

Interactivity: Adding Value to TV Advertising

10 July 2002

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- Who are the key players ?
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- Summary

UK Digital Subscribers

Platform	Digital Subscribers April 2002	Digital Subscribers 2006
Satellite (Sky)	5.7 m	7.5 m
Cable (ntl/Telewest)	1.8 m	5 m
Terrestrial	1.2	3 m

People do Interact !

- Wimbledon BBC 1.9m
- Premiership Sky 30% of Sky audience
- Big Brother E4 4.2m (35% of total online votes)
- The British Open BBC 1.1m

Interactive Ads (I-Ads)

- I-ads, 2 types:
 - To DAL/Microsite
 - Impulse Response – within broadcast
- I-ads = Just a standard commercials with a red button
- Press button to request a sample/further information

Interactive Ads (I-Ads)

- To DAL (Dedicated Advertiser Location)
 - Consumer taken to the clients' microsite or DAL
 - Ad acts as a conduit
 - Excellent at deepening brand experience
 - Ideal for research/lead qualification
 - Can turn a 30 second ad into one of many minutes



press ● for brochure





0800 50 50 88

Interactive Ads (I-Ads)

Impulse Response

- Can be “off the shelf” commercials
- Icon/enhancement/message added to ad
- Consumer interacts within broadcast stream
- Produces high quality leads - “pulls” consumer into ad
- Most similar to DRTV



Brands who have run i-ads on Sky

- **Financial**
- Abbey National Corporate
- Cornhill x2
- Pet Plan
- The Loan Company
- Royal Sun Alliance
- Yes Car Credit x3
- Egg TV
- HAS
- First Direct x3
- Lloyds TSB
- Dial 4 a Loan
- Regency Mortgages
- Royal Bank of Scotland
- Halifax
- Britannia

Brands who have run i-ads on Sky

- **Comms**
- BT Cellnet
- BT Trade
- BT Together x3
- BT Answer Services x5
- Carphone Warehouse
- Virgin Mobile
- Sky Buy x3
- Scene One – Hannibal DVD
- Open Pub Quiz

Brands who have run i-ads on Sky

- **Utilities**

- Scottish Power x2

- **Pub/Cats/Charities**

- IPC Magazines
- British Red Cross
- EMI Records –
BOL/Woolies
- Britannia
- Cancer Research

- **Leisure**

- Portland Holidays
- Canada Tourist Board
- Butlins x2
- Haven x2
- Ontario Tourist Board
- Alton Towers
- Saga Holidays x2
- Domino's Pizza x4
- Welsh Tourist Board
- Virgin Holidays

Brands who have run i-ads on Sky

- **FMCG**
- Chicken Tonight
- Persil Non Bio
- Persil Capsules/Tablets
- Oil of Olay
- Dove Shower Gel
- Charmin
- I Can't Believe it's Not Butter
- Ariel
- Pampers
- Rimmel
- Panadol
- Finish Dishwasher Tablets
- Whiskas (Mars)
- Pepsi
- Wilkinson Sword
- **Automotive**
- Nissan
- Lexus
- Audi
- Toyota

Brands who have run i-ads on Sky

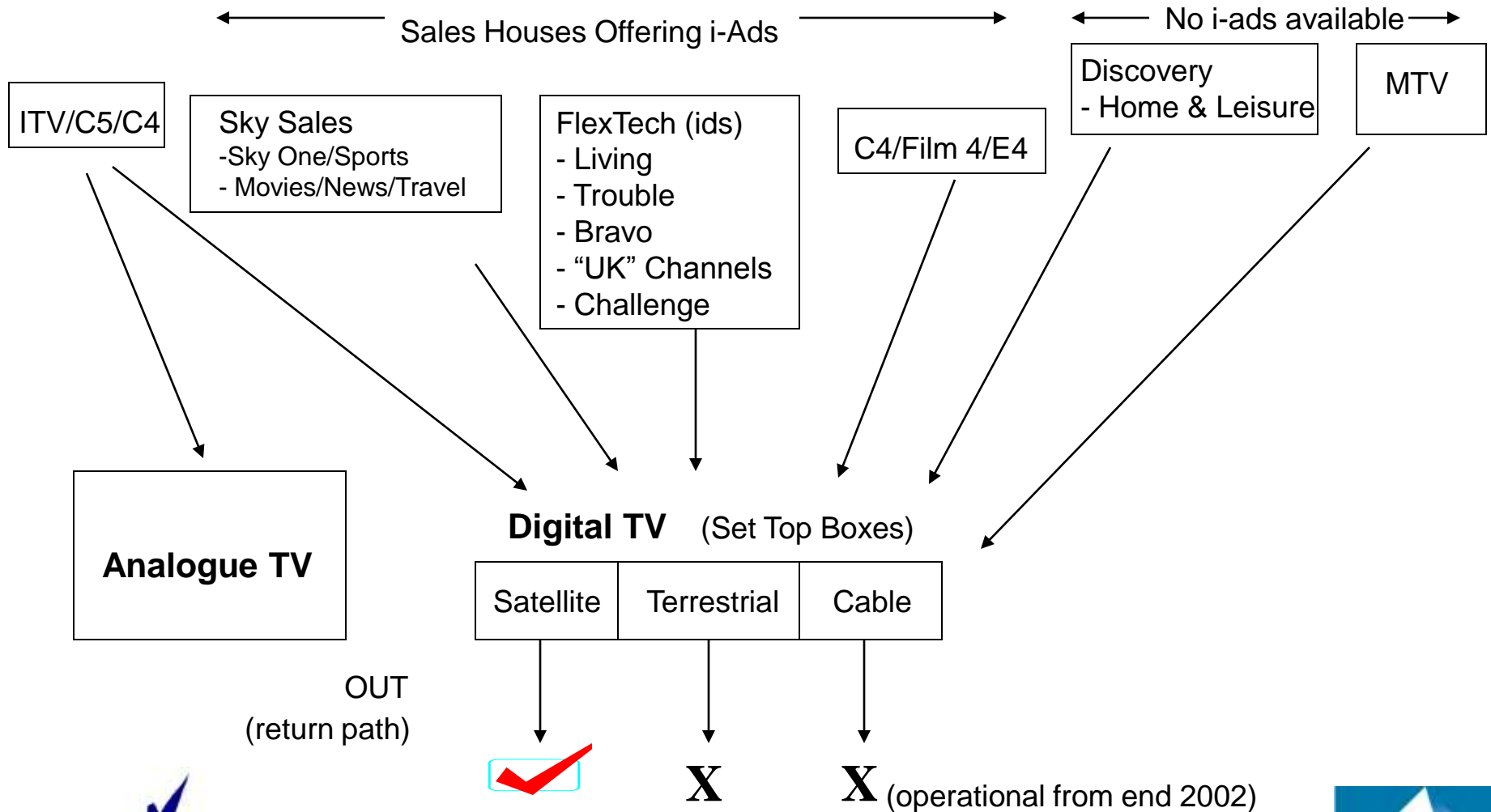
- **Others:**
- Hasbro
- Denki Blocks
- RAF x2
- Post Office
- Pipemania
- COI Online x2
- **Consumer Durables**
- Panasonic Vacuum Cleaners
- Sony DVD
- Sony Digi Cam
- Sony Playstation x5
- **Retail**
- WHSmiths

Why make Advertising Interactive?

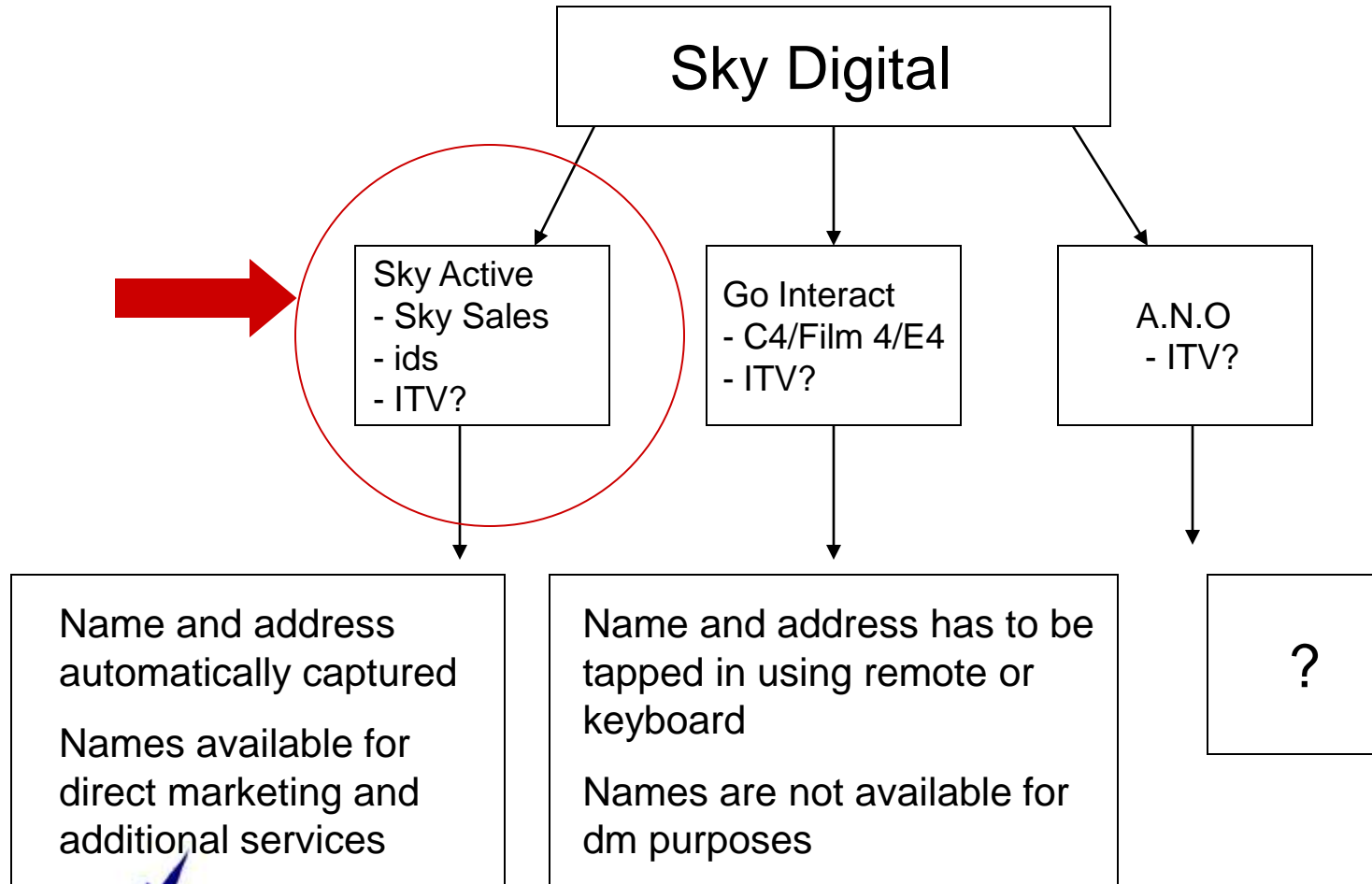
- Deepen brand experience – turn a 30 second commercial into a 10 minute one
- Generate high quality prospects lists - (pull vs push strategy)
- Drive impulse purchasing
- Improve media planning
- Gain more information about your TV viewers
- Make your TV spend more accountable and measurable



