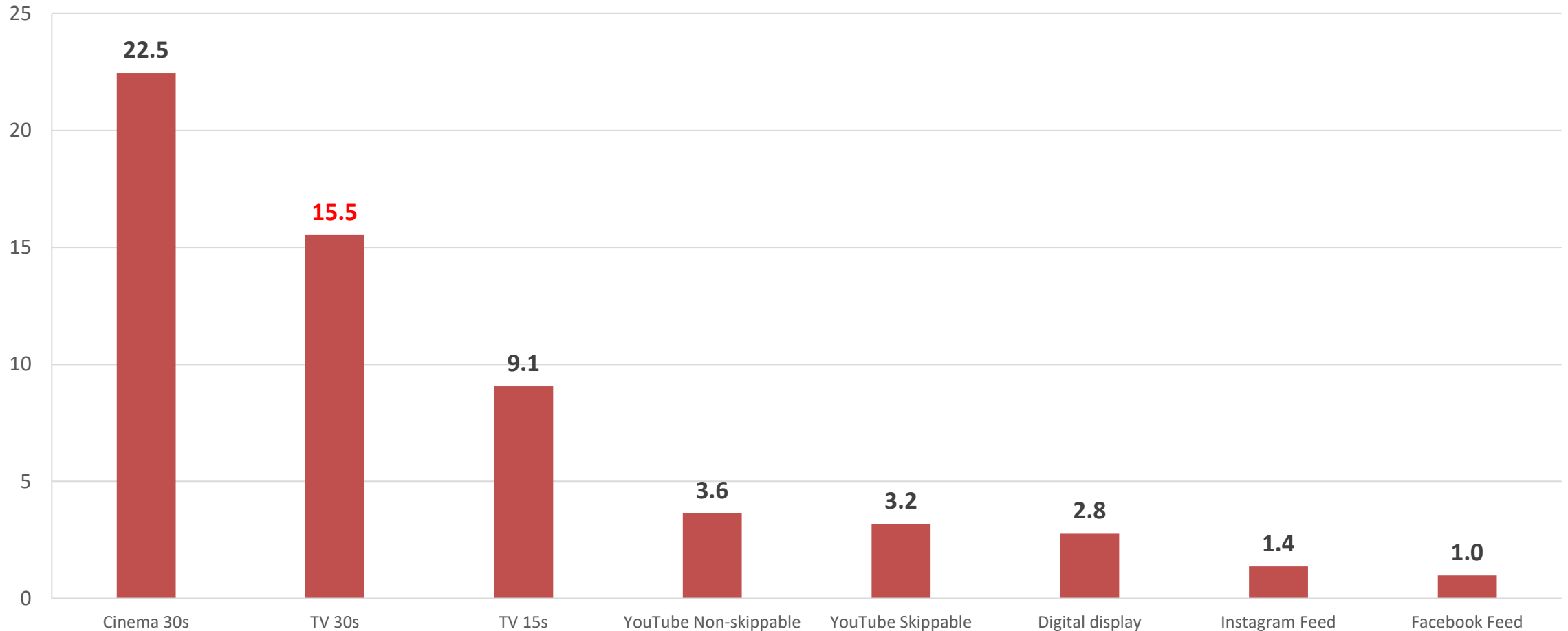
The range of attention seconds possible under the conditions of that platform or format.
Attention elasticity forms the attention opportunity for ad creative.



Investment in higher attention platforms enables creative to work more effectively



Average active attention seconds

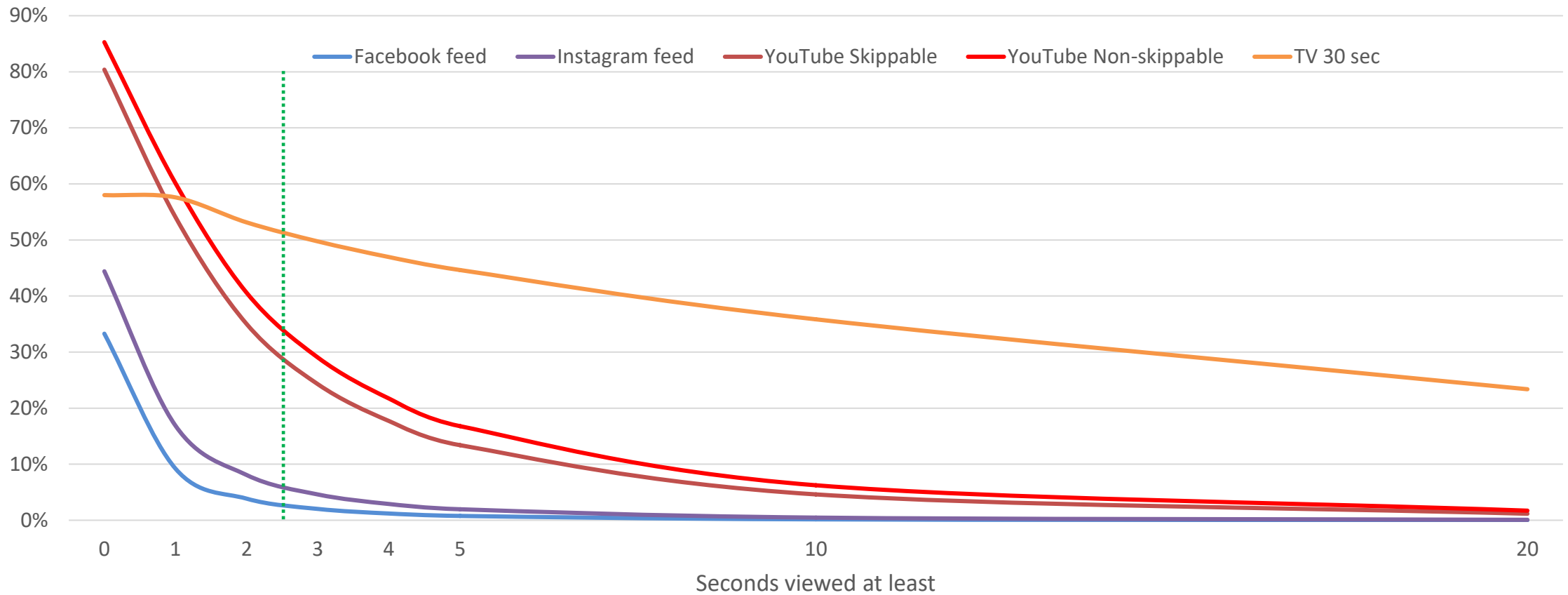


Sources: Attention data from TVision (TV), Lumen (Digital) latest 2023 data



Video media viewing curves

% viewing served ads over time

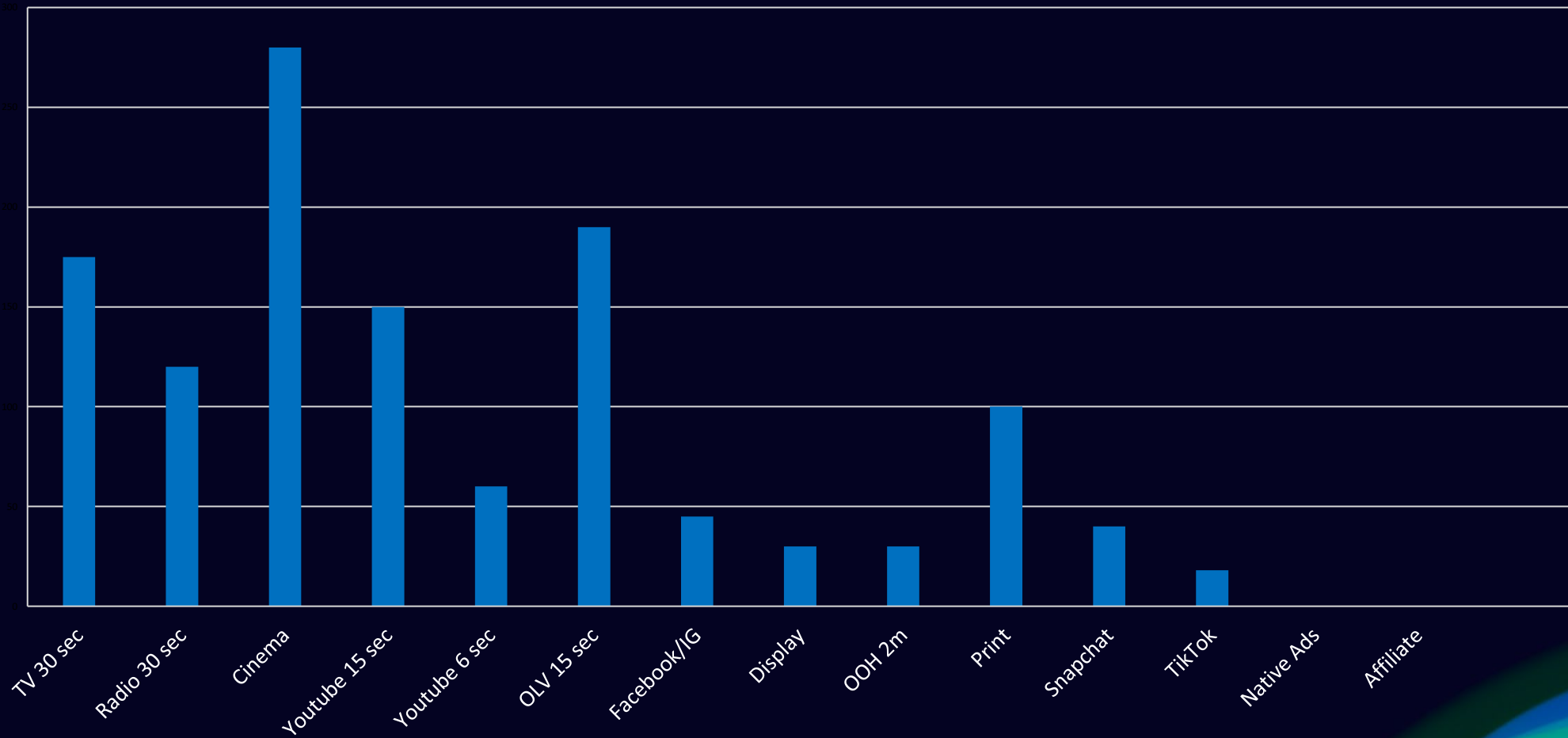


Sources: Attention data from TVision (TV), Lumen (Digital) latest 2023 data



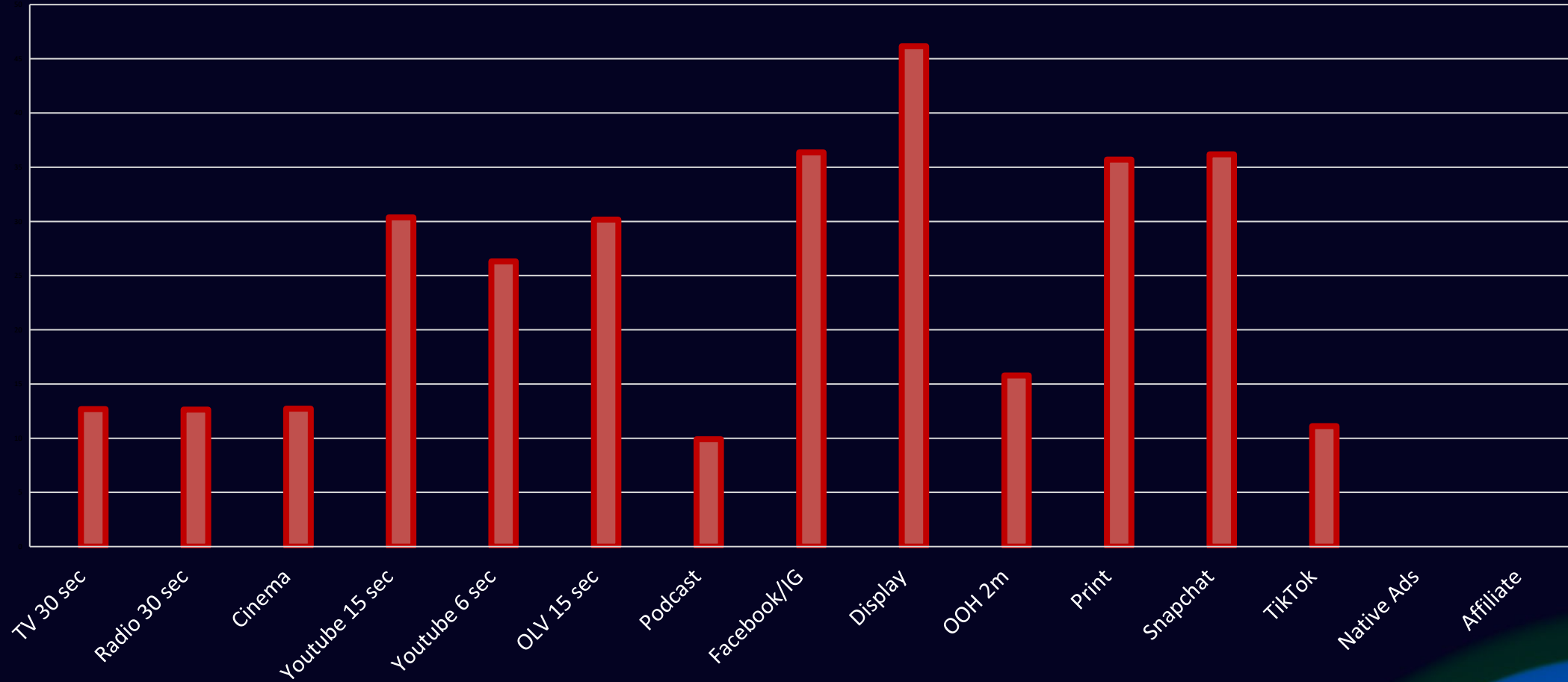
Today's currency does not reflect attention

Impression CPM average

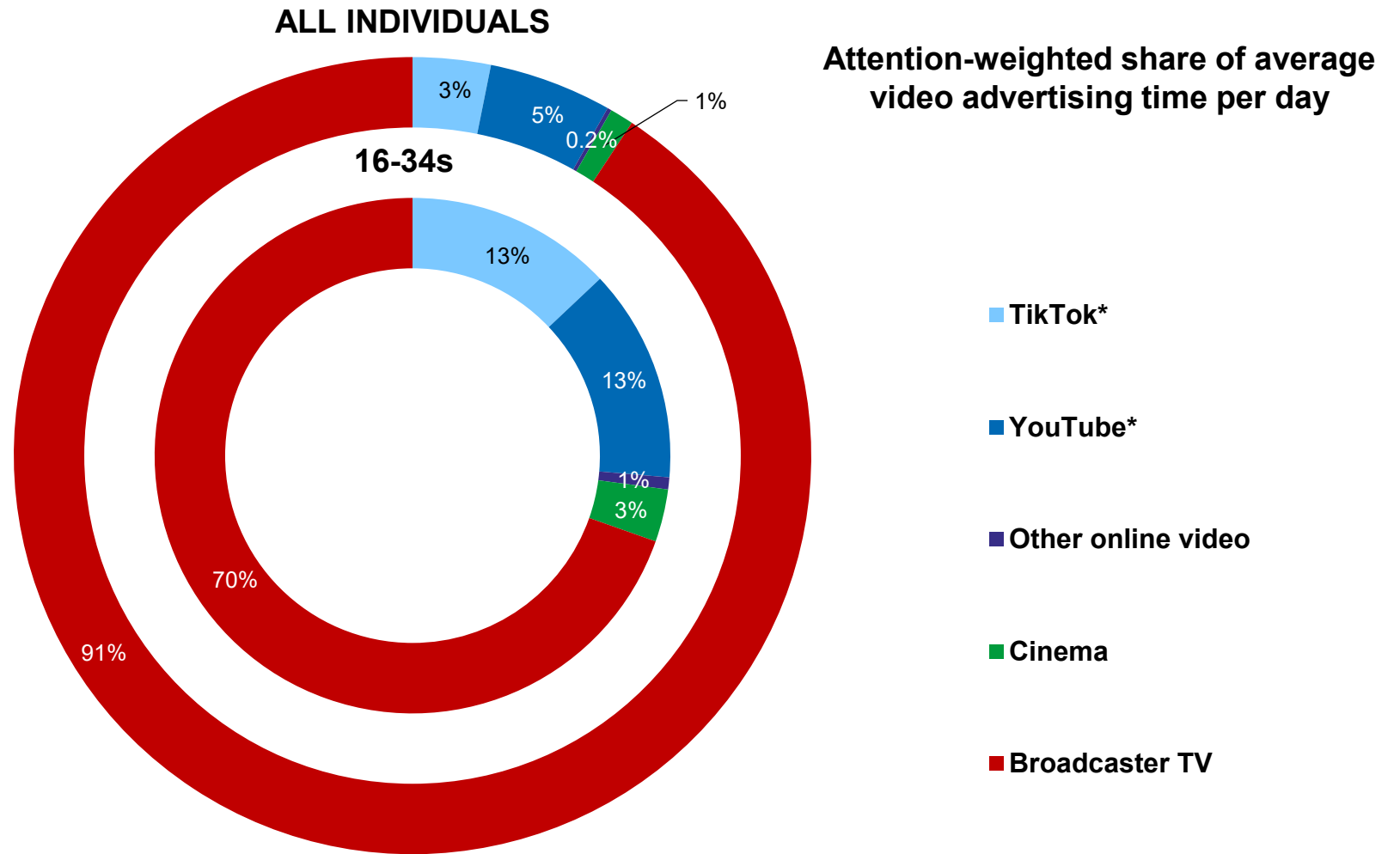


The cost of attention tells a different story

Attention CPM



What happens if you (roughly) attention-weight video advertising time per day?











