



OOH in its 360 environment: the MCA perspective

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Foreword

- This is a joint presentation from Integration IMC, MCA proprietary, and ROI\marketing, an Added Value Ally of Integration IMC.
- ROI\marketing is a consulting company specialized in marcoms resource allocation and integrated communication planning.
- Michel Sara is the Founder and General Manager of ROI\marketing.
- The data included in this document is not to be used or shared without the explicit agreement of Integration IMC (contact: Elie Salem, Integration's COO: esalem@integration-imc.com)

Agenda

- What is the MCA®?
- Key highlights from the Global MCA® database
- MCA® learnings on how to optimize the use of the Outdoor Communication Channel

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What is the MCA®?

A unique approach

- MCA stands for Market Contact Audit.
- MCA is a unique research methodology that has surveyed more than 2 million consumers in 40 languages, in more than 500 categories around the world
- It is category and market specific.
- It's a consumer-based approach, relying on a quantitative survey of a representative sample (circa 1000) of buyers / consumers of every audited category.
- It measures the impact (what consumers perceive) NOT the “emission” (what consumers receive): it's an outcome indicator vs. an input measure.
- It's the only tool capable of embracing all possible touch points.
- MCA provides the “metrics” platform to introduce accountability in marketing communications (marcoms) by measuring through a universal metric - **a common currency called the Brand Experience Point (BEP)**- the effectiveness of a brand's diverse marcoms initiatives from the consumers' perspective.

Example of contact list in FMCG category European market

35 Contacts Screened

Contact in English	Group
Brand found on search engines (Google, bing, yahoo)	Digital
Brand opinions found on blogs, forums and social networks	Digital
Brand presence on retailers' e-commerce webistes	Digital
Brand sponsored messages on social networks (Facebook/Twitter)	Digital
Brand's official website	Digital
Internet advertising (such as banners/pop-ups) excluding social networks	Digital
Video ads on the internet (on Youtube or before podcasts)	Digital
Websites/Applications offering discount vouchers (Shopmium, MonAvisLeRendGratuit, Fidme, Prixing, Fidall..)	Digital
Advice of family, friends, colleagues; brand seen at friends/family	Indirect
Articles about the brand in the media (press, radio, TV, internet)	Indirect
Children's opinion or request	Indirect
Expert's advice	Indirect
Ind. quality label on pack	Indirect
Billboards	Mass Media
Cinema advertising	Mass Media
Press Advertising	Mass Media
Radio Advertising	Mass Media
TV Advertising	Mass Media
Brand Loyalty Program (dedicated website, mail, email and newsletters)	One to One
Brand gifts (in packaging or in a game contest)	One to One
Sampling (in store, streets, delivery packages)	One to One
Advertising at stores' entrance	POC/POS
Advertising in stores' radio	POC/POS
At category aisle brand displays	POC/POS
Brand displays on caddies	POC/POS
Brand presence in canteen and hotel buffets	POC/POS
Brand presence in retailers' leaflets	POC/POS
Discount vouchers applicable for next purchase (at cashier)	POC/POS
Discount vouchers available in aisles	POC/POS
In store Animation (w/ hostess) WITH discount voucher distribution WITH product tasting	POC/POS
In store Animation (w/ hostess) WITH discount voucher distribution WITHOUT product tasting	POC/POS
Outside category aisle brand displays	POC/POS
Packaging	POC/POS
Events' Sponsoring (Sports and Cultural)	Sponsorship & Events
TV programs sponsorship (weather reports..)	Sponsorship & Events

How does MCA work

Contact Clout Factor (CCF)



Category Influence indicator

Each contact is evaluated on how it performs along a persuasion process that typically includes three stages:

- Rational stage (**informative value**)
- Emotional stage (**attractive value**)
- Deal closing stage (**power value**)

Contact Association



Brand Performance

Measures how much consumers have experienced brands through the various contacts.

A brand specific metric influenced by:

- Spend
- Execution (content, media plan)
- Targeting
- Carry-over effect

Brand Experience Point (BEP)

Outcome of communication activity

The single currency

If, for example, I want to compare the performance of Brand A on TV vs. in-store sampling, I need to know:

- If TV is more or less influential than in-store sampling (at category level)
- If Brand A has been experienced more or on TV than on in-store sampling

The MCA[®] provides a single currency, the Brand Experience Point (BEP)

BEP = Influence X Association
 Since BEP takes into account brand association, it includes the brand's execution parameters: spend, content, targeting

Category influence indicator	CCF weighting	Associations w/ Brand A	BEPs			
			Brand A	Brand B	Brand C	Category
Contacts						
TV Ad	70	40%	2,800	3,000	1,500	
W.O.M	60	30%	1,800	2,500	1,000	
Mail from Brand	50	20%	1,000	2,000	1,200	
(...)						
Blogs	20	40%	800	500	400	
Total BEPs			6,400	8,000	4,100	18,500
BES			35%	43%	22%	100%

- ☒ **CCF** = "Contact Clout Factor" is a single indicator for the capacity of contact to influence consumer attitudes towards brands in a given category
- ☒ **BEP** = "Brand Experience Points"
Number of brand contact associations weighted by the CCF.
- ☒ **BES** = "Brand Experience Share"
Single indicator for the perceived weight of all brand activities relative to competition.

Brand Experience Share = BEPs of brand C divided by BEPs of the category

Category Learning – Influence index – Example in FMCG / Europe

CCF: FMCG Category • European market: 18/35 Contacts above average

17/35 Contacts below average



■ Digital
 ■ Indirect
 ■ Mass Media
 ■ One to One
 ■ POC/POS
 ■ Sponsorship & Events

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- What is the MCA®?
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Key highlights from the Global MCA® database

- Source:
 - MCA studies between 2010 and 2015
 - All categories, covering packaged goods, durables and services
 - All regions (with over half the total coming from Europe)
 - Total = 431 studies
- Remarks about OOH contact classification:
 - OOH (cumulative) includes: big billboard formats, small billboard formats, public transportation, shopping malls, sports stadium, airports, etc.
 - OOH (main) refers mostly to the usual “street” format in the country where the study was conducted.

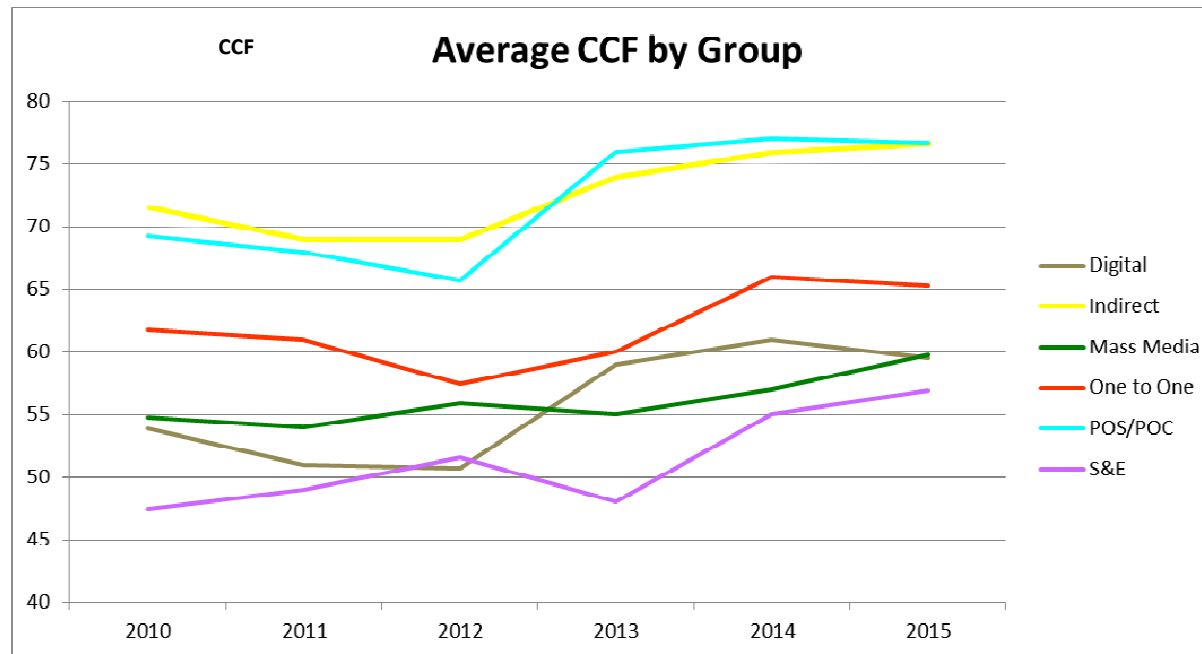
Key highlights from the Global MCA[®] database

