



RTÉ Media Sales

The Power of Integration

BRAND SALIENCE | THE STEP BEFORE PURCHASE

Brand Salience is a function of **QUANTITY** and **QUALITY** of the consumers memory structures – **Romaniuk and Sharpe**

QUANTITY

- the more memory structures your brand is linked to, the more likely it is to be thought of during a purchase situation

QUALITY

- the quality of the quantity of messages is also important

RESEARCH PROCEDURE

B&A

'**Lab Test**' whereby separate cells of matched respondents were exposed to RTÉ content **across platforms**, with the effectiveness of the advertising measured in terms of cross platform **quantifier** effect and **quality** of exposure.

The breaks around the TV and Radio programme content were **mid-breaks** while the Player break was **pre-roll**.

The research was introduced as '**Media Consumption Research**' **NOT** 'Advertising Research').

Fieldwork was conducted over the period 10th – 15th November, 2016.

Each cell of respondents comprised a **matched sample** of respondents controlled as follows:

50-50 : 20-34/35-55 YO
50-50 : Male/Female
50-50 : Dublin/Cork
50-50 : ABC1/C2DE

All non-rejectors of RTÉ TV, RTÉ Radio, RTÉ Player & RTÉ.ie

METHODOLOGICAL STRUCTURE

THE FOLLOWING RESEARCH STRUCTURE APPLIED (N=504 IN TOTAL):

*Introduction, Stimulus plus 15-30 minute Quality of Exposure interview)

CELL NUMBER	MEDIA FOCUS	STIMULOUS EXPOSURE	*EST TOTAL INTERVIEW DURATION	N= SAMPLE
#1	RTÉ TV only	15 min TV programme content, with ad break	40 mins	71
#2	RTÉ Radio only	15 min Radio programme content, with ad break	40 mins	62
#3	RTÉ Player only	15 min Player content, with ad break	40 mins	61
#4	RTÉ TV + RTÉ Radio	15 min TV programme content, with ad break +15 min Radio programme content, with ad break	60 mins	65
#5	RTÉ TV + RTÉ Player	15 min TV programme content, with ad break + 15 min Player content, with ad break	60 mins	63
#6	RTÉ Radio + RTÉ Player	15 min Radio programme content, with ad break + 15 min Player content, with ad break	60 mins	61
#7	RTÉ TV + RTÉ Radio + RTÉ Player	15 min TV content, with ad break + 15 min Radio programme content, with ad break + 15 min Player content, with ad break	85 mins	121

4 BRANDS | 4 CATEGORIES | 4 CREATIVES

B&A



**BROADBAND
& MEDIA**



**NATIONAL
RETAIL BRAND**



FINANCIAL



AUTOMOTIVE

THE POWER OF INTEGRATION

4 QUALITY OF EXPOSURE METRICS DEPLOYED:

1

Brand Cut-Through

2

Advertising Messaging Cut-Through

3

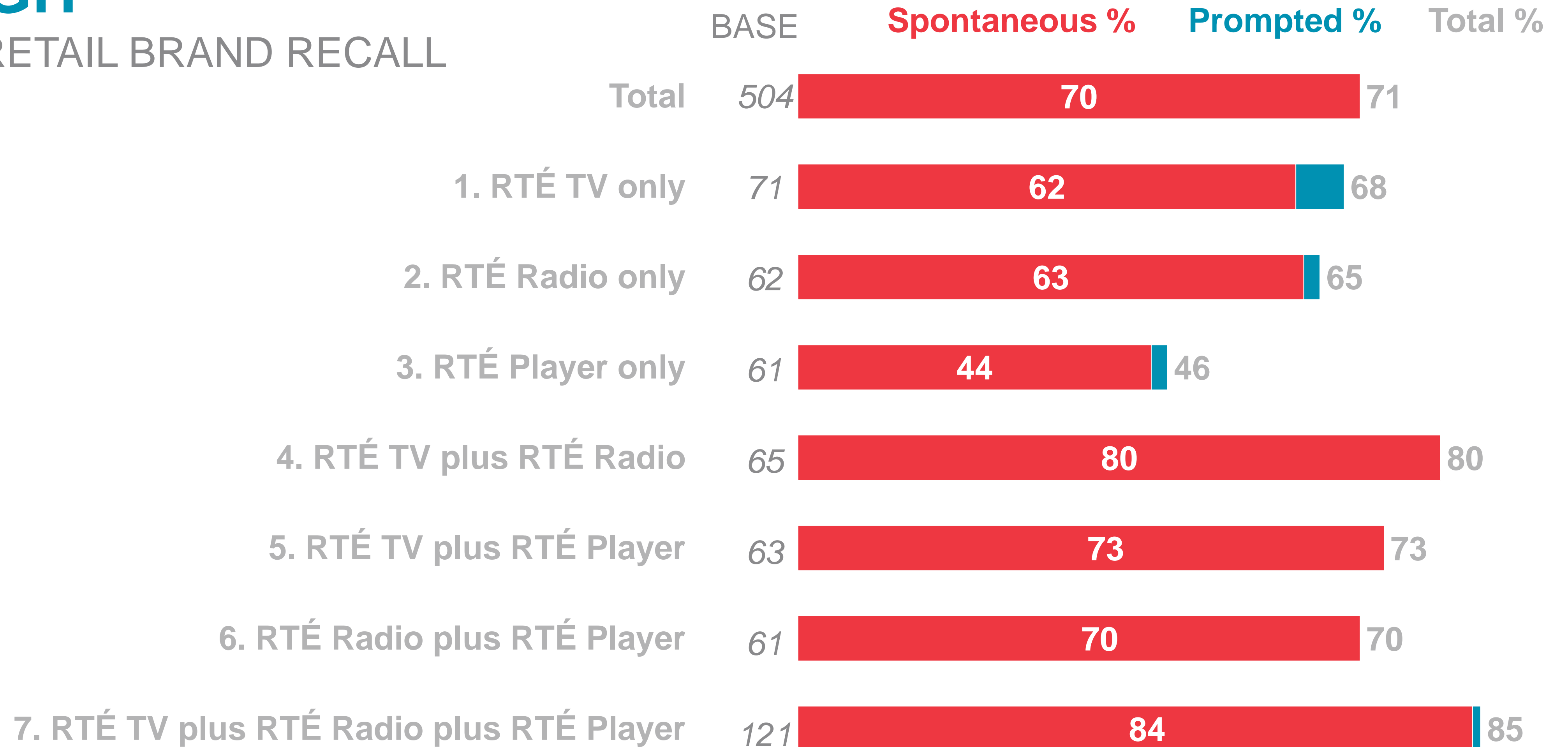
Likeability of Ads

4

CTA (Likelihood of purchasing or finding out about the brand advertised, having been exposed to it

