



Annual Conference

RE!THINK 2017

Kellogg: Uncovering the Underlying Drivers of OLV Effectiveness



Janelle Bowman

Director, Insights & Planning,
Digital Analytics &
Syndicated Data
Kellogg Company



Anthony Wintheiser

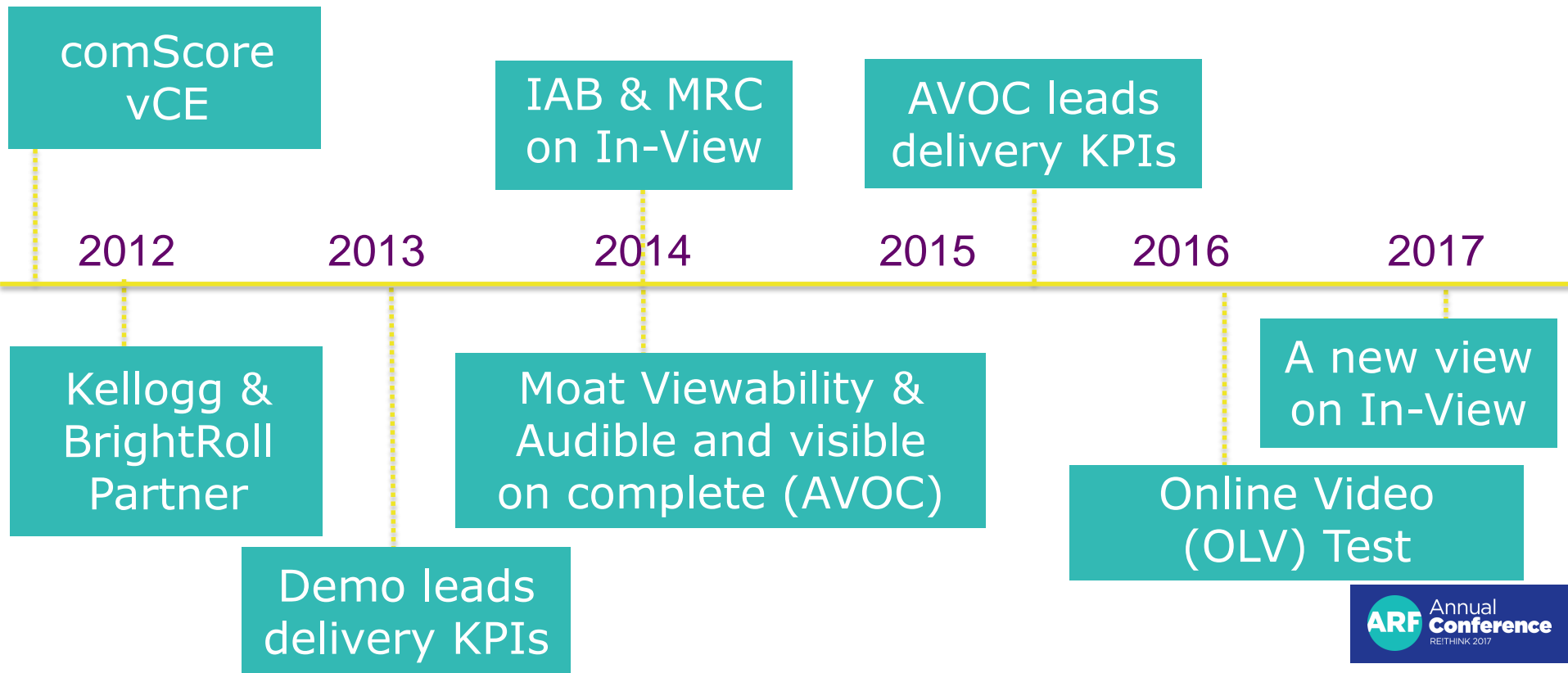
SVP, Client Consulting
Nielsen Catalina Solutions

Lanae Weir

Director, Sales Insights
Yahoo!