- What have we learned in terms of contact INFLUENCE (CCF)
- What have we learned in terms of Brands IMPACT (Brand Experience Point – BEP)

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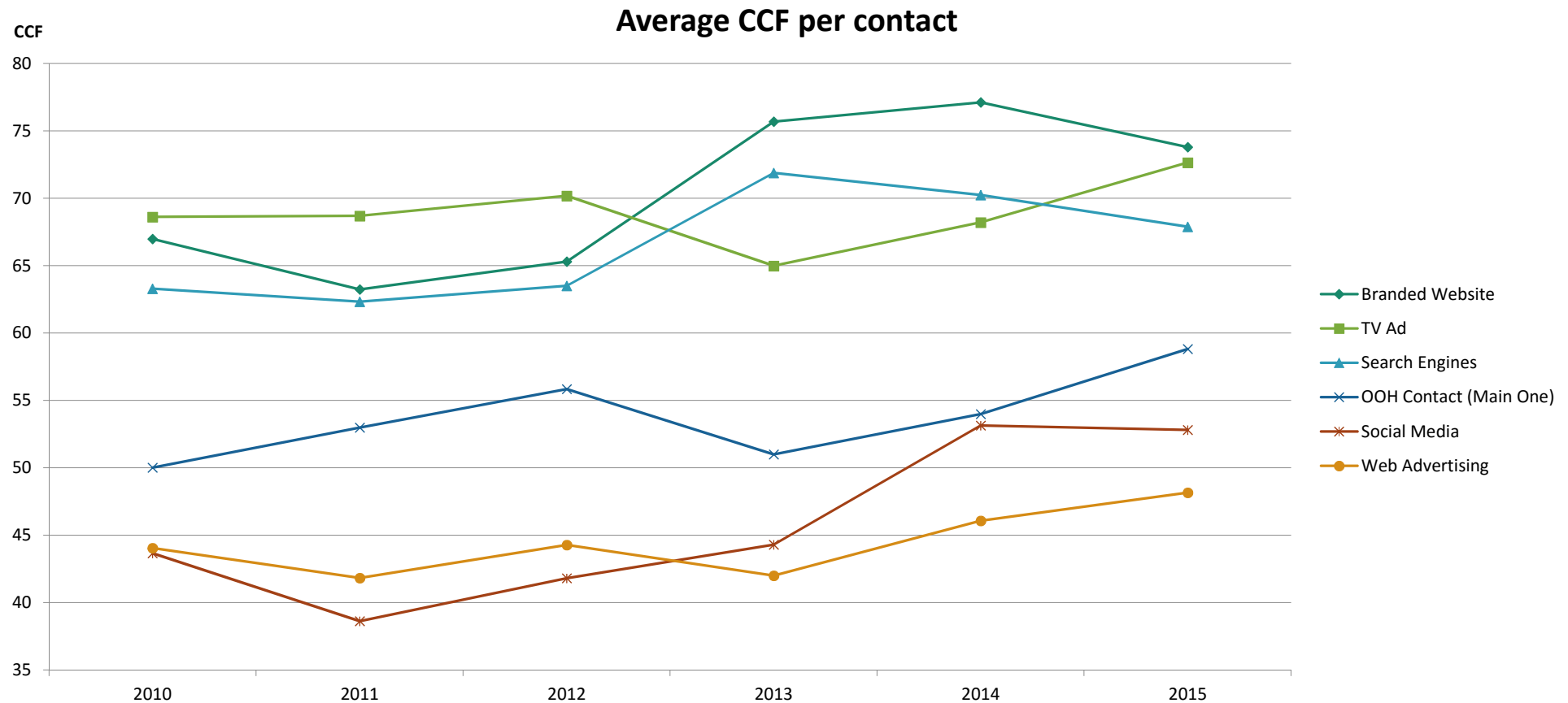
Point of Sale and Indirect/3rd party recommendations are the most influential groups of contacts. Mass media remains relatively stable in influence overtime, now comparable to digital.



Focus on digital and mass media:

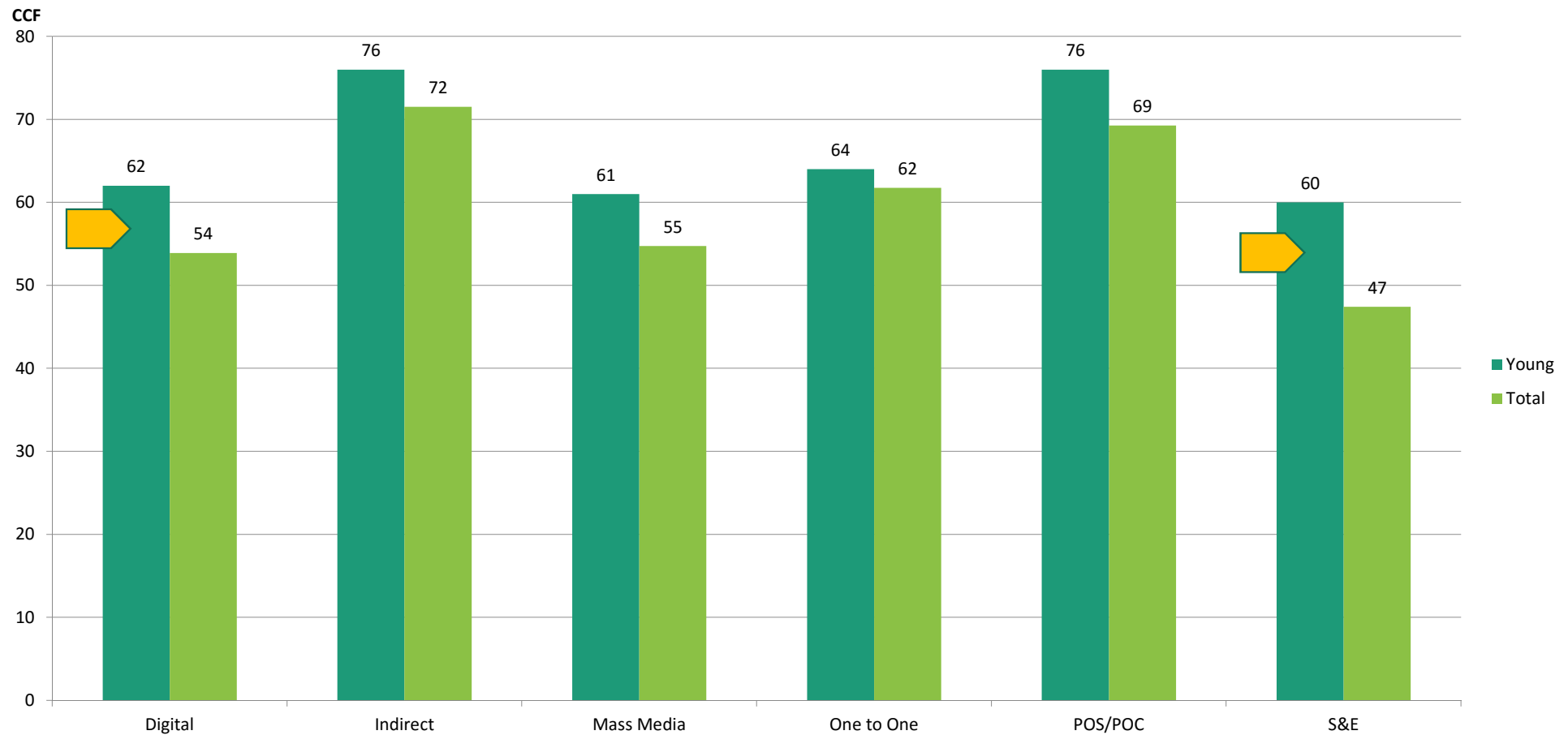
Branded Website is a very influential contact, same for TV ad. Search engines has declined contrarily to OOH since 2013.