Who's offering an i-ad service ?



Who's offering an i-ad service ?



Has Interactive Advertising Worked?

- Since testing began in March 2000, Sky have run:
 - 100 campaigns
 - Across 60 brands
 - For 40 clients
- Average response rate across all is 0.66% (A typical DRTV response rate is between 0.02% and, at very best, 0.1%)
- i-ads also enhance the brand experience - turn a 30 second ad into an ad of many minutes
- 75% of Sky's clients have come back for more !



Who we are

- Part of Claritas worldwide - \$500 million turnover
- Owned by VNU
- Sister company to Nielsen Media Research and ACNielsen
- Offices in 17 countries
- Owners of the largest lifestyle databases in Europe

Claritas Core Objectives

We are:

1. Leaders in lifestyle data acquisition
2. Leaders in customer value measurement
 - Customer acquisition
 - Customer retention
 - Cross-selling/Up-selling
 - Channel management
3. Integrated in every aspect of the Customer Relationship Management Process (CRM)



The Importance of Data

- Unique data or combinations of data create a competitive barrier
- Data are the basic building blocks of modern business solutions
- Claritas data is becoming the “currency” in business solutions;
a “**must have**”

Data includes:

- Lifestyle
- Segmentation products;
PRIZM, Spectra
- Geography
- Locations



Data Source

EXAMPLE: Do you drink tea? 1 Yes 9 No

1. SHOPPING

1 Which of the following stores do you use for food and grocery shopping? (Please tick all that apply)

01 <input type="checkbox"/> Aldi	13 <input type="checkbox"/> Marks & Spencer
02 <input type="checkbox"/> Alldays/Circle K	14 <input type="checkbox"/> Morrisons
03 <input type="checkbox"/> Asda	15 <input type="checkbox"/> Netto
04 <input type="checkbox"/> Budgen	16 <input type="checkbox"/> Safeway
05 <input type="checkbox"/> Co-op	17 <input type="checkbox"/> Sainsbury
06 <input type="checkbox"/> Farm Foods	18 <input type="checkbox"/> Savacentre
07 <input type="checkbox"/> Gateway/Solo	19 <input type="checkbox"/> Somerfield
08 <input type="checkbox"/> Garage Shop	20 <input type="checkbox"/> Tesco
09 <input type="checkbox"/> Iceland	21 <input type="checkbox"/> Tesco Metro
10 <input type="checkbox"/> Kwik Save	22 <input type="checkbox"/> Waitrose
11 <input type="checkbox"/> Lidl	23 <input type="checkbox"/> Corner Shop/Other
12 <input type="checkbox"/> Mace/Spar/VG	

2 Please write the number of the store where you do your main shopping:

3 Where do you buy most of your tobacco products?

1 <input type="checkbox"/> Corner Shop	3 <input type="checkbox"/> Newsagent
2 <input type="checkbox"/> Supermarket	4 <input type="checkbox"/> Other

If Supermarket, please indicate from the list of stores above, the number of your store:

WHEN DOING YOUR MAIN SHOPPING:

4 Why do you buy where you do? (Please tick a maximum of 2)

1 <input type="checkbox"/> Distance	4 <input type="checkbox"/> Parking Facilities	7 <input type="checkbox"/> Store Loyalty Card
2 <input type="checkbox"/> Convenience	5 <input type="checkbox"/> Range of Products	8 <input type="checkbox"/> Customer Service
3 <input type="checkbox"/> Quality of Products	6 <input type="checkbox"/> Prices	9 <input type="checkbox"/> Childrens/Creche Facilities

5 How far is the store from your home?

1 <input type="checkbox"/> Less than 1 mile	3 <input type="checkbox"/> 3-4 miles	5 <input type="checkbox"/> 8-10 miles
2 <input type="checkbox"/> 1-2 miles	4 <input type="checkbox"/> 5-7 miles	6 <input type="checkbox"/> more than 10 miles

6 What do you spend on groceries a week?

Main shopping	01 <input type="checkbox"/> Under £15	04 <input type="checkbox"/> £45-59	07 <input type="checkbox"/> £90-104
	02 <input type="checkbox"/> £15-29	05 <input type="checkbox"/> £60-74	08 <input type="checkbox"/> £105+
Other Grocery shopping	03 <input type="checkbox"/> £30-44	06 <input type="checkbox"/> £75-89	
	09 <input type="checkbox"/> Under £10	10 <input type="checkbox"/> £10-19	11 <input type="checkbox"/> £20+

7 Do you or your partner use any of the following supermarket club cards on a regular basis?

	You	Partner		You	Partner
Safeway - ABC	01 <input type="checkbox"/>	07 <input type="checkbox"/>	Tesco - Club Card Plus	04 <input type="checkbox"/>	10 <input type="checkbox"/>
Sainsbury - Reward	02 <input type="checkbox"/>	08 <input type="checkbox"/>	Asda - Club	05 <input type="checkbox"/>	11 <input type="checkbox"/>
Tesco - Club Card	03 <input type="checkbox"/>	09 <input type="checkbox"/>	Other	06 <input type="checkbox"/>	12 <input type="checkbox"/>

8 How often have you bought the following products in the past 3 months?

Environmentally Friendly Products	1 <input type="checkbox"/>	2-3 <input type="checkbox"/>	4+ <input type="checkbox"/>	None <input type="checkbox"/>
Recycled Products	2 <input type="checkbox"/>	4 <input type="checkbox"/>	6 <input type="checkbox"/>	8 <input type="checkbox"/>

2. HOUSEHOLD PRODUCTS

01 Which washing powder or liquid do you use in your machine? (Please tick all that apply)

	Frequently	Sometimes	Never
Ariel	01 <input type="checkbox"/>	14 <input type="checkbox"/>	27 <input type="checkbox"/>
Bold Spring Fresh	02 <input type="checkbox"/>		
Bold Summer Meadow Fresh	03 <input type="checkbox"/>		
Daz	04 <input type="checkbox"/>		
Fairy Non Biological	05 <input type="checkbox"/>		
Novon/Sainsbury's Own	06 <input type="checkbox"/>		
Peril Biological/Performance	07 <input type="checkbox"/>		
Peril Non Biological	08 <input type="checkbox"/>		
Radino/Sarl	09 <input type="checkbox"/>		
Asda Logic	10 <input type="checkbox"/>		
Safeway Cyclon	11 <input type="checkbox"/>		
Tesco Advance	12 <input type="checkbox"/>		
Other Shop's Own/Other	13 <input type="checkbox"/>		

02 If you use Novon, Cyclon, Adv do you usually use: 1

03 Which type of washing powder purchase?

1 <input type="checkbox"/> Regular/Auto Powder	5 <input type="checkbox"/> UB
2 <input type="checkbox"/> Colour Powder	6 <input type="checkbox"/> b
3 <input type="checkbox"/> Colour Liquid	6 <input type="checkbox"/> Re
4 <input type="checkbox"/> Tablets	7 <input type="checkbox"/> P

04 Which separate fabric condit machine? 9 Do not use

1 <input type="checkbox"/> Comfort Blue/Silk	6 <input type="checkbox"/> Loner Delicate/Fresh
2 <input type="checkbox"/> Comfort Pure/Country Garden	7 <input type="checkbox"/> Shop's Own
3 <input type="checkbox"/> Comfort Vitality	8 <input type="checkbox"/> Other
4 <input type="checkbox"/> Loner Alpina/Tropical Fresh	

05 If you use a fabric conditioner which type is it?

1 <input type="checkbox"/> Ultra or Concentrated	2 <input type="checkbox"/> Regular	3 <input type="checkbox"/> Refill
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06 How many main washes do you do in your machine?

