



# VTERB Media Committee Q1 & Q2 FY15 Review

# Agenda



- Q1 Quit Tips & Quit Partners Media Post Buy Review
- Q2 Quit Tips Media Campaign
- Q2 Quit Partners Media Campaign
- CounterBalance Spring Media



# Three E's in MEASUREMENT

## Exposure

Opportunity for the brand message to be seen/heard

GRPS  
Impressions  
Reach &  
Frequency

## Engagement

Level of consumer involvement (emotional/physical)

Awareness  
Likeability  
Interaction Rates  
Actions Taken

## Effect

Impact on specific marketing goals

Lift on KPI metrics  
Conversion by channel

# Quit Tips Q1 2015 Media Overview

**A TIP FROM A  
FORMER  
SMOKER**



# Quit Tips Q1 2015 Media Plan

- **Timing**

12/29/2014 – 2/8/2015

- **Target Audience**

Adults 25-34

- **Media Tactics**

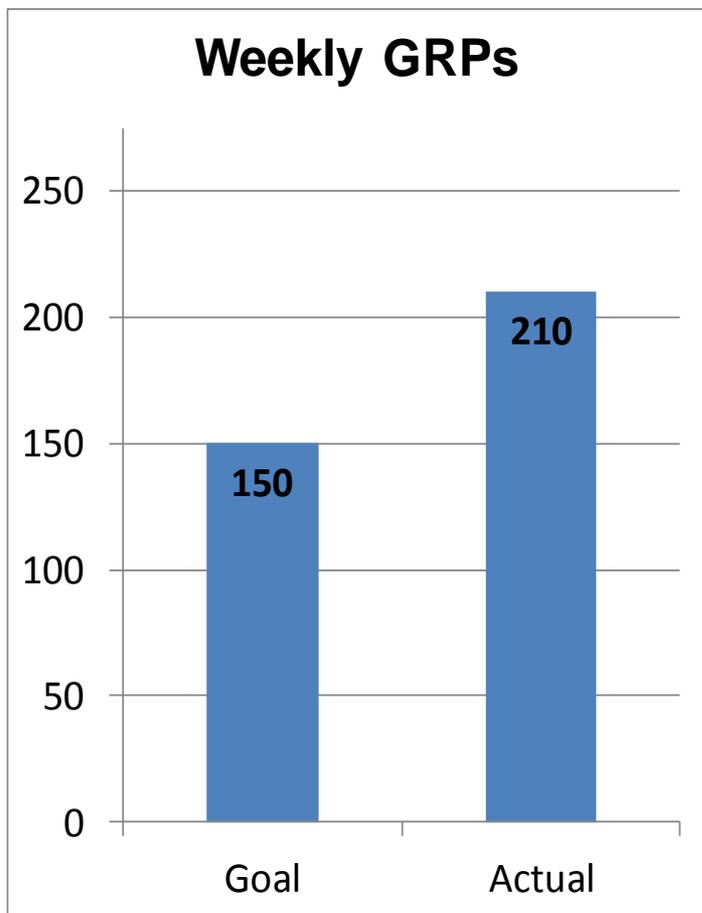
Television – every other week  
Online – consistent 6 weeks

- **Media Expenditure**

\$66,159



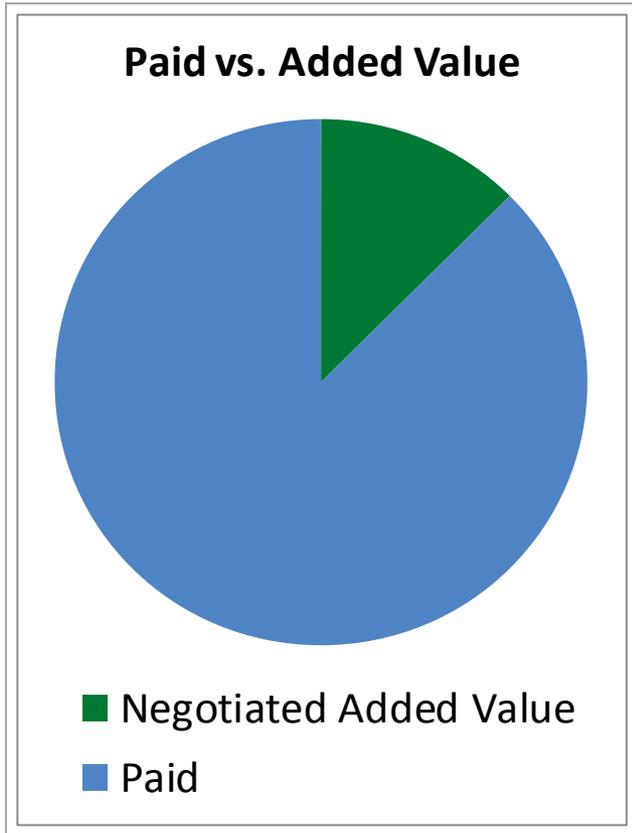
# Quit Tips Q1 – Campaign Exposure



**Reach:** 89.5 % of target  
**Frequency:** 7.1 times  
**Impressions:** 987,000



# Quit Tips Q1 – Campaign Exposure



TV Spots: 3,351

No Charge: 1,301 spots

Additional **15%** or  
**\$7,615 worth** in added value



# Quit Tips Q1 – Campaign Exposure

A TIP FROM A  
**FORMER  
SMOKER**



**“Super Bowl XLIX the most watched broadcast in U.S. TV history.” \***

- ❑ Quit Tips Spot aired: 8:04 pm
- ❑ Estimated rating locally: 74.47grps A18-34\*\*