Web advertising and Social Media have been growing in influence but are still lower than TV and OOH.



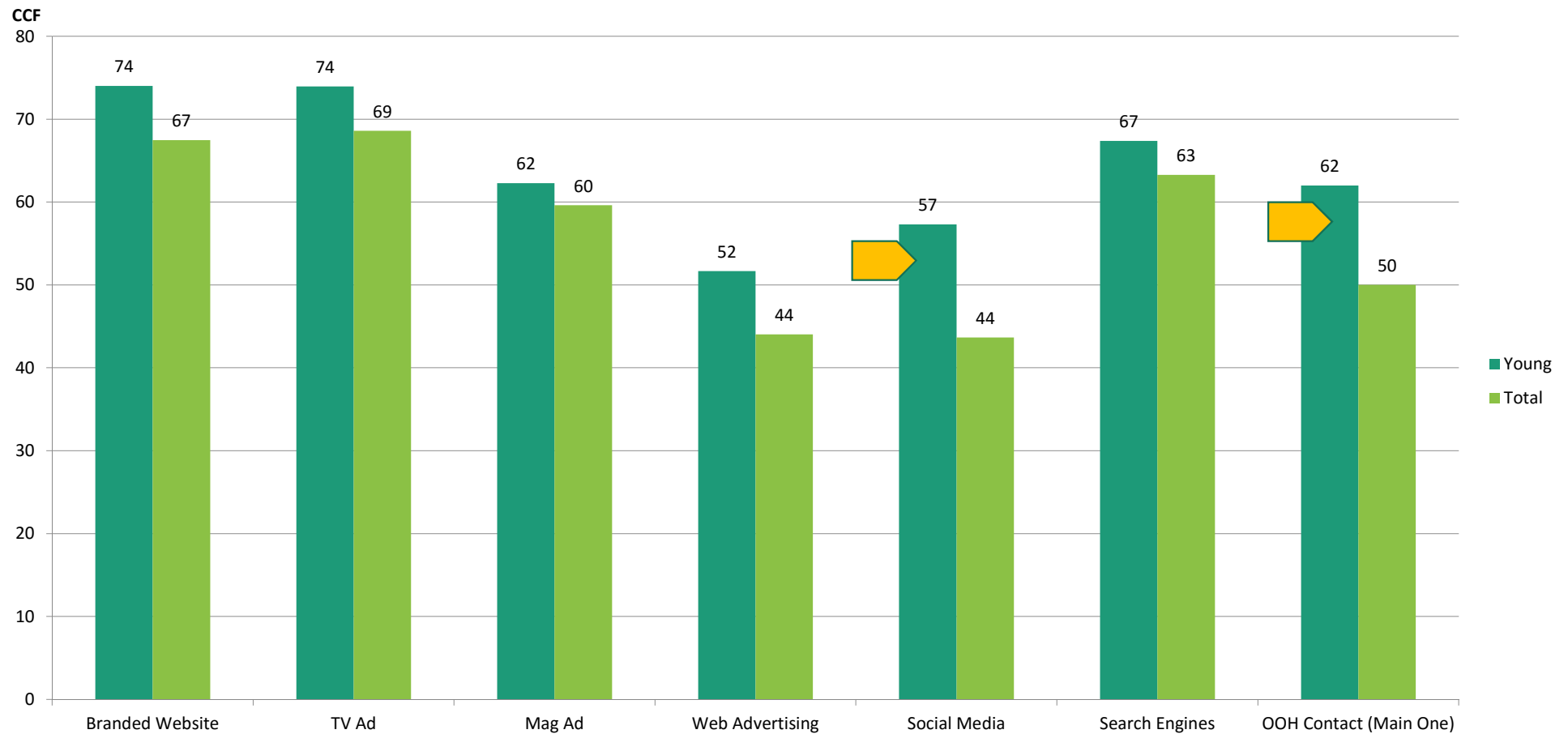
Focus on the younger population (18-25):

Overall, younger people are more receptive to contact influence relative to the general population. This is especially true for Digital and Sponsoring & Events.



Focus on the younger population (18-25) in mass media and digital:

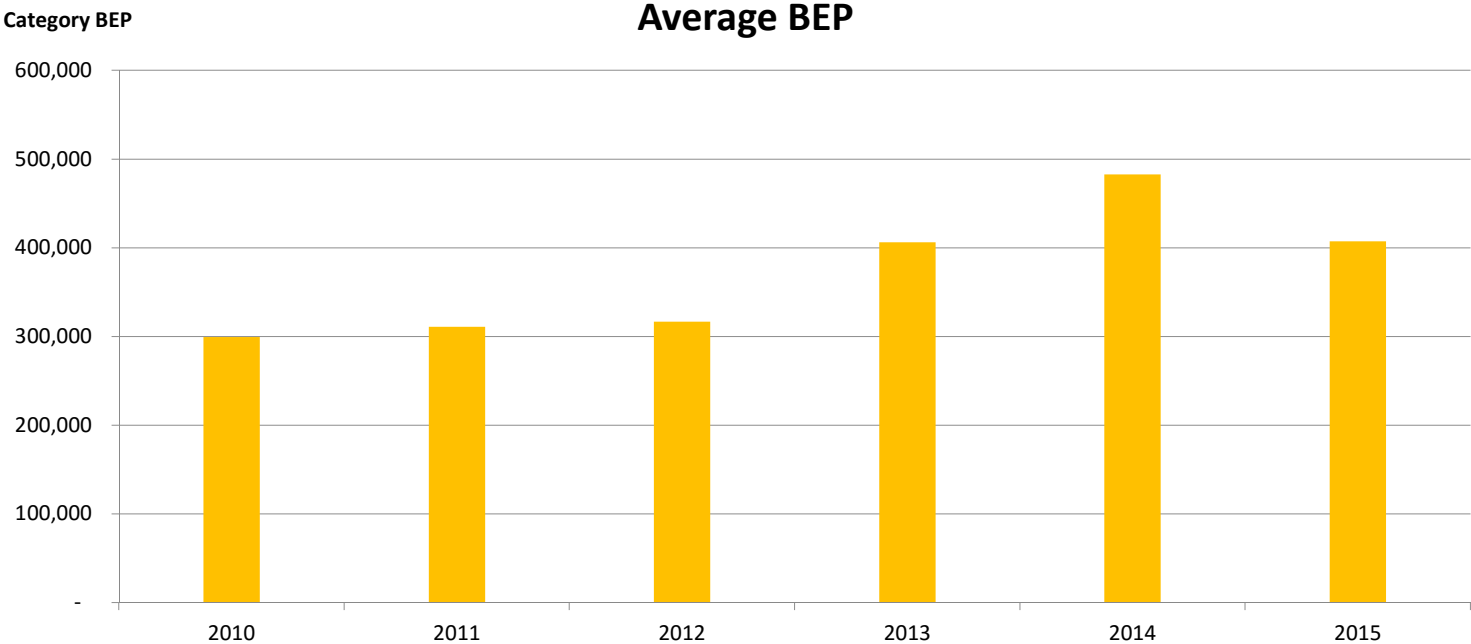
On a selection of key digital and mass media contacts, OHH and social media over perform the most on younger people.



