

TOUCH
POINTS
works



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1. Introduction

It is ten years since the IPA launched the TouchPoints (TP) initiative to address the growing agency need for consumer centric, independent and industry available data which could be used to plan and evaluate the growing number of multi channel and platform campaigns.

At that time we had little idea just how complex the communications landscape would become and how essential TouchPoints would be in the communications decision making process.

In TouchPoints we have a tool that can be used in all stages of the communication planning process and the post evaluation of cross media and platform campaigns; as such, TouchPoints data is employed in an increasingly wide variety of ingenious ways. This book highlights some of our best case histories from TouchPoints 1 to the present day, showing how our subscribers have utilised TouchPoints to deliver actionable insights for both their clients and their own businesses. Often, TouchPoints is used alongside other data sources or indeed integrated with them - exactly what it was designed to do.

We hope that the examples we are showcasing will inspire you to get even more from TouchPoints and use the data in ever more creative ways.

We would like to thank all our subscribers who have contributed to this book. We would also like to thank the IPA TouchPoints team Belinda Beeftink, Rebecca Watson, Sarah Bussey and Andrew Smith for their ongoing commitment to TouchPoints.

1.1 About TouchPoints

TouchPoints provides two distinct databases:

1. The Hub is a consumer centric, time based study which provides a unique picture of peoples' daily lives - where they are, who they are with, what they are doing, what media they are consuming and on what devices, their attitudes, lifestyles and moods.
2. The Channel Planner evaluates the reach and frequency performance of multi channel and cross platform campaigns. It is created by integrating all the industry currencies – BARB, FAME, JICREG, NRS, RAJAR, Route, TGI and UKOM onto the TouchPoints Hub Survey which results in near currency audience estimates.

TouchPoints has gone from strength to strength in the UK and now has a blue-chip client base of over sixty subscribers comprising of all the major media agencies and media owners.

The TouchPoints 'Hub and Fusion' approach to measuring multi channel and platform has now been copied in virtually all major advertising markets around the world. TouchPoints UK has to date produced a series of five datasets. Each dataset has grown in complexity as the communications landscape has continued to grow and fragment - we have progressed from the relatively simple to the current dataset which encompasses social media, WOM, VOD, tablets and the complexities of tracking consumers' multi platform, multi channel consumption across multiple devices.



2. Gaining insight from TouchPoints' unique data

Agency examples



2.1 Understanding a consumer's day

A unique feature of TouchPoints is the e.diary data which clients use to better understand the daily lives and media consumption of their target consumers.

One of the best examples is Carat's use of the TouchPoints e.diary data in planning a campaign for their client Baileys. In doing this, Carat ensured that they really understood the nuances of their consumers' week by scrutinising not only their behaviour but their accompanying moods on a day by day basis. This level of detailed interrogation helped the Carat team to identify time and mood based micro connection opportunities which they could then exploit to maximum advantage in placing the right message, in the right medium at the right time.



Case History: Getting ourselves into the diary of the Baileys consumers...

There were three things that we wanted TouchPoints to help us with:

1. Identifying all potential media touchpoints.
2. Identifying those moments when the brand could connect with the Baileys consumer.
3. Understanding the consumer's mood and therefore probable motivation in those moments.

Understanding the Baileys consumer

We had already drawn a good picture of our target audience (using our proprietary source CCS in combination with IPA TouchPoints):

- Demographics (BC1, married or with partner, likely to have kids, many university educated and average household income of £32k).
- Technology ownership (laptops, smart phones, gaming).
- Personality/attitudes (thrifty, impulsive, sensitive, maternal, adventurous).
- Brand for me (Dove, Argos, Cadbury, Disney, ITV...).
- What they talk about -WOM (holidays & travel, food & dining, children's products...).
- Their cool media brands (Facebook, Google, Amazon, E4, Apple...).
- Celebrities they like (Stephen Fry, Johnny Depp, Kylie, Helen Mirren...).

As a first step, we wanted to go on to draw an accurate picture day by day of a typical week in the life of a Baileys consumer. TouchPoints was key, as it allowed us to look at each day of the week in fine detail, from activities performed each half hour to favourite media choices.

By using the TouchPoints half hour time diary, we could construct a summary of daily behaviours and media touchpoints, see example below:

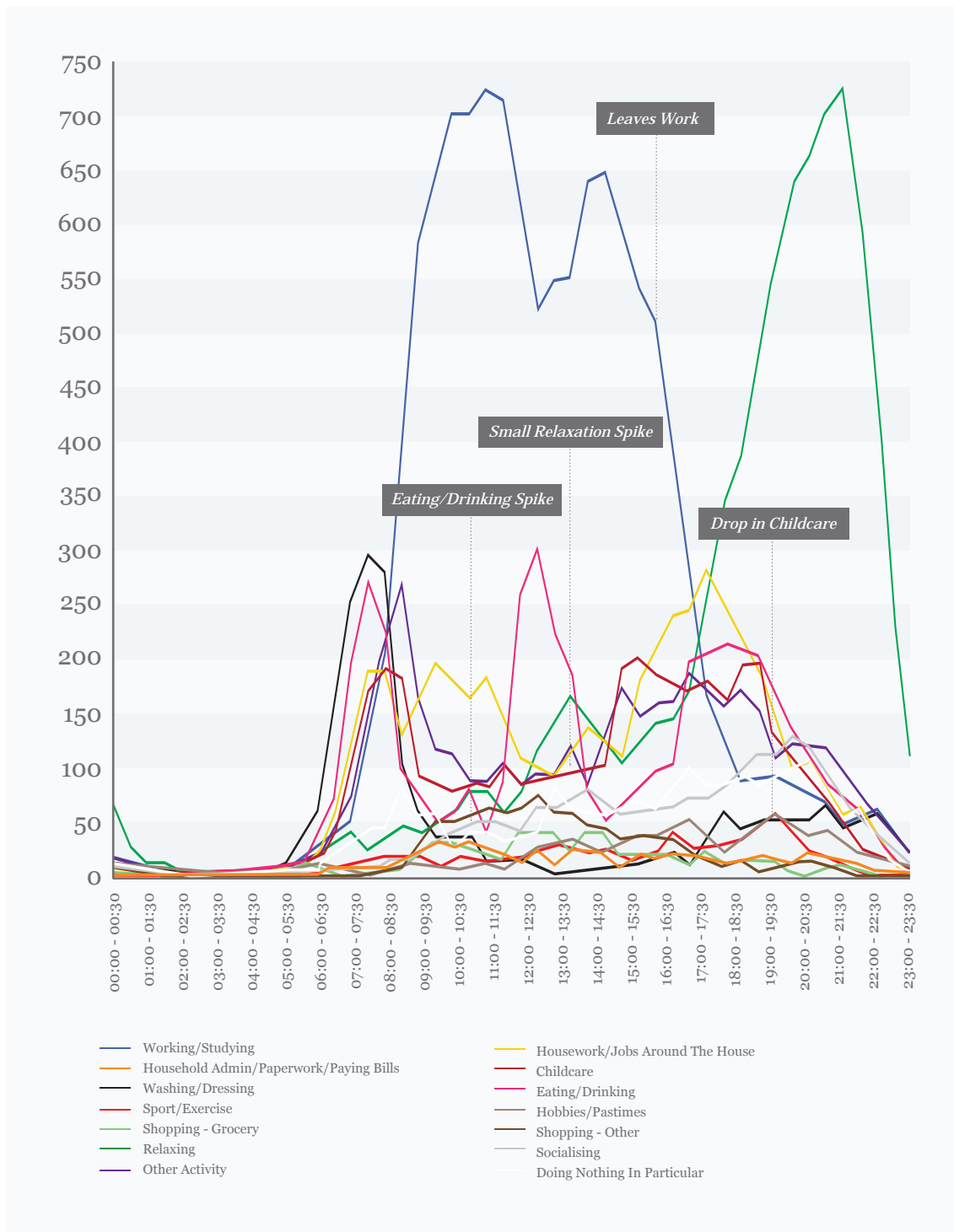
Figure 1: Example day in life of - Monday



Source: TouchPoints 2008 Hub Survey.

This daily summary may look simple but it is made up from a myriad of individual day of week time diary runs and analysis ranging from: media consumption; to concurrent consumption; to media choices down to title/station/website level; and of course daily life activities (see Figure 2 right).

Figure 2: Monday daily life activities - just one of the many runs which goes to make up the Monday daily summary



Source: TouchPoints 2008 Integrated Planning Database

Of course, weekends look different to weekdays and both Saturday and Sunday were outlined separately by the team (see Figure 3 example below).

Figure 3: Example day in life of - Saturday



Source: TouchPoints 2

The daily summaries helped us to identify not only the potential connection moments (in the moment/in need of a moment/preparing for a moment) but also the candidate media touchpoints associated with those.

TouchPoints could also help us go a step further and indicate the consumer's mood in those moments, since it reports whether the consumer is in a good vs bad mood¹ by half hour. Mood clearly differs significantly by day of week.

In order to select the connection moments, we brought these 3 pieces of information together. As we did so, we also acknowledged both that some moments should not be used and that some were clearly more important than others:

- Some Baileys moments are not actually Baileys consumption occasions (although the motivation is the same):
 - E.g. 11am coffee and social break.
 - Weekend breakfast.
- Some are more critical and have greater potential for media success than others:
 - Evening TV vs. School run.

By bringing together our key pieces of information – times by day of week, connection moments, motivation/mood and media touchpoints – we were able to demonstrate to the Client in a simple graphic, which connection moments to pursue and possible routes we might use.

Both on a week day...






Selecting the connection moments to go after

7am	The Connection Moment	Motivation	Media Touchpoints	
11am	 Coffee & Social Break	In the Moment	 Digital /Mobile	Not a Bailey's consumption occasion
4pm	 Commute/School Run	In Need of a Moment	 Radio, OOH /Sampling	Tactical media/sampling opportunity
6pm	 Top-Up Shop	Preparing for a Moment	 Radio, POS	Shopper Marketing Opportunity
8pm 11pm	 Relaxing in Front of TV	In the Moment	 TV, Digital, On-Pack	Key media opportunity

...on a Saturday.







¹ The emoticons available in the current TouchPoints were not yet used in TP2

Connection moments during the average Saturday

7am	The Connection Moment	Motivation	Media Touchpoints	
9am	 Family Breakfast	In the Moment	 DMC!	Not a Bailey's consumption occasion
11am	 Checking social arrangements	Preparing for a Moment	 Mobile	Limited media access
4pm				
7pm	 Out socialising	In the Moment	 Mobile, On-trade	On-trade promotions/visibility opportunity
11pm				

...plus identify new potential opportunities on a Sunday.

Connection moments during the average Sunday

7am	The Connection Moment	Motivation	Media Touchpoints	
8am	 Family Breakfast	In the Moment	 DMC!	Not a Bailey's consumption occasion
10am	 Local shop for Sunday papers and supplies	Preparing for a Moment	 Sunday Papers/POS	New media connection opportunity?
1pm	 Family and friends Sunday lunch	In the Moment	 Sunday Papers, Radio, On Pack	
6pm				
11pm				

This work on TouchPoints helped to influence a move towards a multi-media approach for the Baileys brand as it showed that not all needs and states could be met by TV alone.

2.2 Looking at mood

The unique mood and emoticon data collected by the TouchPoints e.diary is widely used in the strategic development of campaigns.

These two case histories from Maxus for their client Twinings and Carat for their client Lurpak, show how the mood of the consumer can influence decisions throughout the creative and planning processes.

The first case history, from Maxus, is a great example of how TouchPoints can help highlight mood moments and then enable the user to explore the connection opportunities within them.

The second, from Carat, is a clever example of how TouchPoints complemented Carat's bespoke mood barometer, Spirit Level, to contribute not only to media selection and campaign flighting but also to the development of the campaign's creative copy.

Case History: Twinings Infusions: Identifying and delivering on a core receptivity moment

Background

Twinings Infusions lead the fruit tea category but in order to gain further growth, our key challenge was to convert ‘dabblers’ - people who dipped in and out of the category - into regular drinkers.

One of the main causes of this ‘dabbling’ behaviour was the lack of a clear role for Infusions in people’s daily lives - consumers enjoyed the teas but couldn’t really pinpoint when and where they should be drinking them.

It was clear we needed to create both a role for Infusions but also a regular, clearly identified drinking occasion; this is where TouchPoints proved to be an invaluable tool.

What we knew about our target

Our core audience was identified as a younger female audience to whom health is important but not an obsession. They’re keen to keep in shape as this makes them feel positive, but as they are largely office based, it is harder to achieve. During the working day, it’s therefore often about smaller health boosts - and drinking water is a key part of this feel good regime. Our audience were well versed in the ‘8 glasses of water’ message but, despite starting with good intentions, boredom eventually set in which often led to failure.

We believed that our opportunity was to position Infusions as a way to make drinking water - and staying hydrated - easier and more enjoyable to an audience that already believed in the benefits this brought. This led to the creative thought, Make Water Wonderful devised by AMV BBDO London.

Identifying the engagement opportunity

We communicated this message via broadcast media, including TV, but we knew we also wanted to execute a more engaging piece of activity to help really establish the elusive ‘Infusions’ occasion.

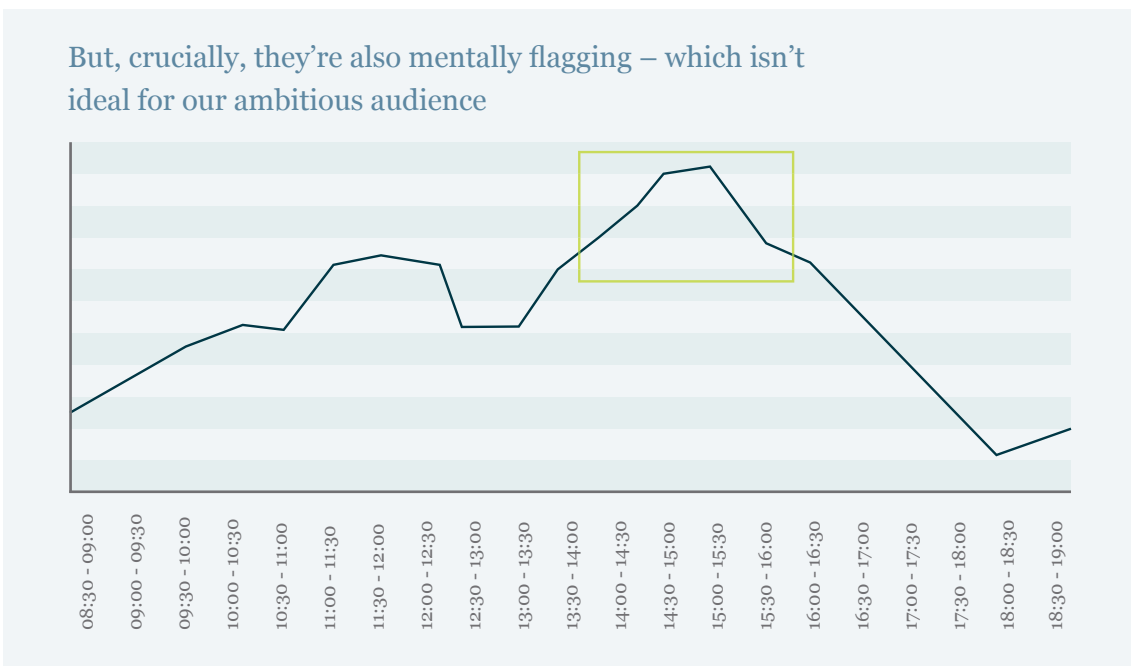
TouchPoints was unique in being able to help us understand the key moments during the day when the audience would be most receptive to our message. Our audience

tended to try and fulfil their water regime during work time so we started by using TouchPoints to look at their attitudes and moods throughout their working day.

TouchPoints helped us pinpoint what we termed, the afternoon slump – a clear point at about 3pm in our busy working women’s days where they were both physically and mentally flagging, evidenced by a sharp increase in both their boredom and tiredness levels and a drop in their confidence levels. This would be the perfect time for us to position the Infusions moment every day.



Source: TouchPoints 4



Source: TouchPoints 4

Maximising the moment

TouchPoints had helped us identify a core communication moment but in order to make the activity meaningful, we also needed to understand what this moment meant in terms of audience behaviour and needs.

We knew we wanted to connect emotionally with our audience rather than just 'tell' them our proposition and we also knew we needed to tangibly show how Infusions could help them achieve a feel good state. To help create the desired 3pm habit our idea needed to be rooted in real behaviour and deliver a real consumer need - not a contrived one.

TouchPoints enabled us to look at the range of their media choices and showed that during their working day digital was the key media with which we could interact with our audience.

Further work showed that during the 3pm slump our audience were taking time out from work to actively seek light-respite and hoping to be quickly revitalised. Whereas once, the office water cooler had been the place for co-workers to congregate, share information and take a break, now social media is adding a whole new dimension to this. Spreading from computer to computer, person to person, conversations and pep-up occasions go beyond those present in the immediate office space. The type of content and conversations our audience were seeking out at this time were fun, light-hearted and interesting content, they were looking to consume not generate.

With this in mind we worked on establishing a major partnership with Huffington Post which we called Make Work Wonderful. This aimed not only to position Twinings Infusions as a way to make water more interesting, but also to create a ritual that lifted the working day spirit. We achieved this through creating a Twinings brand channel giving women a tangible destination to visit each day and then populating this space with bespoke content we knew our audience were looking for. The entertaining and shareable content included topics such as, *10 reasons gossiping is good for the soul* and, *the best ways to maintain a healthy Work/Life balance*. This content was released and driven to at 3pm each day thereby creating a clear Infusions drinking occasion.



This content was also distributed across both Twinings and Huffington Post's social platforms and the campaign's reach further extended by utilising rich media ad formats across AOL's ad network.



The online campaign was further underpinned by a UK nationwide office sampling tour by experiential marketing agency Sense. This activity saw office workers receiving a sampler pack with three Infusions varieties and a poster with a motivational quote designed to be kept by the desk and used as a talking point. The sampler also contained a coupon and further directed people through to the Huffington Post Twinings content hub.



The campaign performed beyond expectations with users really engaging and interacting with our Work Made Wonderful content.

- Our content drew people in. We received over 3m page views - up 132% on target!
- People wanted to read more of our content with Twinings articles averaging 8.4 views per user vs the Huffington Post average of 5.
- People wanted to engage and share the content demonstrated by 64,395 social interactions and 11,433 shares.

James Smith, Head of Connections at Twinings said, 'Our Infusions audience is working women looking for a great afternoon alternative to water. By using TouchPoints to identify and confirm the 3pm slump and understanding our audiences' behaviour within it, we were able to create a campaign that provided the content our audience were seeking alongside creating a clear role during that time for drinking Infusions.'



Case History: Using TouchPoints to help Lurpak mirror the nation's mood

The Client came with a question...

“

How can our budget best be used to sustain Lurpak's 'good, proper food' campaign across Q2 and Q3 2013?



“

Only advertise when the nation's mood is low and the message will be most inspiring.

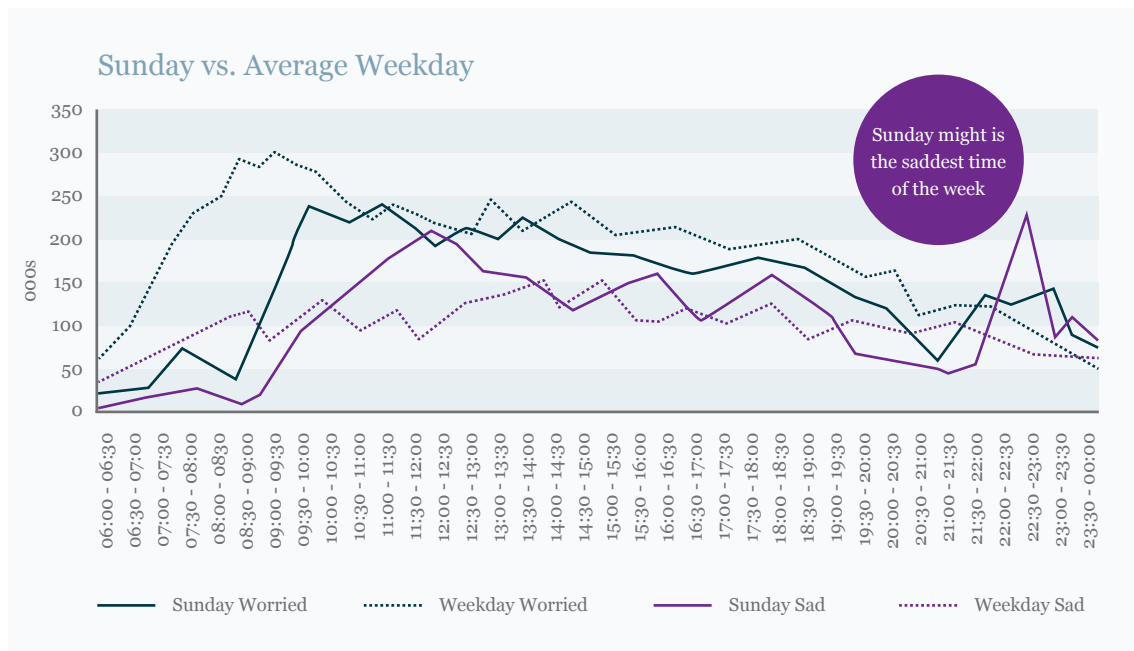
How should we go about determining the optimum time for mood activated communications?

- Brand Planning in Summer 2012 identified that post-Olympics and the lingering, deep recession would mean that 2013 would be a “down” year for Lurpak's audience of Creative Foodies (and many others!).
- Lurpak agreed with Carat's recommendation that the most effective use of a pressured budget would be to inspire Creative Foodies with “Good, Proper Food” communications only during these low periods.
- To identify these low periods, we used two tools.
- Spirit Level - Carat's weekly reporting, bespoke mood forecasting tool would be used to establish which weeks to go live.
- TouchPoints – would be used to help identify which channels to use and also when providing insights into “micro” moments in the week to inform communication laydown.

TouchPoints gave us four key insights

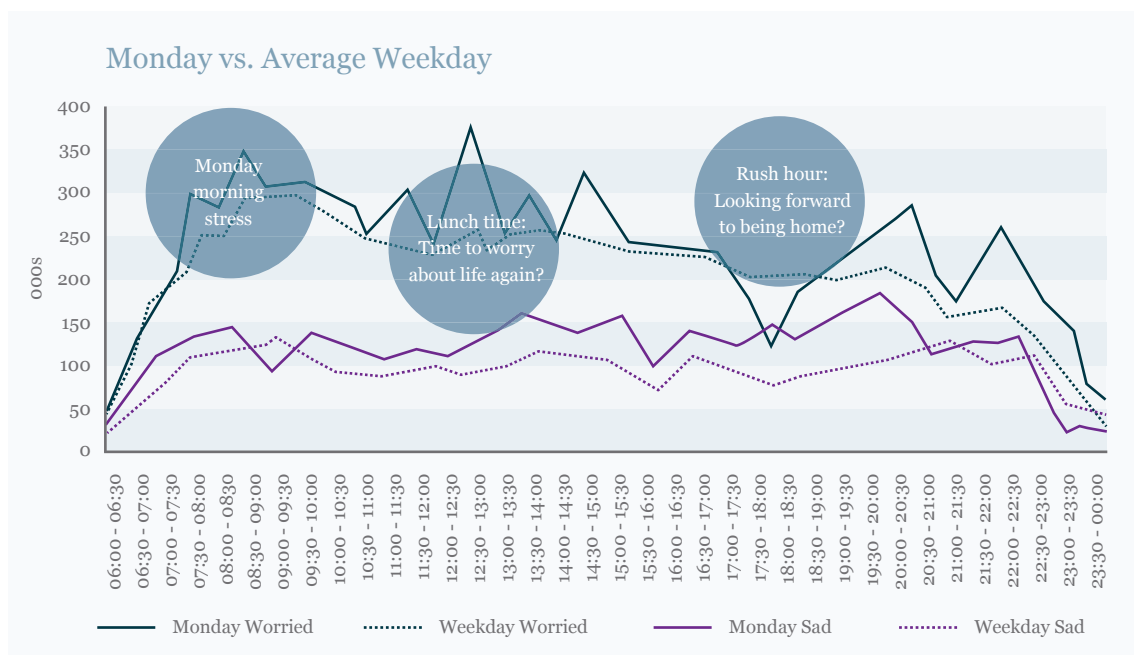
By using TouchPoints emoticons ‘Worried’ and ‘Sad’ we were able to identify key moments in the week when consumers’ moods change.

