

# MiQ

# Channelizing the power of CTV

Insights from India's first brand lift study on ConnectedTV



▶ ADVANCED TV

Media Partner



CTV Partner

**SAMSUNG Ads**

Research Partner

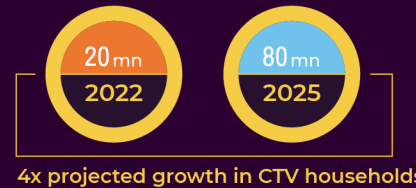
**KANTAR**

# The Connected TV opportunity in India



India is one of the fastest growing advertising markets in the world with an increasing video consumption, diverse content and over 65% of the its population below the age of 35.

**+80m addressable users**



4x projected growth in CTV households



31% annual increase in CTV viewership

## Growth drivers



Increasing penetration and low cost of internet.



Low cost Smart TVs.



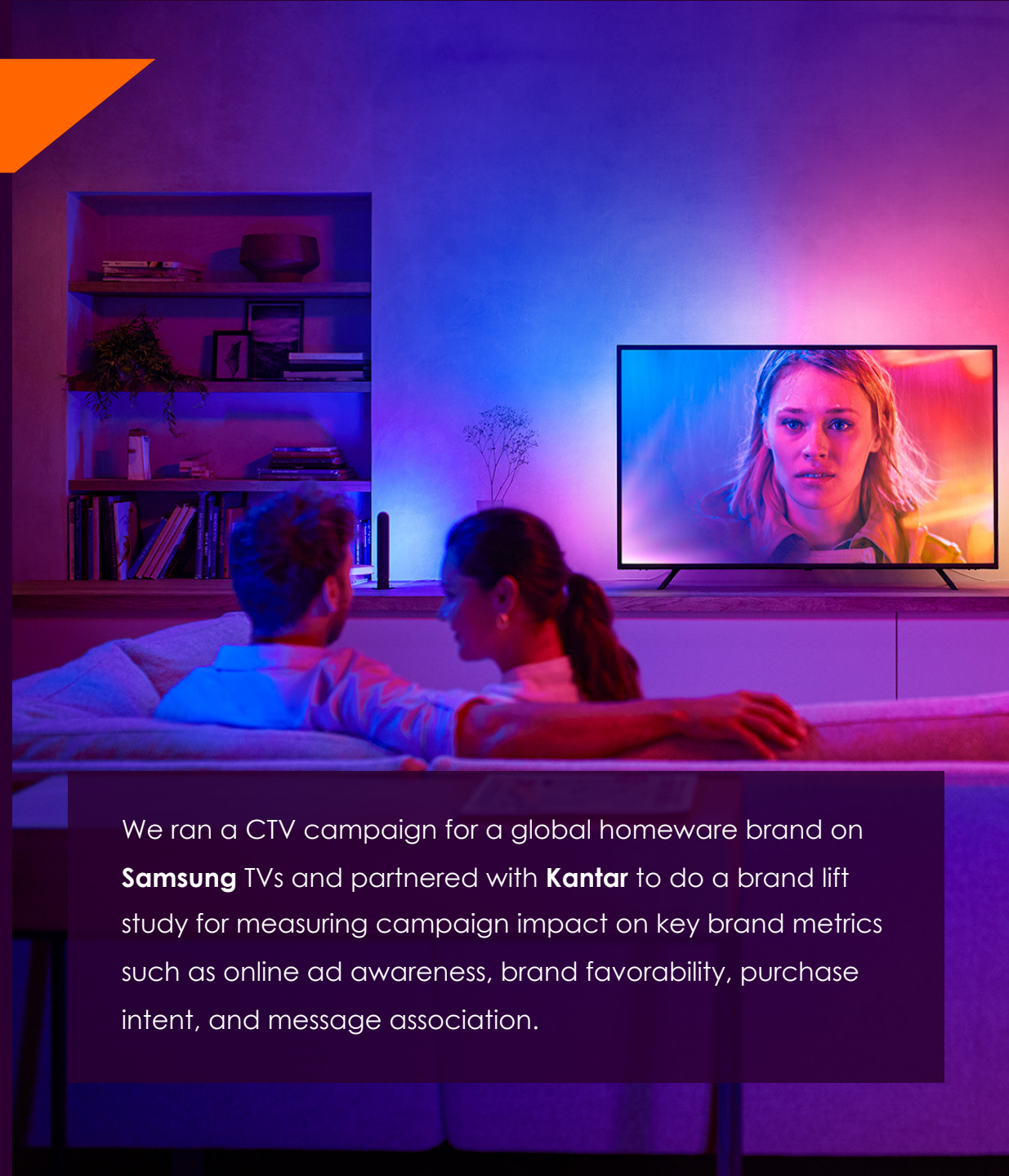
Cord cutting and boom in digital content.

