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# BEST COLLABORATIVE CAMPAIGN

DIGITAL MEDIA AWARDS 2017

ENTRY TITLE:

Nielsen & IPG Mediabrands - Zurich Life Assurance PLC annual Pension campaign



**IPG** **MEDIABRANDS**

## SHORT DESCRIPTION OF ENTRY

When Nielsen brought their new and innovative product “Digital Ad Ratings” to market they were very eager to work with an agency that would be willing to trial and test this exciting new digital measurement tool. IPG Mediabrands happily welcomed the opportunity deciding to trial DAR on their Zurich Life Assurance PLC annual Pension campaign.

## SECTION ONE – STRATEGY

Digital Ad Ratings is a transparent and independent tool with an objective to verify audience reach by age and gender across digital advertising campaigns. This is achieved by using Facebooks age and gender data and calibrating this Facebook data with an Irish household survey of 4k, approx. 10k individuals. It is the most robust and accurate methodology to exist in our industry for Digital.

IPG Mediabrands implemented the Digital Ad Ratings tool, on their Zurich Pensions campaign, with a goal of ensuring that the digital campaign is in-view, on target and are bought at the lowest cost possible.

The campaign ran for nine week from 5th Sep to 6th Nov 2016. The campaign aim, targeted at 35-54 year olds, was to drive conversion of Pensions for Zurich. The plan included a number of HPTO's that ran across RTÉ.ie, independent.ie and irishtimes.com (branding activity) and conversion driven activity of standard display, high impact, video and Facebook that was all bought programmatically and synchronized by using a unique multi-channel campaign platform (except for Facebook that is ring-fenced).

IPG Mediabrands employed the following targeting: behavioral, keyword/contextual, prospecting (core audience), re-targeting, audio-matching (for VOD) and passion point targeting. All targeting layers were deployed across high impact, standard display and VOD while using master frequency capping to control duplication.

One of the most beneficial reasons for using Digital Ad Ratings is to ensure that the impressions you have purchased are delivered to the correct target audience which lead to a decrease in wastage and an increase in ROI.

Digital Ad Ratings USP is that it is able to tell you what age, gender and demographics are seeing your

ad impressions (13-65+) across every site, every device and every placement. It is also able to give you an overall DE-DUPLICATED reach figure for your campaign

By joining forces with Nielsen, IPG Mediabrands carried out the following optimisations, while the Zurich campaign was still live:

- ☐ Up-weight on digital channels/sites with high in-target%
- ☐ Up-weight on creative placements by targeting with high in-target%
- ☐ Decrease spend on digital channels & placements with low in-target%
- ☐ Decrease spend targeting with low in-target % across devices by placement and channels/sites e.g. Mobile vs Desktop

The ability to optimise your campaign, in-flight, by age and unique reach is something that has not existed before in our market and by partnering up with Nielsen and using Digital Ad Ratings, IPG Mediabrands took full benefit of this and received extremely positive results for Zurich.

## SECTION TWO – DESIGN

The collaboration of Nielsen and IPG Mediabrands made perfect sense for this Zurich campaign. Pensions are an extremely competitive category to be in and using Nielsen's Digital Ad Ratings gave Zurich an increased advantage over their competitors.

To have the assurance that ads are getting delivered to the correct target audience, verified by an independent and transparent tool like Nielsen's Digital Ad Ratings, is something that is new to market and creates a more rigorous standard for digital campaign measurement.

Creatively, the mixture of using a digital measurement product combined with the expertise from IPG Mediabrands was the perfect recipe to deliver such a strong and successful campaign for Zurich.



### SECTION THREE - TEAMWORK

Digital Ad Ratings is a unique new product to the Irish market and IPG Mediabrands were one of the first agencies to go live with it, proving their proactivity and desire to get the best results possible for their clients.

As always, new products can deliver some minor glitches, particularly when coding and tags are involved, but these glitches were dealt with in a professional and speedy fashion by both Nielsen and IPG Mediabrands.