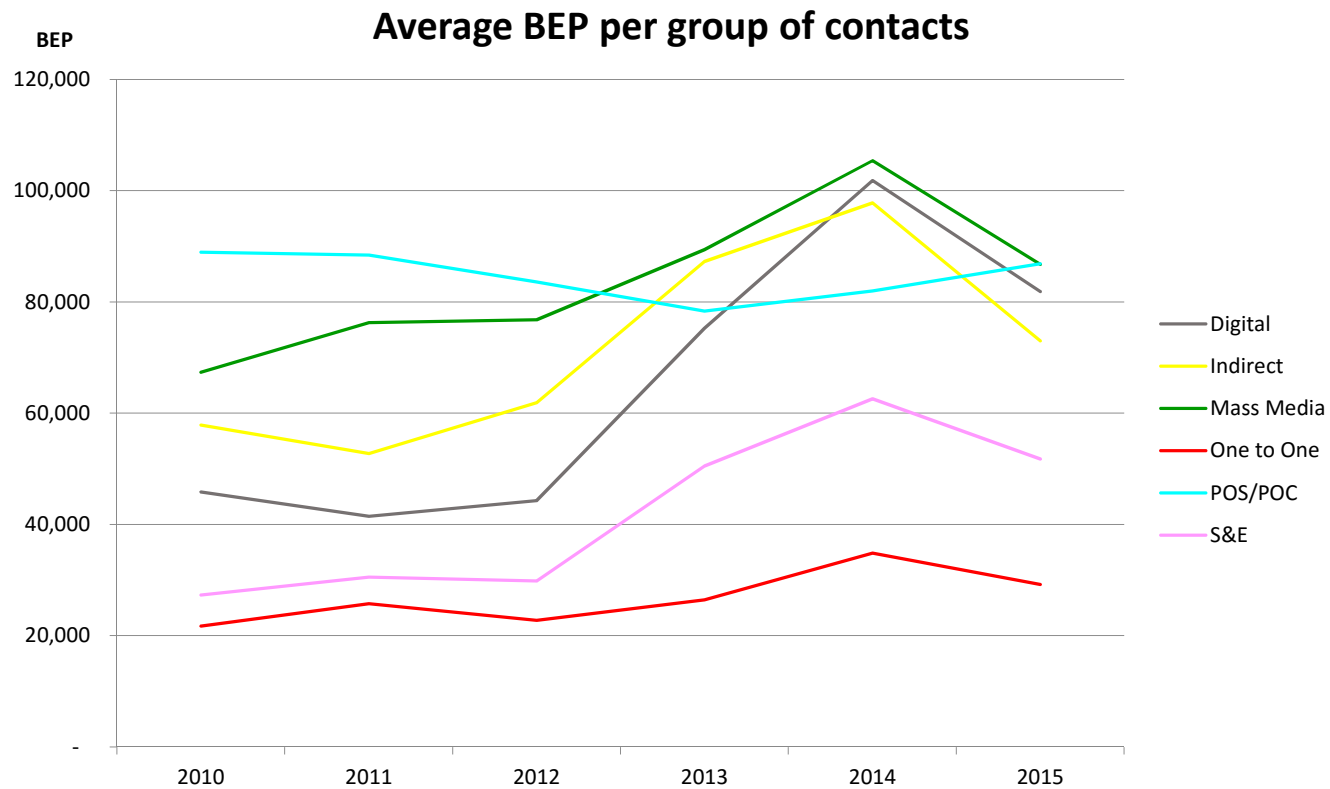
Key highlights from the Global MCA® database

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Consumers have more engaged with brands activities since 2013.

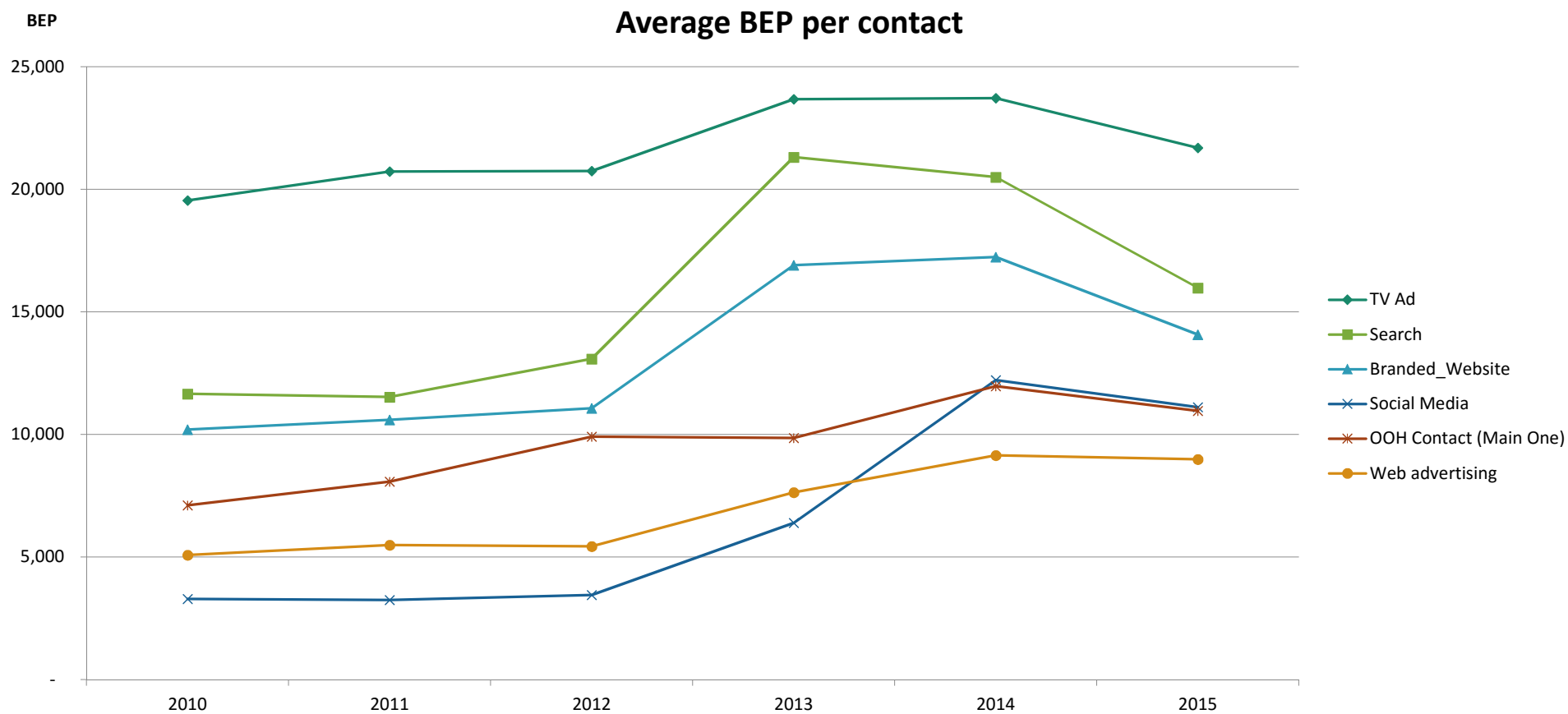


Point of sale is no longer the most contributive group of contacts. Indirect, mass media and digital are in the same order of magnitude. Digital's surge has been strong on the period.



