
Programmatic Advertising

Von der “Nervensäge” zum Brand Builder



Agenda

- 1** Kurzvorstellung Millward Brown
- 2** Beyond the click – Performance von Onlinewerbung
- 3** Akzeptanz von Videowerbung - Ergebnisse der AdReaction Studie
- 4** Chancen und Herausforderungen für Programmatic

WE ARE
THE WORLD'S
**LEADING
EXPERT**

helping clients

GROW

great brands



Millward Brown – klarer Fokus auf Marke und Kommunikation

**BRAND
PERFORMANCE**



**CREATIVE
DEVELOPMENT**

**BRAND
STRATEGY**

**CHANNEL
OPTIMIZATION**



88

Offices in

55+

countries,

**Global
knowledge
network**

instantly connects over

5,500

employees



195,278

Brand Reports

17,918

BrandDynamics™ & BrandZ™

PROJECTS

Research
Conducted
in over

70



LANGUAGES

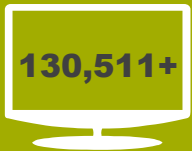
2010 TRACKING
STUDIES



WPP &

KANTAR

**PART OF WPP
& KANTAR**



130,511+

ADS

researched

with **LINK™**



QUALITATIVE WORK *in*

78

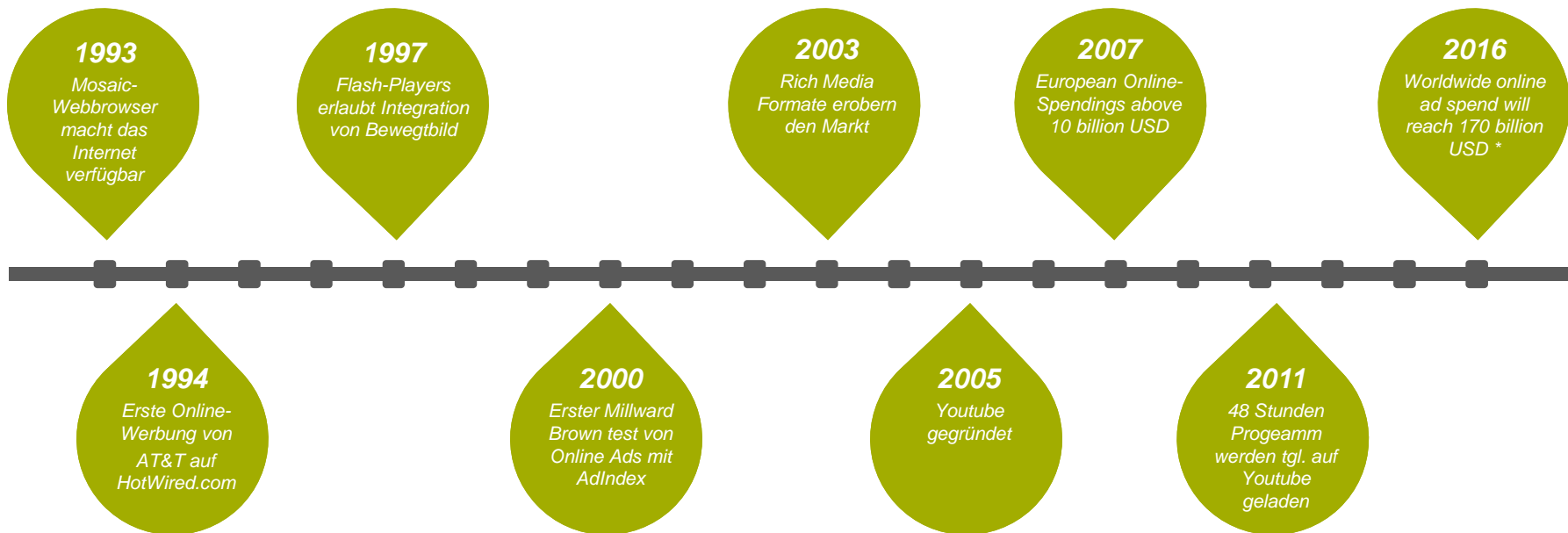
COUNTRIES



10,000+

digital campaigns

Onlinewerbung – eine rasante Erfolgsgeschichte



1994: der erste Onlinebanner



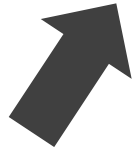
Ihre Einschätzung: wie hoch war die Click-Rate?



Have you ever clicked
your mouse right HERE?  YOU
WILL

44%!

click



OK, wenn das Ziel eine Landing-Page ist ...