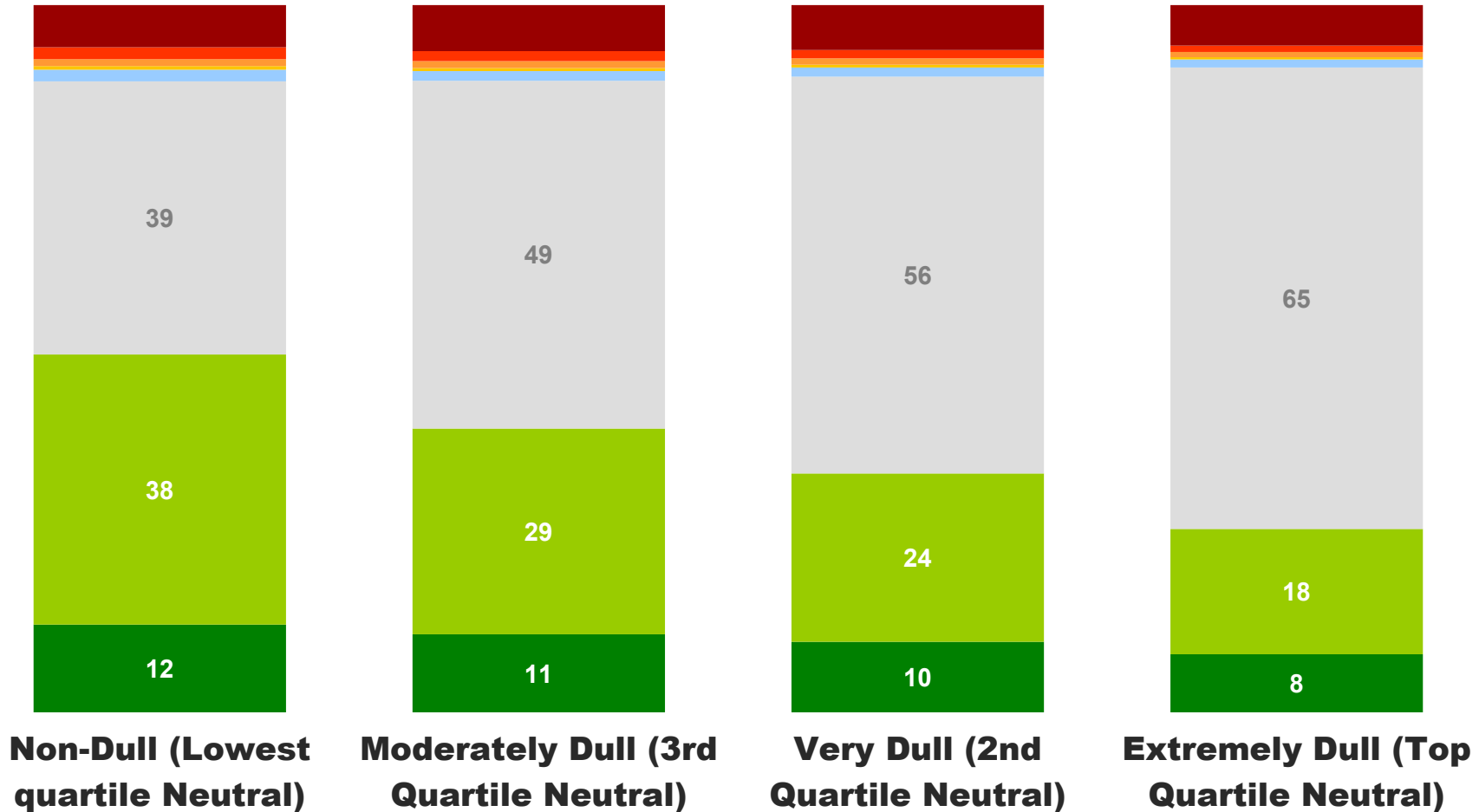
Source: 2022, Barb / Broadcaster stream data / IPA TouchPoints 2022 / UK Cinema Association / ViewersLogic to model OOH viewing time * YouTube ad time modelled at 4.1% of content time, TikTok ad time modelled at 3.4% of content time using agency and broadcaster data, Other online modelled at 4% of content time). Attention weighting using Dentsu / Lumen - Attention Economy study 2022 all audience averages for most popular formats.

2. Emotional clout

Avoiding Dull requires emotional campaigns and media

Dullness is defined by less Happiness and Surprise and higher Neutrality

-  Contempt
-  Disgust
-  Anger
-  Fear
-  Sadness
-  Neutral
-  Happiness
-  Surprise



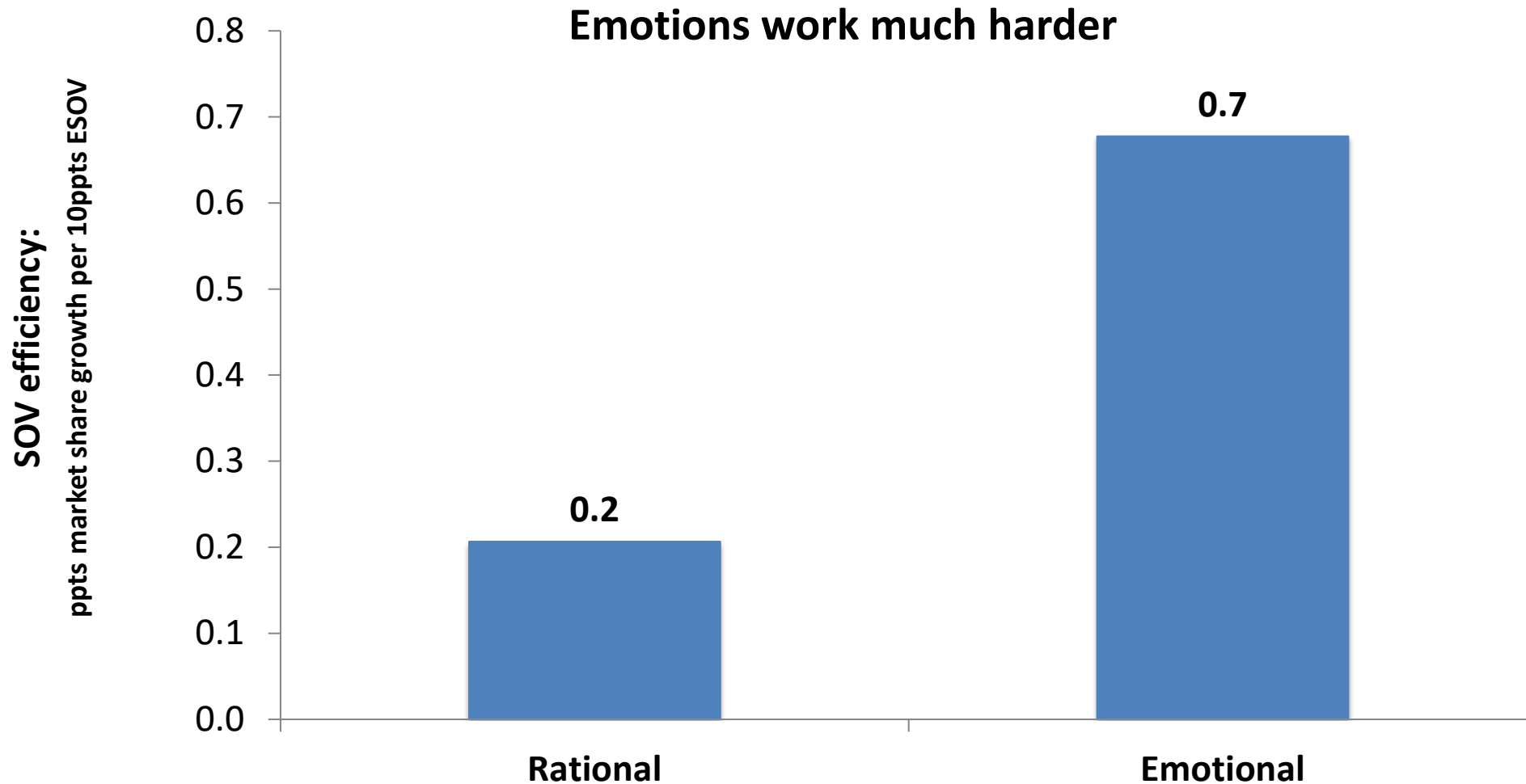
Cost of dull: £0bn

£1.5bn

£3.9bn

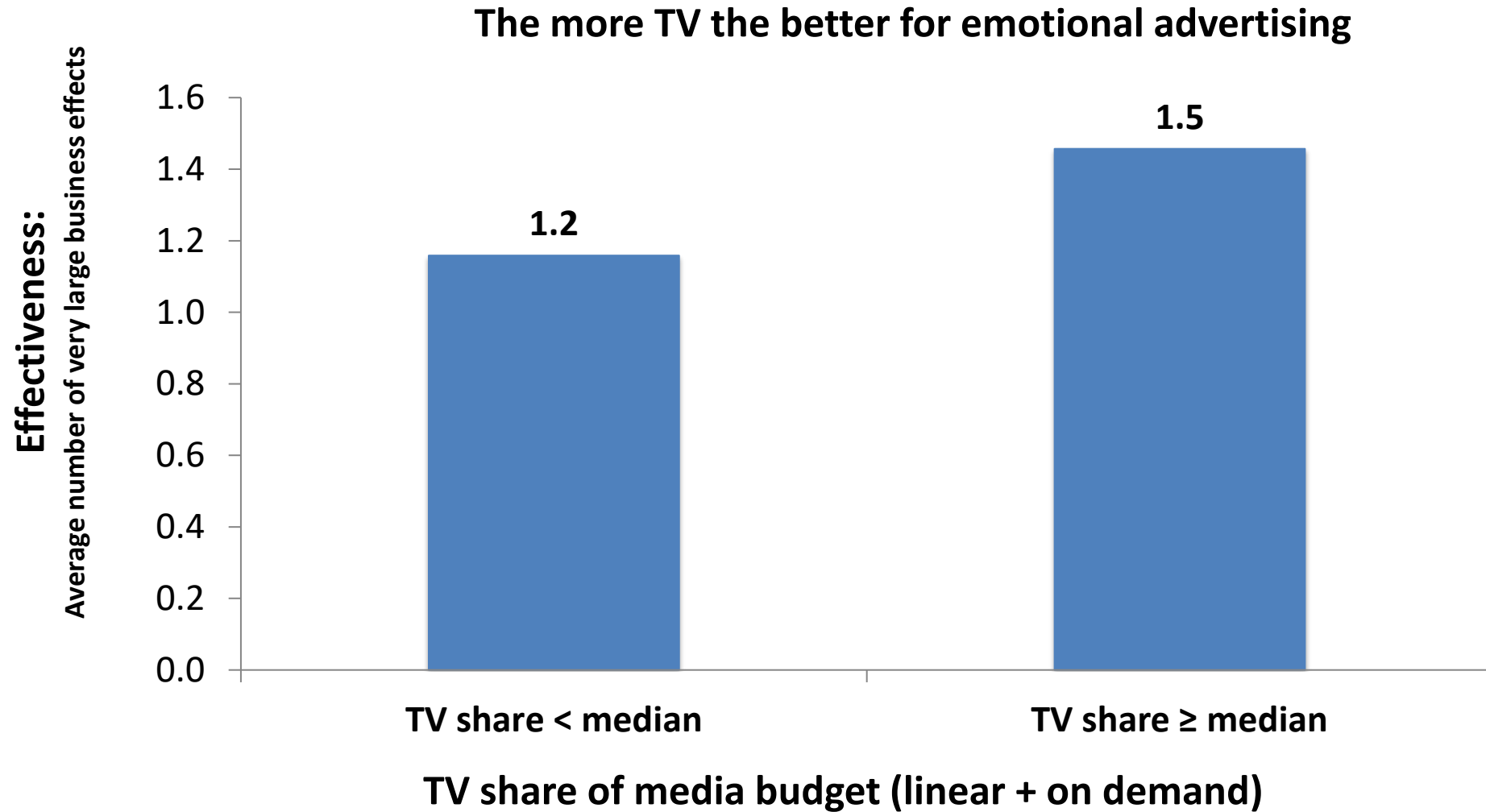
£8.0bn

Emotional advertising drives effectiveness



Source: IPA Databank, 1998-2022 cases

TV boosts effectiveness of emotional campaigns

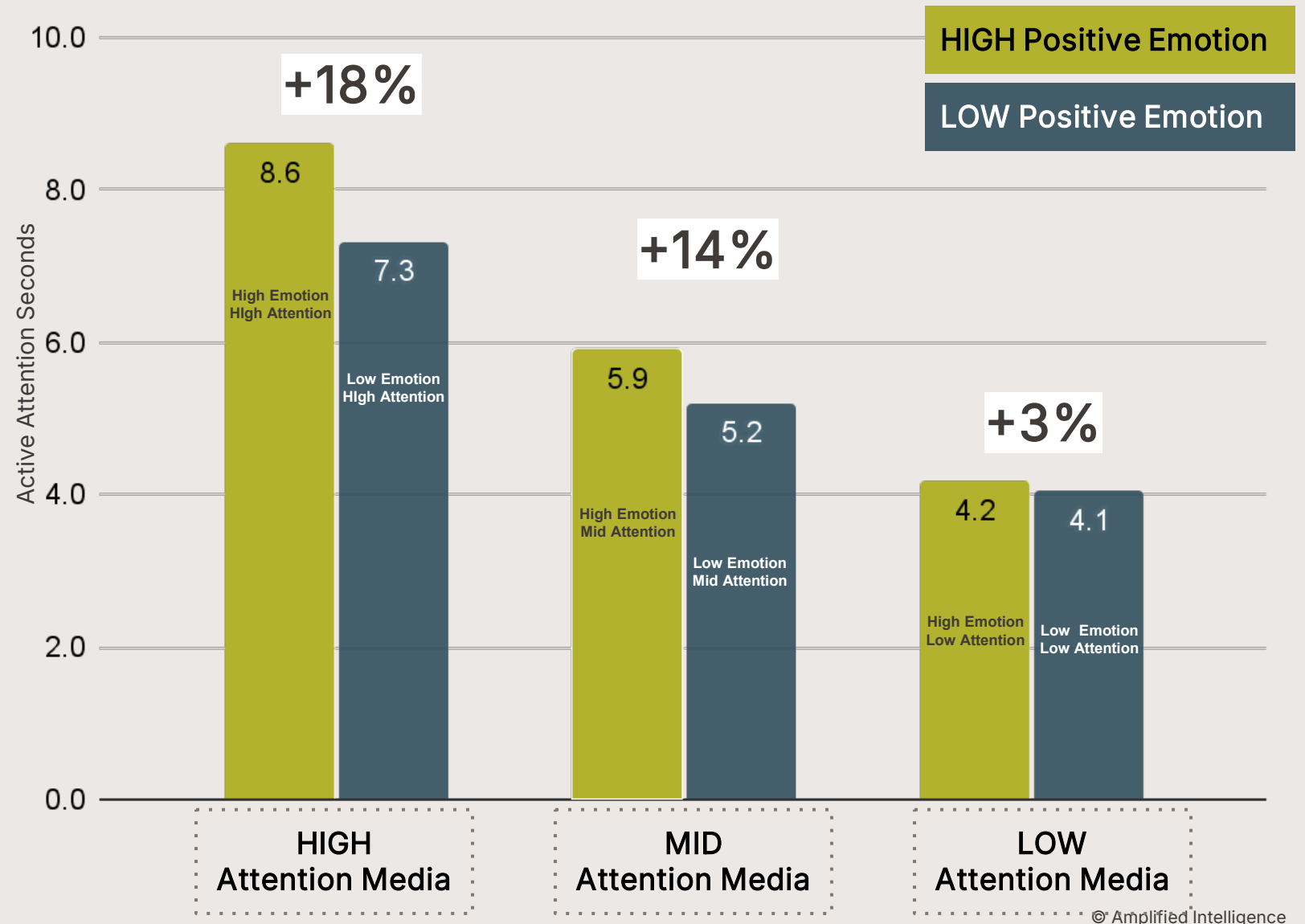


Source: IPA Databank, 2014-2022 cases

The double benefit of high attention media

There is a bigger uplift in attention seconds from low emotion to high emotion, the better the platform.