1 <input type="checkbox"/> One or more every day	3 <input type="checkbox"/> One every 3-7 days
2 <input type="checkbox"/> One every 2 days	4 <input type="checkbox"/> Less than one per week

07 If you own a tumble dryer, is it: 1 Standard 2 Compact

08 If you have a tumble dryer/washer dryer, do you use the following sheet fabric conditioners? 9 Do not use

1 <input type="checkbox"/> Bounce	2 <input type="checkbox"/> Tumblefresh	3 <input type="checkbox"/> Comfort	4 <input type="checkbox"/> Shop's own/other
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09 If you use a washing-up liquid is it?

1 <input type="checkbox"/> 600ml	2 <input type="checkbox"/> 1 litre	3 <input type="checkbox"/> Other size	4 <input type="checkbox"/> Regular	5 <input type="checkbox"/> Concentrated
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10 Which of these washing-up liquids do you usually use? (Please tick all that apply)

05 <input type="checkbox"/> Morning Fresh	09 <input type="checkbox"/> Sainsbury's Own	
01 <input type="checkbox"/> Fairy	06 <input type="checkbox"/> Peril Lemon/Citrus	10 <input type="checkbox"/> Tesco's Own
02 <input type="checkbox"/> Fairy Lemon	Natural Extract	11 <input type="checkbox"/> Other Shop's Own
03 <input type="checkbox"/> Fairy Spring Fresh	07 <input type="checkbox"/> Peril Original	12 <input type="checkbox"/> Other
04 <input type="checkbox"/> Fairy Anti-bacterial	08 <input type="checkbox"/> Sunlight/Squezy	

11 If you have an automatic dishwasher, which of these do you usually use?

1 <input type="checkbox"/> Fairy	3 <input type="checkbox"/> Sainsbury's Own	5 <input type="checkbox"/> McBidde
2 <input type="checkbox"/> Finish	4 <input type="checkbox"/> Other Shop's Own	6 <input type="checkbox"/> Other

National Shoppers Survey

Thank you for taking part in the National Shoppers Survey!



You are invited to take part in this new edition of the National Shoppers Survey. Your opinions are important to firms who provide the goods you use every day.

In return for your answers you will receive £100 worth of Savings Coupons... plus Free Entry into our Grand Prize Draw. Please spare a few minutes to tick the boxes in this survey. If you prefer not to answer some of the questions, just ignore them. Then mail it within 7 days in the envelope supplied. No stamp is needed. Thank you for taking part, your answers will help to make shopping better for everyone.

The information you provide will be held by Claritas Group Ltd. and safeguarded under the Data Protection Act. Claritas uses your answers to determine the contents of Reward Packs which you receive and for market analysis purposes. Claritas may make your responses available to other reputable organisations who may wish to contact you by mail or telephone with information about themselves and offers, products or services that you may find interesting. You can choose not to receive additional offers by ticking this box . Certain questions have been asked on behalf of: Section 2 Q01-13, Procter & Gamble Ltd. Section 3 Q04-07, Q09-16, Q20-27, Q30-31 Procter & Gamble Ltd. Section 4 Q11-13 The Telegraph. Section 5 Q05, AOL Ltd. Section 6 Q1-9 Imperial Tobacco Ltd. Section 9 Q05, Mastex Coatings Ltd. They may use your answers for research and marketing purposes.

Thank you for your valued help,

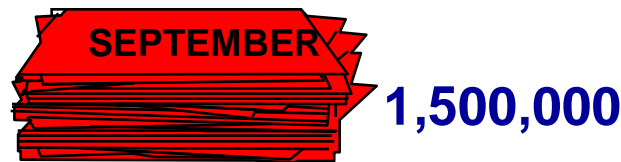
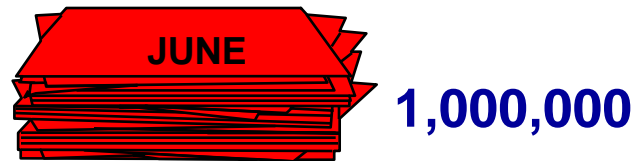
Linda Harrison

Linda Harrison, National Shoppers Survey

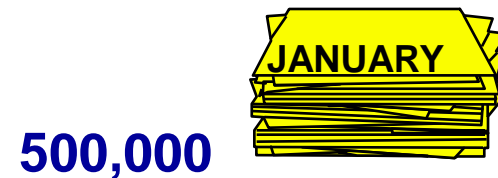
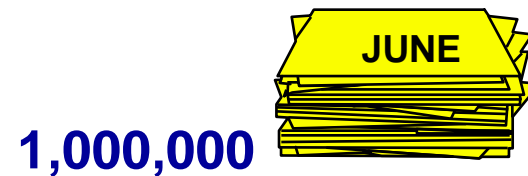
P.S. If you don't want to answer some of the questions, that's OK - just ignore them!

The Survey Programme

MAIN SURVEYS



RESPONSE SURVEYS



TOTAL ANNUAL DEDUPED RESPONSES 2.5m



Data Source

Claritas UK
TOTAL Annual Data Capture
> 7million

- Via Surveys
- Via Product Cards
- Via New Media / other sources

50% of UK households have sent us a questionnaire in the last 2 years

European Data: Quickview

Claritas Quickview - access to European consumer information - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen Print Edit

Address <http://claritaprod.vnu.com/europe/quickview/index.html> Links

HOUSEHOLD DATA

SELECT CATEGORIES

CATEGORIES / SUBCATEGORIES / CHARACTERISTICS


	FR	DE	IT	NL	PL	PT	ES	SE	GB
<input type="checkbox"/> Socio-demographic	✓	✓	✓	✓	✓	✓	✓		✓
<input type="checkbox"/> Appliances ownership	✓	✓	✓	✓	✓	✓	✓		✓
<input type="checkbox"/> Automotive	✓	✓	✓	✓	✓	✓	✓		✓
<input type="checkbox"/> Financial behaviour	✓	✓		✓	✓	✓	✓		✓
<input type="checkbox"/> FMCO/retail	✓	✓		✓	✓	✓	✓		✓
<input type="checkbox"/> Leisure & lifestyle	✓	✓	✓	✓	✓	✓	✓		✓
<input type="checkbox"/> Media	✓	✓	✓	✓	✓	✓	✓		✓
<input type="checkbox"/> Real estate	✓	✓	✓	✓	✓	✓	✓		✓
<input type="checkbox"/> PRIZM									✓

SELECTED COUNTRIES

CLICK TO ADD OR REMOVE COUNTRIES

FR DE IT NL PL PT ES SE GB

view details
new selection
area data



QuickView

access to European consumer information

HOME DATA BACKGROUND ORDERING DATA CONTACT ME

Start | Business Cards | Microsoft PowerP... | C:\TEMP\~0049... | About Claritas - M... | Claritas Quick... | Internet zone | 16:39

Household PRiZM

The UK's first household level segmentation system:

- Lifestyle based segmentation & targeting tool
- Built from the most recent Claritas survey data
- Covering over 24 million households
- Assigns GB households into 1 of 52 unique clusters
- Allows you to understand their:
 - Demographics
 - Lifestyles
 - Purchasing Behaviour
 - Media Preferences
 - Financial Status
 - New Technology



The Profiling Process

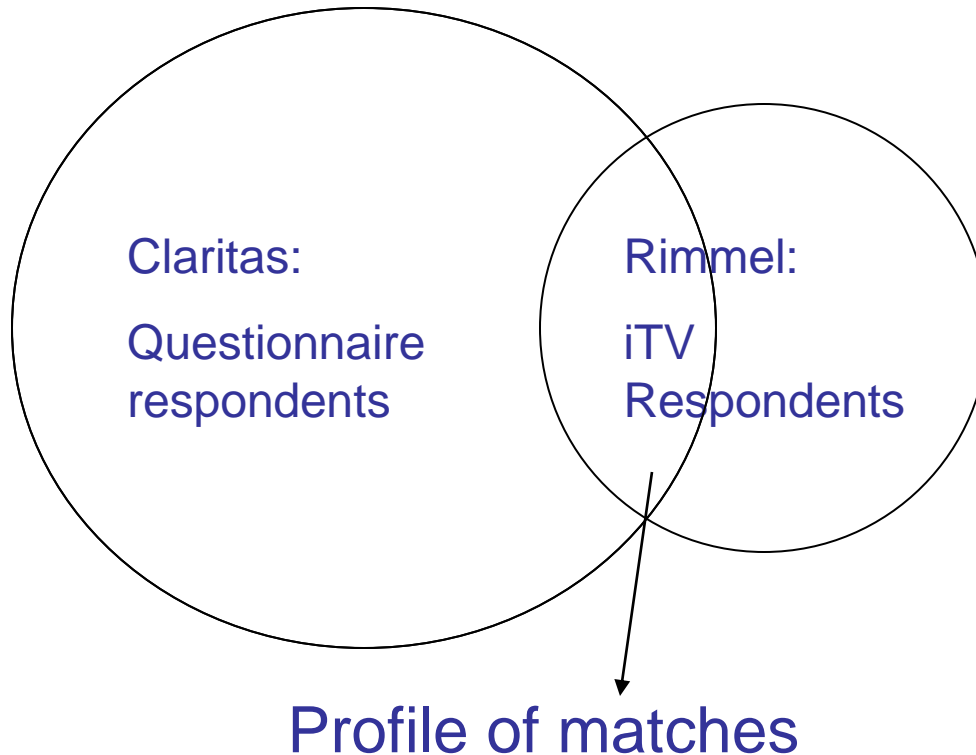
- 53,000 response file (3.4%) forwarded to Claritas
- Data fields included:
 - Click through data, eg other brands purchased
 - Time of day
 - Channel
- Respondents were matched to Claritas' UK database
- Characteristics of the Rimmel respondents were then analysed and compared to the Sky Digital Customer base.