NATIONAL RETAIL BRAND ADVERTISING BRAND CUT-THROUGH

NATIONAL RETAIL BRAND RECALL

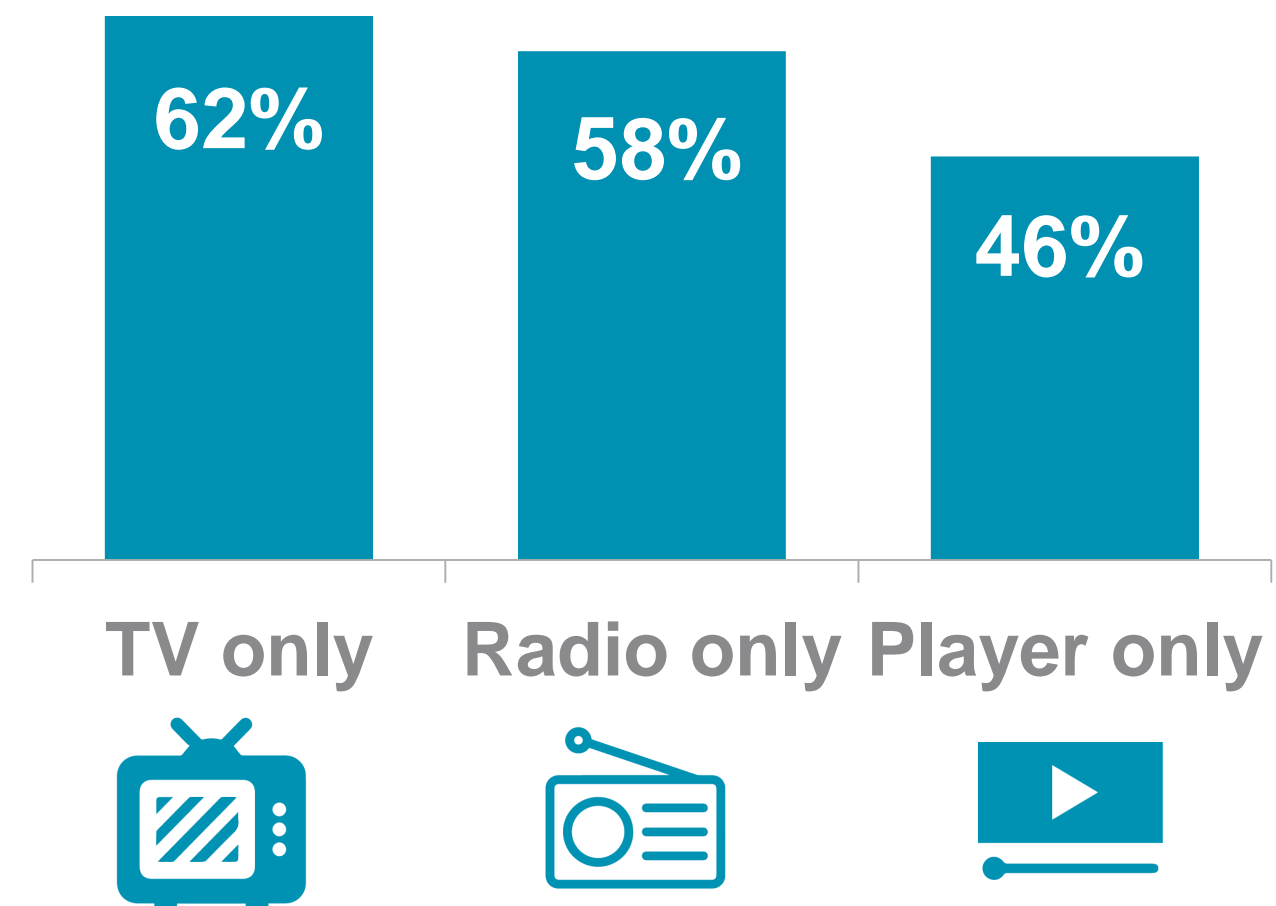


Source: B&A

WHAT WAS THE IMPACT OF ADVERTISING ON A SINGLE PLATFORM?