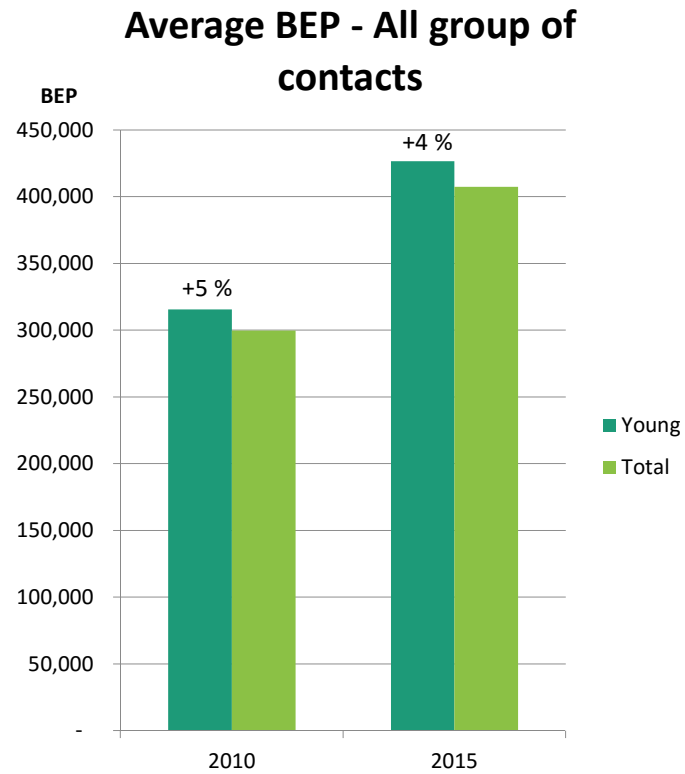
Focus on digital and mass media:

TV keeps its leadership. Search and Branded Website are also solid contributors to Brand Experience. Social Media has been growing since 2013, now at parity with OOH.

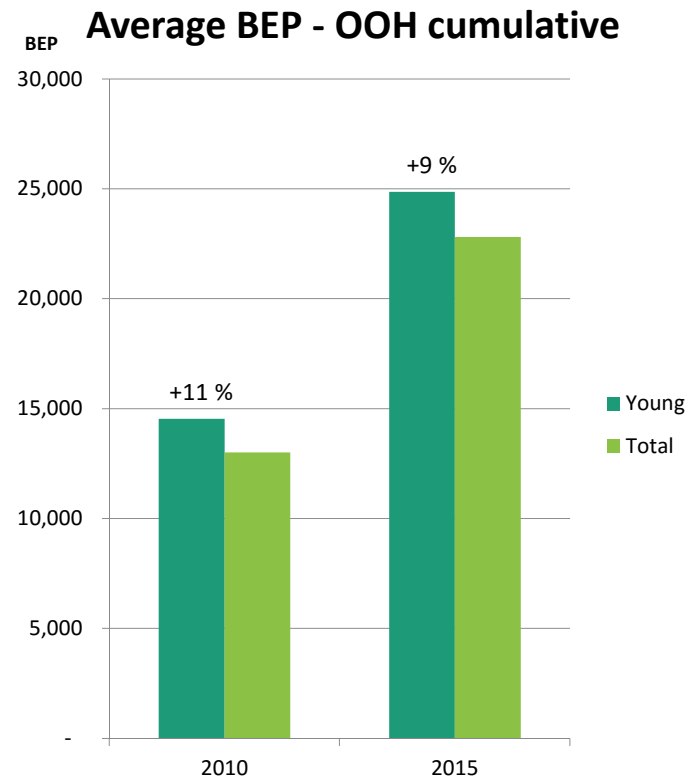


Focus on the younger population (18-25):

Younger people engage with brand activities slightly more than the total population.



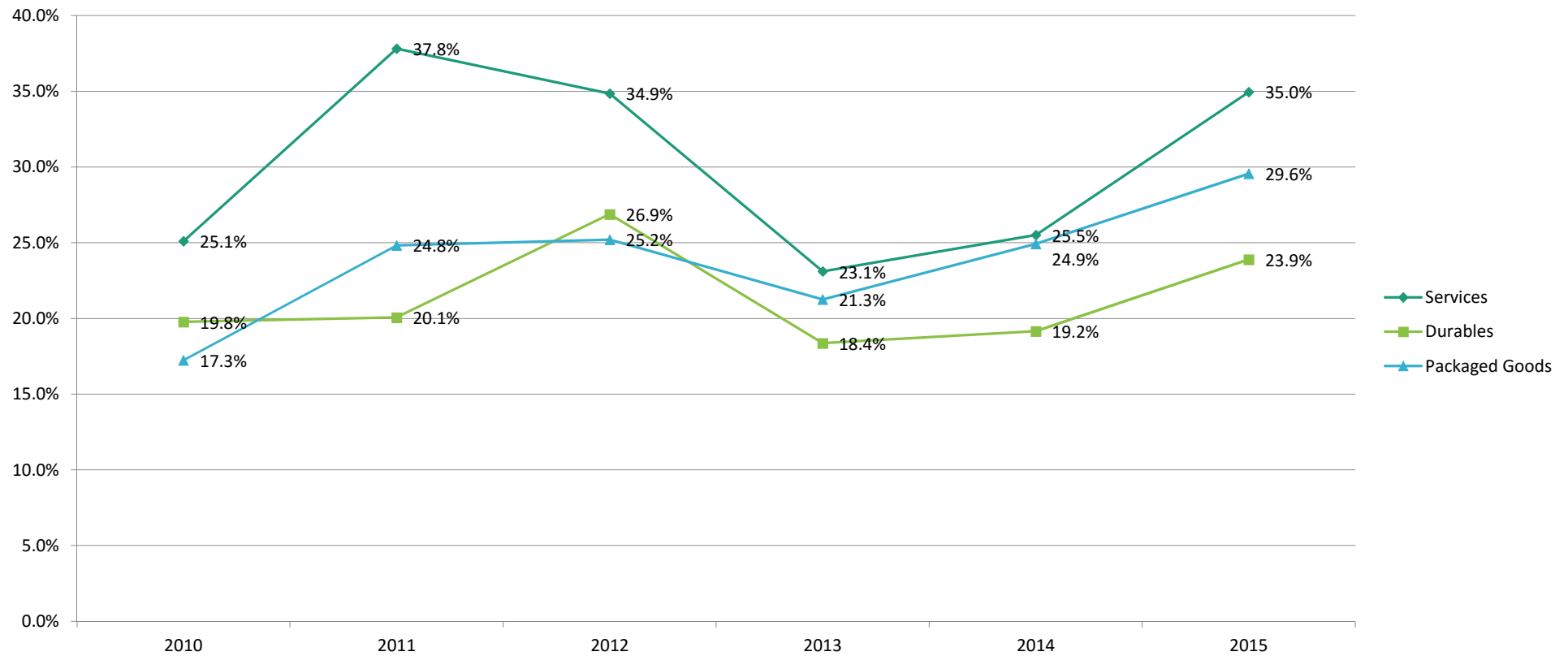
Focus on the younger population (18-25):
The difference is more pronounced on OOH.



Comparing mega-categories:

Within Mass media, the contribution of OOH (cumulative) is substantial, especially in Services.