press  for your
FREE
Rimmel Lipstick



The Profiling Process

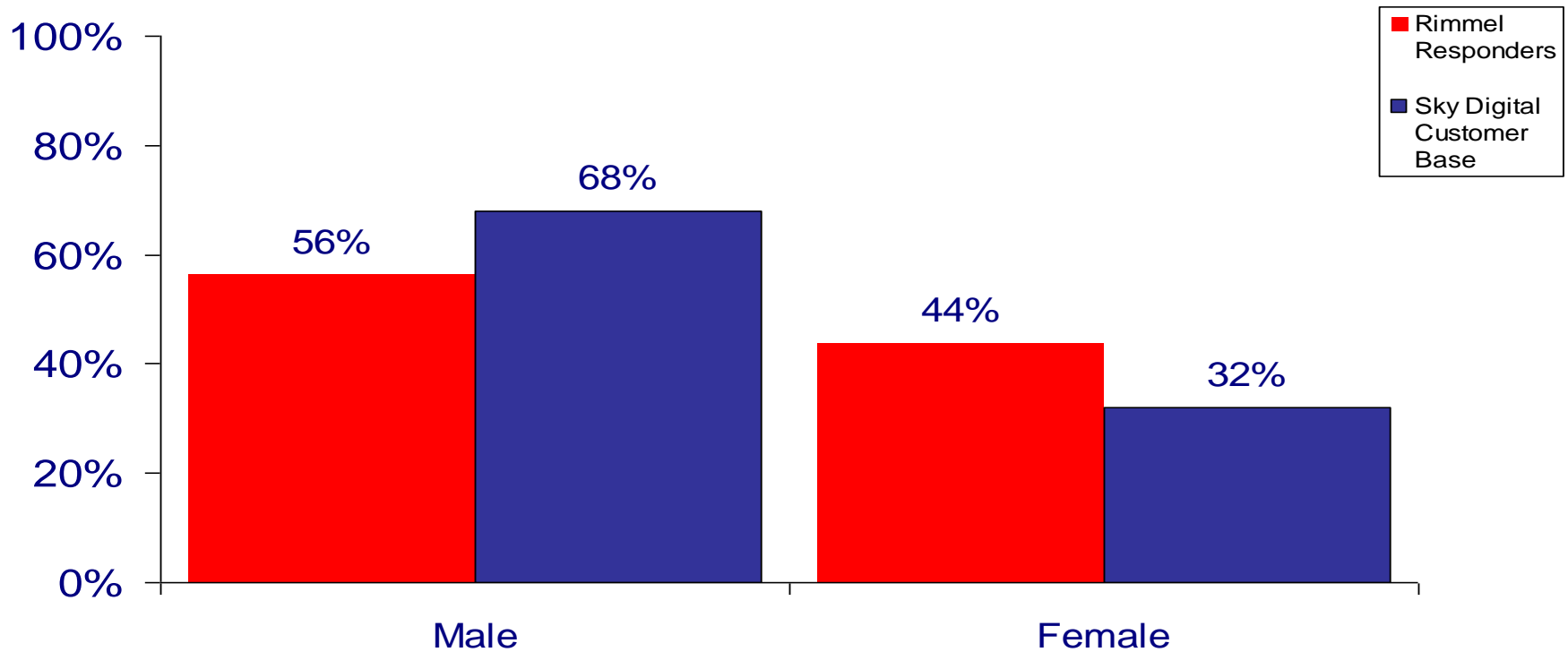
Rimmel respondents: Matched to Claritas' lifestyle and demographic database



Key Lifestyle and Demographics

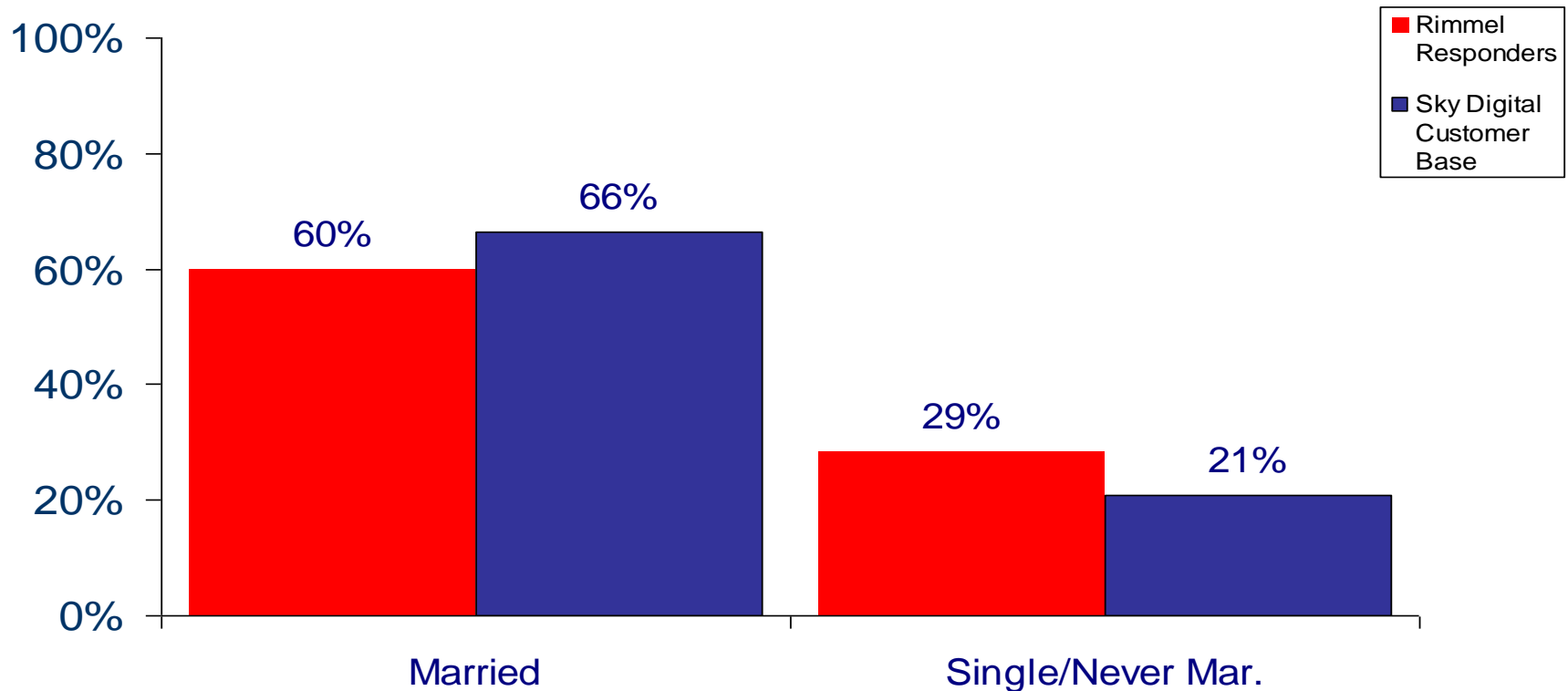
- Gender
- Marital Status
- Age
- Income
- Occupation
- Children at Home
- Ownership
- Lifestyles
- Affluence indicators

Gender



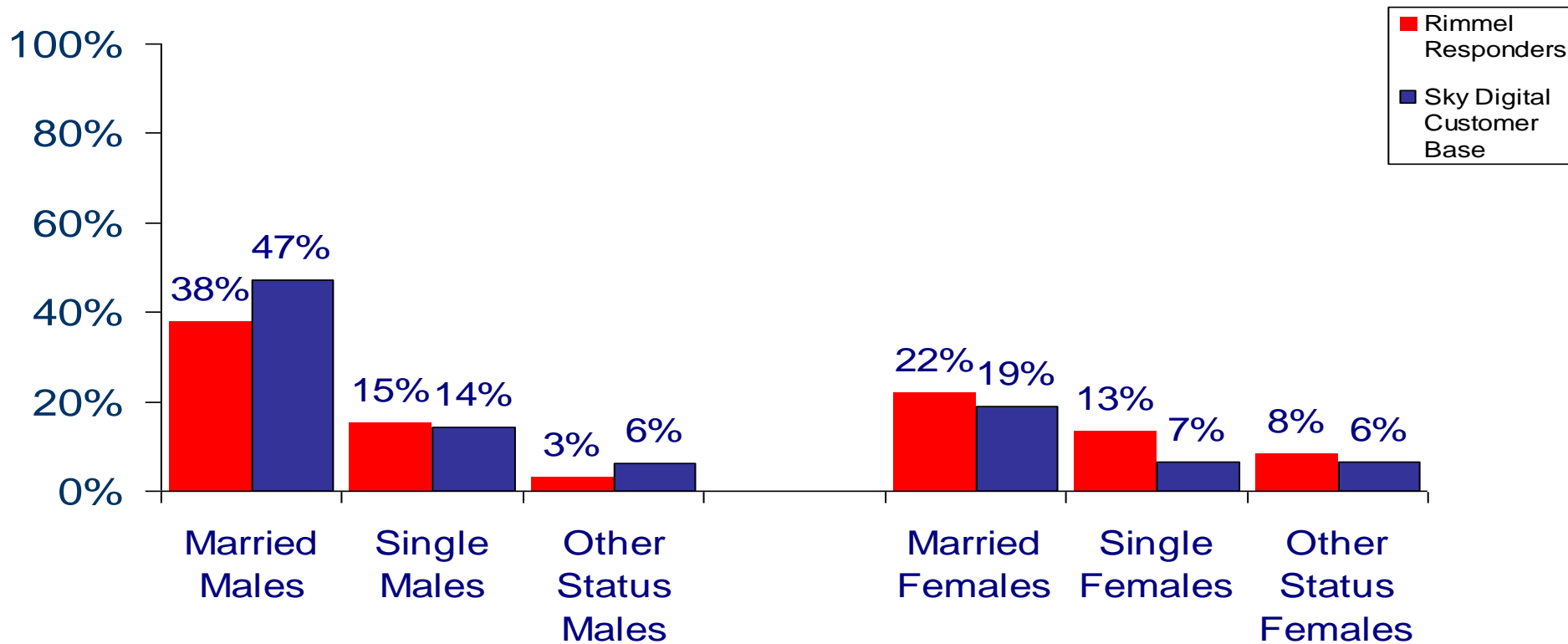
- There is a heavy bias toward female responders

