

EFFWORKS 

GLOBAL

2022

Blunt truths

**sharper
strategies** 10-14 October

Owned Channels:

the next frontier for marketing effectiveness measurement

Fiona Blades, MESH Experience

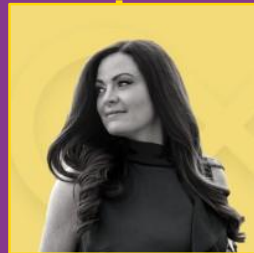


Starting Point



Stephen Maher,
Chair/CEO, MBAstack &
Former Chair/Member, IPA ELG

Industry Leaders



Bespoke Analysis





Headwinds and Tailwinds

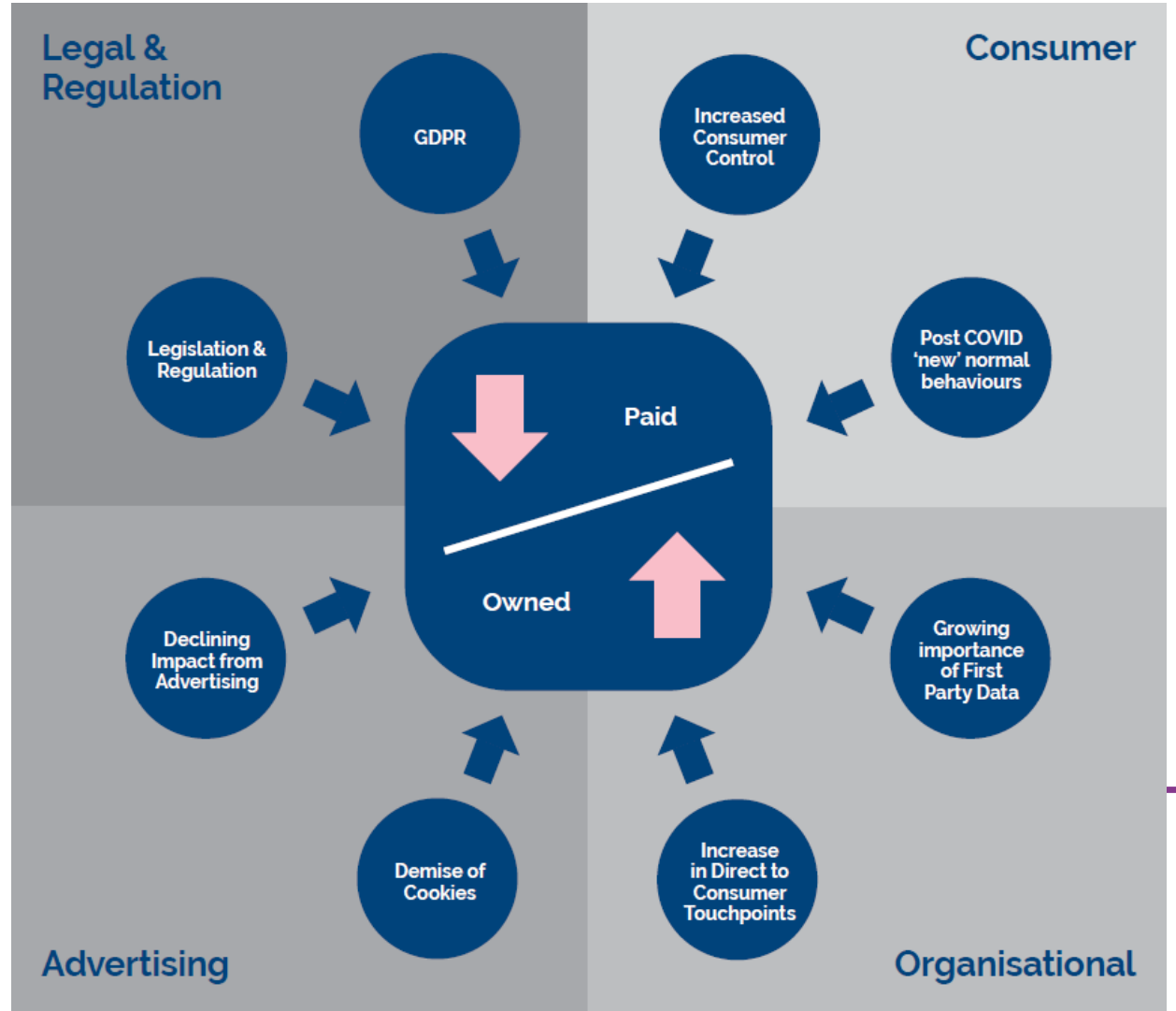


8 Forces



“Owned Channels represent a huge opportunity because first and foremost they typically represent opt-in engagements with consumers. People choose to download your app, visit your website, follow you in your social channels, etc. So Owned Channel engagements have a unique opportunity for brands to meet consumers on their terms.”