# Quit Tips Q1 – Engagement Highlights

	<p><b>Geo Areas of most engagement</b></p> <ol style="list-style-type: none"> <li>1. Brattleboro</li> <li>2. Rutland</li> <li>3. Barre</li> <li>4. Newport</li> <li>5. St. Albans</li> </ol>	<p><b>Impressions: 162,872</b>  <b>Clicks: 1,065</b></p> <p><b>Only pay for clicks</b></p>
	<p><b>Top performing Interests/sites</b></p> <ol style="list-style-type: none"> <li>1. Gossip/Tabloid News</li> <li>2. Outdoors</li> <li>3. TV Sci-Fi Fantasy/Comedies</li> <li>4. Action &amp; Adventure Movie Fans</li> <li>5. Trucks</li> </ol>	<p><b>Impressions: 235,205</b>  <b>Completion rate: 14.33%</b>  <b>Clicks: 860</b></p> <p><b>Only pay for completion or clicks</b></p>
	<p><b>Top performing Genre</b></p> <ol style="list-style-type: none"> <li>1. Action &amp; Adventure</li> <li>2. Comedy</li> <li>3. Drama</li> <li>4. Reality &amp; Gameshows</li> </ol>	<p><b>Impressions: 122,771</b>  <b>Completion Rate: 98%</b>  <b>Clicks: 216</b></p> <p><b>Payment based on CPM</b>  <b>Spots ran before and mid content</b></p>
	<p><b>SuperBowl - NBC LIVE Streaming</b></p> <p><b>Video and Banner ads</b></p>	<p><b>Impressions: 16,333</b>  <b>Clicks: 13</b></p> <p><b>Payment based on flat rate</b>  <b>Spots ran pre- and in-game</b></p>