1. Identified which media was being consumed at Sad and Worried moments, from which we could create a Mood/Media Day in the Life.
2. Sunday evenings were identified as the peak in Sadness during the week.



Source: TouchPoints 2011. Creative Foodies.

3. Monday was the main day in the week for “worry”



Source: TouchPoints 2011. Creative Foodies.

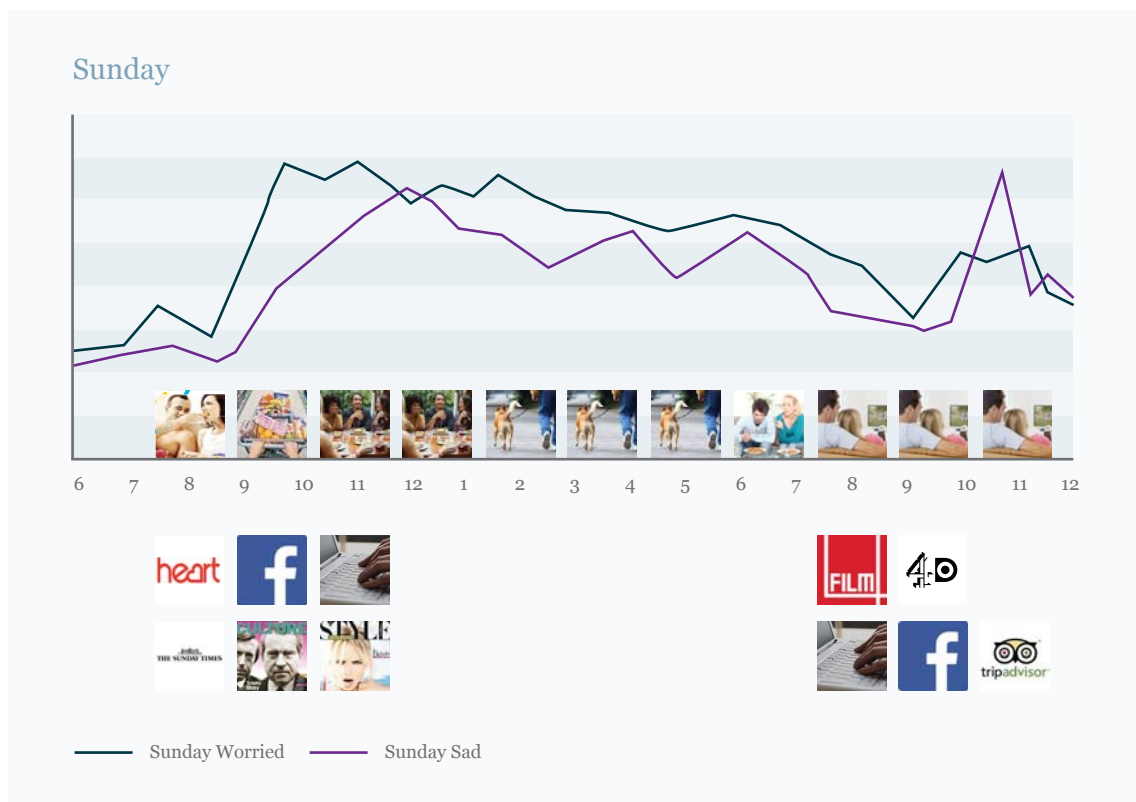
4. TouchPoints confirmed that Sunday exposures to OOH were significantly lower.

How TP insights helped shape the media plan

The campaign ran across digital outdoor, 20"TV on Channel 4, VoD, commuter press and tablets and Facebook and Twitter.



TV bursts began on Sunday evening and ran through to Wednesday when sadness tails off.



Source: TouchPoints 2011. Creative Foodies.

Monday had been identified as the biggest worry day of the week, so the campaign needed to be live on that day

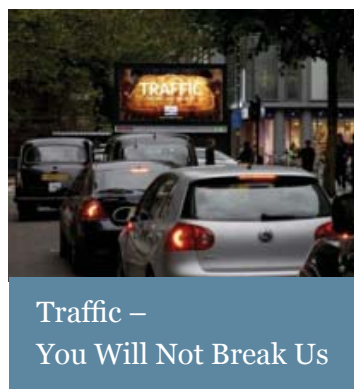


Source: TouchPoints 2011. Creative Foodies.

- Digital OOH was a key part of the plan, as its creative flexibility allowed us to react to random events that affect mood, like the weather. Digital sites ran Mon-Thurs rather than align fully with TV as TouchPoints had confirmed the lower level of Sunday exposures.

TP also helped copy development and flighting

TouchPoints informed the copy developed for the campaign and also scheduling across the week, enabling timely and relevant delivery of the campaign's inspiring messages, including:



Default Outdoor Schedule

Roadside LEDs					
	Monday	Tuesday	Wednesday	Thursday	Current Creative Options
00:00 - 09:30	Monday	Traffic	Traffic	Traffic	
09:30 - 16:00	Monday	Strength	Might	Optimism	Commuter
16:00 - 20:00	Traffic	Traffic	Traffic	Traffic	Monday
20:00 - 23:59	Might	Strength	Might	Optimism	Traffic

Transvision (Train Stations)					
	Monday	Tuesday	Wednesday	Thursday	
00:00 - 09:30	Monday	Commuter	Commuter	Commuter	Rain
09:30 - 16:00	Monday	Strength	Might	Optimism	Snow
16:00 - 20:00	Commuter	Commuter	Commuter	Commuter	
20:00 - 23:59	Might	Strength	Might	Optimism	

We think we answered the Client's question...

Sales rose 9% YOY (when only Spirit Level media was running), at the same time as delivering cost savings of 50% compared to a standard campaign planning approach.

This saved the client over £1.2m.

“

(The campaign)... perfectly met this year's challenges for Lurpak as a business. Using mood to understand the best time to communicate to our audience breaks new media ground, creating cost savings and delivering results across the board.”

Sam Dolan, Lurpak Senior Brand Manager

2.3 Evaluating Word of Mouth

The birth and exponential growth of Social Networking in the past decade has led to resurgence in interest in Word of Mouth (WOM) – the oldest form of communication.

From TouchPoints3 onwards TP has included a battery of WOM questions based on the Keller Fay TalkTrack Survey which allows users to evaluate both the volume of WOM generated and the product/service category it relates to.

This example shows how UM used the TouchPoints' word of mouth data to gain insight both for strategic campaign direction and the identification of a media partnership platform for their client, H&M.



Case History: How TouchPoints contributed to a new strategic approach for H&M

Background

Our client H&M is a well known retailer and a staple brand on the UK's high streets.

To date, they had adopted a fairly traditional approach to advertising – the global remit being to build mass awareness as each new collection lands in store.

We approached this campaign knowing that awareness of the brand was already high and with the hypothesis that our target audience treat shopping like a second job - we needed to find another way to cut through.

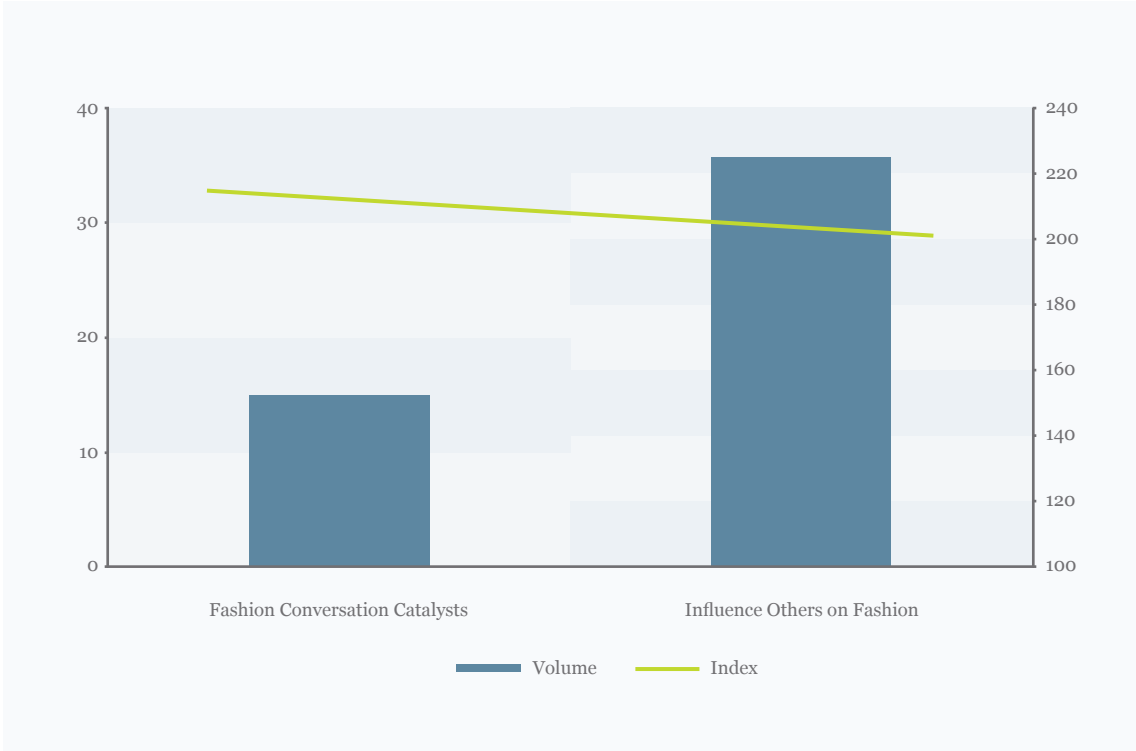
How TP helped

As the TouchPoints questionnaire contains a large section on shopping as well as all of its other detailed consumer information, we were able to carry out a deep analysis of H&M's most loyal customers.

This included using the TouchPoints word of mouth questions to try and understand their conversational topics of interest and their influence on others.

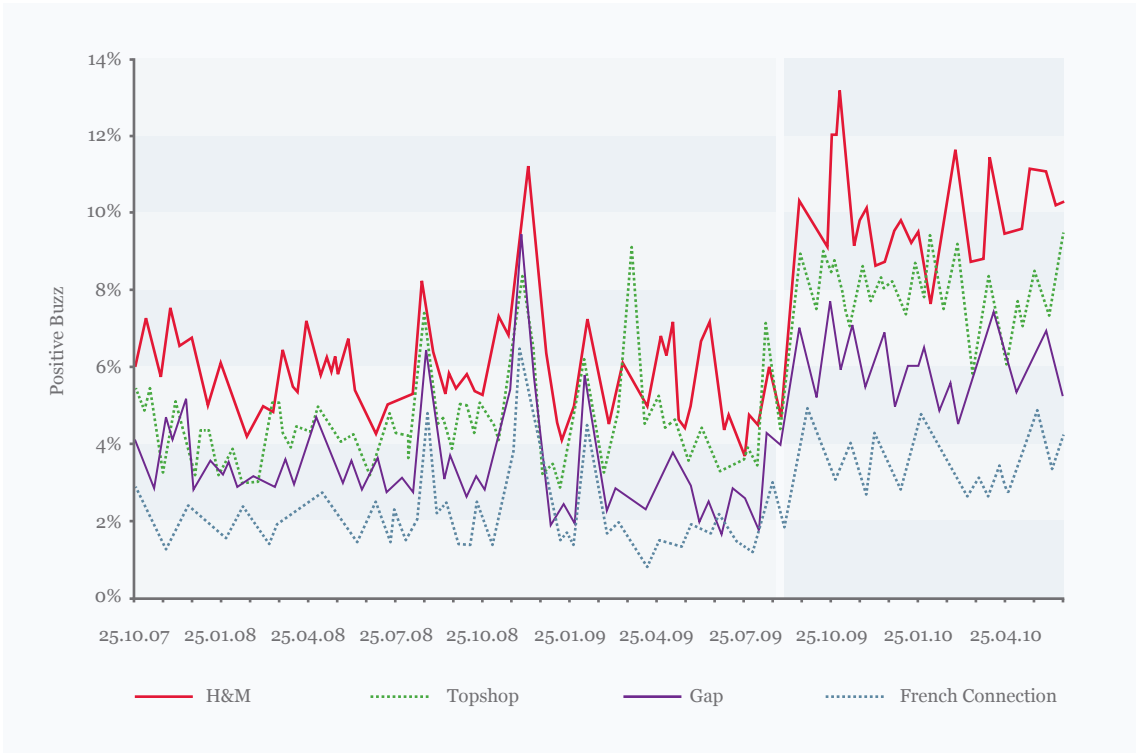
This analysis revealed some interesting behaviours:

- 1) They are conversation catalysts within the fashion category.
- 2) They are pivotal in influencing others in their fashion choices.

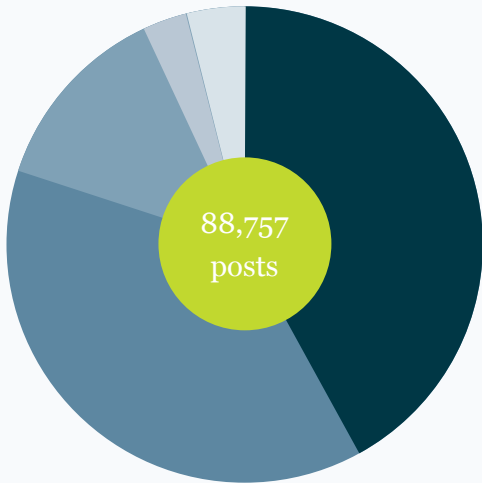


Source: TouchPoints 3: H&M regular customers vs. all adults who buy clothes every season

We were able to validate this further via social monitoring
Especially when compared to its main competitors!



Source: Social Monitoring



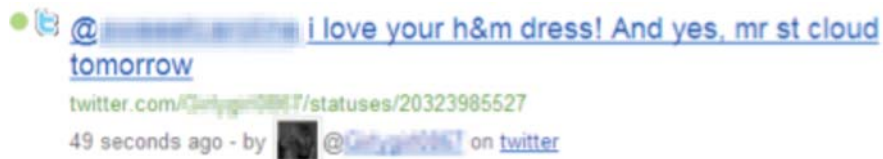
Micromedia includes twitter.com and friendfeed

Forums include the first post on a forum and all subsequent replies

- Blogs 42%
- Micromedia 38%
- Forums 13%
- Facebook 3%
- Other 4%

Source: Radian 6, 27 June –25 July 2010

Plus social conversations about the brand were prolific...



Name: **I LOVE H&M**
 Type: Common Interest
 Members: **1,657 members**



Name: **H&M lovers**
 Type: Just for Fun
 Members: **347 members**



Name: **H&M lovers**
 Type: Just for Fun
 Members: **853 members**



Name: **OXFORD WANTS A H&M STORE!!**
 Type: Business
 Members: **1,165 members**

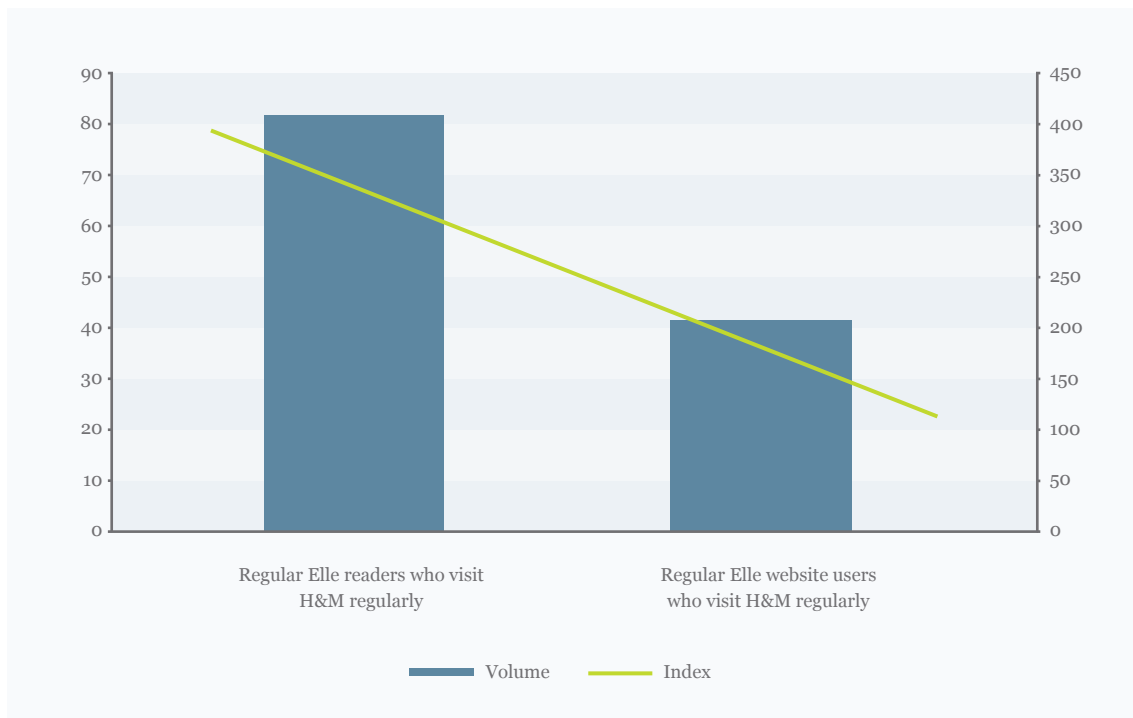
These insights encouraged us to change our approach

We wanted to:

- Leverage these conversations.
- Get them to act as a mouthpiece for the brand.
- Harness the power of their influence.
- Amplify the brand.

TouchPoints helped us to identify a cross-platform partnership

Versus the other media brands available to us, TouchPoints supported the merits of Elle as a partner:



TouchPoints 3: H&M regular customers versus all adults who buy clothes every season

This work led to the creation of The H&M Fashion Network

The project gave loyal customers:

- An opportunity to immerse themselves with both brands.
- Exclusive access to industry insiders.
- Sneak peeks of what's to come.
- The fuel and tools to talk about the brand with others.

A good example of the H&M Fashion Network event is the evening held in October 2011 at London's Oxford Street H&M. Our customer VIPs got the opportunity to mingle and chat with H&M and Elle staff, including Anna Ogundehin, Elle's executive fashion editor, as well as a chance to see the new collection in advance.

Interviews with Elle and H&M fashion insiders were also included in Elle.

But did it work?

Yes and the results were impressive:

- Six requests for every one place.
- Click through rates were four times higher than benchmarks.
- Click through rates to the Fashion Network hub were four times higher than Elle's benchmarks and dwell time was 50% higher than expected.
- Our brand tracking indicates significant upward trends in equity measures such as 'H&M is a brand for me' and 'H&M is a brand I feel connected to'.

Most importantly, sales bucked the high street's downward trend.

2.4. Providing context for communication

The e.diary goes beyond just media consumption – it provides the context of that communication in terms of location, social environment, life activity, mood and people’s activity both before and after the event, therefore allowing TP users to identify and precisely define moments in time.

This 2008 example from MEC for their client, the Department of Health, is an outstanding example of how TouchPoints can provide context to the media communication in addition to contributing throughout the whole campaign planning process. In this case:

- *Defining the ‘at risk’ group through the use of data integration*
- *Finding the potential stroke savers through the power of the e.diary*
- *Using TouchPoints as the basis of the ‘story-telling’ to more deeply engage their partner communication agencies in the campaign.*



Case History: Using TouchPoints to find the stroke savers

Saving lives – a compelling campaign objective

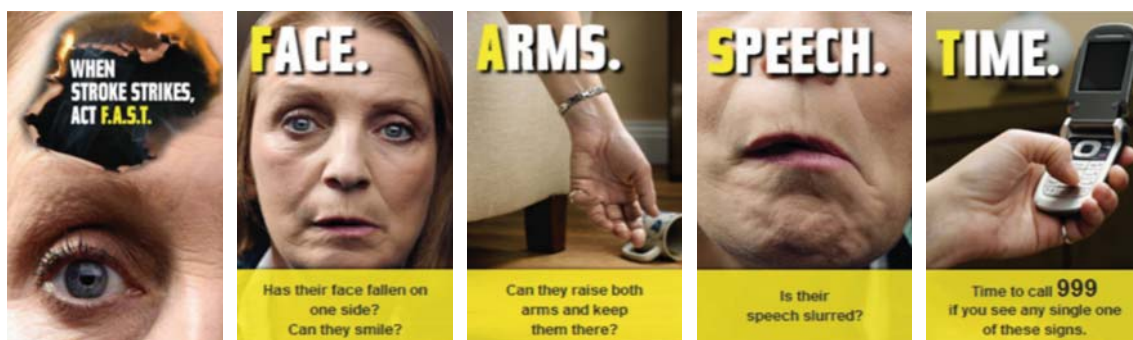
Around 110,000 people have a stroke each year, accounting for 10% of deaths in England. Stroke is also the main cause of adult disability. Research shows that a fast response to stroke can reduce the risk of death and disability. The Department of Health's objective with this campaign, therefore, was to reduce the level of death and disability caused by strokes.

The key problem was one of ignorance – most people neither recognised the signs of a stroke nor treated one as a medical emergency. The marketing objective was to raise awareness of symptoms of a stroke and of the importance of an emergency response amongst those who would be able to assist people having a stroke. Broadly, these were identified as:

- Public audiences (known as Stroke Savers).
- Key health and social care audiences (Stakeholders).

Our communication objective was to educate these audiences of stroke symptoms using FAST (Figure 1) in order to drive the emergency response required.