Kathy Kline, Mindshare NA



Definition of "Owned"

Control?

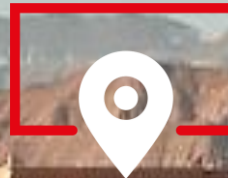


-- The Real Estate Analogy



“The way we have defined Owned Channels is that an Owned Channel is something which is owned by the brand. So, it’s not owned by a publisher or by consumers, it’s purely owned, 100%, by the brand, both the real estate as well as the content or the creative that goes onto that real estate. And it’s also distributed by the brand as well, so it’s not distributed by consumers or anybody else.”

Qaiser Bachani, Mondelēz International



Owned Channel discussion

Email and direct mail –
the chameleon paid channel

Physical and Digital

CRM and brand communities

Social – on platform and
in-platform

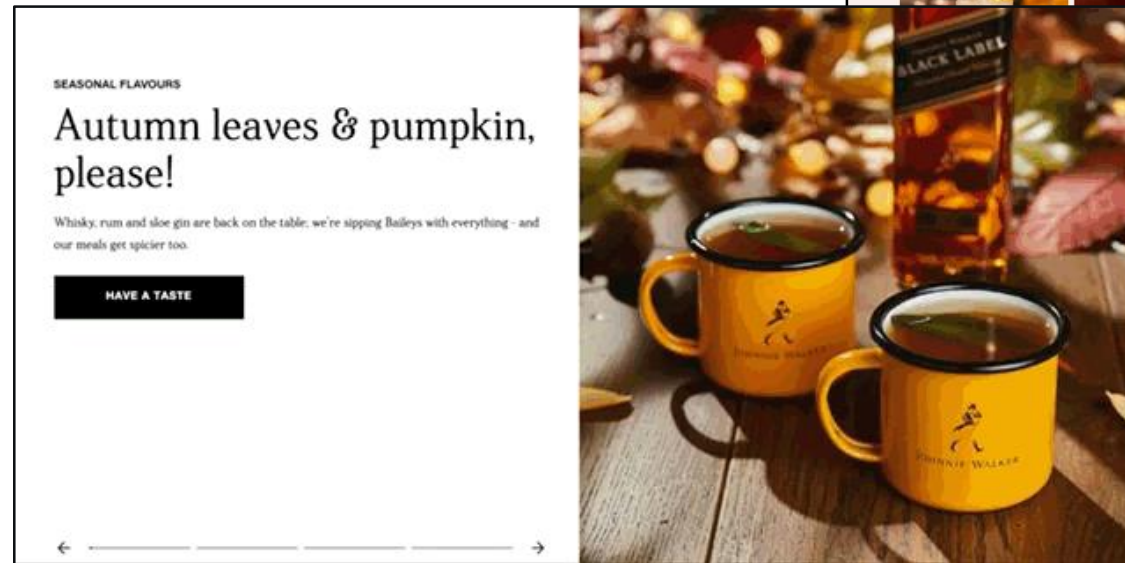
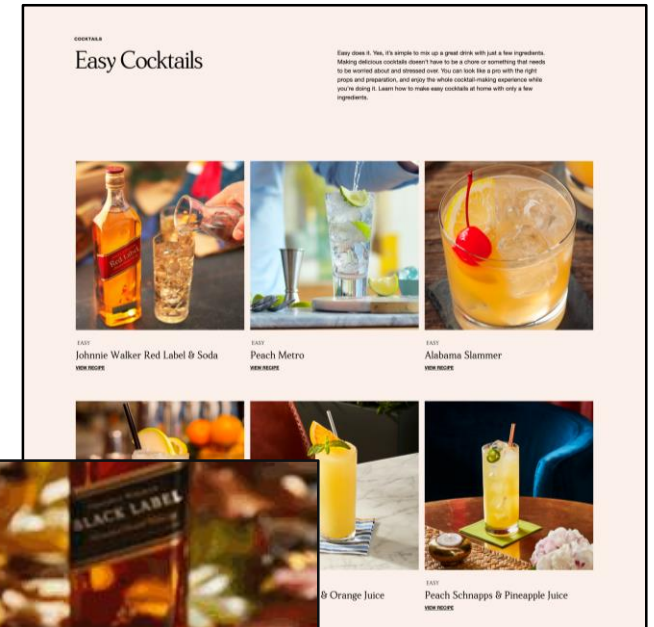
Partnership and
Co-Owned Channels

