

Unlocking the Power of Cross-Media Brand Advertising

Leveraging measurement technology to navigate a fragmented media landscape and enhance brand lift results.

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1. Introduction: The future of media is fragmented



The changes in media consumption we've seen in the last decade have been unprecedented, with new entrants disrupting the landscape and rapidly taking dominant positions. Advertisers are now in a constant game of cat and mouse for consumer's eyeballs and attention.

Back in 2014, a spot in Coronation Street reached 9.5 million people. Ten years later, that number has fallen to 4.9 million. Whilst media behaviour varies hugely by generation, there are common themes: the decline in linear TV and the explosion of all things digital. In the words of the IPA, this has made it:

"increasingly complex to effectively engage with consumers and optimise media spend accordingly. Accurate, detailed data and diverse media plans are therefore crucial".

Media fragmentation hasn't just made it more challenging to reach and influence consumers. The increasing number of channels required for an effective media plan has also left advertisers with a growing measurement and insight problem: how do you know which element of a media plan is really driving brand lift?

There is now widespread acknowledgment in most organisations that brand advertising is an investment, not a cost. It's been shown that a 1% increase in brand consideration leads to a 1% increase in future sales and a 1% reduction in acquisition costs. With small movements in brand metrics having significant commercial impact, accurate brand lift measurement has never been more vital.

Despite the increased complexity of cross-media plans required to combat fragmentation, new measurement technologies are enabling media planning to move from art to science. In this paper we'll look at how to build brand equity in a fragmented media world. Through findings from a broad range of brand lift measurement studies, we'll reveal how and why cross-media campaigns move brand metrics more effectively than single media campaigns.



Alistair Hill
CEO, On Device



2. Overview of the research



Our database of media performance contains in depth metrics for all brand lift studies we carry out. This allowed us to retrospectively analyse our brand lift benchmark data at a campaign level and by media combination. The data for this study comes from 100 randomly selected brand lift studies undertaken for clients by On Device between June 2022 and June 2024. These studies contained over 320 separate media strands.

We analysed brand lift with a focus on the number of media channels and the category of media channel used for each campaign. We then isolated two datasets within our media performance database.

Datasets isolated:

- **Single Media Campaigns** – only ran on a single media channel.
- **Cross-Media Campaigns** – used 3 or more different media channel categories.

Media was grouped into the following categories:

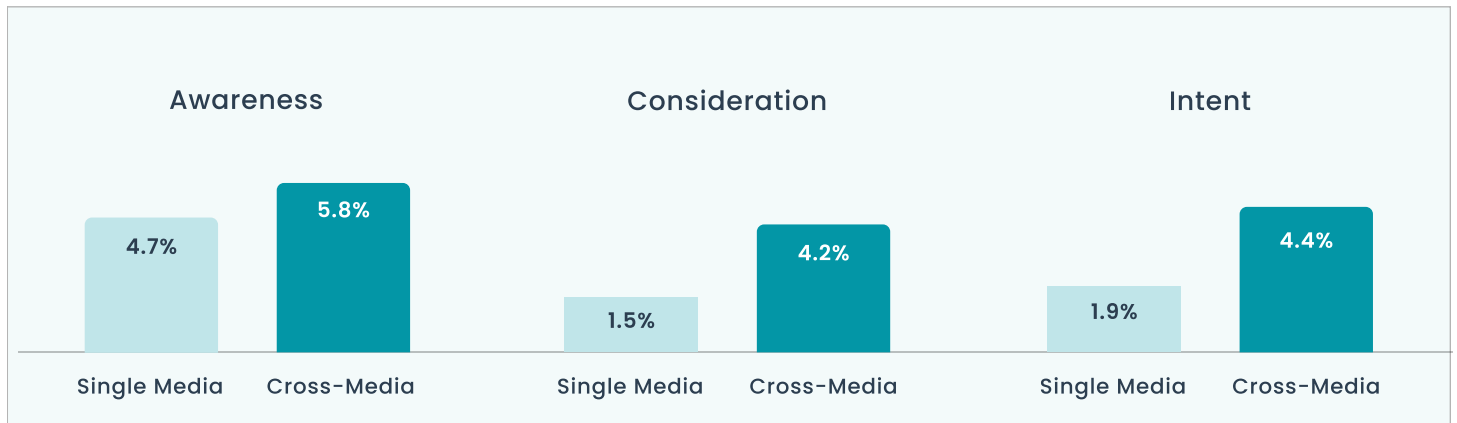
- **Digital Display**
- **Digital Video (including YouTube)**
- **Audio (including radio and podcasts)**
- **TV (including Linear, CTV, BVOD, ADTV)**
- **Out of home (OOH)**
- **Social (including Meta and TikTok)**