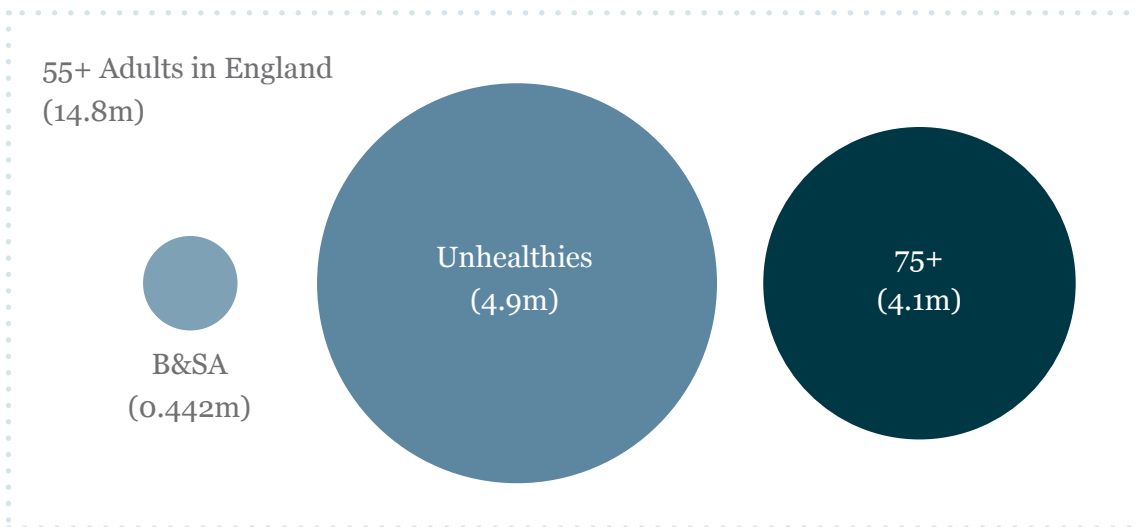
Figure 1: The FAST test



Defining the 'At Risk of Stroke' group

We recognised that one of the major benefits of using TouchPoints to identify the key at risk groups was in the depth of information available in the dataset, outside of just demographic and media consumption. Not only did TouchPoints provide unique information which was not available elsewhere – ethnicity, location, companion – but through its fusion with TGI, an enhanced number of lifestyle statements plus brand behaviours.


One discrete group (certain Black and South Asian communities where there is a higher propensity of risk of stroke) and two mass groups were identified to be at risk:



Source: TGI 2008, TouchPoints 2008

Looking at those mass groups:

1. The over 75's principally identified as at risk because of their age but that risk is heightened if they are single/living alone, have existing health issues and in low socio economic.

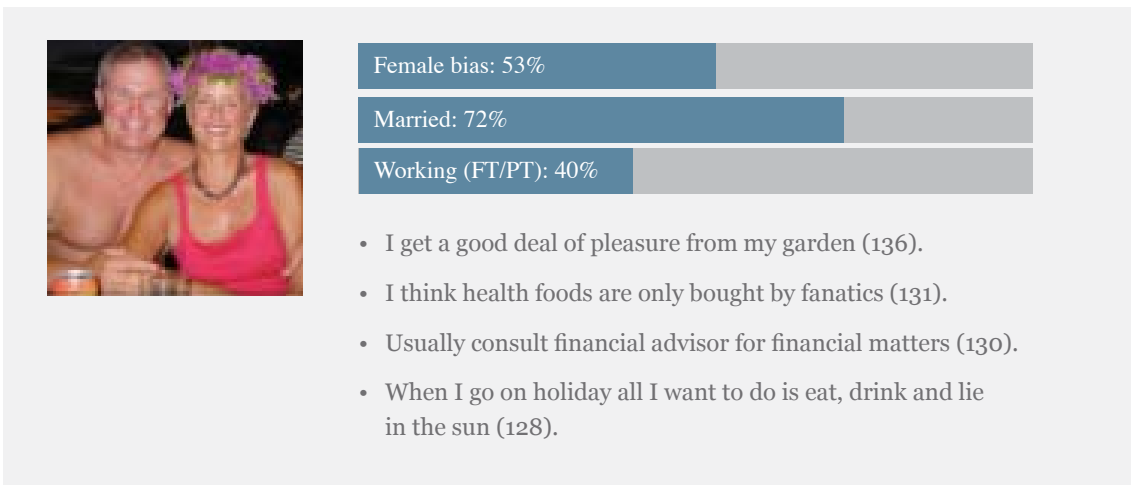


Female bias: 55%
Married: 41%
Retired: 97%

- There is little I can do to change my life (274).
- A woman's place is in the home (210).
- More important to do your duty than live for enjoyment (201).
- Real men don't cry (155).
- I buy goods produced in my own country (151).

Source: TGI 2008, TouchPoints 2008

2. The ‘unhealthies’ identified because their behaviours such as smoking or their health issues such as high blood pressure put them at greater risk.

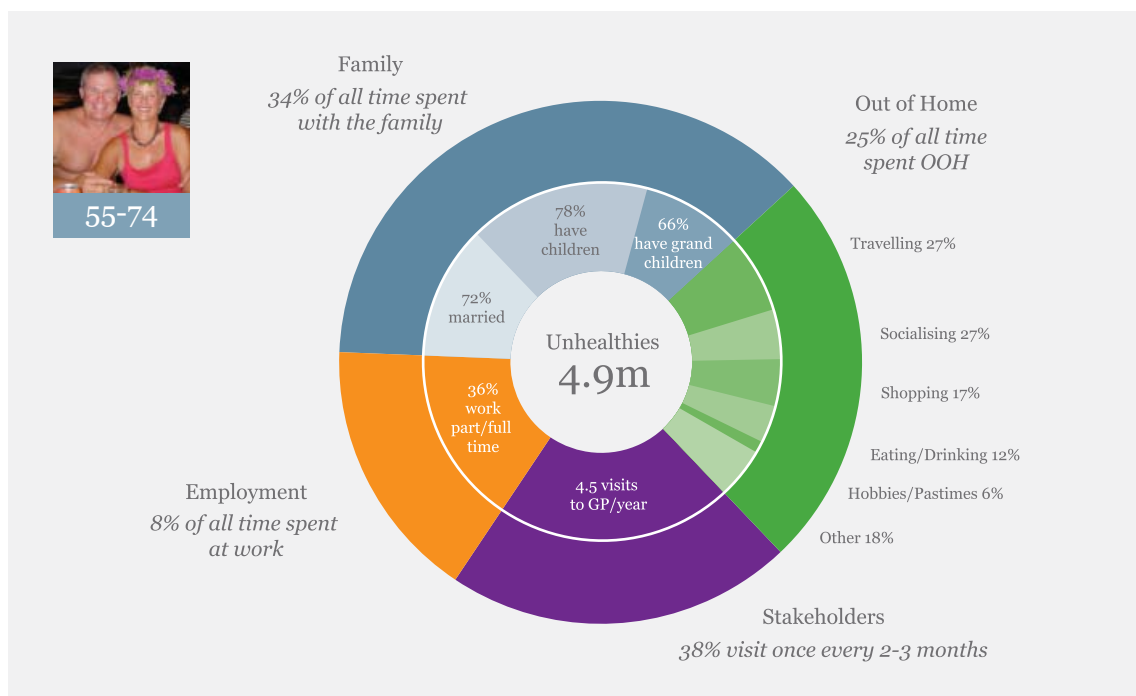


Source: TGI 2008, TouchPoints 2008

Finding the potential Stroke Savers

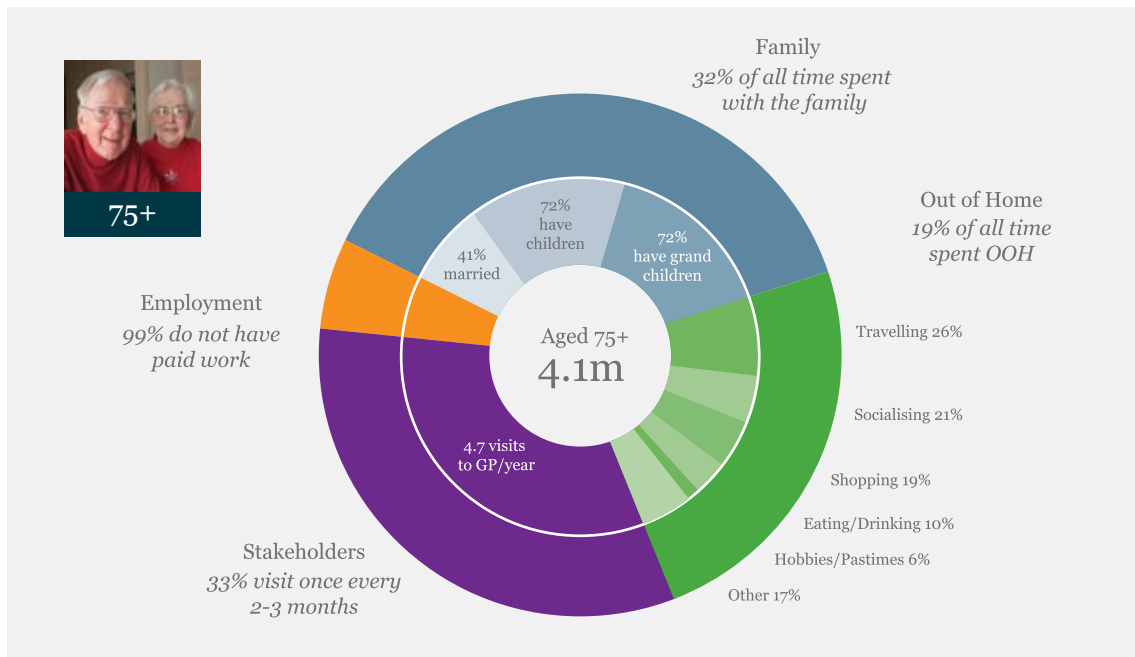
Generally the task is to identify a target audience and work out how to reach them. This case was different - we needed to find Stroke Savers. The TouchPoints dataset was unique in allowing us not only to identify who the at risk audiences were and where they were but also who they were with – our potential Stroke Savers.

Figure 2: Unhealthies - key connection points employment; family; out of home and stakeholders.



Source: TGI 2008, TouchPoints 2008

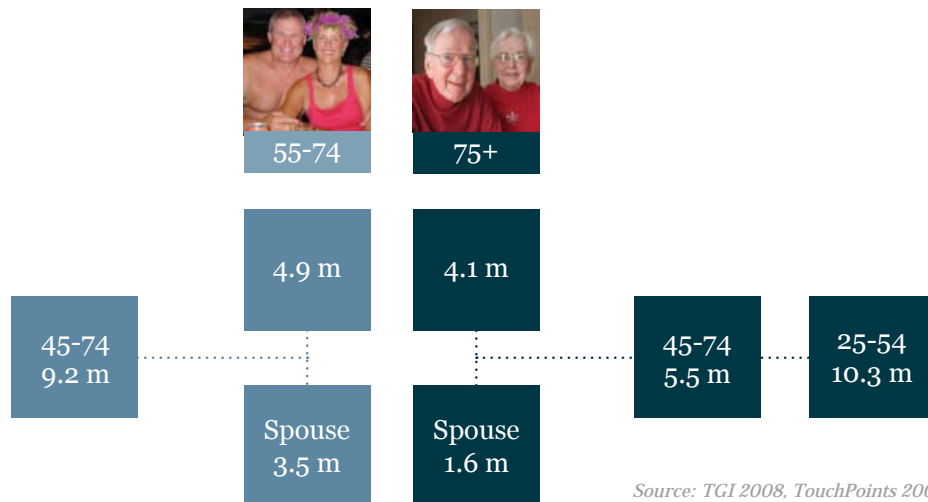
Figure 3: 75+ - key connection points employment; family; out of home and stakeholders



Source: TGI 2008, TouchPoints 2008

Engaging with the key audiences via these connection points:

- 1. Employment** Give materials to previous stroke savers to distribute at work.
- 2. Family** Create family tree to prioritise stroke savers:

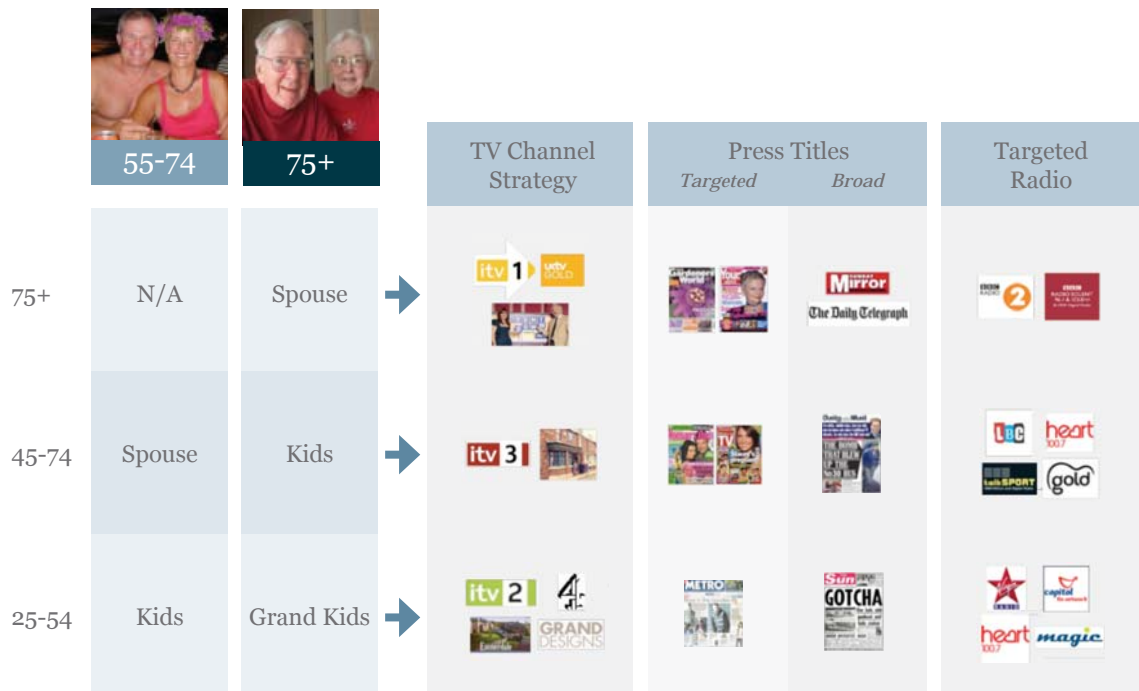


Source: TGI 2008, TouchPoints 2008

Tailor channels accordingly (see Figure 4 right):

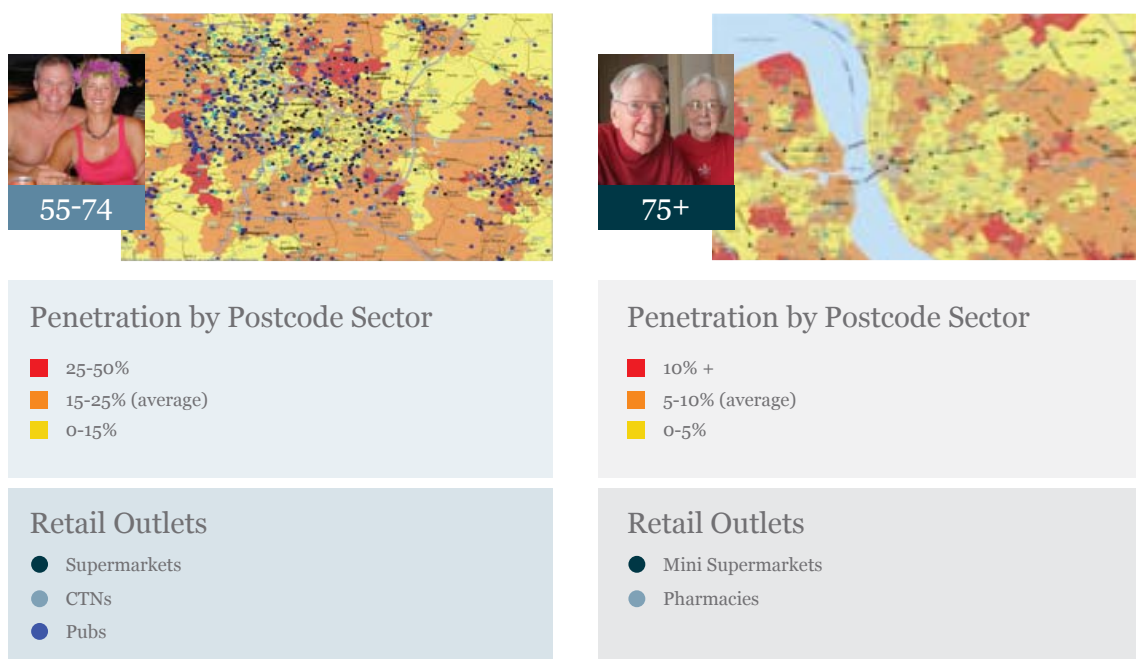
- TV can embrace all stroke savers.
- Press provides opportunity to augment specific stroke saver segments.
- Using radio dayparts to tell narrative of the passage of time.

Figure 4: Channel strategy



Source: TGI 2008, TouchPoints 2008

3. **Out of home** OOH did not necessarily mean out of home media so we used mapping tools to locate the at risk group and then used on the ground teams to target via libraries, pharmacies, mosques, mini supermarkets, WI markets, Pentecostal churches etc. and publications like social housing newsletters to reach the vulnerable who might be on their own.



Source: TGI 2008, TouchPoints 2008

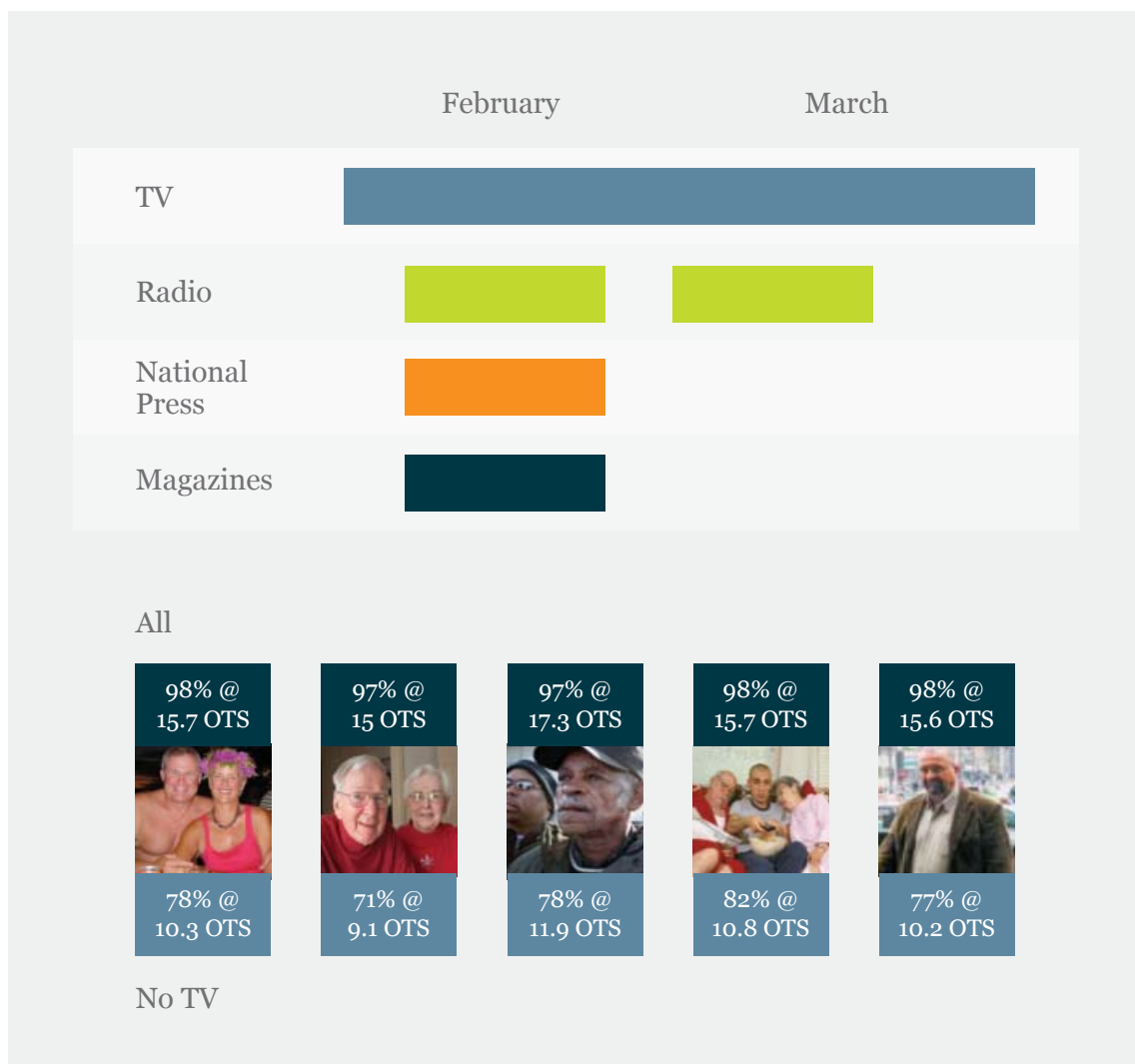
4. **Stakeholders** Embed into the stroke network.

Using TouchPoints to talk to partner comms agencies

Every second counts when someone may be having a stroke. It was therefore very important to catch potential Stroke Savers throughout the day. This required a mix of TV, press, radio, as well as display and out of home.

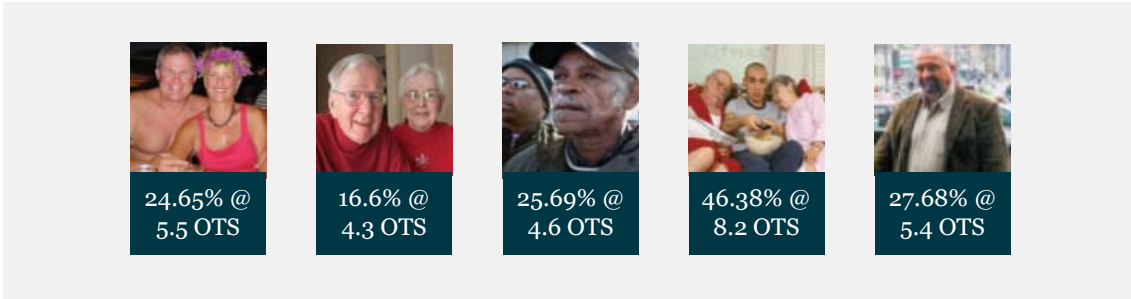
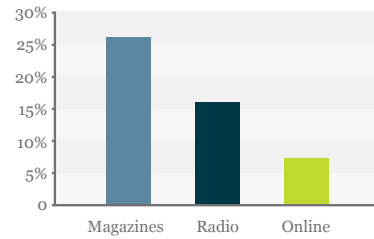
The TouchPoints channel planner allowed us to demonstrate to our partner agencies what could be achieved by each target audience:

- a. Total potential multi media reach by sub audience, as well as the ability to demonstrate individual channel contributions.



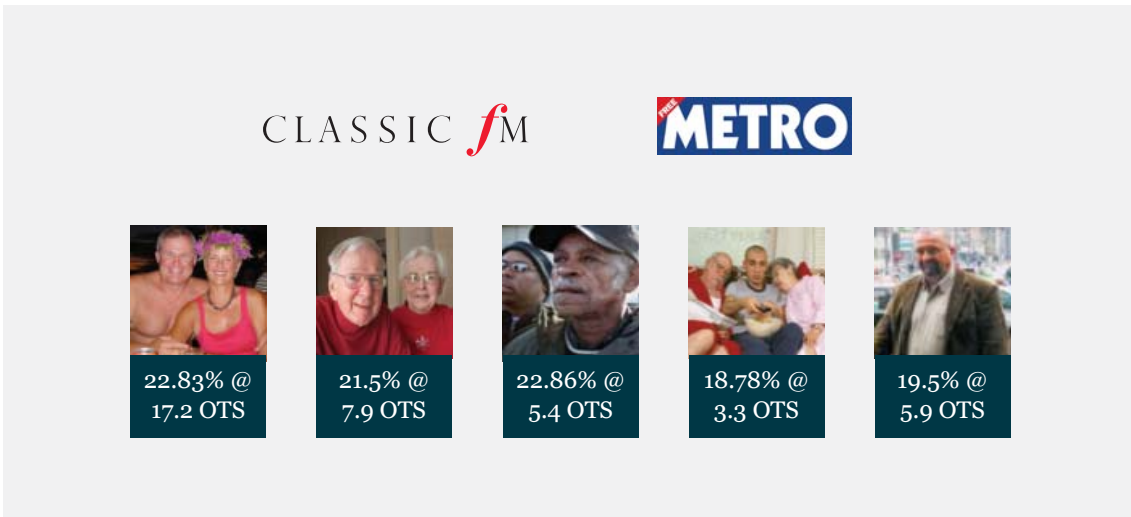
Source: TGI 2008, TouchPoints 2008

- b. The benefit of using the cross-platform offerings of a single media owner to reach a range of audiences e.g. Bauer Media.



