

TOUCH
POINTS
works 2

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1. Introduction

TouchPoints (TP) is now moving into its second decade. It has been designed to address the ever increasing need for independent, consumer centric, industry data which can be used to plan and evaluate the growing number of cross channel and cross platform campaigns. When we launched TouchPoints in 2006, we had little idea just how complex the media ecosystem would become and how essential the TP data sets would be in navigating the communications' decision-making process.

TouchPoints can be used in all stages of the communication planning process and the post evaluation of cross media and cross platform campaigns; as such, the TP data sets are employed in many ingenious ways.

Following on the heels of TouchPoints Works 1, this second volume highlights some of the best TP case histories from the last two years, demonstrating how our subscribers have utilised TouchPoints to deliver actionable insights for both their clients' and their own businesses.

All the case histories have been written by our subscribers and we would like to thank everyone who has contributed to this book.

We hope the following examples will inspire you to get even more from TouchPoints by using the data in ever more creative ways.

An electronic version of this report can be found on www.ipa.co.uk/touchpoints



1.1 Using TouchPoints

TouchPoints provides two distinct databases:

1. Daily Life 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. These data are collected by Ipsos Connect using an app based time diary and a self-completion questionnaire.

Over the last five years, we have also introduced a second app, developed by Reality Mine, which passively monitors all smartphone and tablet activity on a subset of TP respondents. Passive monitoring provides a far more granular measure of the use of these devices. These data are also directly relatable to all the insight captured via the TouchPoints diary and self-completion questionnaire, therefore, providing a single source database for analysing consumers' daily life, their cross-media usage and their specific use of mobile devices.

2. The Channel Planner evaluates the reach and frequency performance of cross channel and cross platform campaigns. It is created by integrating all the UK industry currencies – BARB, FAME, JICREG, PAMCO/NRS, RAJAR, Route, TGI and UKOM onto the TouchPoints Daily Life Survey. The use of the Daily Life Survey as a hub preserves the respondents' media usage duplications whilst the use of the industry currencies results in near currency audience estimates when using the Channel Planner. The Channel Planner is created by RSMB.

CARAT

HAVAS

MINDSHARE 

MEC

UM 


Starcom™


kinetic

phd

Vizeum


dax
DIGITAL AUDIO EXCHANGE


digital cinema media

mc
&c

OMD

Posterscope


Royal Mail
MarketReach

BBC

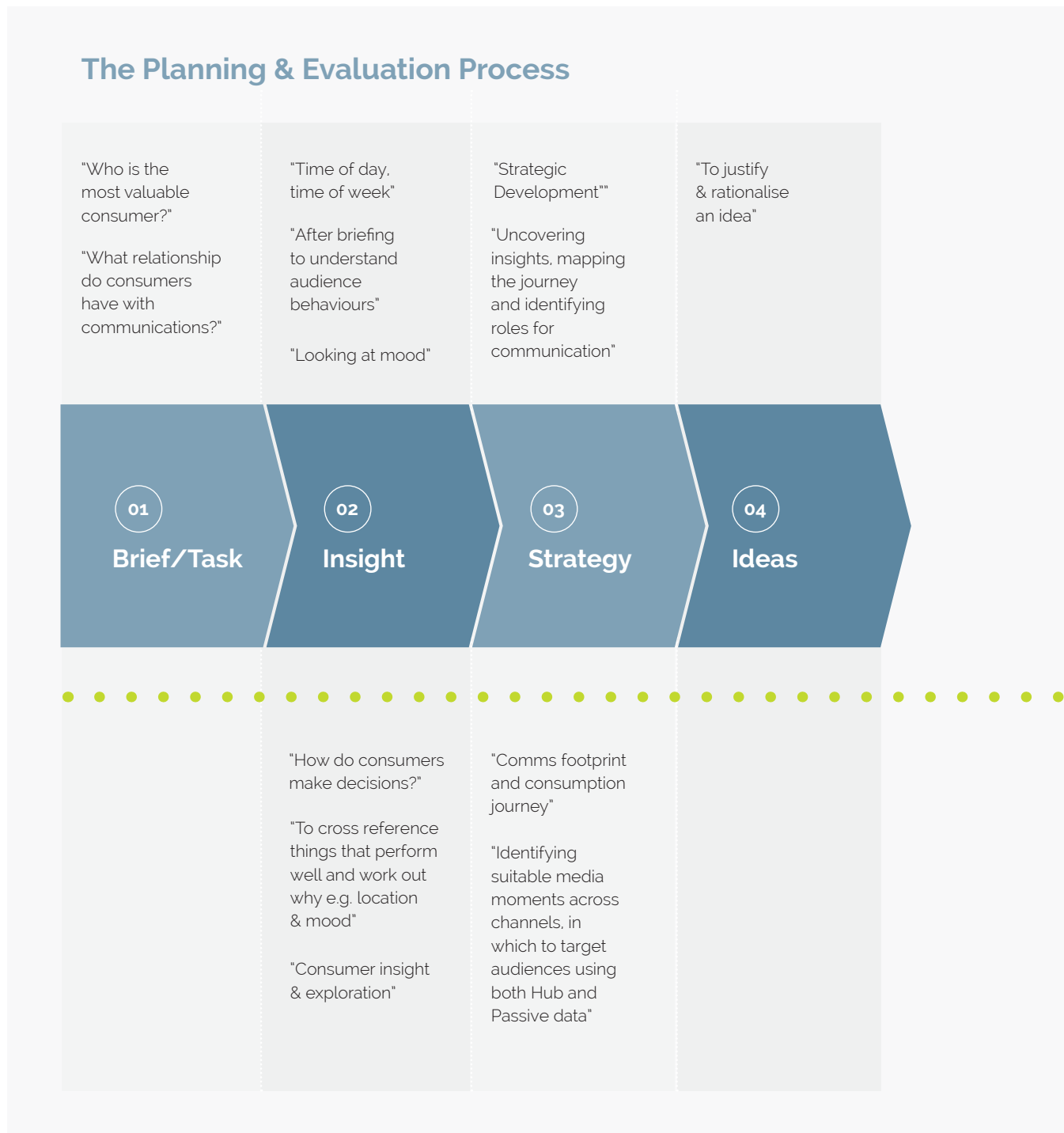
IPG MEDIABRANDS

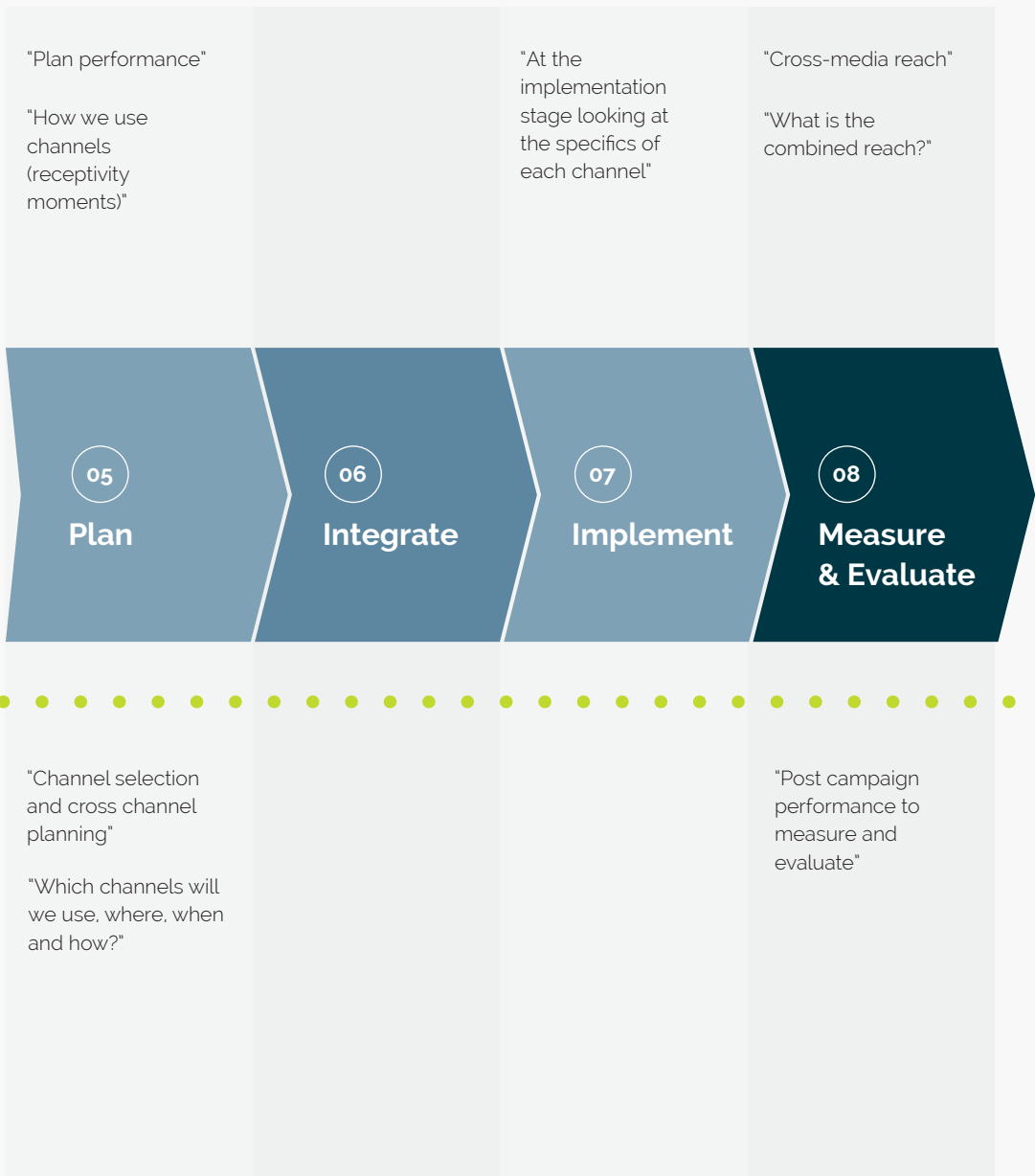
thinkbox 

newsworks
N

TouchPoints can be used throughout the whole planning and evaluation process of a communication plan from setting the brief, through insight, strategy, ideas, planning, integration, implementation to measurement and evaluation.

In the chart below, we have added examples from our subscribers as to how they use TouchPoints at different stages in the planning process.





2. TouchPoints In Action

TouchPoints is used in many different ways, often in combination with other complementary data sources. The case histories can be split into four broad areas.

Daily Life

The investigation of consumers' daily lives including their mood and mode

Channel Planning

The evaluation of how different channels are used and the construction of more effective media plans

Device Usage

How and when people use different devices both singularly and together

Using the TouchPoints' Methodology

The time series based methodology pioneered by TP is increasingly being used in specialist studies which deliver new insights





2.1 Daily Life

One of the unique features of TouchPoints is the diary based, time series data which clients use to better understand the daily lives of their target consumers.

The TP diary provides the context of communication for each medium in terms of location, social environment, life activity, multi-channel use, their mood and what they were doing both before and after the event, therefore, allowing users to identify and precisely define moments in time.

In this section, we are focussing on the three parts of the Daily Life dataset that our subscribers use most widely:

- **Creating effective consumer definitions and behavioural targeting**
- **Identifying moments**
- **The role of mood**

2.1.1 Creating effective consumer definitions and behaviour targeting

Case Study: Carat for Gocompare.com

Carat used TouchPoints to help construct a new media approach for Gocompare.com – plans tailored to optimum communication times by audience segment while maintaining broadcast presence for awareness.

CARAT



Using TouchPoints to drive saliency

Background

Gocompare.com has been a consistent broadcast advertiser, targeting a core group of segments representative of the adult population.

We wanted to encourage a different approach and to do this we used TouchPoints in conjunction with our proprietary research survey CCS. We hoped to be able to identify the most relevant times to speak with our segments in a far more meaningful way.

Understanding the Gocompare.com consumer

Using CCS, we already had detailed pen portraits of our audience segments. Their channel consumption at a broad level provided little insight into key moments to communicate with them, or when they were most likely to be thinking about household admin.

We wanted to take what we already knew about our major segments and identify when and where it was most relevant to reach them across both their day and week.

Drilling down to identify when and where was most relevant by audience and time of week

By using TouchPoints half hour time diary data, we could construct a summary of a typical "weekday/weekend" in the life representations, to pull out key information for communications planning.

Figure 1: A weekday in the life of Confident Wealthy Households



It was important to take the same approach to weekends for additional information on habits...

Figure 2: A weekend day in the life of Confident Wealthy Households



Examples of weekend planning and messaging implications:

Emotion levels peak in the evening rather than at lunchtime

Product focussed messages can be used in the evening to appeal to emotional benefits of using Gocompare.com.

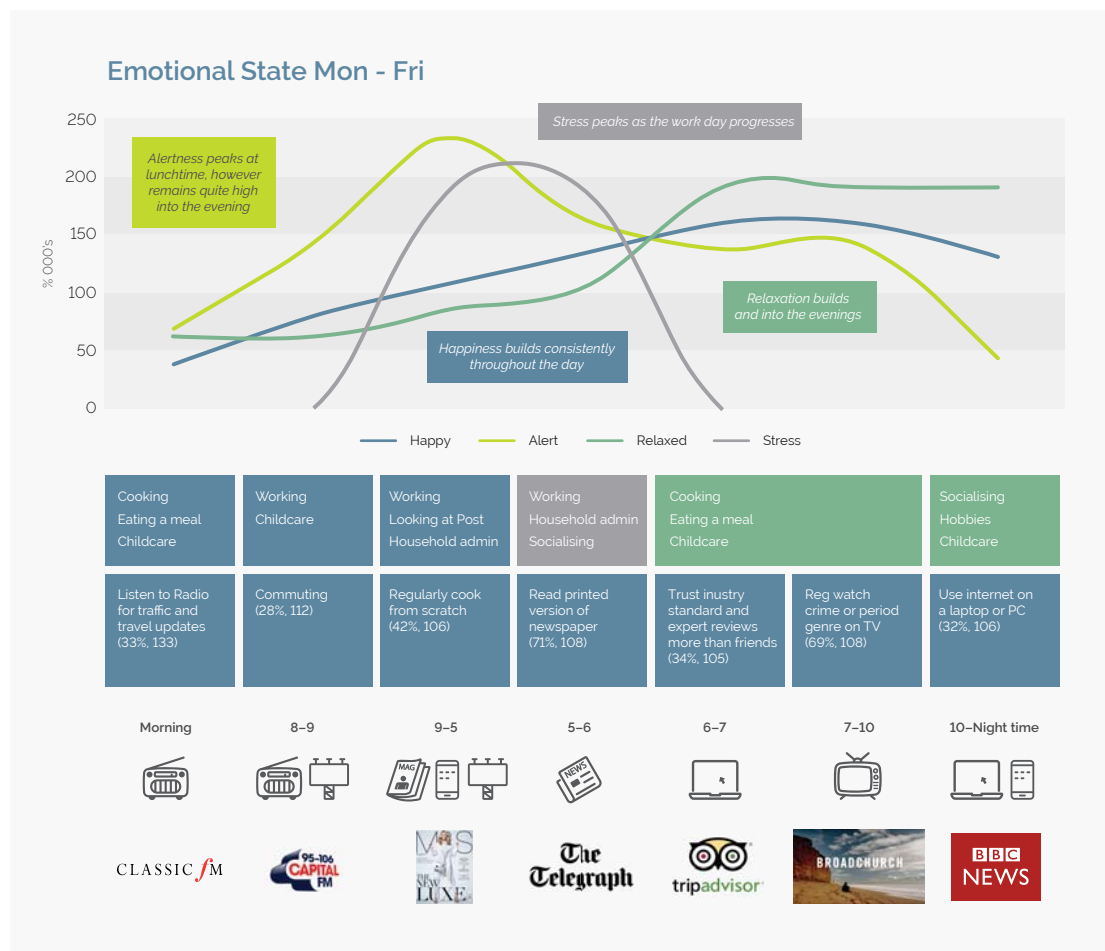
As the day goes on, they become less alert

Messages later in the day need to be easier to understand in high impact formats.

Outdoors most of the day

Digital Out of Home (DOOH) up-weight during the day and across the weekends.

By using TouchPoints to understand the segments' behaviour in greater depth, we could create robust audience visualisations which not only look at their media consumption throughout the day, but how they're feeling and what they're likely to be doing.



This detail by segment was used to inform where, when and how we should be targeting. For example:

When stressed with bills, we should look to be informative and helpful in the right location. Avoiding abrupt brand messaging – it only adds to frustration.

When they're relaxing, we'd look to influence brand perception positively with a light-hearted message to help impact softer metrics.

Tactical examples for Confident Wealthy Households

We also pulled out key tactical opportunities by segment for when they needed to be prioritised.

Radio: Up-weighting commuter hours on radio as they're likely to be driving to work or taking the kids to school.

Cinema: Independent film cinema advertising/sponsorship on weekend with a brand message as audience is in a relaxed and engaged mood.

Mobile/Tablet: Up-weighting during the day when audience is likely to be sorting their household admin. Using a helpful message about saving money from a variety of Gocompare.com product streams.

Summary

TouchPoints has helped justify an audience first, ecosystem approach to communications for Gocompare.com, utilising new media channels and media owners.

We've been able to demonstrate the need and benefit of creating relevant tailored plans by segment while maintaining their 'always on' broadcast presence for awareness.

2.1.1 Creating effective consumer definitions and behaviour targeting

Case Study: Havas for AXA

TouchPoints was key in helping Havas flesh out and understand the difficult to define SME & Micro SME audiences and the varying sector behaviours within these groups.

AVAS



TouchPoints fuelling SME targeting success

Background

We're constantly reminded of the importance of protecting our home, health and motors with insurance. For the small business owner, protecting the company they've built is equally as important.

In the insurance market, SMEs (Small and Medium Enterprises) are an underserved segment, creating an opportunity for AXA to combine their legacy in health with finance, to offer the ideal commercial insurance package for an SME.

The challenge

SMEs are traditionally a tough audience to identify, with varying data making establishing a base for segmentation tricky. According to government figures, an SME can include "any business with fewer than 250 employees," a vast universe of 5.2 million companies with extremely different characteristics and needs across the spectrum (Source: UK Parliament, December 2014).

AXA's audience analysis work highlighted a particular synergy with Micro SMEs i.e. those with fewer than 10 employees and sole traders. We needed to identify key decision makers in SMEs and educate them about the breadth of AXA's SME cover across all their different operating companies.

Our budget to do this was modest.

The business objective was clear: establish AXA as the go-to insurer in the Micro SME space.

KPIs were set as:

1. **Increased Awareness** - through broadcast media of AXA Business Insurance, particularly amongst Micro SMEs
2. **Deeper Consideration** - of AXA Business Insurance amongst Micro SMEs and especially MBOs (Medium Business Owners) by showing improvements in key brand attribute scores
3. **Engagement** - increase search volumes and webpage visits for a dedicated campaign web page
4. **Purchase intent** - amongst Micro SMEs

The insight

TouchPoints gave us insight in three areas that helped to work out how we could build a comms strategy around various parts of the SME audience.



- 1. Media channel consumption**
How can we best phase media for SMEs?

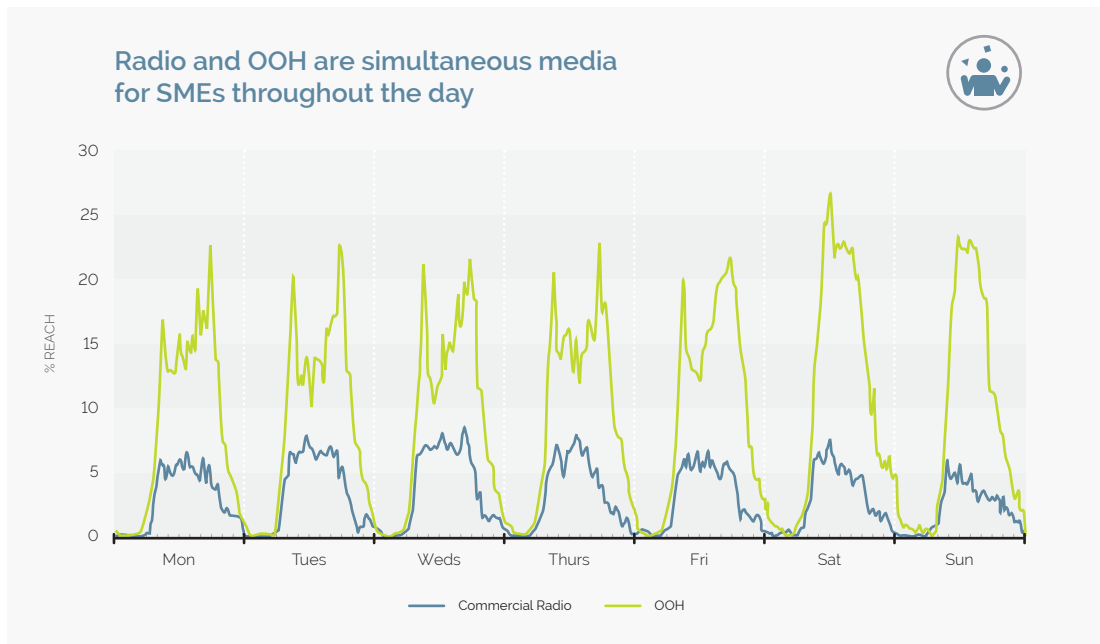


- 2. Moods and emotions**
When are SME decision makers best contacted?



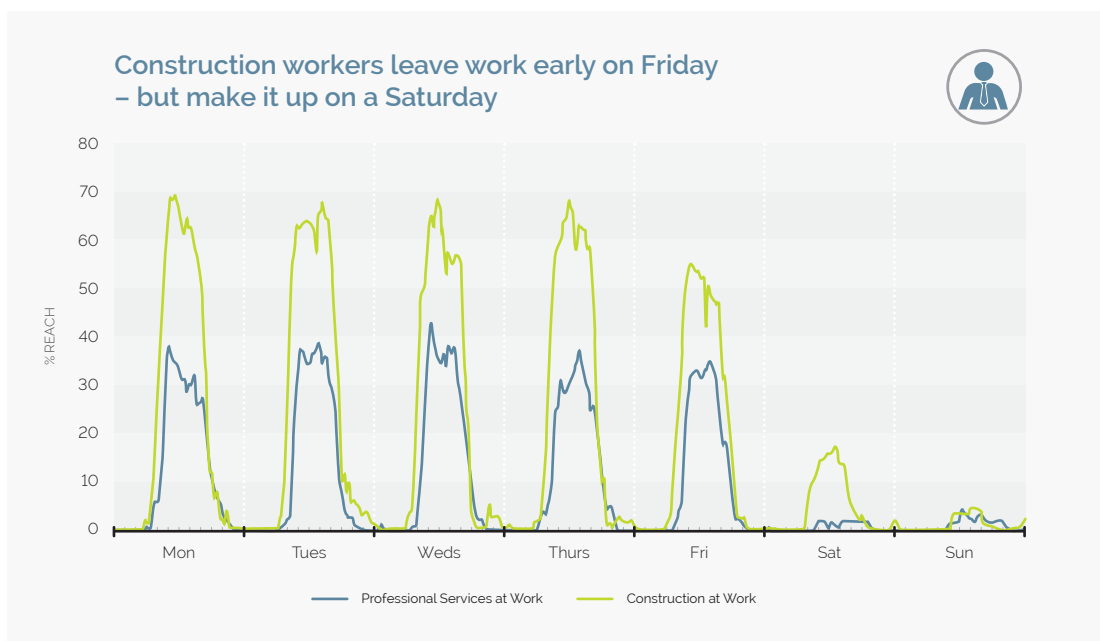
- 3. Identifying sector behaviour**
How do different types of business behave differently?





Source: IPA TouchPoints

When looking at media consumption, TouchPoints could demonstrate the usage and synergy of key channels throughout the day. TouchPoints helped us identify positive mind states for our various target audiences. For example, we discovered that professional services specialists tend to be more upbeat in the morning – the norm for many SMEs is the need to be cheered up later in the day.



Source: IPA TouchPoints

We also discovered (validated elsewhere) that the construction industry tends to head home early on Friday afternoons

The solution

Based on understanding the work cycles of the audiences we needed to reach, we used three main media channels:



OOH - digital formats (predominantly Amscreen) targeted at key times for key segments. This was especially effective for construction workers and van insurance.



Radio - we bought a very specific set of dayparts which enabled us to buy off-peak airtime after understanding when our audience were listening.



Digital - we ensured that we were matching messages to programmatic buying when our audiences could be exposed and be more receptive – not just going after a huge target audience and hoping for conversions.

The results

Increased Awareness: Top of mind spontaneous awareness (first brand mentioned) for AXA Business Insurance increased by 6% (vs. a 0.2% KPI)

For awareness, Outdoor was the most recalled medium at 27% amongst SMEs: 39 million impacts against the target audience were delivered by the OOH campaign, providing 77% coverage of all UK adults

Deeper consideration: Online search for AXA Small Business increased by 150%, suggesting SMEs had been engaged by the activity

The campaign delivered significant increases in key brand attribute scores amongst Micro SMEs such as: 'Has a good reputation' (+13%), 'Trustworthy' (+8%), and importantly 'Understands small businesses' (+20%)

Engagement: The campaign drove more engaged users to the site which was substantiated by significant increases in average dwell time on all campaign landing pages. AXA.co.uk/small business saw an increase in dwell time of 29%

Purchase intent: 28% of SMEs surveyed stated the OOH campaign made them more likely to buy insurance from AXA

(Sources: TM&K Brand Tracking, AXA Google Analytics)

“It is notoriously difficult to engage SMEs effectively because you need to balance mass reach with effective targeting. With its data-based approach, this campaign gave us access to a huge number of businesses as well as being efficient and avoiding wastage. This initiative is part of our wider objective to adopt more data-rich and innovative ways of reaching our audiences”.

Cheryl Toner, *Group Marketing & Communications Director, AXA*



2.1.1 Creating effective consumer definitions and behaviour targeting

Case Study: Mindshare for The Sun

Using TouchPoints to understand the content consumption and media behaviours of the football audience across The Sun's digital and print offering. This understanding contributed to developing strategies to establish the new, united 'Sun Football' banner.

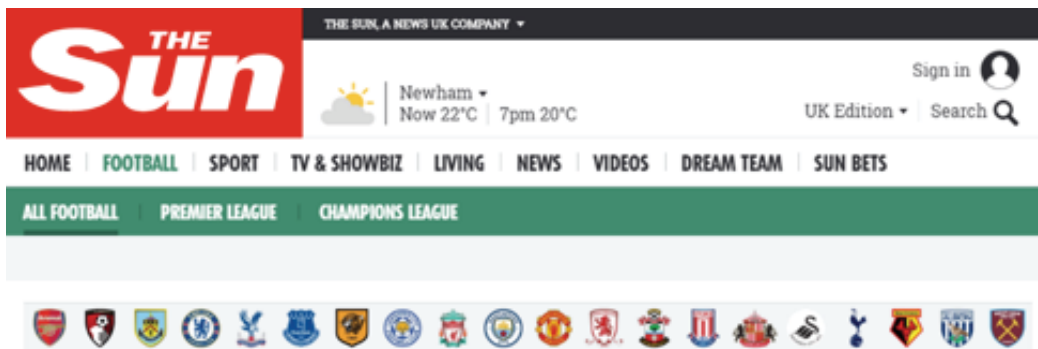


Identifying and differentiating The Sun's football audience

With the launch of 'Sun Bets' (The Sun's Betting Site), The Sun was looking to unite its football properties under one 'Sun Football' banner. Also, the start of the new football season was approaching and The Sun wanted to plan lynchpin strategies to support short term campaigns across the season.