Marital Status



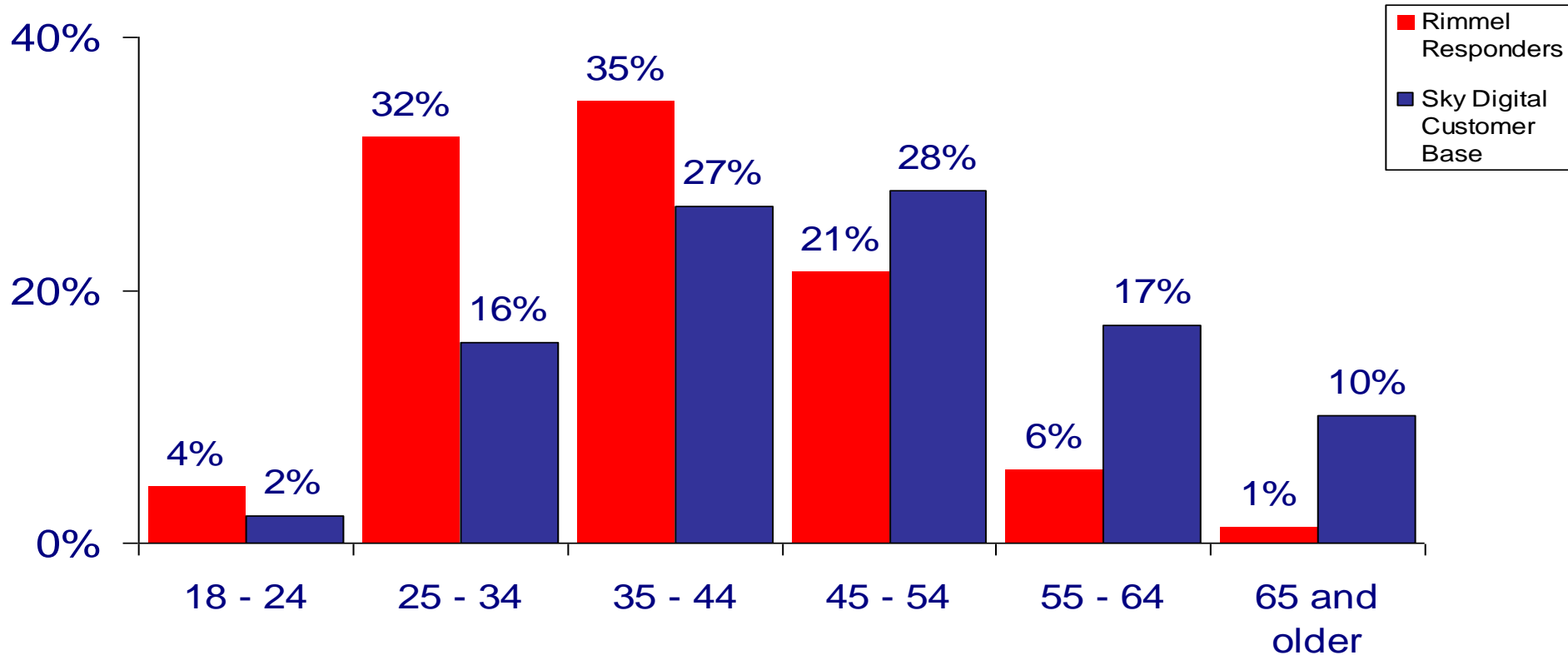
- Rimmel responders are more likely to be single

Marital Status by Gender



- At least 82% of all responders were female or had a female registered at the household

Age



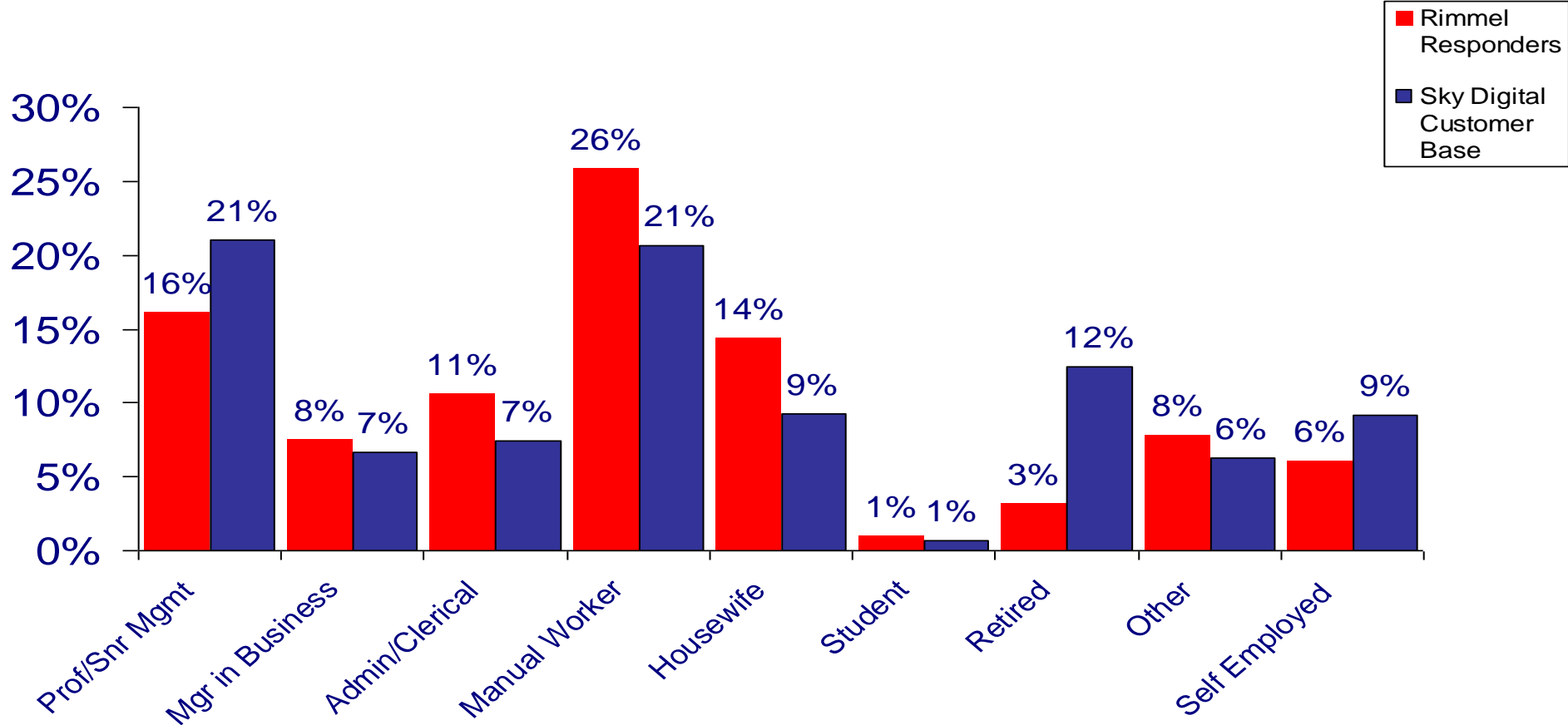
• The advert attracted young Sky subscribers