Retail as a fourth channel

Core product debate

The metaverse

THE — BAR



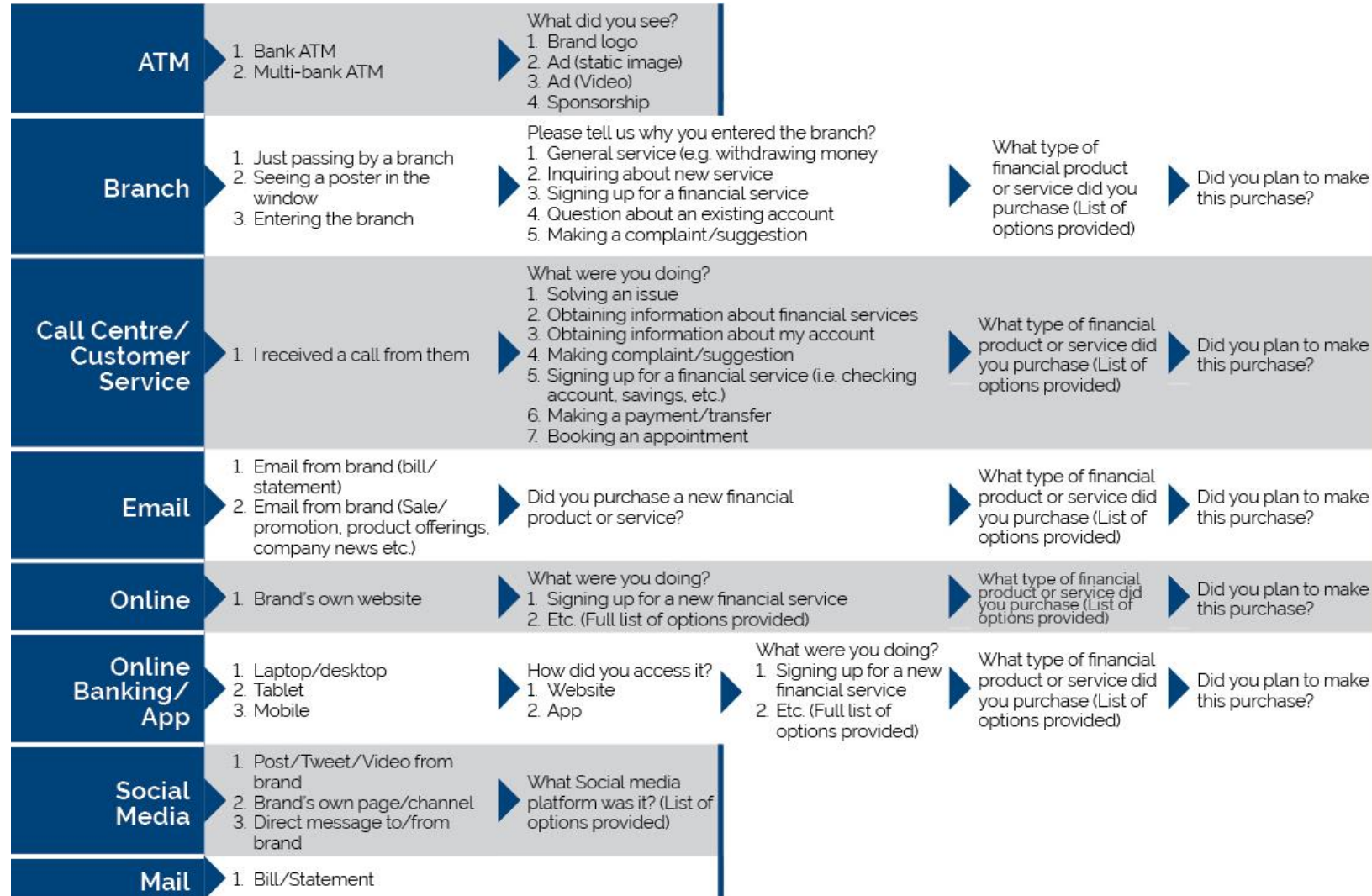
Agreement and Debate

Agreement	Debated
Website	Product itself
Apps created by brand	Brand's social channels
Call Centre	Retail for manufacturers
Brand homes/parks	Partnerships
Stores (if retailer)	Email and direct mail
CRM Database	Own TV shows/games
	Concessions within retailers
	The metaverse

