

CASE STUDY



TAKING CARE OF BUSINESS

Enabling Cross-Screen Strategy with Integrated Measures of Reach and Resonance

INDUSTRY

Media consumption is growing, and Americans are finding new ways to extend the viewing hours in their day through the use of multiple screens. One way is multi-tasking with nearly 90% of mobile and tablet owners saying they watch TV while using their devices at least once during the day.¹ The emerging use of tablets and mobile phones to engage with content offers marketers new opportunities to make consumer connections.

The record breaking advertising growth that digital media has seen, with online video and mobile experiencing the highest year over year increase,² is propelling brand marketers' multi-platform strategies. It has become critical to identify the ideal combination of media weight to reach their desired consumers and influence their behavior to capitalize on the opportunity.

OVERVIEW

La Quinta Inns & Suites is one of the largest operators of select-service hotels in the United States, with over 80,000 rooms. A core part of La Quinta's customer base is the male business traveler, a time-strapped individual that engages with multiple devices throughout the fast-paced day. To reach the coveted audience, M25-64, La Quinta employed TV + online campaigns for 7 weeks featuring the tag line, "La Quinta, we take care of you, so you can take care of business." Multiple media channels were engaged with a plan focused primarily on morning and daytime news programs on TV supplemented with online ads. <Fig. 1> It was critical for them to apply their budget precisely to maximize reach and impact on their desired customer.

COMPANY:

La Quinta Inns & Suites

OBJECTIVE:

Drive awareness and intent through an integrated cross-screen campaign with a deliberate overlap of exposure to complement La Quinta's existing broadcast buy.

MEDIA PLAN:

20 online publishers/ad networks; 12 television networks with a plan focused primarily on morning and daytime news programs

SOLUTION:

Nielsen Online Campaign Ratings™, Nielsen Cross-Platform Campaign Ratings™, Nielsen Online Brand Effect

¹ SOURCE: Nielsen Mobile Connected Device Report 2013

² SOURCE: IAB Internet Advertising Revenue Report; PwC

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<Figure 1>: La Quinta Inns & Suites creative samples



SOLUTION

Nielsen Campaign Ratings provides the media industry with a sophisticated method to identify and measure audiences exposed to online and cross-platform ad campaigns. Using a combination of data sources and methodological innovation, Nielsen offers direct in-flight feedback and generates metrics similar to what are used for TV advertising.

Nielsen Online Brand Effect provides the first real-time, enterprise technology platform that allows digital advertisers and their partners – publishers, ad networks, exchanges and demand side platforms – to collaborate directly around measuring and optimizing brand lift metrics. Nielsen enables brands to move consumers through the purchase funnel, from building awareness to creating intent and preference.

Both offerings are part of Nielsen's ad effectiveness suite of solutions that offer consistent, integrated measurement of reach, resonance and reaction. Nielsen's ad effectiveness vision is to deliver answers to advertising's fundamental effectiveness questions across all screens and devices, commercial and program, paid, owned and earned, globally.

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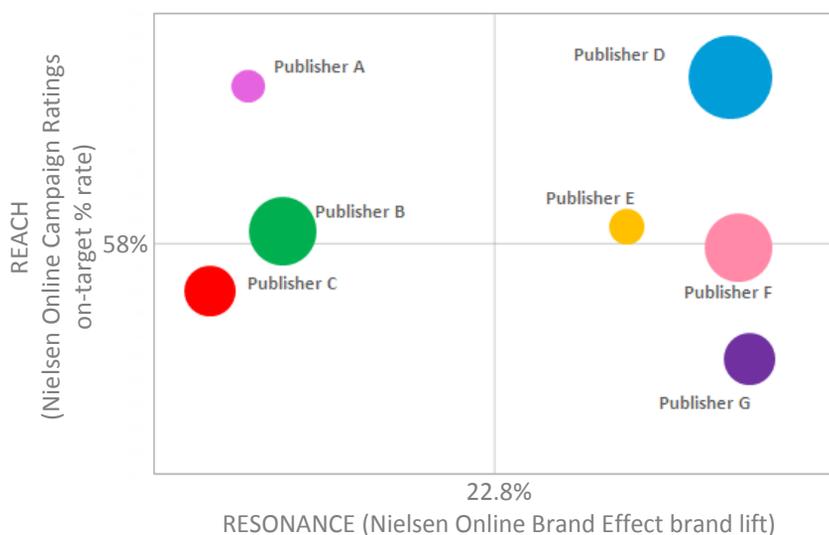
INSIGHTS/FINDINGS

La Quinta organized their plan to maximize reach to their coveted customer, while driving duplication across screens. They tracked results in-flight, validating aspects of their strategy while identifying further improvement opportunities.

Using Nielsen Campaign Ratings, La Quinta found that:

- Overall the campaign reached 97.6 million people; 46% were within La Quinta's intended audience.
- The television media plan skewed heavily to Persons 65+ and delivered substantial reach to females with high frequency.
- The online media plan earned 51% on-target, which was below the norm for similarly focused campaigns.
- A number of online publishers drove interest in purchase intent, but one stood out performing well on delivering on-target reach and brand lift. A CPM analysis demonstrated that although a more expensive site, Publisher D was the most cost effective. <Fig. 2>

<Figure 2>: Relative Reach and Resonance on Purchase Intent (Publisher Resonance by Reach)



SOURCE: Nielsen Online Campaign Ratings 02/07/2013 - 03/30/2013, Nielsen Online Brand Effect 02/07/2013 - 04/07/2013.