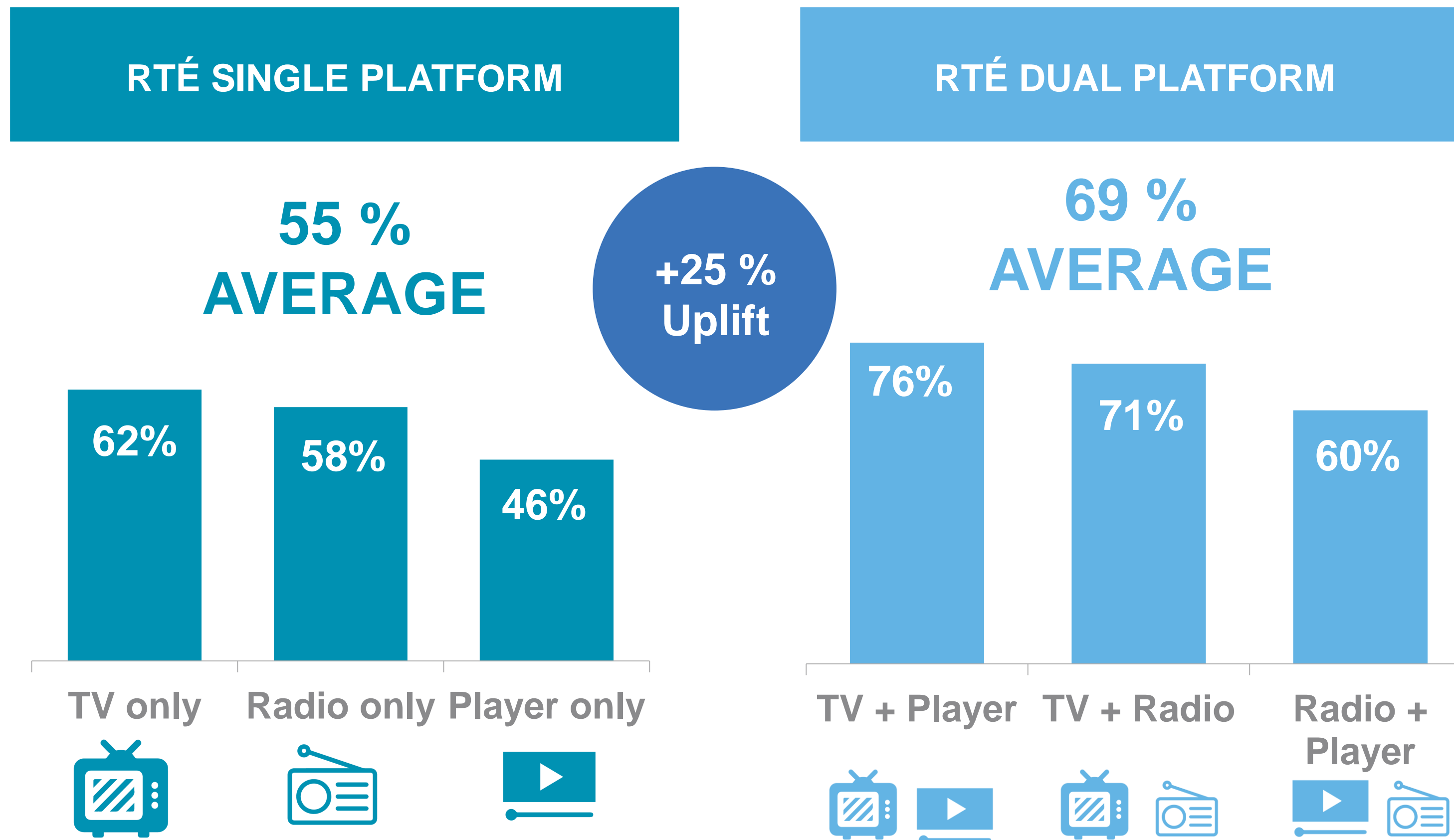
RTÉ SINGLE PLATFORM

55 %
AVERAGE



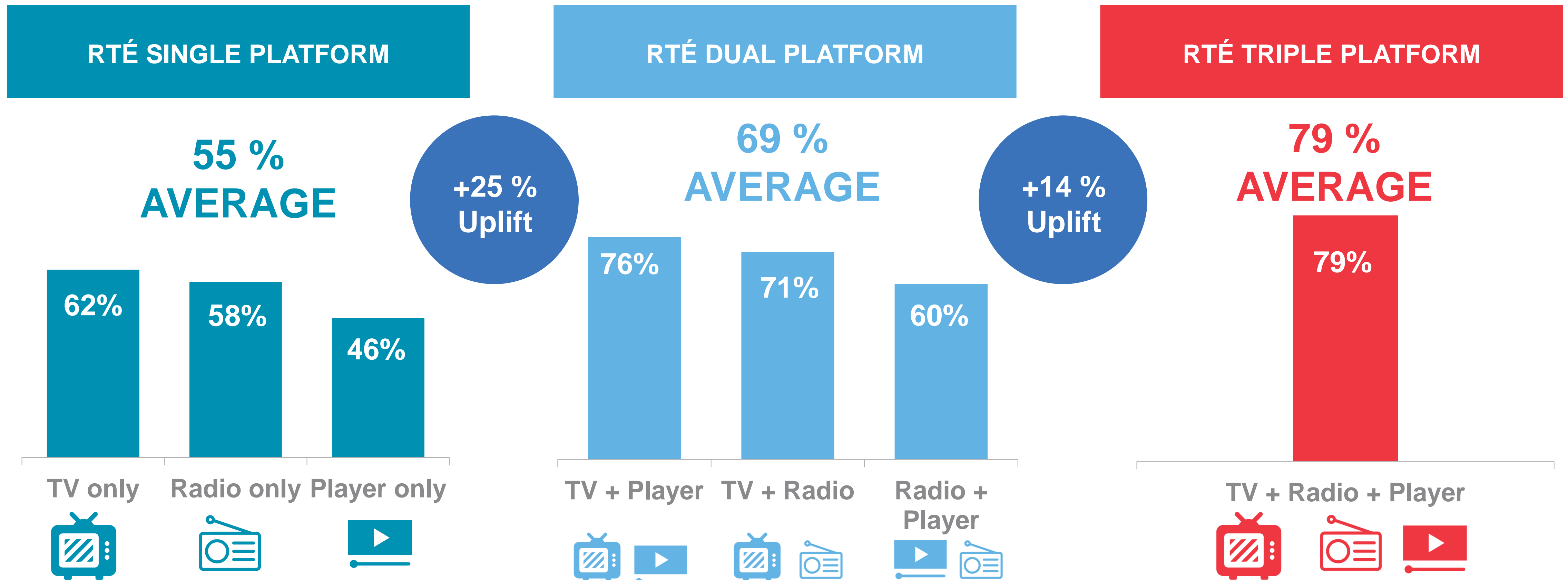
Source: B&A

WHAT WAS THE IMPACT OF ADVERTISING ON TWO PLATFORMS?



Source: B&A

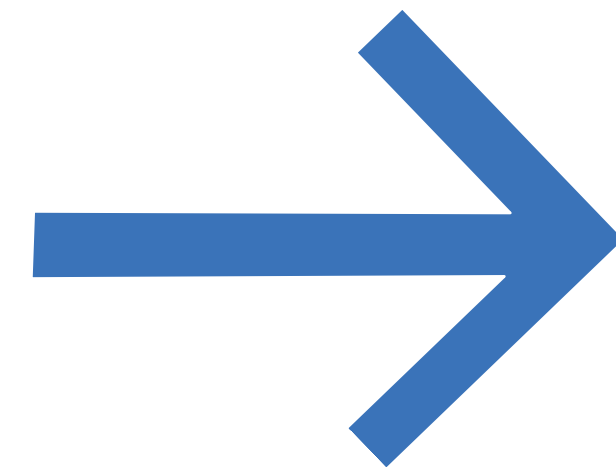
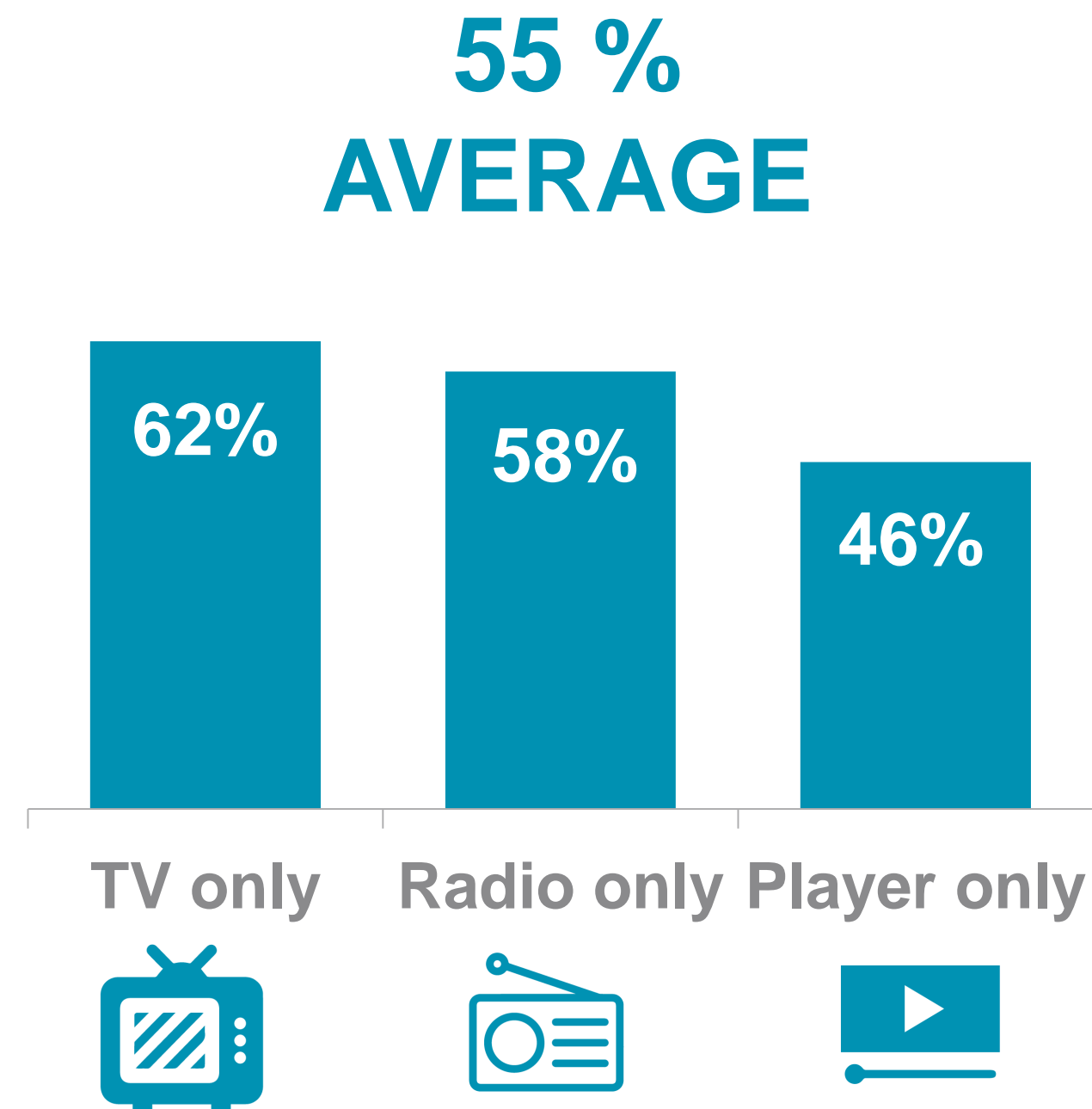
WHAT WAS THE IMPACT OF ADVERTISING ON THREE PLATFORMS?