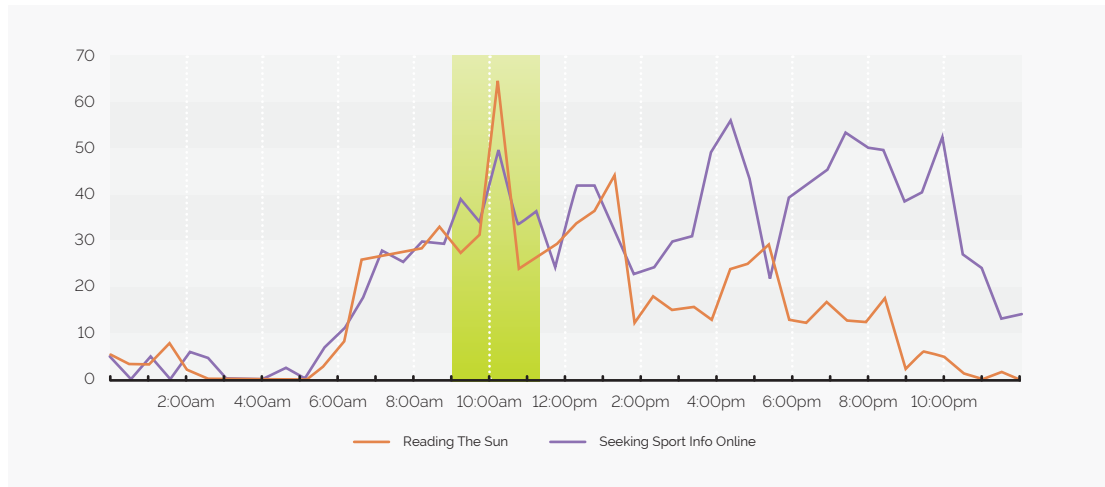
The challenge was that despite football accounting for over a quarter of all paper sales, it still wasn't clear who our football audience was and what drove their interest. Understanding how we could promote both our digital and print offering, without detracting from either, would be key to the success of the campaign.

Using TouchPoints, we could establish the digital and print differences for our identified football audience of 'Male C2DE favourite newspaper section – Sport Football'.



TouchPoints showed a clear spike in paper readership within our football audience as illustrated in Figure 1:

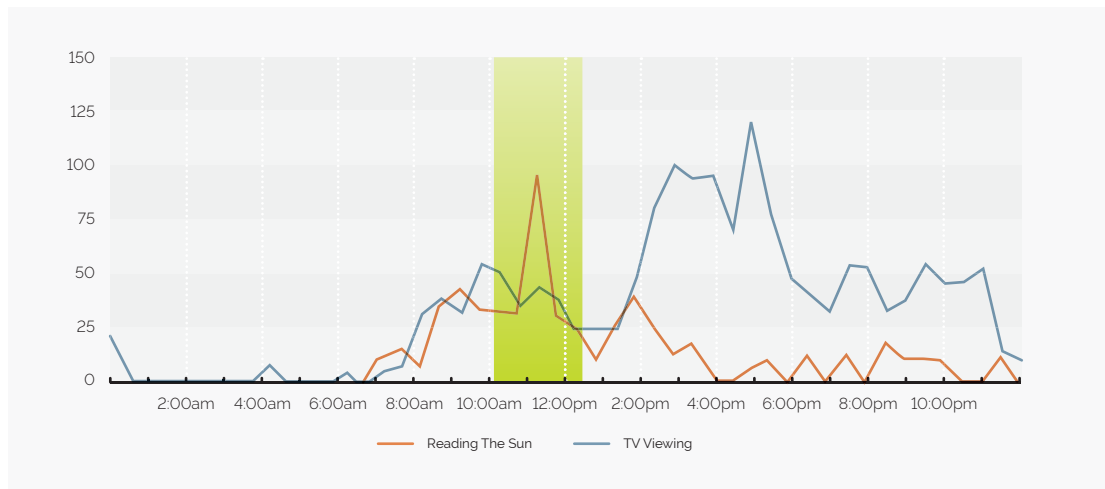
Figure 1: Weekday Average Audience (000's)



Source: IPA TouchPoints 6

On a Saturday, a key day for our audience, this spike is slightly later in the morning but is more pronounced and occurs before TV viewing, see Figure 2:

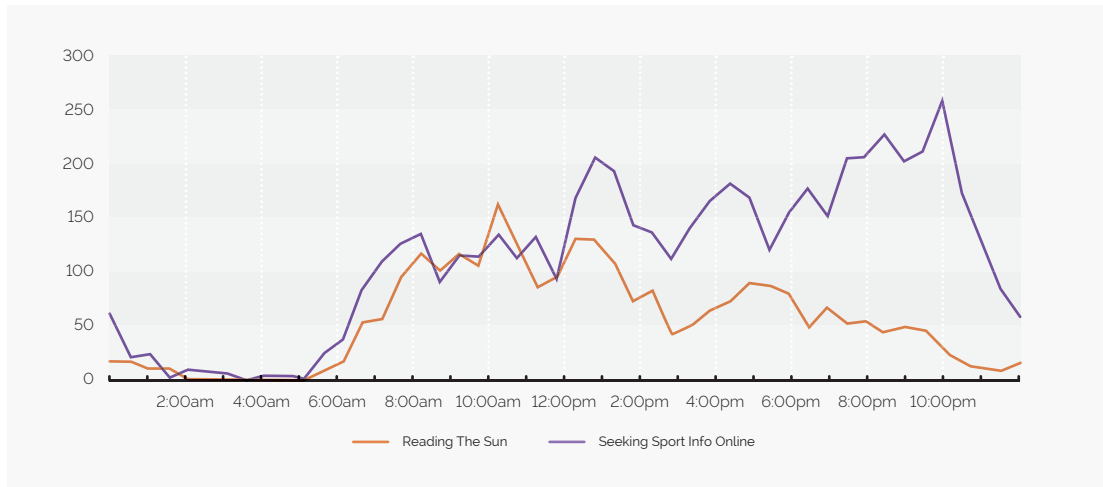
Figure 2: Saturday Audience (000's)



Source: IPA TouchPoints 6

In contrast to this, we noticed that at a total audience level, there was a less pronounced appointment to read the newspaper (see Figure 3). Whilst we see a small spike at 10am, there is a smoother pattern to readership and it is sustained at a higher level throughout the day. Indeed, the spike may well be caused by the football audience.

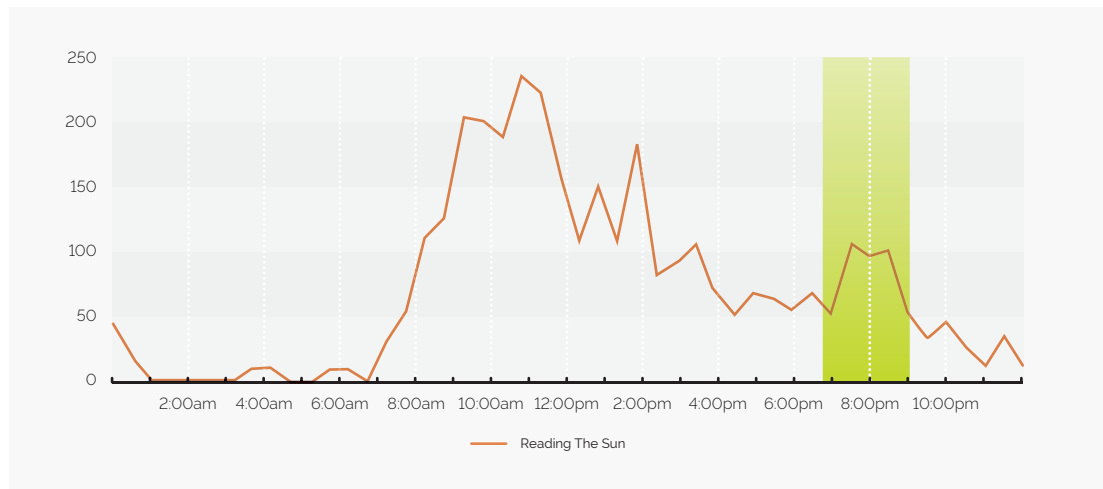
Figure 3: Weekday Average Audience (000's)



Source: IPA TouchPoints 6

Saturdays also saw a more sustained readership through the day as Figure 4 shows:

Figure 4: Saturday Audience (000's)



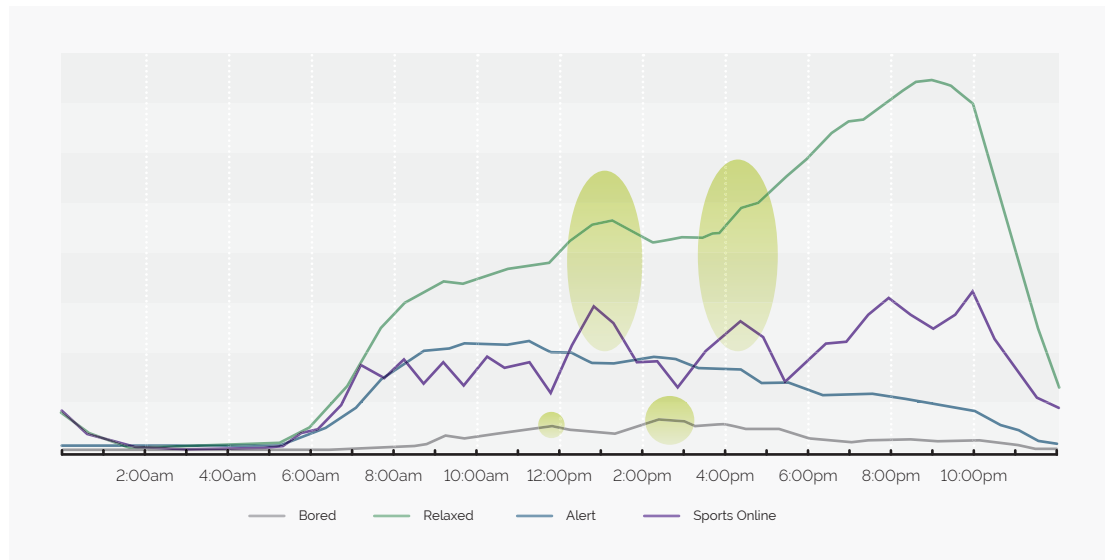
Source: IPA TouchPoints 6

Early findings were:

- Reaching our football audience in the run up to this spike would be key.
- This freed up afternoon communications to promote our online offering, without running the risk of detracting from our paper sales.
- The differing times further indicated that print and online fulfil different roles for football fans, with print a key component of the pre-match ritual, and online forming the post-match element.

TouchPoints was also able to help us identify emotional triggers for sports news.

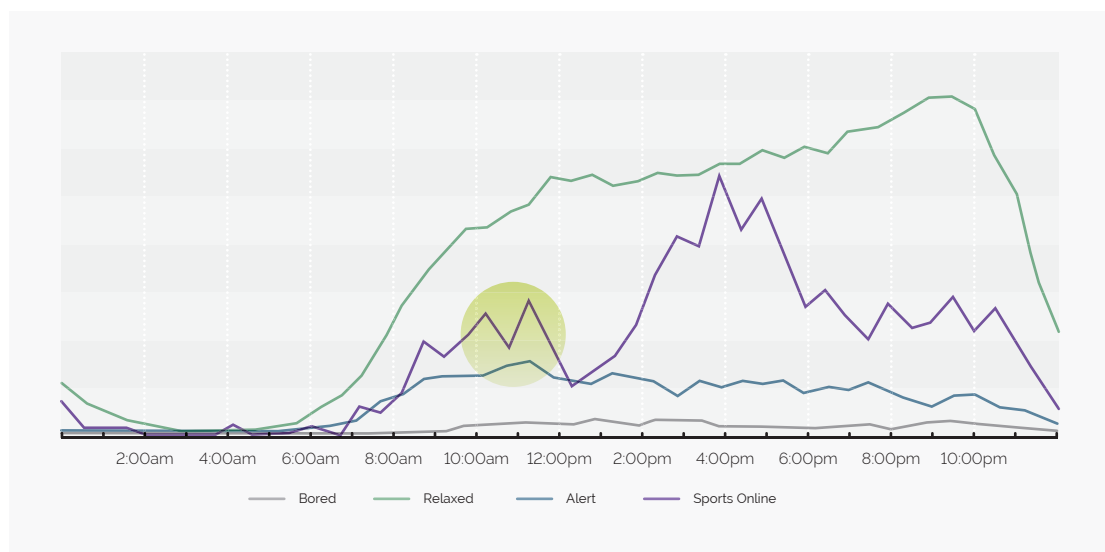
Figure 5: On weekdays our football audience seek sport content after periods of boredom, and this instigates a relaxed mindset



Source: IPA TouchPoints 6

During the week sports fans fill dead time by reading sports content (see Figure 6), in much the same way that many people scroll through the MailOnline. On weekends, however, engagement is purposeful as emotions draw high around the match as demonstrated in Figure 6.

Figure 6: Saturday mornings, by contrast, show a more alert audience as anticipation builds before a match



Source: IPA TouchPoints 6

Weekends, particularly Saturday, would therefore become the key focus of our media strategy, ensuring we reached our audience at their most engaged.

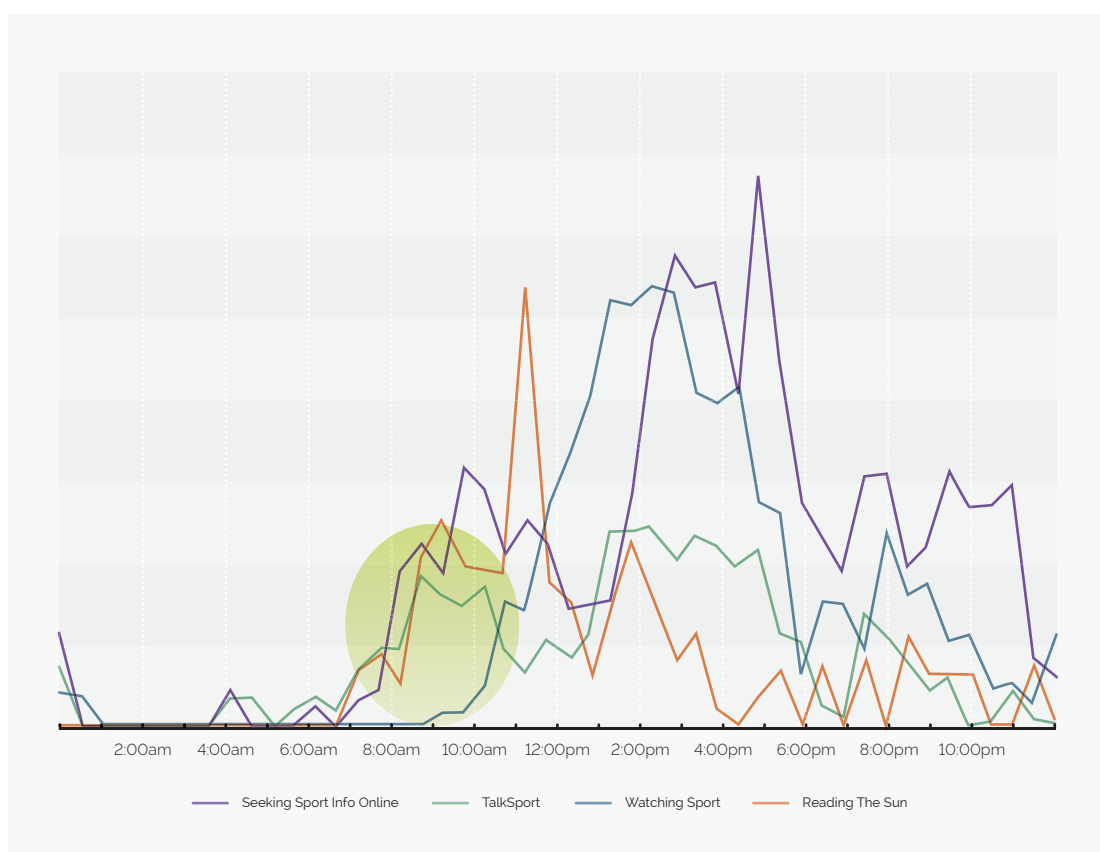
These findings would obviously have implications for our media choices.

Figure 7 shows that the live sports coverage is the pillar of the day, around which all else revolves.

The Sun newspaper is an absolutely vital part of the key Saturday coverage, and it occurs just before kick-off.

This presents us with a fairly long lead time through the morning to promote and push the paper. Key to this is TalkSport, where listening closely correlates to reading the paper. (see Figure 7).

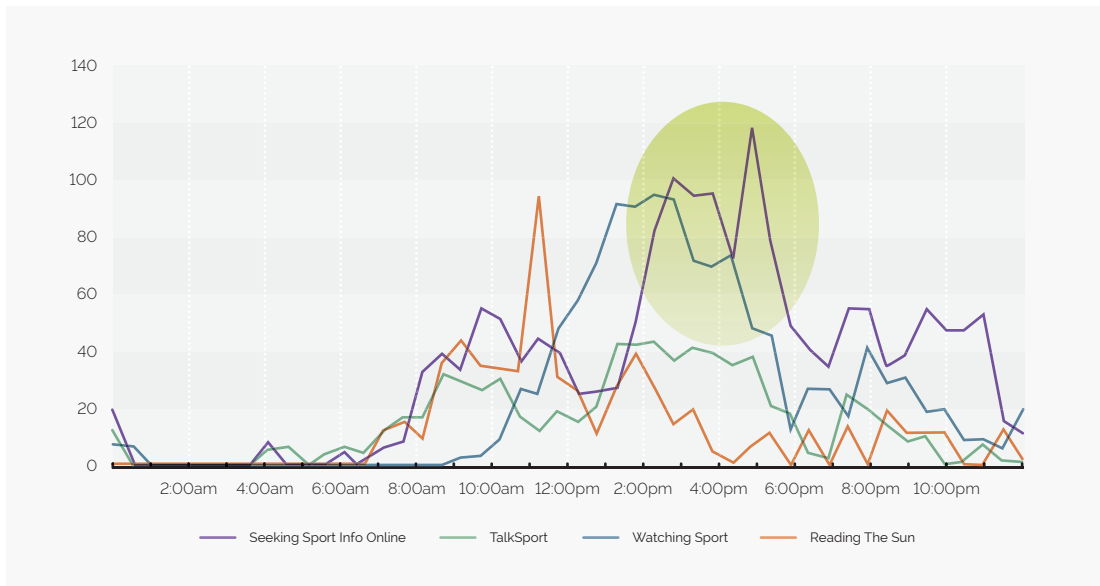
Figure 7: TouchPoints demonstrated that Talksport not only resonated with our audience, but also reached a morning peak well suited to driving our paper sales



Source: IPA TouchPoints 6

In the afternoon and evening it is the online offering that is key, as people rush to check scores before late evening when the match reports come out (see Figure 8).

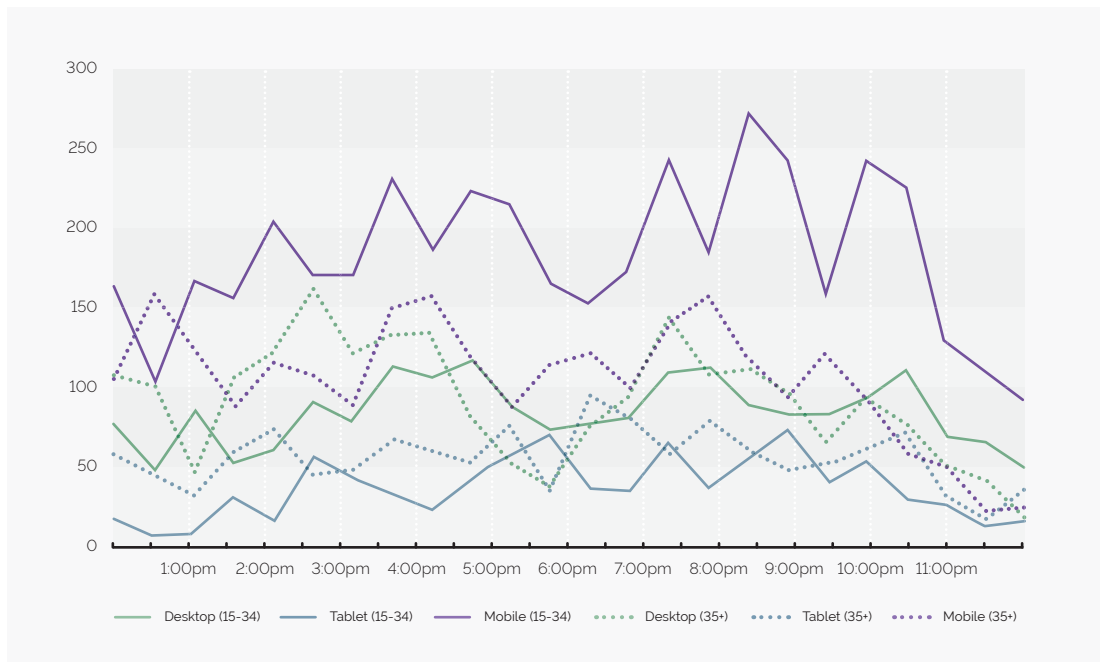
Figure 8: Diverting digital resources to Saturday afternoons minimises wastage and keeps us top of mind online at the key moment of the week



Source: IPA TouchPoints 6

Additionally, TouchPoints helped us show how we should make mobile a priority in our digital strategy, even for an older male audience (see Figure 9).

Figure 9: Platform usage on Saturday afternoons



Source: IPA TouchPoints 6



2.1.2 Identifying moments

Case Study: MEC for Public Health England

MEC used TouchPoints unique time data to identify the right moments in which to frame communication to encourage positive behaviour change and action amongst their target audience.



Using TouchPoints to inform our strategic approach with behavioural insight

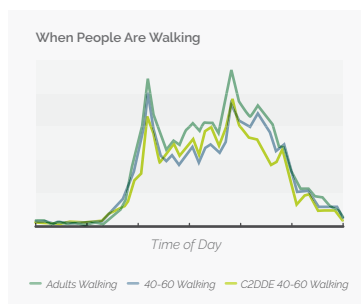
The core challenge

In 2016, Public Health England launched a brand new adult health initiative under the name of 'One You.'

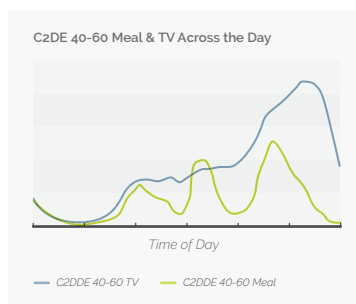
The brand seeks to help the country take control of their health by tackling a range of different lifestyle behaviours, such as smoking, nutrition and physical activity among other issues.

Our challenge was to help 40-60-year-old C2DEs fit just 10 minutes of brisk walking a day into their routines and get them to download our app to help keep them at it.

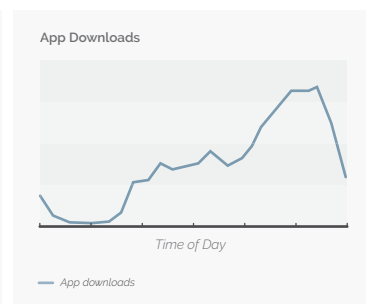
We needed to identify the right moments for behaviour change vs. action



TouchPoints showed us that the behaviour (walking) happened at key times throughout the day



But by 19:30, once our audience had had their dinner, we saw that they were settled down in front of the TV for the night (Source: IPA TouchPoints)



However, we know from previous activity (PHE data), that app downloads happened in the evening, alongside that TV viewing

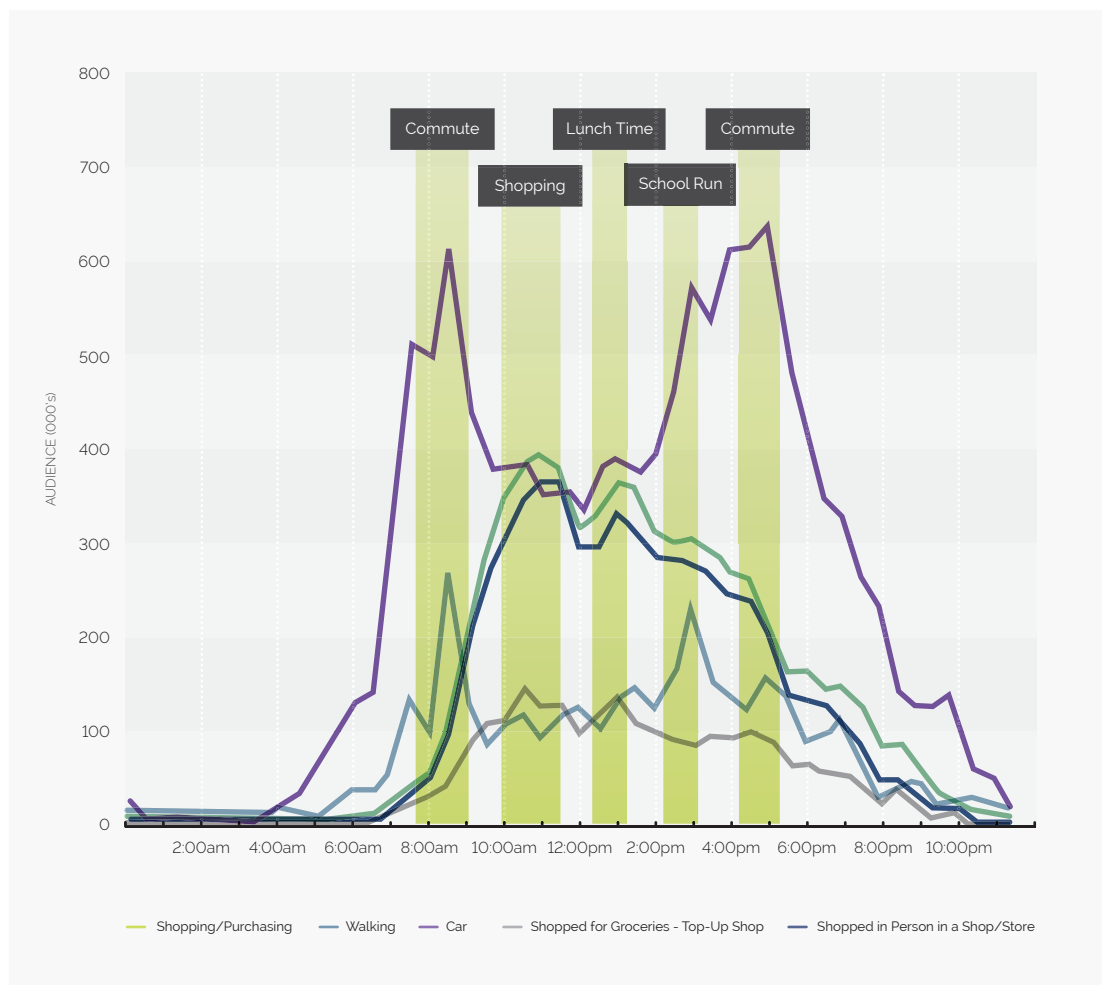
Drive behaviour change in the right moments

Drive app downloads through TV

Overlaying walking with activities helped us understand where the opportunities were

By looking at their activities throughout the day, we could better understand the exact moments where there was an opportunity to walk. This gave us more information to use for both targeting and messaging.