The need for a common language

Suggested Framework for retail banking

Owned Touchpoints



From POEM to OESP and beyond

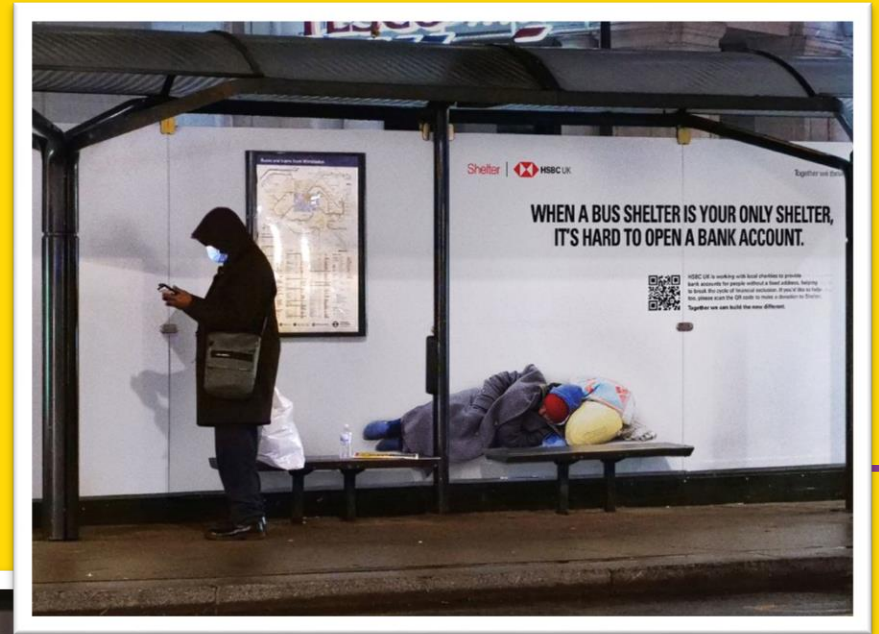


“Traditionally, we have put Paid media first and historically this has worked and arguably one of key drivers of growth for The LEGO Group. As we witness media fragmentation increase significantly and with the eventual loss of cookies, it is paramount we harness the synergies across all our channels, especially the ones that exist within the owned, earned and shared space. The channels are not necessarily new, but the approach on how we transition to be OES led, is.”

Kamran Durrani, The LEGO Group

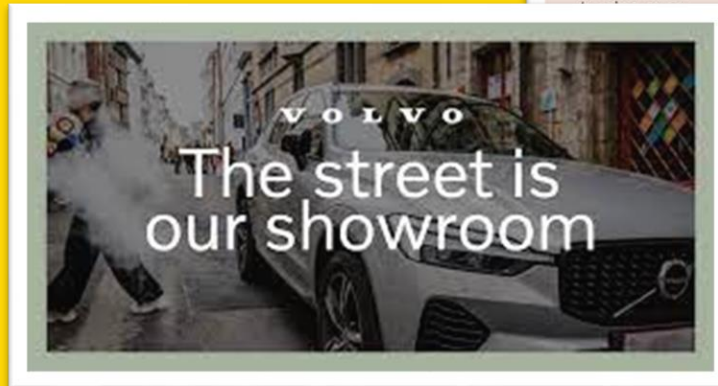
HSBC and Shelter

- ‘HSBC UK supports the UK community’ +10% year-on-year
- HSBC UK is a brand I would be proud to use +5% year-on-year
- ‘HSBC UK cares about customers’ + 12% year-on-year



Volvo Street Configurator

- Configurations increased +10% versus previous year
- Offer requests increased +29%
- Test drives increased +56%
- Lead conversion rate increased +175%
- 4492 cars sold made it the best month ever in the history of Volvo Belgium