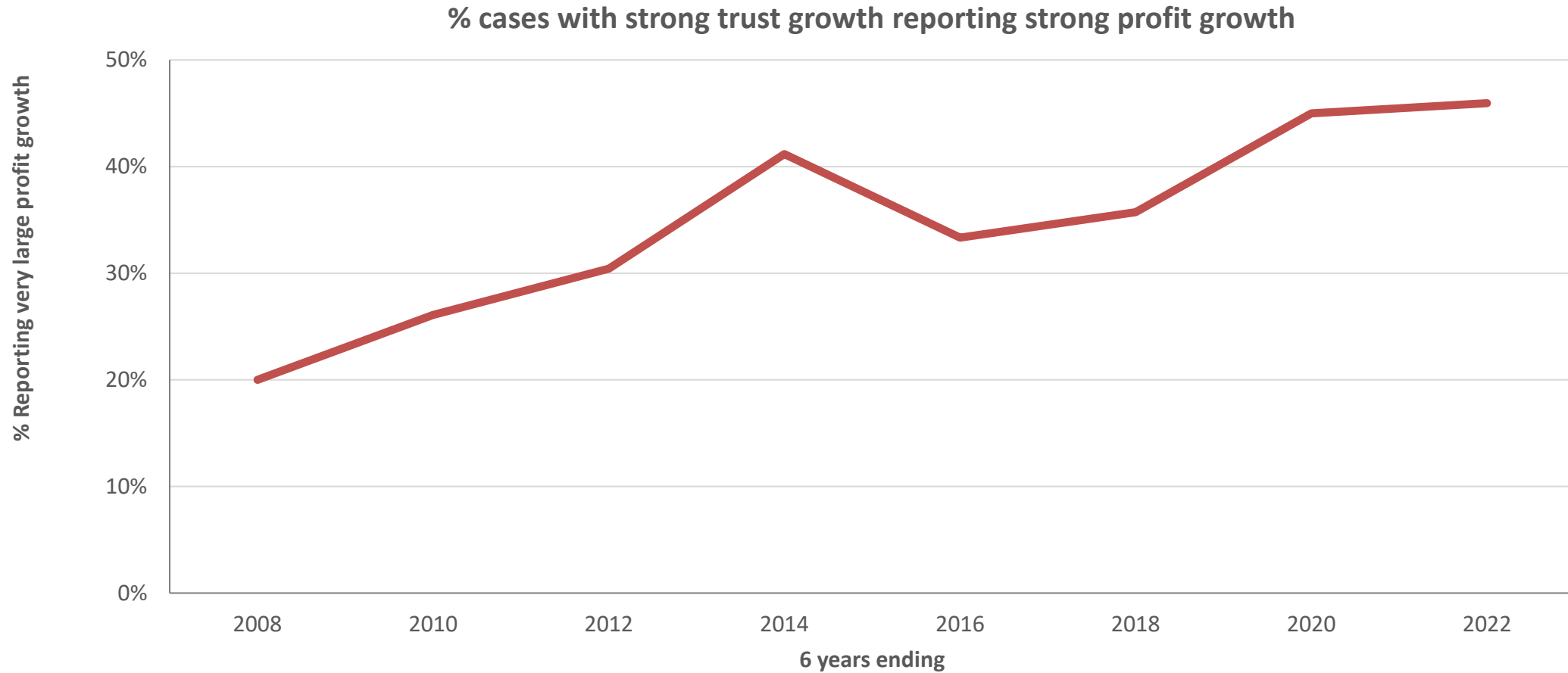
Impact of Emotional Creative on Attention



3. Trust

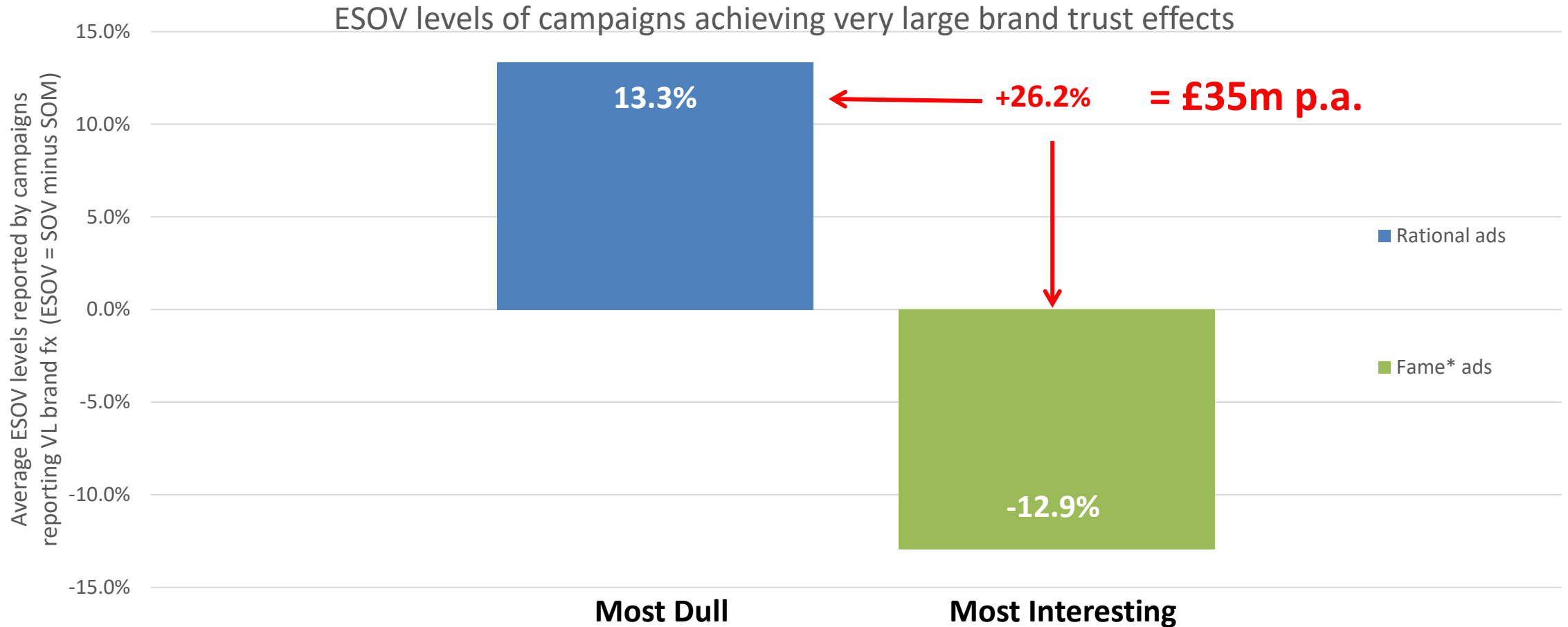
Dull is bad for trust

The link between trust and profit has grown especially strongly



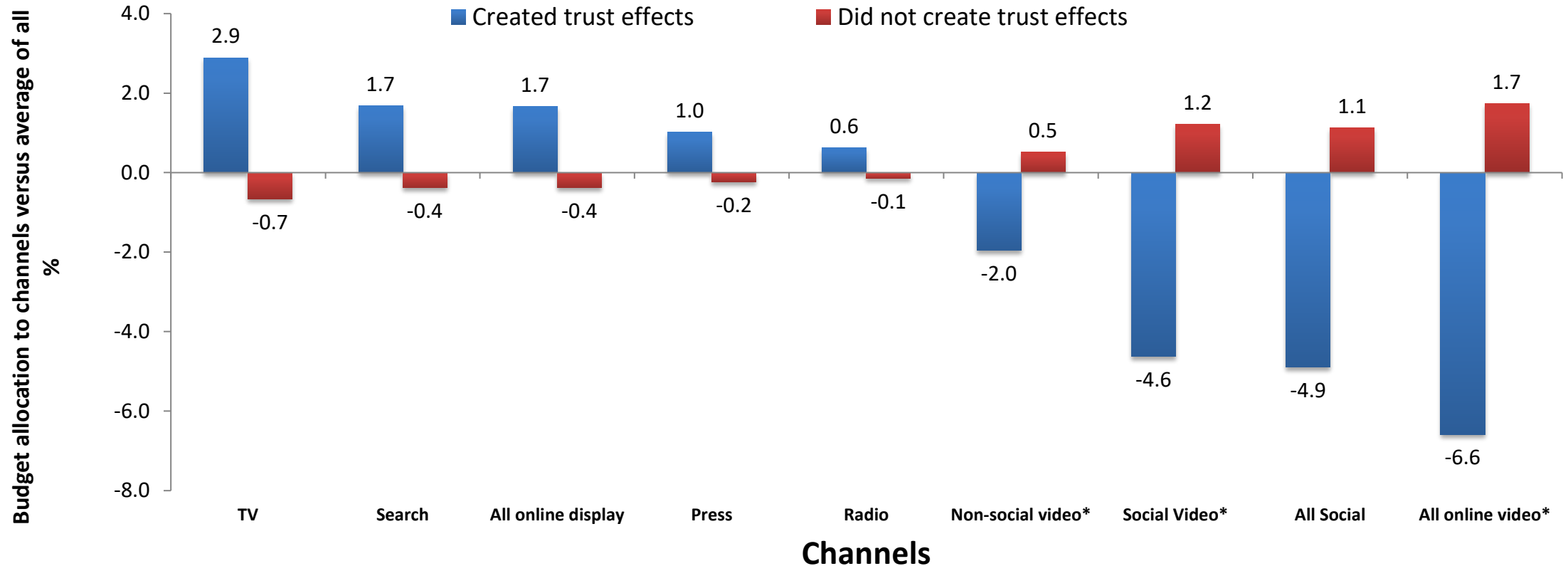
Base: IPA Databank 2004-2022 for profit cases reporting very large trust improvements NB: insufficient data prior to 2008

Dull is very bad for building trust



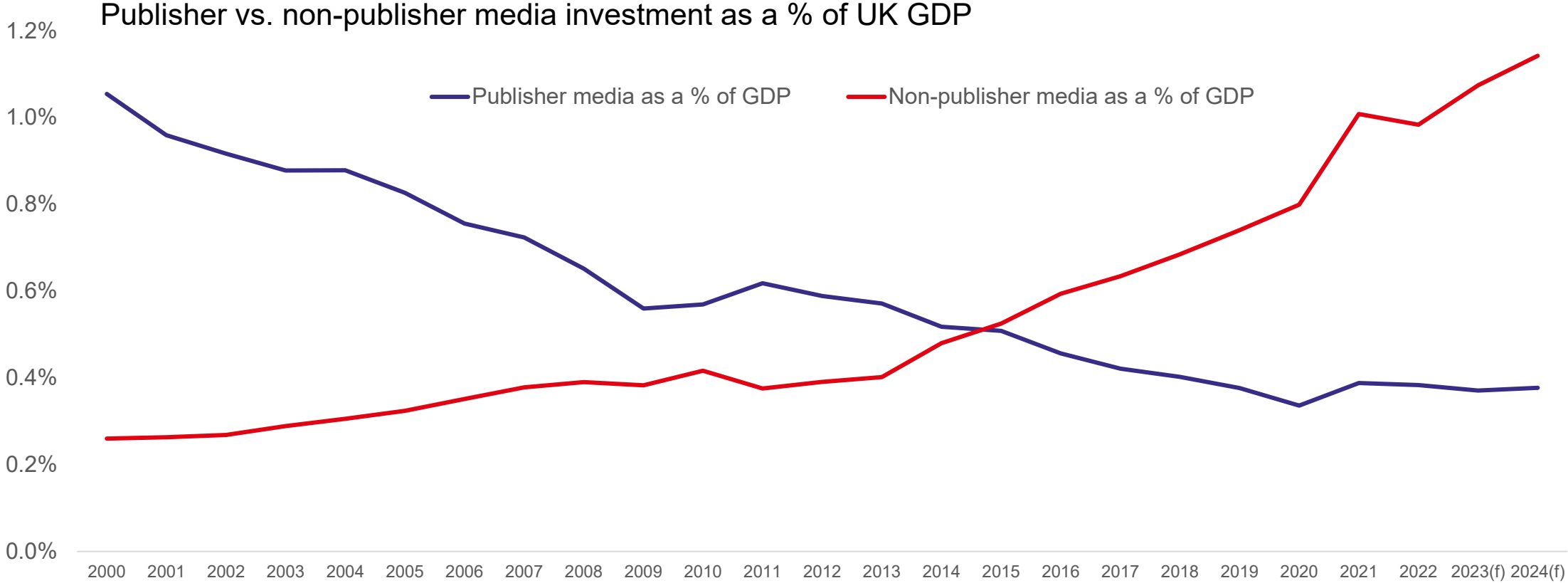
*These are emotional ads that successfully inspire people to share or talk about them

TV is one of the trusted media



Source: IPA Databank 2014-2022 for profit cases *data available from 2016

The threat to trusted media



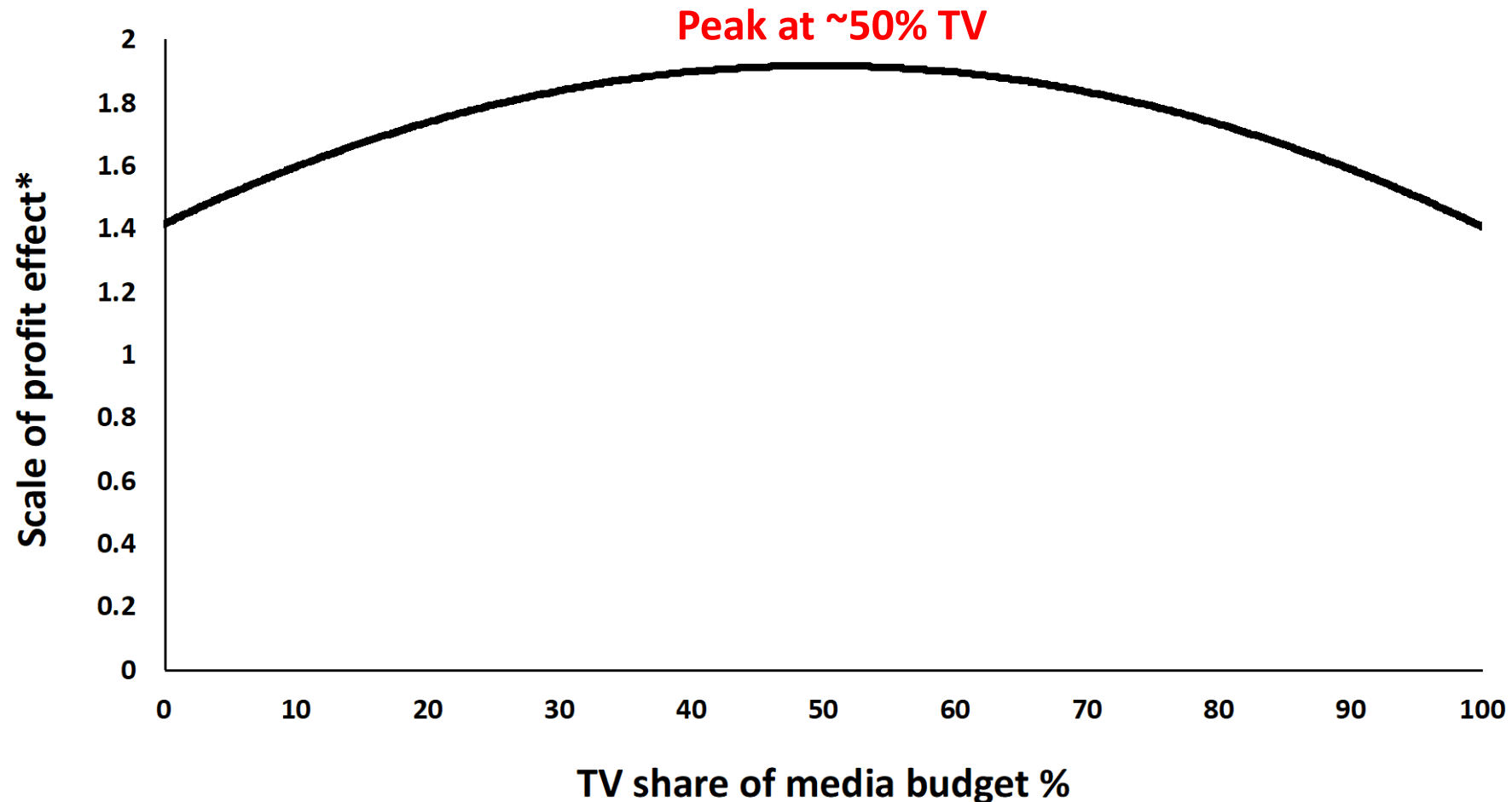
Source: AA / WARC / ONS

How much TV is good for us?