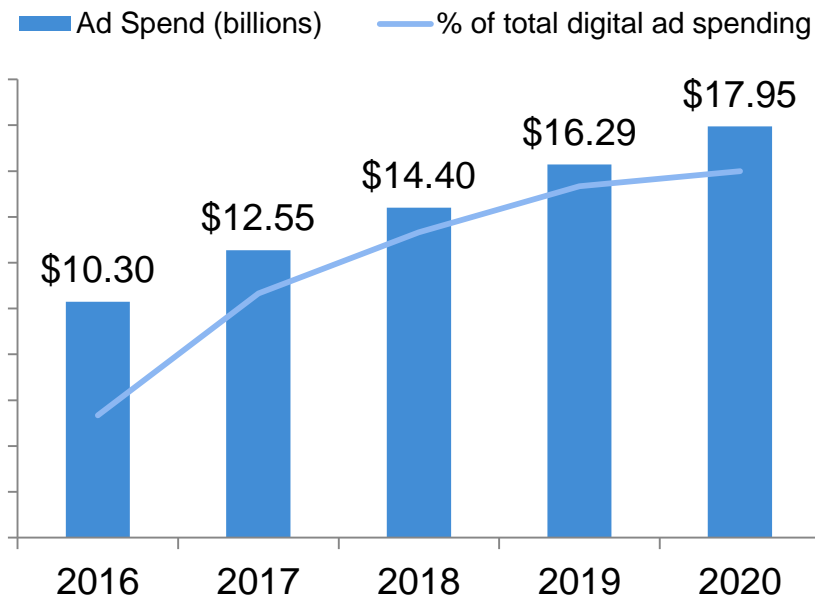
#ARFannual17

Kellogg Innovation Driving Success in Video: What got us here won't get us there...

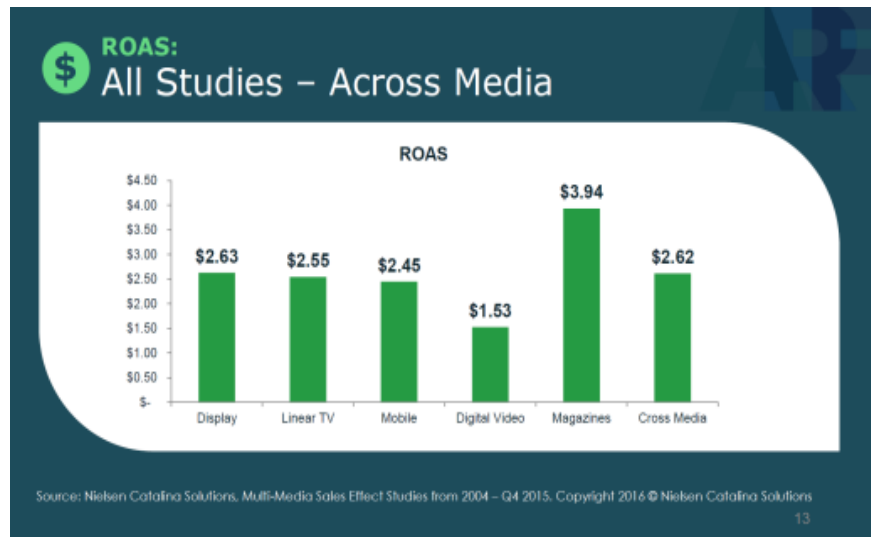


Digital growth means more demand for quality, and OLV already has low ROAS

Video Ad Spending US, 2016-2020 - eMarketer



ROAS by Channel



The current video Viewability definition...

is only one piece of the puzzle

“50% of the video player's pixels to be in the view portal for 2 consecutive seconds.”

- *MRC Standards 2014*



Powered by partnerships

Kellogg's

BrightRollDSP
from YAHOO!

MOAT

Nielsen
Catalina
SOLUTIONS



- ✓ Delivering programmatic campaigns
- ✓ To the right audience
- ✓ In-View and Audible and Visible on Complete
- ✓ Driving sales

Closing the KPI Loop



Kellogg's



BrightRollDSP
from YAHOO!



Nielsen
Catalina
SOLUTIONS



The Challenge

Diagnose the KPIs that impact OLV's ability to drive offline sales and determine how to prioritize them during planning and optimization.

The approach



- Frequency
- In-Target Demographic
- Player Size
- Viewability & Sec-In-View
- AVOC
- Creative



- Impression level
- Events analyzed to purchase occasion
- Aggregated across the portfolio