Source: TGI 2008, TouchPoints 2008

c. Can also use TP Channel Planner to encourage partnerships between media owners. E.g. Metro and Classic FM.



Source: TGI 2008, TouchPoints 2008

Summary

TouchPoints was a critical tool in developing this campaign, giving us unique data that was not available elsewhere – behavioural and cultural audience definitions for the at risk groups; insight about who they were likely to be with and where; and the ability to effectively cross media and platform plan against each key group.

2.5 Analysing shopping expenditure

The e.diary has always identified when people are shopping, however, for TP4 we introduced further questions about what type of shopping was taking place i.e. grocery vs. non grocery; the total amount spent; and where the shopping took place i.e. in shop or online. Now in TP5 we also ask what type of electronic device was used.

This example from Arena Media, for one of its major retail clients, demonstrates how TouchPoints can add new insight and understanding around the relationship between spending power and the value of media.

Whilst putting a value on media isn't new, this case history demonstrates how TouchPoints can add sales insight to media choice as well as illustrating value in terms of coverage and frequency.

Case History: How TouchPoints identified the big media spenders

Finding the big spenders

Working with a number of retail clients, we are always looking at new ways in which we can get a better reading of an audience's potential spending power and how we can most efficiently reach them.

One of our non-grocery retail clients wanted to understand if within their audience we could identify the more valuable customers.

We looked to the TouchPoints dataset, knowing that it combines information about consumers' daily activities every half hour (working, shopping, socialising etc) and the media that they consume.

In 2012, TouchPoints 4 had a new question added to the shopping section in the e.diary asking about the amount spent if shopping i.e. isolating points at which people spent money.

The shopping section allowed us to look at:

- Type of shopping (groceries OR for other products/services).
- How they shopped (in person in a shop OR online/website).
- And then by how much they spent.
- Spent nothing.
- Spent up to £5.
- Spent £6-£20.
- Spent £21-£50.
- Spent £51-£100.
- Spent £101- £200.
- Spent £201+.

This new question would allow us to look at spending bands, by target audience and by media consumed – sounds simple, however, the set up was not!

How we constructed this

For this particular upmarket, non grocery retailer, the target audience identified was ABC1 Women 35-54.

We created a spend volumetric, isolating in store and non grocery spend at each band. Behind the simple looking grid below (see figure 1) lay an enormous spreadsheet which took into account media opportunity, a sum of all the non grocery spend events by band and information about how many department stores they had visited in the week.

Figure 1: summary of weekly spend volumetric

Spend Band	Mid-point (M)	Audience 000s (B)	M*B (£000s)
< £5	£2.50	2,789	£6,973
£6–£20	£10.50	5,747	£71,838
£21–£50	£35.50	4,568	£162,164
£51–£100	£75.50	2,406	£181,653
£101–£200	£150.50	623	£93,762
£201+	£250.00	424	£106,000
Spend per week			£622.4m

Source: TP4, audience ABC1 women 35-54. All metrics are based on exposure during the last 7 days

The first column represents the spend band from the TouchPoints questionnaire; the second column represents the mid point spend per band (fairest apparent proxy for an average spend); the third column is the number of ABC1 women 35-54 (non grocery/instore) spend events in that band in that 7 days. The final column is simply a product of columns 2 and 3 to produce a spend per week by band and ultimately a total weekly spend.

Using the data to look at valuable customers and their media

As TouchPoints also cover all media consumption, we could then start looking at what different media vehicles offered in terms of spend opportunity both in spend by reader and index vs the total audience:

and subject to audience size can be used against vehicle or statement level data...

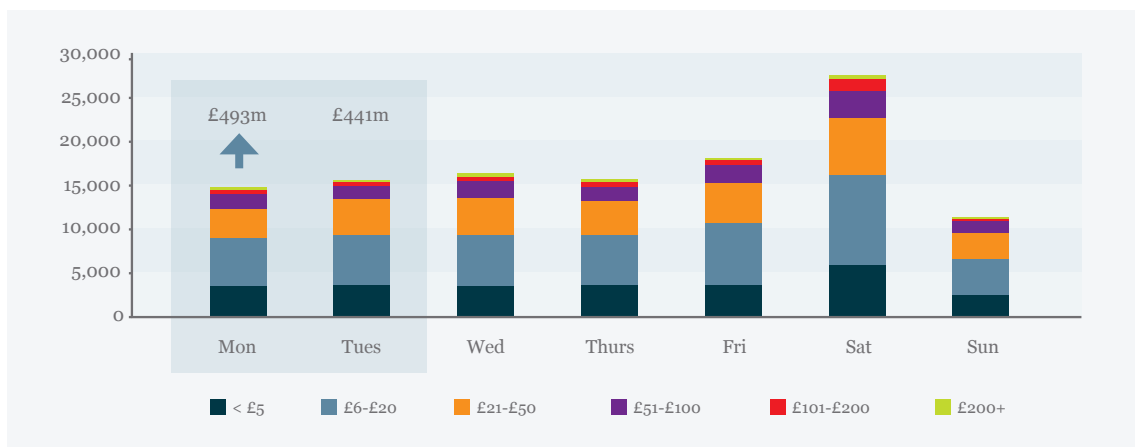


Source: TouchPoints 4

As well as helping with media selection, the granularity of the data allows for further analysis.

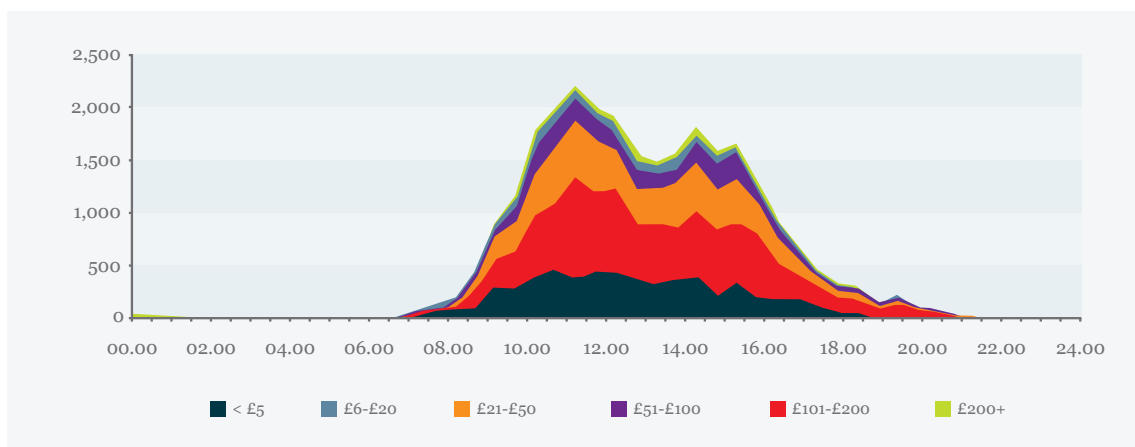
We were able to align our media investment by looking at which days and times offer greater instore spend opportunities by our target audience:

Figure 2: spend incidence by day of week



Source: TouchPoints 4

Figure 3: spend incidence by time of day – in this example Saturday



Source: TP4, audience = ABC1 35-54 Women

Additional uses for the data included:

- Regional comparisons – creating bespoke areas to assign value to.
- High ticket spending – isolate the portions of the media which offer a richer profile of high spenders.
- Media group partnerships – assessing combinations of media owners (e.g. Global Radio vs News International).
- Cross media evaluation – putting a shopping value next to the coverage and frequency.

Demonstrating real media value

This new data from TouchPoints allowed us to look at the potential spending power of the audience and the value of the media they consume in a really unique way.

2.6 Channel planning

The TouchPoints Channel Planner was the first, industry available cross media Channel Planner. It calculates reach and frequency performance for multi channel campaigns against a vast array of target markets – demographic, attitudinal and behavioural.

It is constructed by integrating all of the UK's industry media currencies onto the specifically designed TouchPoints Hub – this 'Hub and Fusion' methodology ensures that media duplications are preserved during the multiple data fusion processes which take place, whilst the delivered results replicate those of the industry currencies.

MC&Co won an IPA Effectiveness Gold Award in 2012 for their campaign for their client Which? As part of that entry they demonstrated perfectly how TouchPoints can help planners turn insight into action. TouchPoints added unique value to the development and implementation of their highly effective activation strategy by using the TouchPoints Channel Planner to maximise the total message exposure across the channels selected.



Case History: Creating growth from mapping customer journeys to media schedules - integration insights from TouchPoints

Our Client and their challenge

Which? is the UK's leading consumer organisation. Funding comes solely from its members' paying c.£10 per month to subscribe to its magazines, website and advice lines.

The organisation offers reviews of product and service sectors, providing advice on how consumers can obtain best value. This advice is truly independent and impartial and is provided in a straightforward and easy to understand way.

All product reviews are based on rigorous and completely independent research – it's an outstanding product, dedicated to the benefit of all.

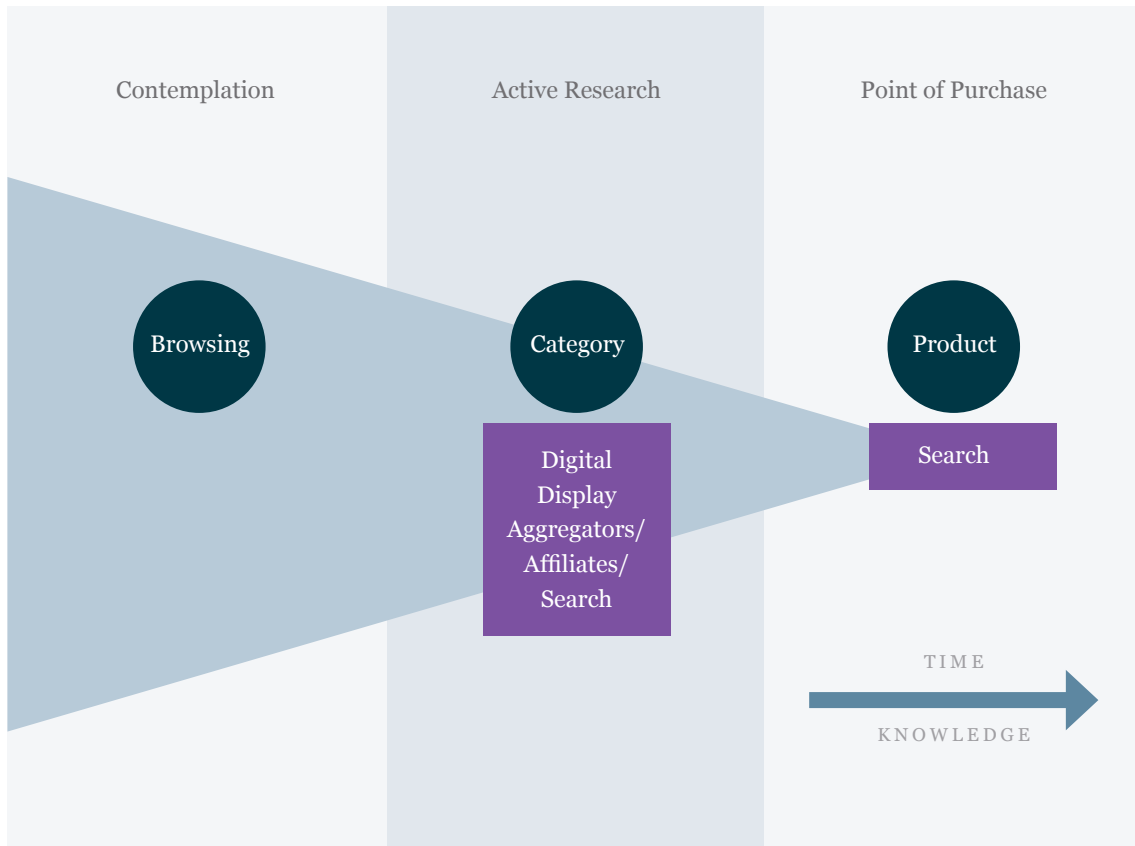
Which? is only available via direct subscription - it is not in any retail outlets - so it is totally dependent upon advertising to drive sales.

From 2006 until 2008 they enjoyed strong and profitable growth, but in 2009 we faced the challenge of a slowdown in that rate of growth.

The insight

The breakthrough in tackling this challenge came from a research led insight. In a qualitative group consumers described their research journey, from first contemplating if they needed to purchase goods or services, through active research at category and product level, to finally arriving at price and supplier choices.

They essentially described the journey we show in Figure 1 below:



Source: Qualitative Research

They described a journey that begins with large numbers of consumers contemplating a purchase. At the start of that journey an infinite number of these consumer 'researchers' are faced with an infinite number of choices. The journey ends with one consumer making one purchase.

At the journey's beginning our consumer 'researchers' haven't taken any research action yet and this is when an emotional DRTV message is potentially most effective, nudging them into the start of their research with the knowledge that Which? is a credible source for guidance on their purchase.

From contemplation, our target consumers move to active research, investigating at the product or service sector level. This is now where rational messaging is more important.

Historically this would have been the sole domain of print media, newspapers and magazines, but by 2009 online research was increasingly important for the population as a whole and the sole channel for many groups.

Press and insert advertising were still effective here, but especially so search, affiliates and display activity on aggregator sites.

The completion of the majority of research journeys was described by the groups as ending with a search result. We do not subscribe to any “last click wins” view of the world, but we do recognise that this is the last point where Which? can offer to add value to a consumer’s purchase.

From a media planning viewpoint this was a description of a world where consumers were influenced all along their journey of discovery. All this made sound sense and reinforced our multichannel media schedule.

The insight came when we realised that we might have a multimedia schedule, but we neither planned, bought, nor evaluated our media choices as a journey. Instead, we had fallen into the oldest direct marketing trap of all - optimising our activity by silos. DRTV campaigns were perfectly planned, but took little notice of the equally perfectly, but separately planned, paid search and press activity.

Acting on the insight

Historically we had optimised each media channel on a stand alone basis, typically maximising one plus cover for each each channel on a monthly basis. This was in effect a classic recency communication model targeting those people most likely to be in market.

In any one month, 84% of our target audience saw at least one of our messages but nowhere near this figure saw our TV, our print media and our search combined over the course of a 4 week cycle.

From the research findings we hypothesised that, given consumers took input from all three channels, if we exposed them to messages from all three channels during their journey, we might expect better results. And so that’s what we did.

Using the second iteration of the TouchPoints channel planning tool, we replanned our media schedules to maximise the number of our target audience seeing at least one TV, print and search message within a month. We increased the number of our audience seeing one of each message by 50% within our key four week window.

Without TouchPoints this phase of growth for Which? would not have been possible. We would have had insight but no means of acting on that insight.

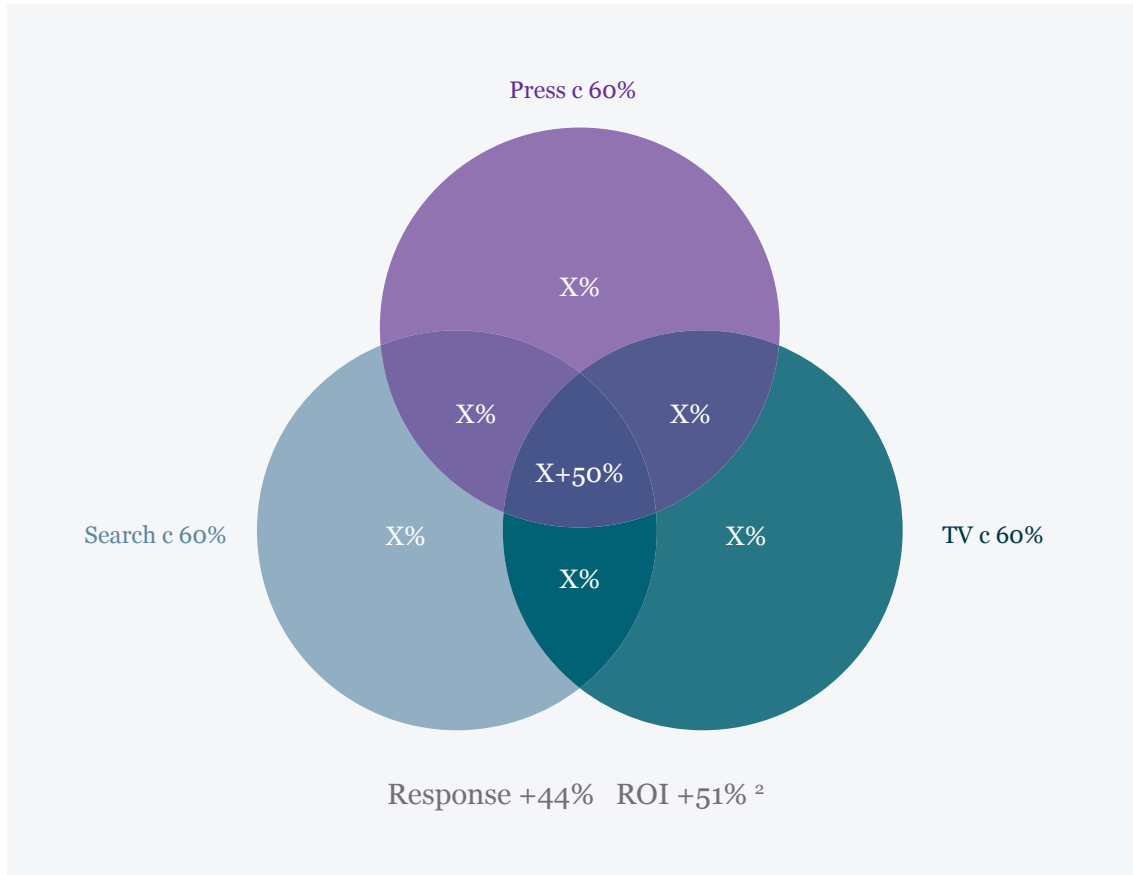
Conventional media research tells us who saw our messages in any one media channel. TouchPoints allows a media planner to understand and measure how a sequence of messages delivered by separate media channels are seen by their target audience.

The biggest practical step was to evolve the TV schedule.

The nature of print is that one quickly reaches maximum effective cover and then builds ineffective (for direct response) frequency. The nature of search is that it is a reactive medium. So that left television. Judicious movement of channel, daypart and programme selection left us with an evolved DRTV schedule.

The results

TouchPoints enabled us not only to look at reach by individual channel but also at exclusive reach and cross over reach. As summarised in Figure 2 below, we achieved c. 60% reach across each of our main media but astonishingly we increased reach of all 3 by +50%.



Source: TP3 Channel Planner

We did spend a little more (some 8% more impacts) but mostly we rearranged the TV schedule.

The results were dramatic; 44% more response and a 51% improvement to our five year ROI.

The outcome

A changed view of the world, changed media planning and now a changed campaign structure.

Driven by these integrated insights, 2010/2011 saw record numbers of new trialists and new subscribers; the latter up by 38% on the previous year.

² For commercial confidentiality, some figures are withheld and represented by an X

2.7 Creating bespoke data fusions

The TouchPoints Hub was created as a base not only for the integration of the industry media currencies but also as a base for users own fusions – their own segmentations, surveys, client data sets etc.

This allows users to customise the rich TouchPoints datasets and leverage both the value of TP and their own bespoke datasets.

This case study demonstrates how MGOMD integrated their PS3 client's own Usage & Attitude study with the TouchPoints Hub to provide a much wider context for their client's data. This resulted in greater insights which fed into the development of the communications strategy and also provided broader business insights which were utilised by the sales and distribution teams.

Case History: Using TouchPoints to maximise the shelf life of the Client's research investment

Does this sound familiar?

Your client has invested in a carefully constructed research project costing thousands of pounds which is designed to inform their marketing decisions. All the key agency personnel are gathered together for the debrief - it is fascinating and full of insights so everyone is really excited. Then things slow down - practical applications are difficult and so hypothetical judgements end up having to be made.

This example from 2011, shows how the MGOMD team took a scenario like this and extended the research's usability by fusing it with TouchPoints.

The start point

Playstation had commissioned a huge piece of qualitative and quantitative research from the research company 2CV.

It was designed to identify:

- who PS players were.
- how many of them there were (and therefore the size of the opportunity).
- and how they liked to play.

While it helped with a lot of strategic business decisions like release dates, what it wasn't able to give us was context - who were these people vs the general population, how does gaming fit in with the rest of their lives and what is their media consumption? If we could fuse the 2CV research with TouchPoints, we could fill in those gaps and the information derived would enable us to communicate with our consumers more effectively, target them more efficiently both of which could help offset the overall cost of the research.

Fusion methodology

When the 2CV research questionnaire was originally defined, we asked that it included certain ‘marker’ questions which matched those in the TouchPoints questionnaire. This would allow us to find best fit matches within the TouchPoints dataset.

Step 1

Decode the raw files supplied by TouchPoints.

Step 2

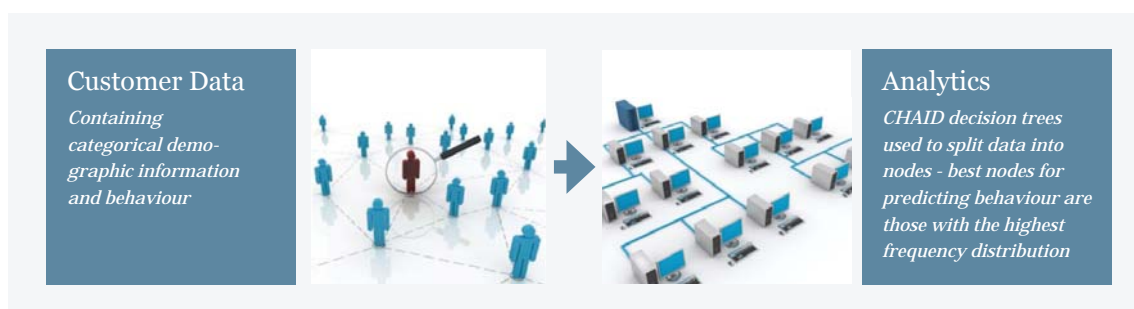
Extract the ‘marker’ questions and respondents answers from both data sets in identical formats.

Step 3

Build CHAID models for each of the 2CV gaming segments using the ‘markers’ as determinants.

Step 4

Run the CHAID models on the respondents from TouchPoints assigning a probability score to every individual – highest probability score indicates segment membership.