KOSTENLOSER
zalando

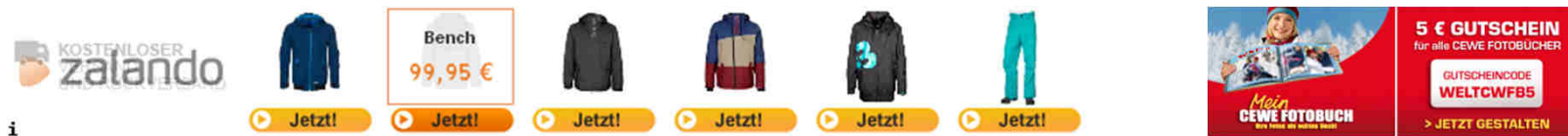
Bench
99,95 €

Jetzt! **Jetzt!** **Jetzt!** **Jetzt!** **Jetzt!** **Jetzt!**

5 € GUTSCHEIN
für alle CEWE FOTOBUCHER

GUTSCHEINCODE
WELTCWFBS

> JETZT GESTALTEN



C&A ONLINE SHOP

7.00 €

Baby-Bodies von
BABY CLUB in weiss

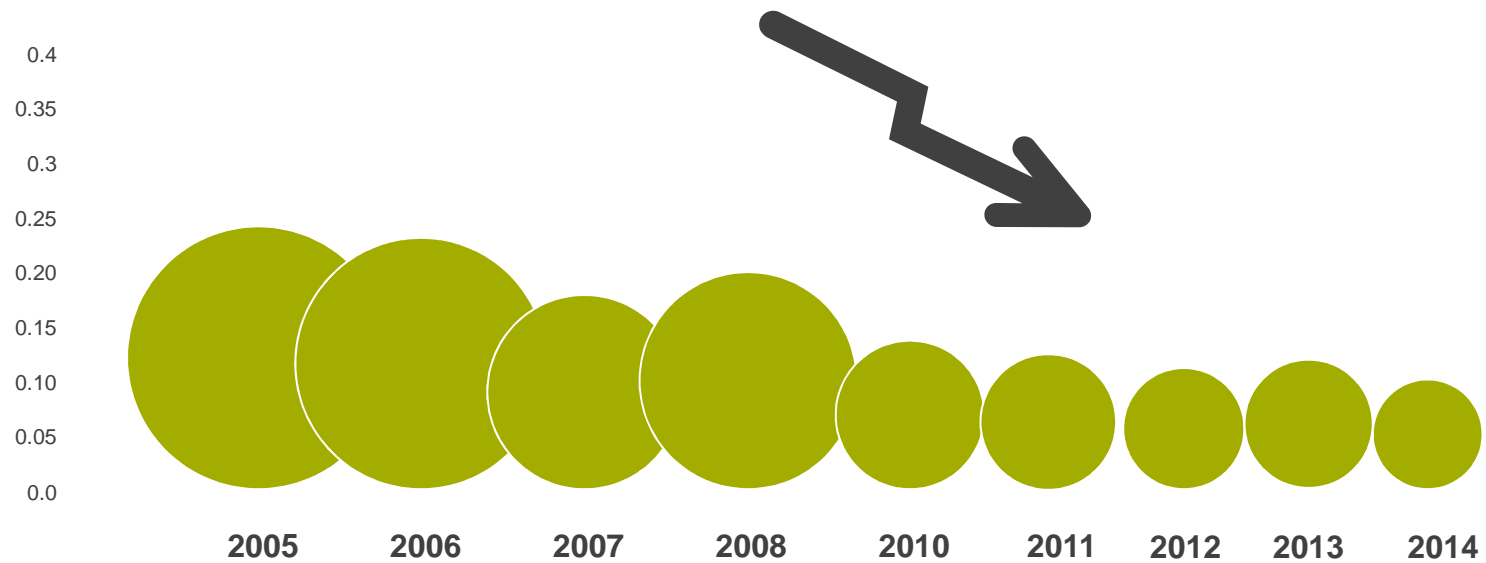




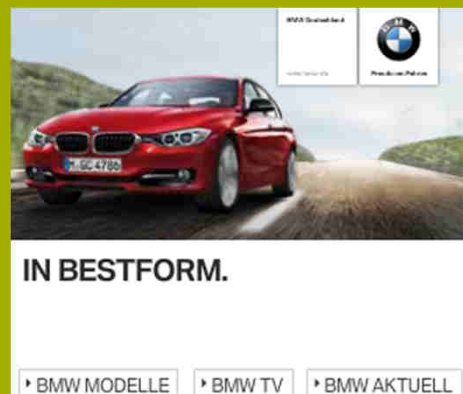
Aber nur
0.11%

klicken auf einen
Standard-Banner

... und die Tendenz der Klickraten zeigt nach unten



Eine wachsende Zahl an Online-Kampagnen zielt nicht nur auf den Klick...