Far more than dull campaigns spend

The most profitable campaigns spend 50% of their budget on TV

Profit growth vs. TV share of budget



Source: IPA Databank 2014-2022 for profit cases *4-point scale

Keeping TV at the heart of effectiveness

1. High sustained attention levels for ads to build brands
 - Increasingly on-demand and targetable
 - Not an extension of dull performance marketing
2. An entertaining medium where entertaining ads thrive
 - Maximum benefits of non-dull advertising
3. A safe trustworthy medium where ads are trusted
 - Publisher media virtues

A unique ability to make great sales, margin and profit growth happen

Thank you

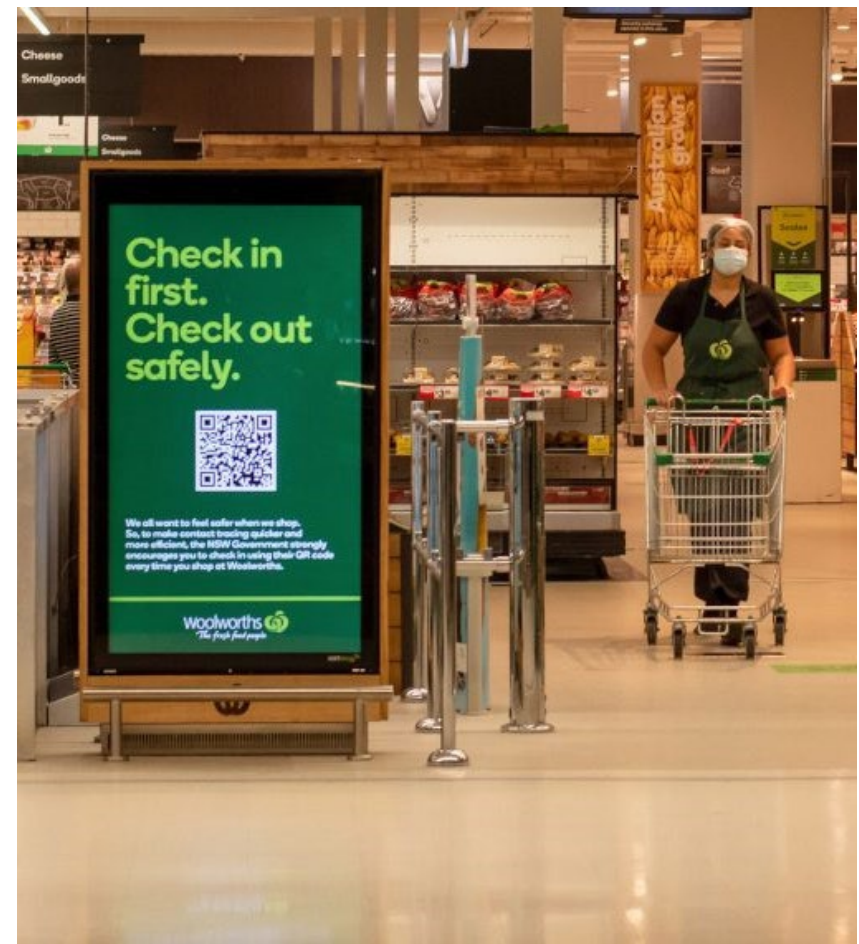


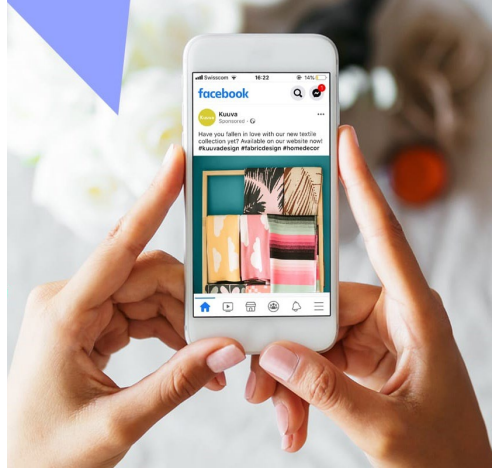
VISION

WHAT TV ADVERTISING DID NEXT_

Putting a number on media's x factor

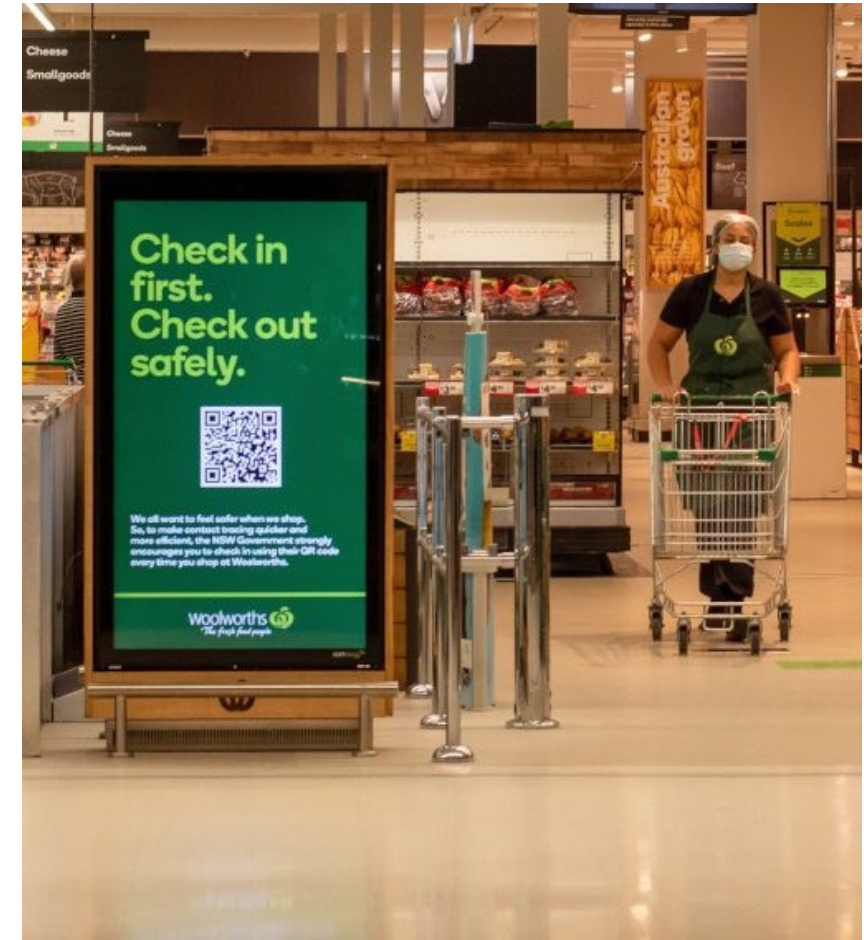
Richard Kirk
Joint Chief Strategy Officer,
EssenceMediacom UK





Another first principle:

Media has no fixed value





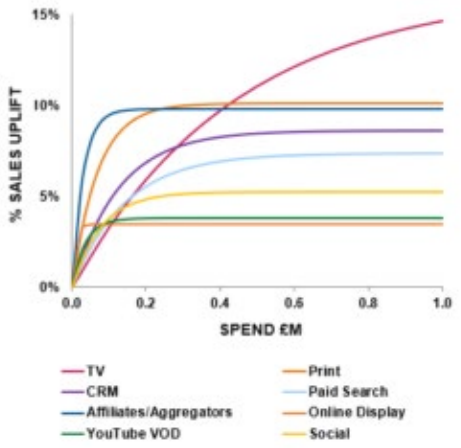
Media planners
have a single
job to do

A hand is shown holding a camera lens, with a cityscape visible through the lens. The lens is held in a way that frames the cityscape. The background is a blurred cityscape under a clear blue sky.

**PRICE
QUALITY
REACH**

Craft a unique
view of media
value

How we think about quality is very mechanical



Reach and cost

Viewability
Wastage / accuracy
Competitor spend
Attention
Contextual relevance
Dwell time

Stronger brands

Signal strength

Weak relationship



Media has an “x-factor” - but is it quantifiable and is it built into current prices?

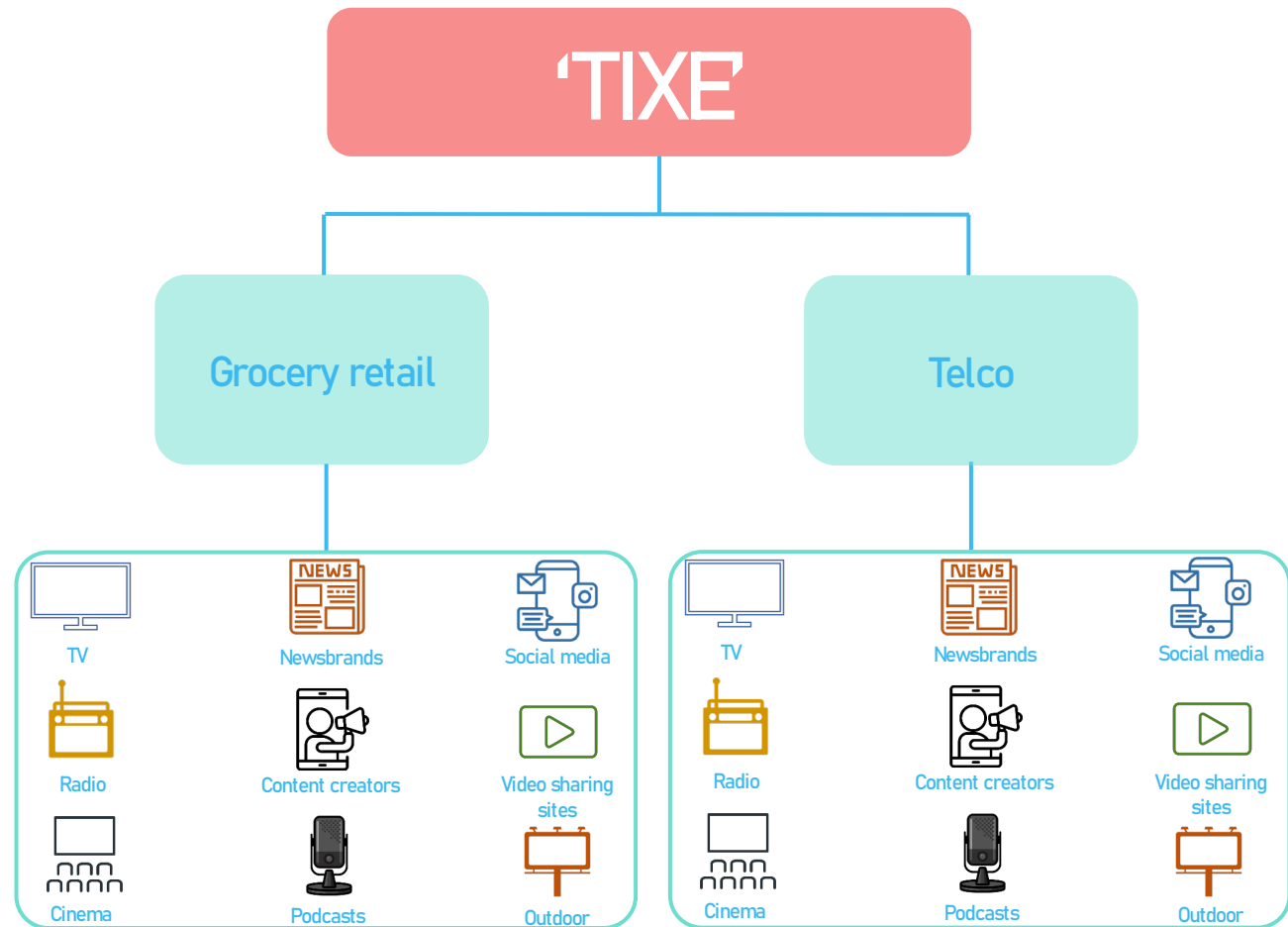


So we revisited it in 2023

We created a fictional new brand

We created product descriptions for 2 categories

9 media descriptions varied across scenarios



This research was incredibly well received



MRG Awards 2021
Winner



OPINION

The power of costly signalling: Why you should build huge and beautiful campaigns

Advertising is like a mating ritual – impressive displays are more effective – which means consumers need to see what you're spending on media and creative.

By Richard Shotton & Will Hanmer-Lloyd | 27 Oct 2022 [Share this article](#)



Our technique strips away all factors but media

Example

TIXE as mobile and broadband provider – launched as videos and posts from online content creators

Product Proposition

(constant within category)

TIXE is the new flexible mobile and broadband provider dedicated to making it easier for you to stay in touch

No one cares more about their customers than TIXE. Our fully flexible mobile plans put you in control – change your phone and plan when it suits you and roll over all your unused data. Love gaming? Streaming movies? Online shopping? Or even catching up with work? Our unlimited broadband can handle anything you throw at it.