Source: B&A

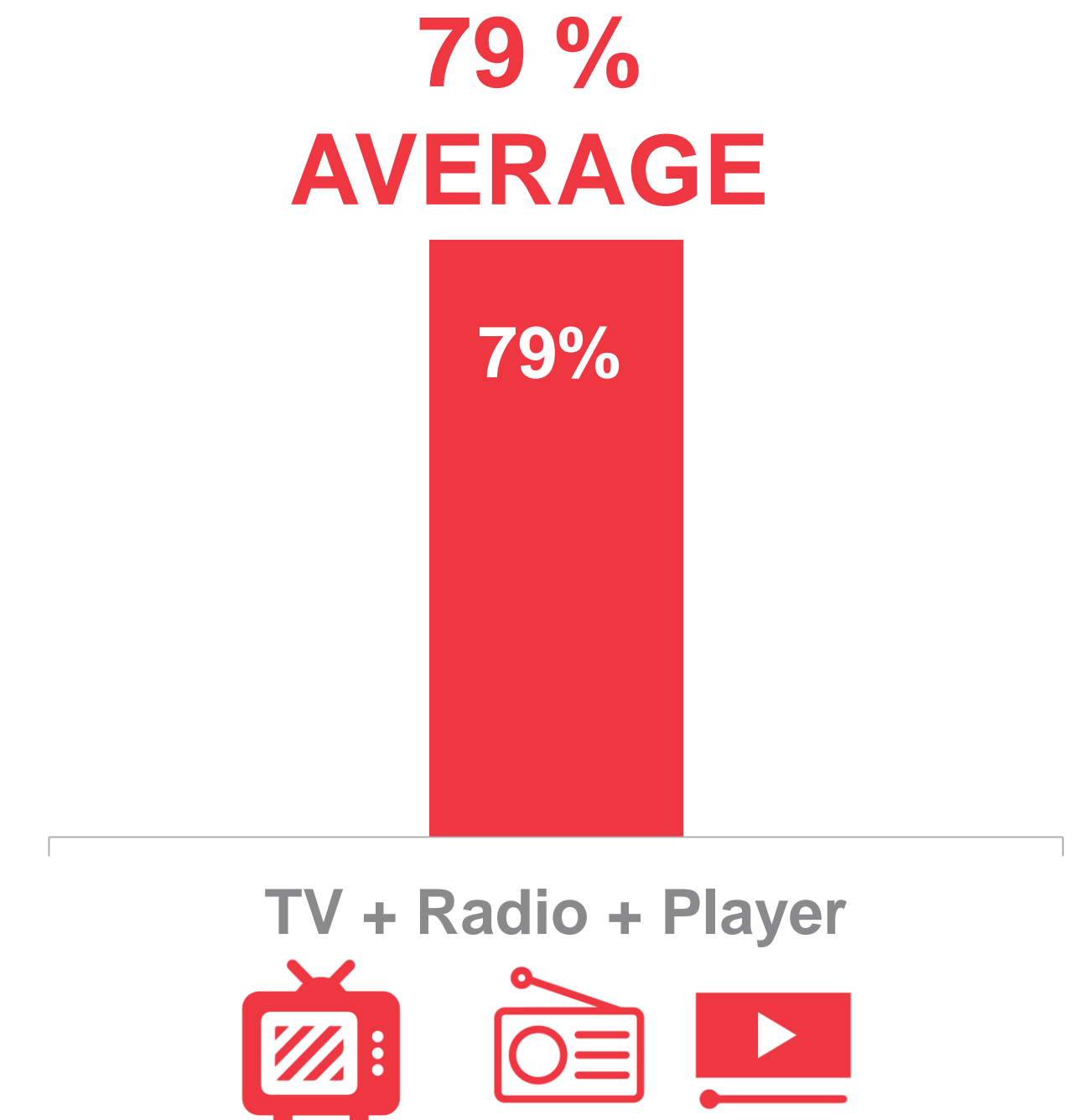
WHAT WAS THE IMPACT OF ADVERTISING ON THREE PLATFORMS?

RTÉ SINGLE PLATFORM



+44%
Uplift

RTÉ TRIPLE PLATFORM



Source: B&A

BUT THAT'S JUST FREQUENCY

B&A



WHY SHOULDN'T I JUST ADVERTISE ACROSS TV THREE TIMES?

OR RADIO THREE TIMES?

OR PLAYER THREE TIMES?

BUT THAT'S JUST FREQUENCY

B&A



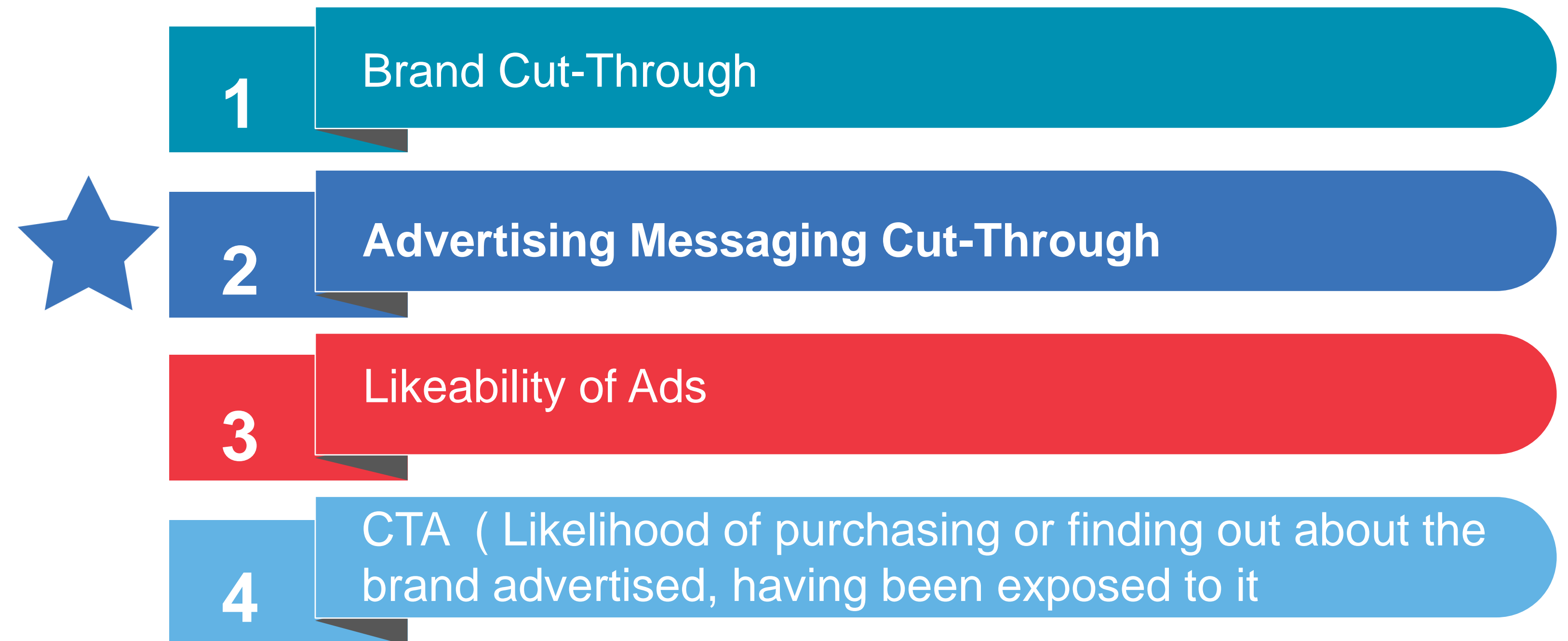
WHY SHOULDN'T I JUST ADVERTISE ACROSS TV THREE TIMES?

OR RADIO THREE TIMES?

OR PLAYER THREE TIMES?

THE POWER OF INTEGRATION

4 QUALITY OF EXPOSURE METRICS DEPLOYED:

- 
- 1 Brand Cut-Through
 - ★ 2 Advertising Messaging Cut-Through
 - 3 Likeability of Ads
 - 4 CTA (Likelihood of purchasing or finding out about the brand advertised, having been exposed to it

ADVERTISING MESSAGE CUT-THROUGH

DO THOSE WHO ARE EXPOSED TO AN ADVERT ON ALL ON **ALL THREE RTÉ PLATFORMS ABSORB** A MORE **DETAILED** AND **NUANCED** SET OF ADVERTISING MESSAGES THAN THOSE WHO SEE OR HEAR THE ADVERT ON JUST ONE OR TWO

DO **DIFFERENT RTÉ MEDIA** DRAW OUT **DIFFERENT ELEMENTS** OF THE ADVERTISING MESSAGE?
LATFORMS?