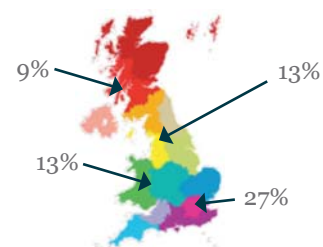


The outcomes: broader insights for context

Outcome 1: Key segment details, example: ‘Social Players’

The 2CV work had already given us a good base to work from – base demographics; moments of play; and their relationship with gaming. However, TouchPoints gave us almost limitless amounts of additional information:

- Where they are in the country.
- Household income.
- How many had families.
- Attitudes.
- Plans for the next 12 months.



Much of this was not only immediately relevant but also had a benefit to wider marketing decisions e.g. regionality for sales and distribution; attitudes for NPD etc.

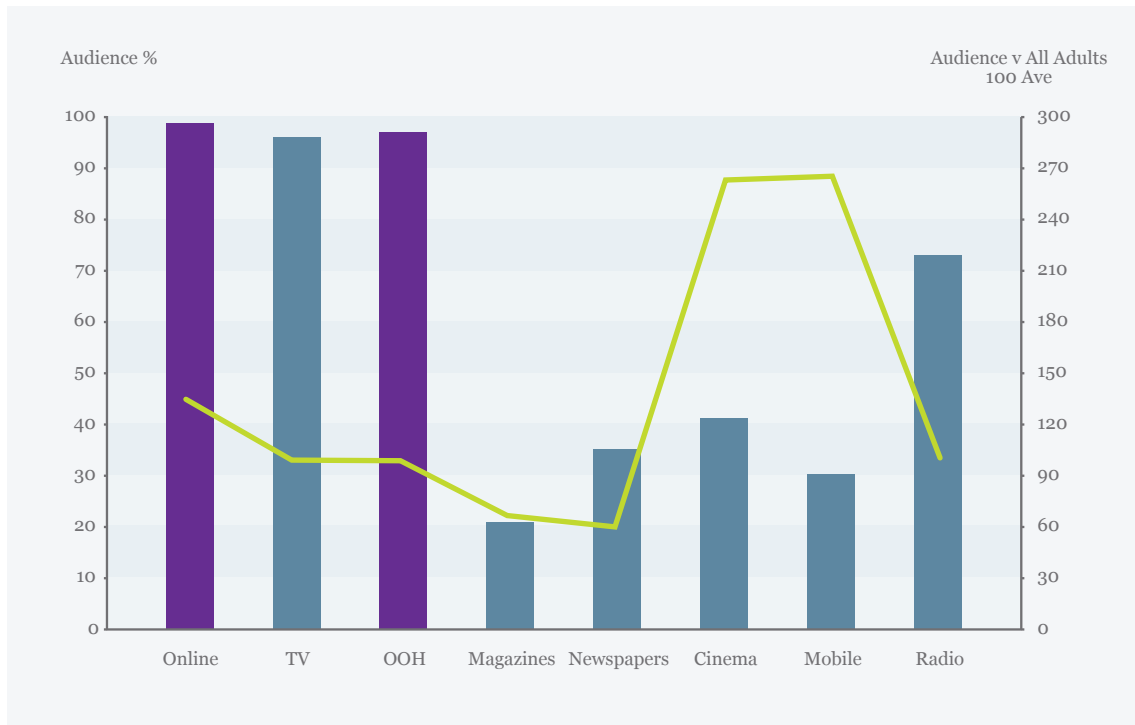


We could also glean some very granular levels of information about context that might not seem immediately relevant (did you know that 7% of social gamers own 2 cats? 5% prefer Herbal Essences? And social gamers are 136% more likely than average to buy more than 10 condoms a month?) but might help should the Playstation client want to explore brand partnerships, product extensions etc.

Outcome 2: Insights to feed strategy

The fused data generated some great insights which directly affected the development of our communication strategy.

a) Simple media imperatives.



Source: TouchPoints 3

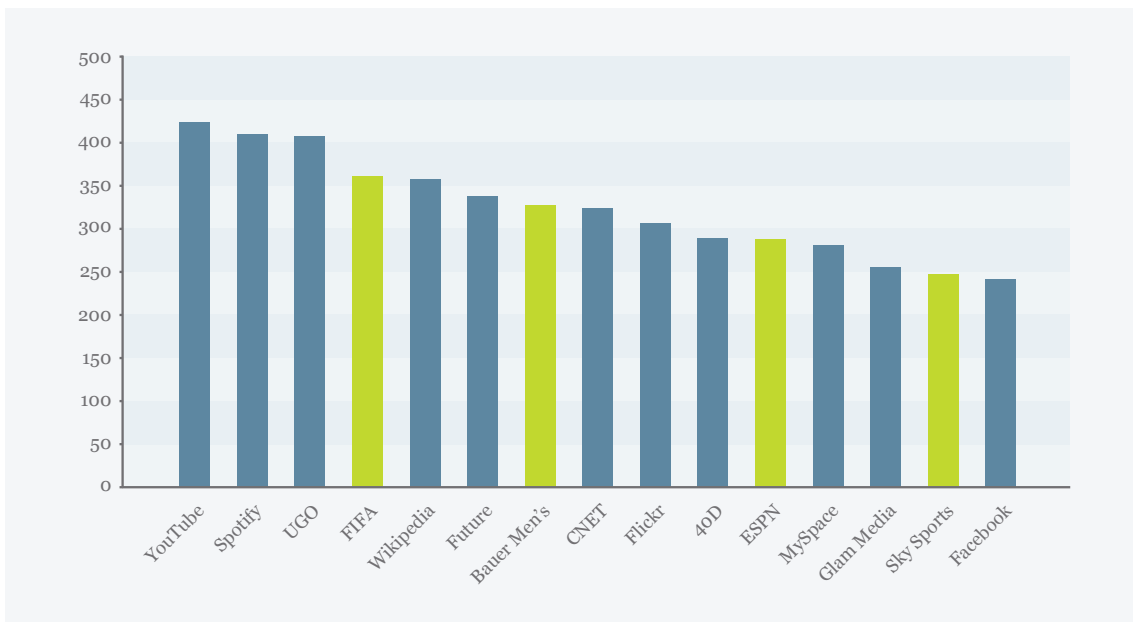
OOH media is huge as expected (they are SOCIAL), online and TV are essential channels.

b) What content they are consuming and with who.



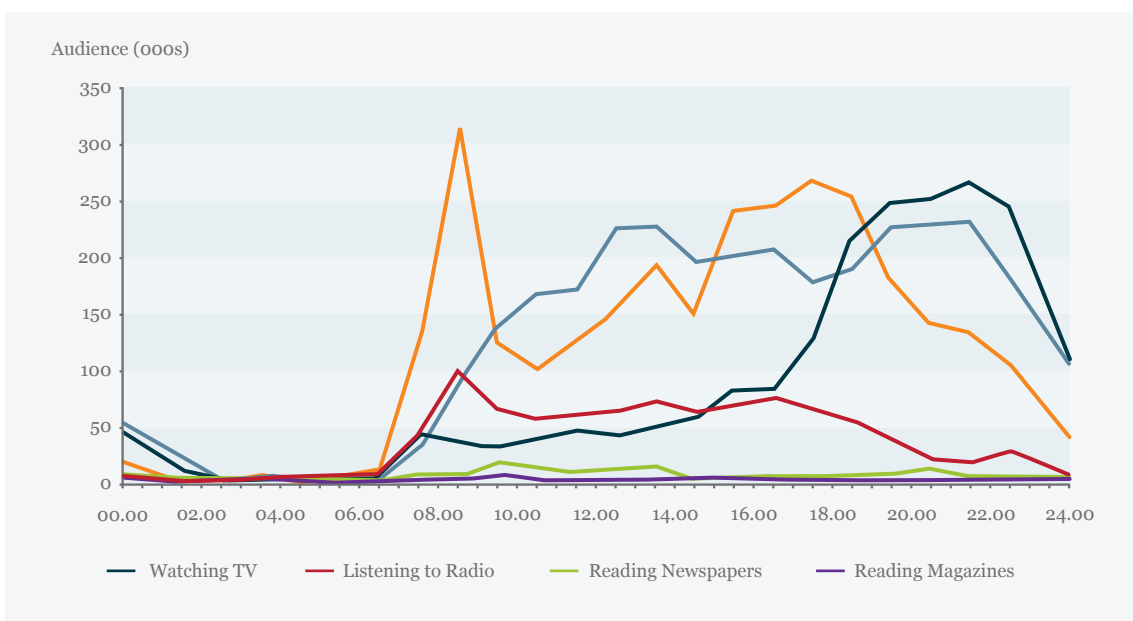
Source: TouchPoints 3

c) What they like doing online.



Source: TouchPoints 3

d) Synergistic media use by time of day.



Source: TouchPoints 3

TouchPoints allows us to look at the time diaries to see when we might influence their moments of play.

The time diary identified some weekday opportunities:

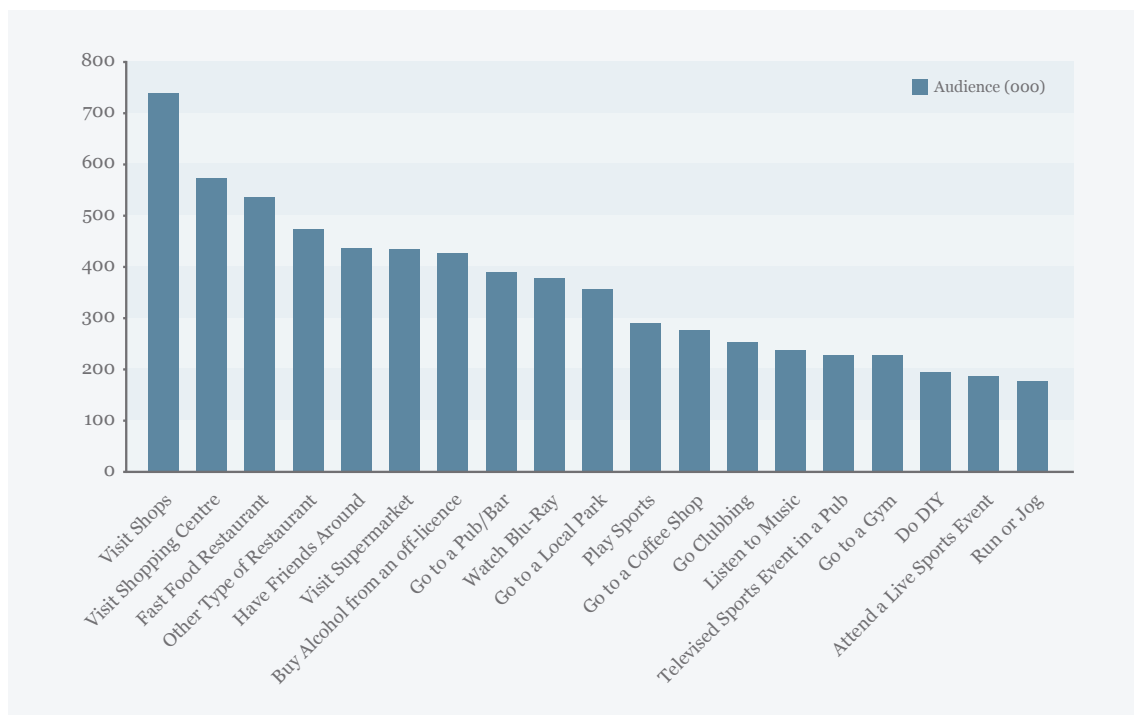
- Utilise tactical OOH and online message late afternoon/early evening to INFLUENCE SPs Moment of Play.
- Potentially increase focus on OOH.
- Online represents a more cost-efficient way to speak to Social Players given similarities in reach.

It also highlighted the differences at the weekend:

- Social does not necessarily mean a night out - we needed to revisit our approach and media mix to recreate the feeling of the ‘ultimate night out.’
- Think carefully about TV and online working together.
- Still decent audience volumes post peak on TV and online.
- Sundays were a surprisingly social day for them (just behind Saturday).

e) Better definition of ‘social’.

The research expanded our understanding of what social is to this group – it isn’t just about being in pubs and bars.



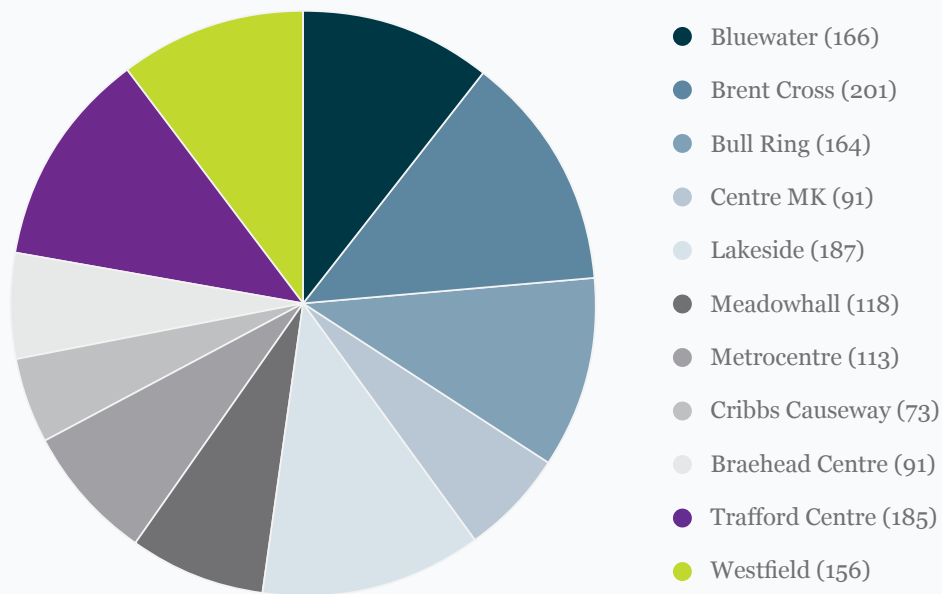
Source: TouchPoints 3

The scope of social opened up many more activation ideas to us.

Outcome 3: broader business support

We are able to add some context to leverage the trade relationships that sales and distribution teams have e.g.

- which are the preferred retailers for certain segments.
- which day of week they are at retail locations and shop for non grocery vs grocery – giving us the ability to prioritise and plan key days of week.
- what their favourite shopping centres are.



“

TouchPoints can help inform our tour locations vs. different audiences. Social players love Brent Cross and Lakeside.”

Index over cover to ensure we get the RIGHT people

Source: TouchPoints 3

The MGOMD team also developed small but creative initiatives that added value to an already great project.

- produced audience booklets that sat on product managers desks, helping them to make day to day decisions using the TouchPoints insight.
- set up a “hotline” email address, for when that booklet didn’t give quite the necessary granularity.
- did presentations to sales teams to help with the sales and distribution drives.

Why this was a great project and use of TouchPoints

It allowed the whole team – Client and Agency - to become consumer centric in our decision making, giving everyone from R&D through to advertising a common currency for strategy and planning.

It informed media planning, allowed us to increase our efficiency, going some way to amortising the original research costs.

Overall, it added massive value and longevity to this important piece of Client research.

2.8 Profiling and data matching

TouchPoints was designed to be used in combination with other datasets so that joint insight can be leveraged and extended.

This case history is a unique example of how the richness of the data available in TouchPoints enabled DataScience to conduct social media profiling of one of their client's CRM database which could then help shape creative thinking and future channel selection.

Case History: Using TouchPoints to add social media context to a CRM database

Background

In 2008 Forrester Research created a segmentation based on how consumers engage with and consume social media – it classified consumers into 6 segments. Within the model, consumers can belong to one or more of the segments depending upon how far up the social engagement ladder they have climbed – the range being from ‘inactives’ to ‘creators.’

The Client question

Our client wanted to gain an understanding of how customers who responded to their CRM activity engaged with social media.

Understanding both what these customers currently do and may go on to do, would clearly help in developing appropriate social media strategies.

Using TouchPoints

In order to do to this we needed a dataset which would enable us to replicate the approach of the Forrester segmentation and match it to our CRM database.

We realized that the IPA TouchPoints dataset would allow us to do both:

- Its extensive questionnaire contains much data about online and social usage.
- It also includes MOSAIC geodemographic data.

Step 1

The Forrester segment approach was recreated using IPA TouchPoints, based on similar segment definitions from the original report.

Figure 1: example based on one of the 6 segments (‘Creators’) – recreating a similar segment using TP statements.

Identifying comparable questions from the TouchPoints questionnaire:

	Several Times a day/daily	A few times a week	About once a week	A few times/once a month	Less than once a month	Never
Type your own blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Updating your own website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making a short video and uploading it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing digital music tracks with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Step 2

Proxies were tested to ensure that segment sizes were in line with the original Forrester work. The final set of segments formed a very close match to the originals with allowance made for shift in the digital landscape since 2008.

Step 3

MOSAIC UK, within TouchPoints, was used to create a segment profile enabling comparison to the CRM base.

Step 4

Each client brand profile was compared to the segment profiles and a score was created to show closest fit to the brand.

The higher the score, the more likely customers on the CRM database were to be in that particular social media segment.



A successful outcome

The client's brands can now be compared to each of the 6 recreated segments giving an insight into the type of social media behaviour collected on the database.

Understanding the 'social' composition of the client's CRM database has helped shape both creative thinking and channel selection for future campaigns.

2.9 Enhancing qualitative data

TouchPoints' time series data is widely used by many subscribers, however, this example from PHD for their client YouTube highlights how well TP can be used to enhance qualitative insights – bringing colour and further insight to findings about consumers' daily lives.

In this example, PHD used the TouchPoints Hub to investigate the lifestyles of Generation 'C', from this they were able to identify the importance of the mobile phone to this group and use this to create 'YouTube' moments.



Case History: Uncovering ‘Generation C’

Background

YouTube were seeking to become a ‘daily destination’ for “Generation C” – a connected, social and global generation of under 35s who are shaping what is happening in culture today.

To do so, YouTube clearly needed to know what was happening in Gen C’s daily lives - to understand their values, cultural influences, behaviours, entertainment preferences and media consumption.

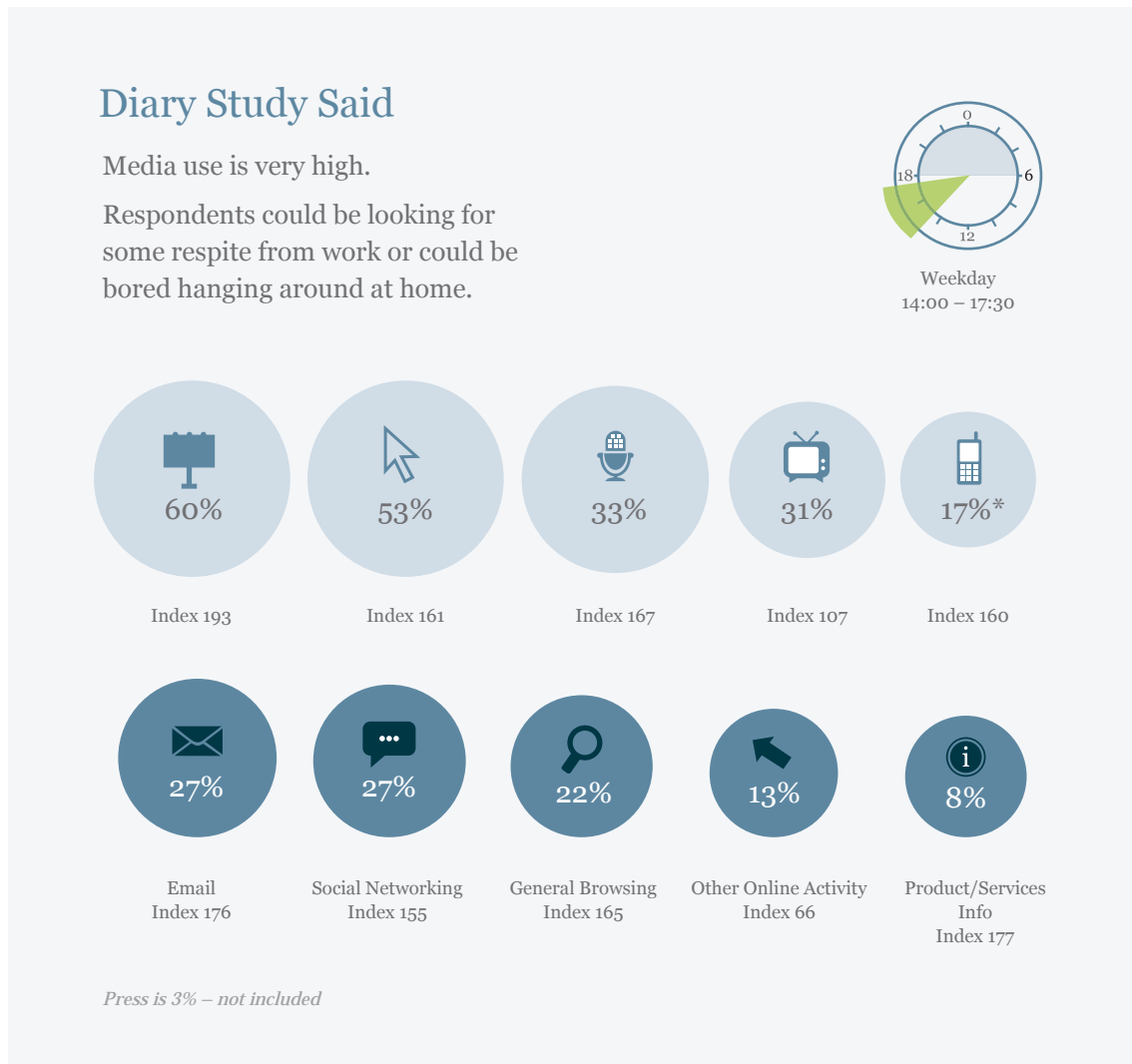
And they needed to do this in each of their key EMEA markets with very different cultural contexts – the UK, France and Russia.

What we did

Firstly, we isolated the Gen C audience in TouchPoints 4 using a combination of demographics, online behaviour and key lifestyle statements.

Using TouchPoints, we were able to go well beyond media consumption to look at every aspect of Gen C’s daily lives – who they were with, what activities they were doing - online and offline, where they were and what technology they were using. We compared weekdays and weekend data.

Figure 1



Source: IPA TouchPoints 4 % = % of Gen C audience. Base Index Gen C's vs 18–34s

This allowed us to identify key day parts in the week we thought could be opportunities for YouTube to become a daily destination.

Then we got inside Gen C's lives through the very thing that accompanies them throughout it - their mobile phone.

To add even more colour to our findings and to get to know Gen C personally we embraced a research methodology that took advantage of Gen C's obsession with their mobiles to produce insight which was both invaluable and useable.

In each market we recruited a sample of Gen Cs and asked them to record 2 days of their lives and their media consumption using text's, photos and video as well as answering broader questions about their interests and passions.

This provided us with a rich multi-media output of video, photos and media consumption diaries for each market for analysis.

Figure 2



Source: PHD Smartphone Research 2012, IPA TouchPoints 4

What we discovered

The multi-media output gave an unprecedented level of understanding into Gen C’s lives including daypart analysis of media and key activities as well as contextual understanding of how different media were being used.

It revealed that dual (or even triple) screening was having a significant impact on TV viewing during the evenings and that three different behaviours were developing – second screens enhancing or supplement TV viewing (TV+); providing an accompanying distraction to TV (TV&); or providing an alternative to TV (-TV).

We also discovered that Gen C’s were looking for breaks and distractions from work during weekday afternoons - a daypart overlooked by many entertainment providers.

How we used it

However interesting the insight, it's vital that it informs the ultimate output.