BEP Share of OOH (cumulative) within Mass Media

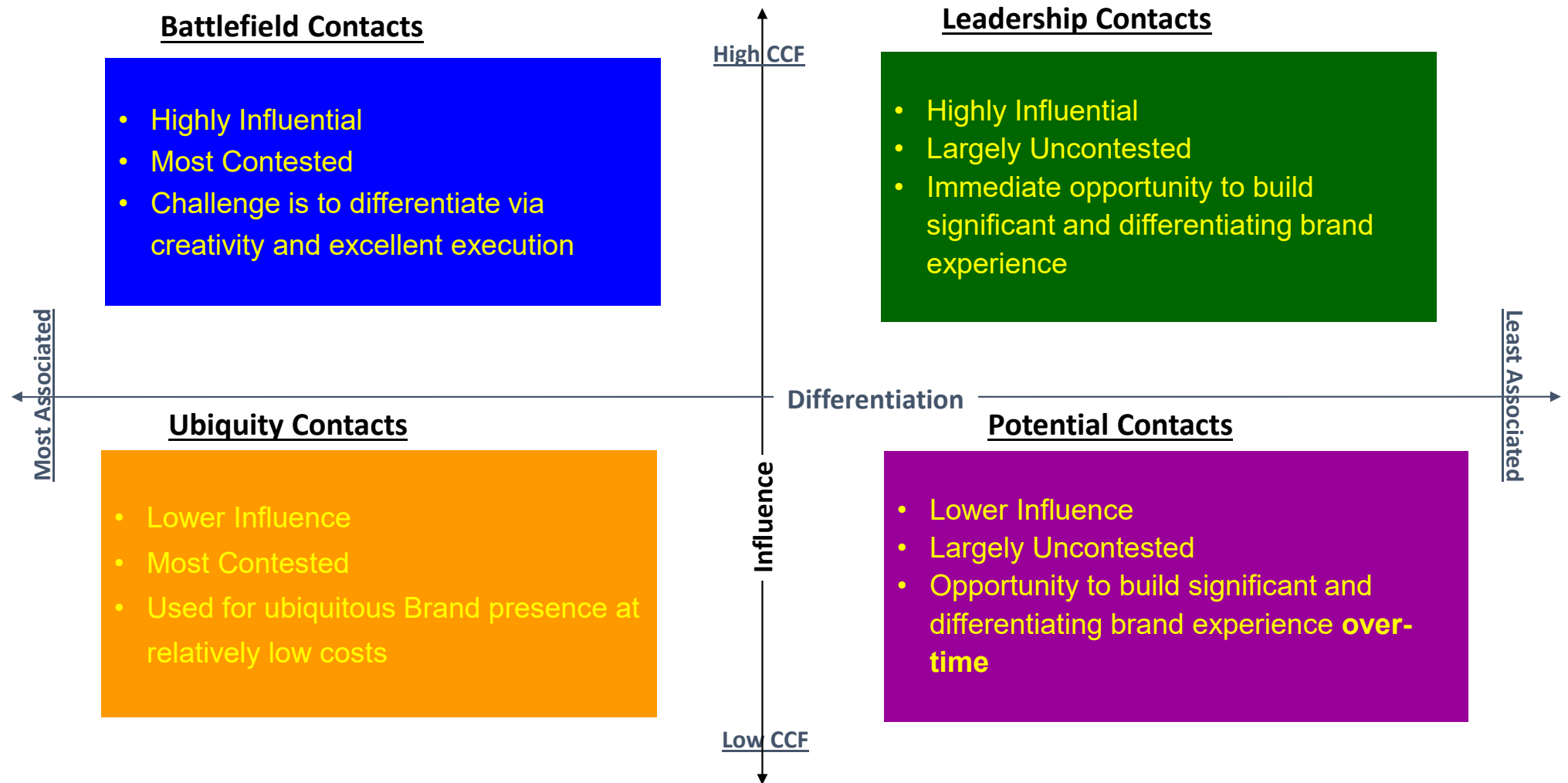


- In Summary, Digital has been shaking the media and communication landscape but Mass Media – among which OOH - remains a strong contributor to Brand Experience.
- OOH over-performs on younger people.

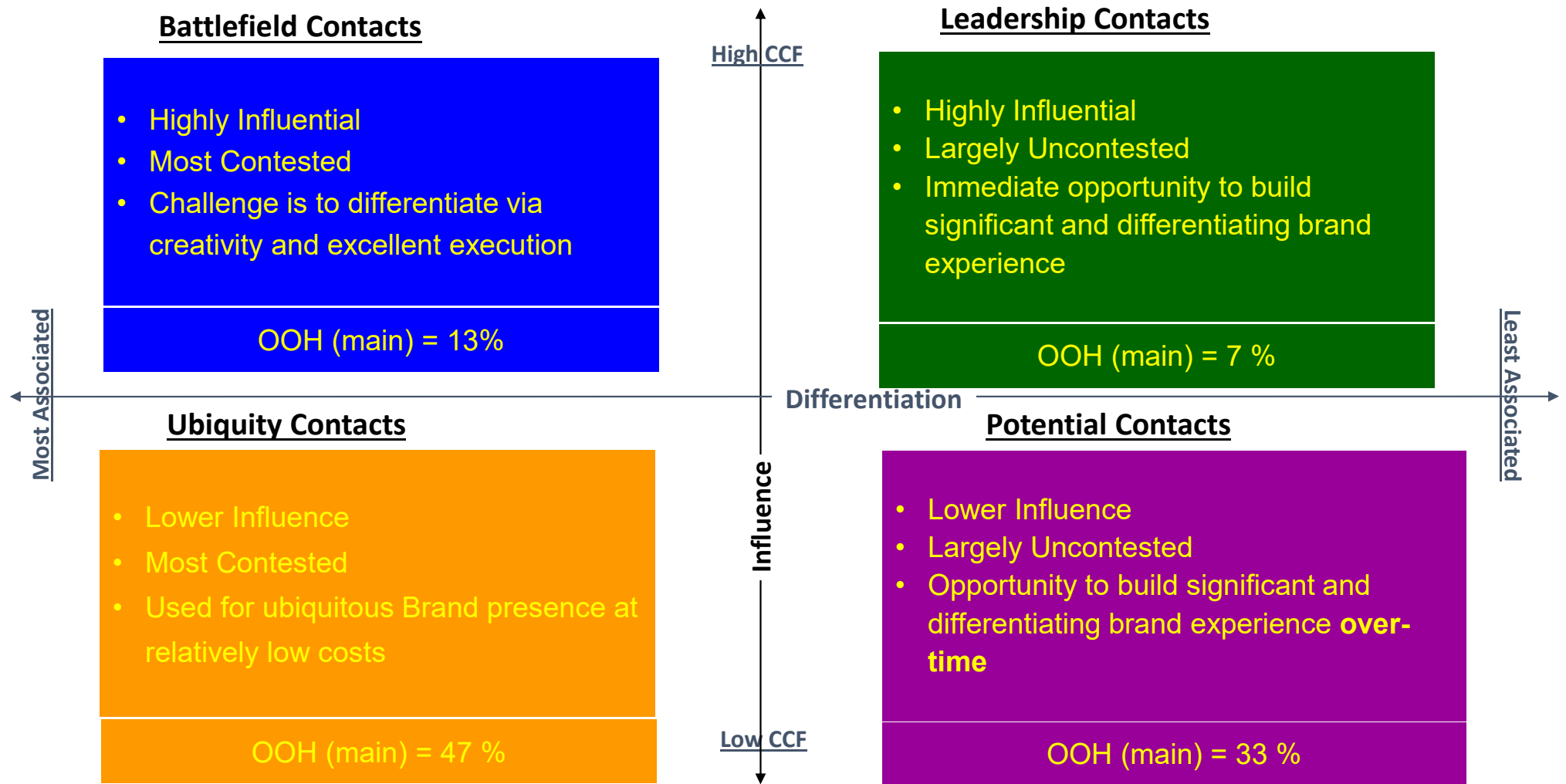
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 - Contact linkage : Contact-Content