ADVERTISING MESSAGE CUT-THROUGH

ADVERTISING QUALITY OF EXPOSURE QUESTIONNAIRE
Draft 26.10.16

Now that you have viewed/seen/listened to a mix of media programming/content with associated advertising, I would like to ask you specifically about the ads that you just saw.

Firstly, I would like you to describe in as much detail as possible each of the ads that you saw in the TV advertising break/Radio advertising break/RTÉ Player advertising break/RTÉ website advertising (order of media varied according to cell type, and rotated within cell where relevant)

Q.1a Starting with the first ad you can recall from that TV ad break, please describe in as much detail as possible everything you can recall about it, including the product or service that was being advertised, the brand featured in the ad, but also what was happening in the ad, who or what appeared in it and so on.

RECORD RESPONSES VERBATIM.

TV BREAK AD 1

ADVERTISING MESSAGE CUT-THROUGH



-Lotto/Euromillions

-Island

-€160m/Jackpot

-In Store/App/Lottery.ie

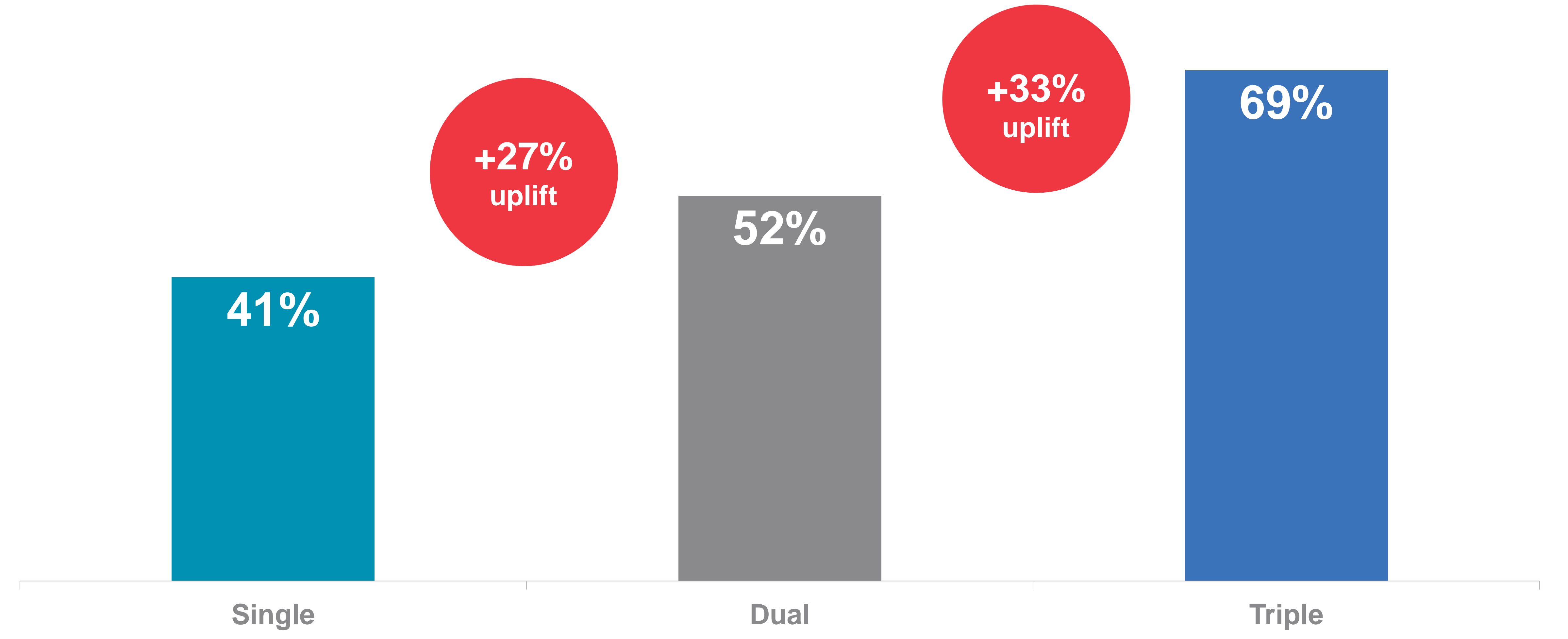
BROADBAND & MEDIA ADVERTISING CUT-THROUGH X CELL TYPE

B&A

	Total	Cell Type						
		1. RTÉ TV only	2. RTÉ Radio only	3. RTÉ Player only	4. RTÉ TV plus RTÉ Radio	5. RTÉ TV plus RTÉ Player	6. RTÉ Radio plus RTÉ Player	7. RTÉ TV plus RTÉ Radio plus RTÉ Player
Base : All interviews								
Base :	504	71	62	61	65	63	61	121
	%	%	%	%	%	%	%	%
Brand	76	82	69	52	88	86	57	88
Key emotional character	27	31	-	13	35	32	13	45
Key functional message	30	35	21	18	34	33	25	17
Emotional message	16	17	5	7	23	14	10	26
Functional product message	14	6	15	-	12	17	11	26
Functional price message	11	15	10	2	9	13	13	14
Function price message	11	1	19	8	17	11	10	12
Brand logo	5	1	-	10	2	6	7	8
Functional product image	5	6	-	-	8	6	2	8
Function product message	4	3	6	-	6	-	2	6
Function price message	4	1	13	-	8	3	2	4
Functional product message	2	-	8	-	2	-	2	1

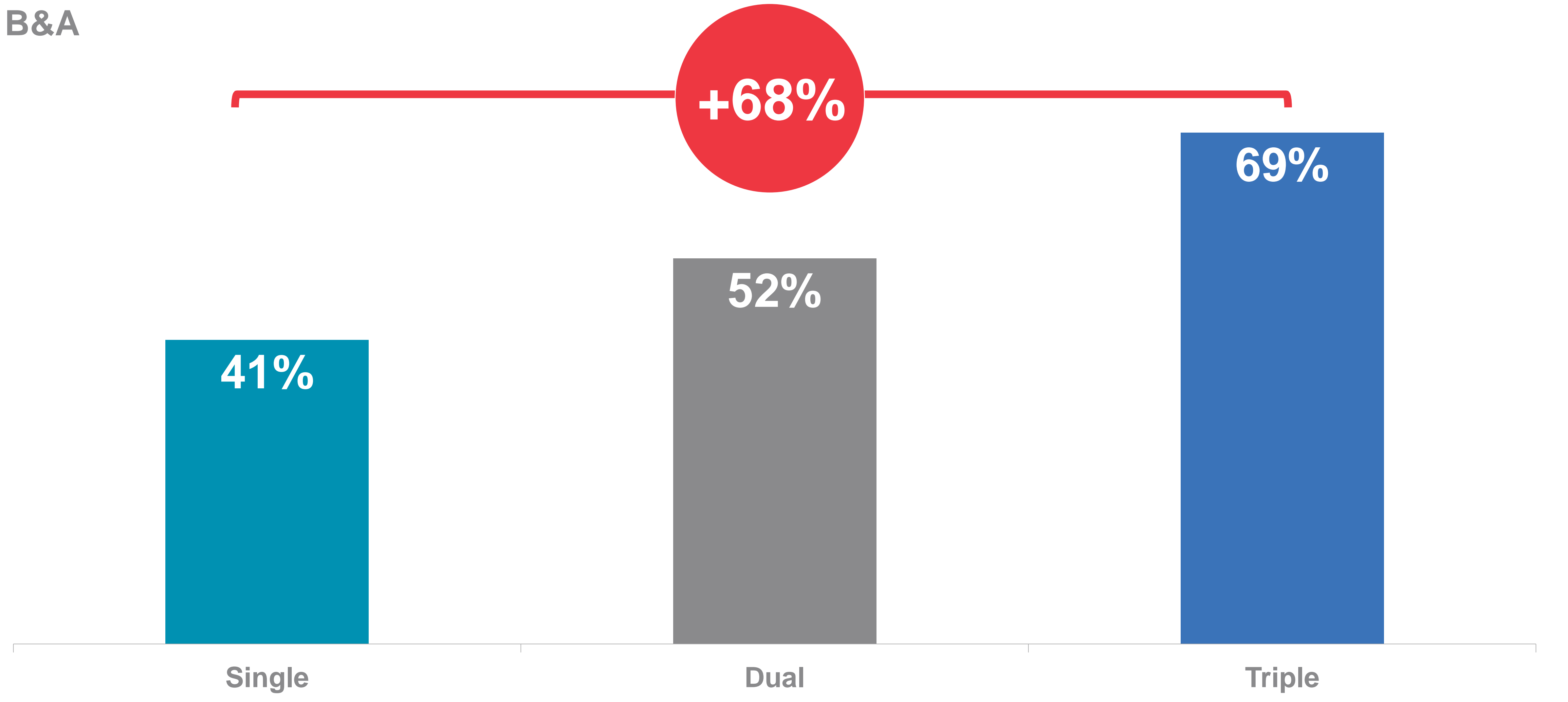
QUALITY OF MESSAGING INCREASES FROM SINGLE TO MULTIPLE