## What's in it for brands and media agencies?

- Reach cord-cutters, young and affluent audience
- High brand impact with **95%** view through rate (VTR)
- Leading class **97%** video completion rate (VCR)
- Data accuracy and multi-attribute measurement
- Shared viewing leads to higher emotional response

### Don't take our word for it?

We partnered with **Havas Media Group**, **Kantar** and **Samsung Ads** to prove the brand impact of CTV campaigns through a brand lift study.



We ran a CTV campaign for a global homeware brand on **Samsung** TVs and partnered with **Kantar** to do a brand lift study for measuring campaign impact on key brand metrics such as online ad awareness, brand favorability, purchase intent, and message association.

## Boosting brand awareness with CTV and OTT

### GOALS

- ▶ A global homeware brand wanted to **boost brand awareness** and drive incremental **reach** for their new lightning products
- ▶ The brand wanted to target audience according to their content-consuming habits and exposed to competitor ads

### SOLUTIONS

- ▶ Through our unified inventory approach, we ran 2 campaigns for the client, the first was on **OTT** where we targeted **millennial females** in the age group of 25-34 through DV360
- ▶ The second part of the campaign ran on **CTV** where **males** in the age group **35-44** were targeted through Samsung Ads
- ▶ We targeted consumers in tier 1 cities, households who had recently activated Samsung TV+ subscription and were:
  - watching competitor ads and client ads
  - searching for home improvement, decoration & renovation products

### RESULTS

- ▶ We used insights from the first campaign to achieve higher engagement in the second campaign:
  - **1.8x** higher impressions in the second CTV campaign
  - **2x higher** impressions in the second OTT campaign
- ▶ We partnered with **Kantar** to measure the brand lift of the campaign, the results of which are outlined in the next section

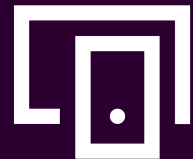
# Brand Lift Study - Research methodology

Brand lift study works to probe brand parameters amongst control and exposed audience sets. The observed Deltas (differences) between the two sets of individuals are then reported, to decipher the impact of the campaign on specific brand parameters.

PME was adopted for this study to identify campaign exposure to the non-tag-able assets. PME allows us to account for exposure through 'walled-gardens' (properties with limited ability to provide mobile impression details with AdID), ultimately helping to plug gaps and identify exposure to campaign elements which can't be tagged. It can also be adopted for Desktop.



**CONTROL**  
(NOT SEEN THE AD)



\*The campaign over Samsung TV Plus was tagged

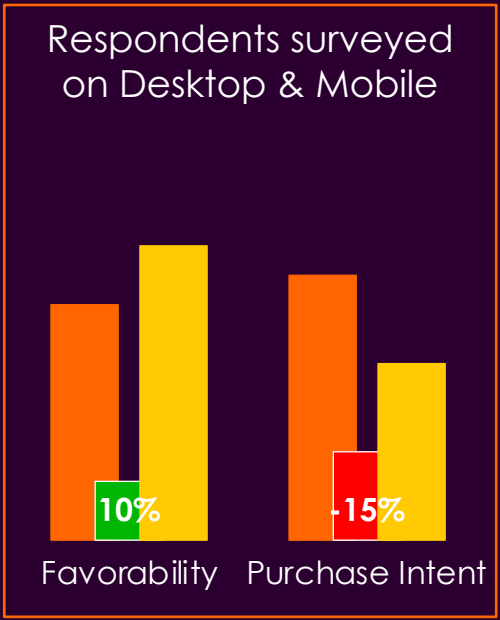
**EXPOSED**  
(SEEN THE AD ON Samsung TV)