TIXE: no limits mobile and broadband

Advertising Description

(varies within category)

TIXE must decide where to advertise. **TIXE will launch with an advertising campaign that will appear exclusively as videos and posts from online content creators.*** The advertising campaign will run for 3 months

* varies

Producing real metrics non-marketers instinctively understand are important

'Fitness' Signals

Financial
Strength

Confidence
(in the product)

Quality



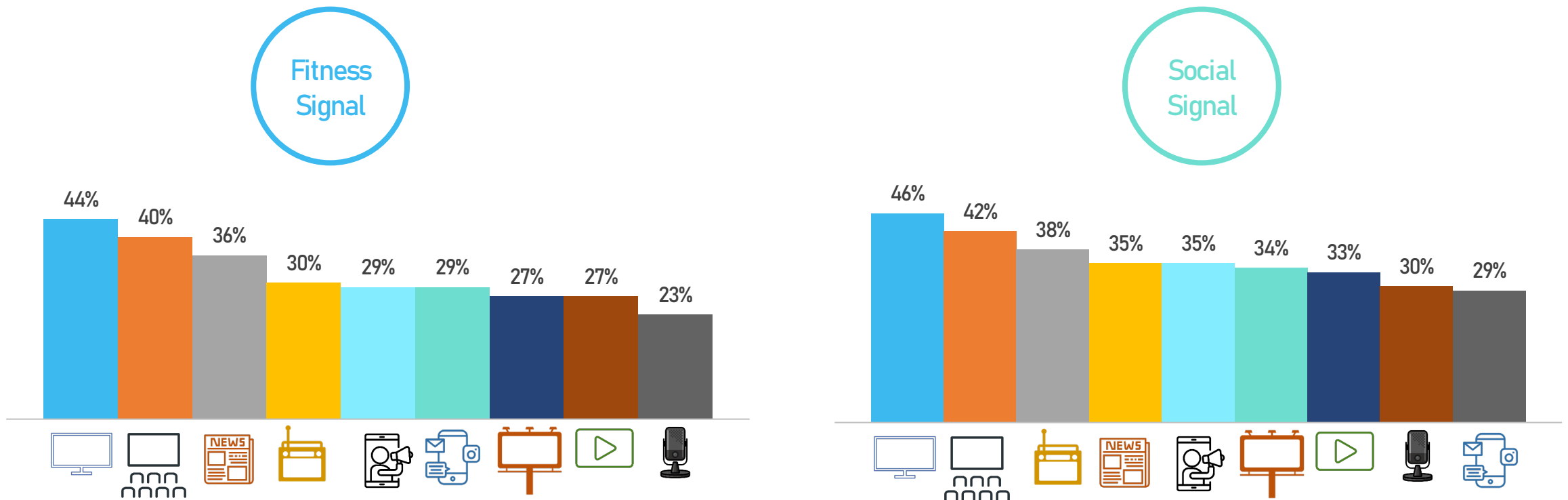
'Social' Signals

Social
Acceptance

Common
Knowledge

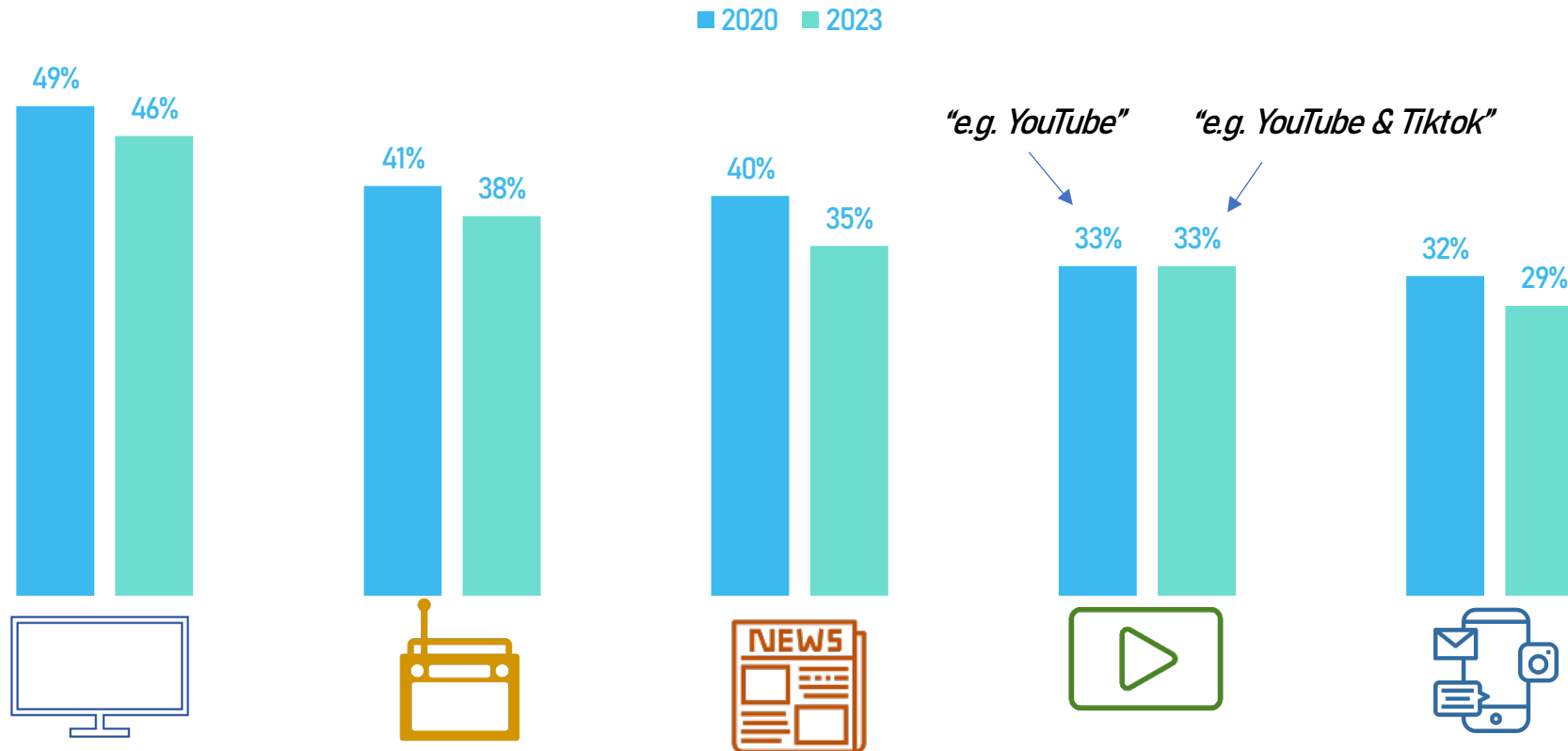
Promise

As in 2020, we see that media channels each have varying levels of signal strength



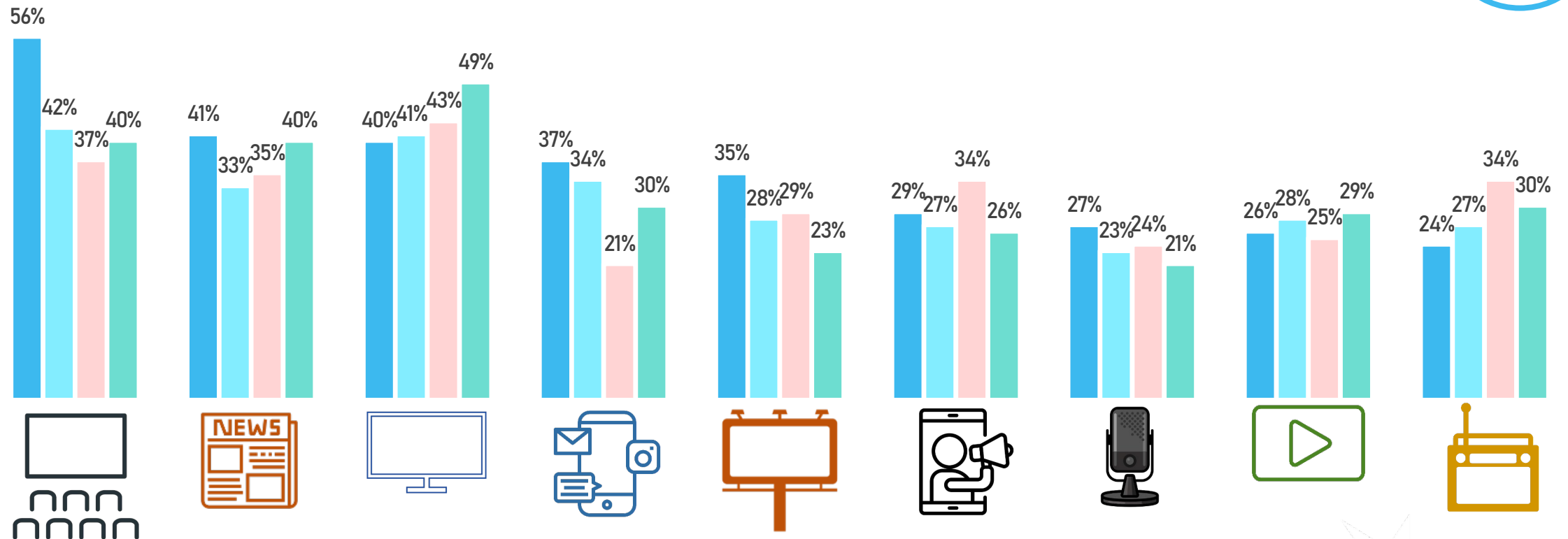
Very little change in 3 years hints at the enduring nature of media signal strength

This is stability in the media landscape you can cling to



Cinema, news and TV dominate across age groups. Stature matters even to younger audiences

Fitness
Signal

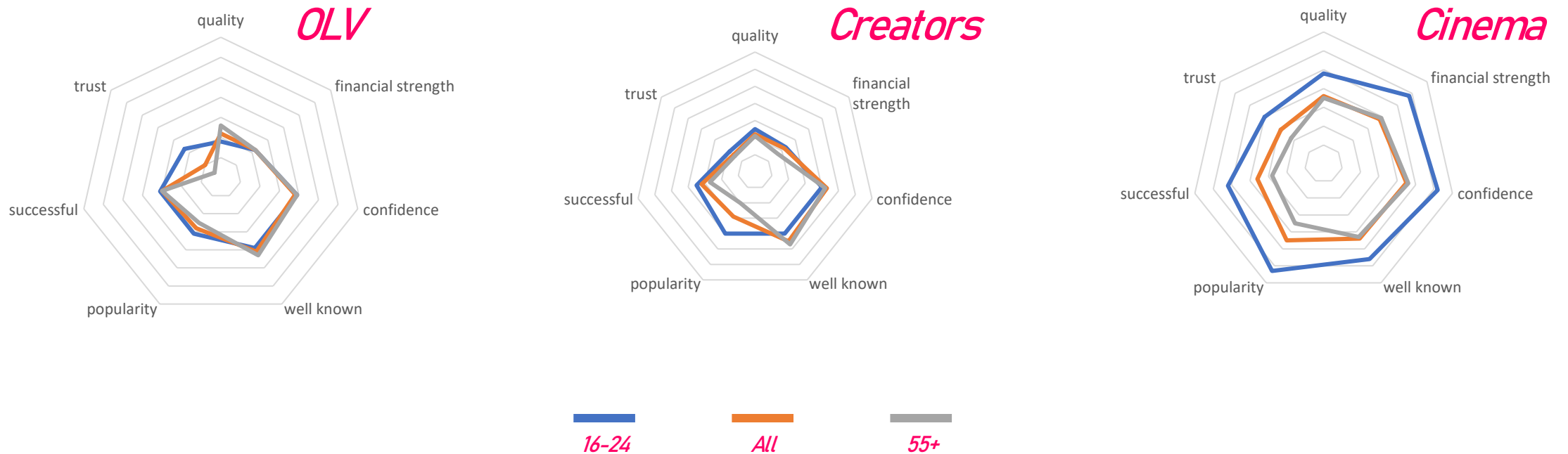


Base: UK adults (n=2,751)
Cell comparison c. n=308 per cell, 16-24 (n=50 per cell), 16-34 (c.n=99 per cell), 35-54 (c.n=104 per cell), 55+ (c.n=112 per cell)



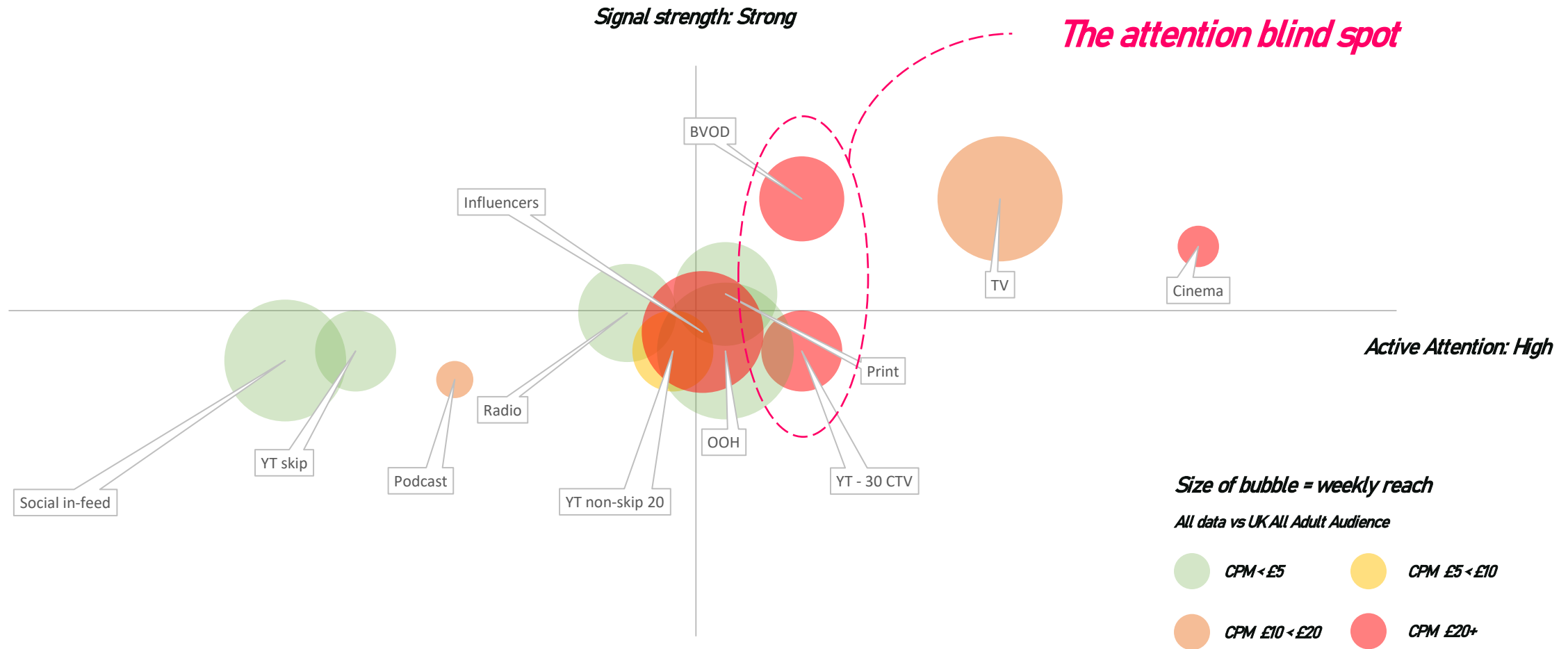
There is no one-size-fits-all media channel, and nothing 'new' currently surpasses 'old'

Creators are not a cure-all for the woes of TV



Base: UK adults (n=2,751)
Cell comparison c. n=308 per cell, 16-24 (n=50 per cell)

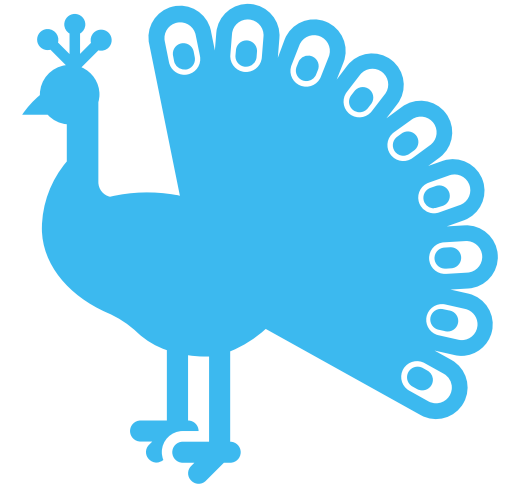
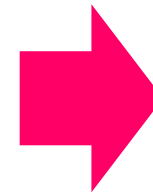
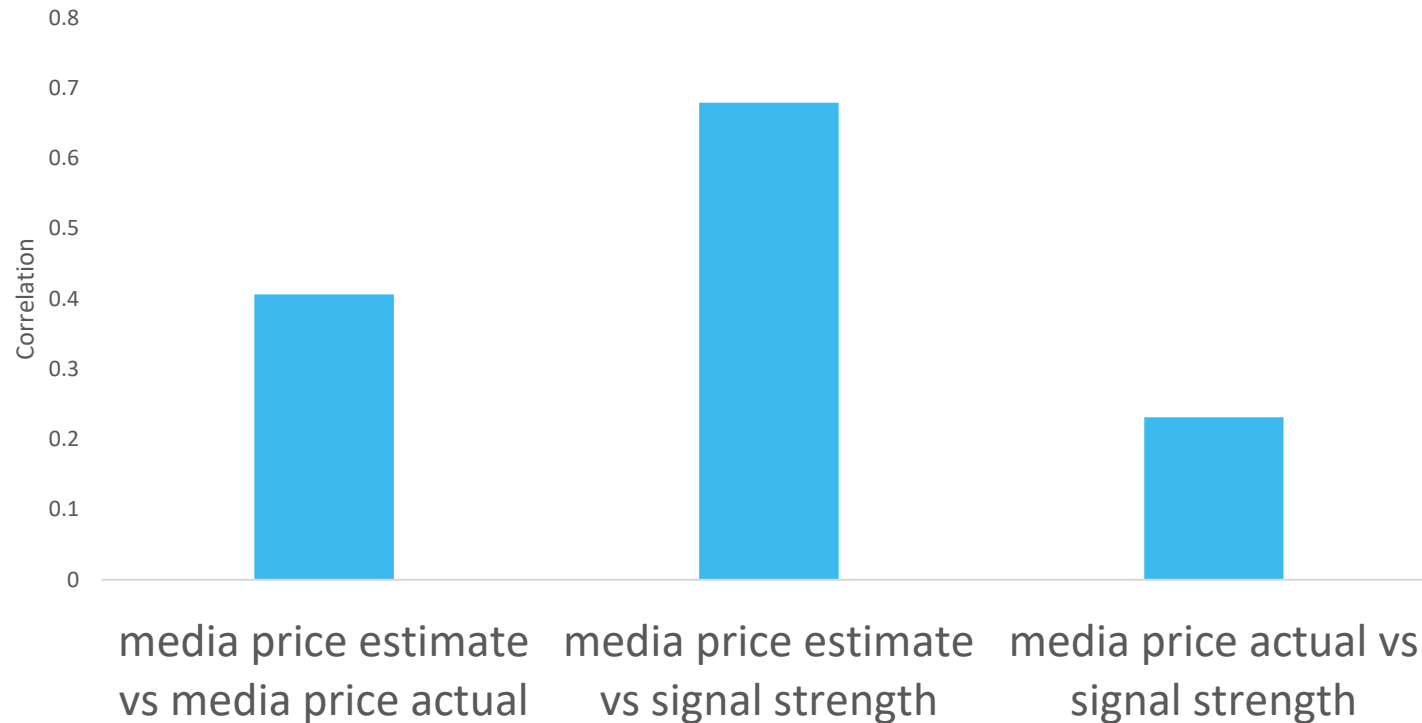
The first ever view of media price and reach alongside a holistic quality metric