***It is incredible!
All possible metrics (e.g. click rates)
are presented to clients except the
one that matters most to them: the
real impact on the brand.***

***What is really needed is the culture
of measuring campaign results from
the branding point of view.***

MARCUS SWAROWSKY
Commercial Director,
Microsoft Advertising Brazil

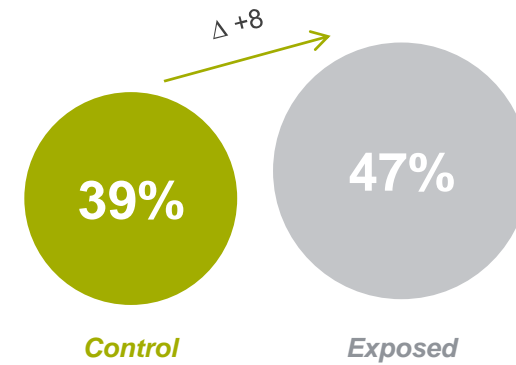
Millward Browns Ansatz: Brand Identity Design

Brand Lift Insights™ Methode

User besuchen eine Website



Zeigen die Ergebnisse einen Unterschied?



Grundlage unserer Analyse:



9.500

getestete Online-Kampagnen



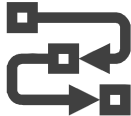
über
24.000

Ads



14.000.000

Befragte



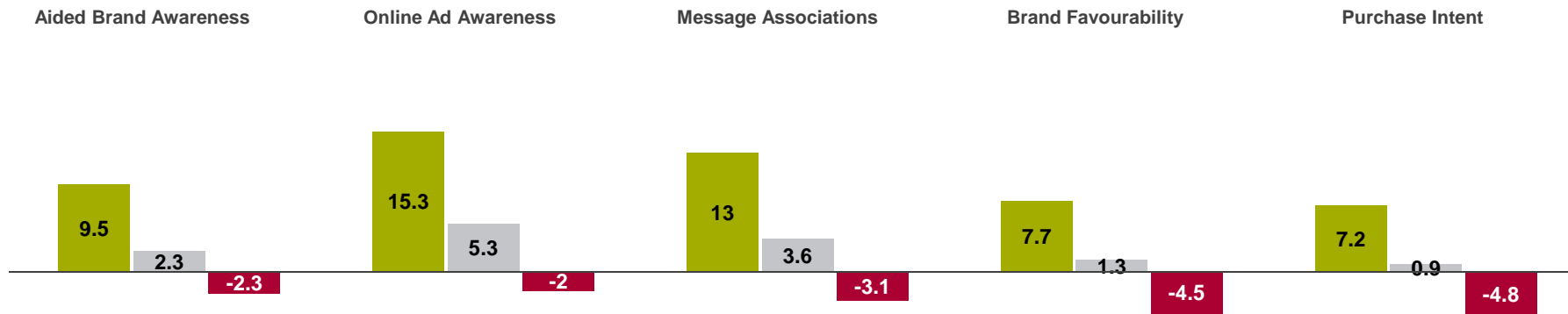
über
100

Abfragefilter

MarketNorms®

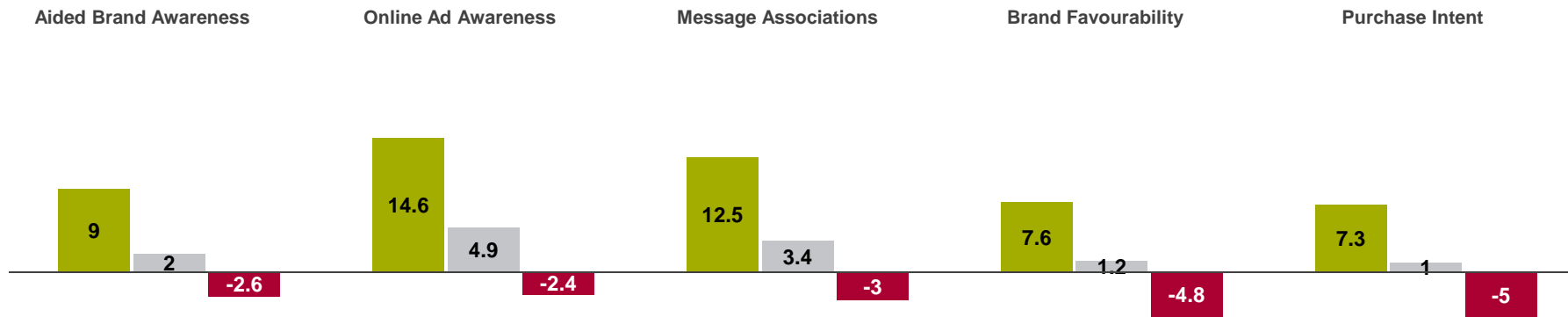
Die besten und die schlechtesten 20% Ads liegen weit auseinander