Respondents surveyed on Desktop & Mobile

	Have heard	Have not heard
Brand A	<input checked="" type="radio"/>	<input type="radio"/>
Brand B	<input type="radio"/>	<input type="radio"/>
Brand C	<input type="radio"/>	<input type="radio"/>

PME was deployed for determination of exposures of walled gardens/non-tagable properties)



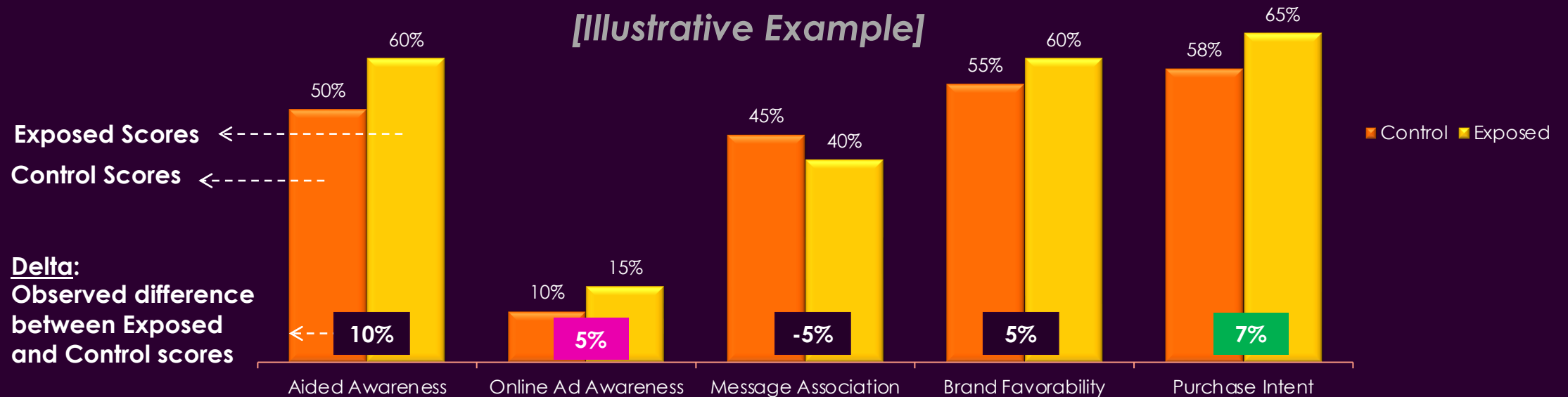
Data collection is done via Computer Aided Web Interview (CAWI)

- \*We include two additional questions to the survey:
- How often do you use the following sites or apps on your Smart TV?
  - On average, how long do you spend looking at these app's content during each visit?

## How to read the data

**Control and Exposed scores for every metric reflect the percent endorsements for the test brand for that metric.**

For example, 50% respondents are aware of the Brand/Product in the control (not exposed to the Ads) group from the data below, and 60% of the Exposed respondents are aware of the brand/product. The difference in the scores (Delta) is 10%, which implies that the awareness has increased by 10% post the Brand's Ad campaign.



**Overall Base:** The total number of respondents in the Control and Exposed Group.

**Aware Base:** The total number of people who have selected that they are aware of the Test Brand in Aided Awareness question. Lower funnel metrics – Brand Favorability, Purchase Intent, Brand Attributes/Features. Responses for these are considered from this base.