40-60 C2DE activities throughout the day

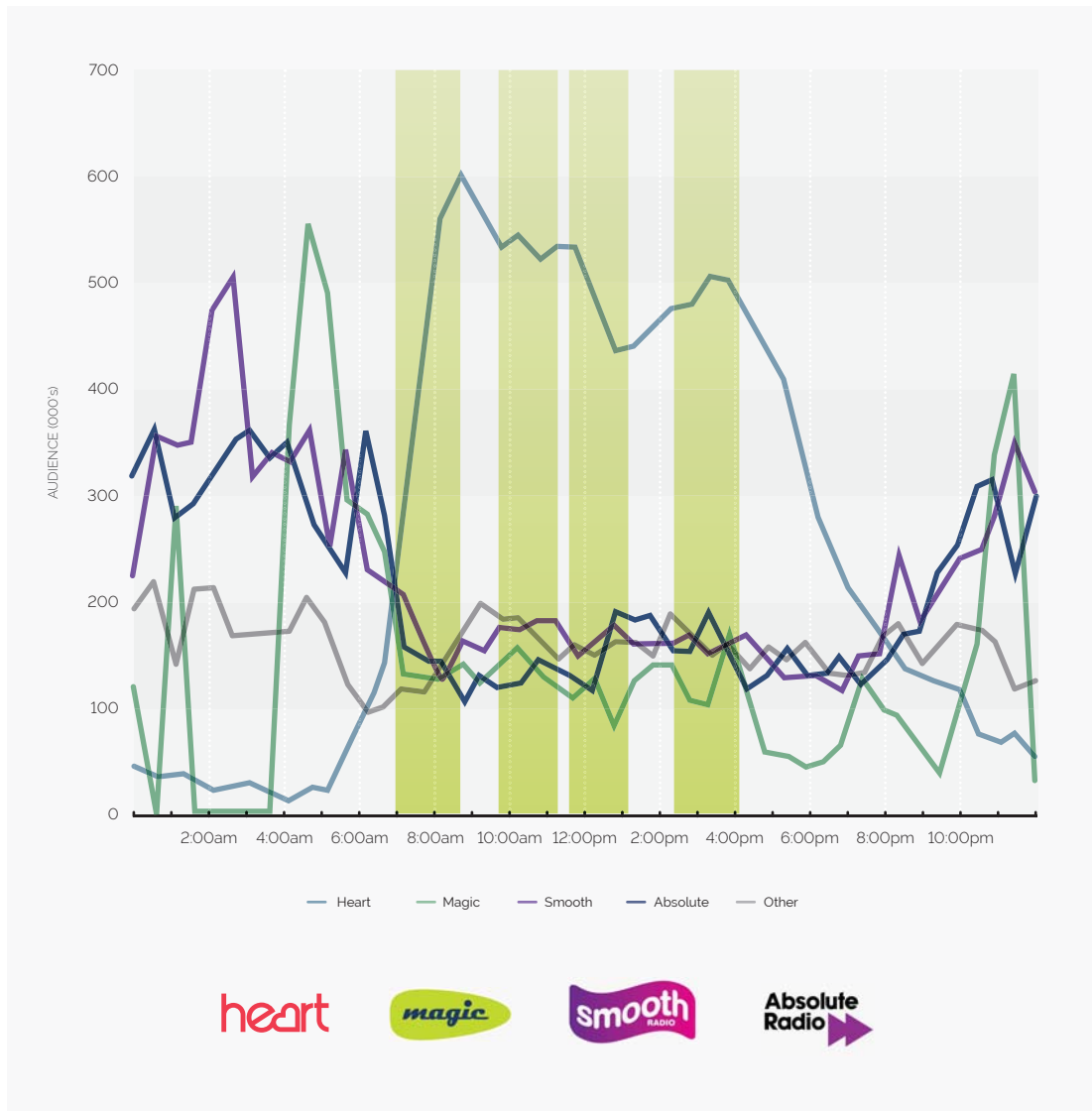


Source: IPA TouchPoints 6

And what media owners delivered in the build up to those moments

We knew that we had to get a message to them just prior to those walking opportunities to encourage them to get out and do it rather than taking the car. We did this by looking at which media channels and owners were being consumed at specific points in the day.

Radio stations consumed throughout the day



Source: IPA TouchPoints 6

IPA TouchPoints was a key resource tool throughout the planning process, providing us with behavioural insight to inform the strategic approach, as well as actionable media insight to inform the detailed plan.

2.1.2 Identifying Moments

Case Study: UM for Fullers

To ensure the campaign worked as hard as possible in activation terms, TouchPoints was used to identify key drinking moments for the target audience and when they were exposed to OOH media, both during the week and at weekends.



Using TouchPoints to identify Londoners' key drinking moments

Context

London Pride sits at the heart of the Fuller's portfolio. First brewed back in the fifties, once the recipe was perfected, Fuller's were a bit stuck for a name. There was no internet back then, so they just sort of asked around, in person. It took a while, but finally one suggestion stuck London Pride - a little flower that got its name during the Blitz for its obstinate spirit, popping up everywhere across London, like a beacon of hope.

Business issue

The challenge facing London Pride is to ensure the brand remains relevant in an increasingly dynamic category driven by a new wave of craft breweries. The UM team aimed to tackle this by ensuring that London Pride remained top of mind in the most relevant moments.

Agency idea

UM's ambition was to make the advertising work harder, by delivering their campaign message at the most relevant time, thereby connecting with the audience during key drinking moments.

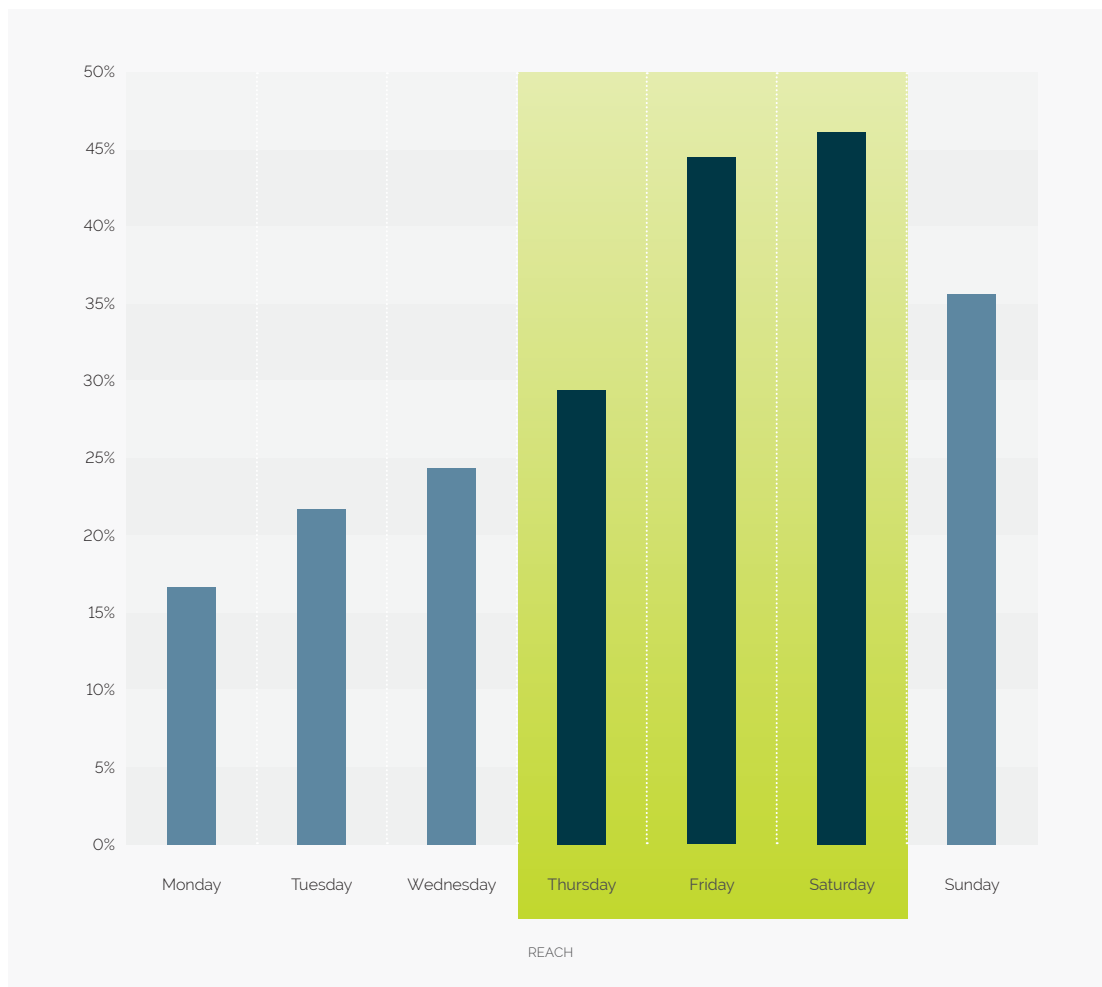
In previous campaigns, proximity OOH had been used to drive people to the pub using traditional paper-and-paste 6s, meaning that at best the message was being wasted during non-pub opening times. In reality the majority of

Londoners were not thinking of having that well-earned pint until after work or at the weekend. Therefore, in 2016 UM looked to move away from the wastage of the typical proximity campaign and instead looked to target a relevant mind-set. They turned to TouchPoints to identify these key drinking moments.

How TouchPoints contributed

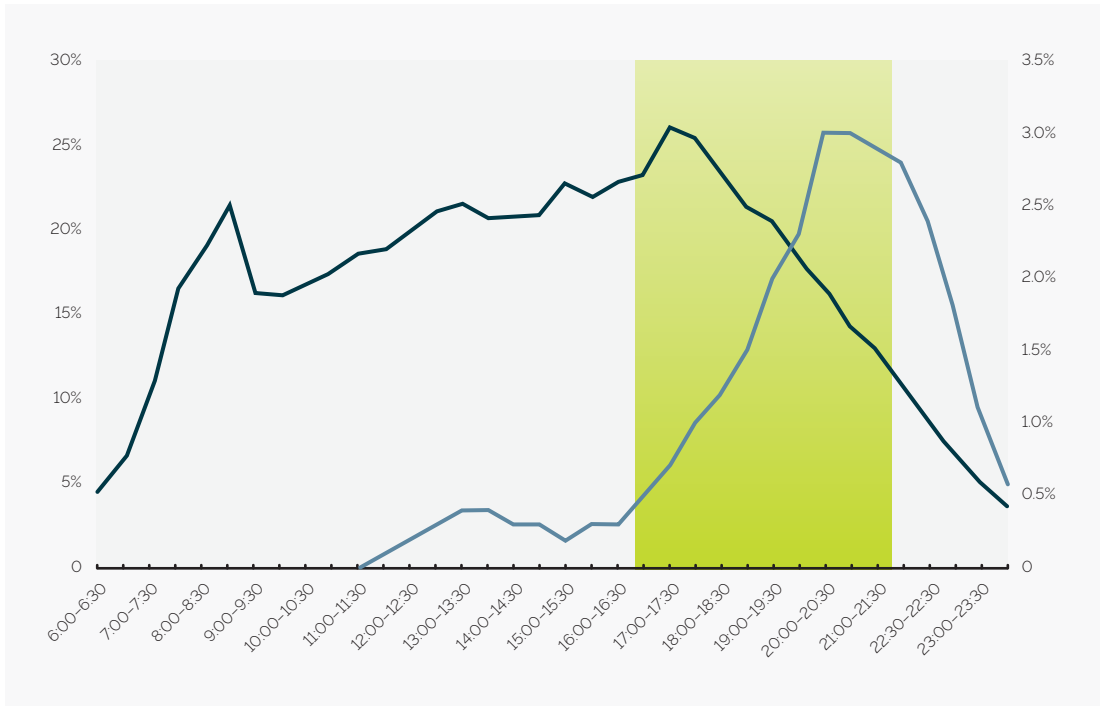
TouchPoints was used to analyse when the target audience (New Traditional Experience) were drinking with their friends. The UM team then overlaid this data with when the audience were exposed to OOH media both during the week and at weekends. The data identified key drinking moments in which consumers were in the correct mind-set. Further analysis demonstrated that Thursday, Friday and Saturday were the key drinking days of the week - key times to activate the DOOH campaign to maximise its effect.

Figure 1: Key drinking days of the week



Source: IPA TouchPoints 6

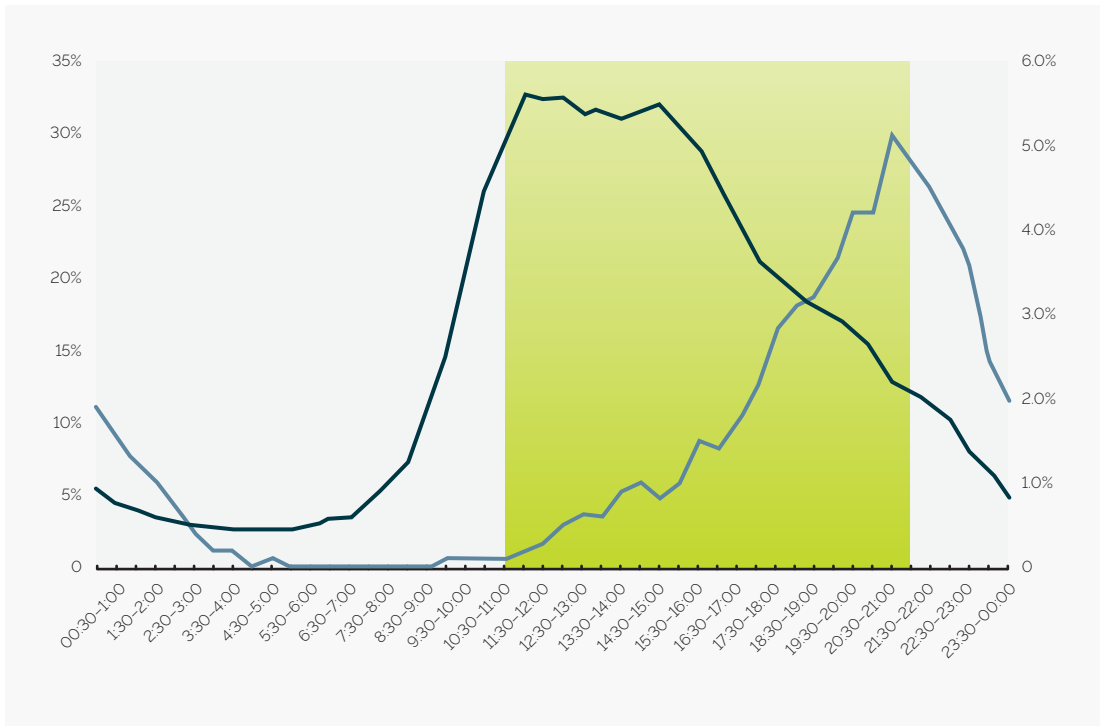
Figure 2: Drinking alcohol with friends and consuming OOH media on weekdays



Source: IPA TouchPoints 6

Key: — Drinking with Friends — Out of Home

Figure 3: Drinking alcohol with friends and consuming OOH media on weekends



Source: IPA TouchPoints 6

Key: — Drinking with Friends — Out of Home

Outcomes

UM ran a DOOH campaign, which enabled them to target their drinkers when they were in the frame of mind for a pint. It also ensured their message was always contextually relevant and working as hard as possible with minimum wastage.

As a result, the campaign achieved spikes in all brand equity measures including spontaneous awareness, consideration, first choice and recommended.





2.1.2 Identifying moments

Case Study: Starcom for the AA

When, during both the week and day, consumers are undertaking life admin chores such as bills and insurance, is one of TouchPoints unique sets of data. Starcom used this data to identify potential communication opportunities or 'moments of disruption' for their client the AA.



Using TouchPoints to understand when life admin takes place

Task

The AA's challenge to Starcom was to help the brand grow share in what is an increasingly fragmented market.

To achieve this meant both:

- growing the renewal market
- driving the numbers of new entrants to the category

Context

This is a cluttered market dominated by aggregators, where price is a key driver. We knew that our plan needed to disrupt people at the key moments when people choose to think about buying cover and protecting themselves. To deliver this, it was important that we understand at a granular level when people were carrying out the sort of life admin chores that include insurance. We wanted to identify key moments when the need to get from A to B 'without care' was most relevant. If we could effectively identify these, we would be able to ensure that we could give a relevant message to outshout the competition.

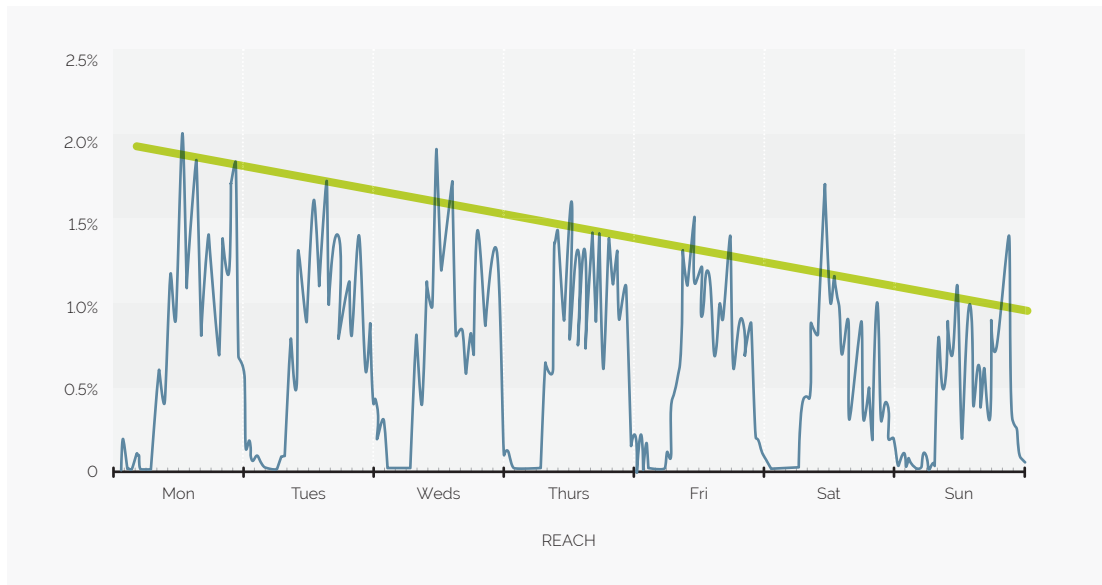
Using TouchPoints

To ensure our desired granular targeting approach, we used TouchPoints to identify when in the week people took care of "life admin" including insurance and breakdown cover (Figure 1). We wanted our communication to act both

as a prompt to search, and also to build front of mind awareness for AA, so customers would navigate their search with the AA in mind.

Analysis of the TouchPoints data revealed that household admin tended to take place at the beginning of the week, crucially Monday - Wednesday.

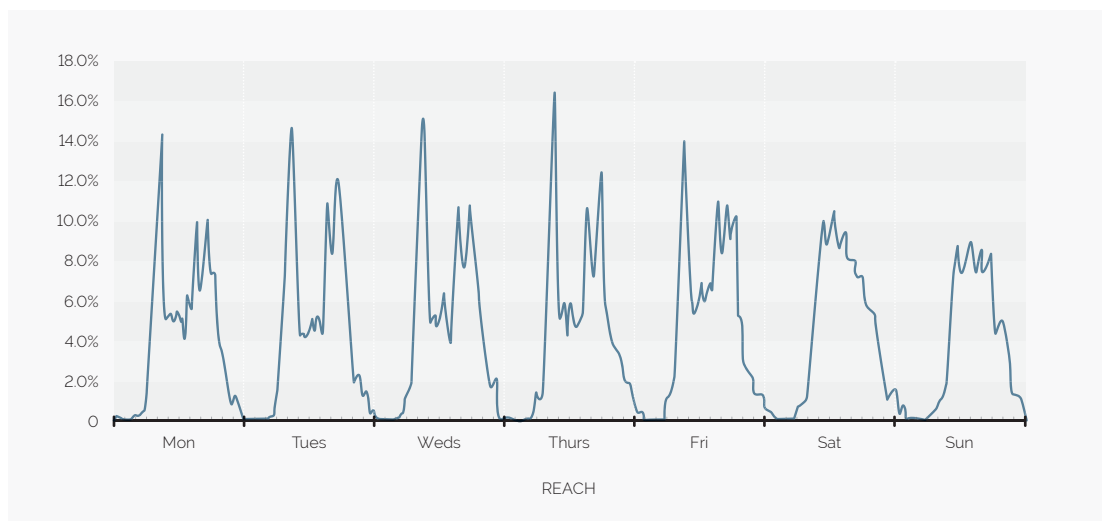
Figure 1: Household Admin by day of week



Source: IPA TouchPoints 6

TouchPoints also demonstrated where we could be contextually relevant too - by ensuring that we centred around commuting moments during the day (see Figure 2) crucially 8.30-9am, the school run, 3-3.30pm and the final drive home 5-6pm.

Figure 2: Commuting by day of week/time of day



Source: IPA TouchPoints 6

Summary

Knowing when potential customers are in the right mode and mind-set to engage with our category is a vital piece of the targeting strategy and helped the team shape the plan.

As an example, one of the innovative elements of the campaign was a digital OOH and on-road, radio sync. Being able to identify these key, relevant moments and times uniquely via TouchPoints, helped us dramatise brand meaning across both platforms simultaneously.



2.1.3 The role of mood

Case Study: Kinetic

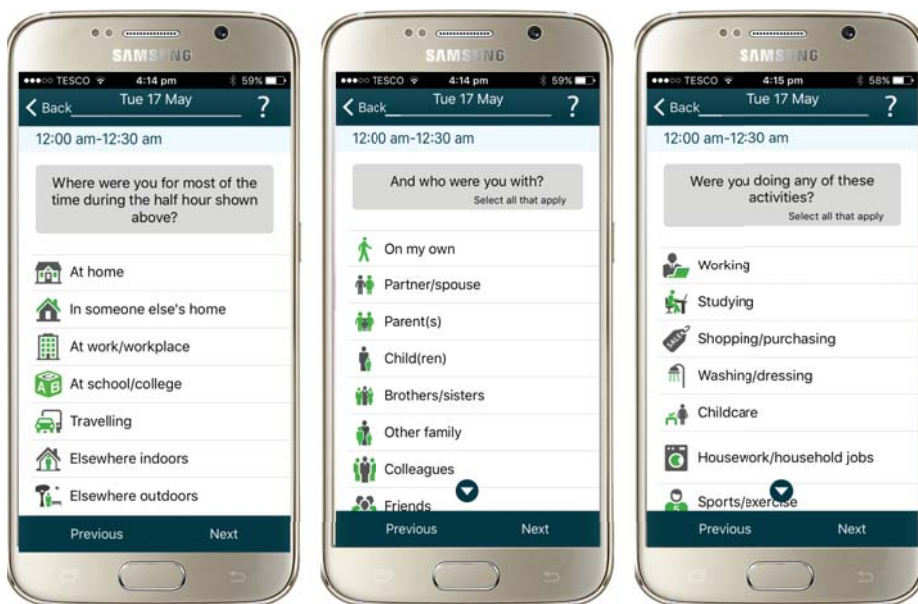
We know that mood matters when advertising to people. If consumers are in a good mood, then branding messages are more likely to stick. Traditionally, the advertising industry looked at time and mood in absolute terms. In this case study using TouchPoints, Kinetic demonstrates that by looking at relative time and mood, clients can gain greater insights. Kinetic have uncovered that branding messages work best on the High Street and at a time when people are leaving work. This is changing the way Kinetic is planning its Out of Home (OOH) campaigns.



Using TouchPoints to look at relative rather than absolute mood

Context

For many people, their happiest moments are when they get married, when their children are born and on their birthday. To hit these mood peaks suggests we should advertise in churches, hospitals and target individuals on just one day each year. This isn't practical and doesn't make for good long term planning strategies. Hence at Kinetic, we focus on relative mood – the times of day when consumers are at their happiest and in a rising mood. This is a real opportunity for clients to make their branding messages work harder.



How did we do this?

We identified these pivotal moments by analysing the TouchPoints mood score. People are asked to rate their current mood from 1 to 10. What we found is that few people use the whole range of values from 1 to 10. Instead the vast majority start with a value (7, for example) and then score the rest of the day plus or minus 1 of that value. Furthermore, the initial number they give can be quite arbitrary. This means 6, which is a positive rating for one consumer, represents a negative rating for another.

To overcome this, we use standard deviation – the extent to which a positive or negative rating deviates from the individual's norm (or base) score. Person A might use 5 as their base rating, and a 4 is negative and a 6 is positive, whereas Person B might be generally more positive, and have their base as 7. So the norm would be 5 in the case of Person A, and 7 for Person B. By using the standard deviation, we have created a normalised scale that allows comparisons of the relative peaks of happiness.

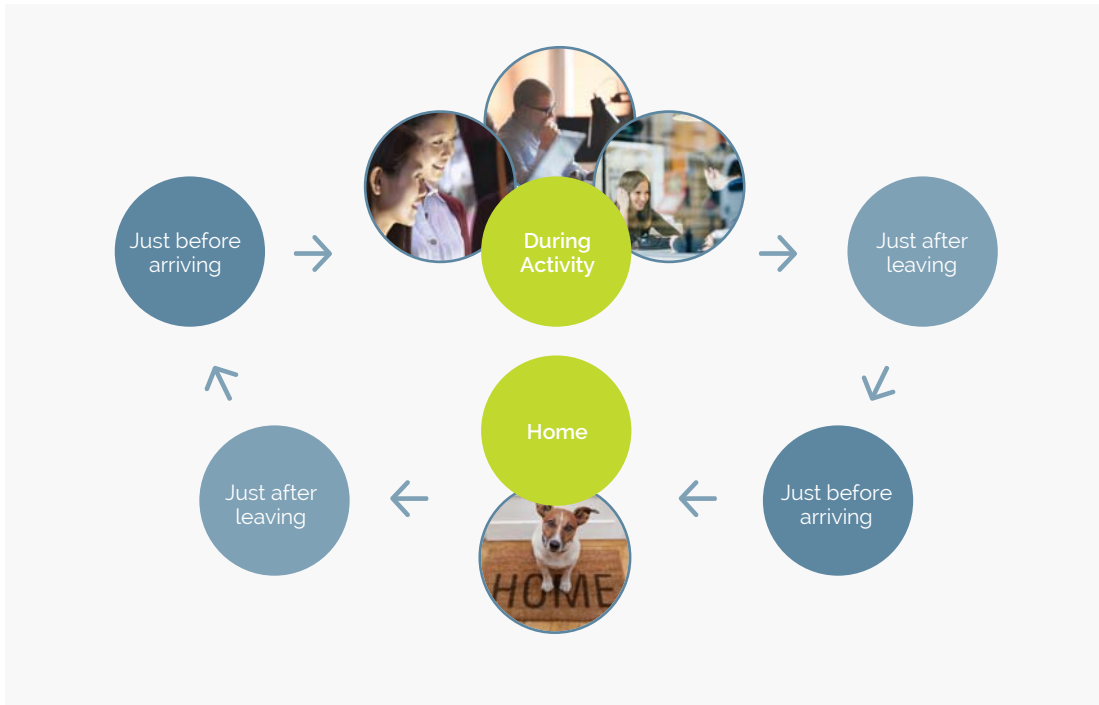
Location, location, location

We used TouchPoints data to track people's mood not by time, but by activity. By looking at when people are leaving for something, and leaving after something, we know that they are OOH and can look at their happiness levels. This is beneficial as travelling habits vary so much by different demographics and region. Few people in London would drive to work, yet this is the main means of commuting for people in more rural areas.



How was this achieved?

We looked at three key activities – shopping, socialising and working. We centred this around the home. From this we created six travelling forays as illustrated in the diagram below.