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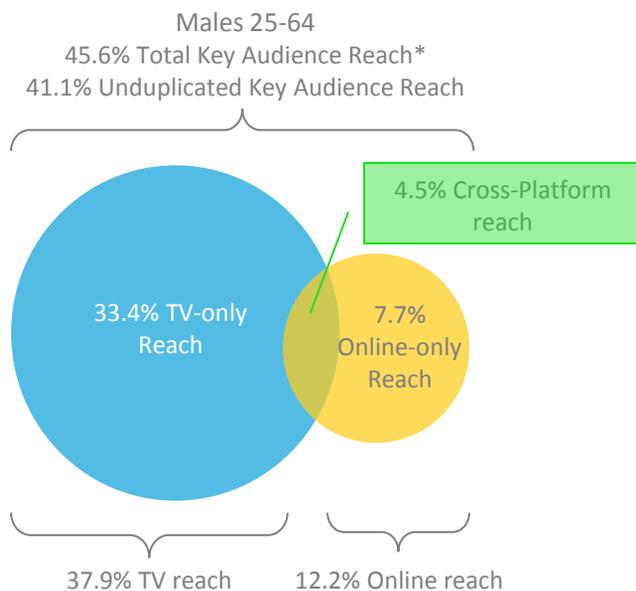
CONCLUSION

Engaging with Nielsen's ad effectiveness suite of solutions on reach and resonance was an eye opener for La Quinta. It gave them the proof points necessary to enhance their strategy, choosing the best publishers to drive results and maximizing ROI across TV and online. La Quinta now has a new vision around their planning and buying of media fueled by consistent and actionable insights.

Based on learnings from previous campaigns that La Quinta measured with Nielsen Cross-Platform Campaign Ratings, they identified the best mix of sites and programs to reach their desired audience across both screens.

- The adjustments improved cross-screen exposure by 100% and demonstrated the highest duplication index achieved to date across campaigns measured by Nielsen. <Fig. 3>

<Figure 3>: 2013 La Quinta brand campaign Nielsen Cross-Platform Campaign Ratings reach 36.1 MM individuals among Males 25-64



REACH (MM people)		
Platform	Campaign	Males 25-64
Total	97.6	36.1
TV	82.1	30.0
TV-only	75.4	26.4
Online	22.2	9.7
Online-only	15.5	6.1
TV + Online	6.7	3.6

Duplication	
Cross-Platform reach (P2+)	2.2%
On-Target Duplication Index	202
On-Target Online Extension Ratio	63.2%

*Reach numbers based on common US pop. universe of 79.1 MM Males 25-64
SOURCE: Nielsen Cross-Platform Campaign Ratings



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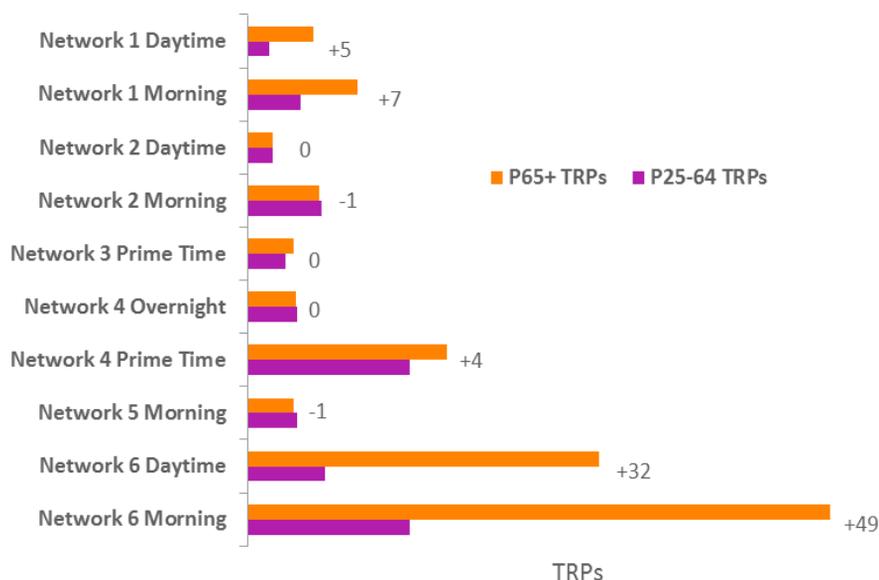
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CONCLUSION (cont'd)

- An analysis at the publisher and placement level of both reach and resonance revealed simple optimization opportunities that La Quinta acted on, improving the impact of the campaign. Individual publisher on-target performance improved up to 35%.
- High reach and frequency to Persons 65+ with skews to Females signaled a need to examine their existing television strategy and adjust their media weight regarding the news format. <Fig. 4>

With Nielsen's suite of ad effectiveness solutions, marketers now have a consistent way to verify that they are reaching the right audience and positively influencing their opinions and behavior. Clients like La Quinta now have scalable, real-time insights giving them the confidence to invest more, knowing their dollars are well spent.

<Figure 4>: Relative TV TRPs by Network and Daypart
(Adults 25-64 vs. Adults 65+)



SOURCE: Nielsen Ad Views 02/07/2013 - 04/15/2013.



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KEY TAKEAWAYS:

- For brands like La Quinta, making every dollar spent count is critical to successfully grow their customer base
- It's important to measure and optimize both the reach and resonance that an advertising campaign delivers.
- Marketers need, and with recent measurement advances now have reliable, consistent metrics to assess performance and fine tune their media strategy across TV and online.