We asked our standard brand metric questions for spontaneous awareness, brand consideration and purchase intent. Exposure to each media was measured using passive exposure measurement techniques, matched back to a single-source panel, allowing us to deduplicate and isolate exposure by channel. This ensures comparable data across media and campaigns. In some instances, where research feasibility demanded it, panel-based exposure was used.

3. Cross-Media Campaigns outperform Single-Media Campaigns



First, we analysed average brand lifts at the individual media strand level, comparing media strands that were part of Cross-Media Campaigns with Single Media campaigns.



Our findings were as follows:

1. Media that is part of a Cross-Media campaign is more effective at driving brand lift than a Single-Media campaign for all stages of the marketing funnel.
2. Media that is part of a Cross-Media campaign showed the greatest improvement in effectiveness on the lower end of the marketing funnel, with consideration and intent uplifts exceeding those for awareness.

The increased effectiveness of Cross-Media Campaigns was not related to the size of the media investment. The campaigns analysed had total media budgets ranging from £100,000 to £16 million. Our findings showed that smaller advertisers also benefited from Cross-Media strategies, even with a modest budget.



Sarah Robson

Global Head of Advertising Effectiveness, On Device

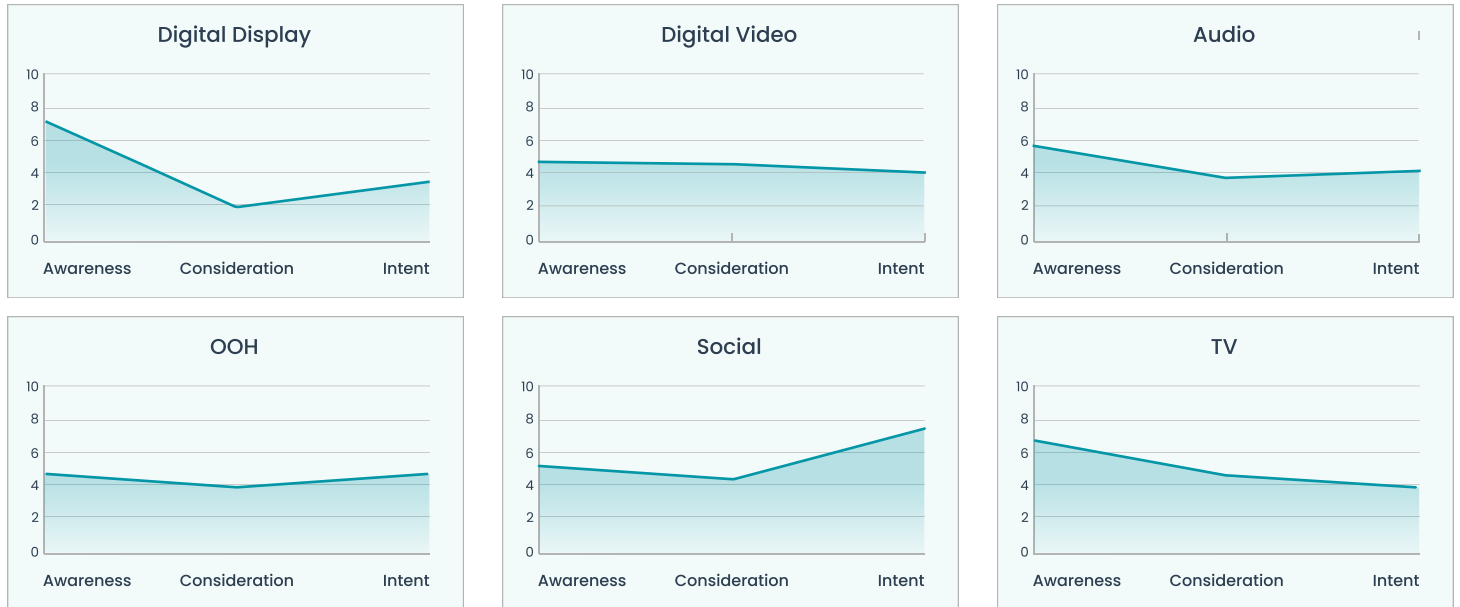
“Cross-media campaigns are up to 2.8 times more effective at moving brand consideration. Whilst it’s intuitive to expect that the more touch points lead to greater effectiveness, it’s interesting to see a larger improvement on the lower funnel, which are generally significantly harder metrics to shift and more closely linked to future sales.”