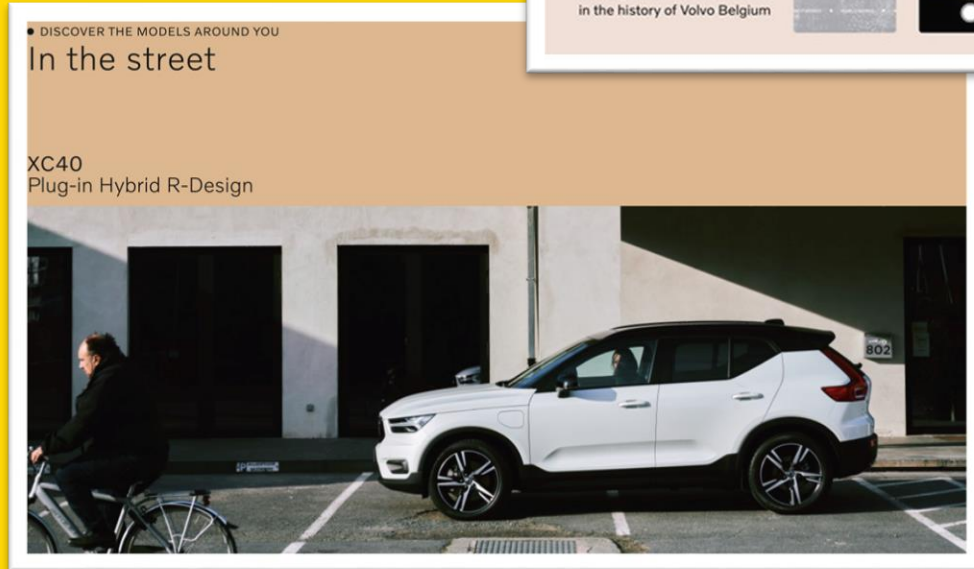
Volvo Street Configurator

Context
2022 started off with a disaster for the Belgian car industry. Due to COVID-19 the Brussels Motor Show was cancelled. Volvo's biggest sales momentum of the year accounting for 30% of the yearly sales target vanished. So, Volvo rethought its approach on displaying and selling cars.

Idea
The Volvo Street Configurator is an app that uses advanced A.I. to recognise the configuration of every Volvo you spot. It perfectly links up physical attraction with digital commitment. It took us 3 months of building and training it. Spotted the perfect Volvo? Volvo wants to use the spark at first encounter to kick-start the purchase process. By taking a photo of the car, a prospect can discover everything about the desired Volvo they just ran into and even book a test drive or request an offering, all within 60 seconds right on the street.

last year

Making it the best month ever in the history of Volvo Belgium



Coors Light Chillboards



The way forward



“From a creative standpoint we are looking at where creatively we should show up, in all spaces and places. We use that terminology – spaces and places – because we want it to be as simple as that for people to understand. There should be no limit to creativity. When we are thinking about creative solutions for our clients, we’re thinking about the full range of touchpoints.”

Justin Thomas-Copeland, DDB NA



One of the big things within our organization is what we call T-shaping people. Whilst within a squad, you might have, for example, ten people. Two of those might be marketers, one might be a performance marketer and one a brand marketer. And then you’ll have other people, like pricing and an underwriting person. Whilst each has their core skill set, it’s about broadening and T-shaping people so that they can enhance their skillsets. Then you have better conversations, more challenge in those conversations.”

Ann Constantine, Direct Line Group

The Measurement Challenge

- Building for the long term
- Organisational alignment
- Measuring “the whole” and identifying the data deserts
- Tap into Owned Channel data to enable richer insights
- From data deserts to data lakes
- Enter the predictive state
- Focus on outcomes – avoid metric mirages
- Create new KPIs

New KPIs – beyond ROI

- Beyond short-term ROI to long term
- Impact on brand health metrics
- Experience metrics as predictors
 - Share of experience (SOE)
 - Experience Positivity
 - Return on Experience



**Harvard
Business
Review**

In fact, we believe that the most important marketing metric will soon change from “share of wallet” or “share of voice” to “share of experience.”

Marc de Swaan Arons, Frank van den Driest and Keith Weed

Monetizing Loss of Attention



“In 2015 we had sent only a small fraction of the amount of emails sent in 2020 but the total number of clicks was higher, so more customers were taken to our marketplace by emails in 2015 than 2020. 2020 was a tipping point where we stopped sending as many emails but there is still pressure from commercial teams to send high volumes of messages. For the airline world, when you lose the customer’s attention and his or her flight is cancelled or delayed, you can’t be in touch with them anymore.”

The cost of sending the email is very low. I should add to that the cost of the attention of the person, and also the dropping likelihood of them opening my next message.”

Andre D’Abreu, LATAM Airlines

Bespoke analysis of experiences

Retail Banking

Sports Betting

Boots UK

[Before]

Survey



Survey to capture brand health metrics and imagery

[During]

Real-time



Diary to capture brand experiences in real-time via mobile

[After]