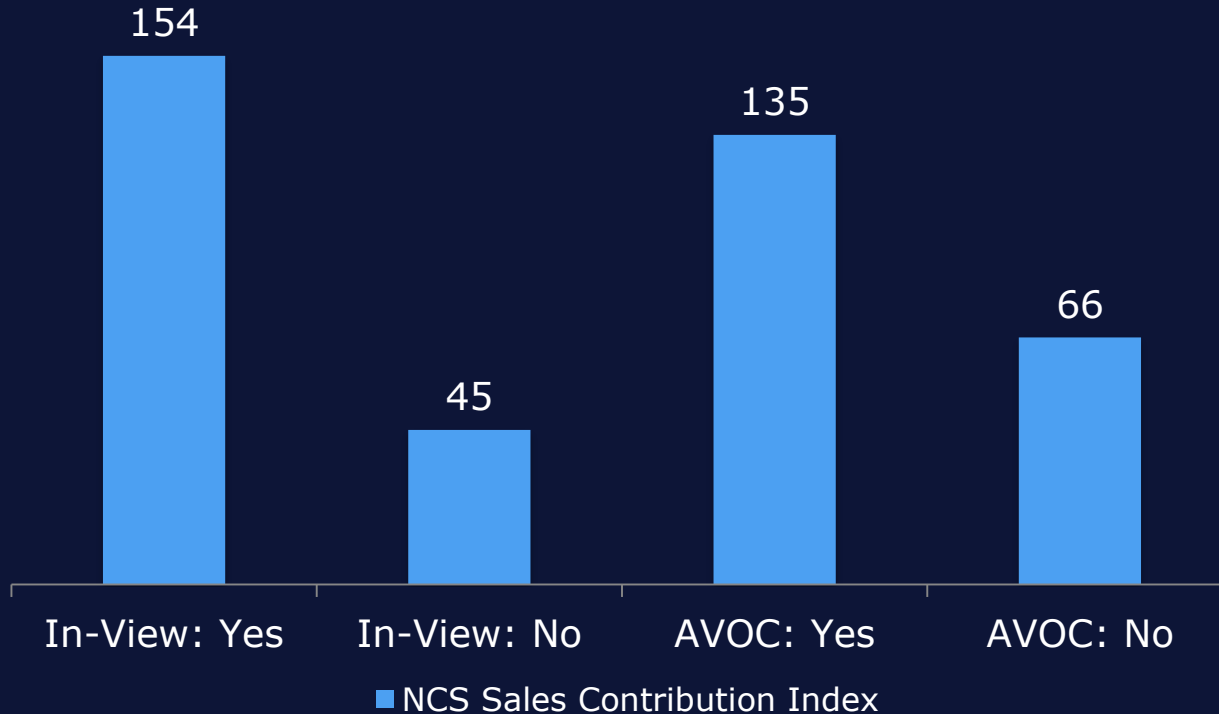
**Correlation of each KPI to
Purchase Occasion Index**