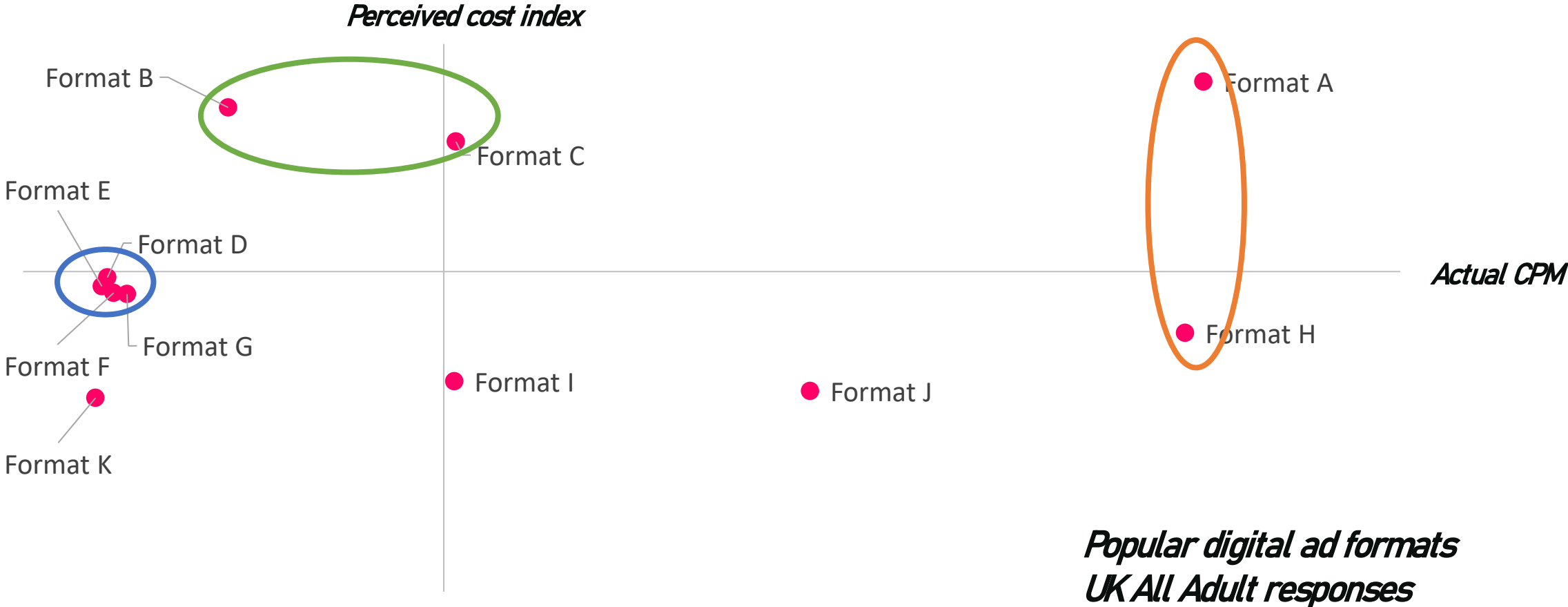
Attention data: Amplified, Lumen :: Signal Strength, Thinkbox, EM
Bubble Size: PamCo, BARB, UKOM, ROUTE, RAJAR, Ofcom :: Pricing: EM

People's estimate of media price drives signal strength (brand building potential) for each channel

But media pricing is not taking this into account



Different formats in the same channel offer very different value propositions in terms of brand building potential



Thank you!

Richard Kirk

Joint Chief Strategy Officer,
EssenceMediacom UK



VISION

WHAT TV ADVERTISING DID NEXT_

TV's future: the best of both worlds

Matt Hill: Research & Planning Director, Thinkbox

TV's future is:

Increased TV-quality reach potential

Transition & transformation

Advanced capability lower down the funnel

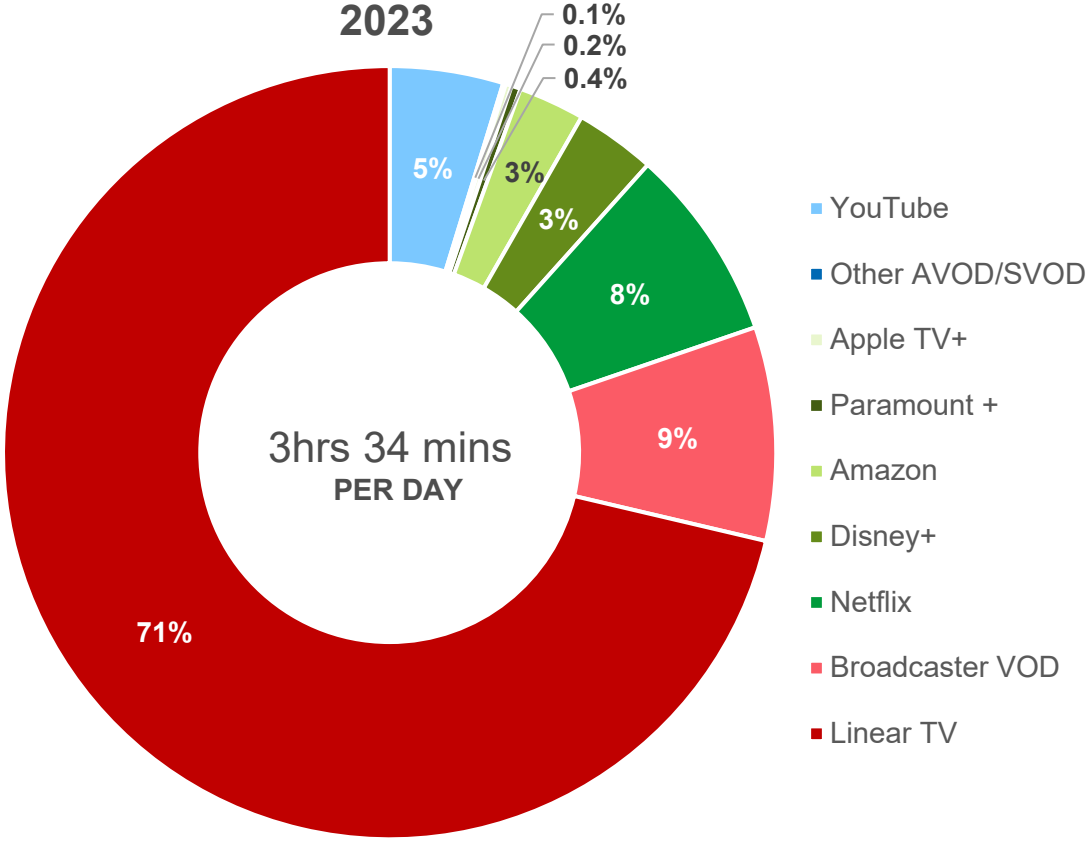
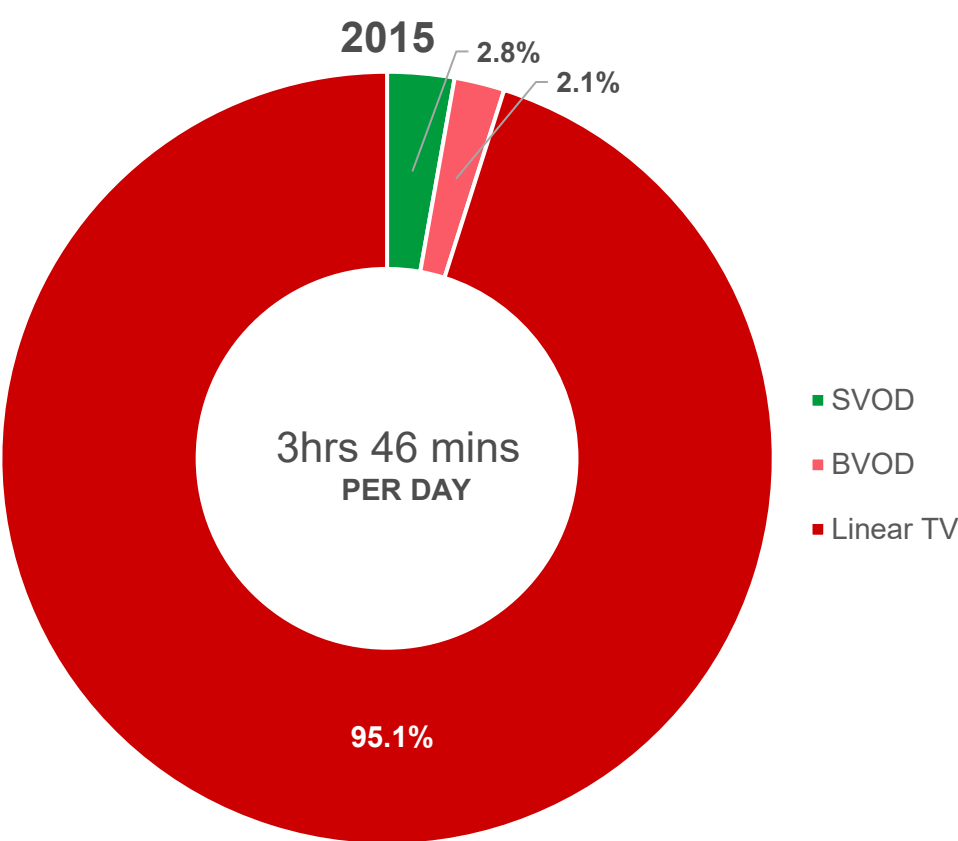


**Increased TV-quality
reach potential**



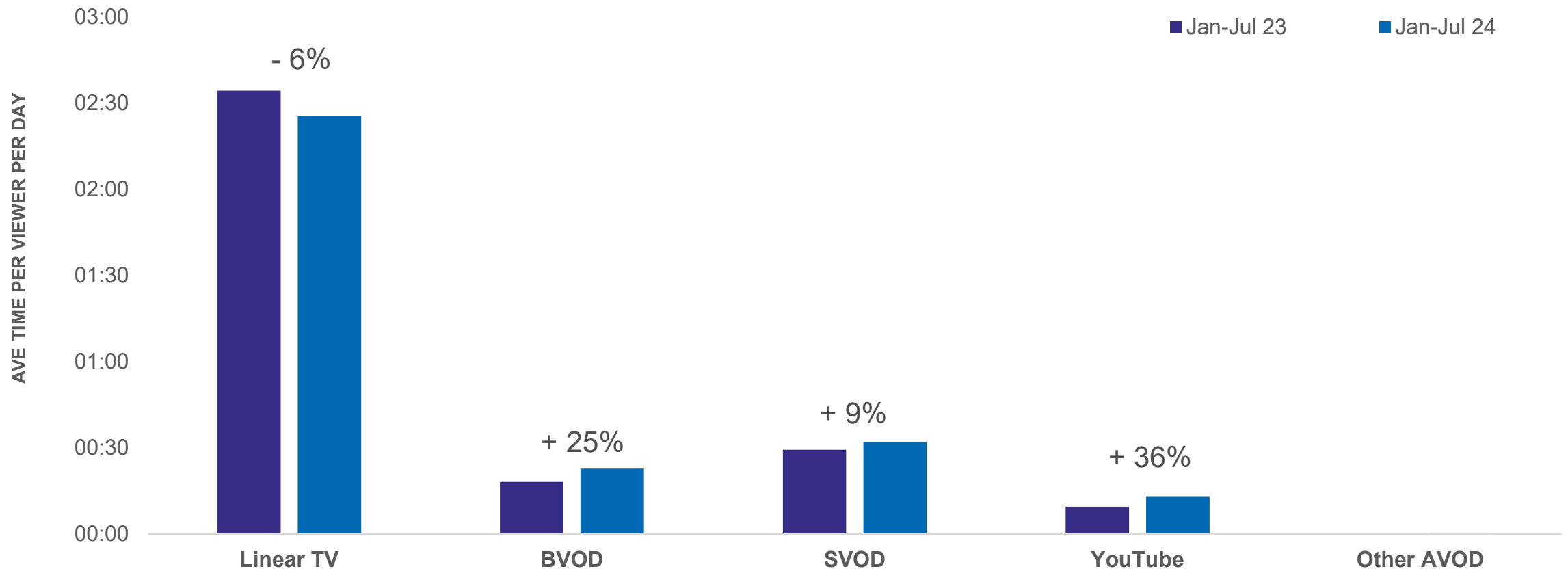
The world of TV has expanded

TV-set viewing time by platform (All Adults)