2012

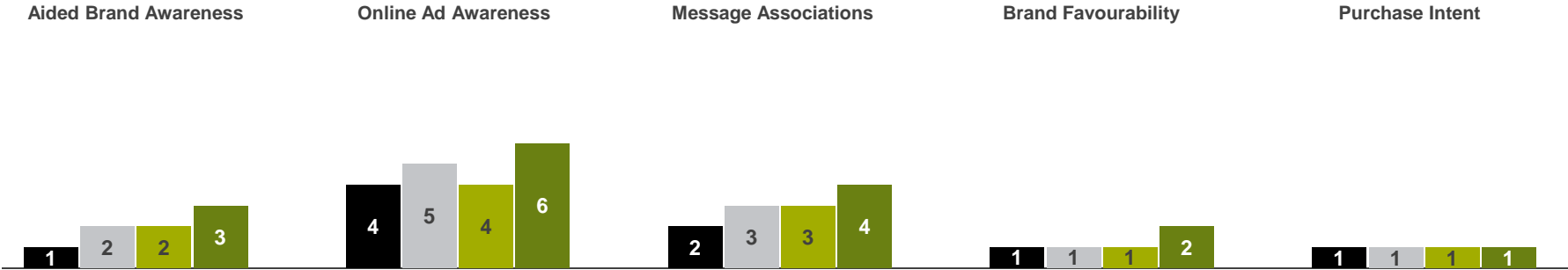


Und der durchschnittliche Impact nimmt weiter ab ...

2015



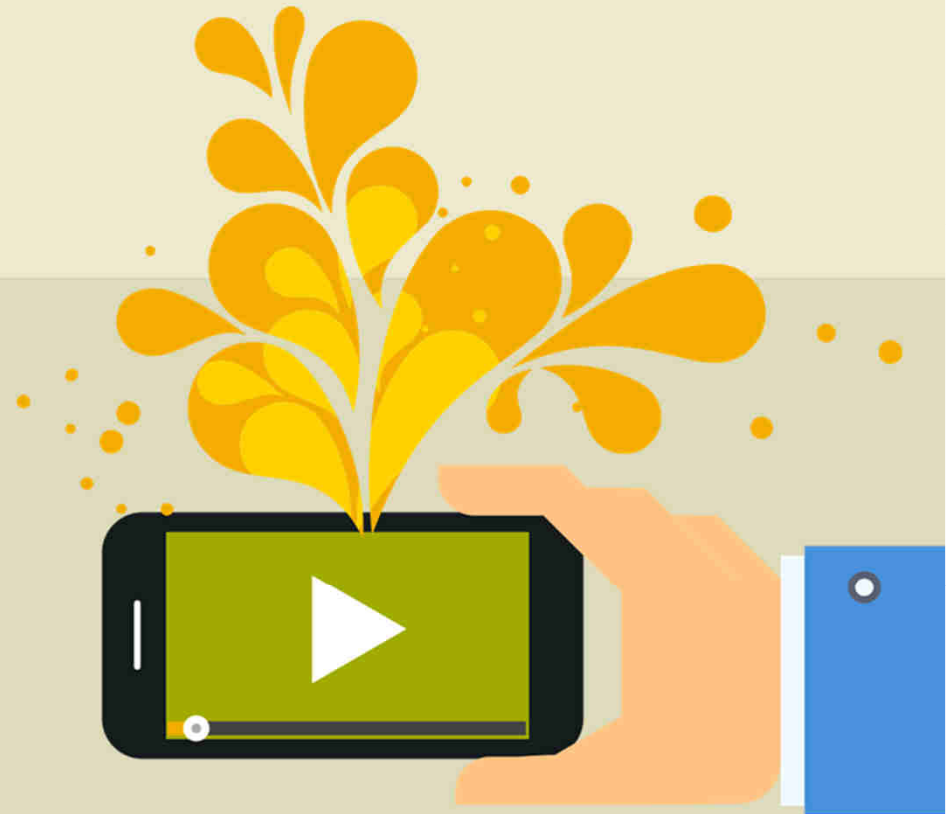
Häufigere Kontakte mit der Werbung treiben den Einfluss