Kellogg Q2 2016 OLV Portfolio Analysis



In-View leads to *in-store purchases*

In-View vs. Audible and Visible on Complete

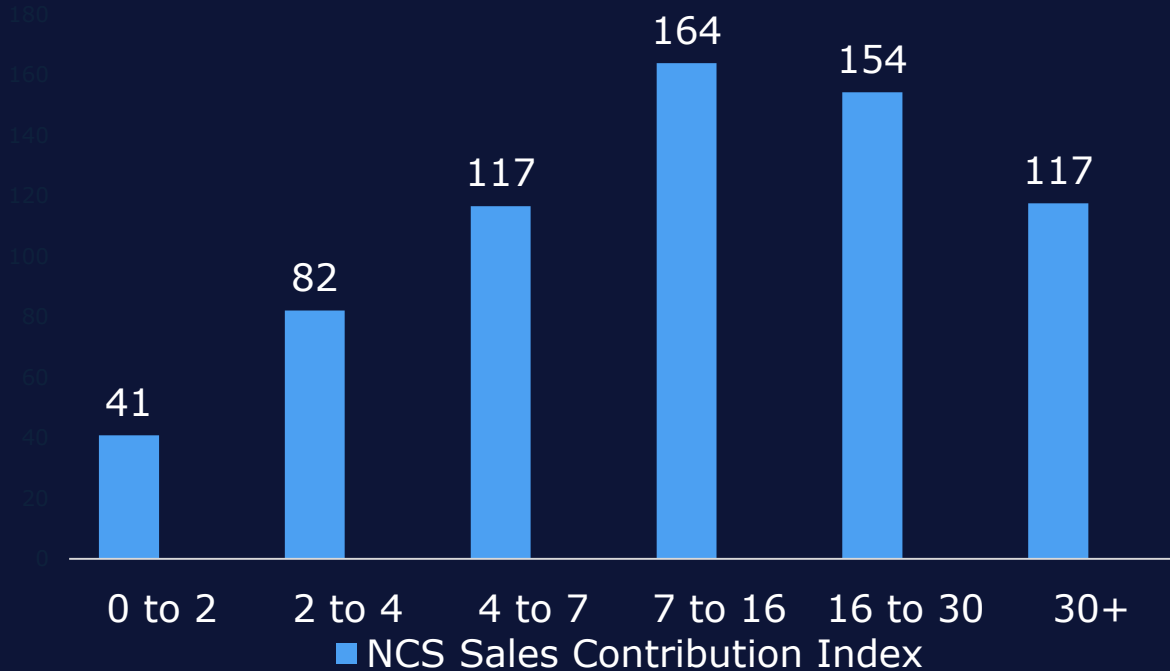


Source: NCS Viewability Project with Moat Metrics Q2'16

Traditional definitions for In-View may not equate to *Impact*

Seconds In View

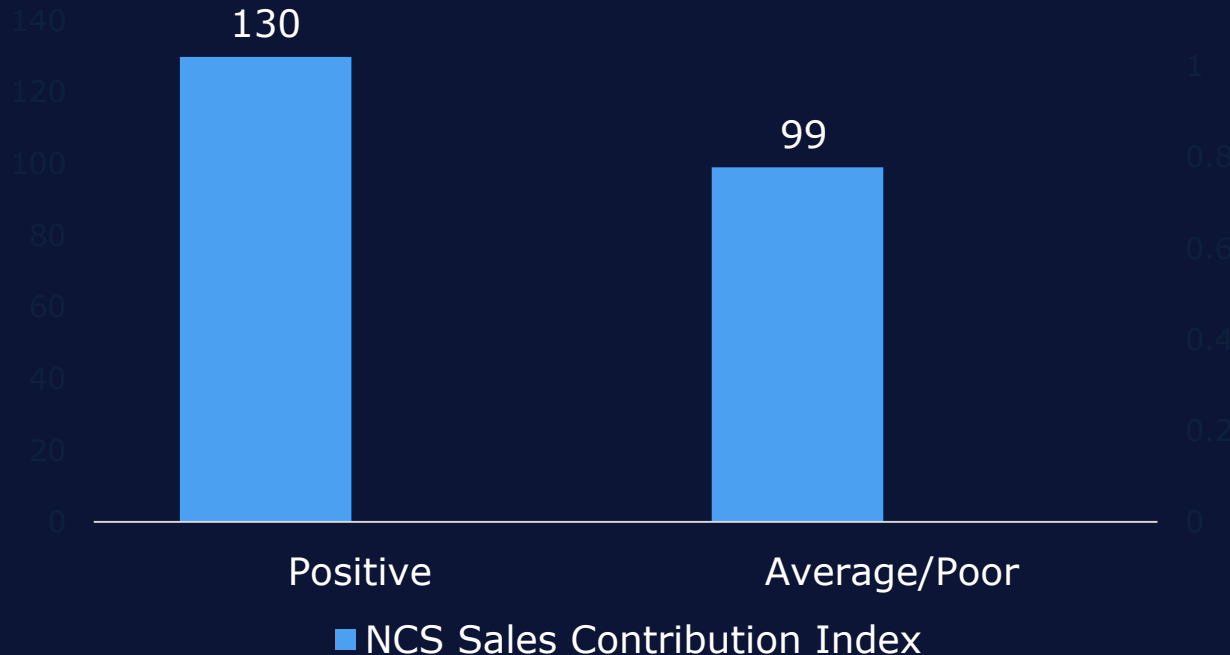
Desktop Online Video (:15 & :30)