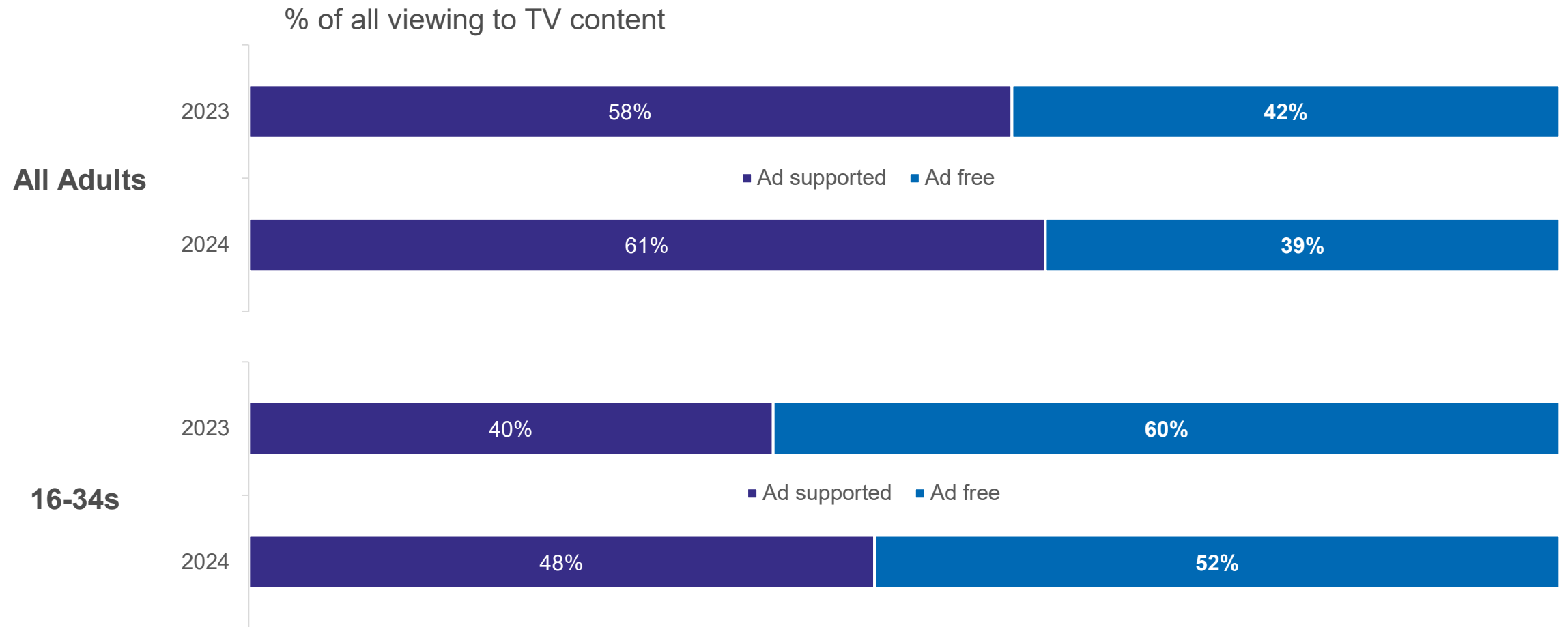
Source: Barb / Touchpoints

VOD remains in a rapid growth phase



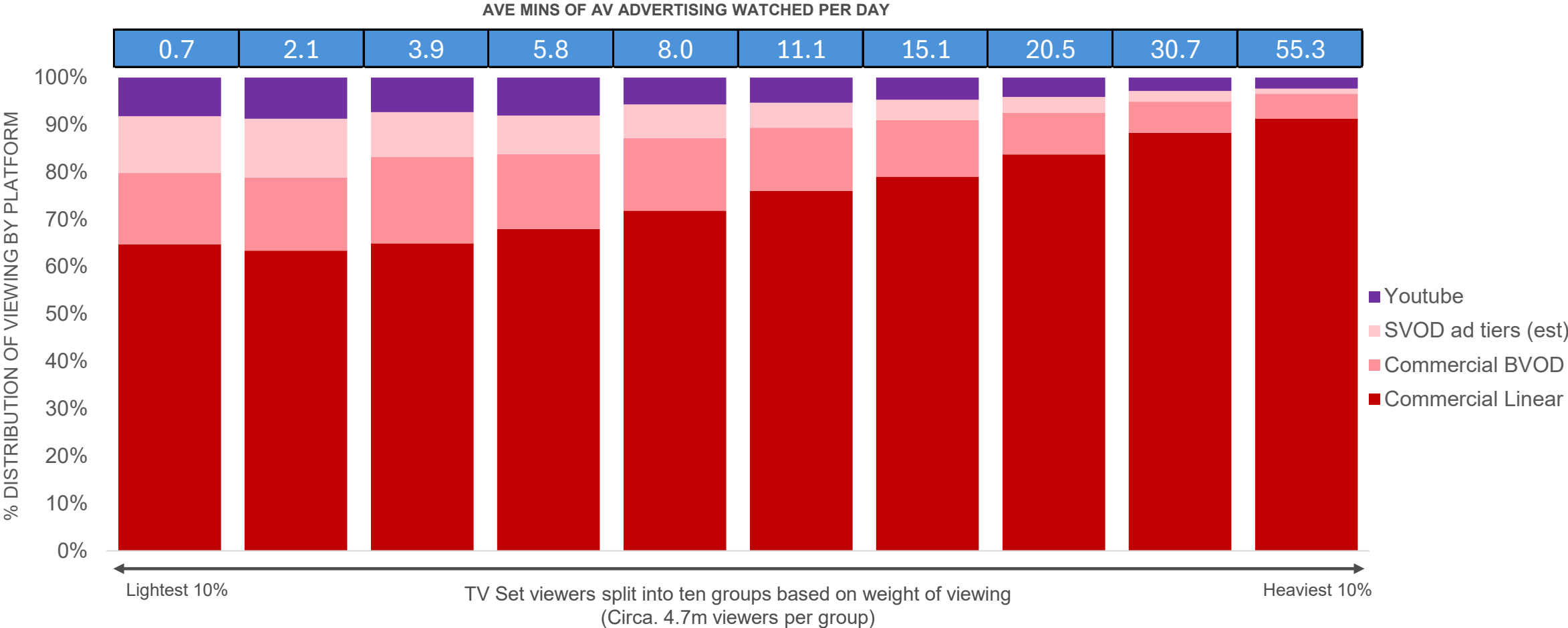
Source: Barb, All Adults, TV set viewing

Ad-supported TV is increasing



Source: Barb – TV set viewing (Jan to July 2024 Vs Jan to July 2023)

Reach potential in ad-supported TV is increasing

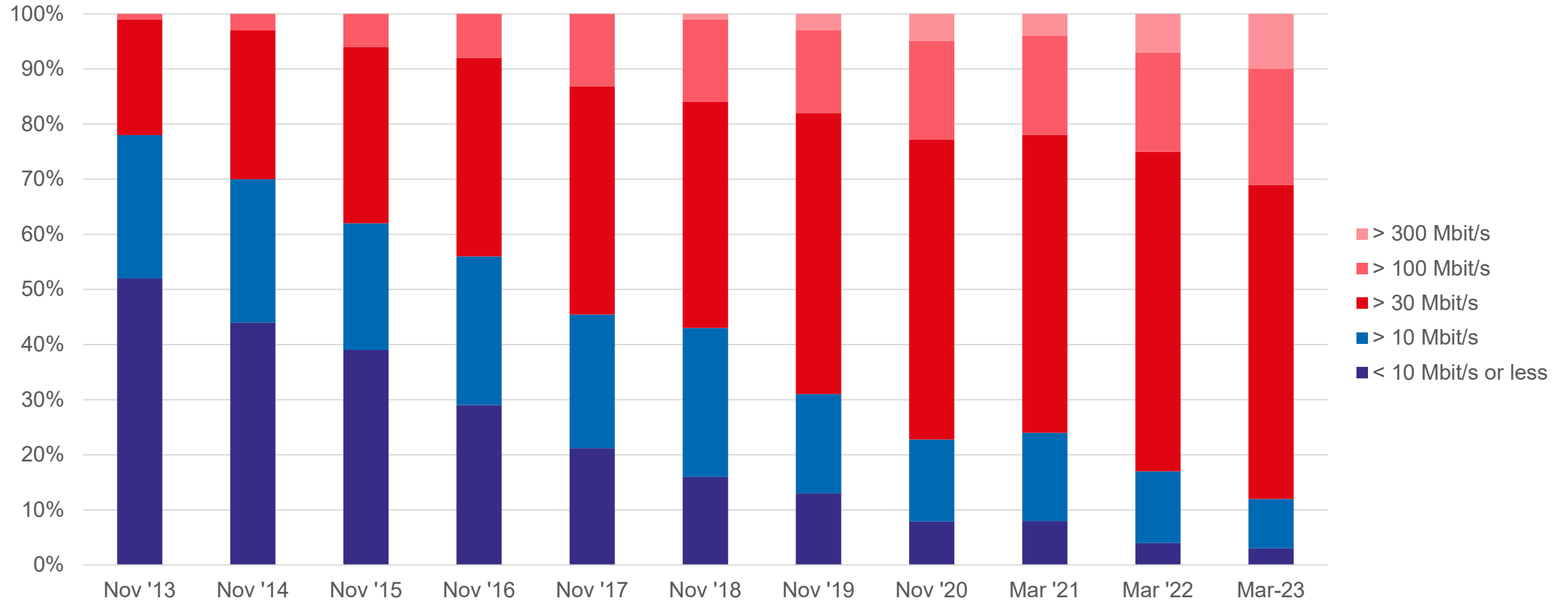


Source: Barb – July 2024, Adults, TV set viewing, deciles ranked on weight of viewing to TV Set viewing (linear, BVOD, SVOD, and video-sharing)

Transition & Transformation



The UK is ready for IP TV



Source: OFCOM

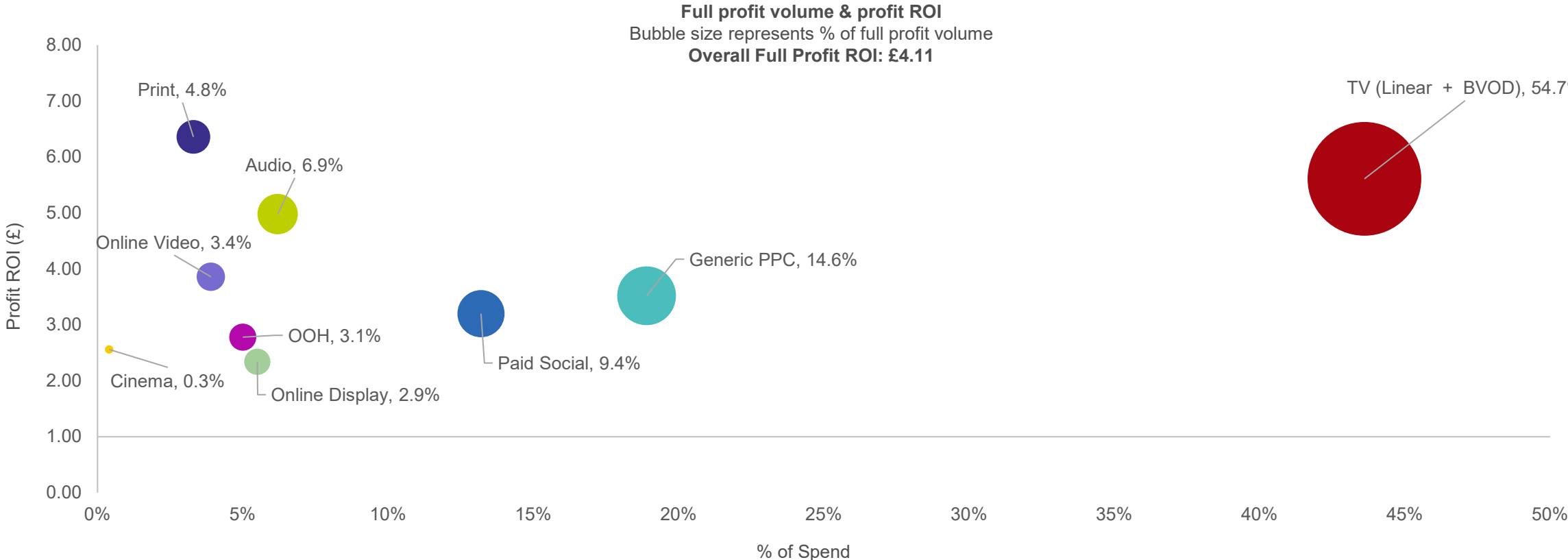
Two strong signals from the TV companies on an IP future



**Sharpened capability
at the bottom of the
funnel**



We know TV is highly effective

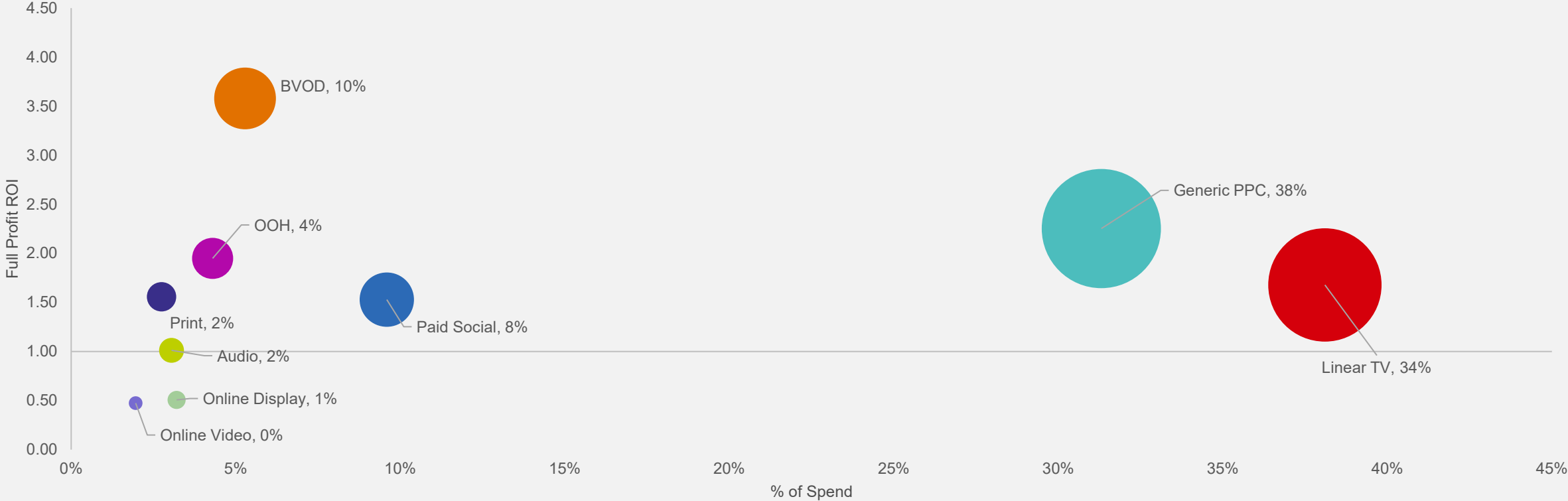


Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiqity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.
Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

1st party data signals can significantly increase efficiency

Financial services

Full effects
Bubble size represents % of full profit volume
Financial Services Full Profit ROI: £1.95



Source: Profit Ability 2, Financial services (21 brands)

Lower funnel initiatives

Retail partnerships

Search behaviour targeting

Transaction-led insight

Lead generation & customer engagement



Tesco, "Ices"

The Long and the Short of It

IPA

Balancing Short and Long-Term Marketing Strategies

Les Binot, Head of Effectiveness, adam&eve DDB

Peter Field, Marketing Consultant



In association with





Summary

TV-quality reach potential is increasing – TV budgets should increase too

TV is in the process of transitioning to an IP delivered world

TV will increasingly offer the best of both worlds



Three, "Sharma"



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WHAT TV ADVERTISING DID NEXT



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LANTERN

A cross-broadcaster collaboration to build
a multi-outcome measurement panel



Victoria Appleby

Head of Sales (London),
Channel 4



Sameer Modha,

Measurement Innovation
Controller, ITV



Karin Seymour,

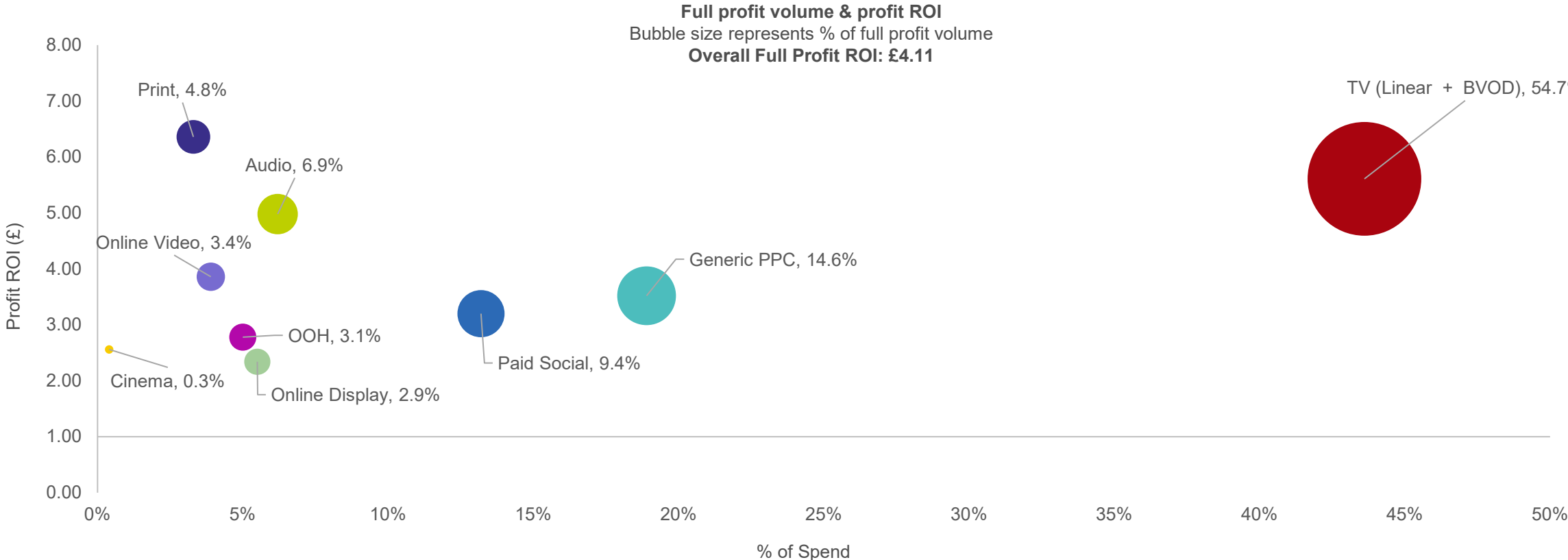
Client and Marketing Director,
Sky Media