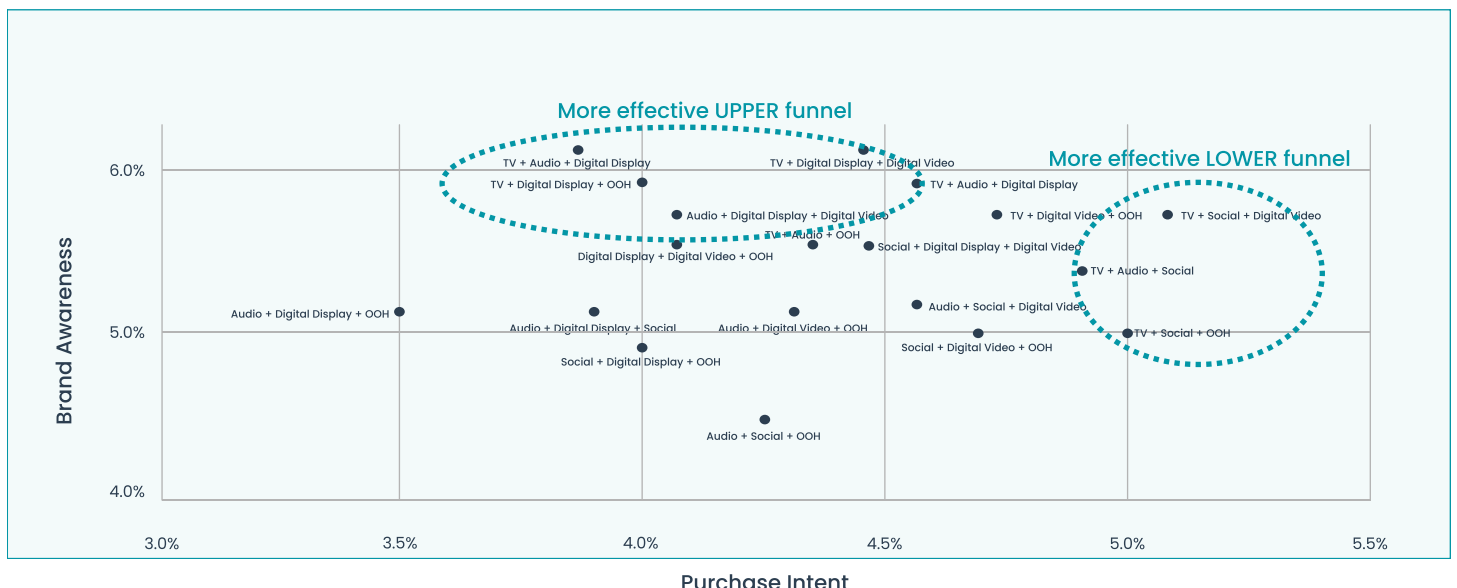
4. Unique Brand Lift footprints identified for each media



We further analysed Brand Lift movements at the three key stages of the marketing funnel, based on media category exposure. This revealed a unique Brand Lift footprint for each media, showing the effectiveness in shifting consumers through each funnel stage. The data showed that some channels excel at one or two metrics, and some are more consistent in their ability to drive uplifts throughout the marketing funnel.