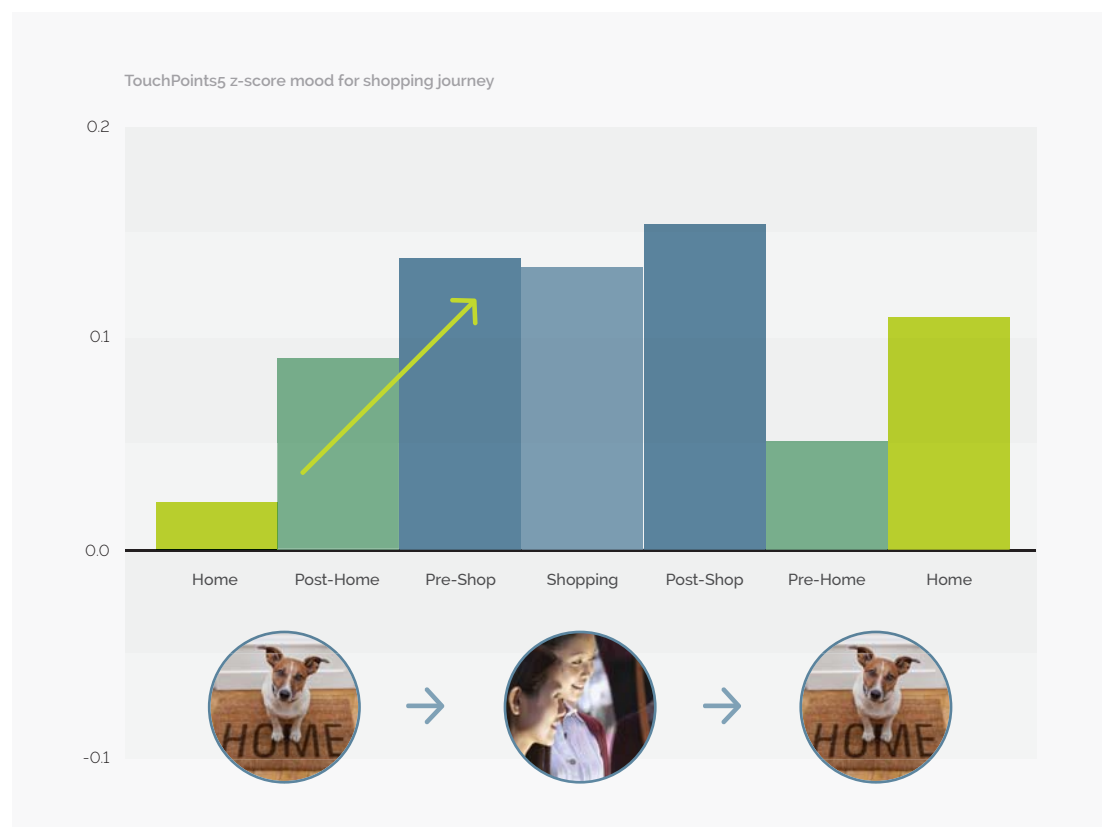
When people leave work is a hidden opportunity for brands to get traction



The graph above illustrates that at home in the morning, and just after leaving home, the average mood is at its lowest. Just before arriving at work, mood has become more positive. But the real opportunity for brands is hitting people when they leave work. Here we see a huge leap in relative mood. Not only is this a key moment in itself but hitting people as soon as they leave work with branding messages, whether this is on mobile or a via poster, can really help to prime them for TV advertising.

These findings are crucial as we know mind-set is an integral factor in how advertising messages are consumed. Consumers in a good mood are more able to create positive brand associations, so understanding this journey and planning branding messages accordingly can make campaigns more effective.

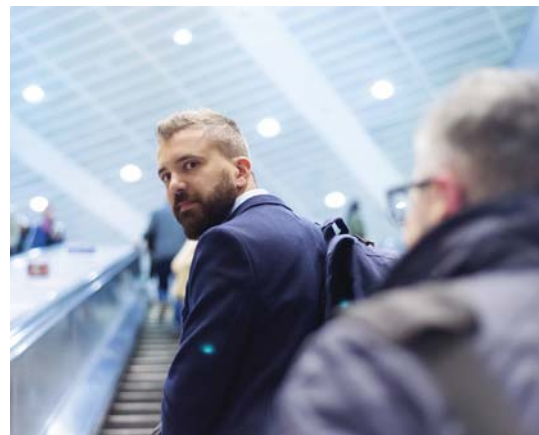
Hitting people post shop is a great opportunity for brands



The mood of shopping (non-grocery) reaches a crescendo after the shop and is the peak mood point. This is important for brands as often the high street is used to push point of sale messages. What this analysis shows is that after the shop people are in a really positive mood which is a great opportunity for brands to capitalise on.

What does this mean for OOH planning?

This research is changing Kinetic's approach to planning. We used to think that large format was the main way to communicate branding messages. However, TouchPoints has shown that matching relative mood rises with the associated foray location can make branding messages work harder. This means that brands can create more positive brand associations if their messages are consumed when consumers leave the home or just after they have finished shopping. We have implemented this strategy with some of our most important clients through our Active Journeys 4D planning approach. This is consumer centric and factors in location, time and mindset. Early indication is that media planning by relative mood is a something of a game-changer for OOH.



2.1.3 The role of mood

Case Study: PHD for Confused.com

In this example, Confused.com leveraged drivers' happy moments to create positive associations with their brand. PHD used IPA TouchPoints data to gain insight into happiness levels by time of day, as well as where their target consumers were and what they were doing, to optimise media deployment.

Targeting by location and mood

On your marks...

Our new proposition is focused on Confused.com's car products and services. We target drivers by celebrating Driver Wins – like hitting a row of green lights, getting the parking space right outside the restaurant, picking the route without the emergency roadworks.. And, naturally, saving time and money on your car insurance at Confused.com.

We wanted to dig deeper into the lives and mindset of drivers – specifically how they feel when they're in their cars. We hoped this would help us to find a way to use media to connect with this audience. This way we could build great brand association between Confused.com, the car and the driver, all brought together by the positive feeling of Driver Wins.

We knew IPA TouchPoints would be a valuable source of insight both directly and indirectly. Using the Radiocentre's Snapshot tool* which contains data from IPA TouchPoints (see Figure 1), we quickly confirmed that radio was the Number 1 channel to talk to drivers behind the wheel.

* A Radiocentre tool which aggregates IPA TouchPoints data, radioGAUGE data and case studies

Figure 1: Media consumed when travelling



Source: Radiocentre / IPA TouchPoints

Using TouchPoints data, we were able to identify how people felt while in their car (see Figure 2).

Figure 2: Mood when Travelling

	Positive	Alert	Bored	Confident	Frustrated	Relaxed	Ok/Fine	Angry	Happy	Sad	Stressed	Tired
Travelling to various destinations												
Going out for groceries	223	124	17	64	19	220	327	5	198	7	21	48
Travelling to & from work	749	433	63	207	107	606	1128	30	608	30	87	446
School run	229	129	10	54	30	236	383	8	283	11	30	83
Visiting friends & family	370	213	22	97	29	441	402	9	474	15	23	117
Going out socially	279	136	6	96	12	366	207	3	420	5	14	65
Day trips	150	86	12	39	10	199	138	3	222	1	7	39
Travelling with different people												
On your own	1238	791	79	366	160	1118	1774	40	1071	55	131	518
A spouse	819	440	50	221	68	1061	902	21	1074	26	68	280
Parents	184	50	22	33	17	186	203	4	233	6	19	95
Children	486	239	24	128	54	586	729	13	738	22	63	184
Siblings	81	26	10	18	5	95	90	2	113	4	5	47
Colleagues	94	46	10	25	7	71	113	2	65	2	8	52
Friends	305	124	12	86	17	331	220	5	412	8	10	119

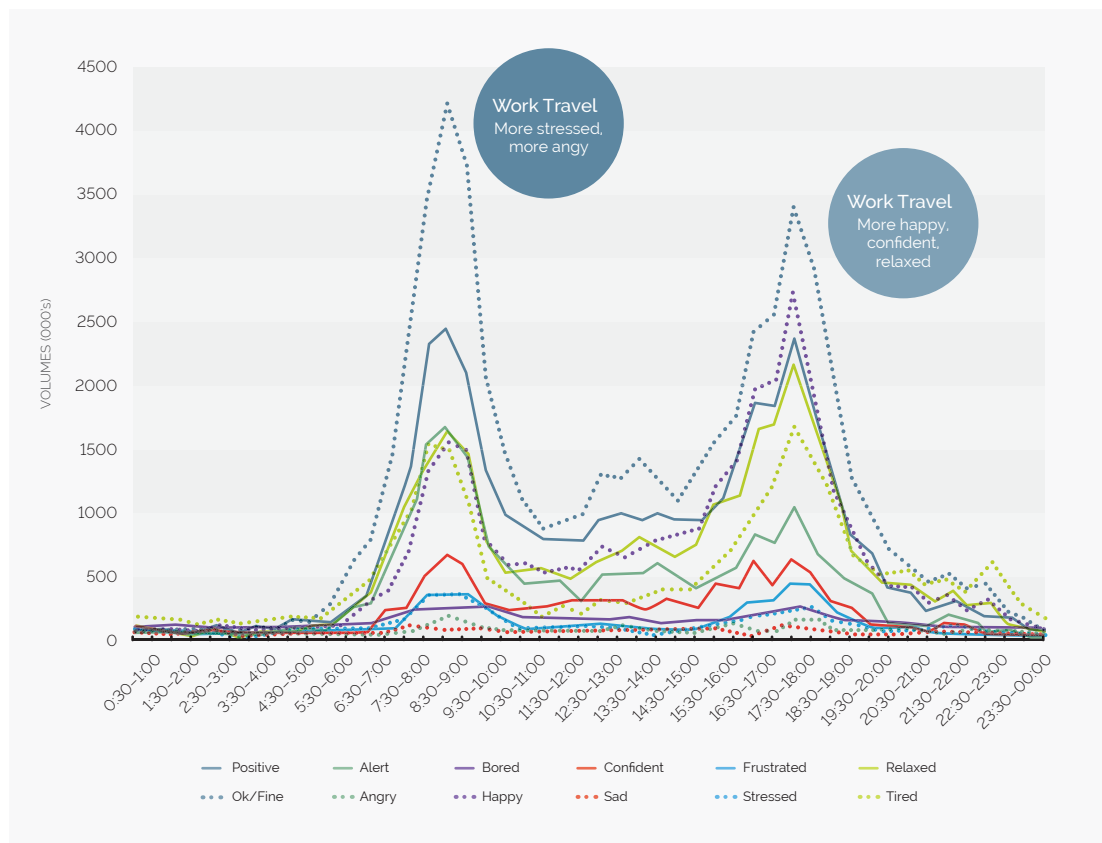
Source: IPA TouchPoints

We were a little surprised to find that people most like being alone in their cars – which in reality often means their daily commute. Why? Because it's a bit of pure 'me time'. Drivers are in their own personal bubble in which they can control everything! When else can you blast out 'I Believe in a Thing Called Love' with no fear of judgment?

So, the commute was obviously going to be important. But which evokes the most positive feelings – the morning or the evening?

And yes, TouchPoints confirmed what we suspected – people were more positive on the evening commute as they headed home (see Figure 3).

Figure 3: Positive feelings by time of day



Source: IPA TouchPoints Data

TP data helped us to develop two important campaign elements.

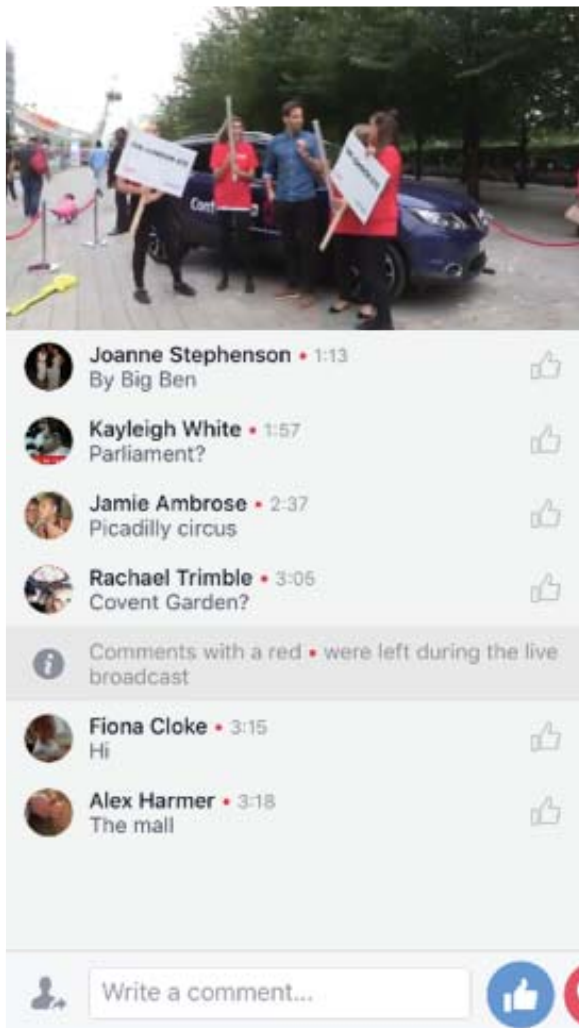
Firstly, upweighting drive time for our spot airtime, thus increasing our percentage share in network drive.

Secondly, in developing the perfect partnership for Confused.com with Heart, we could promote Driver Wins during drive-time hours.

It ran for 12 weeks in August to October 2016 and comprised:

- 3x 10" sponsorship tags per hour during drive time (4pm-7pm Monday-Friday) with 3 types of tags: branded, user generated (submitted Driver Wins), and local (Hanger Lane etc.)
- 1x week promotion on Heart London with a car giveaway and Facebook live results feed
- User-generated content for submitting Driver Wins with weekly cash prize

Ultimately, the campaign led to drivers associating when they're at their happiest with Confused.com.



In summary, TouchPoints helped us deliver Driver Wins in 3 ways:

1. We achieved a greater understanding of how drivers feel when they're in their car.
2. We gained valuable insights into drivers' happiness levels at different times of day and during their day-to-day activities.
3. We learned the optimum time of day to deploy selected media to target drivers

Driver wins at Confused.com. What is a driver win?

At Confused.com, we champion drivers by celebrating their golden car-related moments. You know that good feeling you get when a car leaves an otherwise-packed car park, and you nab that space? That's a **driver win!**

And we're all about the driver wins. Whether that's a smooth run of green lights, belting out a guilty pleasure that comes on the radio, or saving money on your car insurance.



2.1.3 The role of mood

Case Study: Vizeum

Using IPA TouchPoints mood data to understand when shoppers might be more emotionally primed to make an impulse purchase, enabled Vizeum to hone contextual planning and make the plan for this retail client much more efficient.

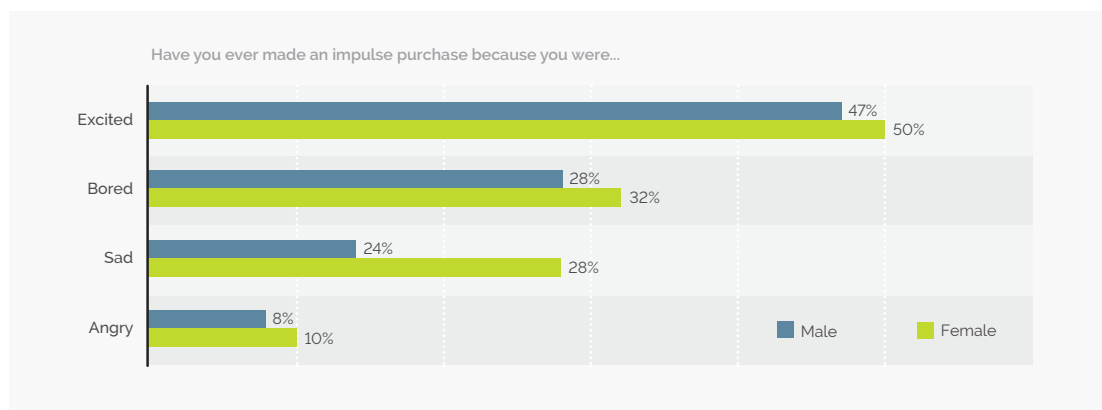
Using TouchPoints to demonstrate the link between impulse shopping and mood

Impulse shopping can be linked to our emotional state

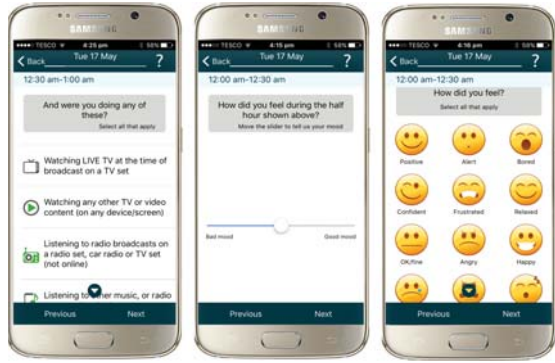
We were keen to understand if a link existed between impulse shopping and an individual's emotional state. We consulted a psychologist who explained that impulsive thinking and behaviour is a function of the limbic (emotional) system of the brain and usually manifests at times of extreme emotion, positive or negative.

A recent shopper behaviour study had explored the emotional mindset that leads to impulsive shopping behaviour. It identified 4 emotional triggers – Excitement, Boredom, Sadness and Anger (see Figure 1). The most dominant of these being excitement.

Figure 1: Impulsivity is a State of Mind



Source: Creditcards.com shopper survey "States of mind that lead to impulse shopping". Base: All impulse shoppers



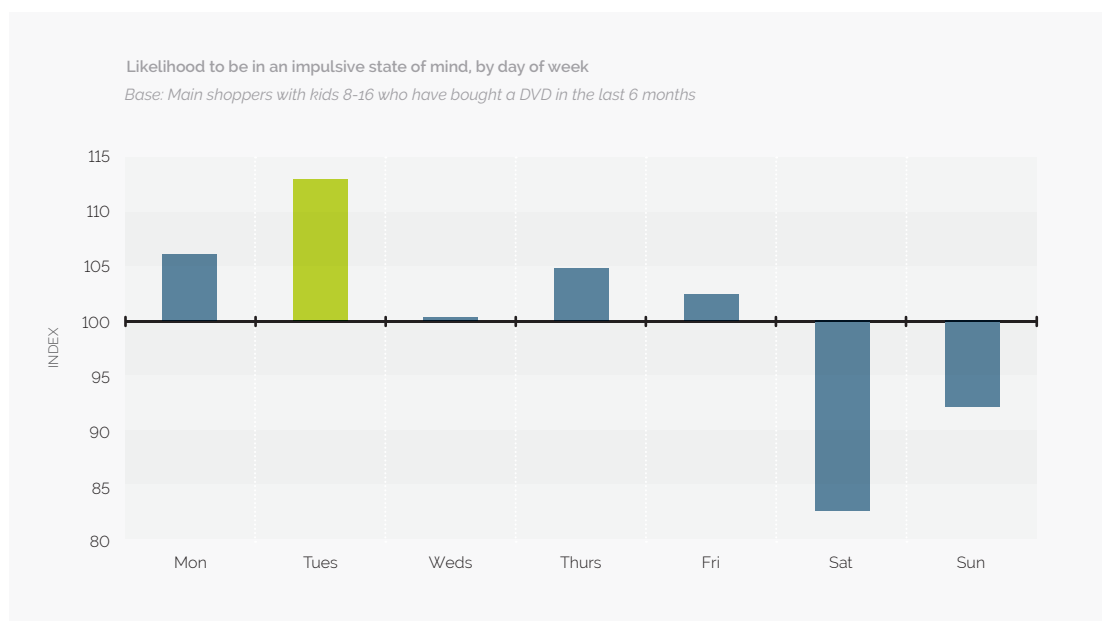
Using IPA TouchPoints mood data, we tracked these emotions across days of week and time of day for specific retail audiences – in this case, a DVD buying family audience.

Using the shopper behaviour study as a guide, we then amalgamated the emotion data into a single index using a weighted average and called it the Retail Impulsivity Index.

This index allowed us to understand the points in the week when their audience were most likely to be in an impulsive state of mind - the most powerful context within which to prompt purchase.

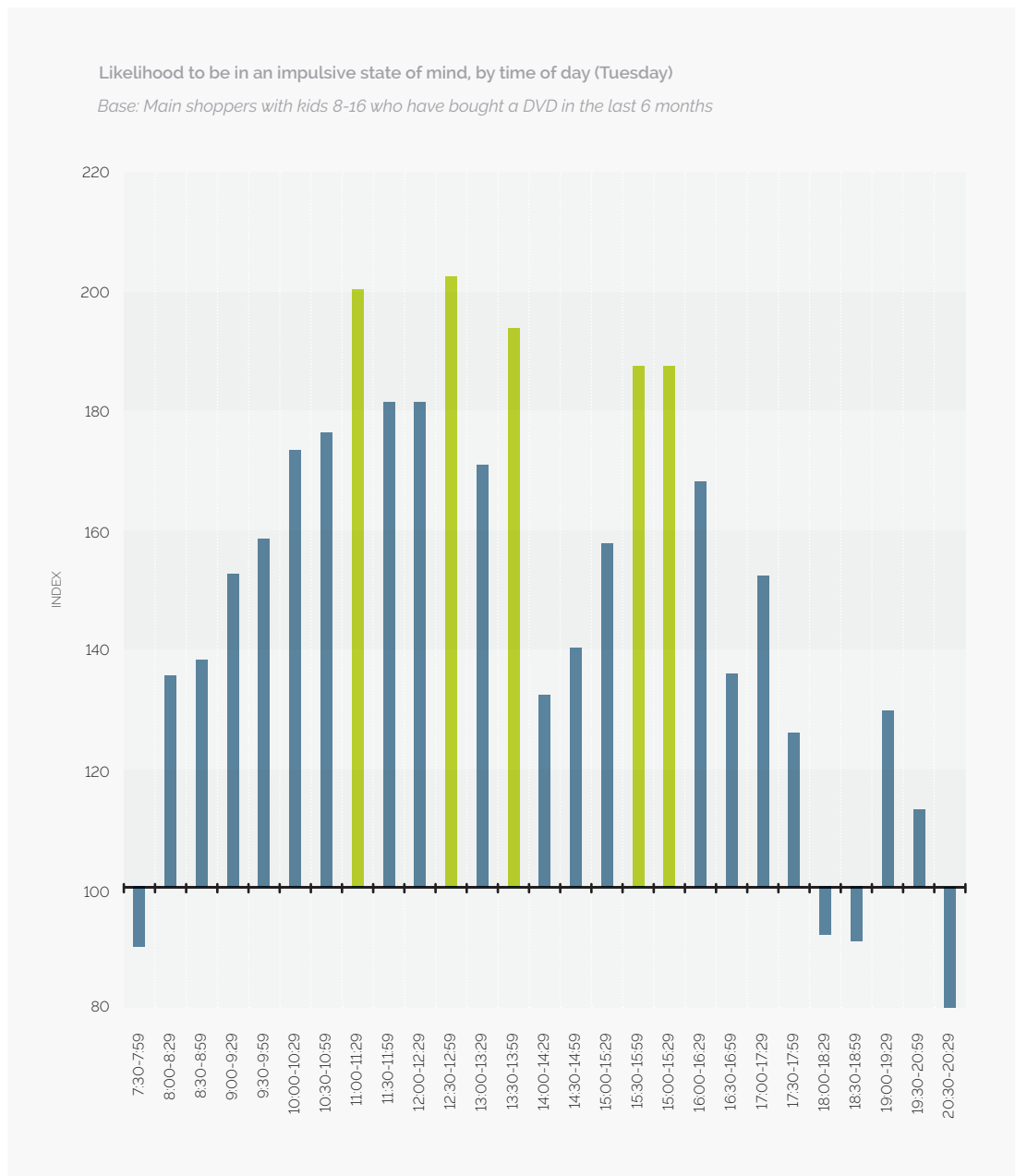
As Figure 3 demonstrates, the team were immediately able to see that Tuesday was the day of the week that the audience were likely to feel impulsive (correlating with trends in DVD sales) and, on that day, mid-morning and lunchtime were the most impulsive moments (see Figure 4).

Figure 3: For This Ents Shopper, It's Weekdays Not Weekends



Source: IPA TouchPoints and Dentsu Aegis CCS

Figure 4: With Some Interesting Peaks Throughout The Day



Source: IPA TouchPoints and Dentsu Aegis CCS

This data allowed us to laser target the broadcast media into the moments where the audience were in their most receptive mindset.

Getting close to the point of purchase has never been easier in terms of day of week and time of day targeting capabilities in digital, mobile, OOH and in-store – and this insight helped us make every pound invested for our clients work even harder.

2.2 Channel Planning

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

It is created by integrating all the UK's industry media currencies onto the specifically designed Daily Life Survey using it as a 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.





Case Study: Global Radio for DAX

Integrating digital audio reach and frequency into the TouchPoints Channel Planner to allow cross media comparison and planning.









Bringing digital audio into the mainstream with the help of TouchPoints

Introduction

Audio is about so much more than just listening to radio these days. Digital Audio is any digital audio content – radio streaming, music streaming and podcasting – consumed on a connected device.

DIGITAL AUDIO

 RADIO STREAMING	 MUSIC STREAMING	 PODCASTING
		

Note: Logos represent the variety of digital audio services in the market (not all of these services have ads or are in DAX)

Digital audio is a relatively new channel. However, it is growing at a rapid rate - up from 10.8m users in Autumn 2012 to 21.9m users in Autumn 2016 - with a recent study showing that digital audio apps now accounting for 19% of all app time. (Source: Activate using ComScore and Nielsen data.)

The challenge

Global created DAX, the mobile led Digital Audio Exchange to give advertisers a single buying point across 180 different digital audio platforms.

DAX was growing at a phenomenal rate, however a lack of audience data was preventing advertisers understanding the strategic role audio can play in their campaign channel mix. Key questions about how this new audio channel compared to existing channels were difficult to answer; for example:

- How can I compare it to other media channels?
- How does audio work with other channels?
- How best to optimise investment by audience objective?

The solution

By incorporating DAX into the TouchPoints Channel Planner, planners and buyers could evaluate digital audio alongside other formats and they could understand what digital audio can add to overall campaign coverage and frequency for cross media campaigns.

Global commissioned the software company, Telmar, to build a model which matched existing TouchPoints digital audio consumption data to that produced by MIDAS. Combining this with monthly impressions data available via DAX, Telmar was then able to create a reach and frequency model which was then integrated into the main TouchPoints Channel Planner, therefore, allowing digital audio to be analysed alongside and on the same basis as all other media channels.

The results

The integrated data set allows digital audio to be:

- compared to all other channels in terms of usage:



AVERAGE 4 HOURS OF LISTENING EACH WEEK



AVERAGE 4 HOURS SPENT READING NEWSPAPERS



AVERAGE 3 HOURS OF WATCHING TV ONLINE EACH WEEK

Source: IPA TouchPoints

- To be planned alongside other media:

Title	Coding	Source	Code Str
DAX Digital Audio Exchange	DAX01	TPT15F	DAX01

Target	All Adults (15+)	Population	50,916 (500) (100.0% of Comp Base)
Survey	PA Touchpoints 6	Sample Size	11,100
Weight	Respondent Weight	Comp. Target	40
Display	Single Schedule		
Calc Method	Respondent Engine, Resp-Engine RMP method		

Insertions	Uses	Audience (000)	Audience %	Total GRPs	Total Impacts (000)	Reach (000)	Reach %	Base CPT	Total CPT	Total Cost
DAX Digital Audio Exchange	0.00%	38,231	77.05	0.00	0	0	0.00	0.00	0.00	0.00
Liberty Mail	0	3,942	7.76	0.00	0	0	0.00	0.00	0.00	0.00
Capital Network (UK)	0	213	0.42	0.00	0	0	0.00	0.00	0.00	0.00
ITV1	0	1,014	1.99	0.00	0	0	0.00	0.00	0.00	0.00

- To be both planned and optimised alongside other media channels:

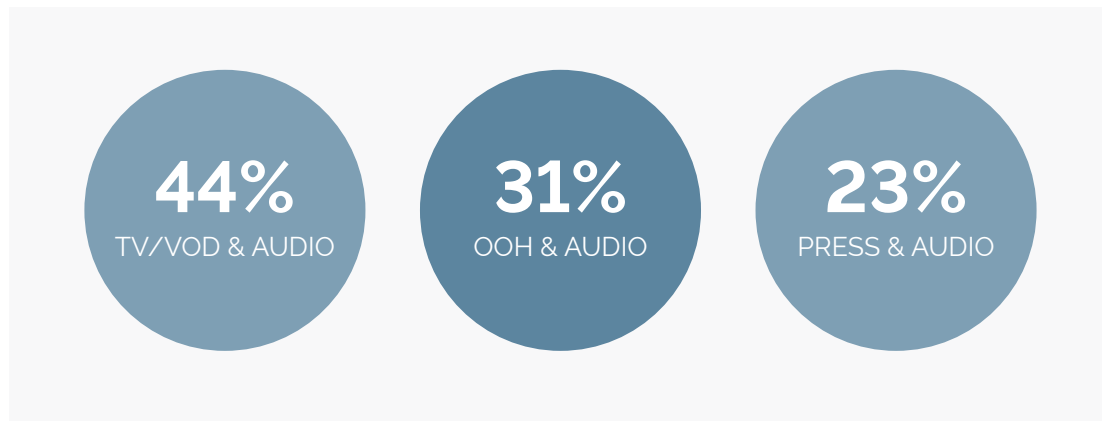


Source: IPA TouchPoints

TouchPoints measures 95% of digital audio listening is done while partaking in other activities including commuting, shopping, exercising in the gym.