***Die gute
Nachricht:
Es gibt noch
erfolgreiche Ads!***

Die Werbung als Nervensäge

AdReaction



Mobile Endgeräte gewinnen immer mehr an Bedeutung



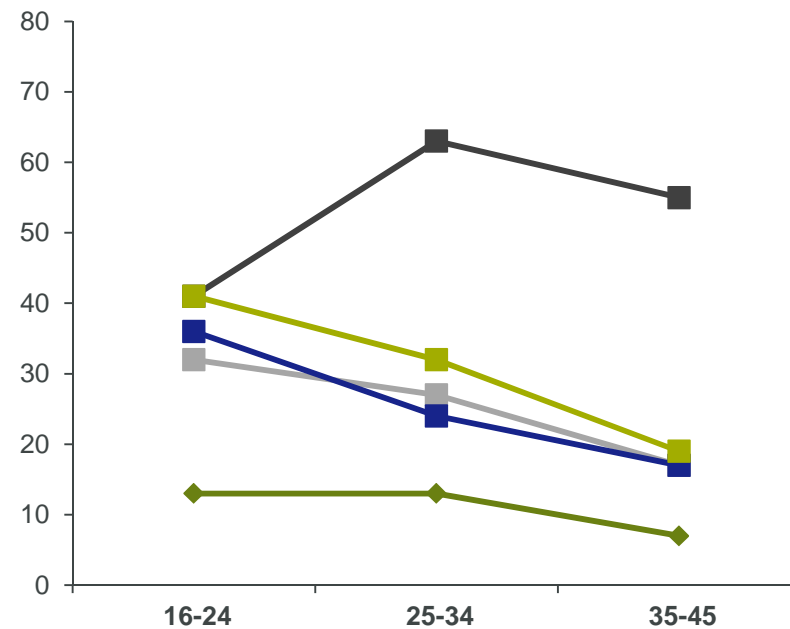
Smartphone ist bei den jungen Altersgruppen wichtigster Kanal für Videokonsum

Smartphones are the primary device for Multiscreeners aged 16 – 24 to view video, but this group also watches a lot of video on TV and PCs.

Audiences 25+ favor Live TV over On Demand TV and digital devices.

- SMARTPHONE
- TABLET
- COMPUTER
- ON DEMAND TV
- LIVE TV

Average time spent (daily minutes)

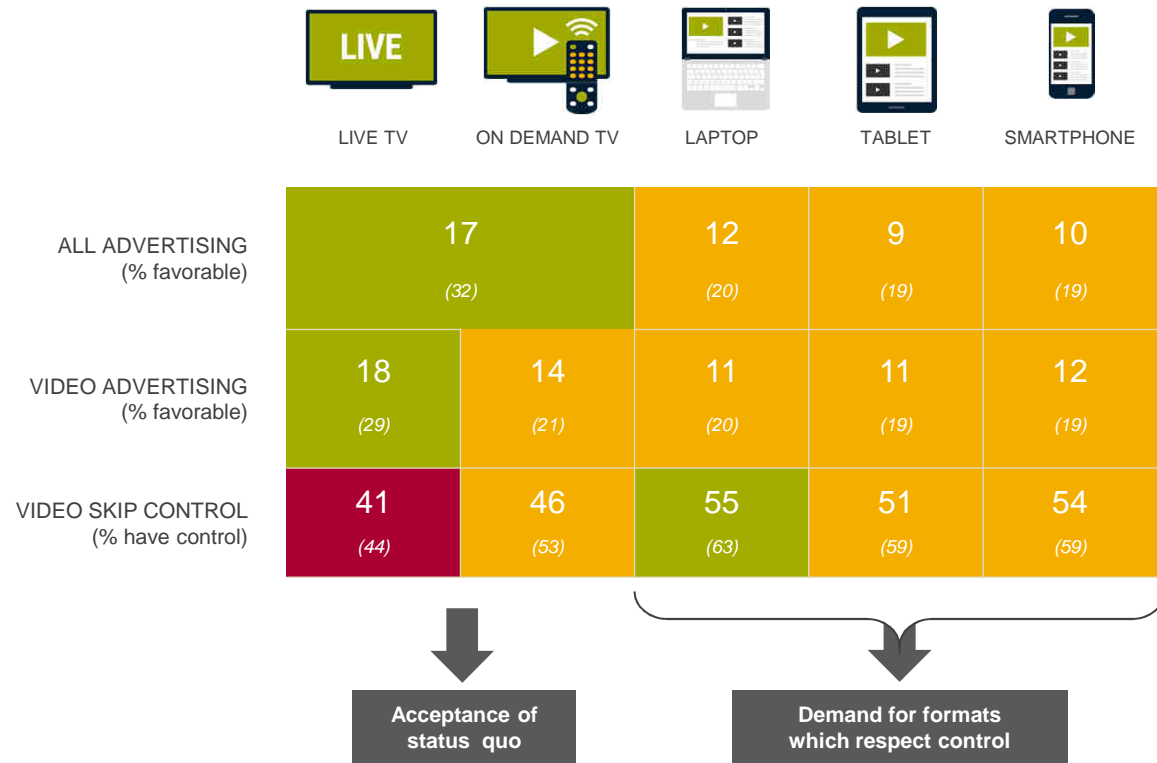


User möchten Kontrolle über Videoinhalte

Even if video advertisement is most accepted on TV, people also state to have the least control over live TV ads.