B&A




QUALITY OF MESSAGING INCREASES FROM SINGLE TO TRIPLE

B&A



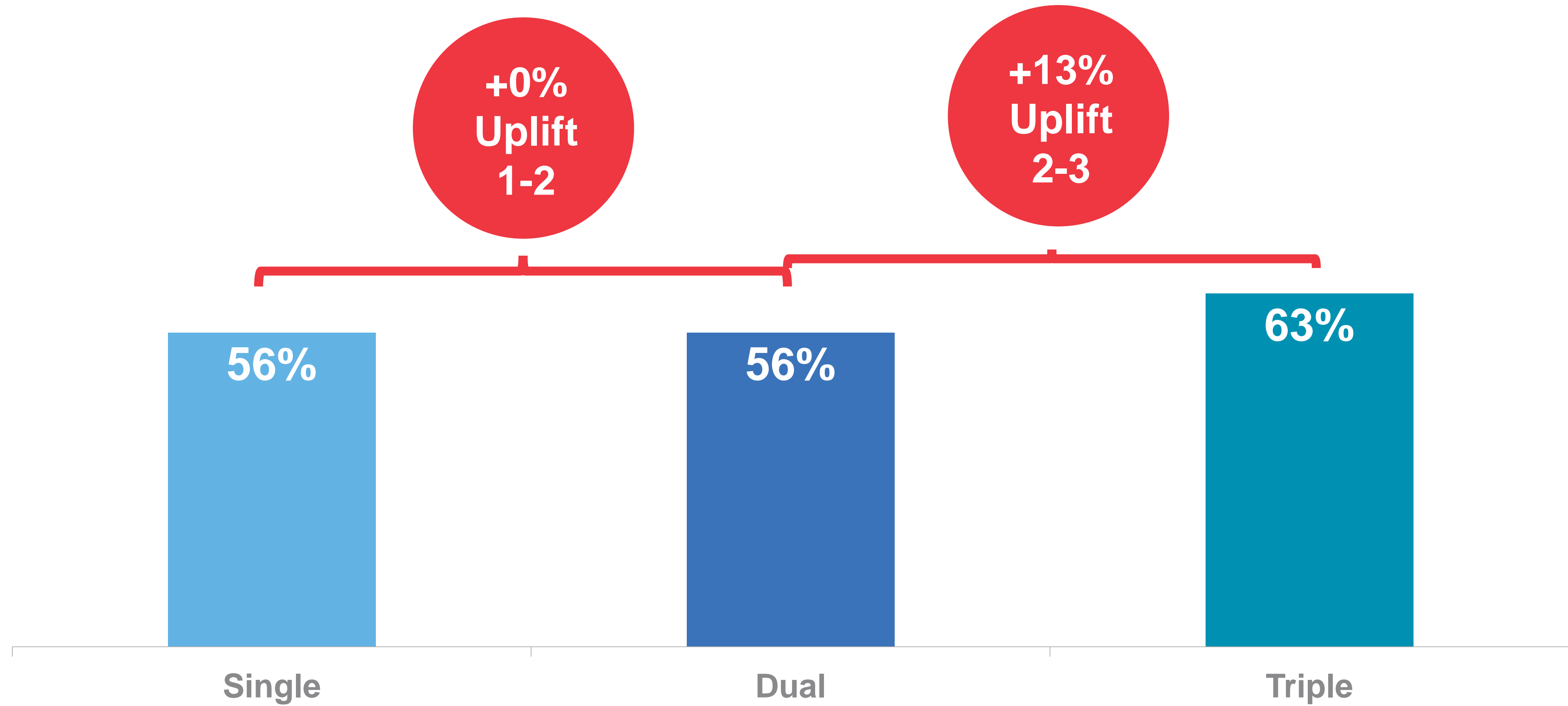
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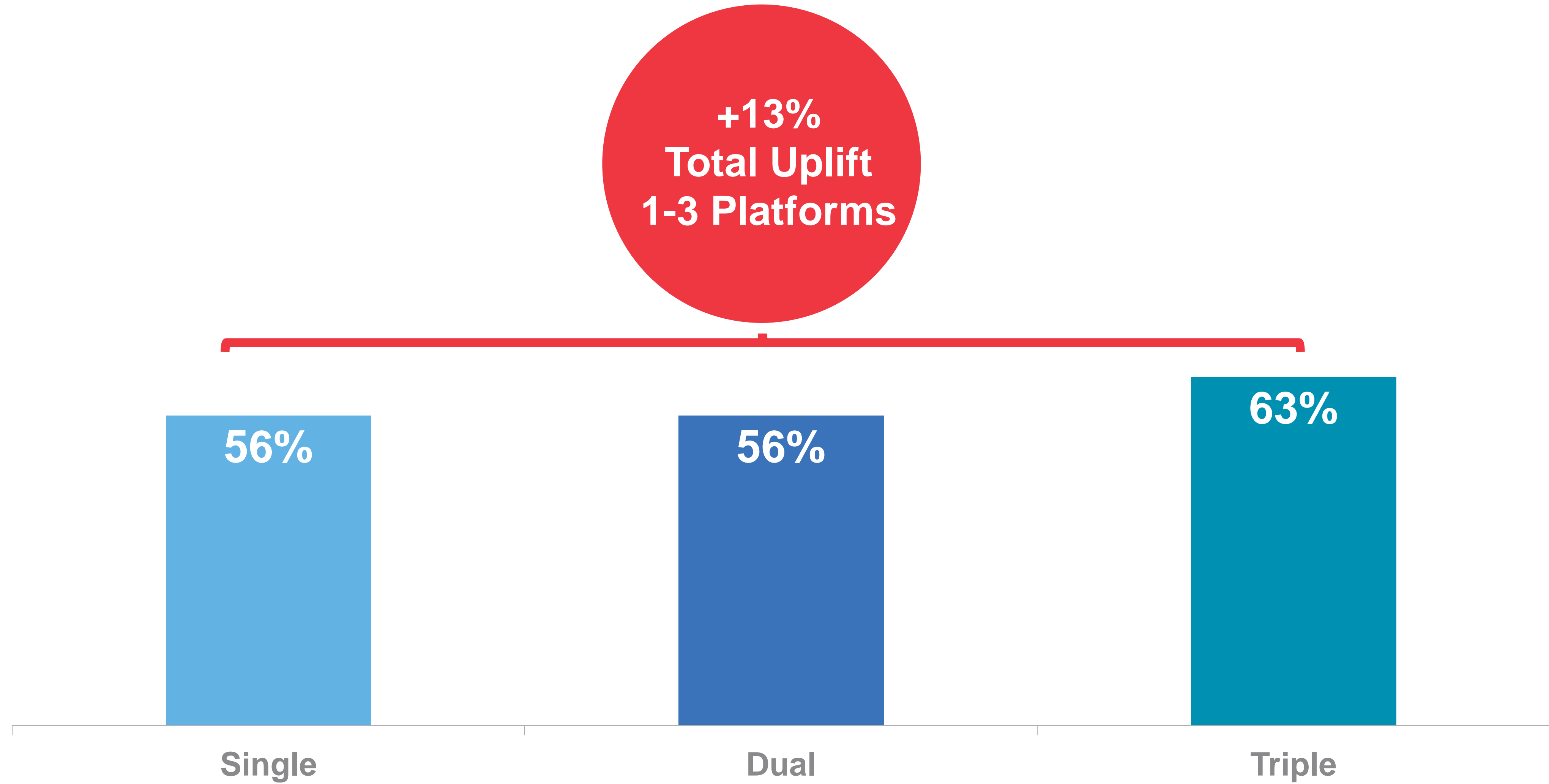
IS LIKEABILITY EFFECTED?