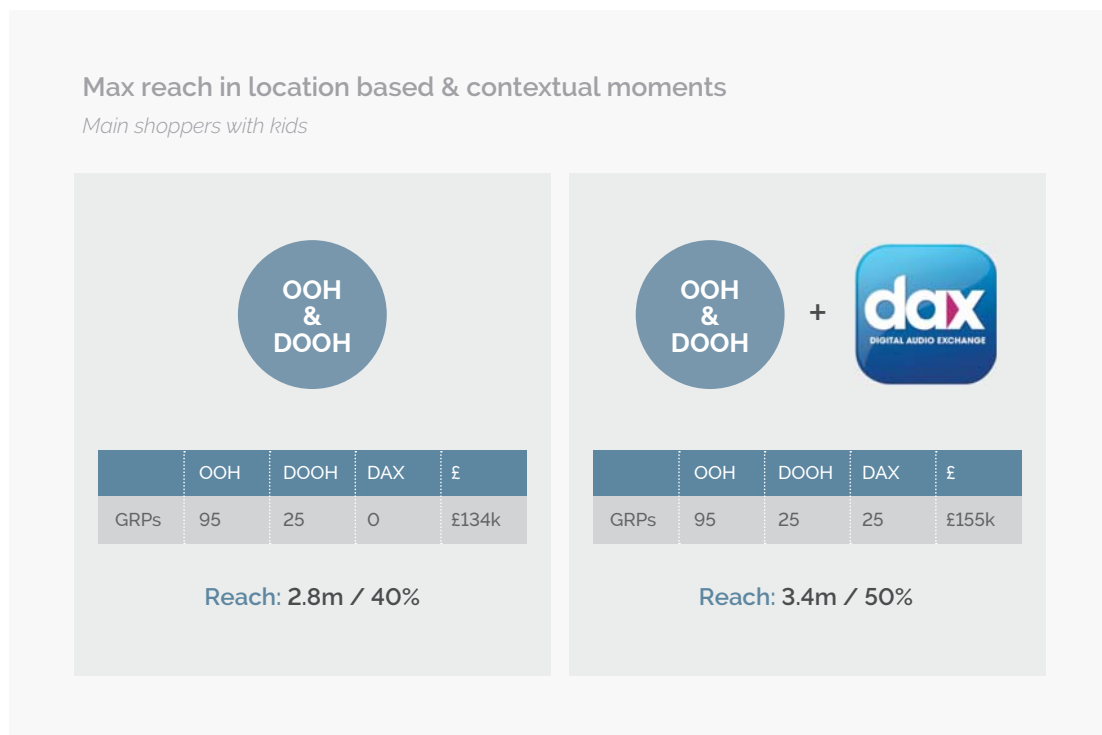
This proves audio's strengths as a complementary channel and agencies are using TouchPoints to plan how audio increases reach with other channels.

Results: Requests from agencies for DAX on TouchPoints analysis (excluding radio)



Source: IPA TouchPoints

Use DAX for an FMCG product launch



Source: IPA TouchPoints

It is significant that DAX is on TouchPoints for three reasons:

1. In recognition that digital audio is a major digital behaviour that forms a significant part of people's lives.
2. It enables agencies to plan how audio can work alongside many different channels and for different audiences.
3. Since DAX went onto TouchPoints we have seen a large increase in advertisers syncing the delivery for audio campaigns with locations such as poster sites and store lists.



Case Study: DCM for DFS

DCM used both the TouchPoints diary data and the Channel Planner to help build a case for the use of cinema as part of a connected consumer journey for the DFS audience.



Using TouchPoints to target the DFS Audience *with cinema*

Background

DFS has built its brand incredibly successfully over the past 47 years by primarily reaching a heavy viewing TV audience. In its quest to become the first £1bn furniture company in the UK, DFS identified the need to reach a wider audience - those highly valuable light TV viewers with a lot of purchasing power.

Idea

DCM wanted to prove cinema's worth beyond its immersive nature and great storytelling abilities. We wanted to show that part of cinema's unique proposition was also its distinctive and valuable audience.

Plan

DCM's Insight team used TouchPoints data to build the 'DFS Audience'. These people adhered to several different criteria that DFS were looking for, including a combination of lifestyle statements and consumer preferences.

The media habits section of TouchPoints was used to prove the DFS audience strongly indexed against cinema going when compared to other media channels.

Using the TouchPoints Channel Planner, we were able to show that cinema delivered unique and incremental reach for the DFS Audience over and above TV.

Using the Diary, Emoticons function, we could show that the DFS Audience were also more alert and positive in the cinema environment, meaning any exposure here naturally fell on more receptive ears.



Campaign Details



Sector	Retail
Target audience	Proxy 'DFS Audience'
TouchPoints data used	Media frequencies Attitudinal statements Channel Planner Diary - Emoticons
Media agency	Mediacom

Results

Having identified the presence of the DFS Audience in cinema, DFS bought an AGP film package, reaching a cross-section of cinema's valuable audience. The campaign partnered with Mobsta (mobile display specialists) to deliver a truly synced mobile campaign. A geo-fence was applied to cinemas and a DFS ad was then retargeted to exposed cinemagoers' phones within 24 hours of their visit.

The cinema and mobile campaign performed really strongly on both hard and soft metrics, with exposed cinemagoers 37% more likely to say they had 'heard good things about' DFS.

Exposed respondents were also twice as likely to visit a DFS store vs non-exposed.

By using TouchPoints data, we were able to prove cinema's worth to DFS' media mix and deliver a well targeted campaign which efficiently and effectively reached the DFS Audience.

"Cinema has proven to be an effective channel within our communications mix, delivering on financial return and brand scores. Our mobile geo-fencing helped ensure a connected consumer journey"

Nick Ashworth, *Head of Media, DFS*



Case Study: MC&C for WaterAid

Using TouchPoints data, MC&C created new growth for their client the charity WaterAid. This growth was generated by using TouchPoints to understand the value exchange between consumers and channels.

MC&C were able to generate new insights about the media ecosystem, about private and public media consumption and how to engage and motivate consumers in a highly competitive sector.

TouchPoints research helped set the strategic framework for MC&C and WaterAid to create a new fundraising model and generate new growth.



Using TouchPoints to create new growth for WaterAid

MC&C has always recognised the importance of understanding when, where and how audiences are interacting with media. However, the evolution of digital media opportunities means audience consumption patterns are changing significantly and communications planners are having to think beyond a passive media landscape, where everything had its time and place, to a more complex and dynamic ecosystem covering paid, owned and earned communications, where channels and their effects are interconnected on many levels.

This means the questions planners now need to answer are becoming far more complex – in particular, those relating to how and why consumers behave within this new media ecosystem. Planners can no longer simply observe consumers and customers in their homes or out and about; they need to understand how they behave across multiple media channels, often simultaneously. Planners need to understand both rational and emotional motivations – and in doing so, identify and better understand the relationships that underpin the media ecosystem.

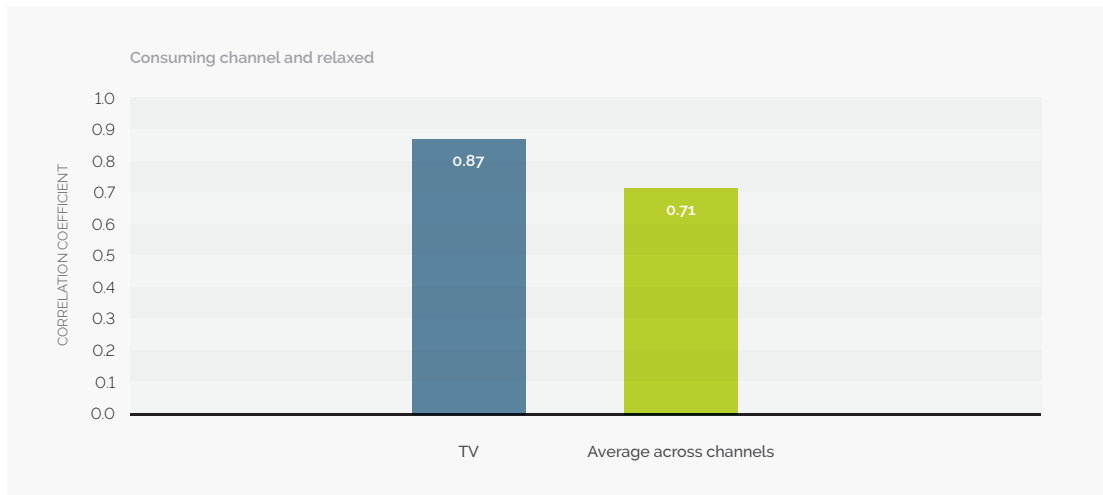
By using TouchPoints, MC&C were able to generate new insights around media channel consumption and help WaterAid grow in what is becoming a highly competitive sector.

As part of this approach MC&C considered the charity audience not just as donors, but also consumers and citizens, recognising that only then can we fully understand their true motivations. And although these motivations differ – what they all have in common is that they seek a form of value from the media ecosystem.

Using TouchPoints data MC&C were able to understand the value exchange between the channel and consumers. MC&C measured the correlation

between channel usage and emotion – and confirmed what we already knew - one of the main reasons people watch TV is for relaxation. We can show this using TouchPoints data and the correlation that exists between usage and mood (see Figure 1).

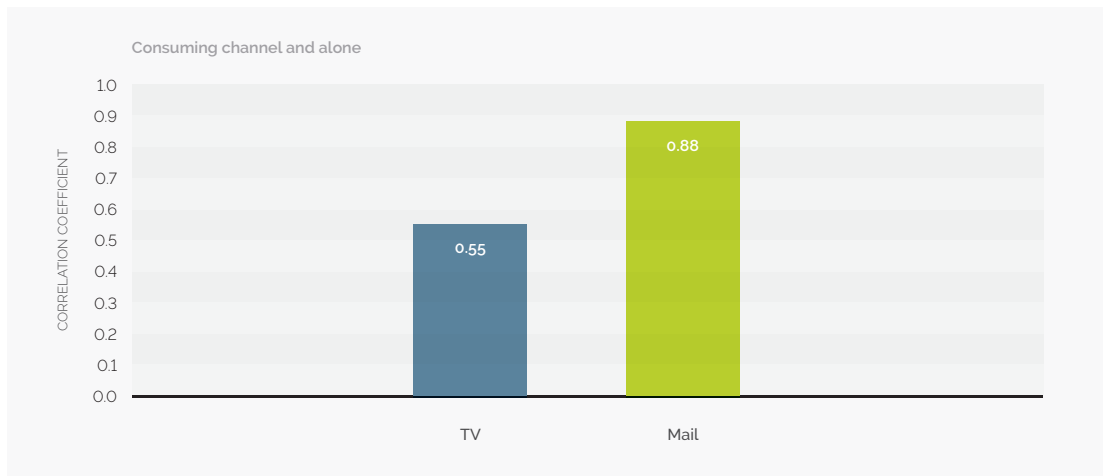
Figure 1: TouchPoints confirmed what we already knew...



Source: IPA TouchPoints 2015

However, this approach also reminded MC&C's planners of some home truths regarding direct mail. For example, one of the clear attributes of the channel is that mail is most often read by people when they are alone (see Figure 2). Mail is a channel that speaks to people on a personal, one-to-one basis - the individual addressability of mail and the message it carries is therefore a vital part of the value exchange between the medium and the consumer.

Figure 2: This also reminded us of some home truths



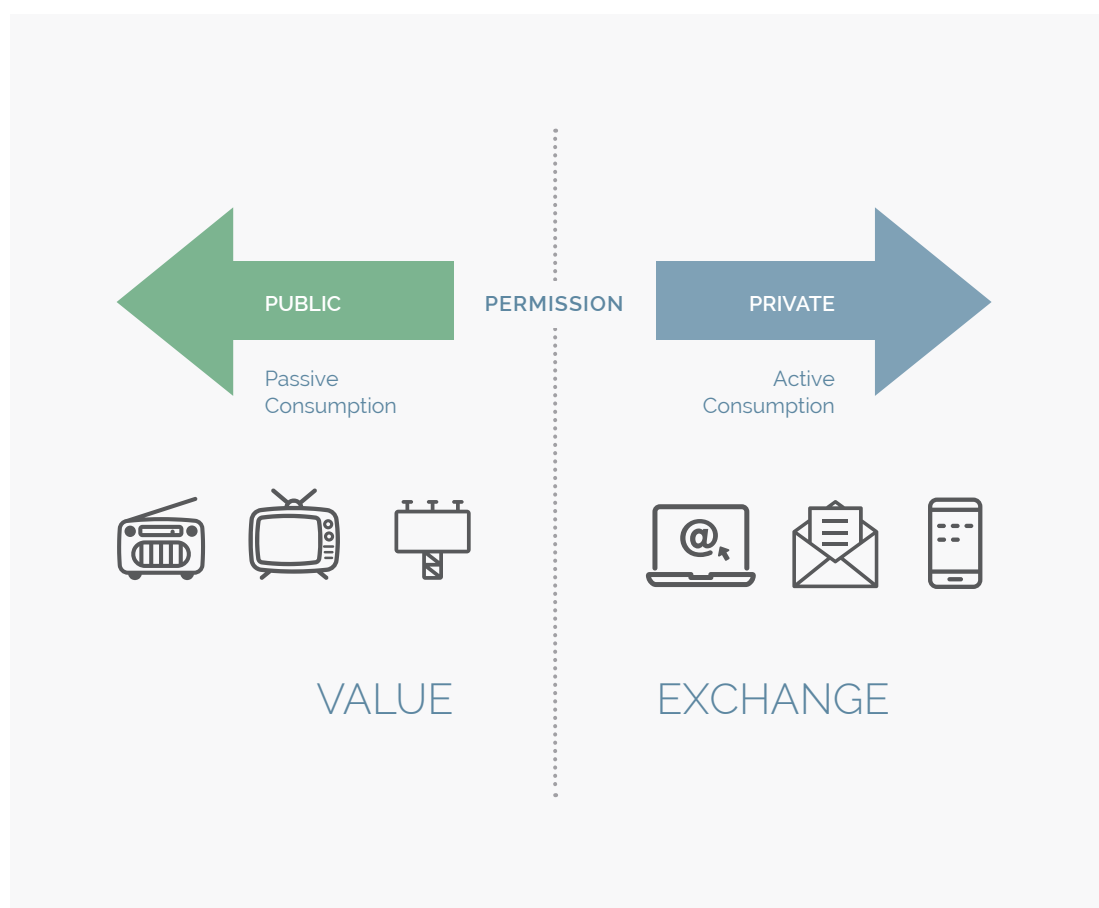
Source: IPA TouchPoints 2015

These value exchange relationships are evident across all media channels and it's possible to see a clear division between media channels which are public and those which are private.

Public media such as TV, radio and outdoor - are channels where advertising messages are passively accepted or even welcomed by the public. They recognise the value they get from this messaging, either as genuinely useful information or as a trade-off for free content.

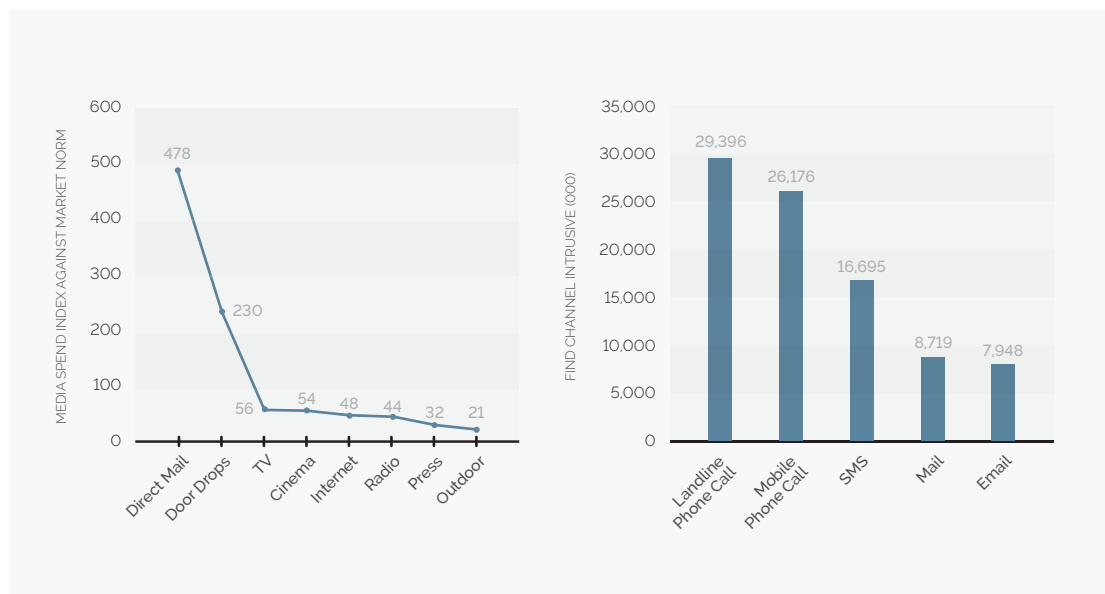
But there is a clear permission divide to consider when managing the value exchange between public and private media. This is because in order to speak to people using private media we have to use their personal data and to do this we need their *permission*.

Figure 3: There is a clear permission divide managing the value exchange



To date, compared to the rest of the media market the charity sector has played a high stakes game, as we can see by sector spend on direct mail (Figure 4).

Figure 4: To date the charity sector has played heavily in the active consumption space



Source: IPA TouchPoints/ Nielsen media spend Dec 2014 - Nov 2015

On top of this, we should remember that this research isn't capturing the higher than normal activity levels using phone and face to face.

What this means is - put bluntly - the stakes are high if charities get it wrong. Meanwhile, the unintended effect of charities' reliance on hard sell methods is increasing the risk of the perfect storm - creating negative news headlines damaging to the industry and reducing the public's trust in their work to levels last seen in 2007.

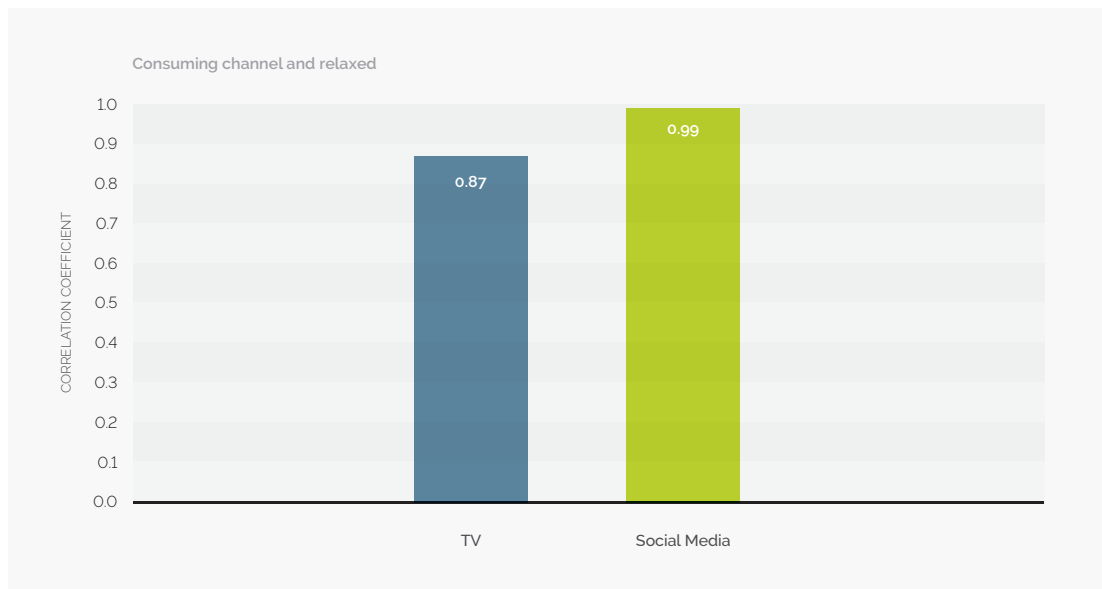


At its core – this erodes several important factors:

- the value exchange of need/values/expectations embedded in the ecosystem
- our ability to meet the needs of consumers to make confident decisions
- our ability to empower donors and give efficacy to their values
- the expectations of citizens for the ecosystem to inform and educate

Applying our approach and theory we then asked the question - how has social media changed the ecosystem?

Figure 5: The relationship audiences have with the channel is unique



Source: IPA TouchPoints 2015

The first observation to be made is that the relationship audiences have with social media is clearly unique. Using the same data and method as previously, we can see that social media usage has an incredibly strong correlation to relaxation - stronger than we've seen for TV.

Not only does social media compete with TV but it also competes with direct mail in its ability to speak to people on a personal level. Interestingly this value exchange doesn't change for the vital donor audience of older people.

This shows that social media is able to use permission to bridge the public-private divide. Social media encourages the relaxed passive consumption of private media and yet also has the ability to speak to people on a one-to-one, personalised basis.

MC&C then applied these insights to the development of a new fundraising model for their client, the charity WaterAid.

This new fundraising model has put social media at the heart of their engagement model – enabling WaterAid to fuse public and the private media channels. Social media is, however, not the only game in town! TouchPoints reminds us that 66% of media consumption happens offline. Therefore, MC&C and WaterAid have used TV to deliver the mass reach required to build brand values and activate people to embark on the journey to being donors. The second part of this process, activating the journey, has meant using high frequency content delivered via social platforms to make the WaterAid brand more salient to people and to nudge them further along the engagement journey.



This approach has required a lot of content - much of it generated from people working out in the field for WaterAid using mobile phones.

And as WaterAid continues its mission to ensure safe water, sanitation and hygiene for everyone, everywhere by 2030, armed with this new fundraising model the charity has, in effect, embarked on a soft revolution to change how fundraising is undertaken in the UK. In doing this WaterAid are setting new benchmarks for the charity sector.

The result, WaterAid's campaign outperformed previous social media campaigns - beating the 2012 Big Dig campaign acquisition income by 647%, and 2014 To Be A Girl campaign by 160%.

But, most importantly, in December 2015 WaterAid recruited more cash supporters than they have ever done in one month, raising nearly £5 million, with over £4 million being eligible for match funding by the UK Government.



Case Study: OMD UK for RNLI

OMD UK used IPA TouchPoints in a number of ways. Firstly, they used TP's time diary to understand how and where their male target audience choose to spend their time, which enabled them to identify potential communication channels and touchpoints. Having done this, OMD UK used TP's Channel Planner to identify the most efficient channels and maximise reach against the core target.



Using TouchPoints to inform the media planning of RNLI's Respect the Water campaign

Background

RNLI - Royal National Lifeboat Institution - is the largest charity that saves lives at sea around the coasts of the UK.

Tragically in 2014, 184 people died on the UK coast. 84% of the UK's water fatalities were men.

Shockingly 50% of casualties were not intending to go into the water at any point.

'Respect The Water' is the RNLI's drowning prevention campaign. It highlights the risks, helps you avoid them and gives advice to keep you and your mates safe.

Through RNLI's Respect The Water campaign, we wanted to raise awareness of the dangers of the UK and Irish waters and achieve the Client's key target of reducing the number of casualties by 50% by 2024.

Respect The Water was driven by three major insights:

- Young men think they are invincible so we need to prove them wrong
- Multiple touchpoints are key to maximise cut-through and top of mind awareness, particularly amongst 16-39 men with a wider focus on 16-64 men
- Telling people to stay safe is not enough; we need to show them what to do if something happens to them or their mates

For the first national Respect the Water campaign in 2015, our aim was to maximise reach against this audience with multiple touchpoints in order to convince them that the UK and Irish Coasts are indeed really dangerous.

Using TouchPoints

We needed to give young men perspective around the dangers they face and the unpredictability of the UK and Irish waters, to make them think twice before taking risks. As with any behaviour change campaign, the first step was to raise this awareness.

With key insights behind it, our strategy became "Working back from the Water". This was to hammer home the dangers of water to 16-64 men by maximising the following key points as they were getting close to the water:

1. Ensuring impact through relevance of the advertising environment
2. Pertinence of the moment and realisation that it could happen to someone like them
3. Having impactful presence in environments where groups of young men would meet

With a limited budget, we decided against putting all our investment on TV and used a multi-channel approach that would give the campaign enough frequency to last all summer. This allowed us to remind our audience of the unpredictability of water when it was most relevant.

We used TouchPoints to understand the most likely activities for 16-39 Men on a night out, near our coasts – from going to the cinema with their mates, to going to the pub – TouchPoints allowed us to be very tactical with our approach to media planning and ensure we contacted the relevant, sometimes niche, media owners.



Working back from the water: short breaks near water



Source: IPA TouchPoints

Once we had all the proposals back, we used Touchpoints Channel Planner to select the most efficient channels and verify we were indeed maximising reach against our core audience through multiple touchpoints, but also having a halo effect on the wider 16-64 Men for our budget to work harder.

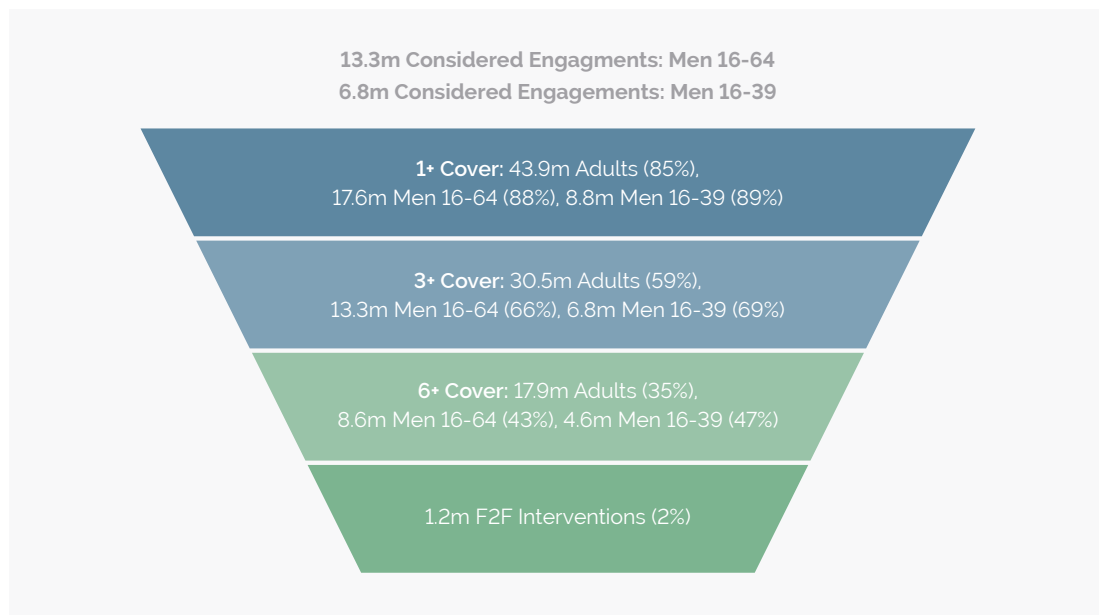
Media	Uses	Audience [000]	Audience %	Total GRPs	Total Impacts [000]	Reach [000]	Reach %	Base CPT	Total CPT	Cost
All Cinema Advertising	85.40%	970	10.27	52.63	4,971	2,960	31.55			
All (Linet) Ad-Supported Video	0.15%	535,204	5,685.84	6.45	661	682	7.22			
Roadside 40 Sheet	0.00%	272,220	2,861.81	0.00	0	0	0.00			
YouTube (Media Brand) - Ads	0.44%	48,172	509.96	22.31	2,158	1,201	12.72			
Twitter.com (Media Brand) - Ad	12.97%	7,888	83.55	10.83	1,823	294	3.12			
Total		1,488,16	6,393	669.72	83,263	4,971	7.54			
Cinema		85.40%	2,960	31.55	52.63	4,971	1.67			
Internet		988.83%	4,389	46.46	250.85	23,695	5.40			
Outdoor		17.04%	4,744	50.23	201.81	19,045	4.01			
VaD Websites		624.88%	674	7.14	25.40	2,400	3.56			
Radio		1.443	3,837	38.51	139.23	13,152	3.82			
TV		0	0	0.00	0.00	0	0.00			
Videology		2.55	216	2.29	3.99	262	1.31			

Source: IPA TouchPoints

Results

Using Cinema, Radio, Outdoor posters and Digital media, we delivered c. 400 million impacts from this campaign nationwide and we managed to get additional value FOC that helped drive the overall awareness of this campaign.