Source: NCS Viewability Project with Moat Metrics Q2'16

Creative needs to capture attention

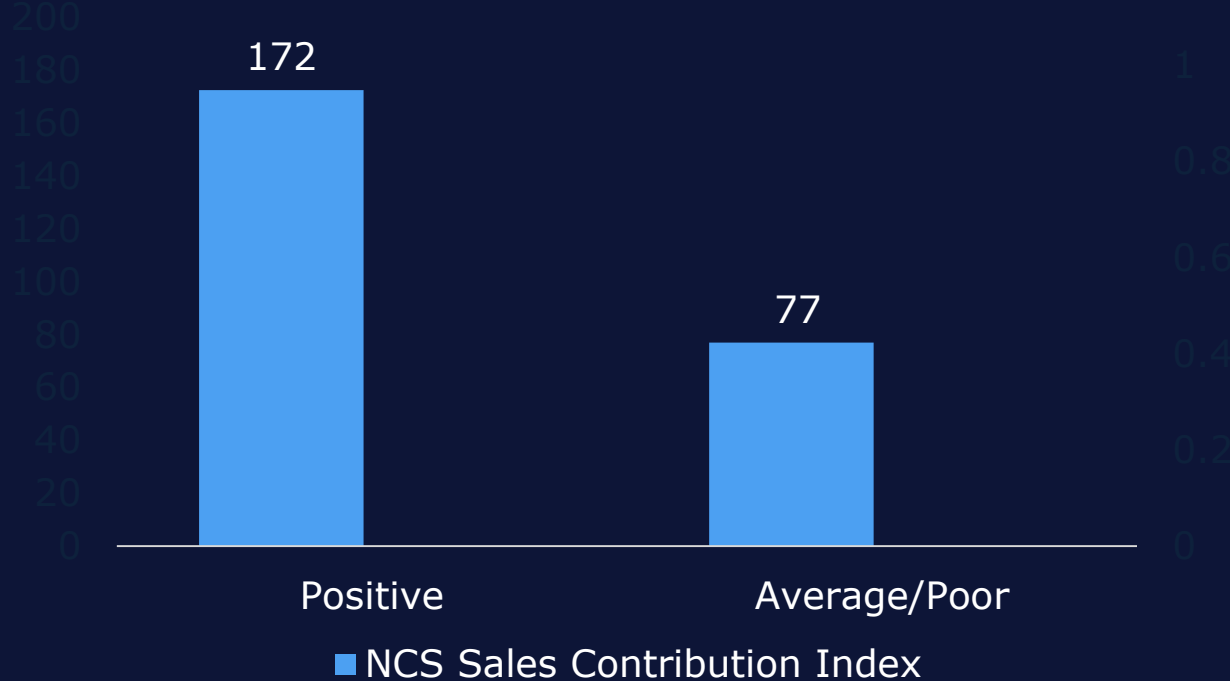
**Attention: To what extent did this commercial make you feel...
"It got my attention"**



Source: NCS Viewability Project with Moat Metrics Q2'16 , Ace Metrix

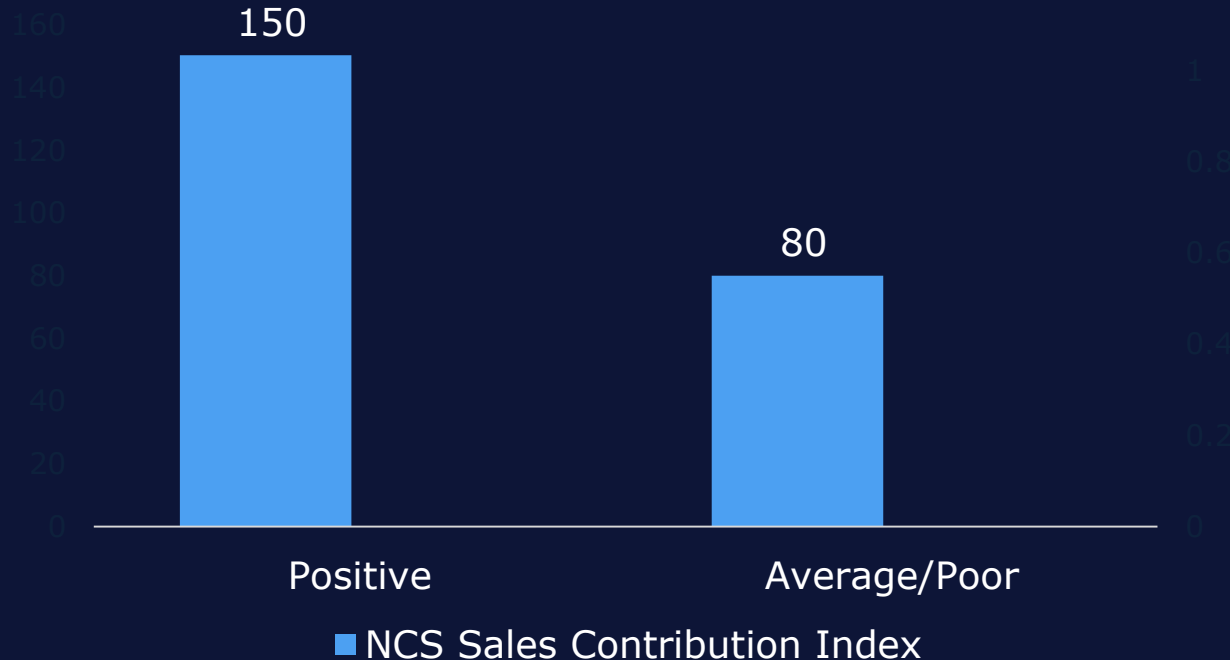
Likeable Creative creates a path to purchases