Significant increase @95%  
Significant increase @90%

# Research design



## Target Audience

Males and Females  
18+ year old



## Platform

Samsung TV



## Duration

20th April – 11th May  
2022

The control and exposed  
audience recruitments ran  
simultaneously



## Sample Size

Control:	51
Exposed:	197
Overall Sample:	248

# Survey questionnaire

## Brand Favorability

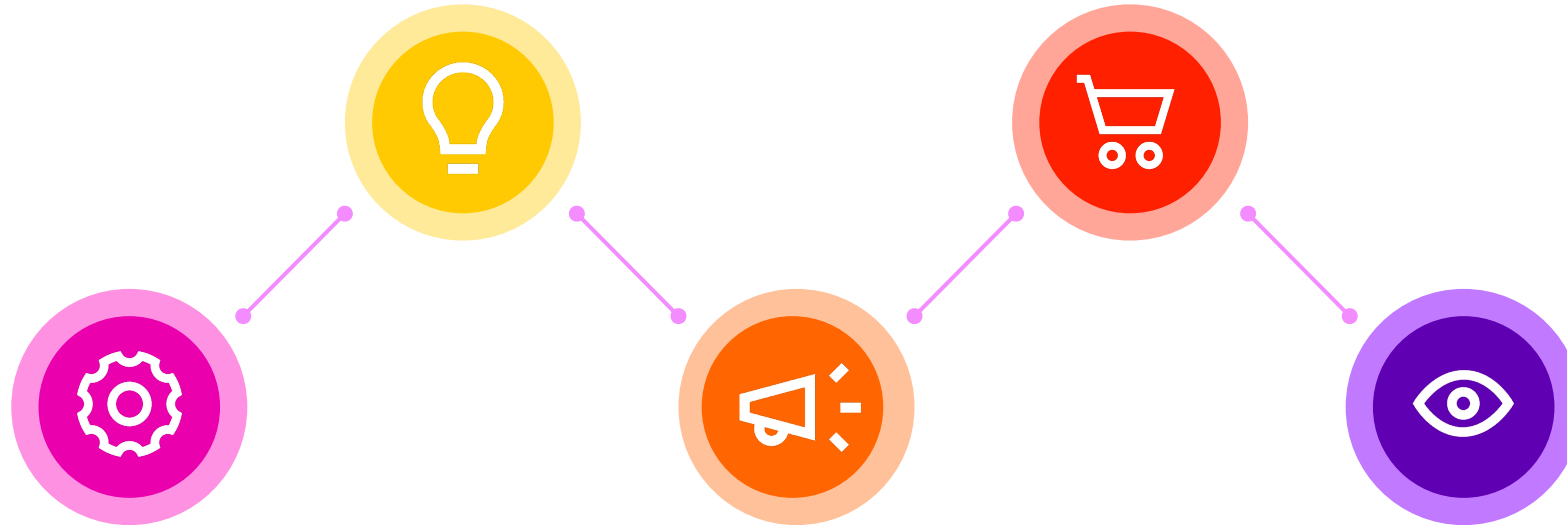
How would you describe your overall opinion of the brand?