We summarised our learning into “10 things you need to know about Gen C” which was shared with YouTube offices around the world.

These insights directly informed our planning for Comedy Week – YouTube's first ‘destination moment’ created to help YouTube become a daily destination for Gen Cs – with every single aspect of our planning - TV, digital and outdoor - being directly informed by the insights we uncovered and being more innovative and effective as a result.

And they even helped YouTube's marketing team to shape the content, talent and scheduling for Comedy Week itself.

Beyond Comedy Week , Gen C insight is informing decision making around subsequent ‘destination moments’ later in the year and we have subsequently been asked to look at Gen C's attitudes to music festivals – an indication of exactly how well received the insight has been.

“

Gen C are the lifeblood of YouTube so we need best in class understanding of their lives. It's almost impossible to overstate how useful this insight is for us.”

Rich Waterworth, YouTube Marketing Director, EMEA

3. Creating commercial advantage from TouchPoints

Media owner examples



3.1 Defining a new marketing approach through better segmentation:

This joint C4/OMD case study is a great example of how a well conducted and thought out segmentation can be used all the way through the marketing process.

Beyond that, it also shows how a great segmentation can inspire a shared vision and new way of working across an organisation.



Case History: Integrating TouchPoints into 4oD's communication planning

What we set out to do

The 4oD/OMD team were embarking on a marketing re-evaluation and wanted to use a source that could reflect the entire media environment.

TouchPoints offered us that opportunity and meant that we could:

- Further develop our understanding of C4 viewers.
- Specifically look at how they behave across platforms.
- Identify the implications both of these would have for marketing.

We had an existing 'model' which outlined VoD viewer typologies and usage situations and this was based on age, frequency of VoD use and relative importance of the resource used to view (primary vs standby).

However, the advantage of using TouchPoints and integrating it end to end in the process would be:

- a) Identification of different types of viewers and needs states.
- b) Evaluation of the scale and potential to convert different groups.
- c) Development of the most motivating messages.
- d) Media selection.
- e) Post campaign evaluation.

Our end to end approach

As our first step, we commissioned Telmar to undertake a VoD consumer segmentation using TouchPoints. Telmar conducted a cluster analysis segmentation, breaking users into mutually exclusive groups. Based on this segmentation, we then undertook some deep dive qualitative research with TWR, to bring some real life detail and insight to supplement our understanding of the groups.

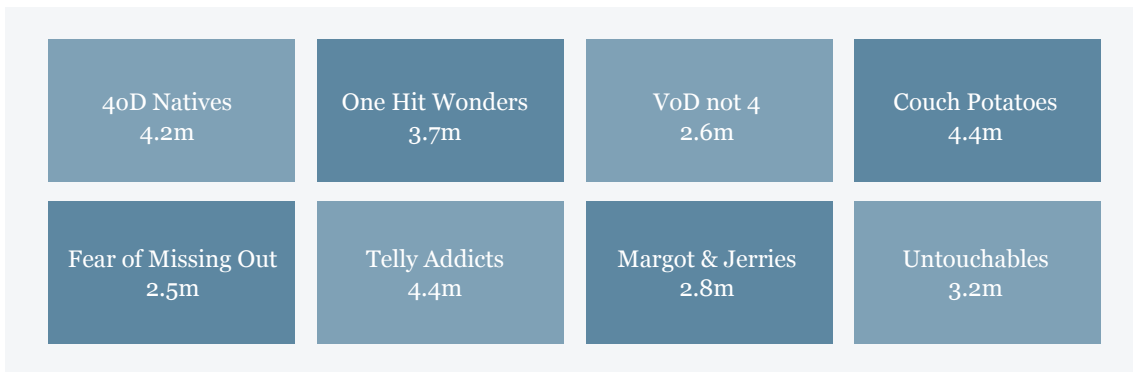
The combined wealth of consumer insight derived from the segmentation and qualitative research was used by OMD, the 4creative team and C4 media planning

to construct a marketing approach, engaging content and a deliverable and effective media plan.

Finally, we ensured that the impact of the marketing strategy would be measured against each of the segments (in terms of 4oD brand awareness) with a study conducted by BDRC Continental.

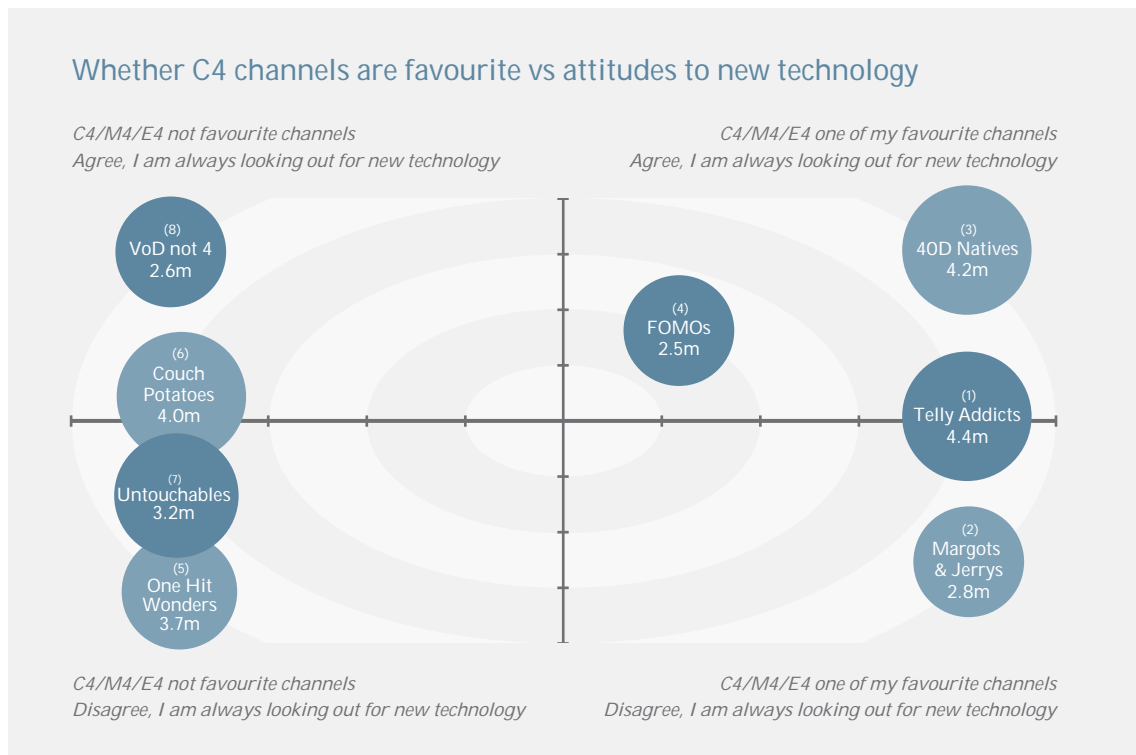
a) Identification of different types of viewers and needs states.

Introducing the 4oD targets



b) Evaluation of the scale and potential to convert different groups.

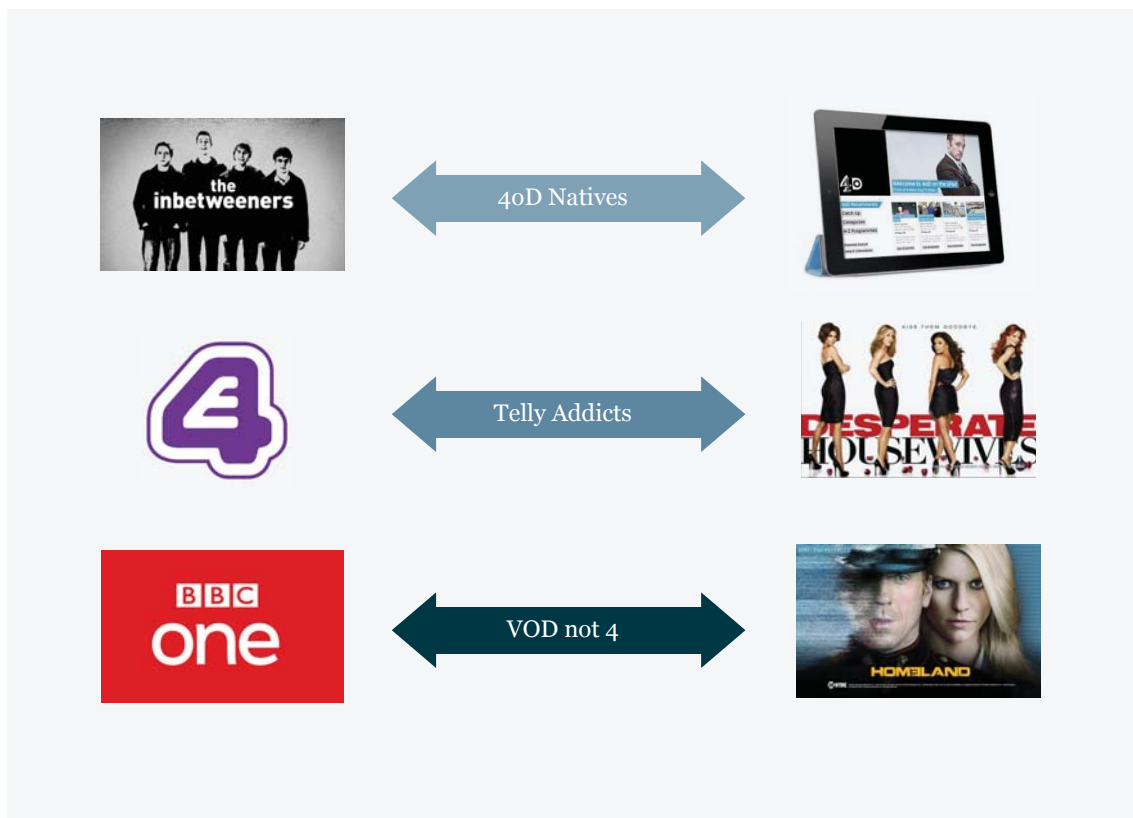
The segmentation revealed a set of 8 distinct groups, further analysis of which allowed us to select those on which to prioritise our marketing efforts.



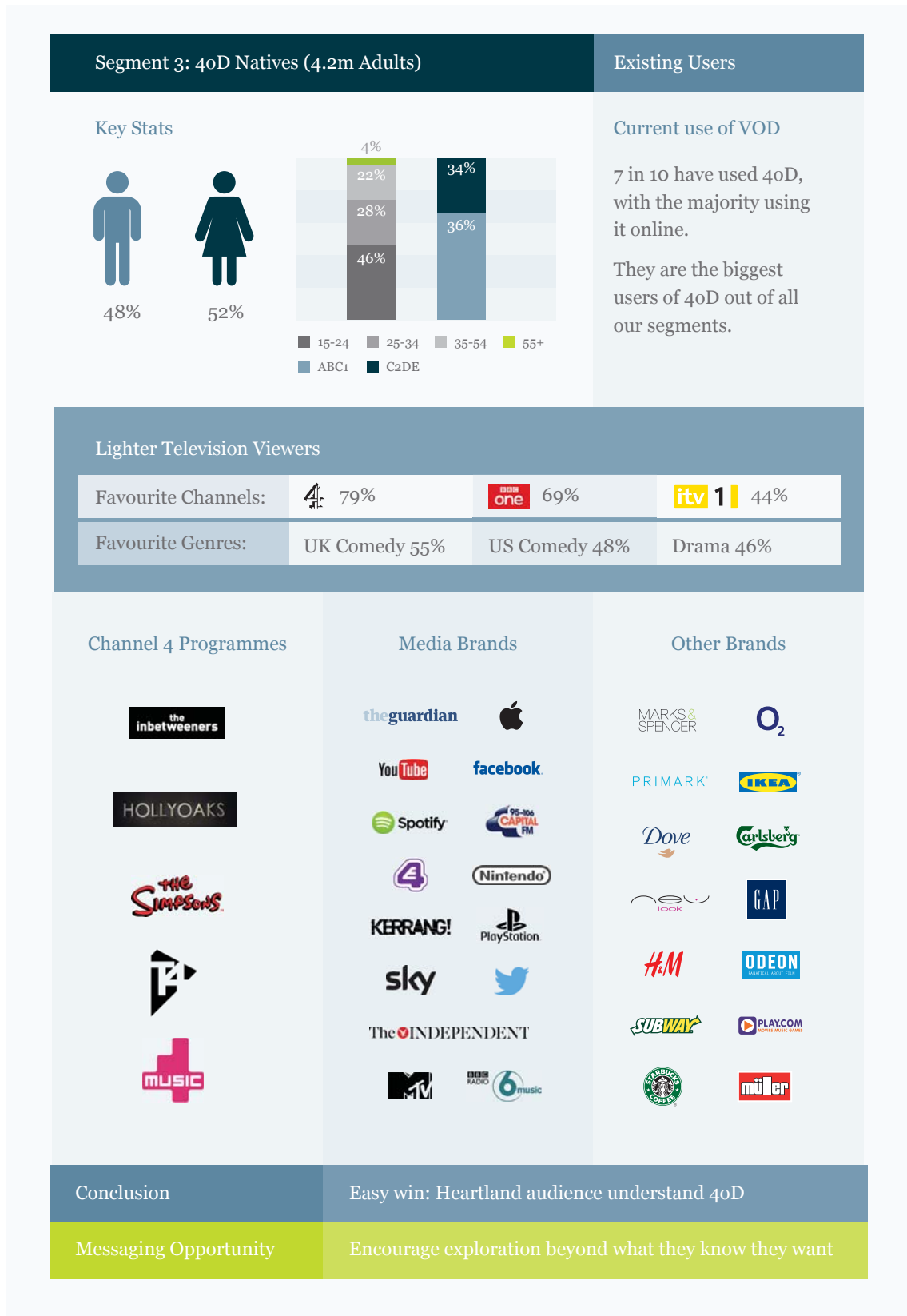
c) Development of the most motivating messages.

Because of the level of detail and understanding it contained, the segmentation project created a shared vocabulary which could be used by people across the business:

- For continuity announcers, briefs became more specific.
 - Placements could be based around the favourite properties of each of the individual segments.
 - Their scripts now include segments names and ranges from behavioural messaging to content specific.
- Our messaging and targeting within promotional airtime improved.
 - We had more creative executions live at any one time.
 - The TouchPoints channel planner was used to maximise 1+ cover on air for multiple creative routes.
 - More detailed understanding of suitable media environments.
 - Specific messaging for each segment.
- The time diaries available in TouchPoints provided critical insights for planning e.g.
 - Mood by TV viewing.
 - VOD viewing by age group.

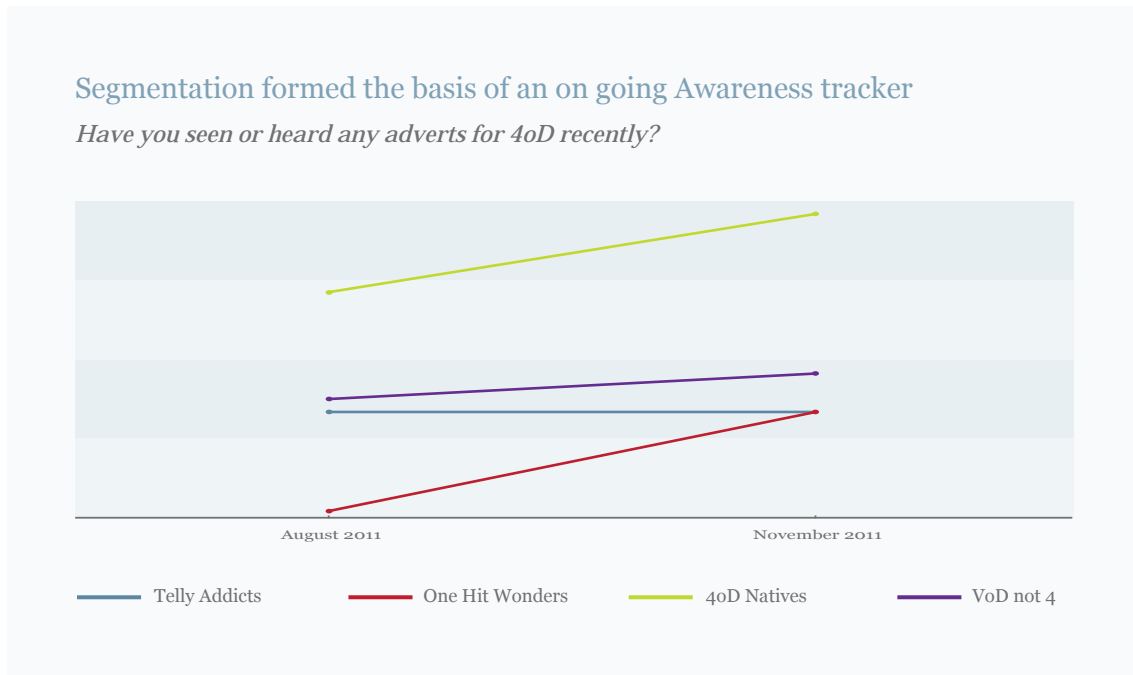


And also which media beyond our own media:



Source: IPA TouchPoints 3 / Mean hours spent per day by media

e) Post campaign evaluation.



The TouchPoints segmentation generated many benefits for C4, not least of which, was a shift in marketing behaviour:

- Changed working practices internally.
- Aided strategic and implementation based decision making.
- Accurate, and adopted by multiple departments across the business.
- Move from a general, broad approach to a granular media and messaging approach.
- Allowed us to remain intuitive and instinctive, but very quickly stress test a number of ideas.

3.2 Providing cross platform accountability for media brands

The TouchPoints datasets have always informed users of the scale and duplication of cross platform audiences to all media brands.

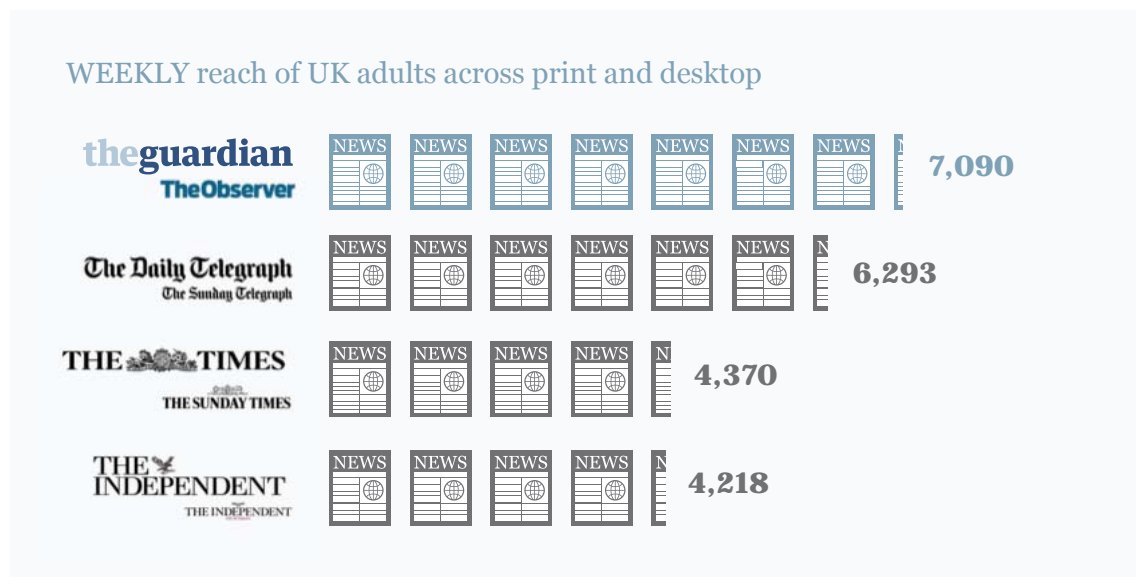
In this example, The Guardian extended and enhanced the standard TouchPoints Channel Planner's capability by integrating their own propriety data onto the Channel Planner to provide accountability for all their delivery platforms thus enabling them to sell on the basis of their total audience across all their multiple platforms – Audiences not Platforms.

Case History: Audiences not Platforms

Background:

The Guardian's progressive audience is truly multi-platform, consuming content across online, print, mobile and tablet devices. While the Guardian has the largest weekly cross-platform reach of all UK quality news brands (see figure 1: NRS PADD Feb 2014), the majority of ad revenue is still generated from print, and fails to reflect the true value of our scale online.

Figure 1: Number 1 UK quality news brand



Source: NRS PADD Feb 2014

Although the media industry is moving towards a more integrated approach to campaign planning, there are still many who operate in silos, with each media being planned, bought and measured separately - failing to factor any form of multi-platform insight or cost efficiency in to the planning process.

By re-allocating advertiser spend across a broader range of our platforms we at the Guardian know that we can maximise campaign efficiency. However, prior to the development of the Guardian's Audiences Not Platforms planning tool, assessing cross-platform ad campaign reach and frequency of exposure has been impossible at any level of detail for Guardian brands. In order to make a cross-media audience (as opposed to single platform) based sales proposition viable and credible to advertisers

it was clear that the following was required:

1. A measure of cross-platform reach (at an ad exposure of 1+ times, 2+, 3+ etc...), GRPs and frequency (OTS: Opportunity to See) for ad campaigns running across all Guardian print, online, mobile, tablet and app products – enabling us to speak to traditional offline planners in the language in which they are most conversant while also appealing the new generation of digitally savvy media planners.
2. The ability to place a cross-platform planning tool into agencies cost-effectively. Embedding the tool in agencies would both raise the issue of cross platform awareness to the front of planners' minds while placing Guardian audience insight as close to the media planning process as possible.

Making is happen:

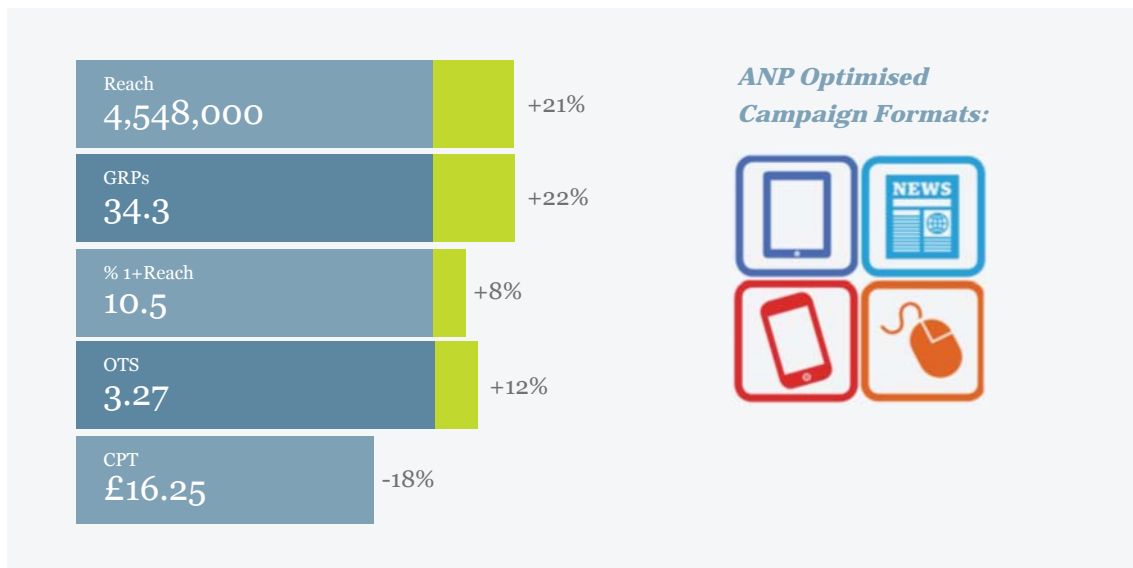
The proposed solution was a customised version of the IPA's TouchPoints 4 survey – a decision that was reached for two fundamental reasons:

1. The research would gain instant traction in agencies by working with a tool produced by their own industry body, the IPA.
2. Avoiding the need to “re-invent the wheel” – by accessing TouchPoints through Telmar's Mediaplanner software, the functionality for cross-platform analysis existed, but just not at the level of detail required for planning across all Guardian (or indeed any media owner's) platforms; and not at a level which had been truly taken advantage of by media owners or agencies looking to sell cross-platform advertising to advertisers.

