

CASE STUDY



MAXIMIZING EARNED MEDIA FROM PAID MEDIA

How a TV Campaign Helped Microsoft Boost Social Activity

INDUSTRY

In today's connected world, consumers can use social media to immediately convey experiences and opinions to friends and followers. This behavior has introduced a new key objective for some advertisers: turning paid media into earned media.

With many television viewers sending Tweets about program content and stars as well as surrounding ads, brand integrations, and sponsorships, marketers can optimize paid TV campaigns to drive social activity for a brand.

SITUATION

Microsoft had two very different types of TV ads running on national U.S. 'Primetime' TV schedules. One was 'Emotional' with creative that tugged at the heartstrings of viewers. The other was more 'Rational' with creative that focused on the product's competitive benefits with price as a call to action.

Microsoft wanted to understand what impact the different types of creative and specific campaign placements had on driving social activity. In doing so they hoped to be able to optimize TV spend on future campaigns to drive social activity, which would in turn drive brand equity and sales.

COMPANY:

Microsoft

OBJECTIVE:

Increase earned media through strategic TV campaign placements with the ultimate goal of driving brand equity and sales.

MEDIA PLAN:

Two different types of TV creatives running concurrently on Primetime TV schedules across a variety of programs and genres.

SOLUTION:

Nielsen SocialGuide Intelligence
Nielsen Twitter TV Ratings

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SOLUTION

Nielsen Social identifies, captures and analyzes conversation on Twitter in real time for every program aired across over 250 of the most popular U.S. television networks, including Spanish language networks, as well as over 1,500 brands.

As the leading provider of social TV measurement, analytics, and audience engagement solutions, Nielsen Social was in a unique position to help Microsoft measure, understand, and act on the earned media driven by their paid TV campaign.

APPROACH

Nielsen Social ran a “cohort analysis”, measuring the volume of Microsoft-related Tweets from two distinct groups (cohorts), comparing the 30 day period before and after the campaign aired:

- Exposed TV Authors — Microsoft authors who sent Tweets about at least one show that Microsoft ads aired in within the primetime TV schedule analyzed.
- Control Group Authors* — Microsoft authors who did not send Tweets about any of the shows that Microsoft ads aired in within the primetime TV schedule analyzed.

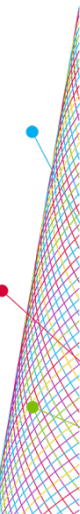
To evaluate which placements drove the greatest earned media for Microsoft, Nielsen Social also ranked each ad placement across the campaign based on the volume of Microsoft-related Twitter activity from TV authors exposed to the episode in which the placement aired.

*note: some authors within the control group may have been exposed to ads without Tweeting about program content or ads placed outside of the analyzed TV schedule.



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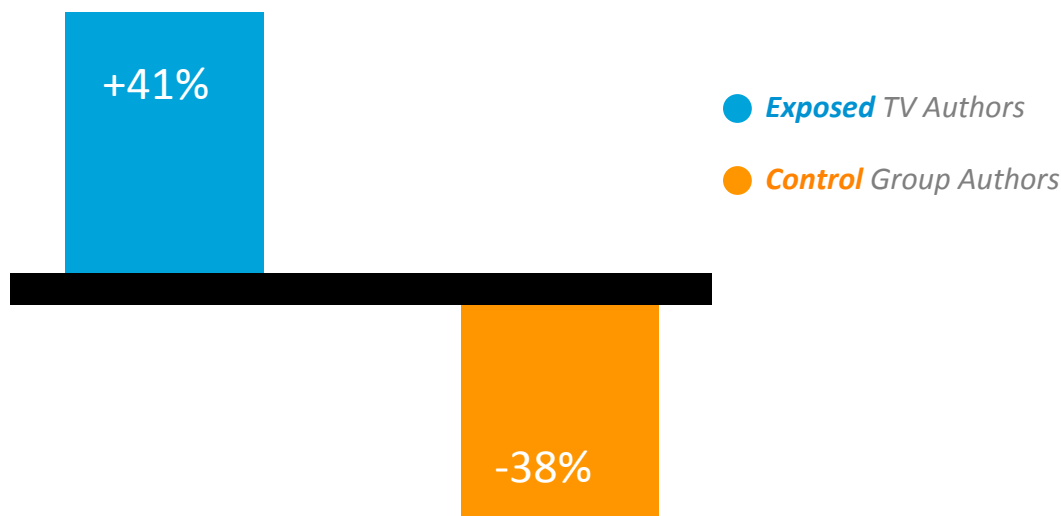
INSIGHTS/FINDINGS

CAMPAIGN EFFECTIVENESS:

In the 30 days after the campaign, Microsoft Tweets lifted 41% from those who sent Tweets about at least one primetime show that Microsoft ads aired within (exposed TV authors). Comparatively, conversation around Microsoft Tweets declined 38% from those who did not send any Tweets about shows the company's ads had aired in (the control group). The implication is that exposure to Microsoft TV ads drove significant lift in earned media. <Fig. 1>

Overall, the emotional ads drove significantly more Microsoft discussion from exposed TV authors compared to the rational ads. But program type also played a role. The sports genre and certain tent pole events were highly effective for the emotional ads, while certain programs in the comedy and drama genres drove most Twitter conversation for the rational ads.