- All activity was upweighted towards the UK coasts and rivers.
- 88% of Men 16-64 were exposed one or more times to the RTW campaign.
- 69% of Men 16-39 were exposed to at least 3 touchpoints.



Source: IPA TouchPoints

Respect the Water had fantastic results for its first ever national campaign:

- 1 in 5 16-39 Men remembered seeing our campaign.
- More importantly, correct message take-out amongst young males aware of the campaign saw a significant increase (pre-to post) from 54% to 72%, proving that we started gaining traction already.
- 84% of people who had recognised the campaign said they understood the dangers were relevant to them.

IPA TouchPoints helped us to shape the campaign in two distinct ways:

Firstly, by using the Daily Life data to understand our key male audience – when they were with friends, what they were most likely to be doing, where they were and the media opportunities available.

Secondly, using the Channel Planner to maximise effective reach against both our core and wider target groups, using the most efficient channels.



Case Study: Posterscope

IPA TouchPoints was central in developing a 'Location Framework' from which to understand OOH environments since it links location with time, two variables that are inextricably connected when planning OOH campaigns.

Using TouchPoints for Building a Location Framework

Context

Posterscope believe that a greater understanding of 'location' as a concept is crucial to better Out of Home planning. To achieve this, we have combined traditional audience planning with a location first approach using several data tools.

OOH relies on physical locations more than any other channel and the opportunities to use new data sources on ever growing numbers of digital screens meant looking at OOH locations from a different perspective.

We decided to break each OOH environment into four key components:

- what consumers are doing in locations
- when they are there
- who they are with
- how they are feeling

Figure 1



Applying useable insights through this Location Framework

The inclusion of the High Street in TouchPoints 2015 as an e-diary location gave us an exciting opportunity to understand consumers' habits in a varied and multi-purpose OOH location. The High Street is about far more than retail - it is a centre of our urban landscape and an important place for people to socialise, access services, eat, drink and attend attractions and events.

For advertisers, it is an unparalleled opportunity to reach multiple audiences, in multiple mindsets across multiple categories and to be able to speak to their target audience in a relevant and engaging way. TouchPoints shows that across an average week 24 million people will visit a High Street at least once, for a range of activities.

What you are doing?

Throughout the day and on different days of the week, the activities, locations visited and corresponding mindsets of consumers on the High Street varies. The activities and mindset of a busy worker on their lunch break will differ hugely to a mother with her children out browsing the shops at the weekend or lads enjoying a pre-match pint on a Saturday.

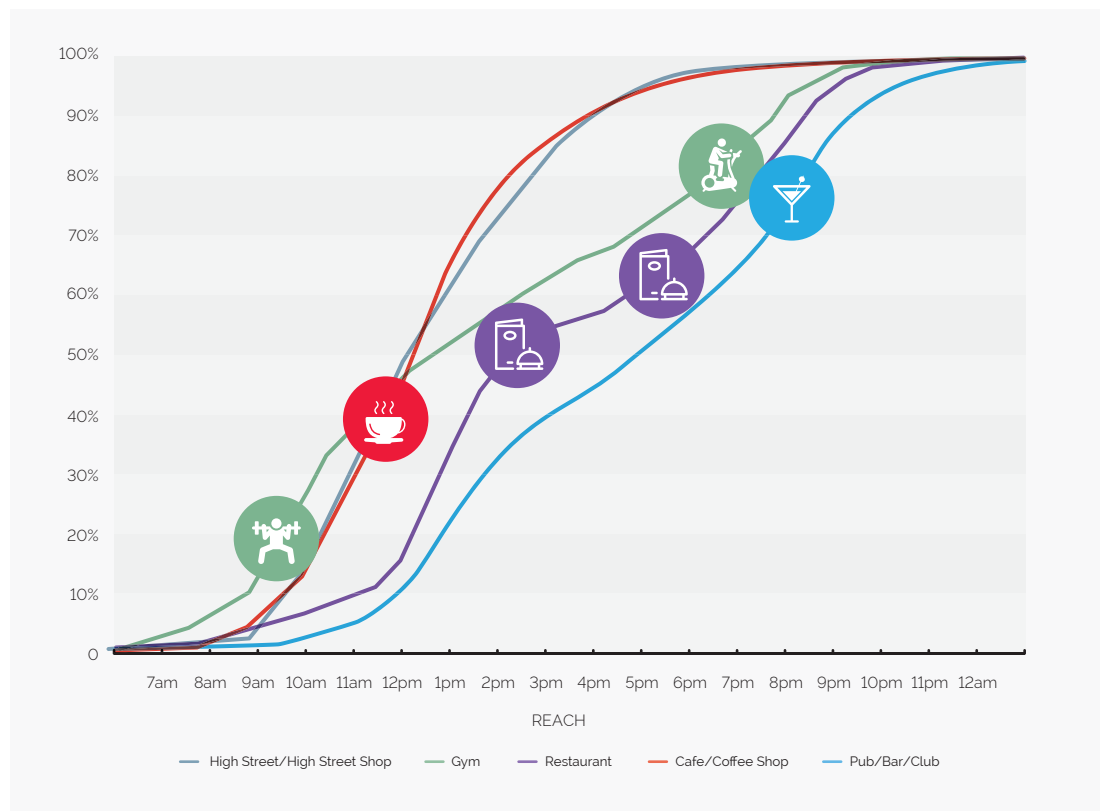
TouchPoints enables us to delve into who is visiting and when locations are being visited for these various activities.

By cleverly using e-diary data to look at cumulative reach, we could see when people first visited High Street locations and help paint a clear picture of how the High Street audience changes throughout the day.



IPA TouchPoints was a central tool in developing a 'Location Framework' from which to understand OOH environments, such as retail locations, travel locations and multi-purpose locations (like the High Street). Crucially, TouchPoints links location with time, two variables that are inextricably connected when planning OOH campaigns, particularly as the digital inventory continues to grow. Taking a fresh and innovative approach to this data provided us with new insights into consumers' whereabouts, moods, habits and company over the course of a given week.

Figure 2: The High Street's changing daily audience



Source: IPA TouchPoints

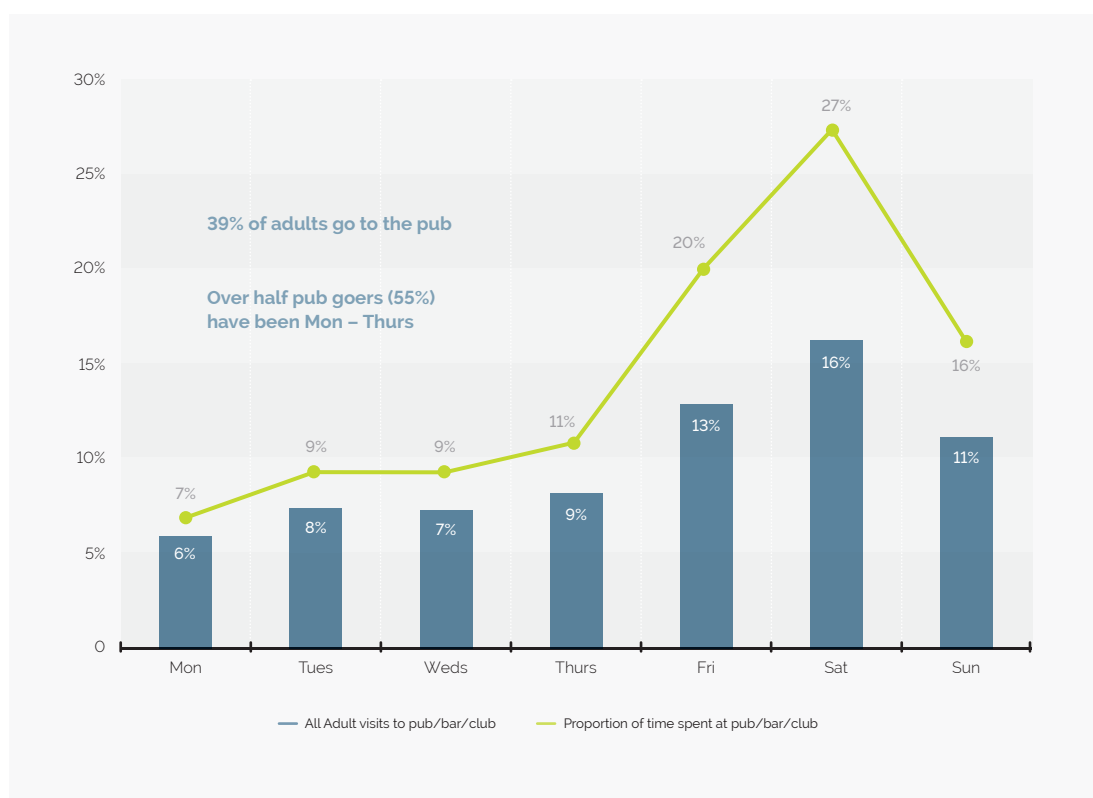
For example, almost half of those visiting a gym had done so by midday, whilst pub visits grow steadily from lunchtime onwards as High Street visitors seek respite from the busy surroundings outside. Interestingly, coffee shop visits exactly matched when people visited the High Street, reflecting the nations craving for caffeine throughout the day!

Based on this insight, we could recommend suitable messaging and products for different times of day which best captured the mood of the High Street audience in the moment. In the morning, passers-by may be more receptive to health and lifestyle advertising, while alcohol ads may be more effective later in the day when pub and bar visits peak.

When you are there

We were also able to use the data to back up the assumption that Britain is a nation of pub goers! Analysis of the e-diary showed us not only the days when pubs were visited most often, but also the proportion of time that was spent on each day. Creating the time spent vs. days visited chart was particularly useful for alcohol clients to see how visits build throughout the week, peaking on a Saturday. It also demonstrated that almost half (47%) of all time spent in pubs is done so on a Friday and Saturday, making a strong case for upweighting alcohol and live sports brand messaging during this period to maximise awareness and drive sales during the end of the week rush.

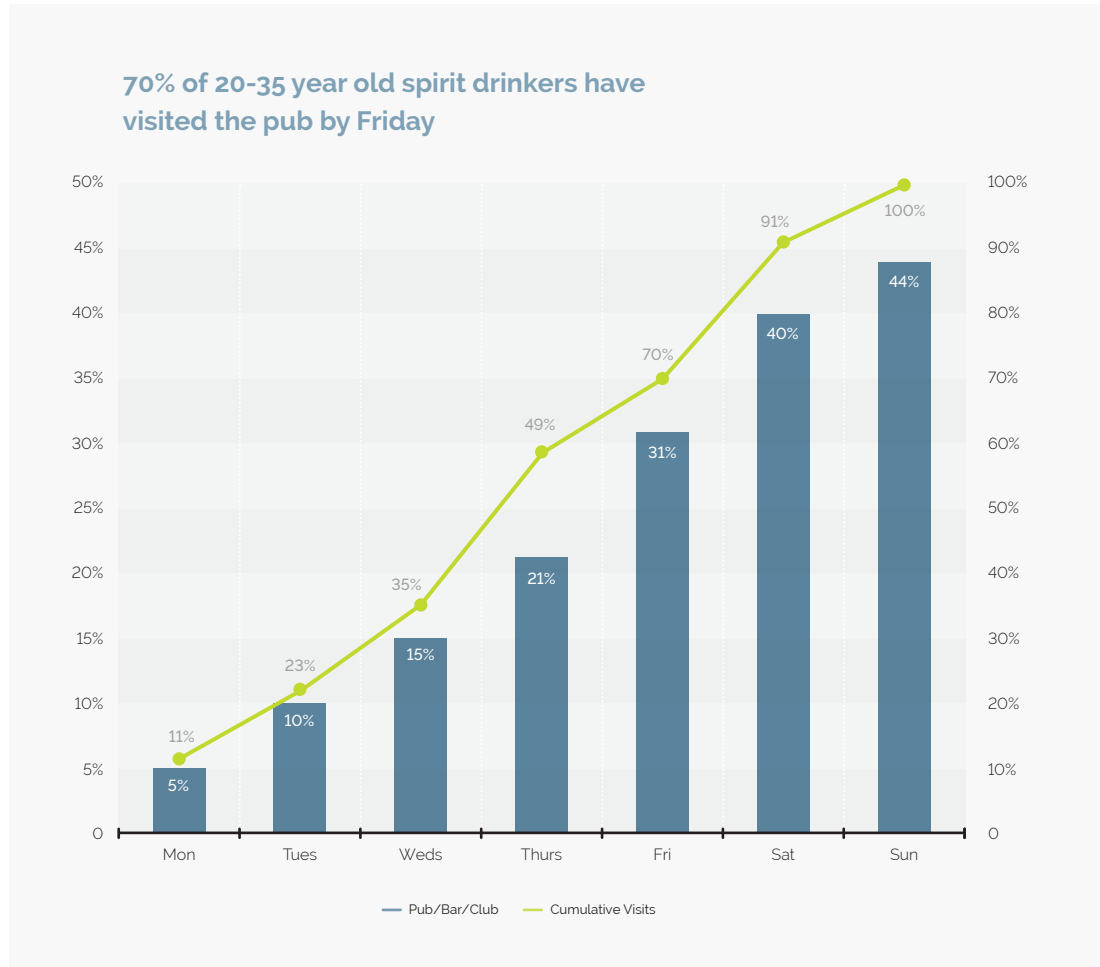
Figure 3: Daily pub visits vs. proportion of time spent in the pub across a week



Source: IPA TouchPoints

Conversely, when making the case for an 'always on' High Street presence for alcohol brands, we could use TouchPoints to show that despite Saturday being the busiest day for visiting pubs, 70% of the target audience had already visited a pub from Monday to Friday. Analysing how an audience builds day by day through the week was helpful to demonstrate that impressions delivered at less busy times are not wasted as pubs are receiving visitors throughout the week.

Figure 4: Daily build of pub visits

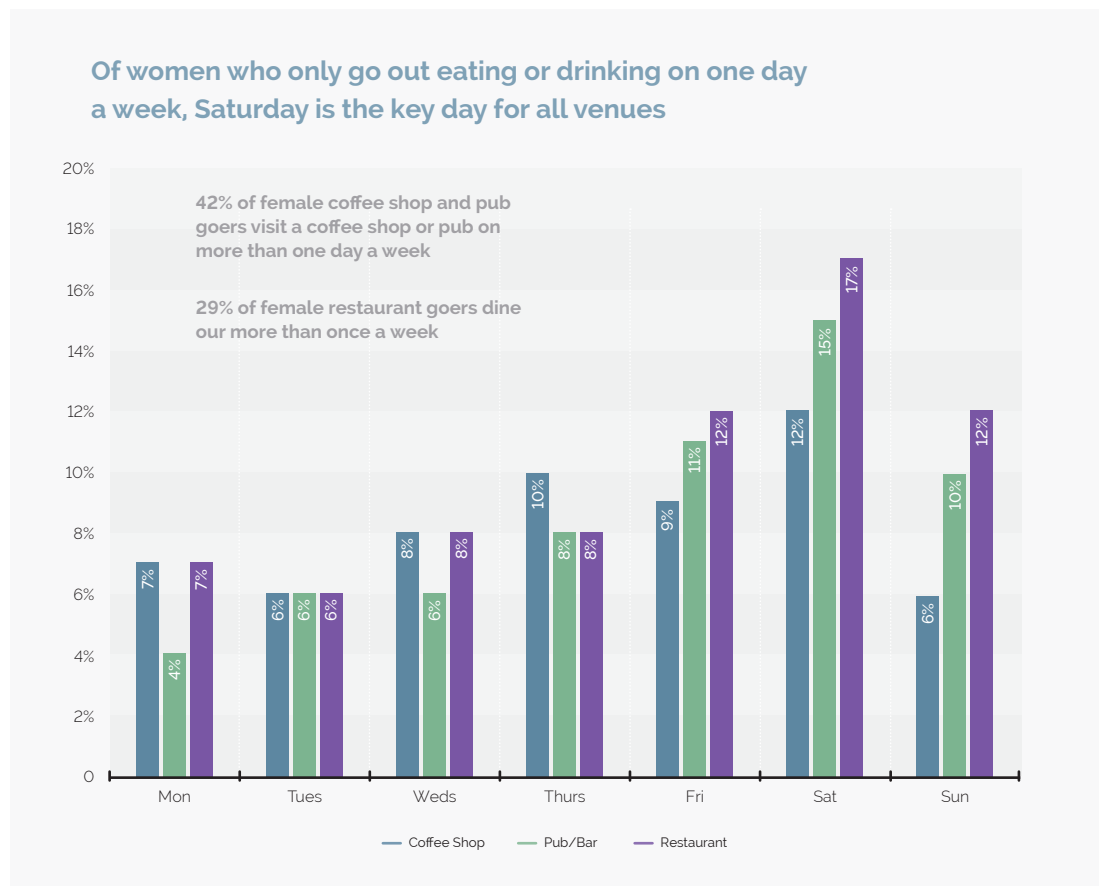


Source: IPA TouchPoints

Inventive use of the data also allowed us to see the proportion of people who only visit particular locations on a single day of the week and those who visit more than once a week. From this we could easily see that Saturday remains the biggest day for going out socialising at coffee shops, pubs or restaurants, but also that large numbers of consumers only visit these locations on a single day from Monday to Thursday. 42% of female pub goers go more than once a week but a quarter only go on a single day from Monday to Thursday to enjoy a mid-week drink or perhaps to contest the weekly pub quiz!

Seeing unique visits for each day further demonstrated the importance of Saturday for these social activities, but also demonstrates the need for advertising throughout the week so as not to miss out on the quarter to a third of consumers who only go Monday to Thursday. Advertising on these days also helps to build frequency of messaging amongst those that socialise at these locations on multiple days during the week.

Figure 5: Unique daily visits to food and drink outlets – a quarter to a third only go on Monday to Thursday



Source: IPA TouchPoints

Who you are with

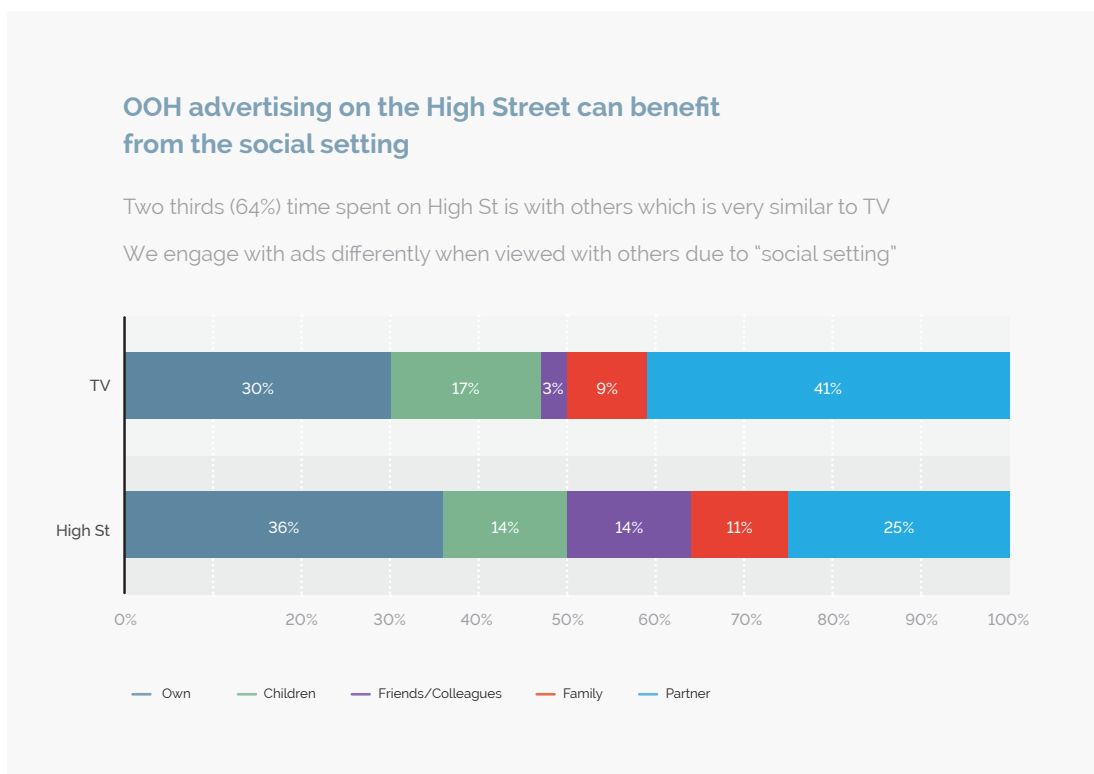
We used TouchPoints to profile OOH environments vs. who visitors were with on each day of the week. In doing this, we proved that the High Street becomes a much more sociable space at the weekend. On an average weekday, 50% of High Street visits were made alone but this figure drops to 30% at the weekend, when people are clearly enjoying time off with family and friends. By combining this insight with Posterscope's proprietary insight tool, OCS, we could make the case for different messaging on digital out-of-home screens.

An individual's reaction to advertising is likely to change depending on their reason for being in that environment and who they are with. Advertisers can change their messaging to appeal to the functional mode of an individual walking past a poster on a Monday morning on their way to work and to the same individual in a social mode walking past that poster while shopping with friends on a Saturday afternoon. TouchPoints data supports the case for this, by showing that the average number of solitary shoppers on a weekday is 58%

higher than the average weekend day. Weekend High Street visits are more sociable occasions - we can probably all remember a time out with friends where we saw a funny or thought provoking ad and studies have shown adverts are more effective when they are seen in a social setting.

The data pointed towards this unique strength of OOH – the social medium. Many other media channels are consumed alone but we used TouchPoints to draw parallels between OOH and TV. While TV and OOH share a similar proportion of time spent with others, we showed that 14% of time spent on the High Street was with friends versus only 3% for TV. This is a unique opportunity for brands looking to connect with people and exploit a social setting.

Figure 6: OOH the social medium



Source: IPA TouchPoints

How you are feeling?

Our mood is very often determined by who is around us, so we also used the e-diary to further the case for varied messaging to target individual and group mindsets. By calculating the average mood while people were on the High Street we were able to compare solitary visitor's mood scores to the moods of those visiting with friends. We found the increase in mood, or 'friend factor', to increase 7% for High Street visitors compared to visiting alone.

Figure 7: The 'Friend Factor' impact on average moods on the High Street

Saturday			
Average Mood	Average Mood on the High Street	Average Mood on the High Street on your own	Average Mood on the High Street with friends
69	70	67	72
High Street Friend Factor: +5% pp Happier			

Source: IPA TouchPoints

Results

There is a surge of 'big' data emerging that give media planner's access to highly accurate and geo-located trends and insights. However, TouchPoints remains the most valuable tool on the market for getting a view of the consumer at a higher level and understanding the environments that they live, work and socialise in.

As the number of digital screens continues to rise, the value of insight becomes greater and campaigns can exploit the opportunity for innovation that DOOH presents. To maximise the potential of OOH in key locations like the High Street, a thorough understanding of who you are with, what you are doing, when you are there and how you are feeling is necessary for advertisers to reach consumers in a relevant and meaningful way.

Tools such as TouchPoints provide a fantastic starting point to understand environments more thoroughly and to turn insights into more successful OOH campaigns.



Case Study: Royal Mail MarketReach

While using IPA TouchPoints data to scope the topic, the Royal Mail MarketReach identified that using life stage rather than age as a definition, provided clearer insights and a persuasive narrative for their objectives. TouchPoints original life stage data was the catalyst for the development of an Interactive Insight Engine tool that gives greater understanding of how audiences interact with mail.



Understanding the relationship between life stage and mail

The Context

Historically, it has been the content of a medium that has defined its consumption, not the medium itself. Assuming literacy, availability and affordability, anyone could read a magazine or newspaper, watch TV, or listen to the radio.

Is digital media different? Its early adoption by Gen Xers and Millennials created a new social divide: digital natives versus digital immigrants. Would the natives be so deeply engaged with "their" channel that they would reject established, traditional media?

Clearly we had to explore how different age groups engaged with mail to understand how, if at all, the adoption of digital technology influenced consumers.

Depth, breadth – and credibility

MarketReach regularly commissions independent research from both proprietary and subscription providers in order to help advertisers maximise the effectiveness of their investment in mail. This programme is a core strand of our strategy. The results are published in reports which are presented to our key audiences and also freely available on our website (www.mailmen.co.uk). Our reports include a range of sources and types of research: from mainstream qualitative and quantitative fieldwork to ethnographic, neuroscientific and tactility techniques.

Key to the success of this activity is that the research findings provide real insight and deliver value to all types of marketers. TouchPoints not only provides this, but has the additional benefit of being respected by our target market. In this study, it provided the spine of our investigation, and was fleshed out by additional qualitative research including diary work.

Research defines the objectives....of the research

Our initial objective was simple and focused: to understand how consumers of different ages engaged with mail, from opening and reading to displaying, sharing, responding and keeping.

Had we been commissioning new independent research to investigate this we would have defined age breaks as a key filter. And had we done so we would have wasted our money.

In examining previous quantitative and qualitative research – and exploring both TouchPoints and TGI findings – by age groups, we found that the differences between different cells were generally not significant. There was evidence of some (marginal) trends, but the findings were inconsistent and inconclusive. Despite digging deeper, it was clear that the primary finding was that despite receiving different amounts and types of mail from companies, consumers of different age groups engage with mail in very similar ways but with some peculiar, marginal and erratic differences.

We had the answer to our initial query. But we wondered if there was another more insightful perspective we were missing.

The depth of TouchPoints questioning meant there were many alternative ways to filter the data that could reflect age groups, while focusing on an alternative dimension. By re-examining the data using life stage as a filter we found the 'peculiar, marginal, and erratic' findings realigned themselves in to a powerful insight that provided a clear, insightful and persuasive narrative that illuminated both the similarities and differences between people.

