



Leading marketing analytics firm blows up the digital versus TV argument

Marketers told: stop buying the fantasy

1st November: Leading marketing analytics consultancy, Analytics Partners, has described the notion that TV advertising is more effective than digital as fantasy and called on Australian marketers to apply greater rigour when reading industry driven research with extreme data points. Speaking today at IAB Australia's annual MeasureUp conference, Paul Sinkinson of Analytics Partners said "The whole digital versus TV discussion is dangerous. It's like asking if you want food or water. You should have both. If you pick one over another then you will destroy your ability to get full value and ROI from your campaign. "I find it very concerning reading research from self-interested parties that purport that one channel is far superior to another. They each serve a different purpose and when integrated almost inevitably deliver superior outcomes for brands according to the context in which they are placed," said Sinkinson. Sinkinson referenced data from thousands of studies and hundreds of peer reviewed academic papers from around the world making the point that while research confirms that digital can deliver the best ROI for advertisers, it can generate an additional 50% ROI when paired with TV, showing the importance of integration. Jane Ostler, Global Head of Media at Kantar Insights Division, who also spoke at MeasureUp echoed Sinkinson's comments noting that "the mine is bigger than yours" debate is not helping marketers. "There is too much talk about channels used by marketers on an 'either/or' basis when the real focus should be on how to take full advantage of synergies offered by using multiple channels," said Ostler. "We strongly recommend that marketers look at the bigger picture about media and touchpoints and understand that integrated, customised campaigns are much more effective at influencing campaign objectives." Ostler shared data during her presentation that showed integrated and customised campaign deliver 157% better ROI than single channel campaigns. She also noted that the primary blocker of holistic measurement and optimisation is a lack of consistency in the measurement used to evaluate across channels and platforms. For example, TV measurement is still dominated by reach and frequency while online and mobile measurement relies more on ROI. Gai Le Roy, CEO of IAB Australia commented: "It is not new news that cross channel advertising is an incredibly effective way to grow businesses, but as audiences continue to increase their amount of time with a range of digital channels marketers are looking for guidance on how to ensure their advertising both reaches the right audience and has an impact. With digital advertising investment increasing to represent over half of the total ad market in Australia, now worth \$8.5B per year, accurately measuring its impact is more important than ever." IAB MeasureUp is the only measurement focused conference in Australia, designed to help shape digital and cross-media measurement in the Australian market for the next 12 months. It features both local and international speakers who discuss the ways of measuring both the opportunities available for advertisers and the impact of their investments. Key topics covered in MeasureUp 2018 include: How media consumption changes are shaping total audience measurement How marketers can connect with CTV audiences Rejecting Extremes - Measurement to help grow your brand and your marketing budget Innovation in ad effectiveness research How to make the most of streaming audio & podcasting Using tech & collaboration to solve measurement issues Measuring what Matters – the why & not the what of digital measurement Making the most of search in your digital ad mix Metrics That Drive Business Growth Planning for attention: how to increase the effectiveness of your ad spend The Role of Industry Currency Data in the Future of Measurement Findings and discussions from MeasureUp will feed into IAB Australia's 2019 Future of Measurement initiative, which will include a thorough market review of what digital content and ad measurement will be needed in market to accurately report and measure digital advertising activity. / Ends About the Interactive Advertising Bureau The Interactive Advertising Bureau (IAB) Limited www.iabastralia.com.au is the peak trade association for online advertising in Australia. As one of over 43 IAB offices globally and with a rapidly growing membership, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia. The IAB Industry Charter, which was announced in October 2018, details the organisation's focus on helping marketers and agencies understand how digital advertising can deliver on their business objectives. Foundation elements of the IAB Industry Charter include a renewed focus on standards that promote trust, steps to reduce friction in the ad supply chain; and ultimately improve ad experiences for consumers, advertisers and publishers. Beyond the IAB's continued focus on content and ad measurement, the Charter outlines four additional areas of activity: digital ad effectiveness, data and data privacy; standards and guidelines; and improving the digital value chain. 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