Working with Telmar, we modelled audience data for all Guardian online channels (taken from the online industry planning currency UKOM/Comscore), mobile channels (taken from mobile currency GSMA), Android and iPad apps (taken from our own analytics system Omniture Site Catalyst), print products (from the National Readership Survey) and the Guardian Select network (taken from Nielsen Netview) onto the TouchPoints 4 survey, using a supplementary proprietary survey to assess audience cross-over between platforms and channels.

The resulting modelled dataset allowed us to use Telmar's Mediaplanner software to create target audiences from hundreds of demographic and attitudinal filters (accessible through the TouchPoints 4 hub survey) while assessing the reach, frequency and GRPs of campaigns using different Guardian media combinations across print, online, mobile, tablet and apps. The resulting dataset has been used both by audience packaging specialists within the Guardian's commercial team (see Figure 2 for an example of a piece of audience package sales collateral) and also by our media agency partners – with training sessions taking place to bring them up to speed on the process of cross-platform planning.

Figure 2: Audiences not platforms



Source: ANP/TouchPoints 4

The Results:

The Audiences Not Platforms cross-media planning tool has been an unrivalled success. It has harnessed the powerful insight within TouchPoints to help take the Guardian outside of its traditional newspaper competitive set to compete in a market more in line with our extensive reach.

Specifically the research has:

1. For the first time enabled agencies and advertisers to measure total audience reach for media plans encompassing 50 different Guardian media channels.
2. Placed a planning tool for no extra cost, directly in to the hands of agency TouchPoints Subscribers.
3. Enabled the Guardian to offer audience packages to advertisers across hundreds of different target audiences – tailoring media combinations to specific targets in a far more detailed way than was previously possible, and that is still simply not possible with other news organisations.
4. Enabled the Guardian to deliver on its digital first strategy by truly leveraging the scale of its cross-platform audience to bring unrivalled value to advertisers, while maximising digital ad revenues.

3.3 Developing a new behavioural planning tool

Behavioural economics, Erwin Ephron's recency theory and much industry research propose that reaching people at relevant times with relevant messages can improve communications effectiveness.

Inspired by this, the RAB took the TouchPoints unique time diary data related tasks, activities and media consumption and aggregated it with their own radioGAUGE data and case studies, to provide agencies with insight into how media can help connect with, and influence, consumers at the most relevant moments.



Case History: How the RAB used IPA TouchPoints data to create a new behavioural planning tool – Snapshots – to demonstrate the power of radio.

welcome to  snapshots
BEHAVIOURAL PLANNING



Context

There is a disconnect between how radio is perceived by the ad industry and the reality of how it is valued by consumers. Radio accounts for less than 6% of all display ad revenue in the UK, yet IPA TouchPoints demonstrates that it accounts for 22% of all time spent with media – the third biggest medium in people’s daily lives after TV and Internet.

Task

Radio’s characteristics suggest that the medium should be playing a more strategic and central role for advertisers rather than just being a last minute tactical addition to a media plan. However, this requires planners to consider radio earlier in the media planning process. Therefore the aim of the tool was to provide valuable media-neutral and easy-to-access IPA TouchPoints insight for media planners that would help them in their strategic planning decision-making. This naturally elevates the value of radio earlier in the process by providing a sense of its true scale and influence over consumers at important times, relative to other channels.

Theory

The central idea behind the Snapshots tool was inspired by Behavioural Economics and Erwin Ephron's recency theory. These both suggest that advertising is more effective when reaching people at relevant times e.g. consumers are far more receptive to messaging the closer they are to the point of decision-making. This idea also links with oft-quoted radio industry research conducted by Newslink in 2000 which reveals how activity-related ads reaching people at relevant times have higher cut-through and deliver better ad and brand recall.

IPA TouchPoints Contribution

IPA TouchPoints data was the essential start point for the planning tool and enabled the RAB to bring the theory that underpinned the concept to life in a practical and useful way for media planners. TouchPoints highlights that around 40% of all time spent engaged in tasks and activities is also accompanied by media consumption. It also reveals how this breaks down by medium for each activity. Radio is revealed to perform strongly across many of the occasions measured in the IPA TouchPoints diary that are valuable for advertisers e.g. the school run, washing/dressing and shopping.

The RAB developed the online tool www.uksnapshots.com to showcase the relevant IPA TouchPoints data i.e. share, reach and audience timeline by medium, searchable across a range of activities. The significance of radio is further amplified through relevant radioGAUGE effectiveness data, radio case studies, and inspiring audio. The wealth of insight in each activity-related section on Snapshots gives media planners easy access to and clear understanding of how media (and specifically radio) can connect with and influence consumers at relevant moments for their clients' brands.

Customer feedback

“

The Snapshots tool has been an invaluable addition to the RAB's existing collateral for radio. In particular how they have brought to life the persuasive TouchPoints data has been incredibly helpful in selling in radio to clients who are keen on targeting audiences at specific times of the day. This unparalleled insight gives clients the confidence that we are going to be reaching the right people at the right time with their message.”

Cathy Lowe, Head of Radio, PHD UK.

3.4 Combining customer data to maximise communication delivery

In striving to continually improve the delivery of their plans based on purchase intention, Sky and MediaCom recognised the opportunity that TouchPoints presented if fused with their own customer survey data.

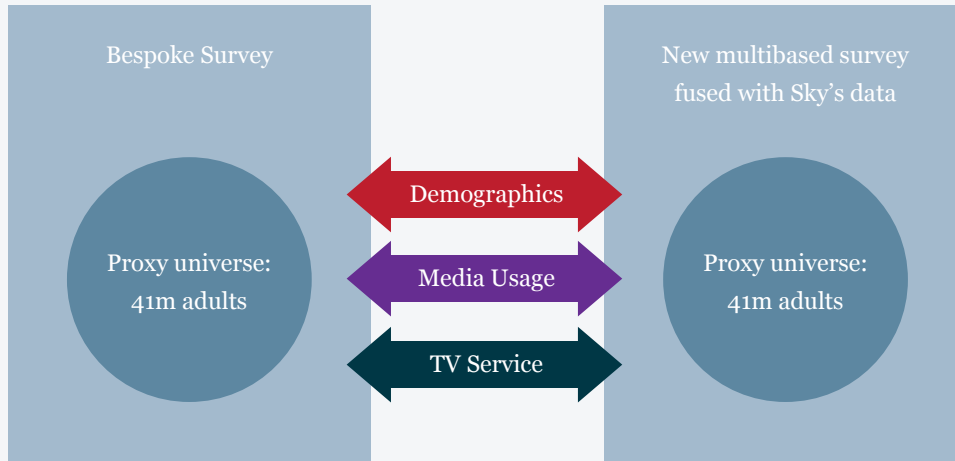
In this example, they integrated Sky's Consumer Survey with the TouchPoints Hub. This meant that Sky's bespoke customer segmentation could be analysed against all the TouchPoints attributes and then used within the Channel Planner to explore and optimise coverage and frequency options.

Case History: Fusing TouchPoints to the Sky Consumer survey to maximise targeting and understand purchase intention

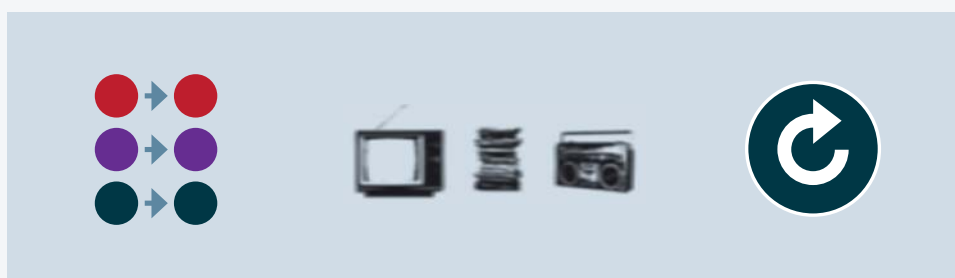
Although well-accustomed to using TouchPoints, the Sky planning team at MediaCom had primarily used the survey as an evaluation tool, for example accessing incremental reach via Channel Planner or comparing potential media partnerships, with TGI being the predominant audience profiling tool. However, with an increasing need to understand the target audiences' purchase intention around Sky products, we began to look for a solution that could layer Sky's own bespoke research onto the account team's planning tools, and then use this to identify the best channels and optimise their planning.

We commissioned a multibasing project with Telmar to fuse Sky's own Consumer Survey with TouchPoints to create a new, bespoke platform that could provide these improved planning insights. The Sky survey was a study of over 7,500 consumers – not only Sky customers – to understand their behaviours and attitudes towards TV and paid services, content, technology and other viewing services and devices. This was then combined with TouchPoints, using common variables to 'hook' similar groups of respondents together across the datasets. The combined multibase had a total universe of 41m adults, and was loaded onto MediaCom's eTelmar system to give the Sky planning and investment teams easy access to deep data interrogation and analysis via crosstabs and Channel Planner.

MediaCom partnered with Telmar to create a multibased survey, combining Sky's custom data with TP4



From a research perspective, multibasing a custom client dataset with TouchPoints provided several clear benefits. Firstly, the client's segments from their bespoke survey could be matched exactly, rather than trying to make proxy audiences using the limited variables available otherwise. These segments could then be run against all the other TouchPoints variables, allowing for a complete understanding of target audiences. Furthermore, having created the multibase once, it would be relatively quick, easy and cost-effective to update it for future TouchPoints releases.



Actual segments rather than proxy

Actionable media planning against the segments

Re-useable and cost efficient for future TP releases

This approach also brought planning improvements. It gave the planning team an additional resource of insight. It helped them understand their audiences in more detail and crucially how this differed by their intention to purchase Sky and other competitors.

Having specific, client-centric variables for audience creation allowed for tighter targeting in plans, and having the TouchPoints media diary and Channel Planner brought improved planning optimisation for a test-and-refine approach. This was together with a better understanding of segments' motivations which could be used to inform messaging.

These improvements have led to specific new implementations from the Sky team at MediaCom.

- By identifying differences in media consumption of various prospect groups, we were able to upweight drive when communicating with our “FV Mums” audience.
- The dual-screening metrics in the multibase meant we could understand when Sky viewers were consuming TV and social media simultaneously, and as a result implement a time-targeted social media strategy around key ‘conversation windows’.
- Lastly, we could run analysis around content consumption in new media compared to traditional channels, giving us a better understanding of what messages should be communicated how and when, leading to a ‘What’s on tonight?’ tune-in message, effectively targeted to tablet users.

3.5 Time based targeting

This case history by Exterion Media – the out of home contractor – is an excellent example of using TouchPoints to enhance a proprietary data base, in this case their London Worker Survey, to create a more granular audience segmentation than would have been possible using only their own survey.

The segmentation allowed Exterion to fully identify and evaluate the London Worker audience and then using the fused time of day data to determine the best times to reach and influence their audiences on their paths to purchase.

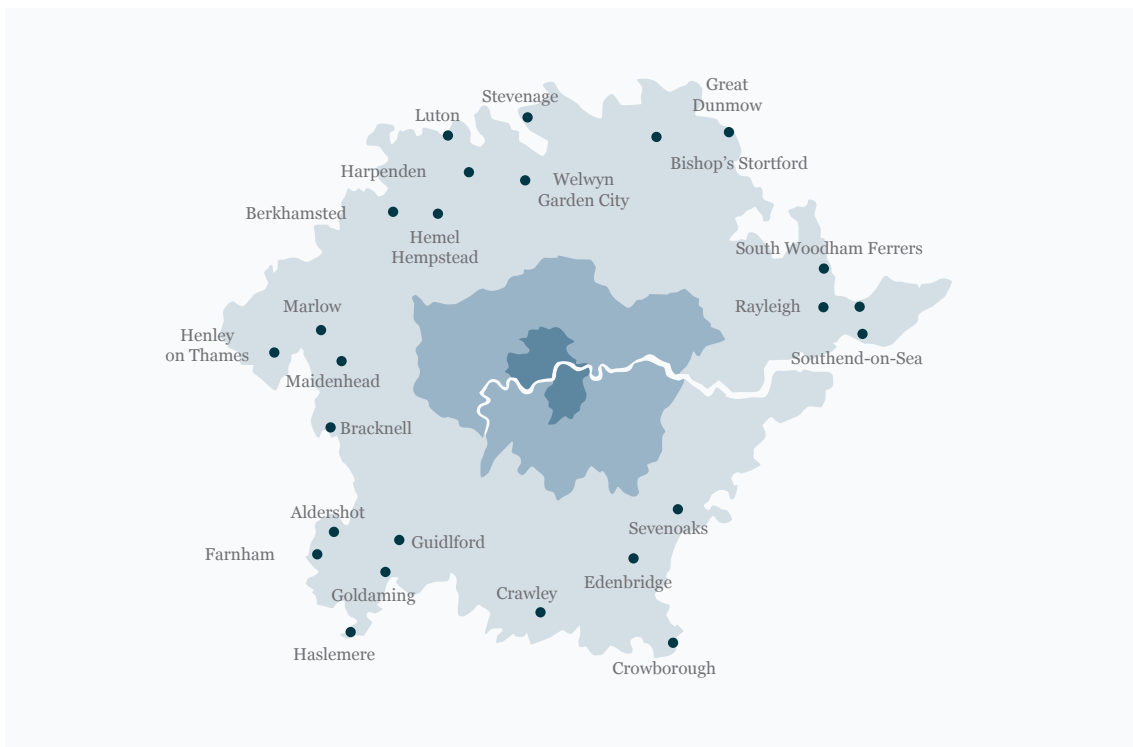
Case history: Redefining the valuable London worker target based on where they spend their time rather than by where they live.

Why we did it

Exterion undertook The London Worker Survey (LWS) to better understand London's most vital resource – its workforce.

London is a huge economy – representing just 1% of UK land mass but 25% of the UK's work based earnings, however, most industry surveys focus on London's 7.5 million residents (see Figure 1).

Figure 1: “Maybe it's because I'm a Londoner...”



Source: London ISBA

However, there is a massive influx of over 700,000 workers that commute into London everyday which wouldn't be represented in this definition – many spending more time in London than at home; working, socialising and shopping.

The London worker research was therefore designed to address this issue and specifically analyse the day-to-day movement and media habits of London's 3.8 million workers (see Figure 2).

Figure 2: Last Train to London



Source: ONS (2001 Census Data)

By redefining where Londoners spend their time rather than where they live, the research aims to provide invaluable, media neutral insight to advertisers and agencies about the media that the audience encounters whilst going about their day to day activities and journeys.

In doing so, we revealed that this redefined audience is even more valuable than the existing industry research reveals (see Figure 3).

Figure 3: We are London



Source: London Worker Planning Tool TouchPoints4

How we did it

With over 3,000 respondents, representing workers from Inner London, Outer London and further afield (South East/East/Midlands must travel into London at least twice a week for work), the survey comprised an in-depth online questionnaire of 70 questions. The data was then weighted according to ONS/Census data.

The LWS was multi-based with TouchPoints/TGI data, giving access to these full data sets on the Telmar crosstab system.

A cluster analysis, based on attitude and lifestyle statements, was then carried out.

London Worker segments

Everyday Families: 18% of London workers. Middle/low income families that live and work in outer London and are credit rich and cash poor.

Community Roots: 16% of London workers, they live and work in outer London. Local community is important to them, and they prefer to take jobs in the local area rather than higher positions in Central London.

Regular Guy: 15% of London workers, work in Inner London, have a 'work to live, not live to work attitude' and are more 'value brand than luxury brands'.

Career and the City: 12% of London workers. Women 18-34 who live and work in Inner London, they are looking to get to the top of their careers, whilst enjoying a full social life and looking their best.

Eclectic Liberals: 11% of London workers that choose to live in diverse Inner urban areas that reflect their lifestyle rather than the suburbs, they tend to work in public sector or creative roles.

Quality Seekers: 11% of London workers. Mature 'upper middle class' workers that live in either Inner London or the Home Counties.

Material Girls and Boys: 9% of London workers. The new generation of low responsibility, media savvy young professionals. They live in the Outer Boroughs of London and the majority have not yet 'flown the nest' therefore have more money to spend on going out and clothing.

Modern Man: 7% of London workers. High flyers who want to get to the top of their careers, they believe that money is the best measure of success and will spend money on premium brand clothing and convenience.

The benefits of the data set

Firstly we've discovered some important top line facts:

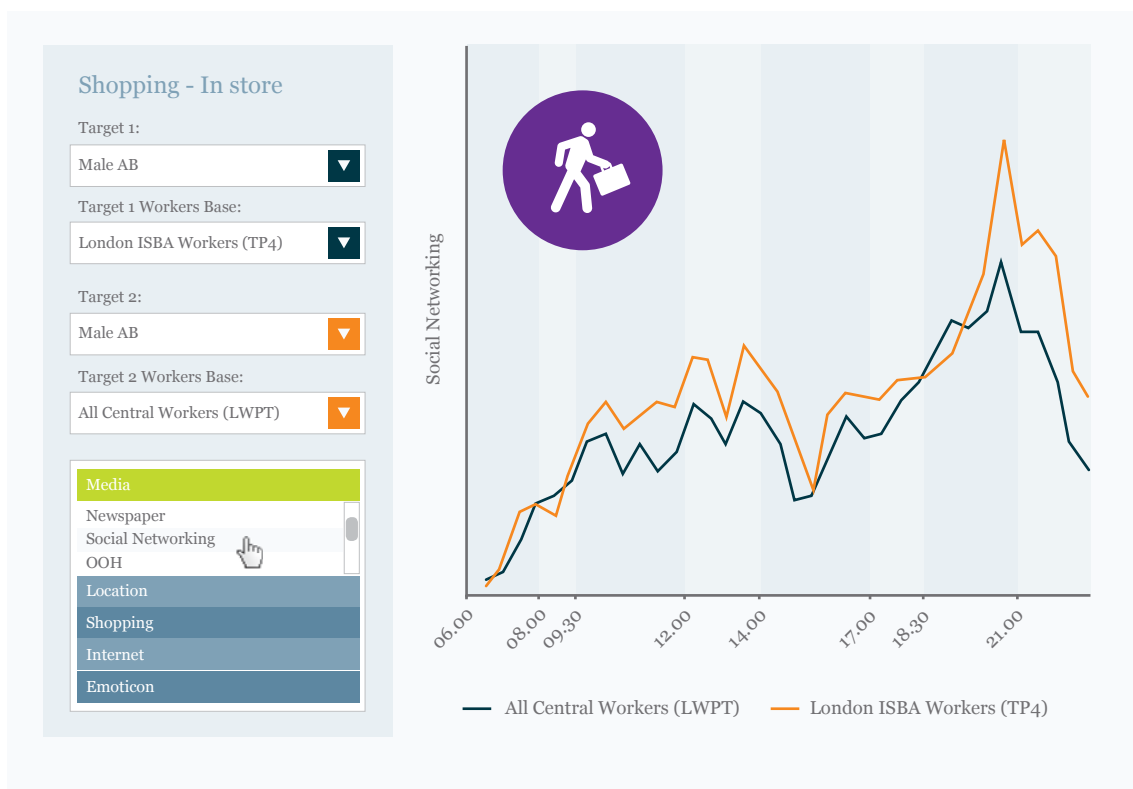
- Before we commissioned this study, TGI told us that only 19% of London residents were frequent tube/DLR users (based on ISBA or BARB regions).

The LWS tells us that 48% of those that work in Greater London are frequent tube/DLR users, rising to 63% of Central London workers.

- 56% use the Tube between 10am - 4pm (a common misconception is that people who work in London do not use the tube outside of peak time). Their reasons for off-peak LU use...
 - Business meetings (41%).
 - Socialising (26%).
 - Non-grocery shopping (25%).
 - Go for lunch (21%).
- 61% of London workers go non-grocery shopping during a working day – fitting their shopping around lunch, business meetings and after work.

Secondly, it has allowed us unprecedented insights into where London workers are spending their time, the areas in which they work, transport usage, media consumption as well as their shopping and socialising behaviour.

What's new in London?



Source: London Worker Planning Tool TouchPoints4

Much of this is due to access (through the multibasing) to TouchPoints' unique data such as mood, word of mouth, shopping spend as well as the time diary tool – allowing

advertisers to plan the time of day to best influence their audience whilst they are on the path to purchase.

Knightsbridge March



Source: London Worker Planning Tool TouchPoints4

Why we believe LWS is unique and important:

1. Redefines the audience to reflect where London workers spend their time rather than where they live.
2. Multi-basing the LWS maximizes the value and longevity of data by fusing it to the TouchPoints/TGI data sets.
3. The data is available to media agencies that have Telmar – extending the value and maximising the ROI of this research.

Denise Turner, Managing Partner, Chief Insight Officer for Havas Media said: “It is great to see media owners producing media neutral research. London workers are clearly a highly desirable audience so the ability to target and plan a campaign is invaluable to relevant clients in the MPG portfolio and a welcome addition to the tools at our disposal.”

4. Using TouchPoints to contribute to wider industry debates

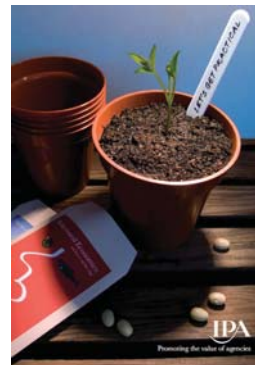
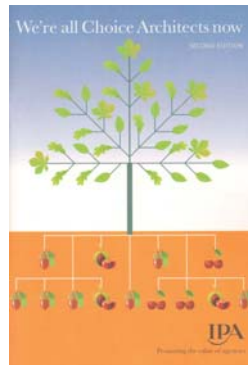
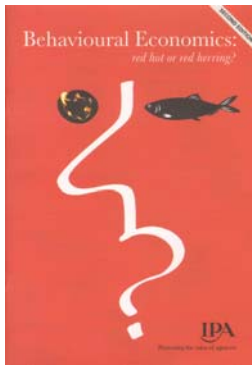


4.1 Behavioural Economics

Behavioural Economics has been described as the point at which economics and psychology meet and attempts to explain why people don't behave as classical economic theory says they should, that is, that people act with pure rationality; that people express fixed and robust preferences; and that people act in their own best interests.

Behavioural economics argues that people use heuristics (short cuts and 'rules of thumb') and demonstrate predictable biases; people's preferences are changing and malleable; and that people often don't act in their own best interests. Behavioural economics seeks to link insight into human behaviour with financial outcome.

TouchPoints has the potential to be an extremely effective input into the Behavioural Economics debate, particularly in the area of providing context:



1. Personal Factors

a) TouchPoints offers an unrivalled range of ways to ‘define’ consumers. All available definitions can be used either individually or in combination.