As a result, we changed the essence of the objectives from 'age' to 'life stage'

Creating a model that's fit for purpose

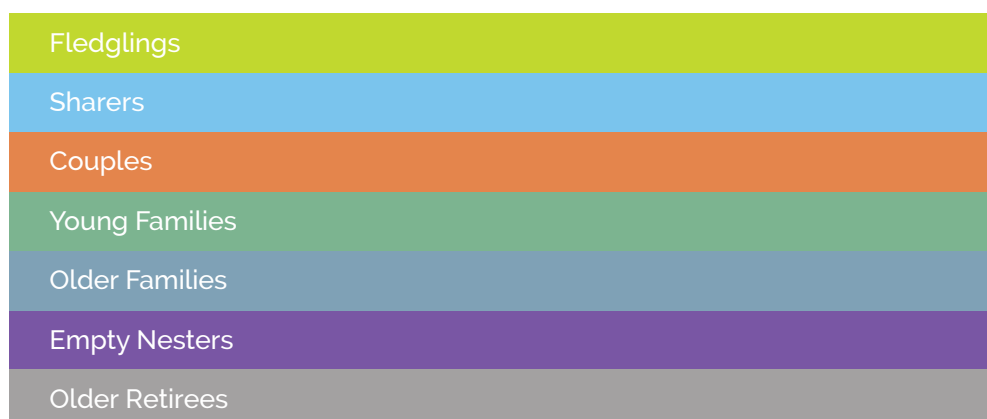
There are tens of life stage models available; some have as few as four groups, others as many as forty. What was the 'right' model to use? We based our selection on what was useful and applicable for our customers, rather than that which gave us the 'best' results. Our reasoning was simple: the best model in the world was of no use if it couldn't be used.

Three key factors guided our life stage selection:

1. A number small enough that our clients could afford to create differentiated communications, but large enough to identify key differences.
2. A model that was applicable using geodemographics, so companies could easily overlay the model on existing customers and accurately target prospects.
3. A model that was focused on who people were living with. Sharing, displaying and discussing items of mail are critical mail interactions, impacting measures of engagement and commercial value.

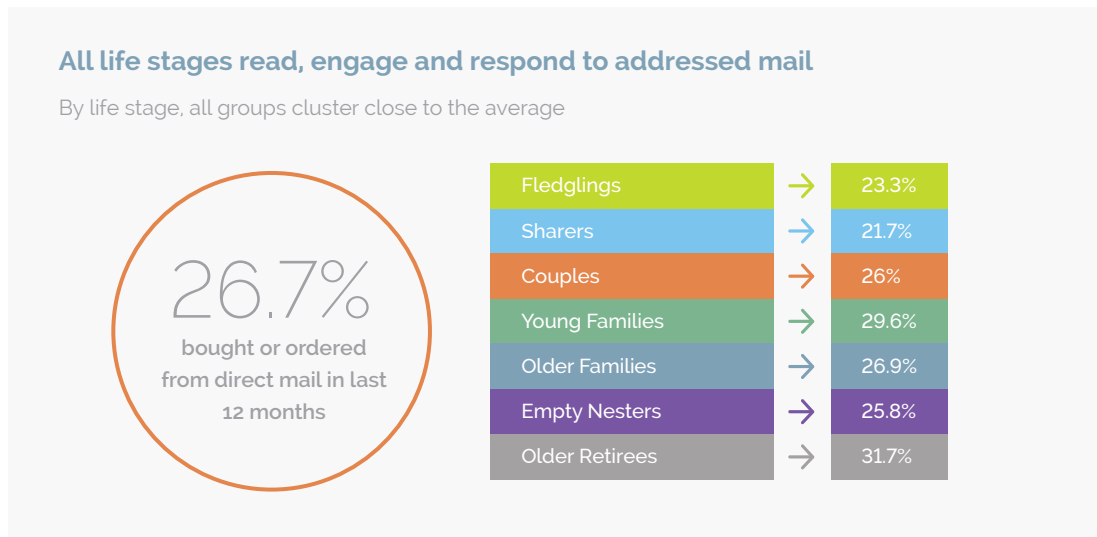
We set out to build on our understanding of mail, developed from working with most of the UK's largest public and private companies and supported by our previous research insight reported in studies such as The Private Life of Mail. Having recognised that analysing consumers by life stage would deliver the most insightful approach, IPA TouchPoints offered the perfect insight platform. It allowed us to explore consumer attitudes and behaviours to develop a bespoke targeting model that took into account a number of variables which were sensitive of modern household dynamics. We soon found interesting similarities and distinctive nuances. With these we crafted and tested life stage approaches to find the one that would give us a set of audiences that were most distinctive, yet also large enough to ensure reliable insight. Ultimately, we selected a seven group solution – our Life Stages of Mail.

These groups clearly had an age component, but also extended beyond it. For example, more than half of the Fledglings – adults living in their parent's homes – and of Sharers – adults living with other adults in a communal accommodation were between 18 and 24. But how they engaged with mail was very different. And the in-depth data regarding attitudes, behaviours and financial concerns allowed us to understand why, and how to leverage the differences.



The elevator pitch – and much, much more

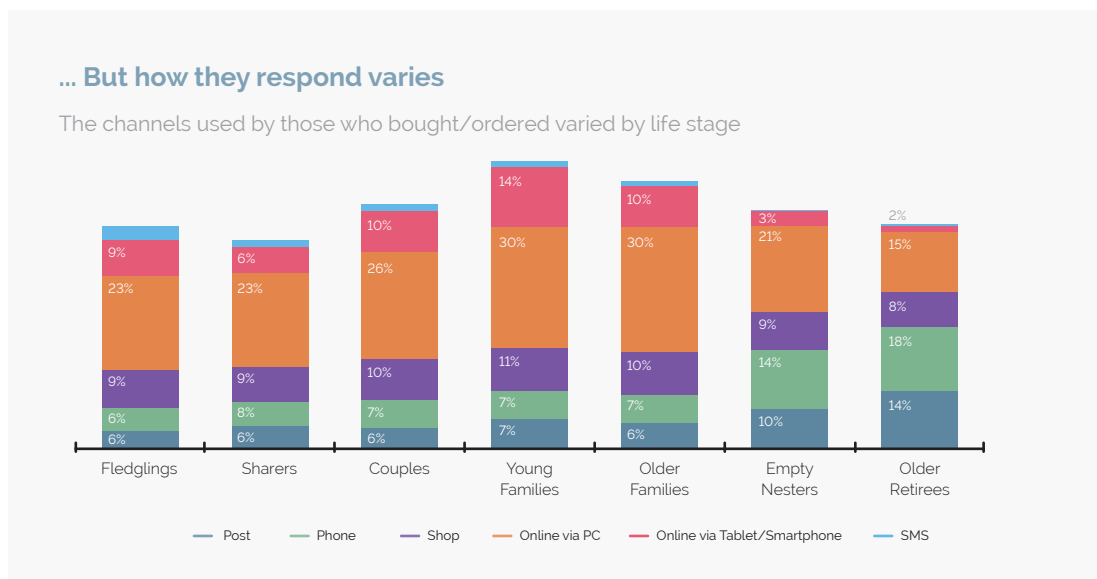
At the top line, the findings again showed that people of all ages engaged with mail. We quantified this using claimed response to mail, as this is the metric that most marketers associate with the channel:



Source: TouchPoints/TGI

As might be expected, older stages were more likely to say they had responded to addressed mail than others: but using indices we could show that no group was more than 20 points above or below the mean. There were differences, yes, but no group rejected mail.

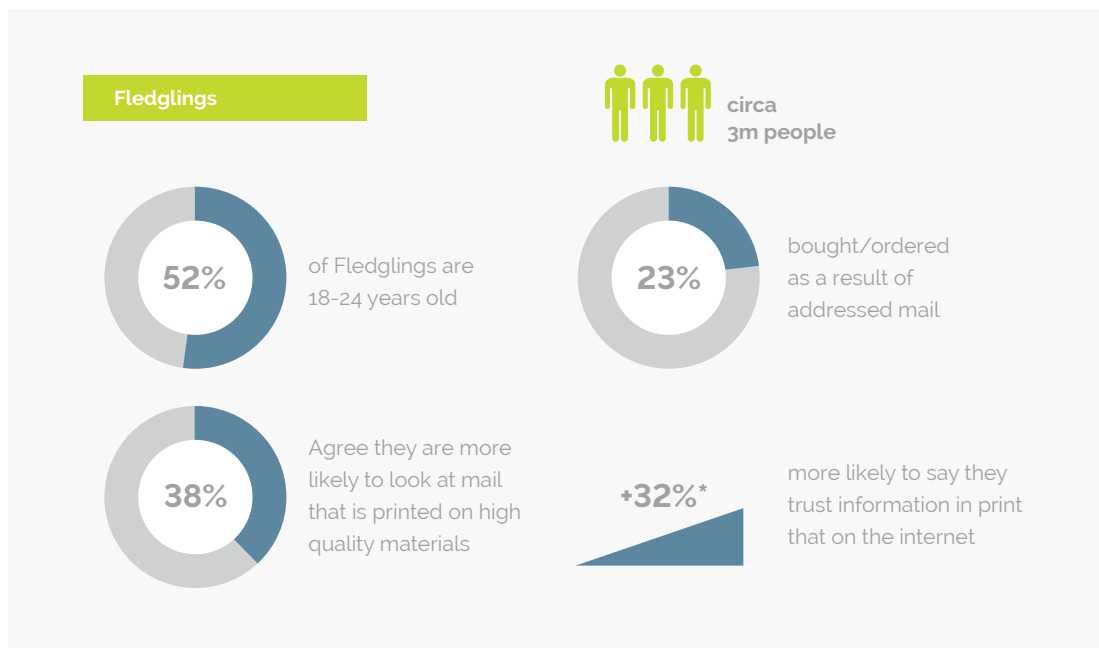
To illustrate the differences between the groups, and to highlight the real impact of digital devices, we again used one chart as an example: the channels used by those that responded:



Source: TouchPoints/TGI

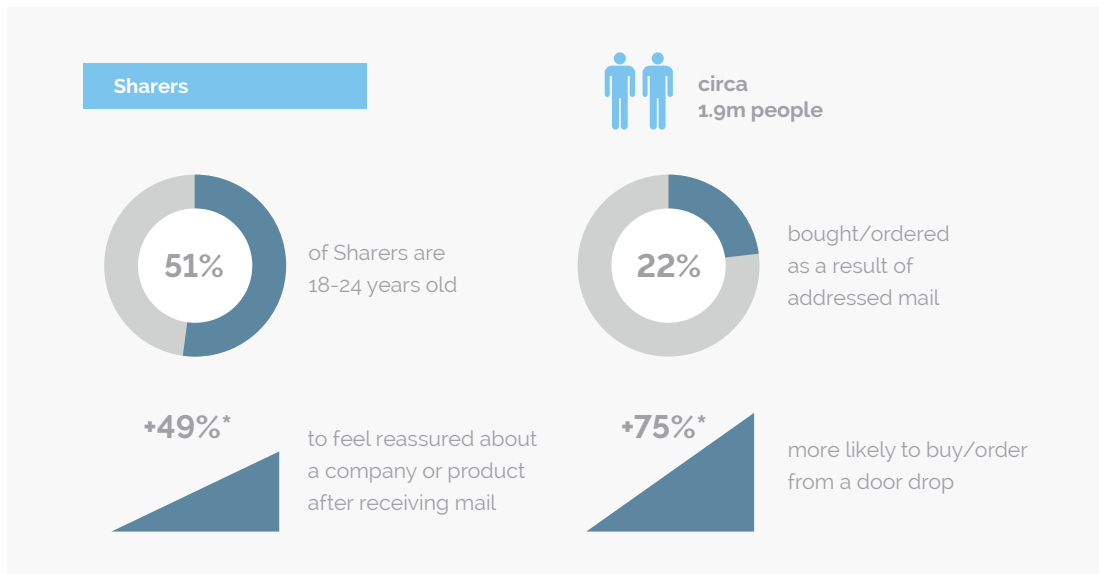
We concluded that the real impact of the digital revolution on direct mail was not on consumers' consumption of mail but how they responded to it. We think of omnichannel as a description of how we send messages to the consumer – but in fact, response behaviour is just as multifaceted.

By drilling into the data for each life stage we could bring out insights about their attitudes and behaviours in ways that could help advertisers optimise messages for each group. When speaking about Fledglings, for example, we highlighted the relative importance of the creative look and feel of an execution so that it stood out as 'for me not my parents'...



* Index Percentage. Source: TouchPoints/TGI

...whereas for Sharers we realised that door drops had a crucial role to play as both a format this group found particularly useful and because they are on fewer databases.



* Index Percentage. Source: TouchPoints/TGI

The result

The result was a significant report that provided a great deal of depth about the nature of each life stage. It delivered recommendations to help guide the targeting and creative development of relevant and useful mail for each group.

These insights have served as a main pillar of our recently launched Mail Toolkit on mailmen.co.uk providing information, insight and intelligent views on the value of mail. They also underpinned a bespoke quantitative research study that has transformed the original TouchPoints life stages insight into an interactive Insight Engine Tool that gives all marketers access to a greater understanding of how their audiences interact with mail.

In addition, we sent the report to several people in creative agencies, media agencies and advertisers and the feedback was extremely positive.

Read the full report at <http://www.mailmen.co.uk>

"This is a great piece of work challenging the 'perceived' wisdom that direct mail is dead (especially for younger groups). Direct mail has always proved successful when combined with multiple means of response however this report goes further and talks about the added value mail can bring in demonstrating the ability to create mental availability and so enhance the brand experience...

The tangible nature of mail is also a good call out as it talks to the ability to prolong brand impact beyond the initial exposure and finally it's great to have solid metrics that support the use of mail as part of a mobile or shareable recommendation"

Catriona Henry, *Global Strategy Director, PHD*

" I found this research both enlightening and somewhat reassuring too. We know mail works, and have seen your previous research on this, but this report helps us to understand why it works, and also gives some useful practical advice that I will be sharing with my creative and media agencies. I want to think about how to apply these insights into our existing segmentation, with a view to formulating some test plans."

Duncan Clayson, *Senior Marketing Manager, Boots*

"I found this a fascinating read as to how the different life stages consume mail. Some of it was counterintuitive and surprising. It puts mail in context – how it's consumed and how it sits with other channels. Everyone assumes it's all about digital but everything is maturing and consumers are multichannel so it's not 'either or' but often 'and'...

I'll definitely be showing this to the rest of the agency and build relevant insights into client presentations – even those who have not thought about mail."

Ian Hayworth, *Global ECD, Wunderman*

"It's easy to assume that because a brand's customers are highly digitally active that digital channels are the way to reach them, but this report tells us that mail can really stand out for this audience since they don't get much. Mailing Fledglings could give a competitive advantage and this is something I'm keen to explore with my clients..

I think this insight will really help us in conversations with clients. Yes, we live in a digital world, and digital channels are great but they can work much harder when mail is included in the mix and especially when that mail is highly targeted and personal. Thinking about audiences by life stage is really helpful."

Marius Bartsch, *Integrated Partner, J Walter Thomson Worldwide*



2.3 Devices

TouchPoints is one of the primary tools for tracking the evolution of how people consume media across the increasing number of devices they have available. TP was one of the first datasets to incorporate passive measurement of the use of smartphones. This has been extended to tablets - passive measurement provides a far more granular analysis of mobile device usage, capturing all app and website usage on a second by second basis.



Case Study: BBC

The BBC team used IPA TouchPoints' unique daily life data to give audience context to the digital and device data they had and in order to identify opportunities in the non-linear audio space.



Bed to Bed - investigating non-linear digital behaviours and the delivery of online content

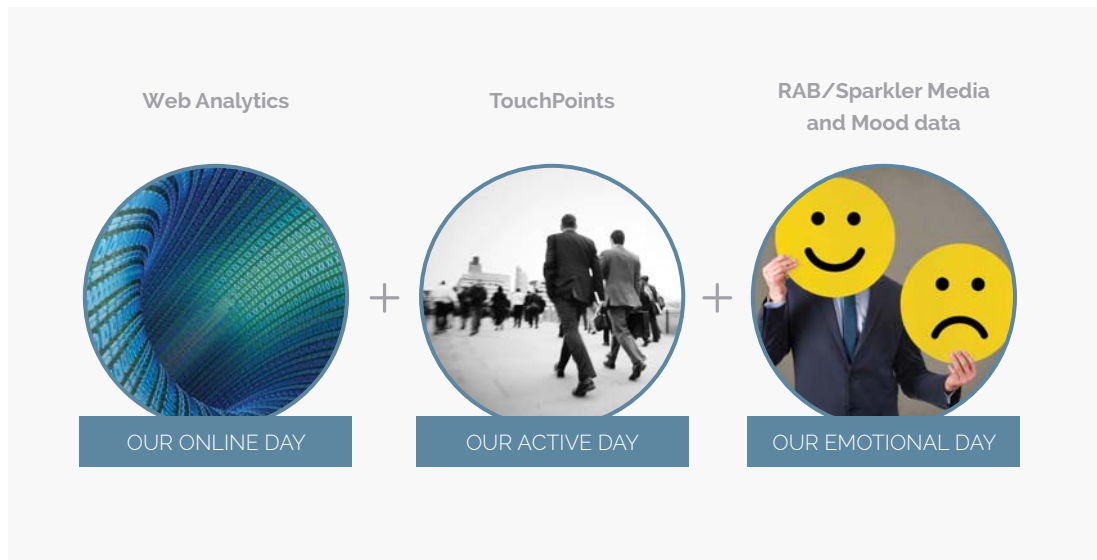
Background

The BBC Radio Audiences team were seeing growing evidence that listeners were engaging with our radio brands away from the broadcast station, in digital spaces. But, unlike the linear listener, what we didn't know was how these non-linear touchpoints fitted into the daily lives of our listeners – what were the behaviours and needs associated with them? So, the ambition behind Bed to Bed was to drive a much more practical and utility-led approach to our delivery of online content across the day. Broadcast content had been looking at audience behaviour across the day for years but this was the first time we'd thrown non-linear digital behaviours into the mix.

What we did

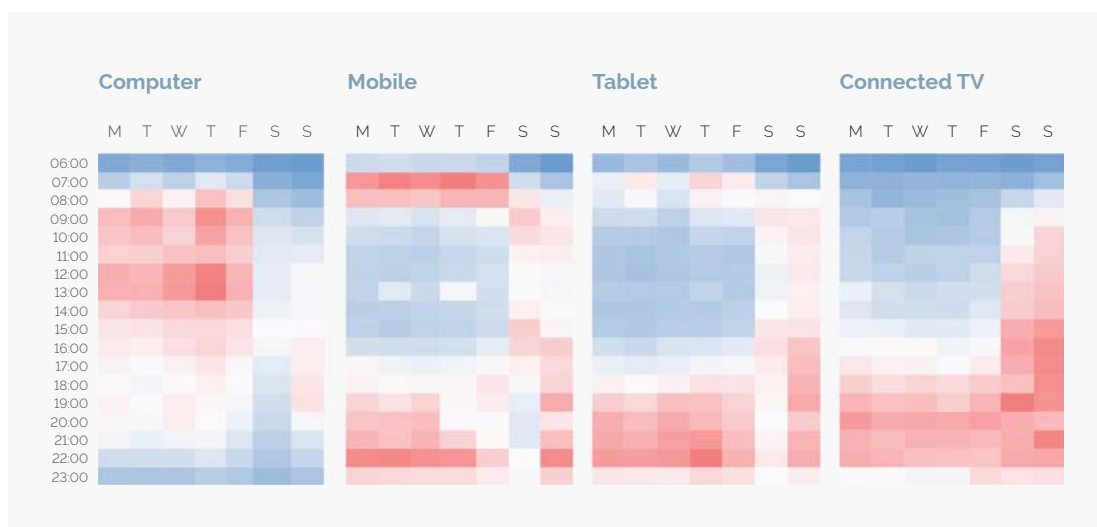
A key advantage of this analysis was that it used what we already had at our disposal – which was any existing datasets that had a temporal element. There were three that we initially selected for analysis: our internal analytics data; a diary based one-off study from the RAB; and the IPA's TouchPoints survey.

A coming together of 3 data sources



First of all, our web analytics gave us very detailed data. The heat maps below show the devices used to access the BBC's Radio & Music content online. Computers dominate during the day with very little activity outside of the working day or at the weekend, which is when Connected TV and tablet come into their own, while mobile bookends the working week with a strong skew to the morning and late evening, but also some activity on the weekend.

The Radio audience uses different screens to access content at different 'moments' in the day



And we could drill down further to reveal, by radio station, the different type of content (live/on-demand radio or video clips for example) being accessed.

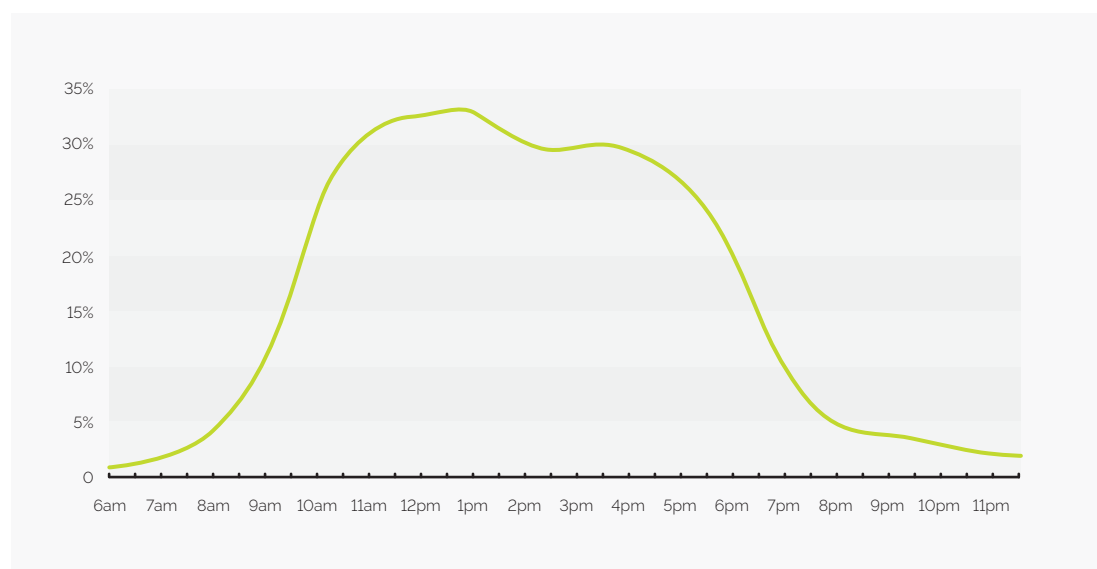
Next, the RAB's Emotional Multiplier tracked how people were feeling across the day in terms of how energetic they felt, how happy they were and how much attention they were paying to media, which was a vital piece of the data jigsaw and could be broken down by broad age-groups.

The role for IPA TouchPoints

Finally, the IPA's TouchPoints provided the all-important context to our digital data. It gave us a fuller picture of what our audiences were doing at different times of the day to help us understand what lies behind the device and digital data we were seeing, as well as suggesting how we could do things better in non-linear spaces to fit in with our listeners' lives. The scale of the survey also meant that we could look at very precise demographics that were appropriate for each of our radio stations.

So, for example, looking at our working patterns, we saw how most workers have started their working day by 9am and stopped by 5:30pm – which re-emphasised the importance of the weekday PC live audio listening we were seeing in the digital data, as well as the mobile commute.

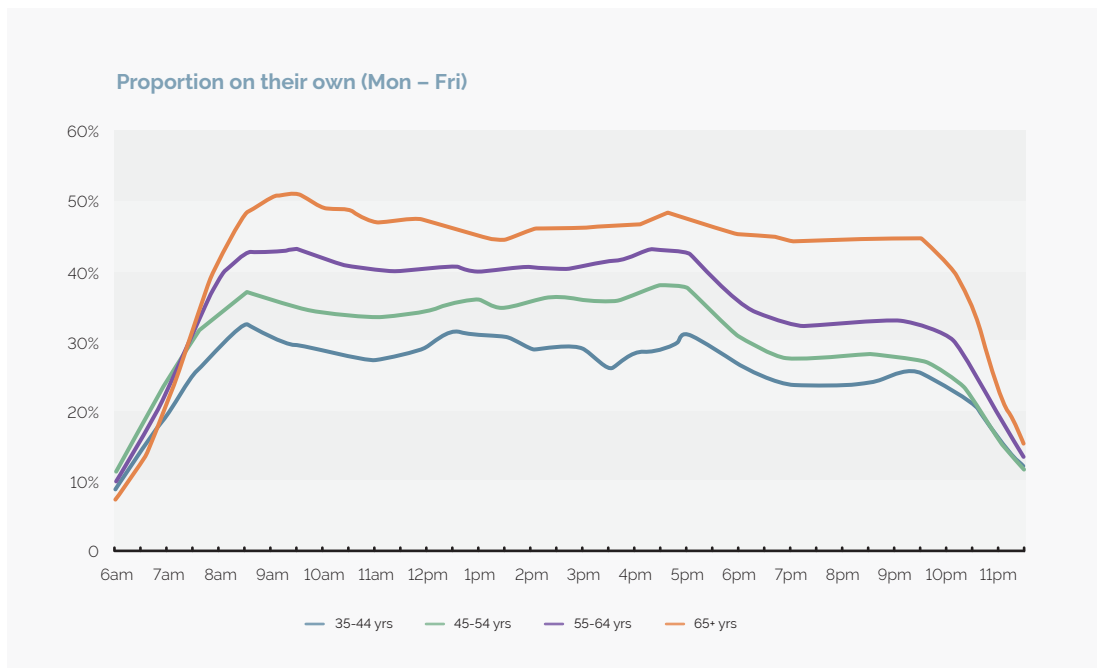
Working 9-5 is still the norm Proportion of All Adults who are at work on a typical weekday



Source: IPA TouchPoints

And we could see who people were with too, revealing some interesting differences by age with c.40-50% of those aged 65+ on their own during the week, falling to only 1 in 5 of 35-44s, which has implications for the context in which listeners are coming to us and what they need.

We're social, but solitude is common. The older we get, the more likely we are to be on our own across the day.

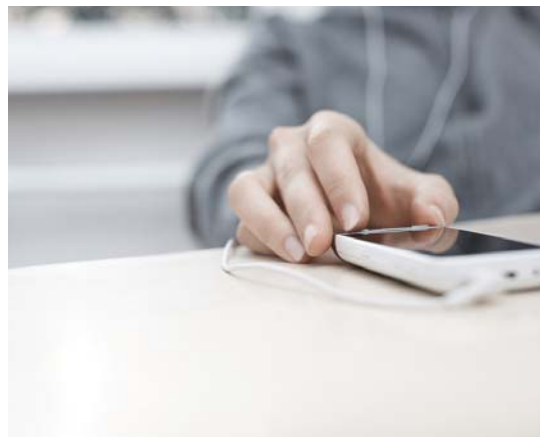


Source: IPA TouchPoints/BBC Marketing & Audiences

The end result

A key ambition for Bed to Bed was to drive a more utility-led approach to our delivery of online content – better matching the content we surface to what we know our listeners are doing and in the mood for at that time, and in a way that fits with their existing digital behaviours – basically, the approach we're used to on-air being applied online. But actually some of the insights we uncovered were so compelling that they've flowed back into on-air too.

We've run the analysis twice now and are thinking of a third iteration. And that's where this methodology is so practical because it allows you to do this at any level of sophistication with any time-based surveys you have access to.



Case Study: Mediabrands

Mediabrands describe how creating a bespoke client tool using TouchPoints passive data gave their planners an agile means of providing insight into apps and website use.

Unlocking the value of the passive dataset through the Mediabrands' Mobile Behaviours Dashboard

The challenge

The TouchPoints passive data set delivers a wealth of mobile behavioural data to mine.

It can provide a detailed picture of what consumers are doing on their most personal device and when they are doing it. It allows IPG Mediabrands planners to understand how audiences are behaving at certain times and in certain places, while giving an insight into which apps and websites can be used to target them.

Accessing TouchPoints through bureaux software is one way of gaining access to this rich mobile data set. Another is to use the TouchPoints Smart dashboard offered by the IPA.