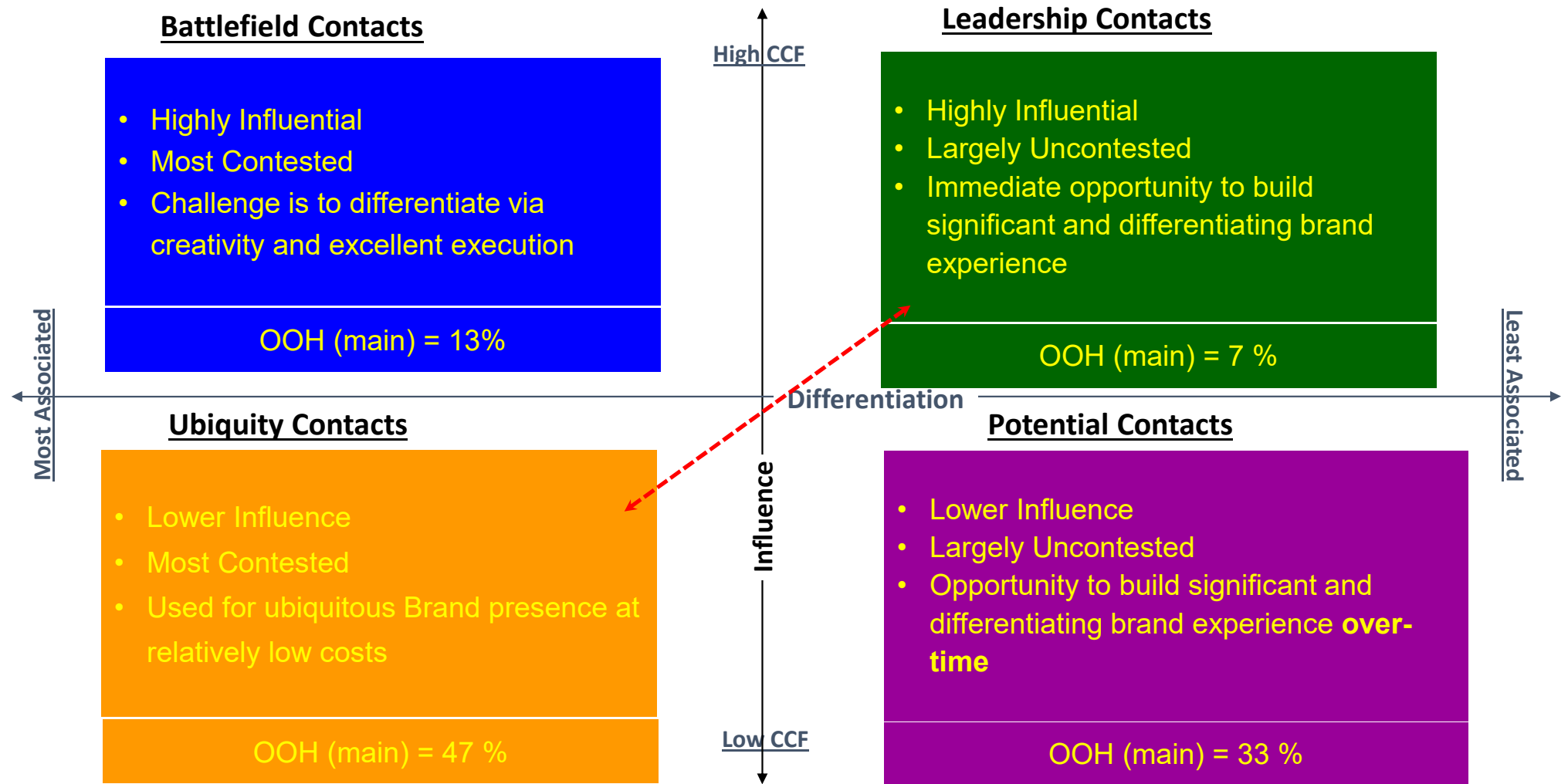
MCA™ Establishes 4 Contact Clusters



OOH is usually a Ubiquity or a Potential Contact

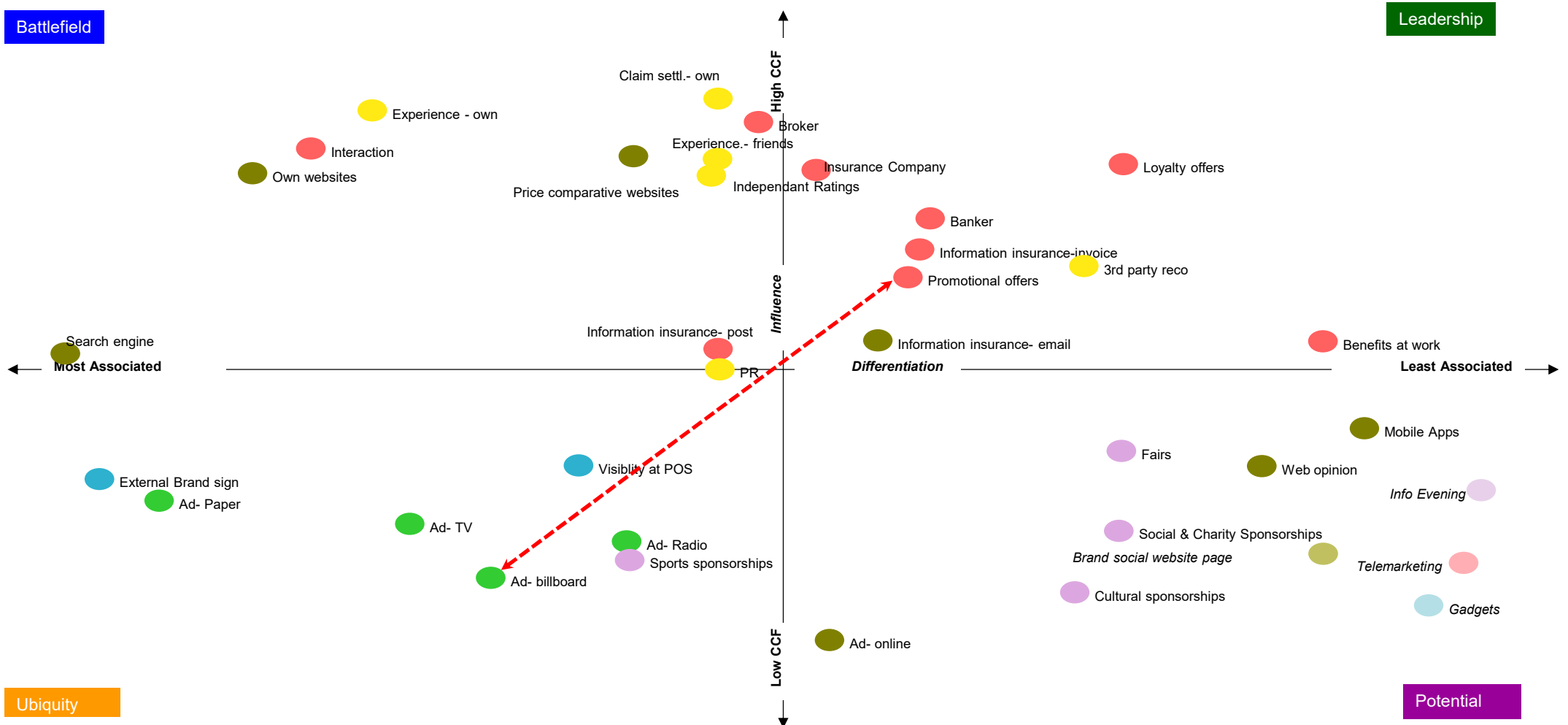


Opportunity for OOH to be linked with more influential and differentiating contact



Example: Matrix of Category Experience: Services • Europe •

The power of linkage between “Billboard” and “Promotional offers” helped this Brand to make of « Billboard » a key pillar in their Integrated Communication Planning



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 - **Domino effect : Contact - Contact**