- Demographics, including many less commonly available classifications such as ethnicity, religion, length of UK residency, working at home.
- Brand and product use (through the fusion with TGI database).
- Lifestyle and attitude statements.
- Geodemographic definitions - ACORN and MOSAIC.
- Behavioural traits – the TP diary data provides an unrivalled range of insights into how different types of people spend their daily lives.
- Intended behaviour over next 12 months e.g. planning to... get married, quit smoking, retrain etc.
- Media behaviour e.g. in-car radio listeners or watching TV, watching television and using the internet at the same time.
- Peoples’ daily lives and routines e.g. life activities; how they spend their time; location; time spent alone/with other people.

b) The survey also contains a wealth of data on peoples’ attitudes and plans, useful because behaviour change learning demonstrates that:

- a disconnect exists between people’s claimed and actual behaviour.
- people may hold values that are inconsistent with their behaviour.
- consumers may adjust their response to statements/values to reflect their ideal of what their view should be.

Lifestyle statements can provide a useful communication context and there are 266 general lifestyle and attitude statements available on the TouchPoints questionnaire. They include statements about different aspects of life - food and health, career, family, money, environment, technology, appearance, media etc. These can help inform general (e.g. old fashioned) or category (e.g. environmental) attitudes.

There are also some questions which are more specifically related to consumer behaviour change which can be used in isolation against a particular consumer group or in combination with another measure e.g. : ‘There is little I can do to change my life’ or ‘I am optimistic about life’.

As mentioned earlier, TouchPoints also incorporates questions about what consumers are planning to do over the next 12 months. There are 27 future intentions listed and the user can see who is planning large changes to their lives e.g. changing career vs smaller goals e.g. increase their recycling.

c) The mood data in TouchPoints has already been used quite extensively by media agencies to help understand the context for messages.

The mood measures currently available are a sliding scale of good mood/ bad mood and emoticons³ which are recorded on a half hourly basis. The user can use these measures in a number of ways e.g. how people are feeling when they are doing something (media or life activity), with someone or even at a specific day/time e.g. irrespective of day, the happiest time is 19:30 – 20:00.

2. Social Factors

TouchPoints can also provide insight into some of the social factors known to be important in behaviour change. TP can identify who people are with, when and for how long, which helps create an idea of their influence sphere. However it has further information about connectedness and social influence - both on a micro or combination macro level.

a) TouchPoints contains a great deal of information about how people are communicating e.g.

- How often/long consumers spend spent chatting, phoning, texting etc enabling comparison of say heaviest vs lightest communicators.
- How networked consumers are - as the number of people communicated with ‘fairly often’ by sub group – relatives, friends, neighbours, acquaintances.
- How people use technology and/or different platforms to communicate using instant messaging, social networking, swapping content with family and friends, video messaging, email, VOIP, blogging, their own website, uploading photos for sharing etc.

b) Since ‘going out socially’ is one of TouchPoints half hourly measures, we can look at socialising/how social someone is e.g. our definition might be socialising, eating and drinking and with a partner/spouse, work colleagues or friends on a Friday or Saturday night 6pm - midnight.

³ As available in TouchPoints 3, measures have been supplemented and changed in TP4 and TP5

c) TouchPoints has a significant amount of information on word of mouth (WOM).

- Conversation Catalyst™ segment is defined as people with a large social network who regularly give recommendations in multiple product categories.
- Category Catalyst™ segments are defined as people who have a large social network, give advice in a particular category, and also follow “what’s new” in the same category.
- Product categories people follow closely and/or give advice on (there are 21 to choose from).
- Via selected lifestyle statements e.g.:
 - If a company or brand lets me down in some way, I will make a point of telling my friends about it.
 - If a company or brand impresses me in some way, I will make a point of telling my friends about it.
 - Friends ask my advice on new products or brands.
 - I always discuss major decisions with my partner.

Or word of mouth can be looked at in combination with some of the other measures below.

d) TouchPoints can supplement the connectedness information above with how people spend their time with different communities’ offline and online.

Offline examples:

- the number of clubs, social or professional organisations, or community groups respondents personally belong to.
- if and how often respondents attend specific social gatherings such as evening classes, the gym, religious meetings etc.

Online examples:

- Use of social networking – e.g. how often they update their status.
- If they engage in blogging – doing own/reading others/contributing.

e) TouchPoints also provides a range of statements (and others are available via the fusion with TGI) relating to people’s attitudes to advertising and their potential receptivity to it:

- ‘I often talk about ads with friends and colleagues’.
- ‘I only have time for advertising if it’s relevant to me’.
- ‘I like interactive ads’.
- ‘Advertising helps me find out what products are available’.

- ‘I enjoy watching ads with my favourite celebrities’.
 - ‘If I had the technology, I would stop watching advertising’.
- f) People’s perception of social norms (or the unspoken rules which shape ‘acceptability’) is thought to have a significant influence on behaviour. Clearly these are different by consumer group and are very driven by context. One way that TouchPoints might contribute to understanding the broad context of people’s attitudes to such norms, would be by deriving the mean response by target group to a selection of specific lifestyle questions, isolating the subgroup’s differences and then examining the subgroup behaviour via the comparable population base.

3. Environmental Factors

The environment in which people live could also play a part in explaining how behaviour change is made. There are two different types of environment to consider – firstly the immediate physical environment and secondly the wider national (or even international) environment or climate.

The most obvious way in which TouchPoints can help inform the local context of where people live is through the use of geo-demographic systems (ACORN and MOSAIC). Both identify types of people and the areas they live in and if customer data such as postcodes are available they can be matched. Other sorts of local contexts available on TouchPoints such as mode of travel, may also be relevant.

TouchPoints can also provide context to wider issues for instance the use/adoption of technology such as online, mobile etc.

TouchPoints and Choice Architecture

The framework within which a choice is presented (‘Framing’) is important in Choice Architecture.



The notion of Choice Architecture is impressively simple. The way a choice is presented influences how it is made. Given this, choices can be designed. Designing choices based on this knowledge is the role of the Choice Architect.”

Nick Southgate, IPA Behavioural Economics Consultant

The role that media can implicitly play in this is already familiar to planners – the way consumers feel about and react to specific channels and vehicles.

TouchPoints can support and inform the context of framing. By individual medium TouchPoints identifies:

- Favourite types of content (programme type, articles/features, music/speech radio etc.).
- Favourite vehicle (channel, title, site etc.).
- Main reason for using that medium e.g. entertainment, relax, reward, to have something to talk about etc.
- To what degree they trust the advertising that appears in that medium.
- Mode/mood when consuming.

Summary

This paper sought to highlight the areas of context in TouchPoints 3 that could support and contribute to a BE approach. However, the subsequent TouchPoints 4 and 5 surveys have seen the addition of new data, much of which has obvious applications for Behavioural Economics including:

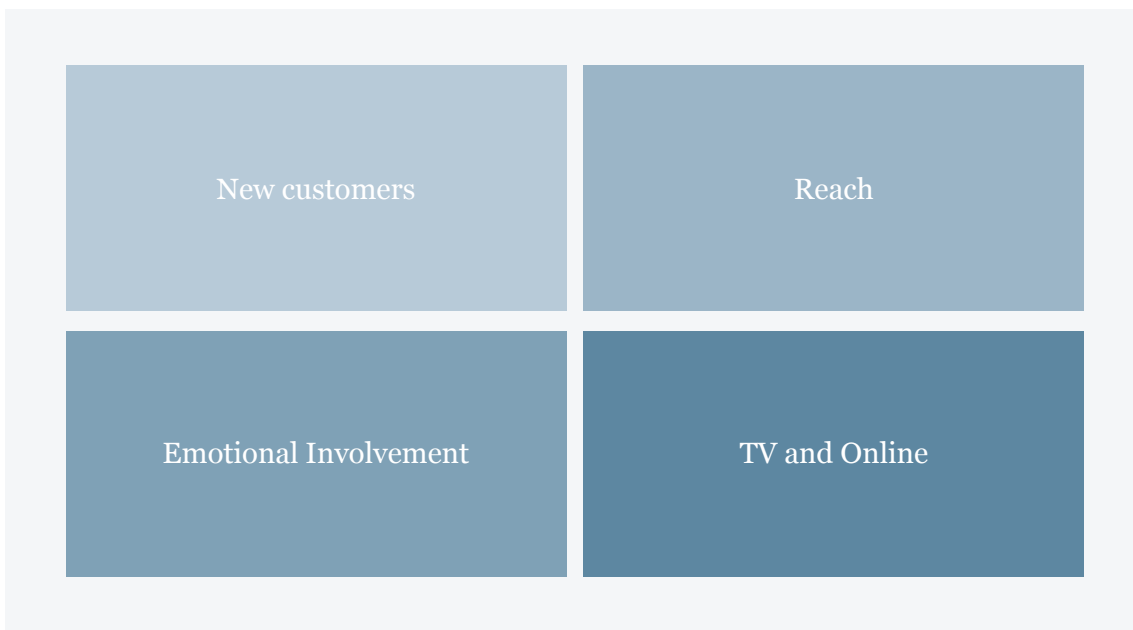
- Passive data allowing us to look at claimed vs actual behaviour.
- More/different moods and emotions.
- Greater data on shopping and tracking the economic e.g. if shopping, did they purchase and what did they spend.
- Even greater focus on social influence e.g. number of Facebook friends.

4.2 Advertising effectiveness: The long and the short of it

The seminal report, Advertising effectiveness: the long and the short of it, was produced by Les Binet and Peter Field. The study examines the business effects of 1000 advertising campaigns taken from over 30 years of IPA Effectiveness case histories. The findings provide evidence based recommendations for businesses on how best to approach investment in advertising.



TouchPoints can help inform and action four key learnings from the Long and the Short Of It, these are:



1. New customers

“

... targeting existing customers: deliver smaller and more short term sales; has no effect on pricing over time and the profit effects peak early and low... campaigns targeting new customers outperform those targeting existing customers.”

Source: The long and the short of it

One of TouchPoints' key strengths is the depth of information that it can provide about people daily lives – what they're doing, who they're with and where they are, among other measures.

TouchPoints is therefore the perfect tool to use to gain information about potential new customers, whether that be looking at them in terms of demographics, behaviour, a proxy for client data or existing product usage via the TGI fusion.

TP can highlight the differences between new and existing customers:

- Who they are.
- What their daily life is like.
- Which media they consume and why.
- Their attitudes and lifestyles.
- How connected and influential they are.

To further help target new customers, any target audience constructed in the Hub can then be taken through into the TouchPoint's Channel Planner in order to plan multi media campaigns.

This would be useful in order to look at:

- the performance of existing campaigns against new customers.
- addition of new channels which perform better vs new customers.
- the construction of new campaigns directly targeting new customers.

2. Reach

“

... the broader the reach, the broader the effects.”

Source: The long and the short of it

Whilst the TouchPoints Channel Planner is not an 'optimiser', it can help the user maximise reach against their chosen target audience. This may be by demonstrating which groups/channels/vehicles give the most exclusive reach or conversely by identifying those that add little and therefore do not represent good value and should be removed/replaced.

Some of the software bureaux have developed specific products which help maximise reach against target audiences. For example, TUXEDO from Telmar allows users to plan a multi media schedule in TouchPoints' Channel Planner and then save the

element of the audience that was NOT exposed to the communication as a separate target audience. This unexposed target audience can then be analysed in the Hub to identify their top press titles/programmes/sites, which in turn can be incorporated into the Channel Planner to construct a plan specifically targeting them. This will help maximise overall reach of all parts of the original target audience.

3. Emotional involvement

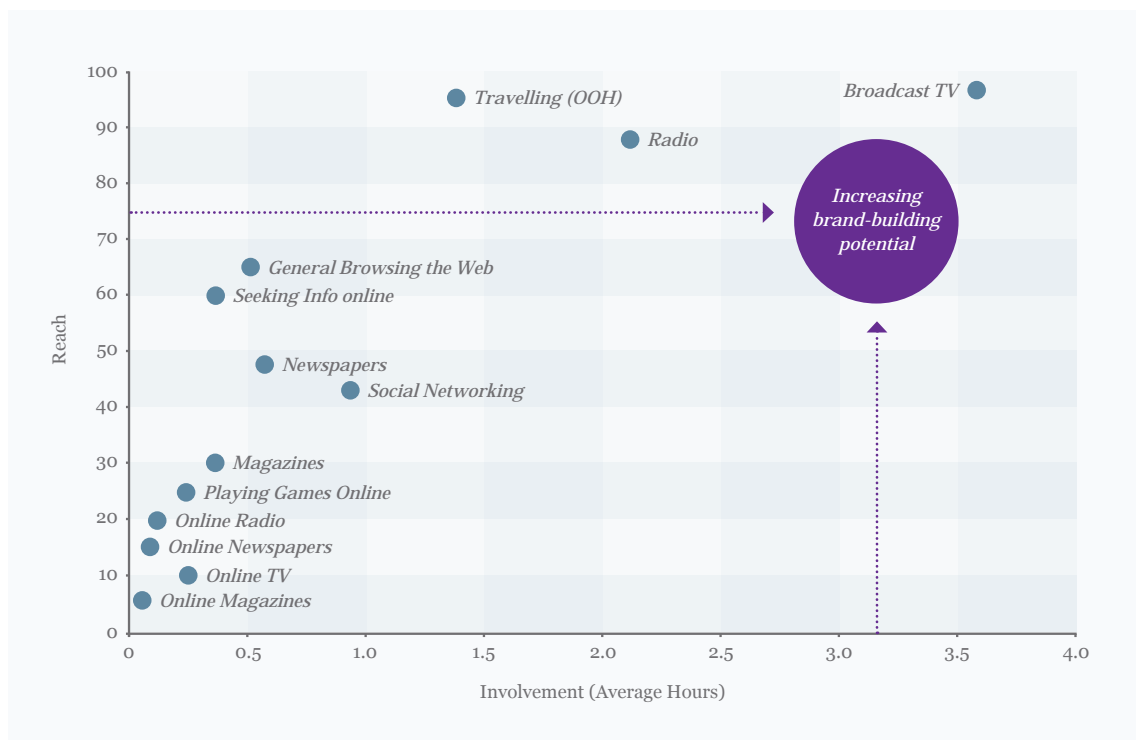
“

... emotional involvement... being critical to success over the long term.”

Source: The long and the short of it

In *The long and the short of it*, the authors identify that “in general, emotional metrics are more likely to predict long-term success, whilst rational metrics are more likely to predict short-term success.” Emotional involvement is seen by the authors as being an important aspect of this and they use ‘number of hours spent with’ from TouchPoints as a media proxy for involvement (see Figure 1 below).

Figure 1: The reach and involvement of UK channels



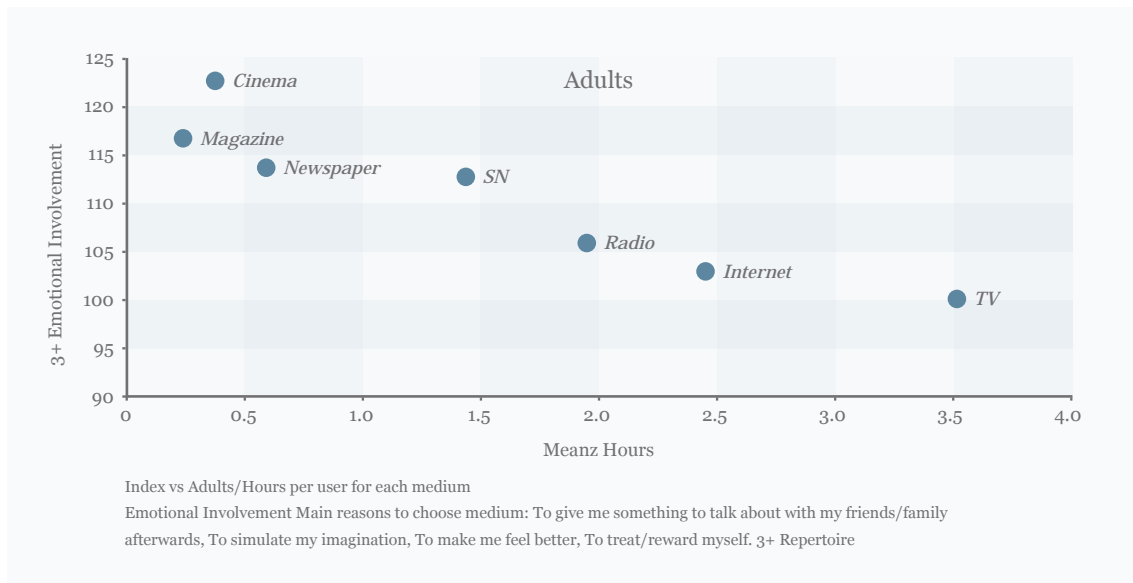
Source: TouchPoints 2012, adults

In practice, TouchPoints offers a number of ways to enhance this measure e.g. the emotional context, what mood people are in, who they are with and the reasons for using channels statements. For example: Using this latter measure as an example, reasons for using (TV, newspapers, local newspapers, magazines, radio, cinema, internet etc.) might be:

- To give me something to talk about with my friends/family afterwards.
- To simulate my imagination.
- To make me feel better.
- To treat/reward myself.

On average, all adults agree with two of these statements for each medium. In order to look at those adults who were very engaged with the each medium, we increased the agree requirement to a repertoire of 3+. This gives quite a different emotional involvement picture (see Figure 2 below).

Figure 2: Alternative emotional involvement



Source: IPA TouchPoints5

4. TV and online

“

a significant element of the potency of TV derives from the particularly strong synergy that exists between TV and online... These online channels effectively add a response element to every TV commercial which boosts the efficiency of TV by a factor of almost 4.”

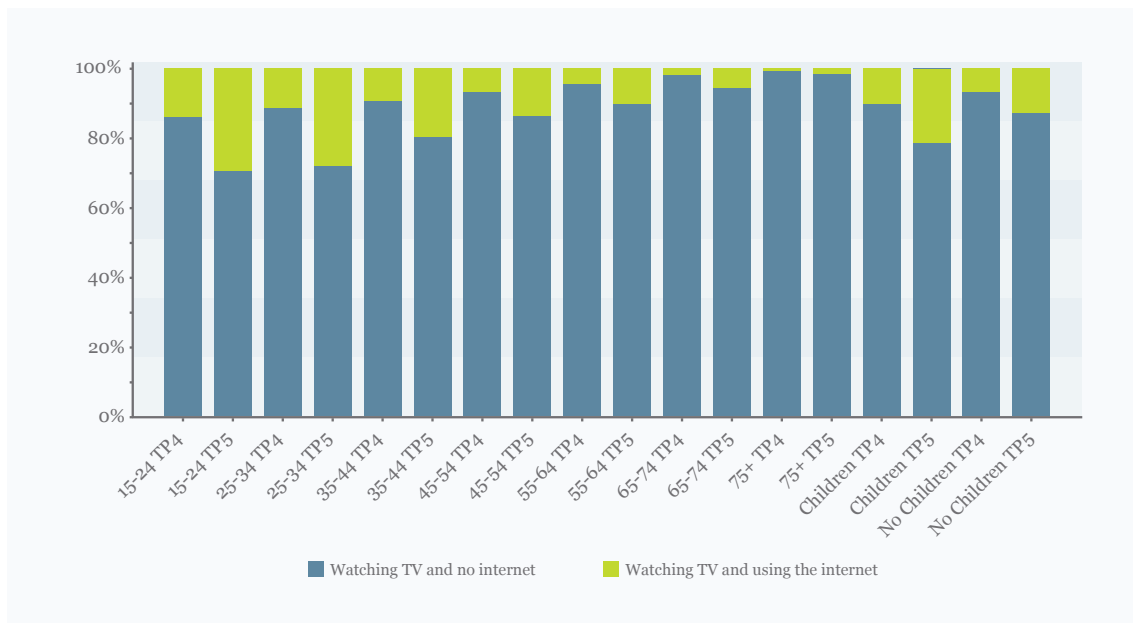
Source: *The long and the short of it*

As a multi-channel and platform dataset, TouchPoints provides a great deal of information about simultaneous media use and this has been further enhanced in TP5 with a more detailed questionnaire and the addition of passive data collection.

TouchPoints demonstrates that the levels of media multi tasking are continuing to increase:

- 54% of all adults are dual screening (using the internet whilst watching TV).
- Rising to 79% of 15 – 24s who are dual screening (SCQ).
- 87% of all adults are using two or more media in the same half hour (up from 76% in 2010) (e.diary).

Figure 3: Dual screening is growing across all demographics



Source: IPA TouchPoints5

As well as looking at who is dual screening and how long for, TouchPoints allows the user to see when (in half hour intervals). This can be looked at by specific day of week or by daypart. In combination with the e.diary data, the passive data can add granularity by showing what people were doing on their second screen while watching TV e.g. web use, apps, gaming.

Summary

This paper seeks to give just a flavour of how TouchPoints can help put some of the theory within the ‘Long and the Short Of It’ into practice, including the application of four of the authors key findings: new customers; reach, emotional involvement and the combination of TV and online.

5. Upcoming work



5.1 Measuring cross-platform reach across TV and Facebook



With more and more people using a range of technology to consume content, marketers are faced with the challenge of how best to reach and engage with their customers across traditional media, online and mobile. Through our client measurement work we've found in a number of cases of people being more likely to consider and buy products when they saw advertising across platforms, particularly across TV and Facebook, compared to seeing the campaign on just one platform. With this in mind we've been working with RSMB to understand the dynamics of combined and incremental reach at scale, so that we can help inform clients on how to best leverage these cross-platform synergy effects.

RSMB's solution uses IPA TouchPoints at its core, taking data from the questionnaire and e.diary on the weights of TV and Facebook usage to develop a probability of Facebook consumption for every one of the BARB panellists. The first exploratory phase of this model was completed in Autumn 2013, using TouchPoints 4 data, and enabled us to enter Facebook impressions into RSMB's TripleS planning system alongside gold-standard BARB TV data to see the resulting levels of cross-platform reach and frequency for a range of campaigns, and this initial work was showcased at the ASI TV Audience Symposium in November 2013.

The next phase however will deliver the real value, building on this first iteration with more recent TouchPoints 5 data, and feeding in functionality such as frequency capping and desktop vs. mobile splits to ensure the Facebook inputs reflect actual delivery. Once complete, we will be feeding a range of campaigns through the model to answer questions such as;

- What is the average level of combined and unique reach across Facebook and TV, and how much does this vary?
- How does this differ by demographic, or by type of campaign?
- What is the maximum level of combined reach that can be achieved?

TouchPoints is at the heart of the RSMB model, and has provided a robust currency to use as the hub to bring TV and Facebook data together. We look forward to sharing our learnings with the broader industry following the TouchPoints 5 update.

6. Summary

We hope that the TouchPoints examples we have been able to share here, demonstrate not only how widespread its use now is but also the diversity of its application. It might even inspire the thought of a new and unique use of the data for your own Client.

The TouchPoints approach to measuring the multi channel/platform/device environment will continue to develop and innovate. TouchPoints5 brings with it new and updated questions, the introduction of passive data and exciting possibilities to use all this new information going forward.

These examples represent just the tip of the iceberg in terms of TouchPoints day to day use by its subscribers. Please take a look at the TouchPoints area of the IPA website for further examples – we aim to update these as often as we can.

We would like to thank all of our contributing subscribers who have been prepared to share their TP work and also their respective Clients who have allowed them to do so. This publication could not have been produced without the great body of TP work from which we had to choose nor without the individual authors who summarised enormous amounts of thought and work into these brief case studies.



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