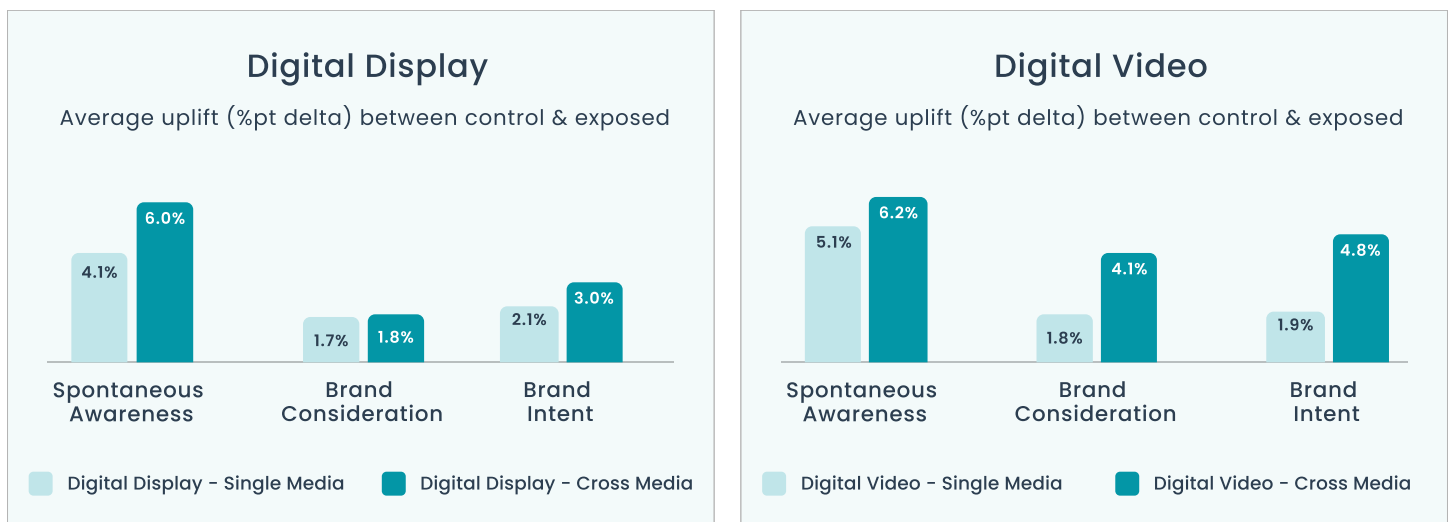
Analysis also revealed the importance of TV and Digital Video in a successful cross-media campaign. As the chart below shows, campaigns utilising audio visual media were more effective in moving consumers in both upper funnel and lower funnel metrics. Additionally, we observed that campaigns where audio visual media was used in combination with either digital display or social were consistently the highest performing.



Every campaign will have unique brand objectives, so selecting an optimal media combination which leverages the strength of each channel will produce further gains when compared to Single Media campaigns.

5. Cross-media campaigns create a Brand Lift multiplier effect

We've shown that Cross-Media campaigns perform better overall when compared to Single Media campaigns but, perhaps most strikingly, we also found that an individual media will perform better when part of a cross-media campaign.



For example, looking at the performance of Digital Display and Digital Video, both media showed increased effectiveness when part of a Cross-Media campaign, demonstrating that the combination of media boosts the effectiveness of the individual media, producing a brand lift multiplier effect.

It's important to note that this is beyond a mere reach or frequency effect. The multiplier is driving improved brand lift performance from two directions: the use of multiple media and the resulting boost in effectiveness of the individual media.

6. Summary of findings

We compared the results from 100 Brand Lift studies carried out using On Device's cross-media measurement system. Our database of media performance enabled us to identify unique insights about the effectiveness of each media, both individually and in combination.