Video ads on digital devices are perceived as most controllable.

Q: Thinking about all the kinds of ads you see in this place, how would you characterize your attitude towards the following formats of advertising? / How would you characterize your attitude towards the following formats of video advertising? How much control do you feel you have over whether you do or don't watch the following formats of video advertising?

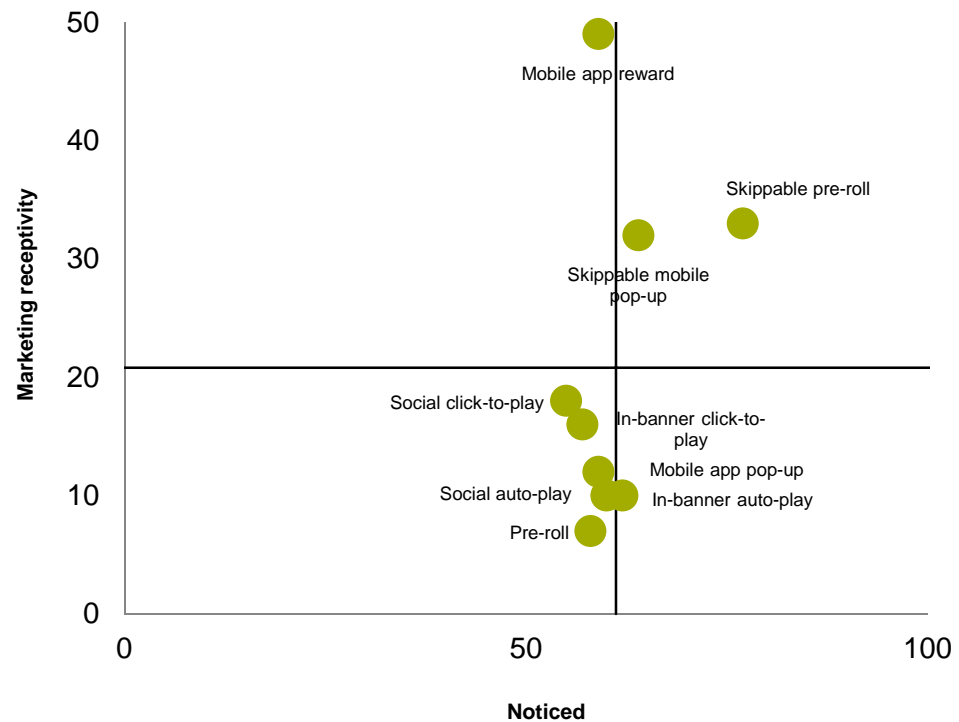


Skippable Videos bieten Kontrolle und sind eher akzeptiert

Video ad receptivity is highest when the ad is connected to a reward.

Skippable ads offer control over the content viewed, which increases overall receptivity.

*Q: Which of the following types of online video advertising have you ever noticed?
Q: How would you characterize your attitude towards the following formats of online video advertising?*