Example: Service Category – Asia

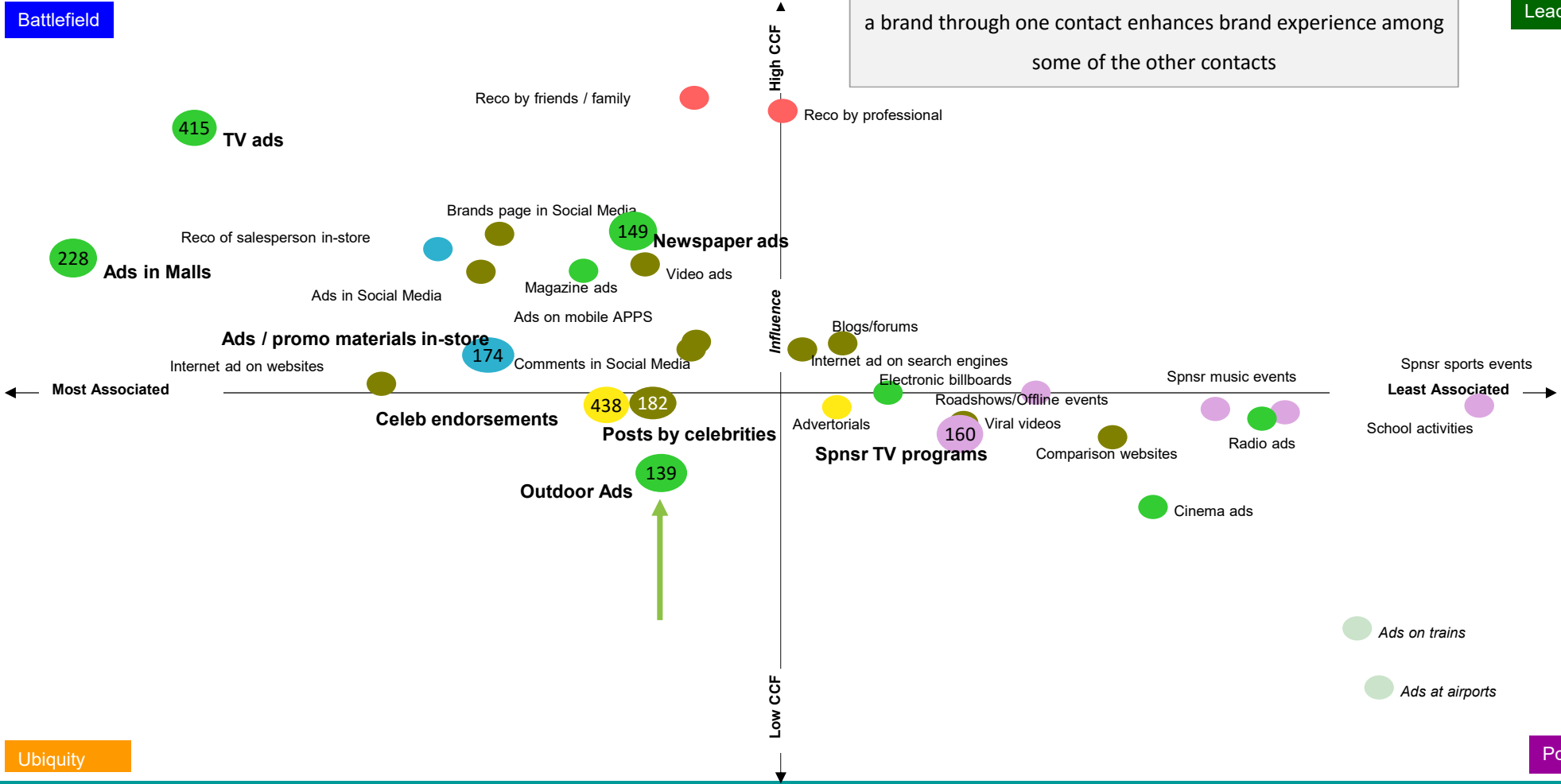
Contacts in bold have generated domino effect for a Brand A on other contacts. OOH is one of them.

Matrix of Category Experience: Services • Asia

Battlefield

Leadership

A contact creates domino effect when consumers experience of a brand through one contact enhances brand experience among some of the other contacts



Ubiquity

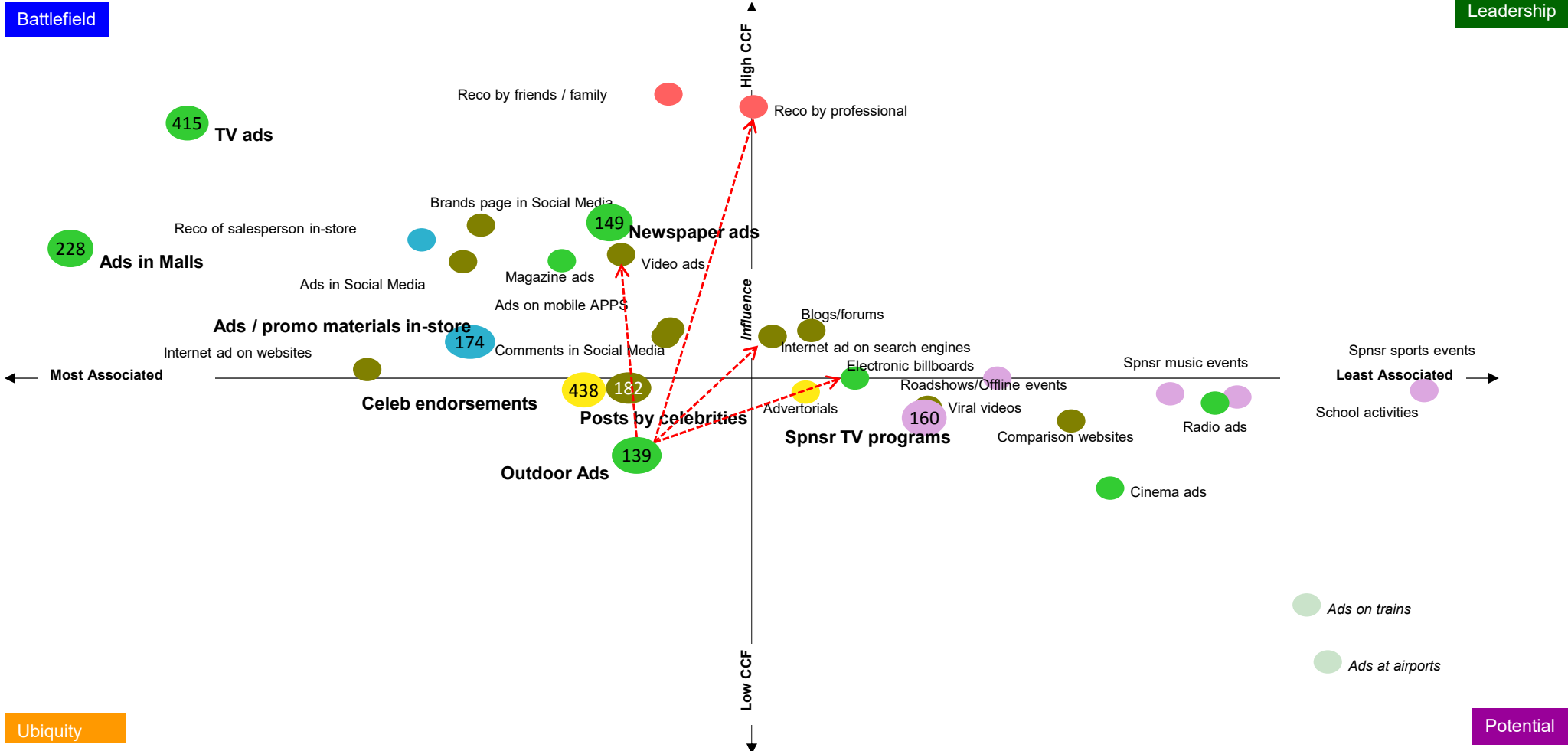
Potential



Example: Service Category – Asia

Outdoor ads increased the Brand Experience on more influential contacts, among which digital

Matrix of Category Experience: Services • Asia



Thank you for your attention