THE PERFECT GAME PLAN

How Real-Time Brand Lift Metrics Score a Savory Online and Mobile Win

INDUSTRY

More than one-fourth of the world's advertising dollars are spent on fast-moving consumer goods like quick service and casual dining restaurants[1]. From online to social to mobile, advertisers are spending on new formats to capture more audience mindshare and, ultimately, dollars. However, they need to show that whatever tactics they use are driving results – brand lift – to justify continued investment.

OVERVIEW

Football season is one of the busiest times of the year for Buffalo Wild Wings, the ultimate place to get together with friends, watch sports, drink beer and eat wings.

To capture more consumer time and drive in-store traffic, Buffalo Wild Wings worked with space150, a digital innovation agency, to create "Protect the Football," a game in which football fans avoid game day distractions to get to the nearest Buffalo Wild Wings restaurant. Advertising was set to reach males 18-35, and the game was made available across both online and mobile platforms.

Buffalo Wild Wings and space150 wanted to understand if online tactics would also work in the mobile space, and needed relevant brand lift metrics to evaluate how effective the campaign was at driving brand lift in intent to visit across both online and mobile platforms.

COMPANY:

Advertiser: Buffalo Wild Wings

Agency: space150

CAMPAIGN:

Drive in-store visits via "Protect the Football" online and mobile game

OBJECTIVE:

Intent to Visit

SOLUTION:

Nielsen Online Brand Effect

Nielsen Mobile Brand Effect

space150 created the "Protect the Football" game to drive Buffalo Wild Wings store visits. Nearly 200,000 people played the game.

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1. SOURCE: Eat It Up: Top U.S. Restaurant Ads – Q1 2013, Nielsen.
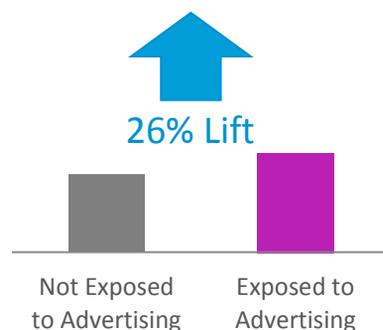
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INSIGHTS/FINDINGS

Buffalo Wild Wings and space150 used Nielsen's Brand Effect suite of solutions to measure and optimize online and mobile brand lift in intent to visit the restaurant while the campaign was still running, and maximize ROI.
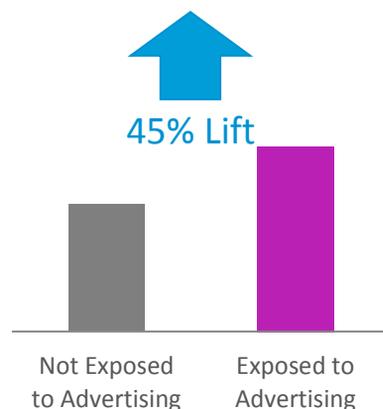
Specifically, they were able to:

- Use one consistent metric, brand lift, to evaluate both online and mobile performance.

- Review online and mobile overall, site, and lifetime performance in real-time. They also reviewed online creative, frequency, and audience segment performance in real-time.

- Identify the lowest performing creatives online—animated banners—and optimize by removing them from creative rotation.

- Drive 26% brand lift in intent to visit among users who were exposed to the online campaign.

- Drive 45% brand lift in intent to visit among users who were exposed to the mobile campaign.

Online: Intent to Visit

26% Lift

Not Exposed to Advertising

Exposed to Advertising

Mobile: Intent to Visit

45% Lift

Not Exposed to Advertising

Exposed to Advertising

SOLUTION

The Nielsen Brand Effect suite is part of Nielsen's 3Rs framework—Reach, Resonance, and Reaction— and provides solutions that measure ad resonance across TV, computer, and mobile screens. Nielsen Online Brand Effect and Nielsen Mobile Brand Effect are the first real-time enterprise technology platforms that allow advertisers to collaborate with their digital media ecosystem around optimizing brand lift metrics.

Using an intuitive, web-based dashboard, Buffalo Wild Wings and space150 were able to get a real-time understanding of the brand building effectiveness of their online and mobile campaign using a consistent, brand relevant metric – brand lift. In addition to measuring the campaign's performance against their primary marketing objective, key campaign elements driving overall brand lift – creative, site, and frequency– were also highlighted, providing opportunities to improve performance in-flight and across campaigns.

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CONCLUSION

Time spent on mobile apps more than doubled from 2011 to 2012. US consumers spent over 129 billion minutes on mobile apps[2], representing a huge opportunity for advertisers to reach an always-connected audience and get their message across on a third screen.

However, a new screen doesn't mean different advertising effectiveness rules should apply. In fact, when we asked marketers what would lead them to increase their spending in new media, over a third responded "the ability to use the same metrics to evaluate brand advertising effectiveness online as are used offline"[3].

Specifically, marketers identified sales lift and brand lift as the metrics they want to use. Mobile can be a very effective branding tool, but only when advertisers are using the right metrics to measure and optimize campaign effectiveness.

KEY TAKEAWAYS:

- Especially since mobile is new, it needs to be measured for ROI, just like every other screen

- Brand objectives, including influencing behavior such as intent to visit, need to be measured with brand relevant metrics

- Advertising effectiveness principles are the same across screens – the metric used to measure success should be too

> " Though mobile is new, I answer to metrics. Nielsen provides us with apples to apples online and mobile ad effectiveness measurement and optimization, enabling us to advertise online and in mobile with confidence. "
>
> Ryan Richardson,
> Digital Media Manager, Buffalo Wild Wings

> " Nielsen Mobile Brand Effect gave us the proof points to not only justify our existing mobile spend, but also to increase our mobile spend. This data is helping us drive our channel and partner selections. "
>
> Craig Key,
> Associate Media Director, space150

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