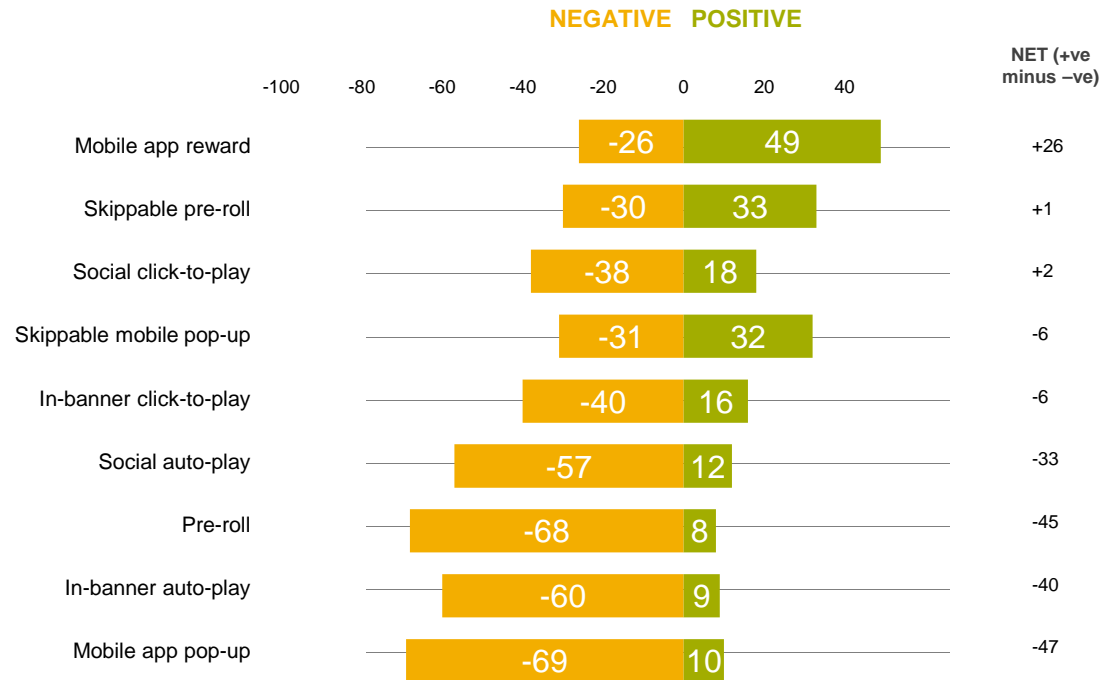


Skippable Formate sind am ehesten akzeptiert

Audiences prefer formats that offer a high level of control such as skippable formats.

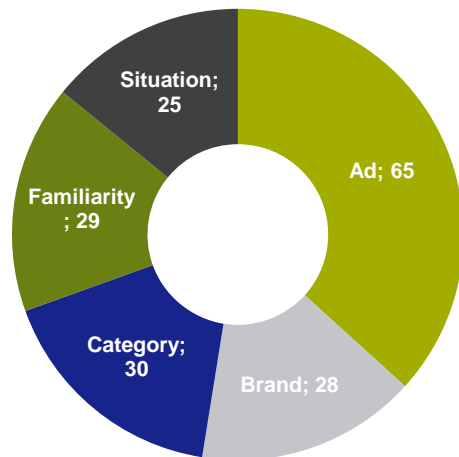
Auto-play videos are least liked.

Q: How would you characterize your attitude towards the following formats of online video advertising?



Die ersten Sekunden entscheiden ...

Showing something intriguing is the main way to stop people skipping ads.



		GLOBAL AVERAGE
Something intriguing happens in the first few seconds	35	28
It is funny or humorous	33	37
It's for a category that I'm interested in	30	30
It's for a brand that I'm interested in	28	29
Contains a person or a character that I'm interested in	26	23
Gives me something in return (coupon, reward points)	26	29
Features music that is appealing to me	25	24
Is visually appealing or has great design	24	25
Offers tips or solutions, right from the start	18	17
Is something I've seen before and liked	17	17
I'm relaxed and just passing the time	15	13
Is similar to something good I've seen before	12	14
Is something I haven't seen before	11	19
I'm watching on my own	10	10
I'm watching with other people	8	8