<Figure 1>: Microsoft Primetime TV Campaign: Pre vs. Post Campaign Change in Microsoft Tweets



Source: Nielsen. 11/4/13-3/9/14. Exposed TV Authors include Microsoft authors that sent Tweets about at least one show that Microsoft ads aired in within the primetime TV schedule analyzed. Control group includes Microsoft authors that did not send Tweets about any of the shows that Microsoft ads aired in within the primetime TV schedule analyzed.



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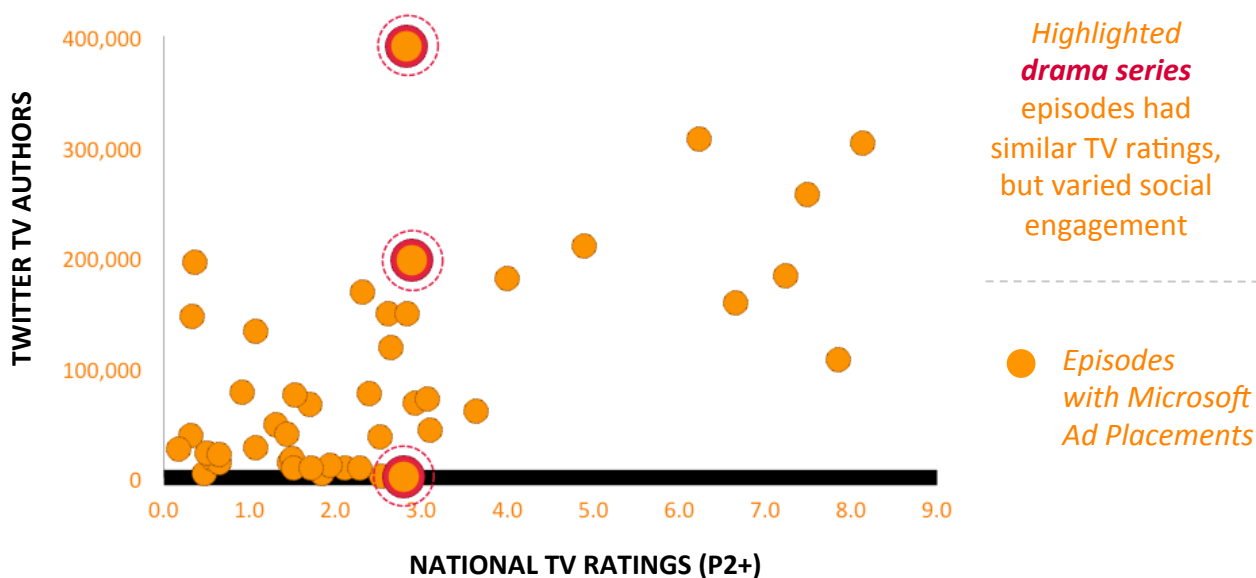
INSIGHTS/FINDINGS (cont.)

ANALYSIS OF PROGRAM PLACEMENTS:

To identify the TV placements that were most effective in driving earned media for Microsoft, Nielsen Social (1) ranked each ad placement based on the volume of Microsoft-related Twitter activity from exposed TV authors (2) layered onto the ranking the Twitter TV activity (authors sending program-related Tweets) and TV viewership (National TV Ratings, P2+) for the TV episodes in which ad placements aired. <Fig. 2>

Nielsen Social found that ad placements in more social episodes drove nearly five times more mentions for Microsoft commercials compared to less social programs. This confirmed for Microsoft that social TV activity, as opposed to TV viewership, is the key in driving earned media.

<Figure 2>: Microsoft Primetime TV Campaign: Programs with Similar TV Ratings Varied Socially



Source: Nielsen. 11/4/13-3/9/14. All shows were included in media schedule excluding "Super Bowl XLVIII" and "The 56th Annual Grammy Awards". with a min 5,000 TV tweets. Shows were selected where authors sent Tweets about both the brand and the word "commercial".

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CONCLUSION

Microsoft gleaned several key insights about how their paid TV campaign drove earned media, learning that:

- Exposure to the Microsoft TV campaign drove a dramatic lift in Twitter buzz compared to the control group.
- While the 'Emotional' creative was most effective overall at driving Twitter buzz, the 'Rational' creative outperformed for certain program types.
- Ad placements in more social shows drove more Twitter buzz. This finding underscored the importance of factoring Twitter TV activity into TV planning in order to select shows with a high social quotient and thus high likelihood to drive earned media.

Ultimately, the study gave Microsoft the information they needed to optimize and improve future TV media schedules and campaign creative decisions to maximize earned media.

KEY TAKEAWAYS:

- Rigorous social media measurement is key to understanding and optimizing the efficacy of paid media for driving earned media.
- Factoring social activity into TV planning is critical in order to select shows with a high social quotient and thus high likelihood to drive earned media.
- Different creatives perform differently in driving earned media. It is important to analyze varying types of creative and program placements within a campaign in order to optimize earned media impact.



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