Survey

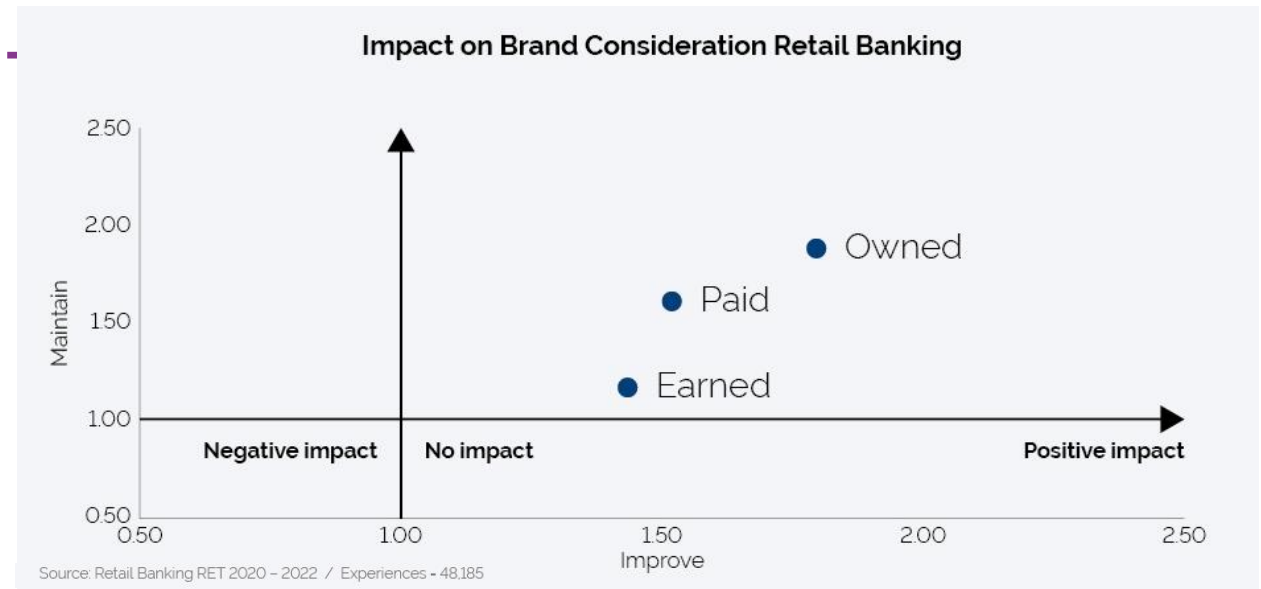


Survey to capture brand health metrics and imagery to measure impact of experiences

Experience Maximizer using regression and odds ratio to identify touchpoint impact

Retail Banking

- Owned Channels have a greater impact on brand consideration than paid
- Banking apps have the biggest impact on brand consideration
- COVID had caused people to use banking apps, and banks used them skillfully to communicate relevant messages
- Different Owned Channels play different roles
- Owned Channels “maintain” more than “improve” brand perceptions



Example: Owned Odds Ratio Score - 1.8 (improve)
If a non-considerer of a brand has an Owned Channel experience, they are **1.8 times more likely** to become a considerer of brand.

*“When checking our balance using online banking **I was asked if I was ok** and had any worries regarding payment of mortgage or credit card. even though we haven't got a mortgage and are in a position to pay all our bills it **made me grateful to know that someone was caring for the less fortunate.**”*

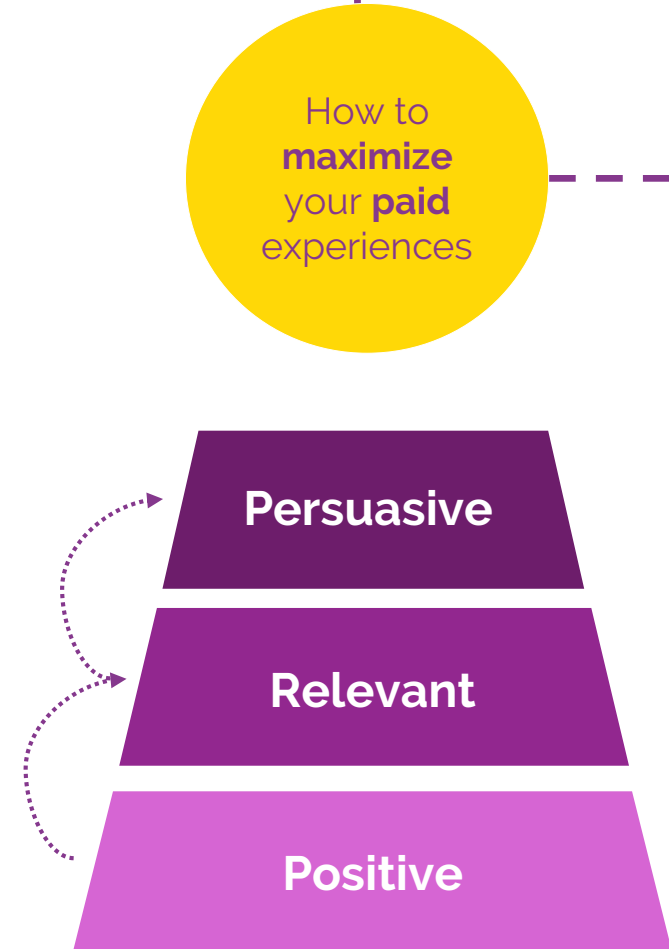
Santander | Online Banking | Very positive | Much more likely to choose | Fairly relevant