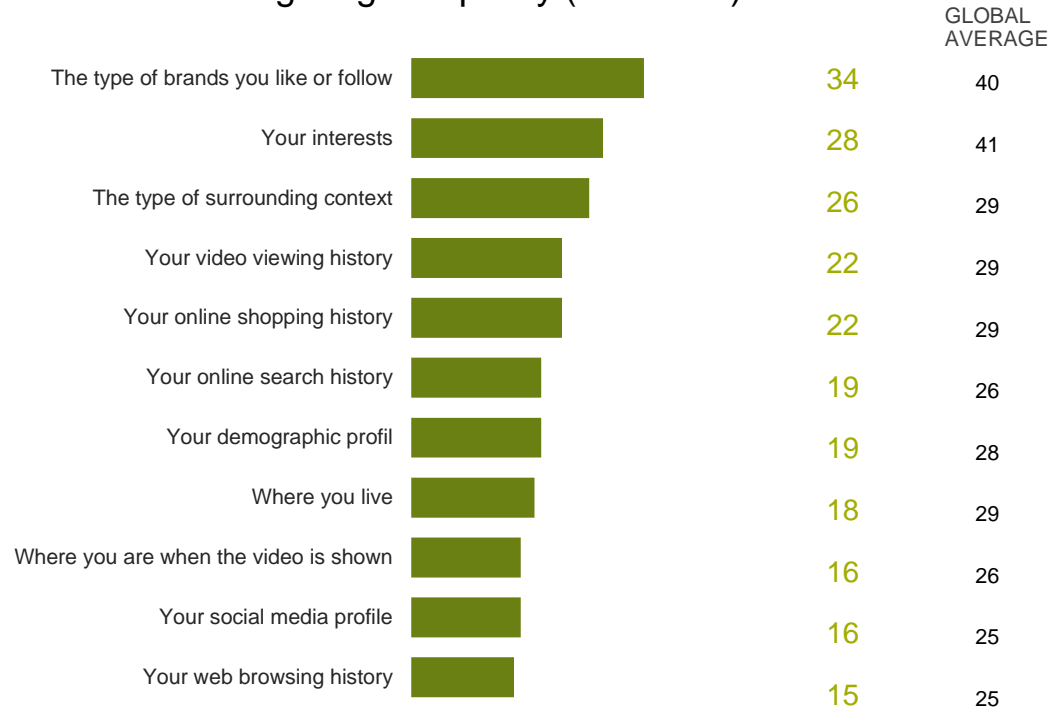
Einstellungen gegenüber Targeting

Consumers prefer being targeted based on the brands they follow or their interests.

Targeting consumers via their social media profiles or their web browsing history meets with less favorability.

Q: Advertisers can target the video ads you see in many different ways. How do you feel about video ad targeting based on...?

Video ad targeting receptivity (favorable)



Chancen und Herausforderungen für Programmatic Advertising

1.
***Programmatic ist kein
Teufelswerk.***

**ES IST NUR EINE NEUE ART DES
MEDIAEINKAUFES.**

2.

Programmatic darf nicht nur auf Performance optimiert sein.

**KURZFRISTIGE PERFORMANCE
MESSGRÖSSEN GREIFEN ZU KURZ.
BRANDAPPEAL SPIELT BEI DER
KAUFENTSCHEIDUNG EINE WICHTIGE
ROLLE.**

3. *Programmatic eröffnet neue Möglichkeiten des Targeting.*

FÜR KEINE ANDERE ART DES
MEDIAEINKAUFES STEHEN SO AKTUELLE
UND INDIVIDUELLE DATEN ZUR
VERFÜGUNG.

4. Big Data muss Intelligent Data werden.

NUR DIE INTELLIGENTE NUTZUNG
ALLER VORHANDENEN DATEN STELLT
SICHER, DASS DIE WERBUNG IHR
POTENTIAL MAXIMIERT.

5.
***Programmatic kann und muss
die Consumer Decision
Journey berücksichtigen.***

INTELLIGENTE VERKNÜPFUNG DER
RICHTIGEN DATEN ERLAUBT “1:1”
MARKETING



Sarah Silverman ✓

@SarahKSilverman

 Follow

Amazon I love u but just b/c I bought a trash can doesn't mean i need all ur latest trash can news. I got one. I'm set

2:41 AM - 27 Dec 2013

1,724 RETWEETS 3,280 FAVORITES



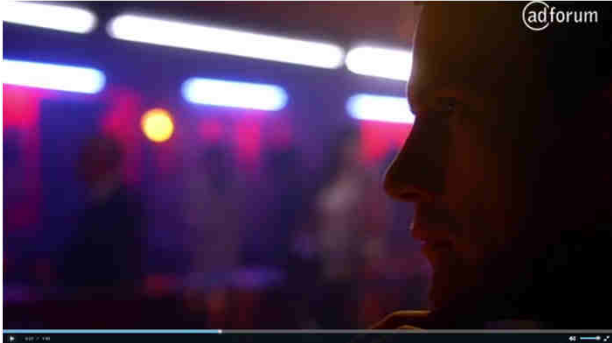
6.
***Programmatic muss
bestehende Silos einreißen.***

TARGETING ENTLANG DER CONSUMER
DECISION JOURNEY BRINGT SALES UND
KREATION ZUSAMMEN.

7.
*Programmatic eröffnet
neue Möglichkeiten für
die Kreation.*

KONSUMENTENDATEN ERLAUBEN EIN
INDIVIDUELLES ERLEBNIS DER
WERBUNG

Ein Spot – 100.000 Varianten: AXE Romeo Reboot



8.
***Viewability wird zu einer
entscheidenden
Messgröße.***

HEADER BIDDING VERÄNDERT
PROGRAMMATIC BUYING
GRUNDLEGENDE

9.
*Eine Hoffnung –
Copy Testing digitaler Kampagnen
wird zum Standard.*

ADS WIRKEN UNTERSCHIEDLICH –
ABHÄNGIG VON DER PLATTFORM. NEUE
TOOLS ERLAUBEN TESTS VON ONLINE
ADS IN-CONTEXT - IN NUR 6 STUNDEN

Vielen Dank!

A decorative graphic consisting of two overlapping hearts. The heart in the foreground is white with a dark grey outline, and the heart behind it is dark grey. They are positioned in the bottom right corner of the slide.