**Very Favorable | Somewhat Favorable | Neutral | Somewhat Unfavorable | Very Unfavorable**

## Purchase Intent

Q. Next time you are looking to purchase home lighting products, how likely are you to consider the brand?

**Very Likely | Somewhat Likely | Neutral | Somewhat Unlikely | Very Unlikely**



## Message Association

Q. Which of the following home lighting brands, if any, uses the following message in its advertising?

## Aided Awareness

Q. Which of the following home lighting brands have you heard of?

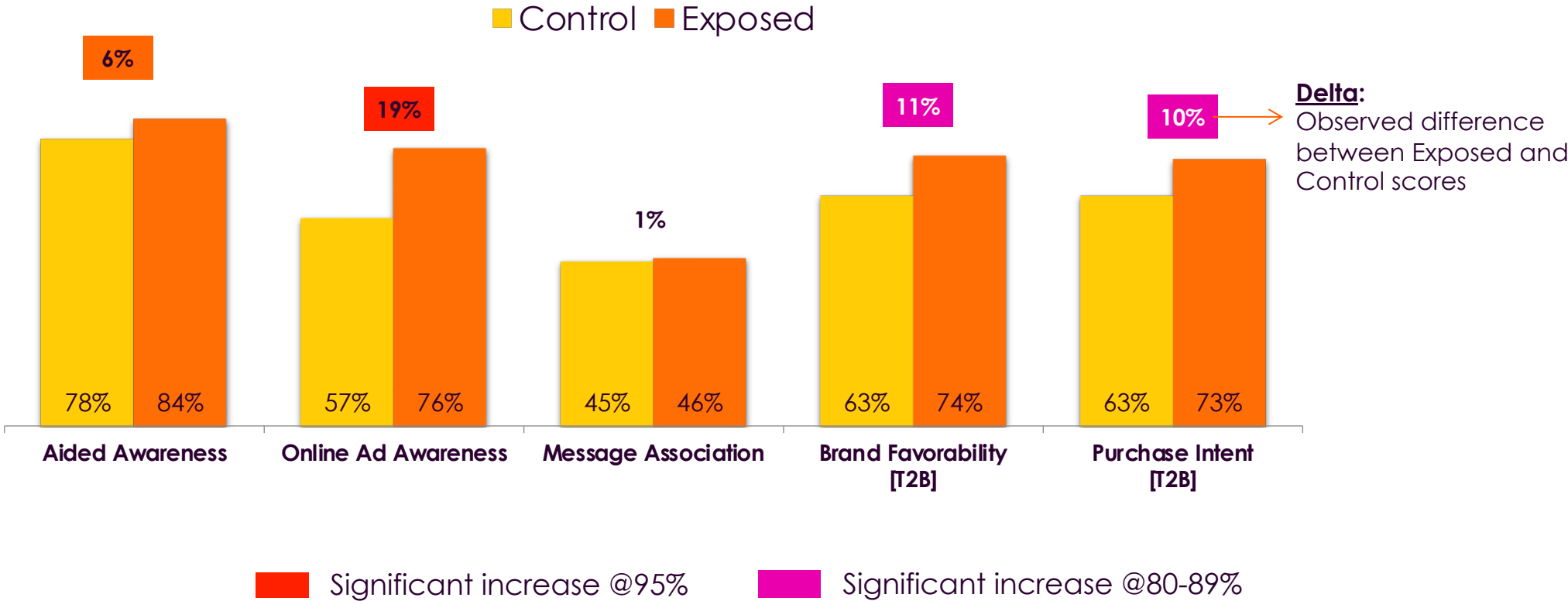
## Online Ad Awareness (Ad Recall)

