

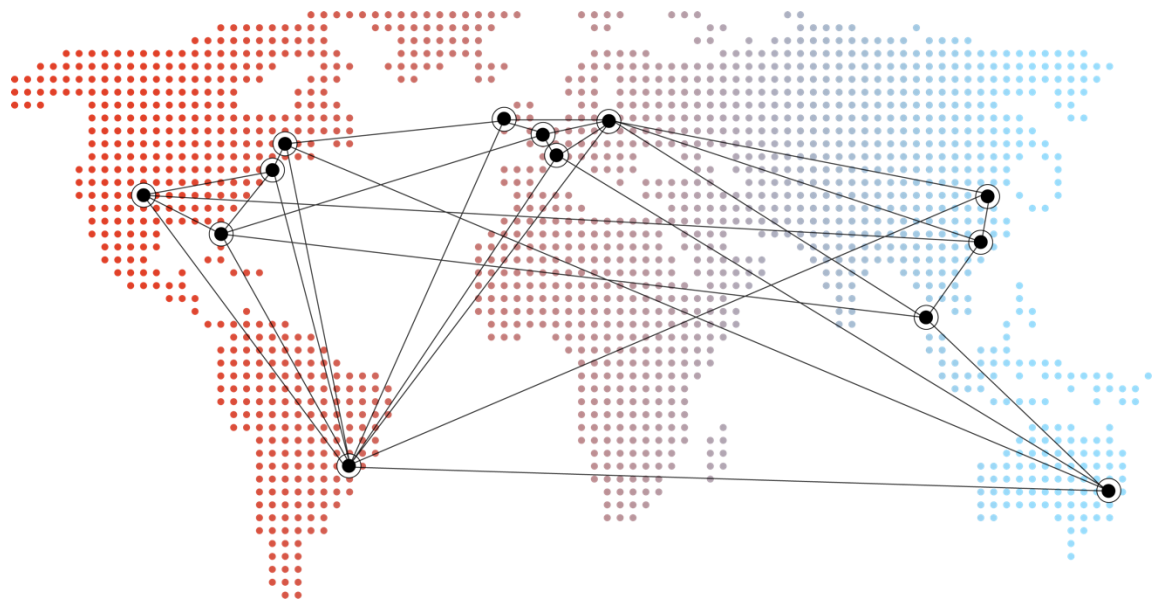
Global, Independent, and Strong Legacy of Delivering High-Value Solutions at Scale

Independent with an unbiased
perspective since **2000**

Long-term partnership
view **95%** client retention

15 offices servicing
55 countries

800bn marketing measured
across countries and categories to
generate insights

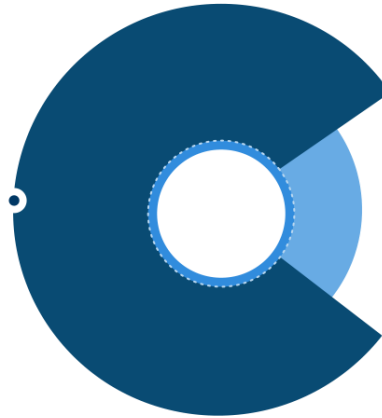


Brand messaging is the safer bet for better returns in an omnichannel world-but most radio ads are performance based