It was very important for everyone involved that the campaign was a success for Zurich.

One to one personal training took place for the first two weeks of going live.

As data is updated on the Digital Ad Ratings tool daily, it was important to have daily conversations where we would clearly outline an optimisation strategy across:

- ☐ Sites
- ☐ Placements
- ☐ Cross platform devices
- ☐ Frequency

These optimisations would improve the campaign performance on a daily basis.

Nielsen also provided a weekly in depth analysis and insights report to IPG Mediabrands. All recommendations within these reports were activated and implemented immediately by IPG Mediabrands.

Together, Nielsen and IPG Mediabrands used the Digital Ad Ratings tool to the best of its ability and ensured Zurich received the best campaign results possible.

In addition to the above Nielsen also provided a mid-campaign report which they presented in the IPG Mediabrands offices.

### SECTION FOUR – RESULTS

The campaign ended up with 45% of the impressions delivered on-target to 35-54 year olds meaning that 1.1M people aged 35-54 were exposed to the campaign. In-flight optimisations of the campaign resulted in an additional 1.7m on

target impressions which were worth €8.5K for Zurich. The campaign performed ABOVE the Nielsen benchmark of reaching 35-54 year olds by 25% (benchmark 36%).

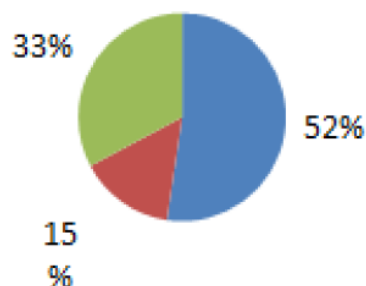
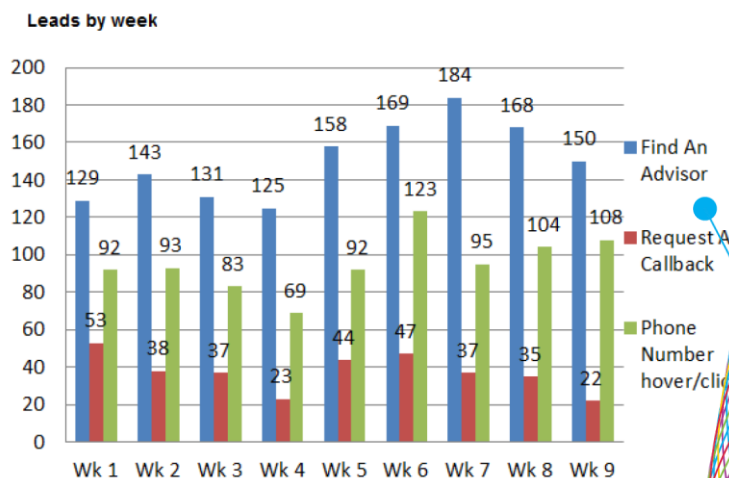
IPG Mediabrands were also able to provide the Zurich client with accurate reach and frequency against the set target (AD 35-54) for the campaign – a media first in Ireland. The campaign achieved 79% 1+ coverage with an OTS (opportunity to see) of 8.07.

IPG Mediabrands also improved all of its campaign KPIs for Zurich.

The implementation of Nielsen Digital Ad Ratings for this campaign produced very positive end results. IPG Mediabrands were successful in bettering the CPA and achieved a CPA of €66.04 (was €66.55).

Online conversions (leads) increased from 2257 to 2552 YOY (+13%) and were broken out as follows:

- ✓ Find an adviser from 1307 to 1357 conversions.
- ✓ Hoover on the phone number from 768 to 859 conversions.
- ✓ Request a call back from 182 to 336 conversions.



Zurich reported the following positive results from the campaign:

- ✓ **+98% increase the page views to <https://www.zurichlife.ie/pensions/> (IPG Mediabrands target was to maintain)**
- ✓ **+31% engagement with the pension pages/tools (IPG Mediabrands target was to maintain)**
- ✓ **+36% in total lead generation (IPG Mediabrands target was to maintain)**
- ✓ **+77% increase in direct leads (IPG Mediabrands target was to maintain)**

These stats categorically prove that Digital Ad Ratings leads to a tightly managed campaign with minimum wastage and greater ROI for the client and ultimately ensures that the right people are seeing your client campaign and this leads to campaign success.