Hierarchy for Owned

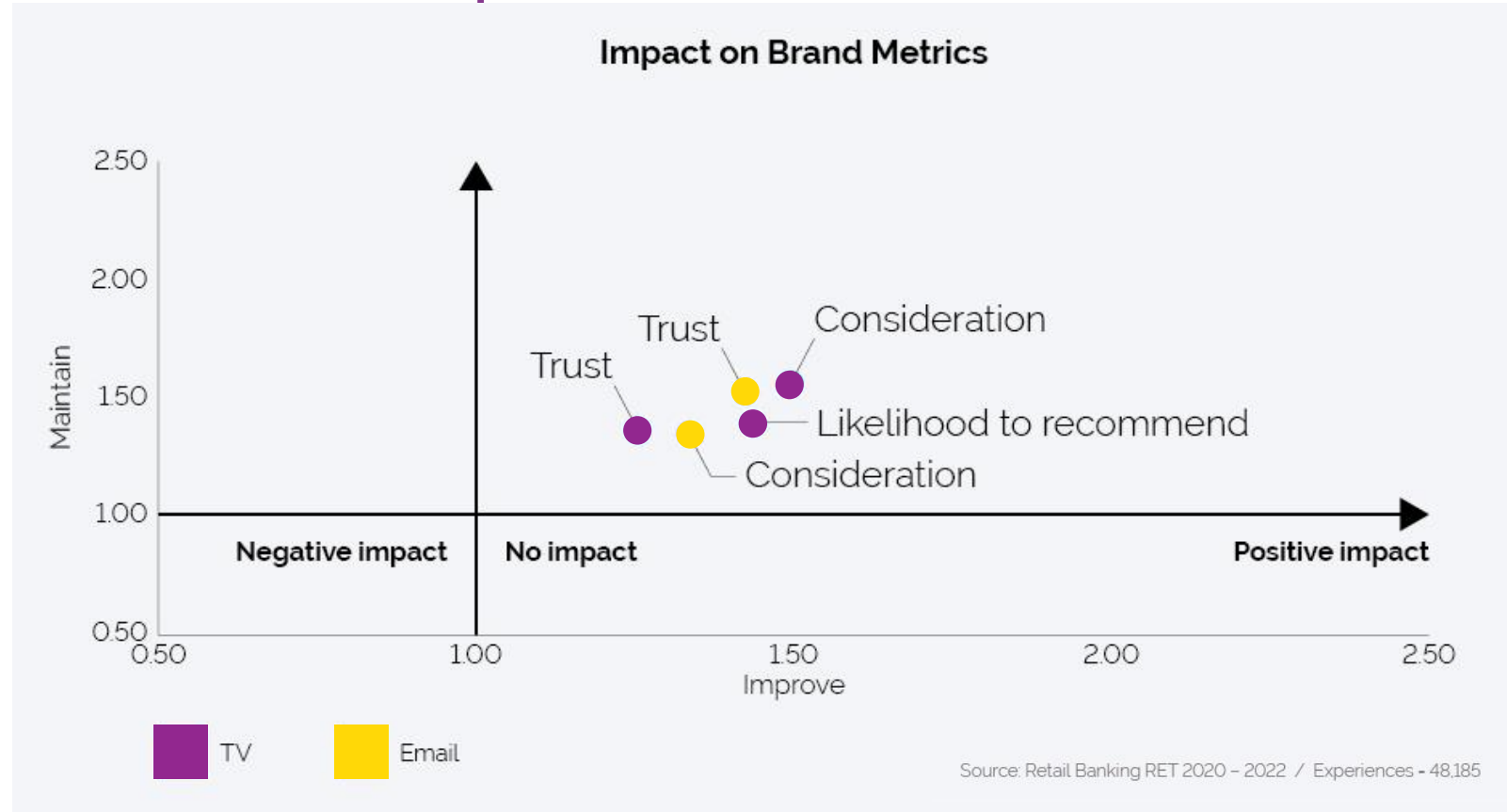


Experiences that are relevant, positive and persuasive have over **4x the impact** on brand building metrics.