A holistic measure of brand messaging shows the true value

Brand messaging outperforms performance messaging

80%
OF THE
TIME



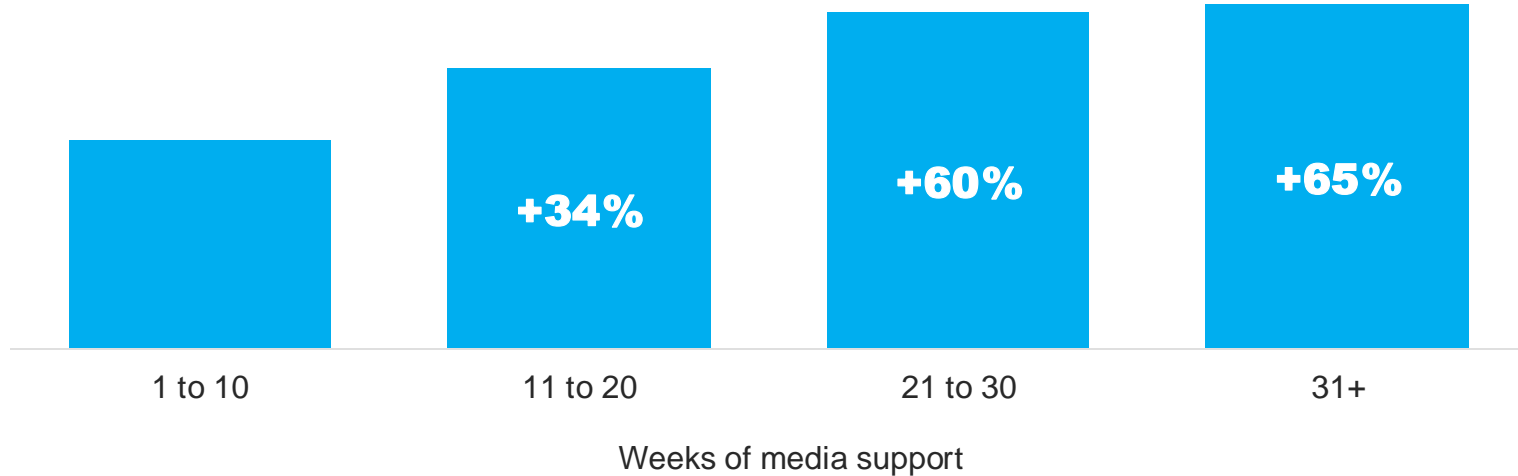
Brands with the highest ROIs have at least 30% share of brand spend



As you run the creative for longer you will actually see higher results - so short term campaigns aren't optimal

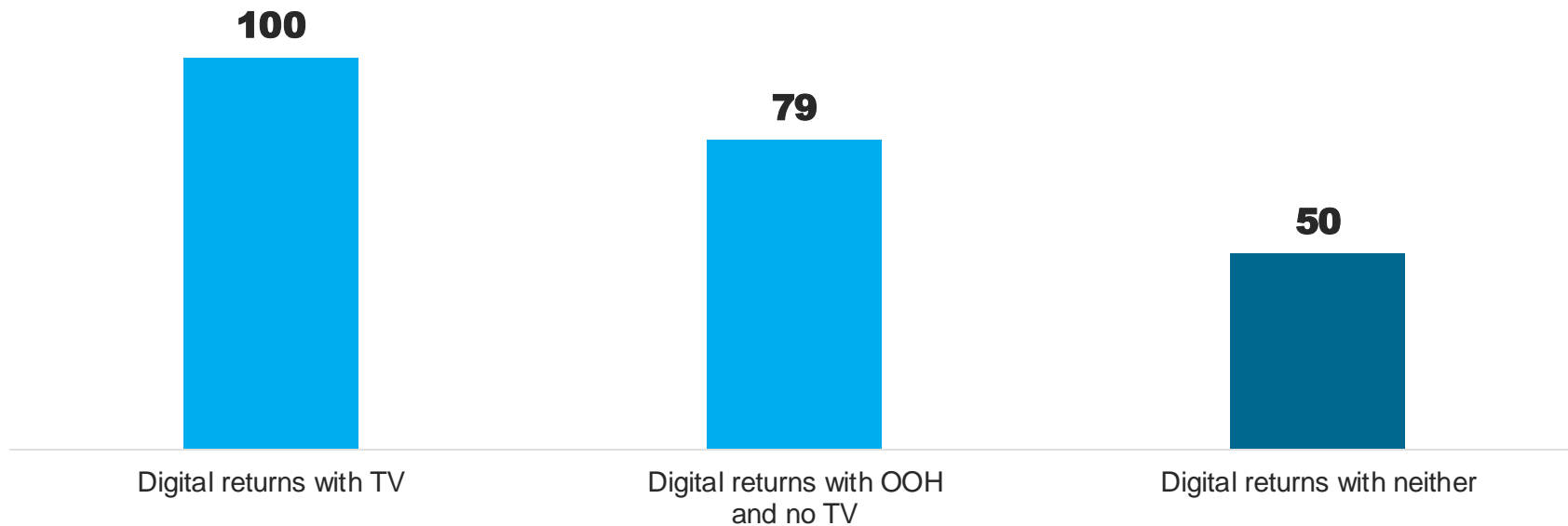
Consistent support throughout means you're not doing the heavy lifting of setting up a campaign all the time