B&A



IS LIKEABILITY EFFECTED?

B&A

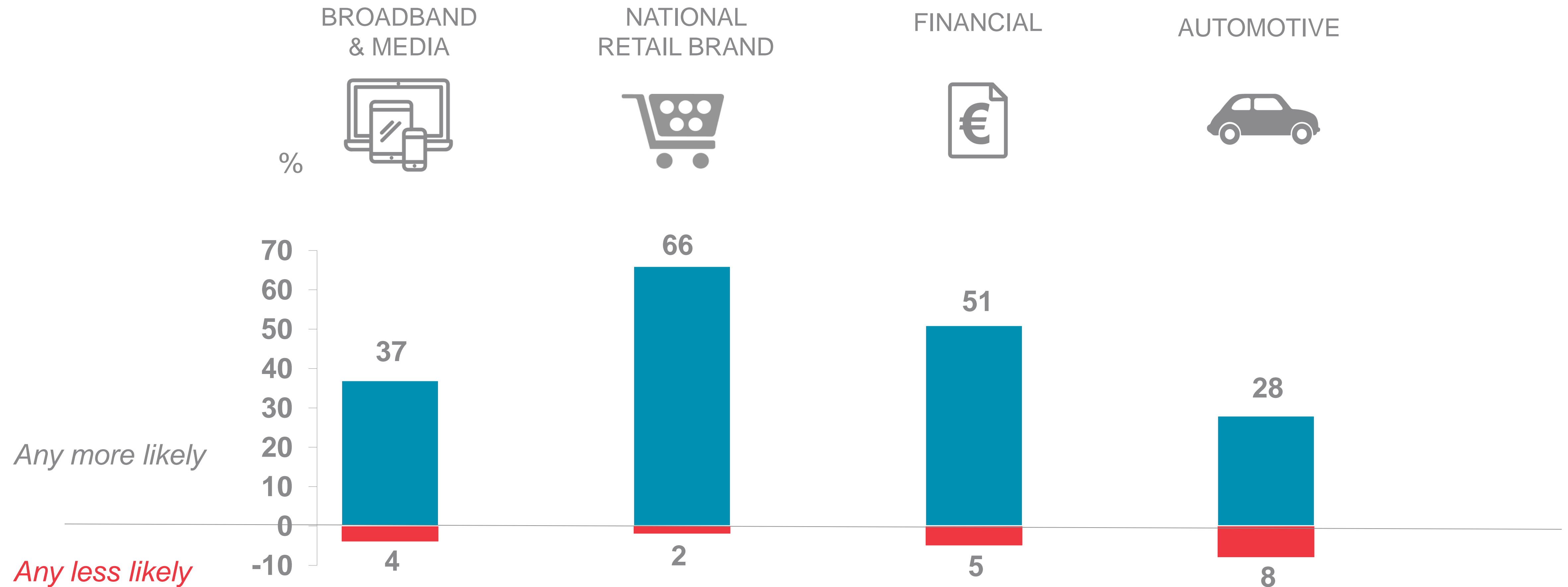


THE POWER OF INTEGRATION

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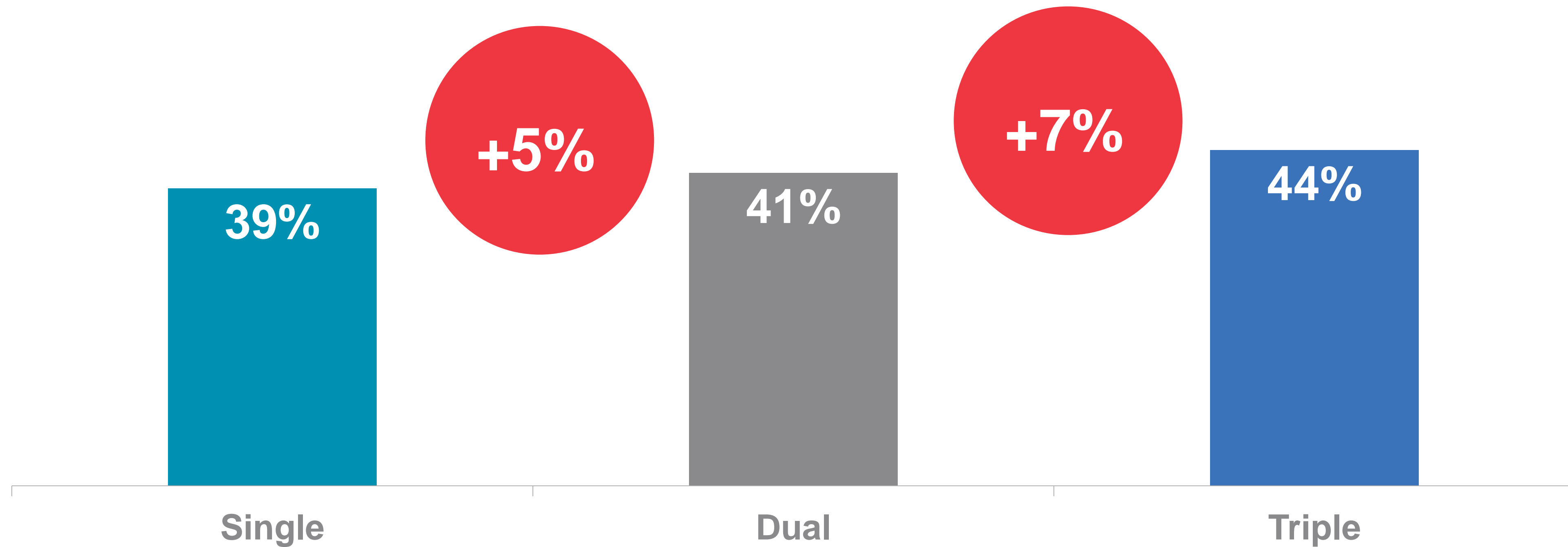
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HOW WILL THE PROPENSITY TO PURCHASE/USE OF THE BRAND FEATURED STRENGTHEN AS IT APPEARS ON RTÉ MEDIA