LANTERN

4 itv sky

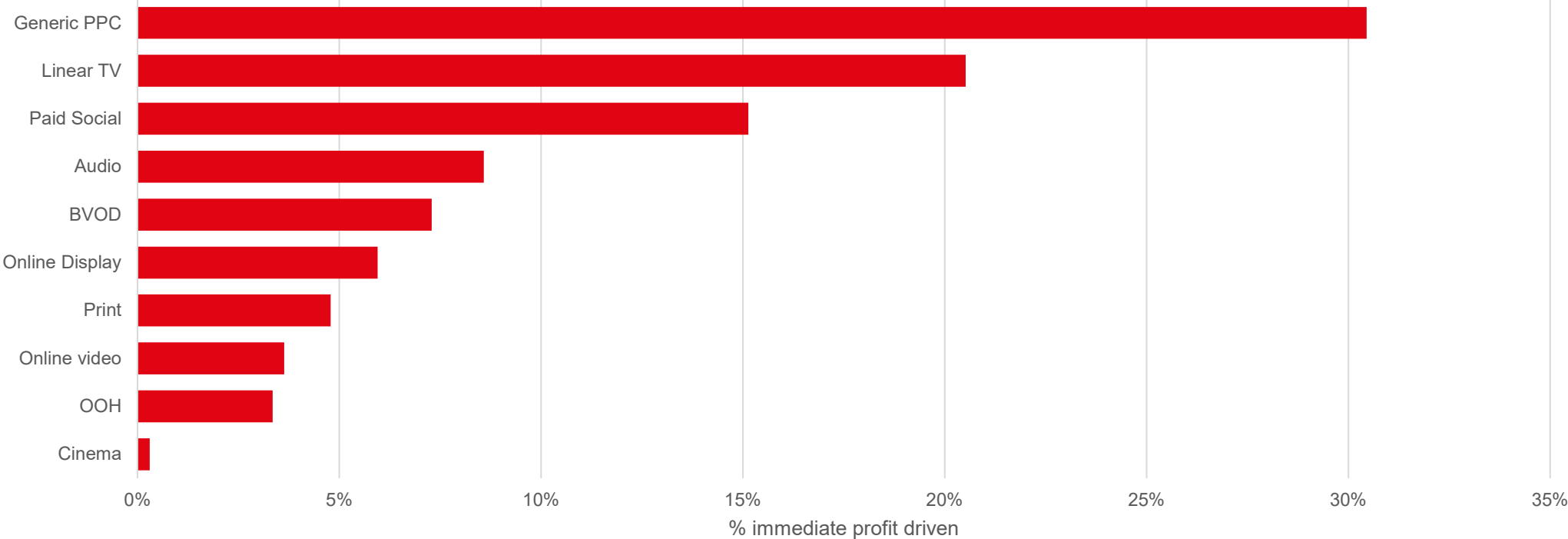
POWERED BY thinkbox[®]

We know TV is highly effective



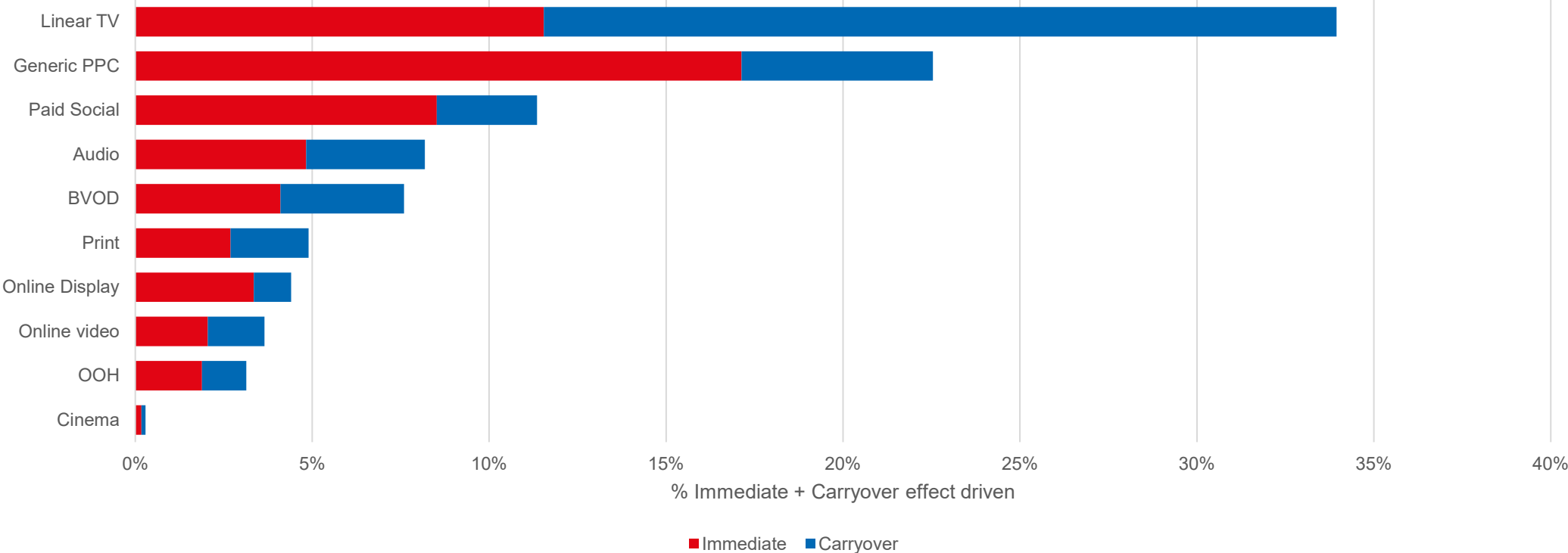
Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiqity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.
Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

Immediate payback not exclusive to 'performance' media



Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.
Immediate contribution = the same week of advertising exposure

TV's carry-over effects are unrivalled

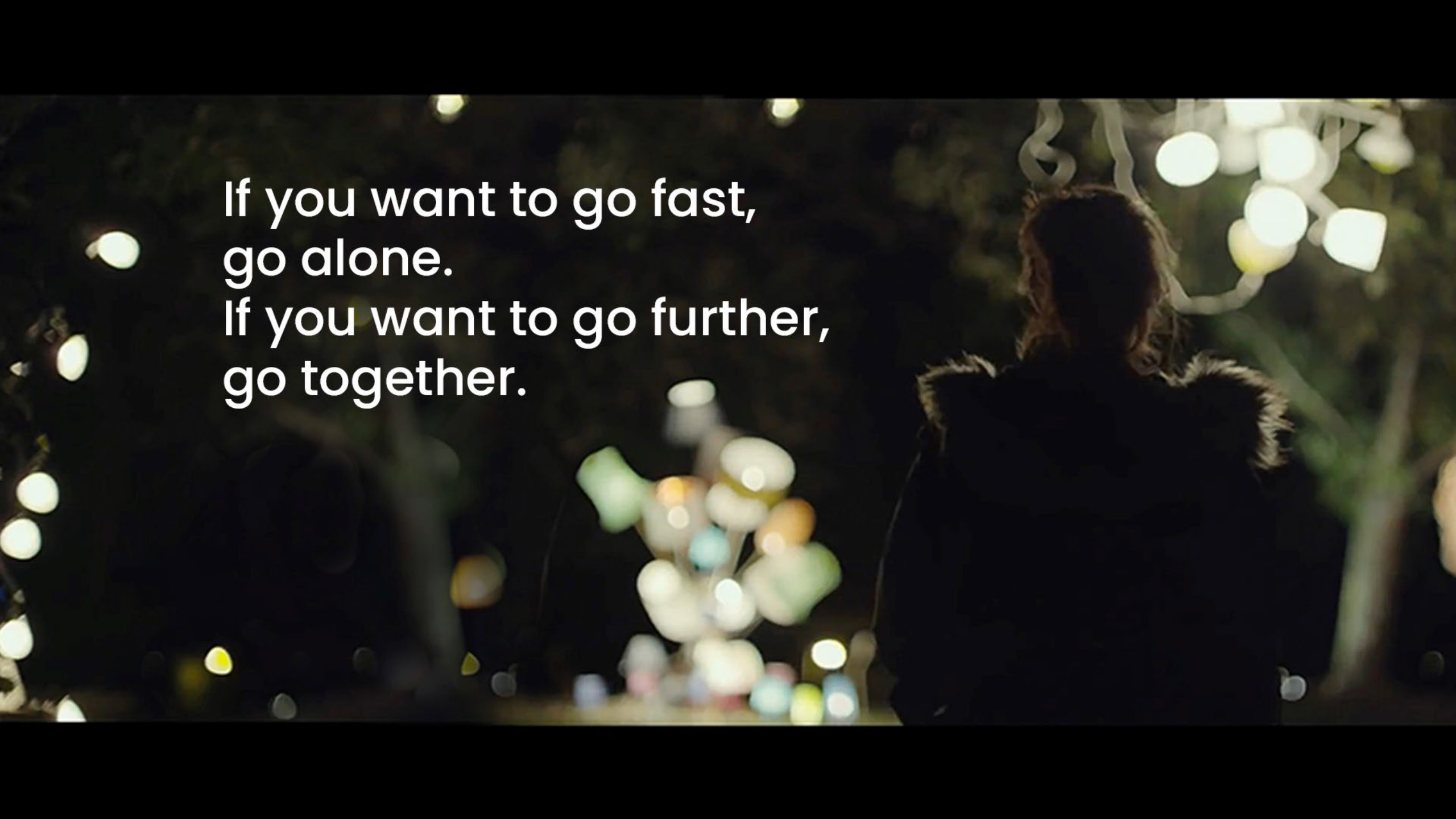


Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. Immediate contribution = the same week of advertising exposure. Carryover contribution = the contribution within 13 weeks of ad exposure



What the broadcaster panel will help us understand

- Measurement of TV's impact on online behavioural metrics
 - e.g. web traffic, searches, apps, social
- Insight at category, brand, or campaign level
- Impact of different audiences, campaign shapes and sizes
- New measures of lift and change in share

A person is seen from behind, wearing a dark coat with a fur collar. They are standing in a dark environment filled with numerous out-of-focus, colorful lights (bokeh) in shades of white, yellow, green, and blue. The lights are scattered throughout the scene, creating a festive or celebratory atmosphere. The person's hair is dark and appears to be pulled back.

If you want to go fast,
go alone.
If you want to go further,
go together.



LANTERN

A TOTAL TV ANSWER

LANTERN

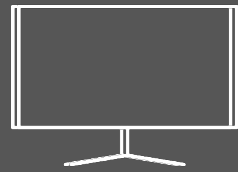
- More advertisers, more campaigns
- Access for advertisers
- Industry and category benchmarks

LANTERN

Building a multi-outcome
measurement panel

To illuminate the range of business
impacts TV has on brands

100,000 x 100,000 = 357?

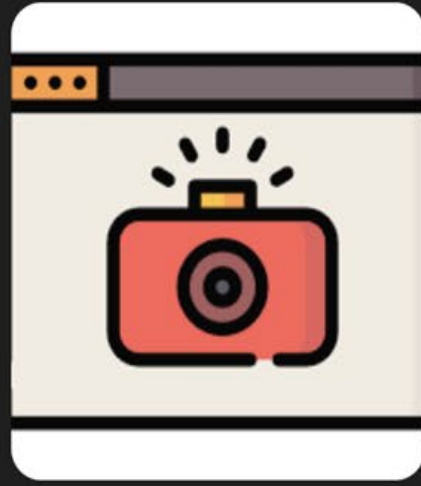




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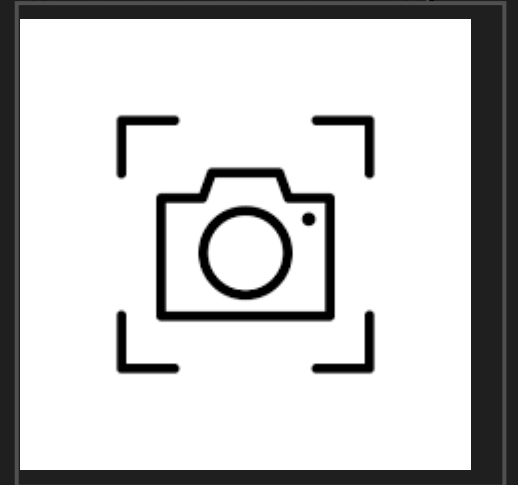
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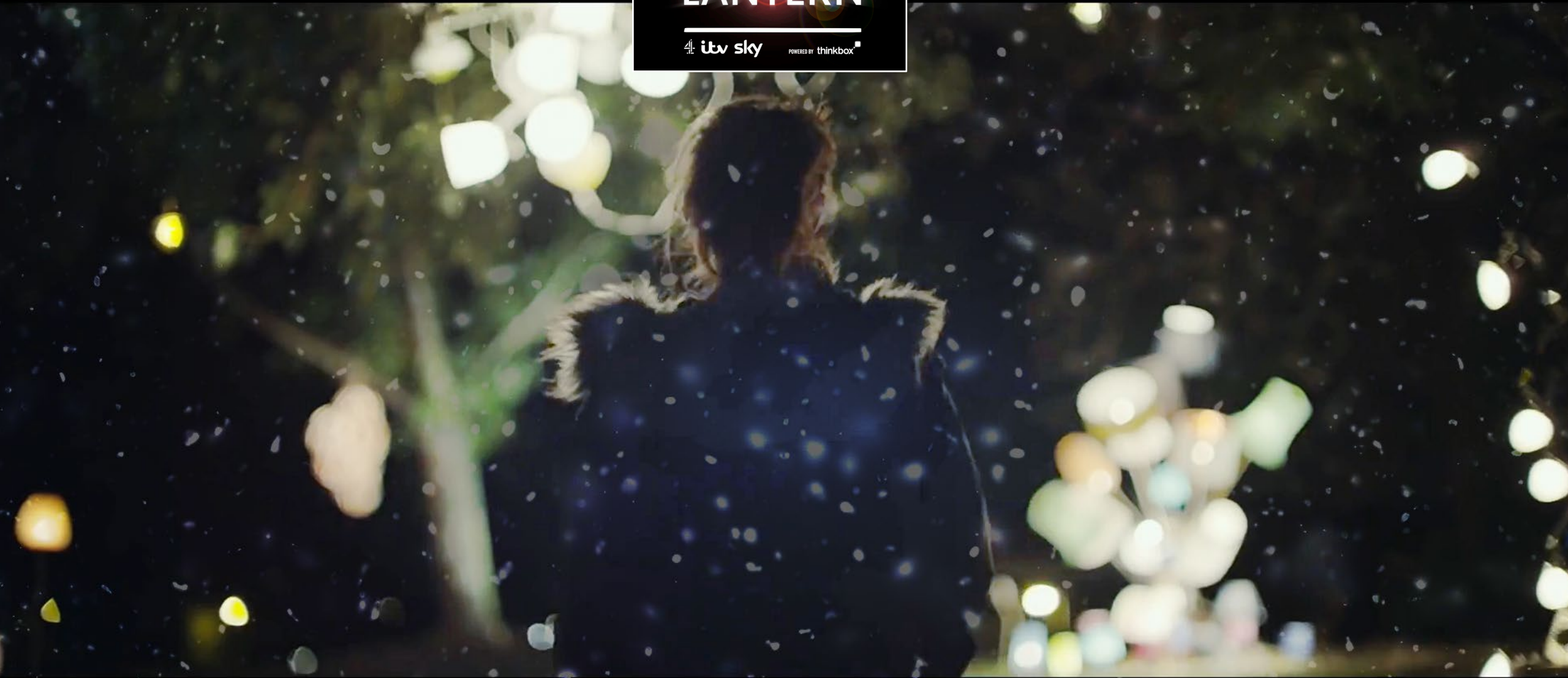
LANTERN

 **itv sky**

POWERED BY **thinkbox**

LANTERN

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WHAT TV ADVERTISING DID NEXT_