Other positive findings, from this collaboration, were that not only did Digital Ad Ratings allow optimising while Zurich's campaign was live; it also allowed us to apply learnings to their next campaigns such as:

- ❑ Adjust your budget to the best performing sites based on your in target %
- ❑ Adjust targeting extensions – eg. Programmatic vs Premium
- ❑ Look at Mobile vs Desktop and see the placements that performed best
- ❑ Setting higher KPI's eg. Ensure you grow the 45% on target to 54% on target for next campaign.

### Target Setting & Results

	Measurement	Metric	Target	Result
Interest in Brand	Website	<ul style="list-style-type: none"> <li>Page views</li> <li>Bounce Rate</li> <li>Engagement with pension pages/tools</li> </ul>	<ul style="list-style-type: none"> <li>28k (maintain vs. Nov 2015)</li> <li>85% (maintain vs. Aug 2016)</li> <li>(maintain vs. Nov 2015)</li> </ul>	<ul style="list-style-type: none"> <li>+98%</li> <li>-13%</li> <li>+31% on av.</li> </ul>
	Search	<ul style="list-style-type: none"> <li>Branded Searches</li> </ul>	<ul style="list-style-type: none"> <li>(maintain vs. Nov 2015)</li> </ul>	<ul style="list-style-type: none"> <li>Maintained</li> </ul>
	Digital Campaign	<ul style="list-style-type: none"> <li>CTR</li> <li>Audience Reach</li> <li>Impressions</li> <li>Average Frequency</li> </ul>	<ul style="list-style-type: none"> <li>0.2% (maintain vs. Nov 2015)</li> <li>Not available</li> <li>Not available</li> <li>Not available</li> </ul>	<ul style="list-style-type: none"> <li>0.18%</li> <li>79% of target aud.</li> <li>45% of target aud.</li> <li>8</li> </ul>
	Social Media Contents	<ul style="list-style-type: none"> <li>Social reach – Facebook, Twitter, LinkedIn</li> <li>Social engagement</li> <li>Total views YouTube</li> </ul>	<ul style="list-style-type: none"> <li>Not available</li> <li>Not available</li> <li>Not available</li> </ul>	<ul style="list-style-type: none"> <li>5,913imps</li> <li>14%</li> <li>37,598</li> </ul>
	Lead Generation	<ul style="list-style-type: none"> <li>Total Leads</li> <li>Direct Leads</li> </ul>	<ul style="list-style-type: none"> <li>(maintain vs. Nov 2015)</li> <li>(maintain vs. Nov 2015)</li> </ul>	<ul style="list-style-type: none"> <li>+36%</li> <li>+77%</li> </ul>

Results provided by Zurich Life Assurance PLC

James Cash Penney once said:

**"Growth is never by mere chance, it is the result of forces working together"**

IPG Mediabrands and Nielsen working together certainly delivered growth for Zurich.

Nielsen Quote:

***"We couldn't have asked for a better partner to trial our new digital measurement product. IPG Mediabrands showed great enthusiasm and dedication and in return received positive results for their client. It was the perfect collaboration and we look forward to working across IPG's great portfolio of clients."***

EVELYN PETERS  
DIGITAL SOLUTIONS MANAGER

IPG Mediabrands Quote:

***"IPG Mediabrands have a great working relationship with Nielsen. We found them a pleasure to deal with and really valued their expertise and recommendations with the implementation of Digital Ad Rating in the Irish Market. Our Zurich client is also extremely happy with the extra layer of detail that Digital Ad ratings provide. We highly recommend this tool to all advertisers and going forward it will be implemented on all our IPG Mediabrands campaigns."***

LIZ O'BRIEN  
ACCOUNT DIRECTOR