Income



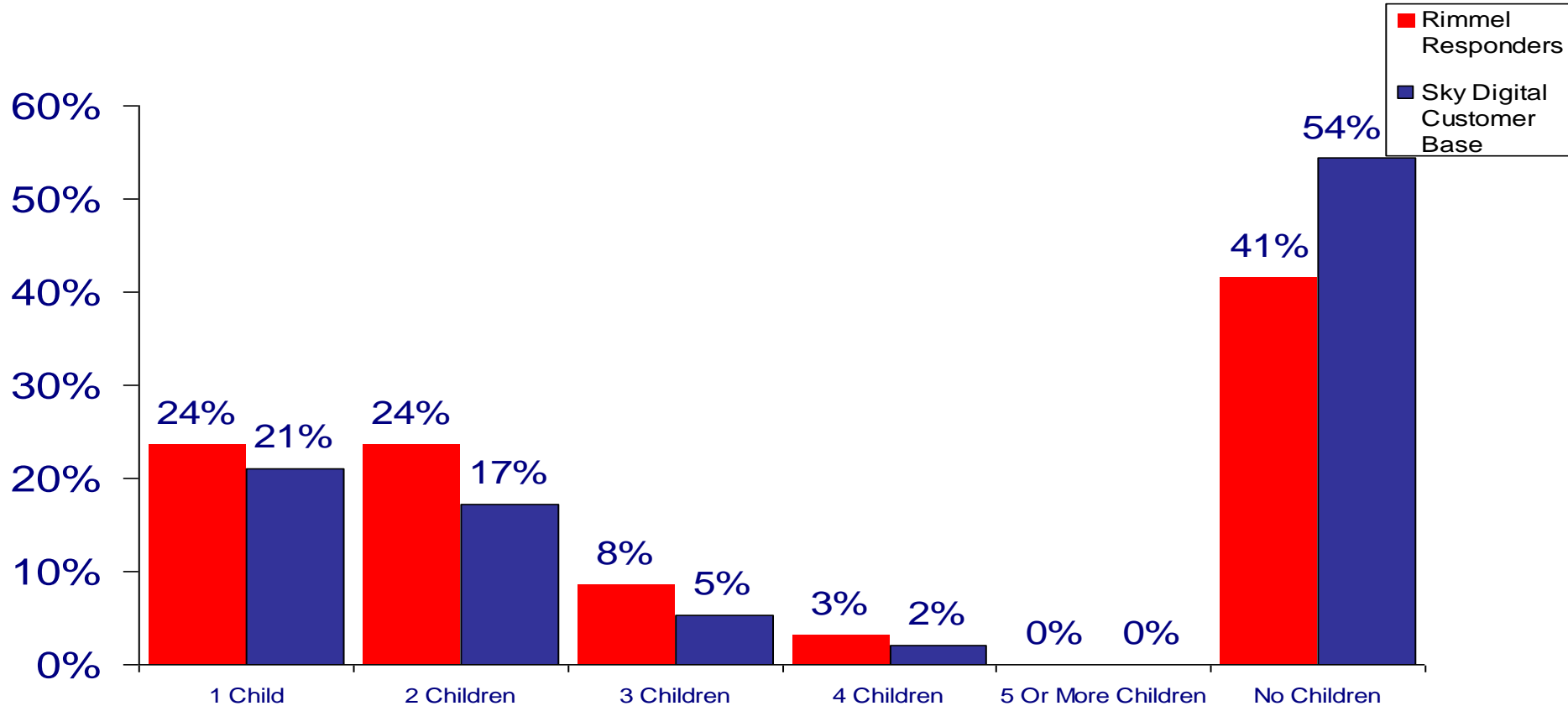
- Compared to the base, Rimmel customers have lower incomes

Occupation



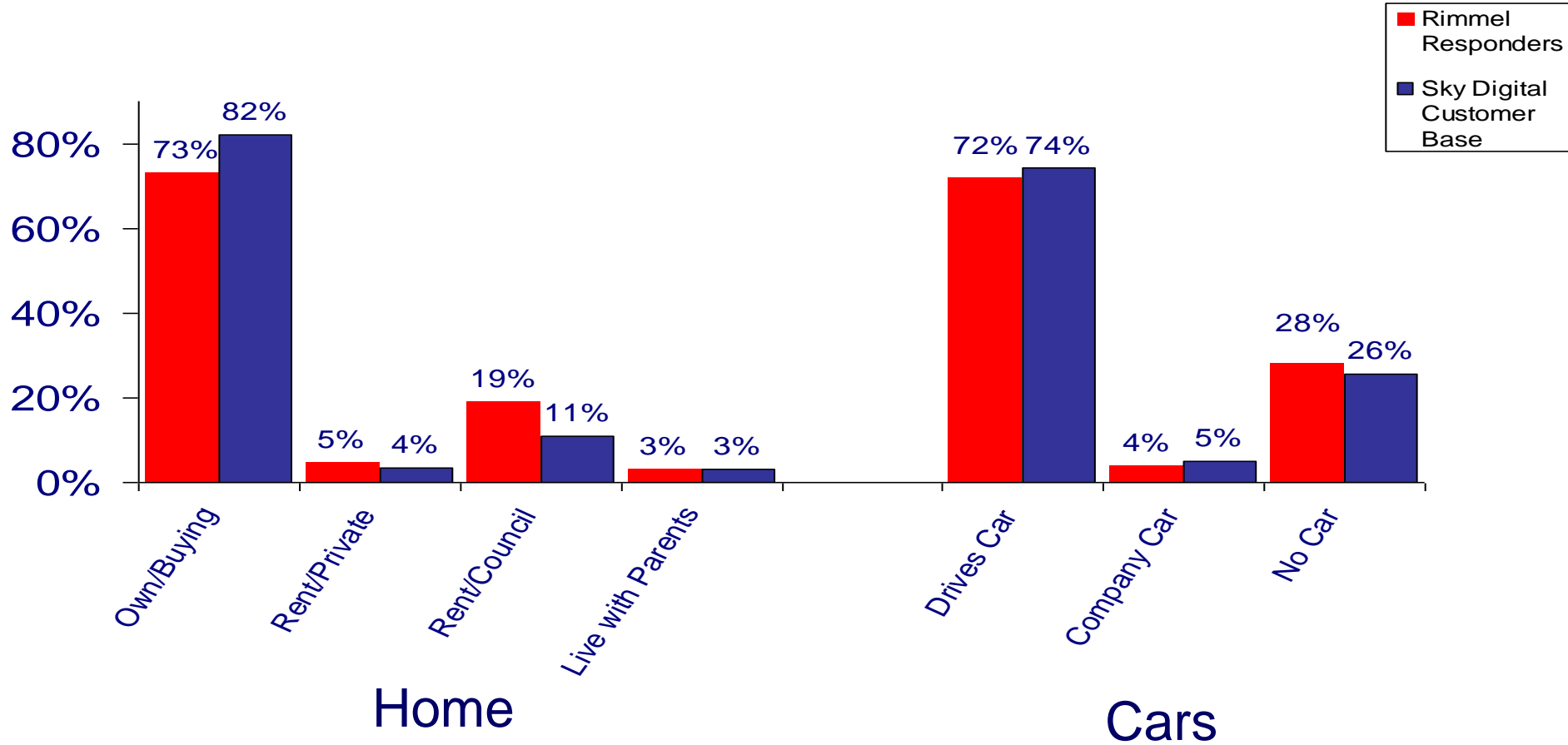
• Tend to be Housewives or Admin/Clerical workers

Children at Home



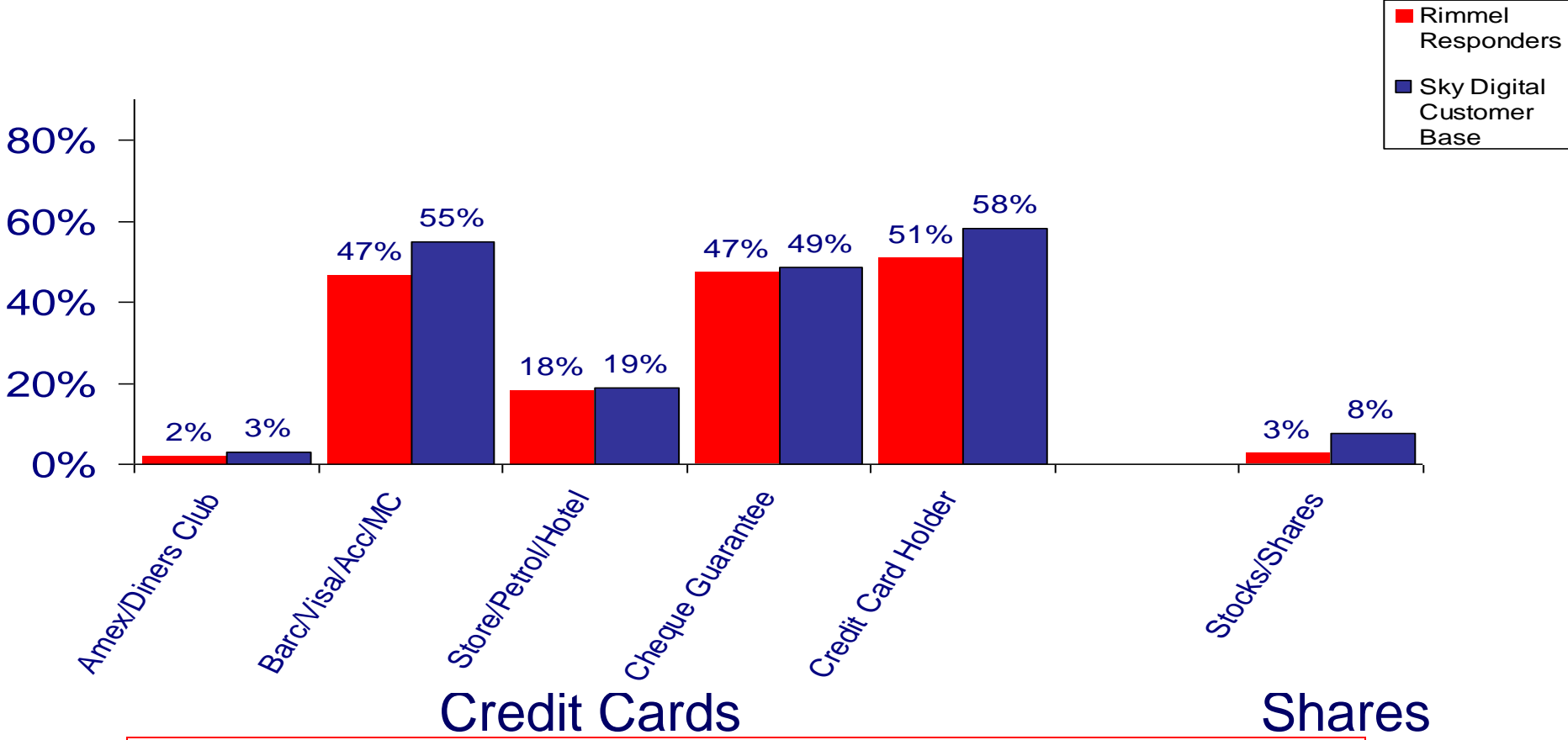
- More likely to have Under 18s living at home