Median ROI by consistency of annual media support



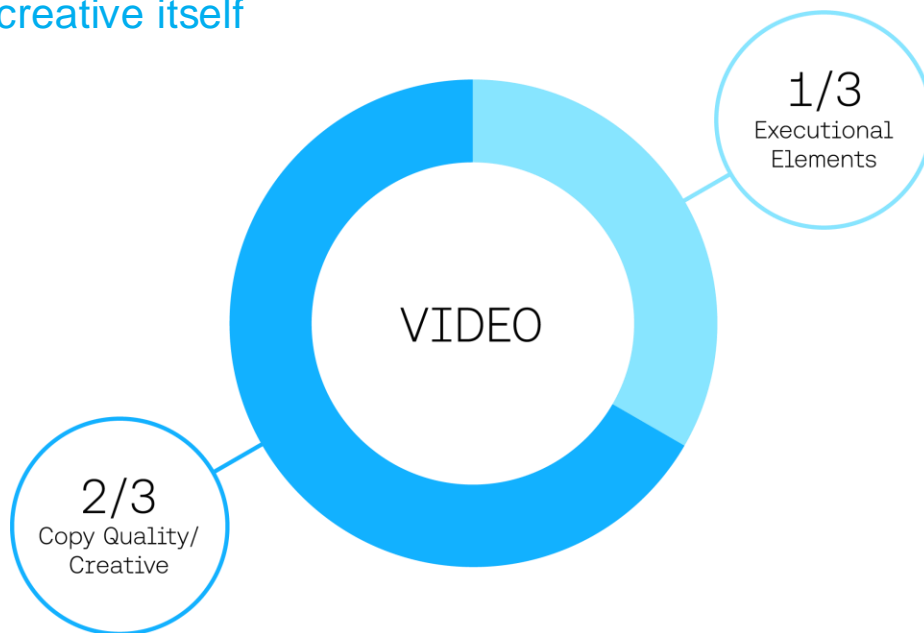
We've been able to read the impact of channels that run always on - but what happens when the budgets or reach isn't there?