**Likeability: To what extent did this commercial make you feel...
"I like this ad"**



Desire proves to tie to driving purchase occasions

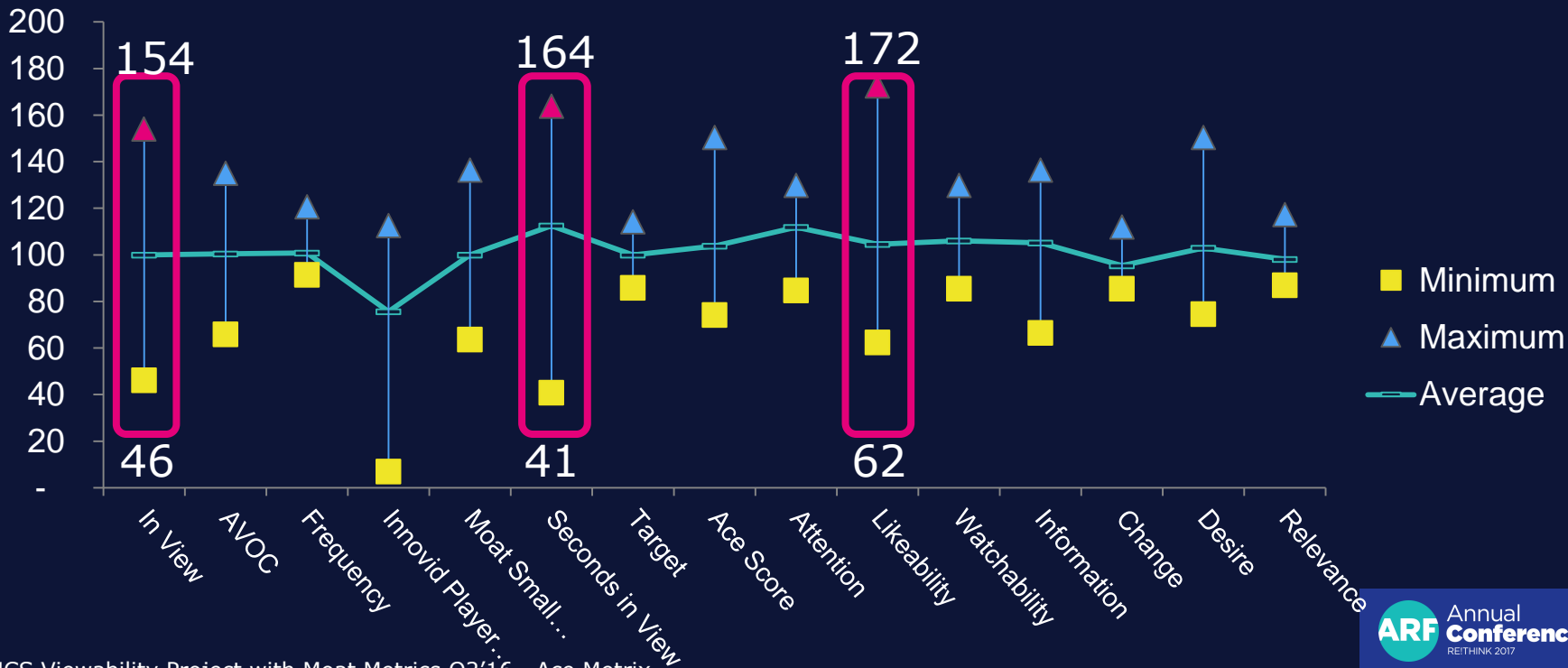
**Desire: To what extent did this commercial make you feel...
"I want that! (whatever you think the commercial is about)"**



Source: NCS Viewability Project with Moat Metrics Q2'16 , Ace Metrix

Duration of In-View and *Likeability* show the highest propensity to drive sales

Attribute NCS Sales Contribution Index Variation



Source: NCS Viewability Project with Moat Metrics Q2'16, Ace Matrix

Driving Digital Video Effectiveness in 2017

- 1 As OLV investments increase, and ROIs remain challenged, Kellogg, together with our media partner Starcom, can now prioritize the KPIs that are the most closely linked to driving sales & are worth paying for
- 2 More granular in-view minimums are needed & they should be customized to the format of delivery
- 3 Kellogg will continue learning on OLV, including KPIs specific to device, creative type & creative length