Ownership



• Rimmel customers rent and are less inclined to own a car

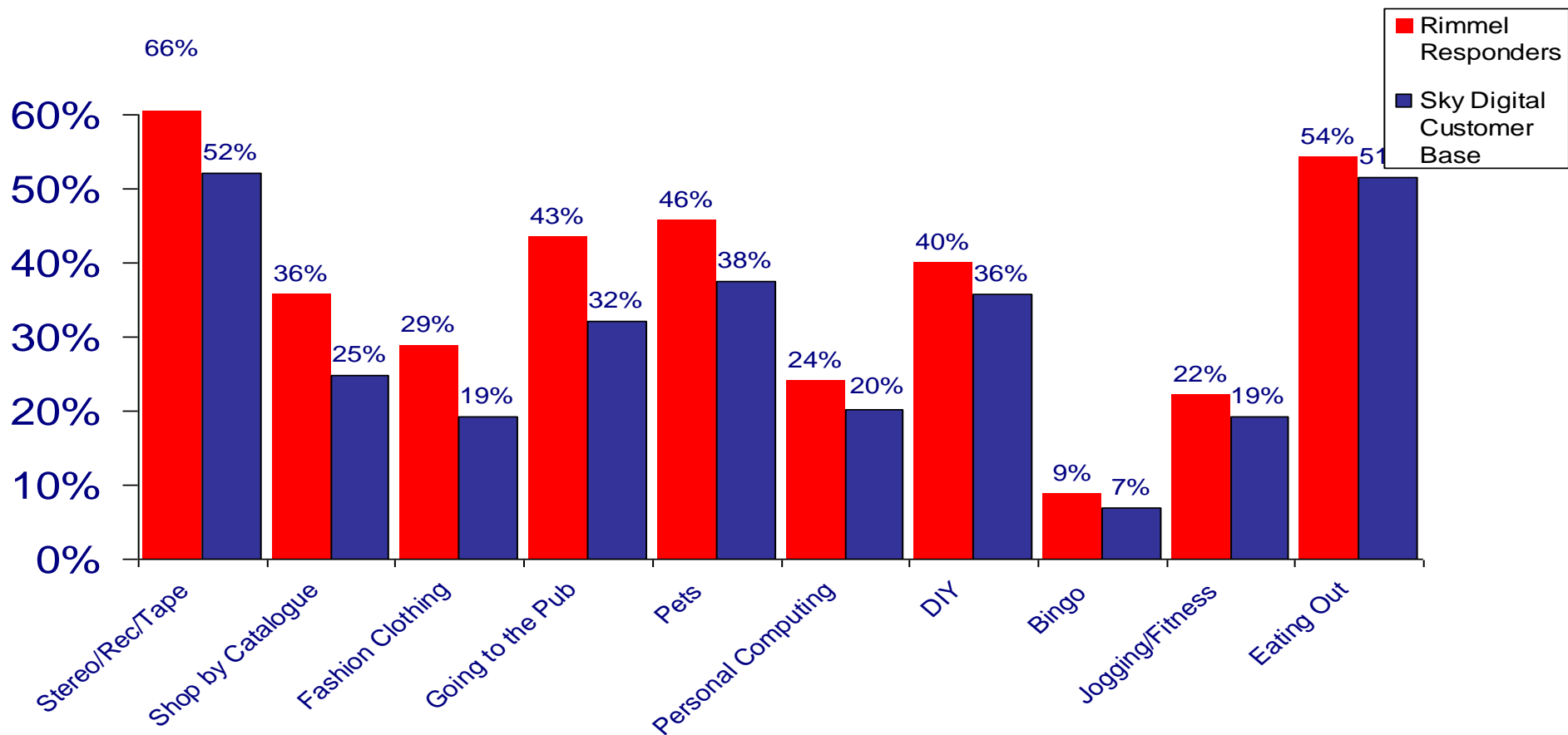
Ownership Cont.