**ROI index of digital campaigns
with or without offline support - Australia**

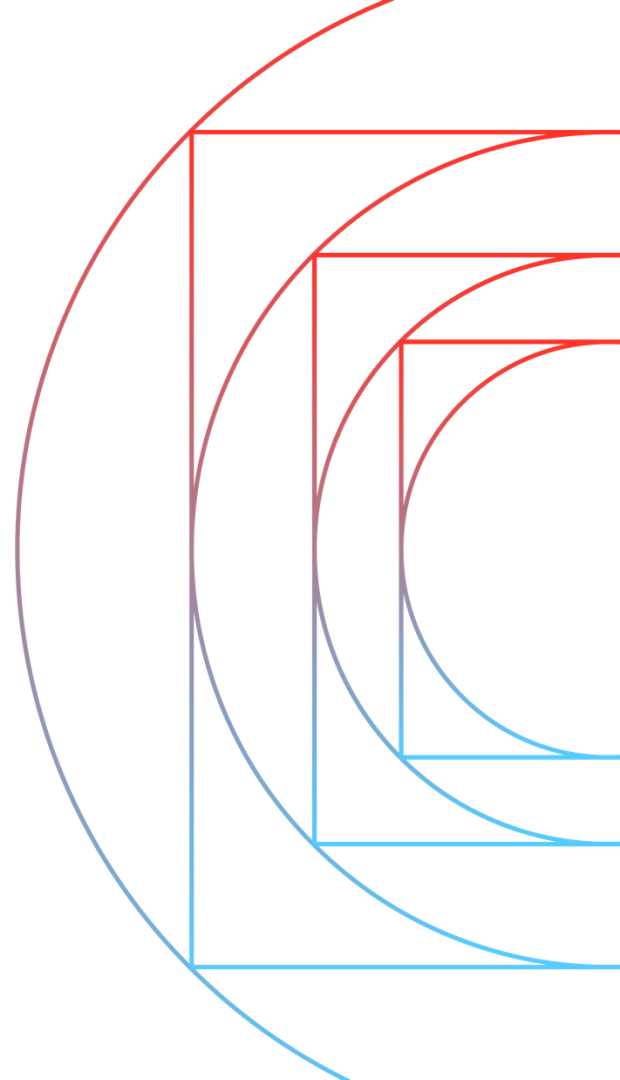


Creative is key - but it also means not giving every channel the same respect as the 60s TV creative has a real cost

Our ROI Genome indicates that two thirds of the impact of a video impression is driven by the quality of the creative itself



So what did we learn?



Hypothesis #1: Increasing the amount of brand radio would lift Radio results but also give more Halo to other channels

We increased the weight of brand advertising for **McDonalds** so that the amount of price advertising reduced.

Improvement in Radio ROI YoY



Improvement in Radio

Improvement from Radio synergy

14%



TV

12%



Social

3%

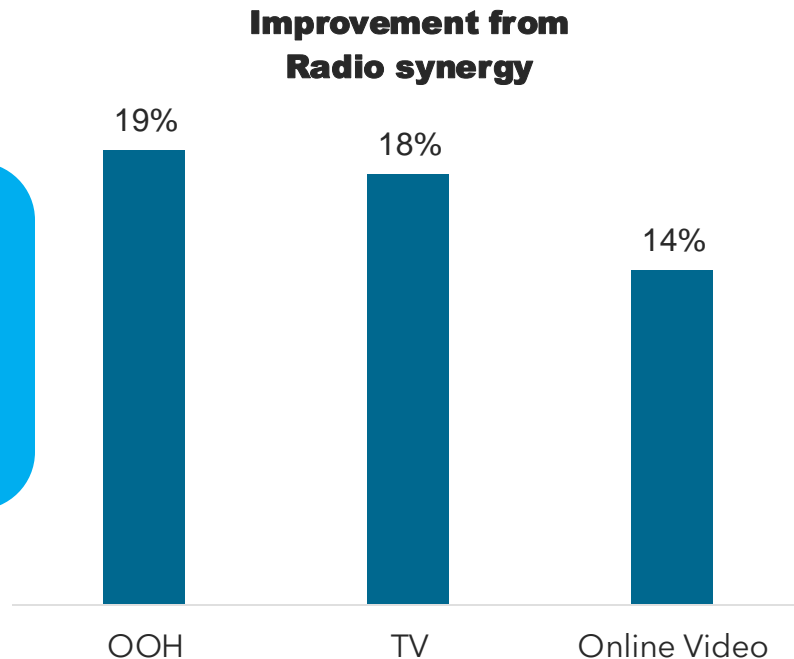


Online Video



Hypothesis #2: Brand radio can add synergy across other channels for a new brand campaign launch

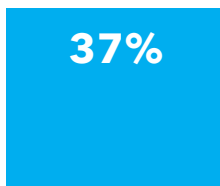
Dan Murphy's historically has only used radio for value messages. We introduced brand radio ads into the mix for the first time as part of a new brand campaign launch to understand how it could add to the mix.



Hypothesis #3: With more focus on creative we should see higher results for Radio

We developed local creative for Nespresso to link with the overall campaign and adhere to best practice - adding this to a campaign that was pulsing on TV to try and drive a greater campaign result.

Improvement in Radio
ROI YoY



Improvement in Radio

Improvement from
Radio synergy

13%



Digital Video

11%



Social

4%



Search