The findings provide a unique understanding of the role and impact of each element of cross-media plans throughout the marketing funnel. More broadly, they reveal techniques to improve the effectiveness of brand advertising campaigns and also highlight the importance of cross-media measurement to understand and enhance campaign performance.

- ✓ Cross-Media Campaigns are more effective than Single Media Campaigns at moving brand lift metrics at all stages of the marketing funnel. This was observed at all media budget levels.
- ✓ Each media has a unique Brand Lift footprint, reflecting its ability to move consumers through the different stages of the marketing funnel. Understanding the strengths of each media aids the planning of an optimal media mix.
- ✓ Cross-media campaigns can create a Brand Lift multiplier effect resulting from improved performance from both the use of multiple media and a resulting boost in effectiveness of the individual media.



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Global Head of Advertising Effectiveness, On Device

"It's crucial to measure the role each media plays in campaign effectiveness – both individually and in combination. Not only does it enable you to identify the right media combination for your brand objectives, but it can also multiply the impact of your advertising beyond the sum of the individual parts, maximising the effectiveness of your media budget and improving brand metrics faster."

7. Case Study: How Pepsi use cross-media measurement to enhance media planning



PepsiCo & OMD commissioned On Device to provide an 'Always on' solution to measure PepsiCo's performance across 4 beverage brands, in order to help inform planning and future media investment decisions.



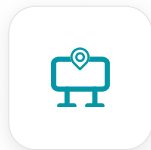
The vision

- ✓ Measure brand and advertising awareness, consideration and brand associations.
- ✓ Identify where each media adds value alongside wider digital native advertising.
- ✓ Demonstrate how different media combinations work together for each brand.

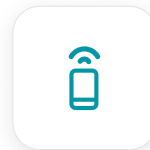
The measurement



Digital Brand Lift



OOH Brand Lift



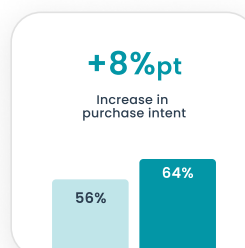
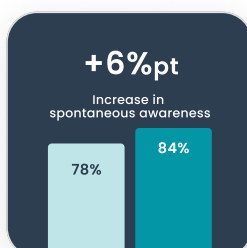
Social Brand Lift



TV Brand Lift

The results

- ✓ Significantly moving the dial on brand salience and intent (+6%pt increase in spontaneous awareness and +8% pt increase in purchase intent).
- ✓ Overall, AV channels drove visibility, whereas Meta and Radio were the most effective at moving bottom funnel metrics,
- ✓ Combinations of OOH & Radio or OOH & Social drove the largest uplifts at the lower end of the funnel, over indexing on brand preference and intent.



8. Appendix – Study data and research methodology



The study data comes from 100 randomly selected brand lift studies undertaken for clients by On Device between June 2022 and June 2024. These studies contained over 320 separate media strands.

Our database of media performance records in depth metrics for all studies we carry out. This allowed us to retrospectively analyse our benchmark data at a campaign level and by media combination.

In the analysis, the Cross-Media uplifts are not total aggregate results. This means we could isolate individual media channels, for example Digital Video or Digital Display, to see whether brand metric uplifts are higher when that channel is part of a Cross-Media plan. It also allowed us to see how Cross-Media Campaigns performed overall, when compared to Single-Media Campaigns.

The Cross-Media Campaign and Single-Media Campaign campaigns in our database will never match each other perfectly on all study parameters. However, we strived to compare apples to apples as much as possible to ensure valid comparisons. As such, we have ensured a consistent distribution of category, market and sample size.

The majority of our studies are fully passive measurement, but there are instances where panel-based exposure was used. In these studies, uplifts tend to be a little higher as a result of the methodology (on average by 0.5% to 1%). To ensure methodology didn't bias the results, we've ensured the same proportion of studies in each dataset are from fully-passive, panel-based or mixed exposure methodologies.

About On Device

On Device is a brand lift measurement company on a mission to measure and enhance brand effectiveness. Our Cross-Media Measurement System makes every aspect of brand advertising accountable. To find out more about our Brand Lift measurement solutions, visit www.on-device.com