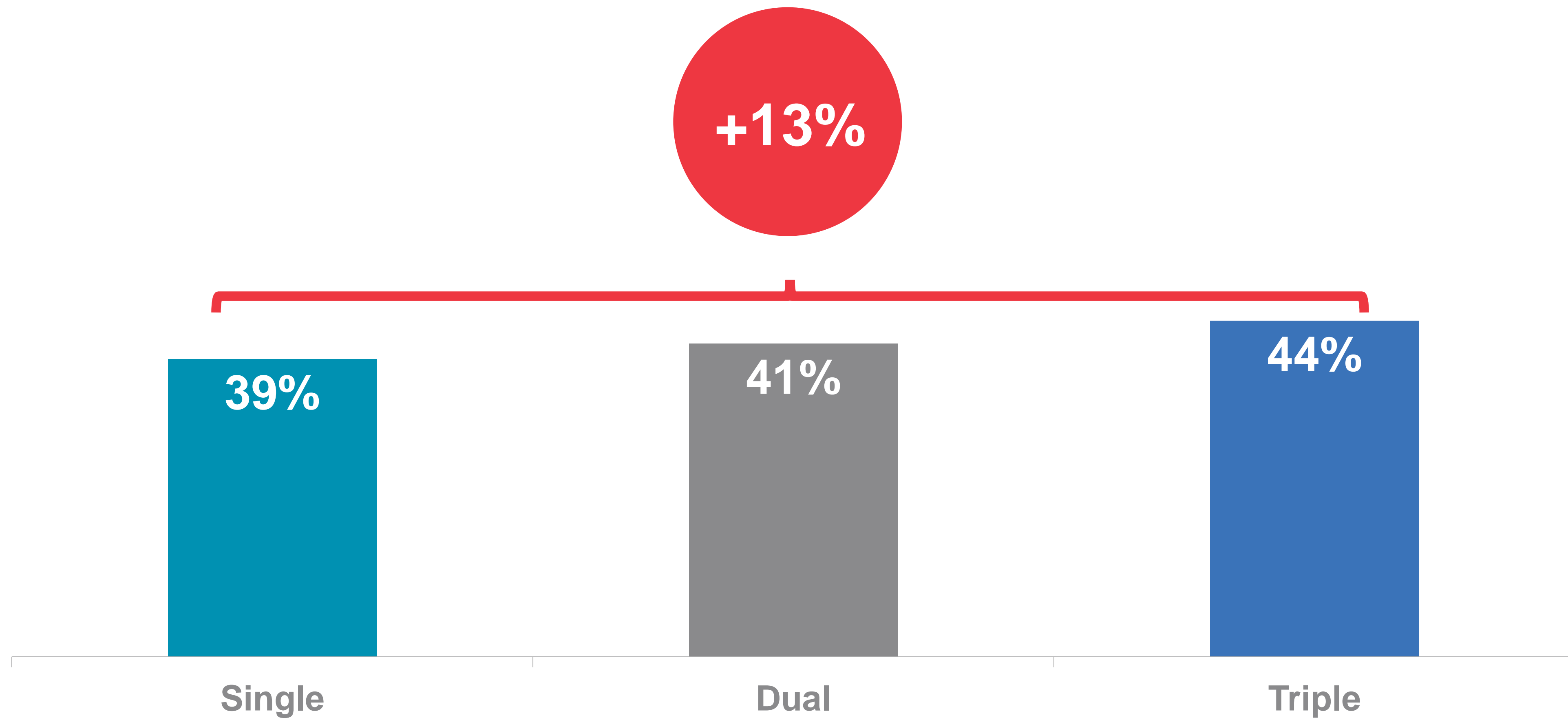
BRAND PURCHASE/USAGE EFFECT

B&A

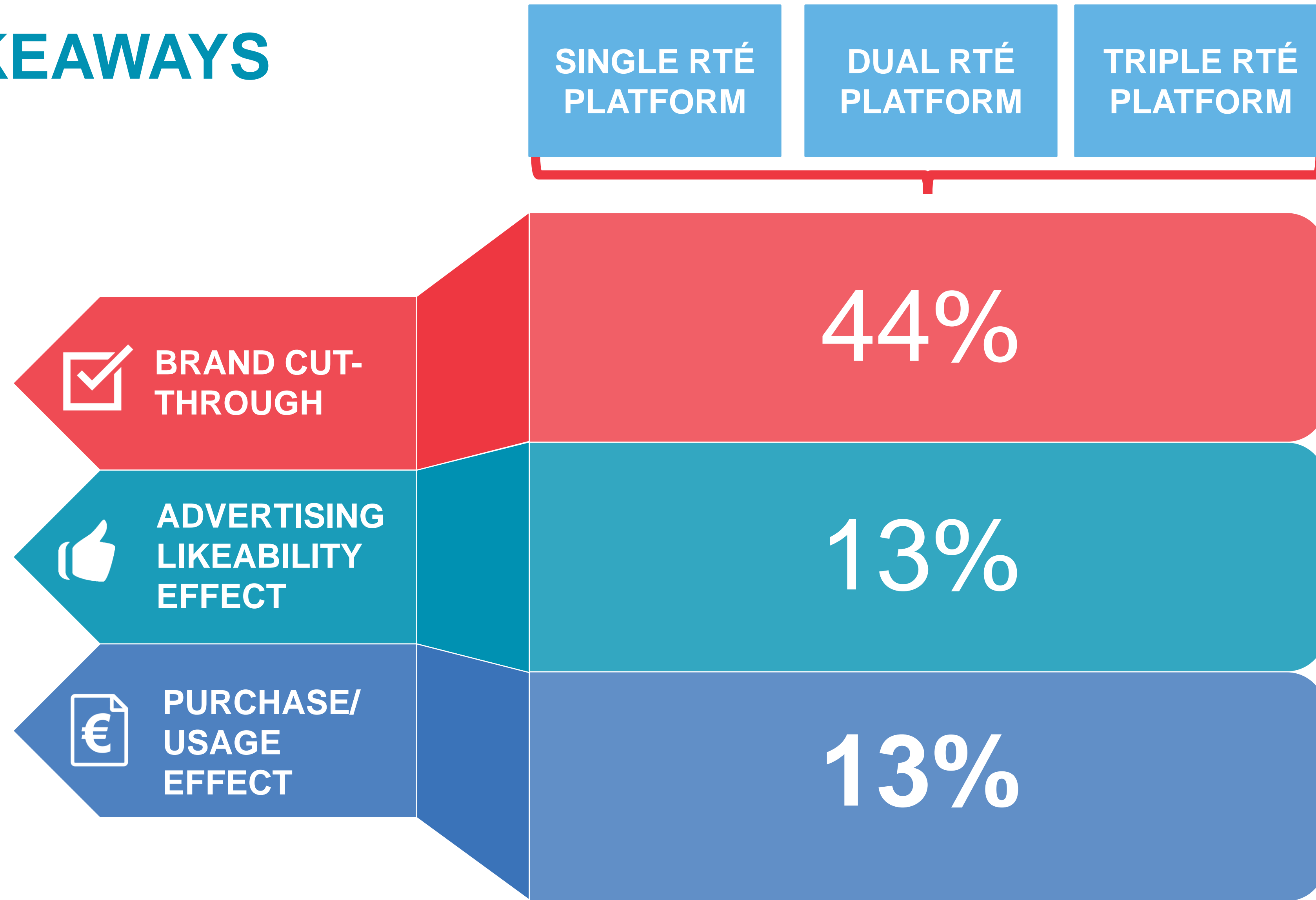


BRAND PURCHASE/USAGE EFFECT

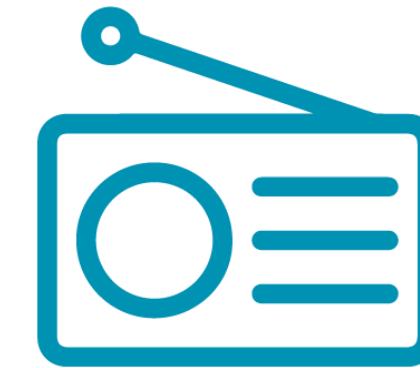
B&A



KEY TAKEAWAYS



KEY TAKEAWAYS



**QUALITY OF
MESSAGE CUT-
THROUGH**

**+68%
UPLIFT**

The background of the slide is filled with a dense pattern of light grey icons. These icons represent various aspects of technology, media, and business, including a hand shaking, a magnifying glass over a person, a laptop, a smartphone, a globe, a hand pointing at a screen, a checkmark, a group of people, a fingerprint, a star, a house, a gear, a person, a speech bubble, a signal tower, a person with a star, a person with arrows, and a television. The icons are scattered across the entire background, creating a textured, thematic backdrop for the text.

RTÉ Media Sales
Thank-you!