At Mediabrands, we needed a more bespoke solution.

This requirement was driven by a number of factors. We sought to re-shape the TouchPoints passive data into a new format that would allow us to be:

- **Dynamic** – by reducing the time planners spent building queries in favour of time spent actually analysing the data.
- **Insightful** – by encouraging planners to look at the passive data in new ways.
- **Attuned to the agency philosophy** – by aligning the passive data set with a 'moments planning' approach, a key strategic focus for UM.
- **Agile** – by improving access to the data via a bespoke and streamlined web interface, which could be used by both specialists and non-specialists alike.
- **Client-focused** – by creating an output that could be easily and readily showcased to clients.



Meeting these requirements required us to take a new and imaginative approach to the source data. This journey is described below...

The solution

The solution was to create our own dynamic dashboard. Our first attempt, with the first passive dataset (TouchPoints 5), included tabs which answered a wide range of mobile behavioural questions, such as: What time of day does the target audience use specific apps? ; Does the target audience prefer to interact with the app or browser version of the mobile property?

With the advent of TouchPoints 6, useful as the TouchPoints 5 Passive Dashboard had proved, there were a number of areas in which we sought to improve our product to take advantage of the full value of TouchPoints 6. These were:

1. Harnessing the full power of the TouchPoints dataset. Our first version looked solely at the passive and self-completion questionnaire data: it did not take into account target audiences' location, activity or who they were with.
2. Enhancements in back-end data handling and loading. Especially in order to mitigate the opportunity for human error and expedite the process of adding new targets to the database.
3. Dashboard speed and performance.

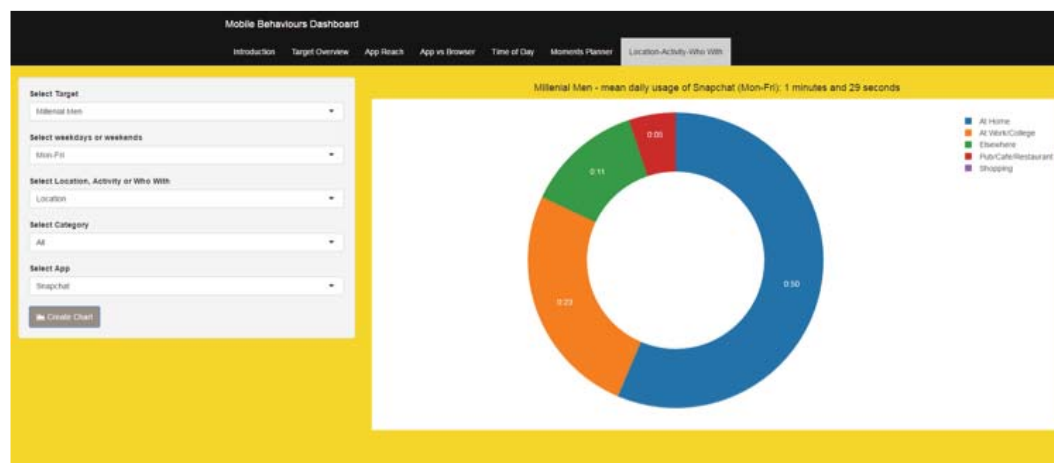
The second version of the dashboard, based on TouchPoints 6 data, aimed to correct these flaws.

To combat the first issue we added two new tabs to the initial dashboard.

The first new tab, aimed specifically at UM and the Moments that Matter strategy, was named Moments Planner. This answers questions such as 'if we want to target our audience while they're out at pubs, restaurants, cafes or bars, which apps should we advertise on?' This is done by showing apps on a scatter chart displaying reach and time spent, with the data filtered on those half hours where the audience is at pubs, restaurants, cafes or bars. Similar charts can be created by any location, activity or by anyone they're with.



The second new tab takes the fifty most used apps and profiles these by target audience based on location, activity or who they're with. The resulting doughnut chart displays (for example) that of the 1:29 minutes per day during which the target uses Snapchat, 50 seconds are when they're at home, 23 seconds are while they're at work, etc.



The remaining issues of back-end data handling and performance we tackled through a combination of scripts (to automate the ETL process) and hosting the relevant data in an SQL database rather than a flat data file (to improve query speeds).

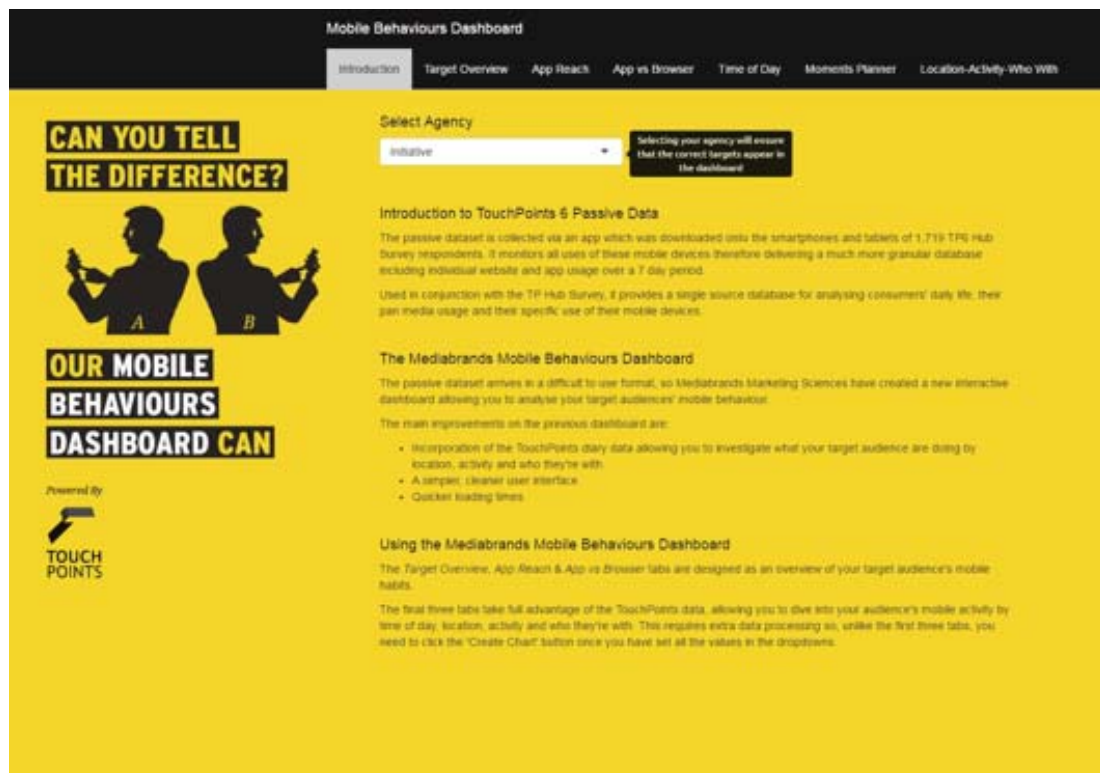
The outcome

The resultant solution is a bespoke, web-based tool that enhances our agency planning capabilities beyond the bureaux and dashboard tools available on the general market.

Mediabrand's Mobile Behaviours Dashboard answers all the questions that strategists and planners would commonly want to ask from the TouchPoints passive data set.

The dashboard also surfaces, in one place, all the bespoke target audiences on which planners work, across all relevant IPG clients.

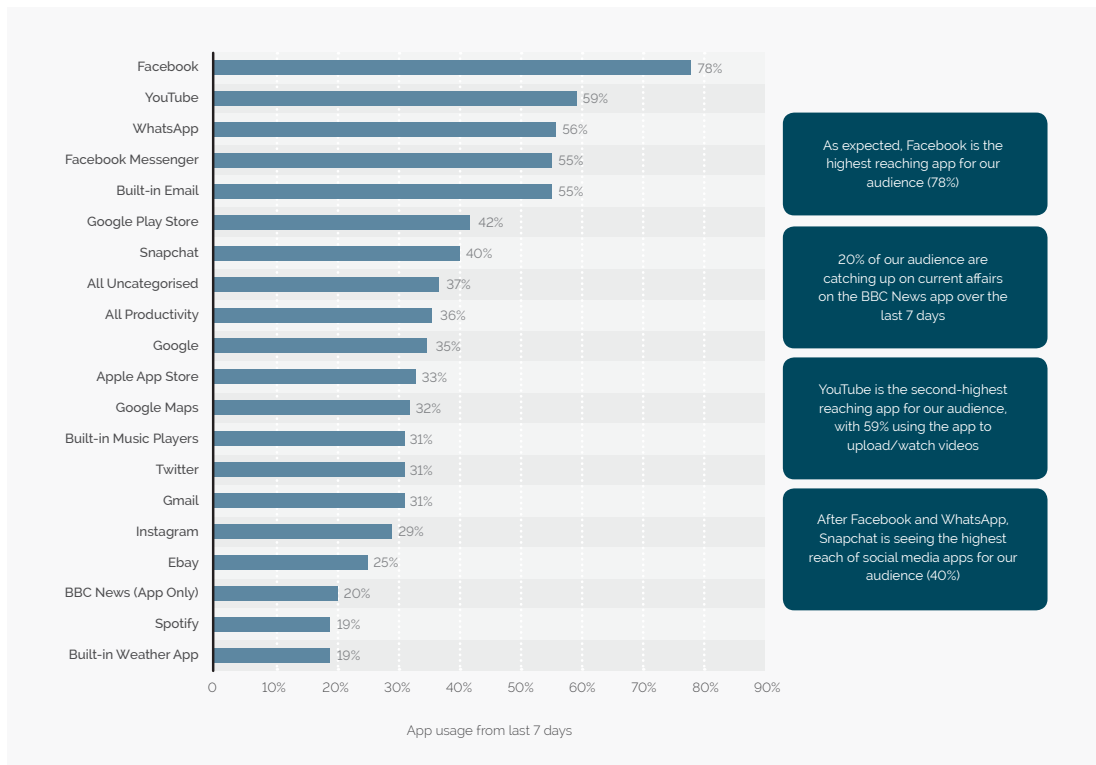
In addition, it's quick and easy to use, and it's straightforward to add extra targets when necessary.



Use cases

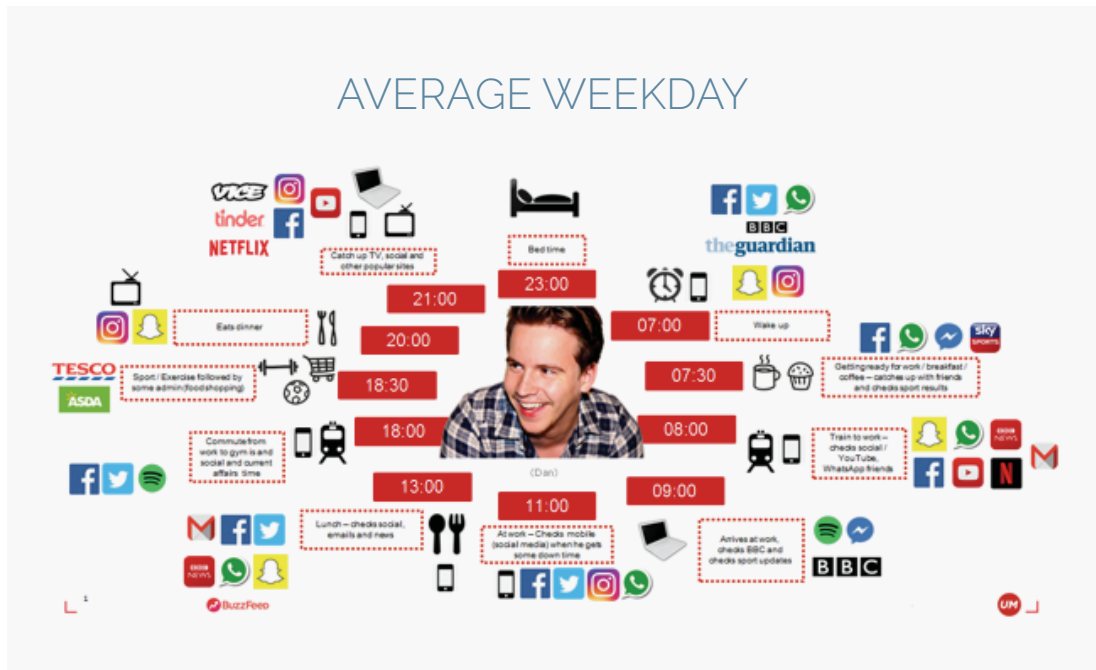
The Mediabrand's Mobile Behaviours Dashboard has proved invaluable to our planning teams. The dashboard has been used to enhance audience work – for example, by screenshotting the dashboard into a presentation (Figure 1), or by really digging into Moments that Matter through enabling the creation of a digital day in the life (Figure 2).

Figure 1: Top Apps by Penetration (Reach)



Source: IPA TouchPoints powering Mediabrands Mobile Behaviours dashboard 2016

Figure 2: Digital day in the life: Dan



Source: IPA TouchPoints powering Mediabrands Mobile Behaviours dashboard 2016

Case Study: Thinkbox

IPA TouchPoints data enabled the Thinkbox team to create a robust and comparable estimate of the amount of time UK consumers spend with different forms of video demonstrating that broadcast television is still the dominant audio visual channel .



Putting total video time into perspective

The challenge

A key part of Thinkbox's role is to explain TV's place in the media landscape and to ensure the facts about TV's continued strength are known.

However, over the past few years the video landscape has become increasingly complex. Thanks to increased bandwidth and the growth in devices, changing viewing behaviour has outpaced standard measurement techniques. Alongside this, streaming video services such as Amazon Prime and Netflix do not disclose their viewing figures and online video services such as YouTube do not release TV comparable audience data.

As a result, the media industry, traditionally reliant on 'time spent' as a core planning aid, was in the dark when it came to the importance of different forms of video for different demographic groups. This issue was compounded by the power of the global tech giants to grab headlines and the fact that people who work in media are far more likely to use newer forms of video than the general population.

We desperately needed a robust, impartial means to ground the reality and estimate the time spent with different types of video on a like for like basis, so we could provide the industry with the clarity it needed. Step forward IPA TouchPoints...

The execution

BARB measures how much time is spent viewing broadcaster content on the TV set, live or time-shifted (recorded and on demand). But it also records how much time the TV set is used for other activities such as SVOD, DVDs and gaming. However, BARB can't determine the split between these different activities.

To do these, Thinkbox used TouchPoints6 data to calibrate the BARB data. TouchPoints provides estimates for the time spent on different TV set activities and provides estimates for time spent viewing this content on devices such as tablets, smartphones and laptops.

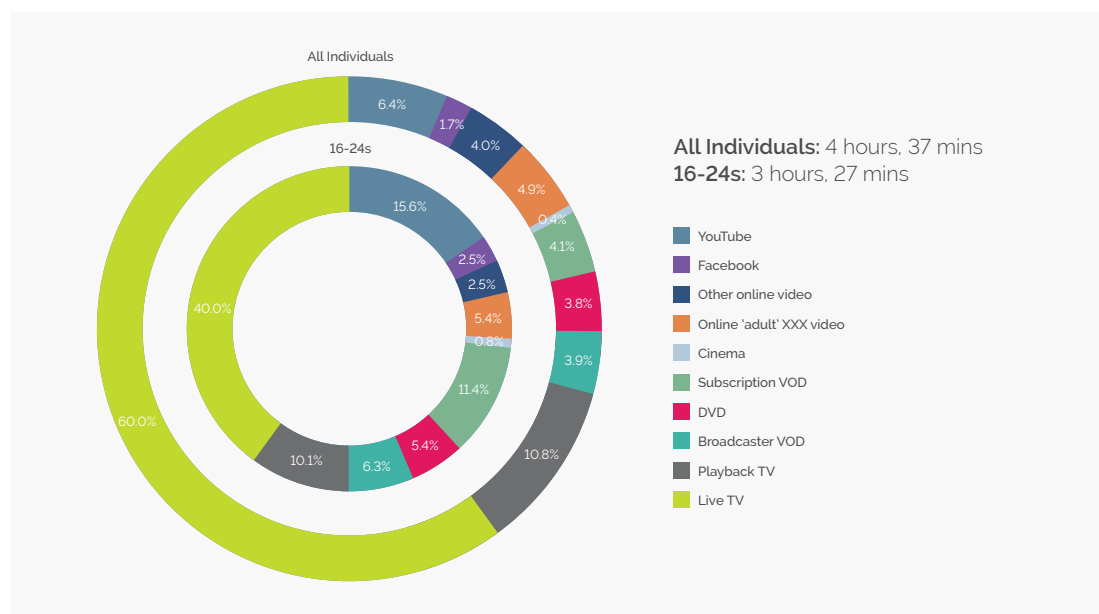
The combination of these sources created a very solid estimate as it utilised the robustness of BARB (12,000 panel members, representative of the UK TV population, metered actual consumption data, analysis across a whole year) alongside the detailed splits of viewing activity provided by TouchPoints diary data.

The online industry standard metric, comScore, was used to estimate the time spent with YouTube, Facebook, 'adult' online video and other online video. As comScore doesn't include mobile, again TouchPoints data was used to estimate how much time was missing.

The analysis also used census level, broadcaster stream data to estimate the time spent watching Broadcaster VOD on TV sets and other devices, with Ofcom's Digital Day study used to estimate the relative size for the 4-15 age group. Cinema viewing was based on box office sales from Rentrak, with 16-24 estimates generated from the TouchPoints profile data of cinema goers. All data was weighted to the entire population based on ONS UK population estimates.

The end result was a simple, but crucial and robust, estimate of the amount of time the average Individual and 16-24 spends with different types of video in the UK.

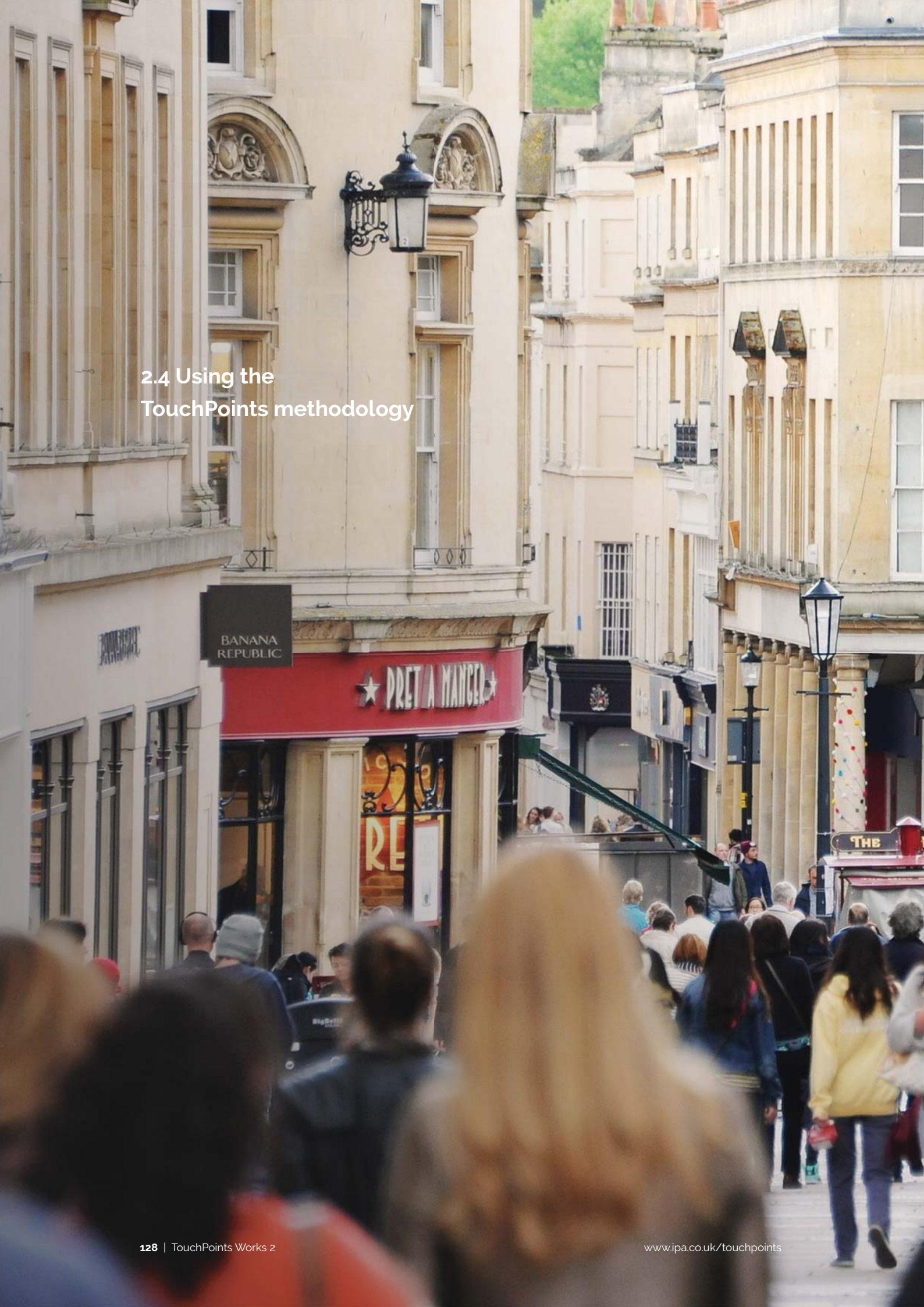
Average Video Time Per Day



Source: IPA TouchPoints



2.4 Using the TouchPoints methodology





Case Study: Newsworks

Comparative study of media habits of people in the communications industry – and how they differ from general population using the TP methodology to collect the data and the TouchPoints data as a comparative norm.



Sample of one

Background

One of the skills of media planning is to be able to put yourself in other people's shoes, to be able to devise and implement a strategy targeting people who are not like you, because you've used data to generate insights about them, what they do, how they consume media. Yet lately we've been hearing lots of discussion about 'filter bubbles' and 'echo chambers' where people, media planners included, are increasingly only exposed to people just like them. This can very easily lead to an assumption in planning that everyone consumes media in just the same way as you. And while sometimes it is good to rely on your gut instinct, we are increasingly in danger of relying on a sample of one – ourselves! Or even worse, actually, on a sample of people just like us.

With this in mind, Newsworks embarked on an experiment, supported by the IPA and RealityMine. We asked 25 young media agency planners - mainly 23 to 27 year olds, plus four agency leaders - to keep a TouchPoints diary (including having the passive app on their smartphones) for a week in early July 2016. We then used the latest TouchPoints 2016 data to compare their media consumption with their age counterparts around the country.

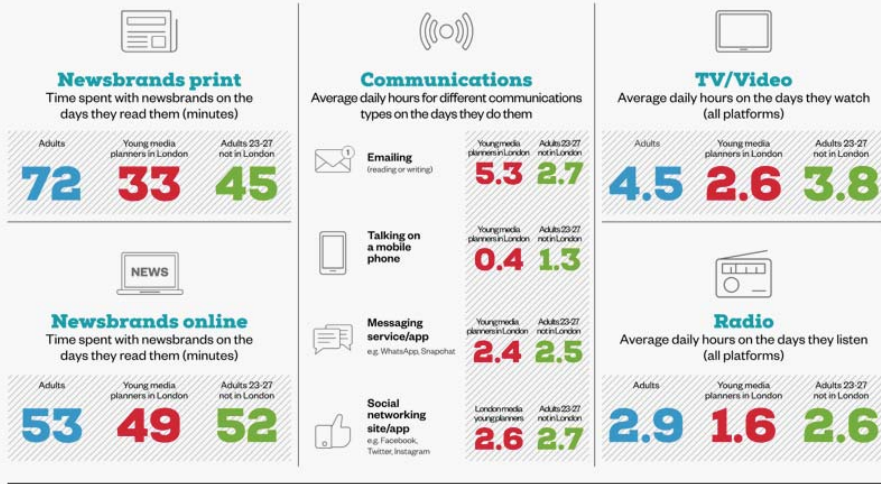
Results

When it comes to the millennial cohort, we found that our young planners watched over an hour less of TV content a day, spent less time with newspapers in print and online, watched three times more Netflix and spent almost twice as much time on email as their age group in the rest of the UK.

Just four titles made it onto the list of newspapers they read in print: Metro, i, the Evening Standard and the Guardian. Digitally, MailOnline and the FT joined the roster. By comparison, young people in the rest of the country consume a share of 13 titles in print and 10 online.

Sample of one - young agency planners

Comparing the media habits of London media agency planners (aged 23-27) with their counterparts around the country



● All adults ● Young media planners in London (all aged 23-27) ● Adults 23-27 not in London
Source: Newsworks | IPA July 2016 | IPA TouchPoints 2016

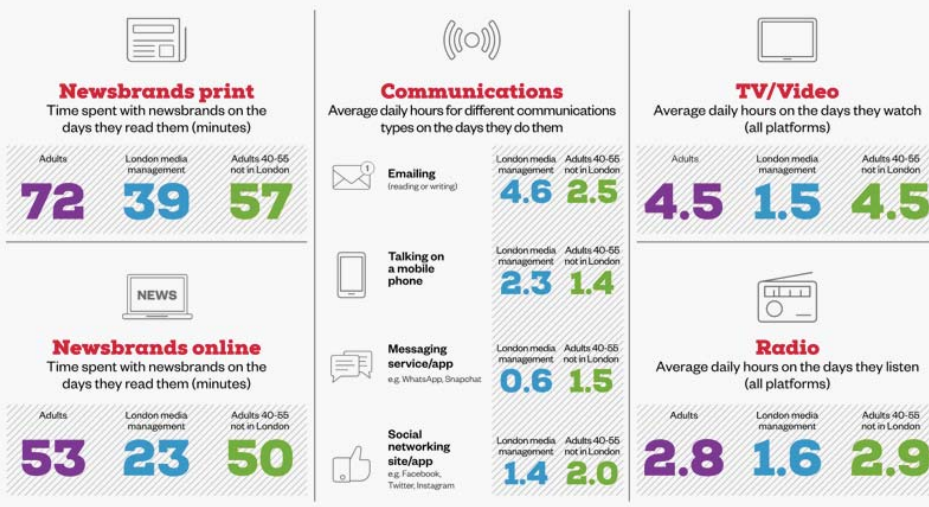
www.newsworks.org.uk

Source: IPA TouchPoints

A similar story played out with the agency leaders. They spent three hours less a day in front of the box compared to 40-55 year olds outside of London, over an hour less listening to the radio, 18 minutes less with print newspapers and 27 minutes less consuming newsbrands' content online.

Sample of one

Comparing the media habits of London media agency leaders with the same age group around the country



● All adults ● London media management ● Adults 40-55 not in London
Source: Newsworks | IPA July 2016 | IPA TouchPoints 2016

www.newsworks.org.uk

Source: IPA TouchPoints

"This experiment has been incredibly revealing, demonstrating very clearly that the media habits of London media people are not representative of the norm. It has enabled us to have more meaningful conversations with planners about the role of newsbrands in people's lives today. Moreover, it has served to highlight even further the importance of industry surveys like IPA's TouchPoints in understanding media consumption today"

Denise Turner, Insight Director, Newsworks



3. Summary

We hope that this second volume of how subscribers are using the TouchPoints data sets has demonstrated not only how widespread and diverse TP's use now is but also the growing level of sophistication in its application.



The TouchPoints approach to measuring the cross media, cross device environment is continuing to develop and innovate. TouchPoints is now an annual data set bringing with it new and updated questions, the continued expansion of passive data collection and exciting possibilities to use all this new information going forward.

These case studies represent just the tip of the iceberg in terms of TouchPoints day to day use by its subscribers. Please look at the TouchPoints area of the IPA website -www.ipatouchpoints.co.uk - for further examples as we update these on a regular basis.

We would like to thank all our contributing subscribers who have been prepared to share their TP work and their respective clients who have given permission for them to do so.