• Marginally less likely to use Credit Cards and do not own shares

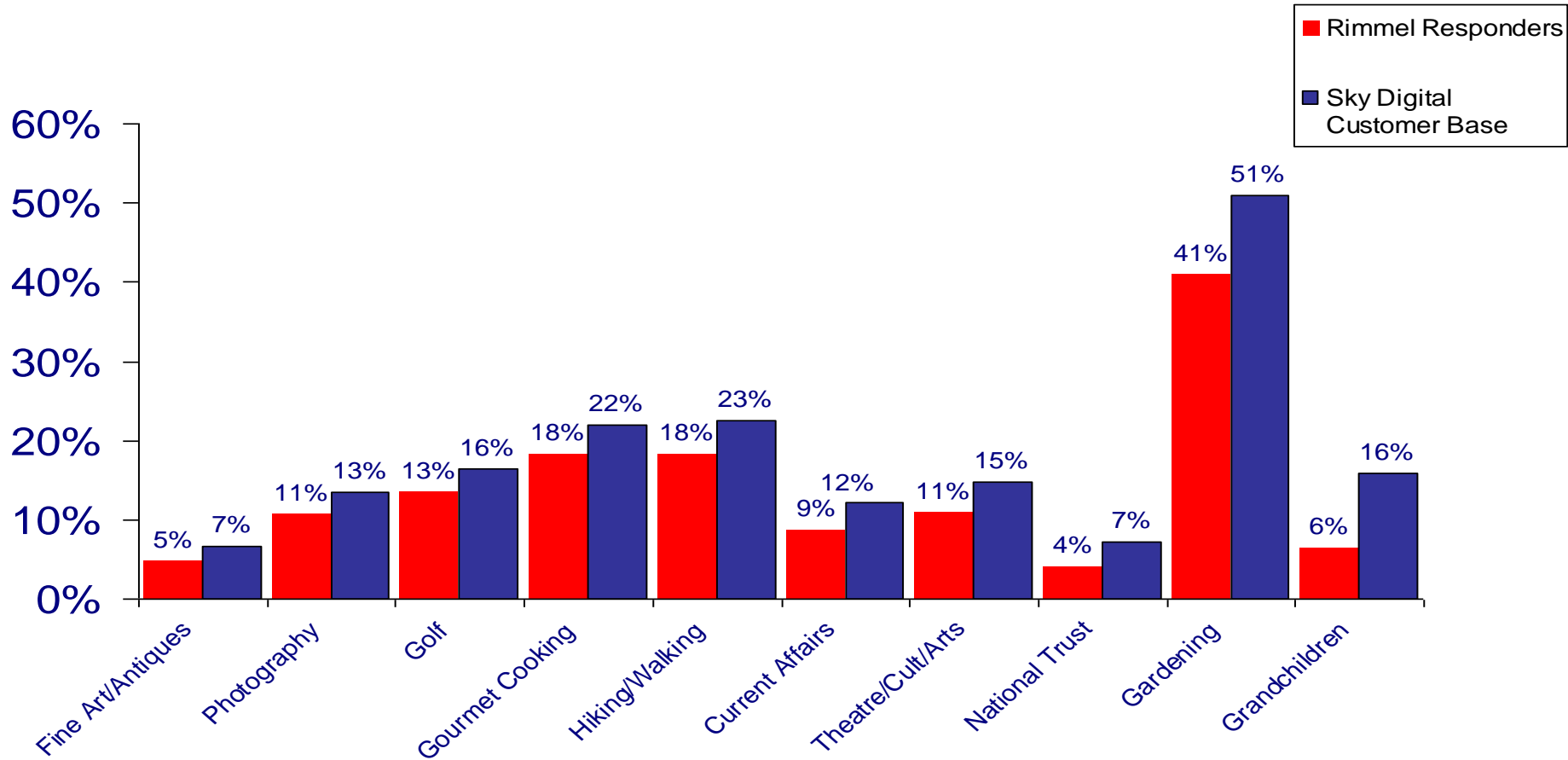


Most Popular Lifestyles



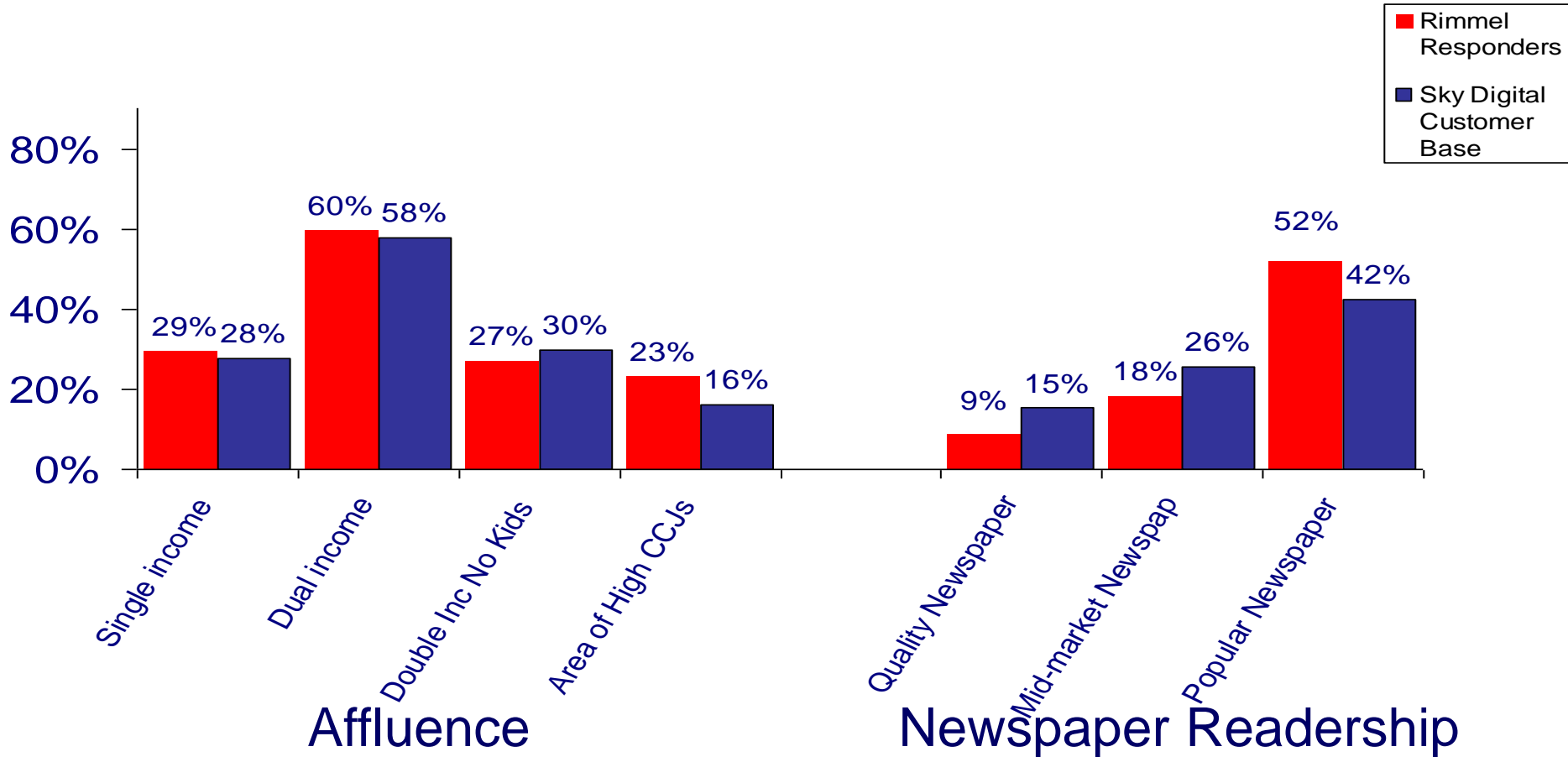
- Highly likely to shop by catalogue and have an interest in fashion

Least Popular Lifestyles



• Unlikely to be interested in traditionally older hobbies

Affluence Indicators



- Relatively high residence in CCJ areas
- Popular newspaper readers



What could your clients do with iTV Data ?

- iTV ads result in a unique opportunity to capture a **high volume** of valuable data - from clients and prospects
- Currently, iTV data represents a very small slice of the CRM and Client Database pie
- We expect the level of consumer data on clients databases to increase substantially in the short to medium term
- The data element of iTV will add a great deal of value to TV advertising
- Sales houses and agencies will need to understand the value and applications of this data

Data Protection

- Sales points differ in their data offering
- Some allow data to be used for direct marketing, others allow for fulfillment only
- Advertisers should be familiar with the relevant data protection laws of each country
- Viewers have to be given the opportunity to opt out of further direct marketing
- However, opt in rates in the UK have so far been high

What could your clients do with iTV Data ?

“Target” best prospects more effectively:

- Add lifestyle and demographic or geodemographic cluster data (Prizm) to the respondent file
- Segment prospects into groups
- Identify (“tag”) which are prospects with the most (and least) potential
- Follow up accordingly: Invest more in time and £ in the best prospects = maximise ROI

What could your clients do with iTV Data ?

Cross/Up sell opportunities:

- Are respondents the type of people the client anticipated would be interested in the product – or is it appealing to a new sector ?
- Is this profile in line with brand strategy ?
- Compare iTV profile with other segments of customer base
- Are there up sell and cross sell possibilities within the customer database ?
- How do iTV respondents compare to clients that respond via other media ?

What could your clients do with iTV Data ?

Catchment Area Analysis:

- Map iTV ad responses on GIS system to help answer the following questions:
 - Which store catchment area do these respondents fall into? Where are they most likely to shop ?
 - Which of the iTV responders are worth mailing to drive traffic into particular stores?
 - What profile do iTV respondent have - which “store” profile is this most similar to ? (Joint promotion in the next campaign?)
 - Mail/Door drop to similar profile people to increase store traffic

What could your clients do with iTV Data ?

Integrate Sales promotion and TV more effectively :

- Analyse the profile of people that are responding to iTV ads
- Map them around stores
- Are there particular stores that they are most likely to shop in ?
- Arrange sales promotions around such stores
- Stock products accordingly; match range to catchment profile

Brand match to Sky and response file

Brand Profile / consumption	18-34 with	18-34 w/o	35-54 with	35-54 w/o			
	Kids	Kids	Kids	Kids	55-64	65	Total
Spectra Lifestyle	Index	Index	Index	Index	Index	Index	Index
Plus Plus People							
Aspiring & Middle Class Backbone							
Middle Class Metropolitans							
Country Classes							
Stuck on the Ladder							
Nice People Not Rich							
Rent Book Life							
Hand To Mouth							
Total							

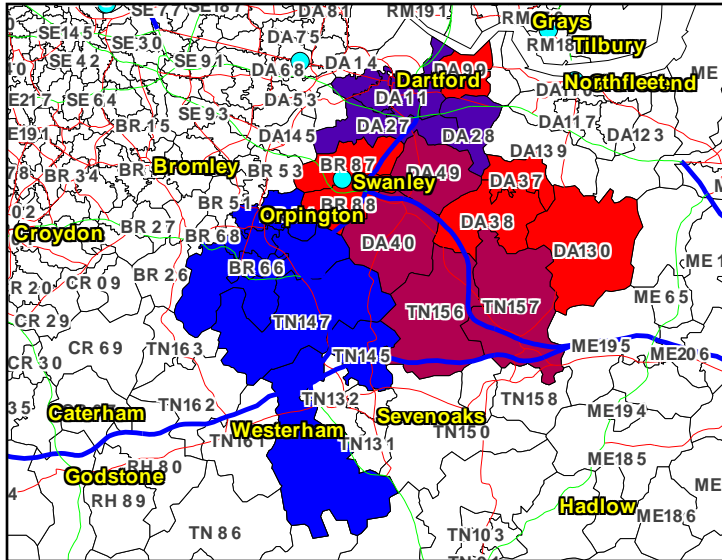
Sky Profile	18-34 with	18-34 w/o	35-54 with	35-54 w/o			
	Kids	Kids	Kids	Kids	55-64	65	Total
Spectra Lifestyle	Index	Index	Index	Index	Index	Index	Index
Plus Plus People							102
Aspiring & Middle Class Backbone							94
Middle Class Metropolitans							98
Country Classes							119
Stuck on the Ladder							98
Nice People Not Rich							100
Rent Book Life							107
Hand To Mouth							76
Total							100

Respondent Profile	18-34 with	18-34 w/o	35-54 with	35-54 w/o			
	Kids	Kids	Kids	Kids	55-64	65	Total
Spectra Lifestyle	Index	Index	Index	Index	Index	Index	Index
Plus Plus People							102
Aspiring & Middle Class Backbone							94
Middle Class Metropolitans							98
Country Classes							119
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Hand To Mouth							76
Total							100

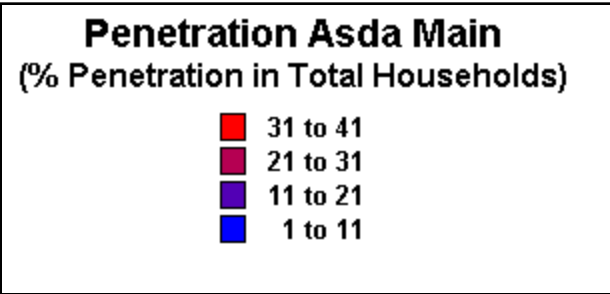
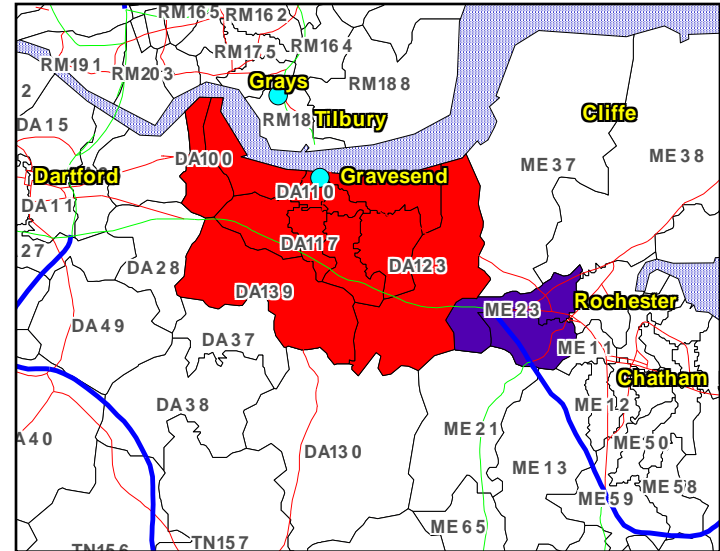


Store Overview

BR 8 7LN Swanley



DA11 0DQ Gravesend



What could your clients do with iTV Data ?

Improve media planning:

- Compare profiles of responders by:
 - daypart
 - channel
 - programme
 - product purchased
- Produce a grid to identify which channel/daypart/genre of programme is best for which product
- Different people may respond at different times, so tailor creative and interactive message accordingly

Summary

- Interactive TV presents us with a fantastic opportunity to marry Direct Marketing skills with TV for the first time
- Data + technology = Accountable and measurable TV Advertising