Neutral experiences don't grow brands.



TV and Email



Sports Betting

- Owned Channels account for a lower share of experiences than in Retail Banking, however they are more impactful on key brand metrics
- They are important for maintaining loyalty
- Three Owned Channels stand out – website/app, email/SMS/push notification, betting shop
- App is used for placing bets, researching and livestreaming



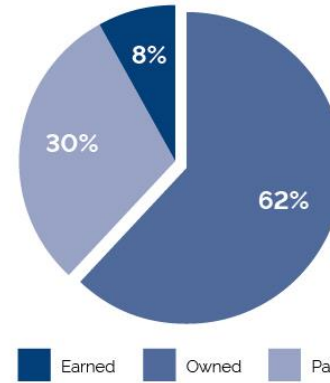
“Researched betting options, after watching England win. Good result would indicate the high confidence of the team. Will monitor odds on an England win over the next few days. Feeling very good. The prospects look very good.” **App experience**

“I walked into Brand Y’s and placed 2 football bets for this evening and received free bet and staff were nice and friendly. Great way to make you feel good and make you happy. Overall, a great impression.” **Betting shop experience**

Boots UK

- Owned Channels account for 62% of all experiences and have a massive impact on both improving and maintaining brand consideration
- The Boots app plays a maintenance role on brand consideration
- The purchase experience is the most impactful brand building experience

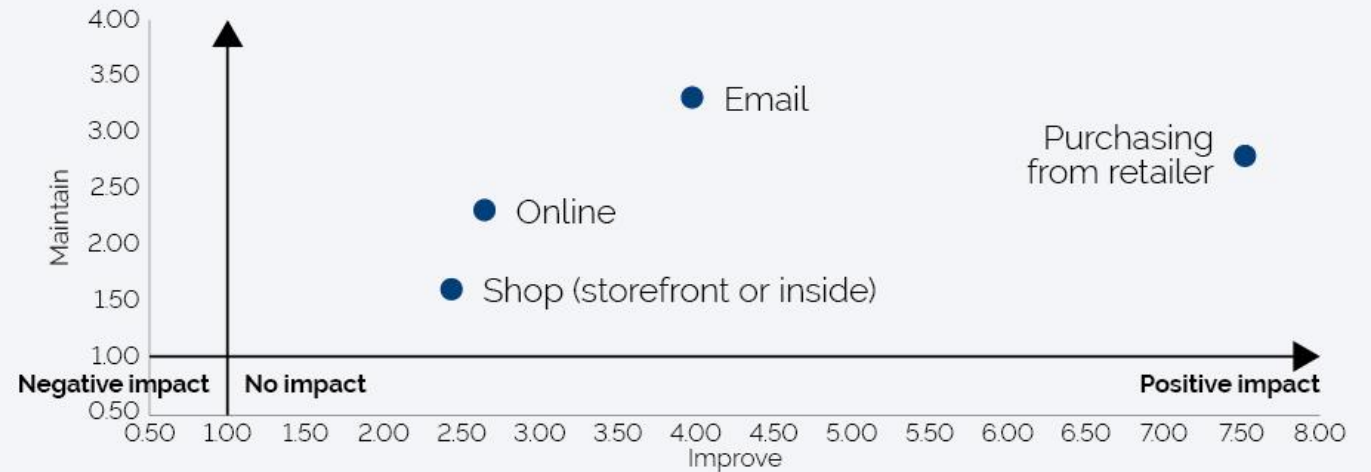
Share of POEM – Beauty Retail 2021



Source: Boots and competitors Summer 2021 / Experiences - 8410

“Went into shop on my way home from work. Needed some personal products, found item, went to checkout paid, left shop. Felt happy, purchase done, easy transaction.”

Impact of Owned Channels on Brand Consideration for Beauty Brands



Source: Boots and competitors Summer 2021 / Experiences - 8410

Conclusions

- It's important for our industry to define Owned Channels, so we have a common language
- Consider where your organisation is in the journey to harness Owned media and select the frameworks and language that work for you
- Put creativity first and harness agile teams focused on business outcomes
- Understand the Owned Channels to build and those to harness
- Identify your data deserts and call out your metric mirages as you integrate Owned Channels into your measurement ecosystem – strive to measure “the whole”
- Use hierarchy of Relevance, Positivity, Persuasiveness for Owned Channels
- Look beyond ROI and brand impact to the customer/brand relationship and monetizing loss of attention. Consider new KPIs like Share of Experience and Return on Experience.

Get ready for life on the next frontier

