

The media sector around the world has profoundly changed and this makes media planning more complex.

In a multi-platform media plan there are three possible outcomes: *Antergy* - where there is too much duplication in the media mix and the overall output is lower than the effort expended. *Summative* is where the use of multi-media over a single medium is not being optimised. The aim is to achieve multi-platform *synergy*, and this requires smart goal setting and planning.

Three possible outcomes when creating a multi-platform campaign



Source: Ehrenberg-Bass Institute, 2012

The Ehrenberg-Bass Institute and CNBC joined forces to compile a White Paper supported by CNBC case studies to explore how marketers can create the conditions conducive to achieving multi-media synergy. Four synergy effects have been identified:

1 Synergy effect 1: Build cumulative reach more effectively

Advertising can only impact the people it reaches. 1+ reach is key, and advertising's greatest sales effect occurs when an individual moves from zero to one exposure. Subsequent close-by exposures can have a positive effect, but the impact is lower. A multi-platform media mix enables advertisers to reach more people without wasting advertising dollars. The lower the overlap among a brand's audience exposed to multiple media, the greater the potential for synergy.

Overlap consideration in multi-platform campaign development



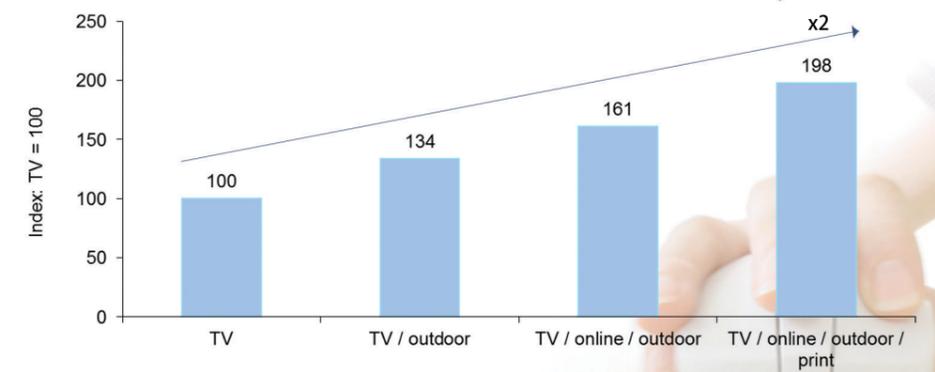
More effective multi-platform mix of achieving reach: Covers most of the brand audience with high overlap between media

Less effective multi-platform mix of achieving reach: Large gaps in the brand audience and a great deal of overlap across media

Source: Ehrenberg-Bass Institute, 2012

CNBC's recent Executive Vision Series sponsored by Credit Suisse is a good example of an effective multi-platform campaign. The campaign extended CNBC's TV sponsored content across CNBC.com, outdoor, print and mobile. Post campaign results show a gradual build in ad/sponsorship awareness for Credit Suisse as additional platforms are added to TV. A combination of four media types doubles awareness vs. TV only (where TV only = 100).

Build in ad awareness across multiple platforms



Source: Dres Consulting 2010

PLANNING FOR SYNERGY

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2 Synergy effect 2: Note the timing and context

By placing your advertising in a multi-platform mix you can enhance receptivity around varied purchase consideration points. Media users tend to gravitate to the best available screen – mobile video is great on the move, enhanced by the iPad and other tablet devices, but will be replaced by the big screen TV at home, or the computer screen in the office.

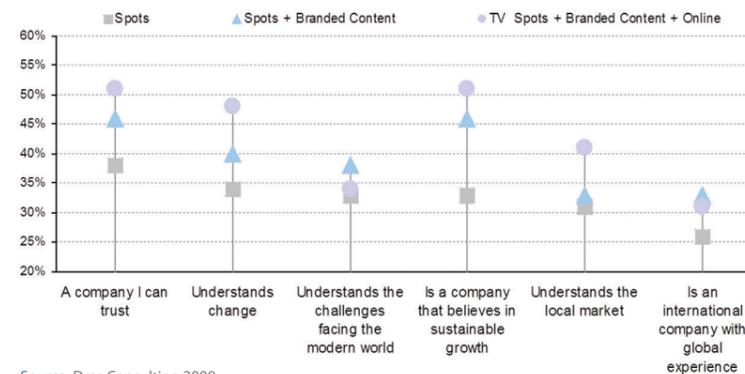
For example, viewers of CNBC's Executive Vision Series who saw the programme on TV at home also viewed at work online (27%), on their mobiles (17%) and during in-flight entertainment (15%). In addition to delivering incremental reach, the varied multiple platform experience reinforced the sponsor's message and enhanced brand equity.



3 Synergy effect 3: Provide enhanced repetition

Enhanced repetition can be achieved in two ways: 1. Varying the media or context: Exposure to advertising messages across multiple media or different context can stimulate *forward encoding*. This is when an ad in the 1st medium improves the performance of the ad in a 2nd by tricking the brain into thinking the stimuli is more novel than familiar! Post research for CNBC's 'Good Entrepreneur' campaign (sponsored by Allianz) showed how viewers exposed to more campaign elements had an enhanced perception of Allianz – particularly for attributes relating to the campaign messaging.

Brand image of sponsor among campaign exposure groups



Source: Dres Consulting 2009

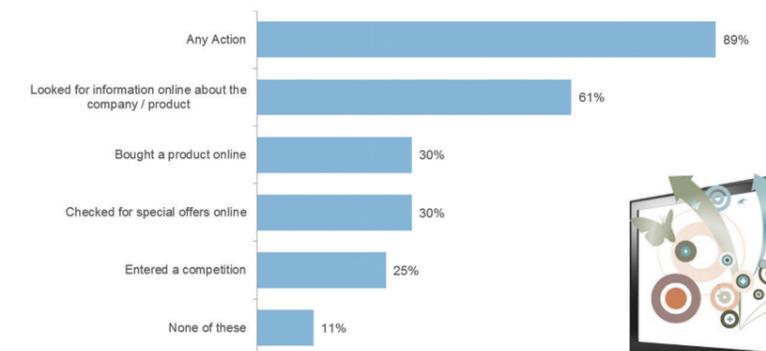
2. Spacing out exposures: Allowing time in between exposures means the stimuli is processed more deeply, and a multi-platform mix allows advertisers to spread out advertising to take advantage of this spacing effect

4 Synergy effect 4: Build a neuro-rich environment

The *art* of the media mix is to draw on the strengths of each medium and choosing media that mesh together to provide a wide scope for hitting the consumer senses. The combination of emotionally rich broadcast (*push*) media and a direct response channels, such as online (*pull*) media is particularly powerful.

Recent research by the International TV Research Group, INTV, demonstrates this.

Action taken as a result of seeing content on International TV



Source: Project Engagement INTV 2009/2010