Q. Which of the following home lighting brands have you seen advertised online in the past 4 weeks?



# The study proved that CTV campaign improved brand lift across the marketing funnel

## Overall Audience – Brand Metrics

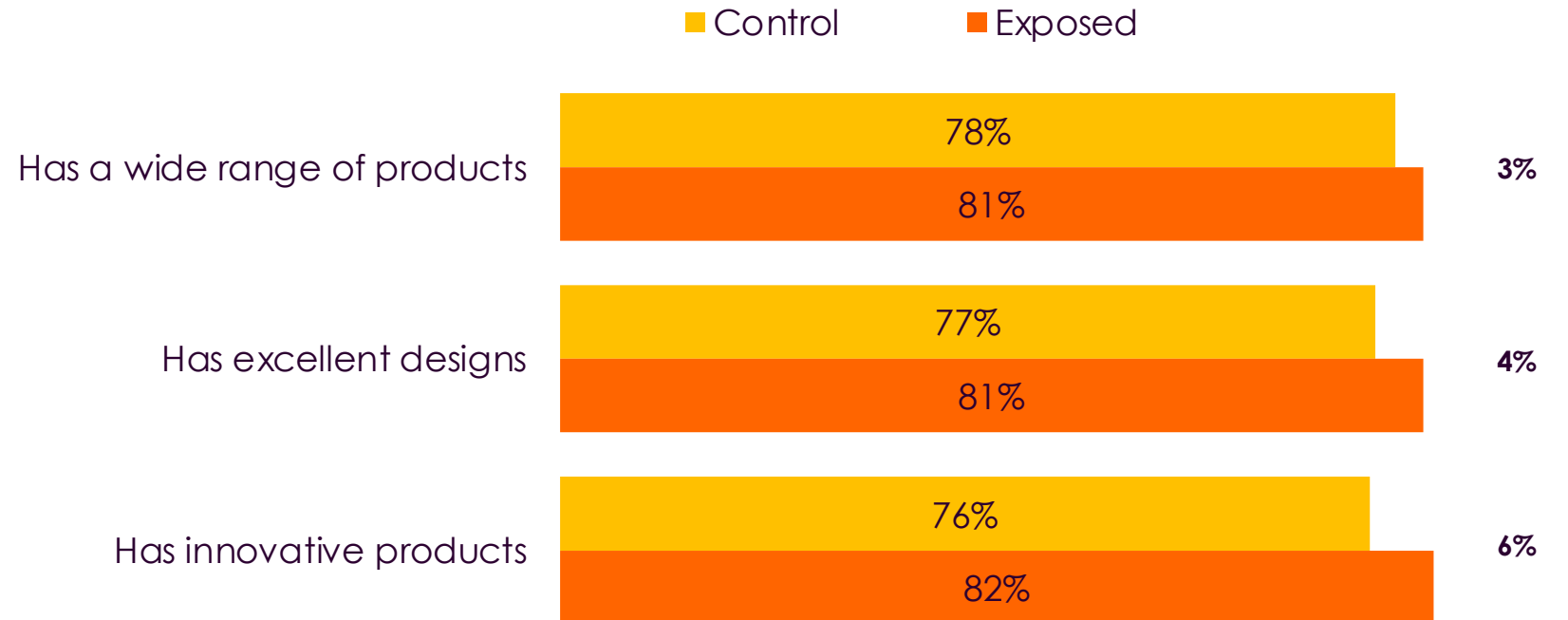


# The campaign created positive uplift on audience's association with all attributes for the brand

## Brand Attributes

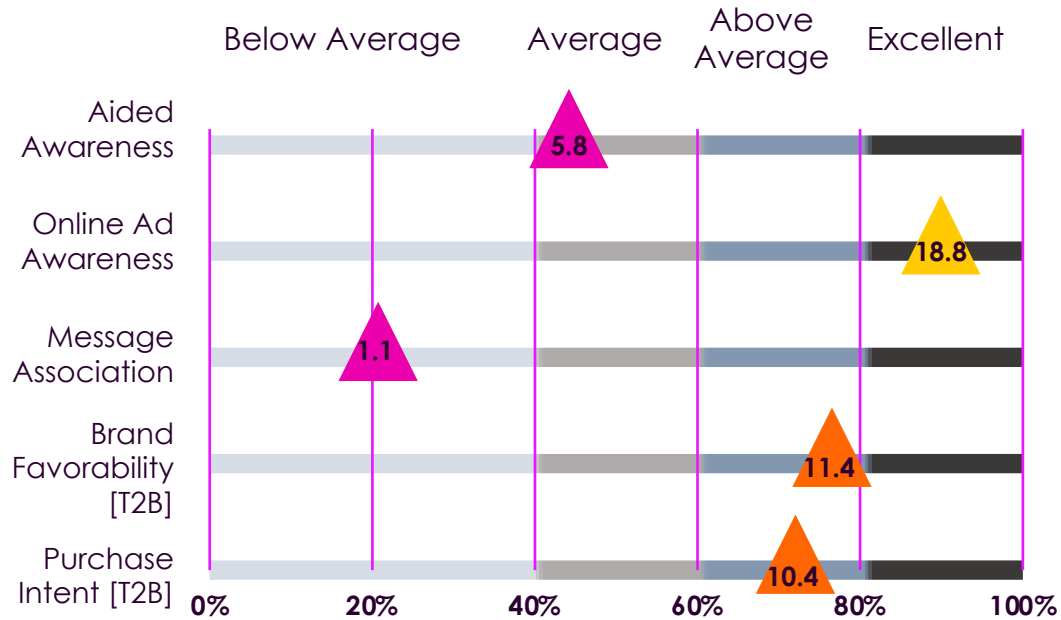
Please indicate whether you agree or disagree with the following statements about the brand?

Strongly Agree | Somewhat Agree | Neutral | Somewhat Disagree | Strongly Disagree

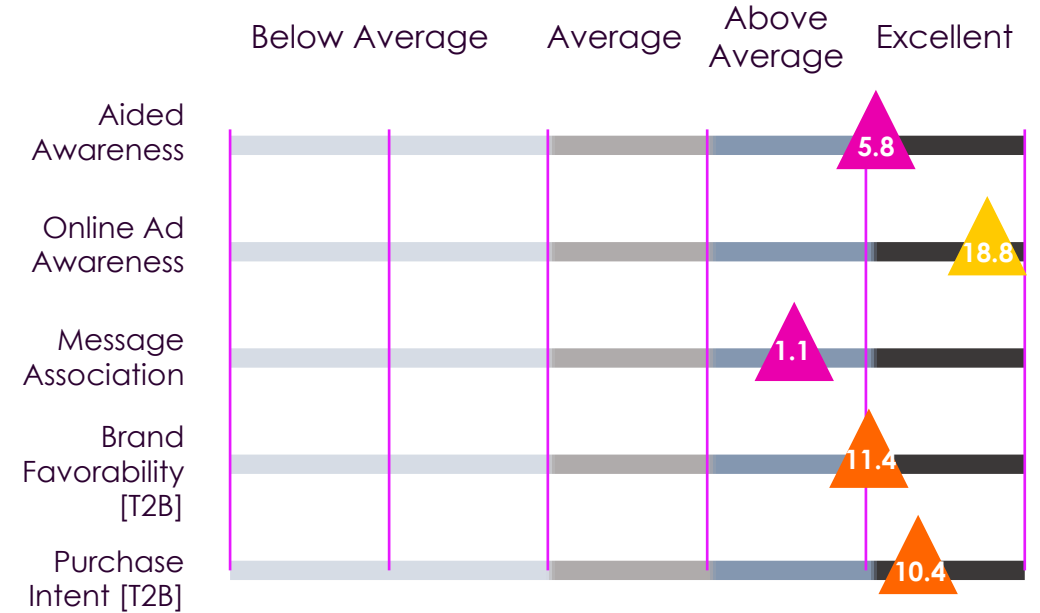


# Compared with Kantar's Global – Home Improvement norms, the campaign performed well on all brand metrics

## India – Overall Norms



## Global – Home Improvement Norms



Source: Kantar MarketNorms:  
 India – Overall Norms, N = 526  
 Global – Home Improvement, N = 440

- ▲ Significant increase @95%
- ▲ Significant increase @80-89%
- ▲ Significant increase @<80%



## Impact of our CTV campaign

The campaign was successful in driving both top and bottom funnel metrics.

Showing significant impact on metrics across all segments.

The campaign created a positive uplift for the brand in **online ad awareness**, **brand favorability** and **purchase intent**.

Online ad awareness saw **15%** uplift among 18–35-year target group

Campaign resonated better with female audiences

Highest message association was seen among 35+ year people

The campaign performed well across India

South India region saw better uplift in online ad awareness (21%) and message association (24%)

West India region saw the highest uplift in purchase intent (16%) and brand favorability (18%)

North India saw the highest uplift in online ad awareness (22%)

# MiQ ADVANCED TV

Get unified access to inventory and manage reach and frequency across CTV & OTT platforms

Get granular targeting and measurement

Develop and repurpose high impact creatives

## Think CTV, think MiQ

MiQ helps brands and media agencies bring together the power of TV with the insights and precision of programmatic, for cost-effective planning, targeting and measurement across linear TV, CTV and OTT platforms.

To know more about our CTV capabilities, connect with our team at [helloindia@miqdigital.com](mailto:helloindia@miqdigital.com)

or scan the QR code below



SAMSUNG

Ads