# Quit Partners Q1 2015 Media Overview





# Quit Partners Q1 2015 Media Plan



- **Timing**

12/29/2014 – 2/8/2015



- **Target Audience**

Adults 25-34

- **Media Tactics**

Television – every other week  
starting 1/5/15

Online – consistent 6 weeks

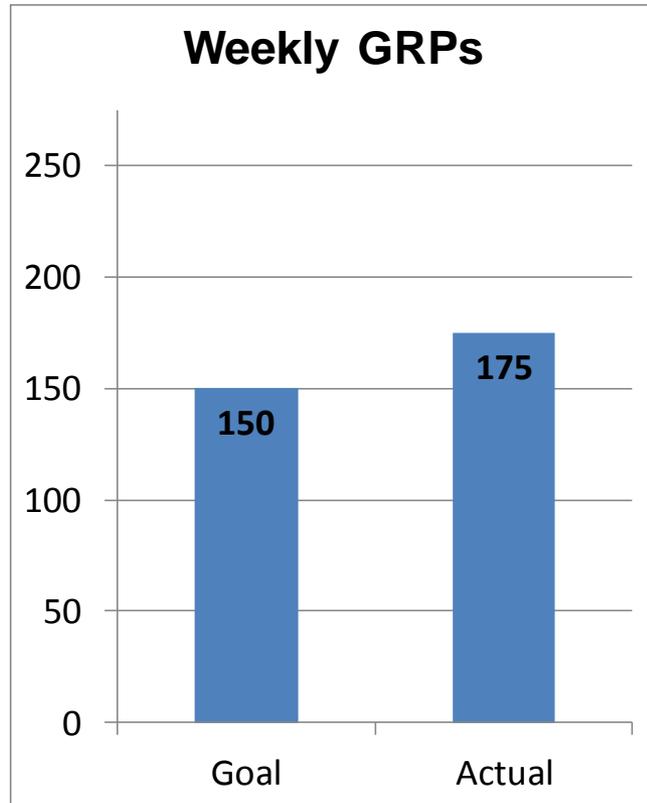


- **Media Expenditure**

\$33,500



# Quit Partners Q1 – Campaign Exposure



**Reach: 84% of target**  
**Frequency: 6 times**  
**Impressions: 825,000**



# Quit Partners Q1 – Campaign Exposure



TV Spots: 2,121  
 Added Value: 686 spots

Additional **16%**  
 or **\$4,005** in added value





# Quit Partners Q1 – Engagement Highlights



	<p><b>Geo Areas of most engagement</b></p> <ol style="list-style-type: none"> <li>1. Burlington</li> <li>2. St. Albans</li> <li>3. South Burlington</li> <li>4. Newport</li> <li>5. Montpelier</li> </ol>	<p><b>Impressions: 286,545</b>  <b>Clicks: 1,685</b></p> <p><b>Only pay for clicks</b></p>
	<p><b>Top performing Interests/sites</b></p> <ol style="list-style-type: none"> <li>1. TV Sci-Fi Fantasy/Comedies</li> <li>2. Rock Music</li> <li>3. Trucks &amp; SUV's</li> <li>4. Action &amp; Adventure Movie Fans</li> <li>5. Military</li> </ol>	<p><b>Impressions: 153,026</b>  <b>Completion Rate: 20.32%</b>  <b>Clicks: 624</b></p> <p><b>Only pay for completion or clicks</b></p>
	<p><b>Genre Targeting</b></p> <ol style="list-style-type: none"> <li>1. Drama</li> <li>2. Action &amp; Adventure</li> <li>3. Reality TV</li> <li>4. Comedy</li> </ol>	<p><b>Impressions: 76,577</b>  <b>Completion Rate: 97.7%</b>  <b>Clicks: 130</b></p> <p><b>Payment based on CPM</b>  <b>Spots ran before and mid content</b></p>
	<p><b>SuperBowl -- NBC LIVE Streaming</b></p> <p><b>Video and Banner ads</b></p>	<p><b>Impressions: 8,169</b>  <b>Clicks: 3</b></p> <p><b>Payment based on flat rate</b>  <b>Spots ran pre- and in-game</b></p>



# Quit Partners Q1 – Engagement



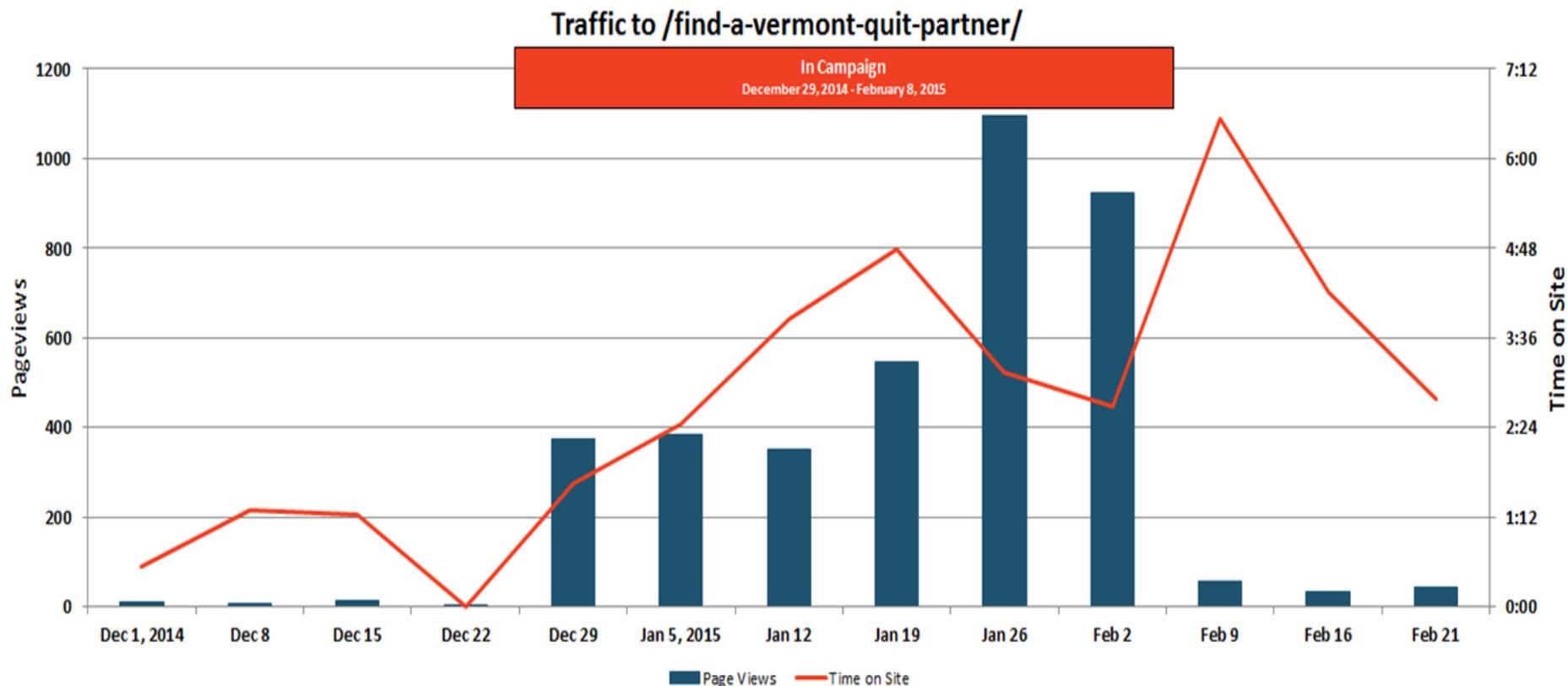
	<b>Top performing Geographic Areas</b>		<b>Time on Site</b>
	1. Rutland		4:53
	2. Morrisville		4:32
	3. Burlington		4:01
	4. Townshend		3:28
	5. Berlin		3:14

**Increased avg. time on page by 147% (1:11 compared to 2:56)**





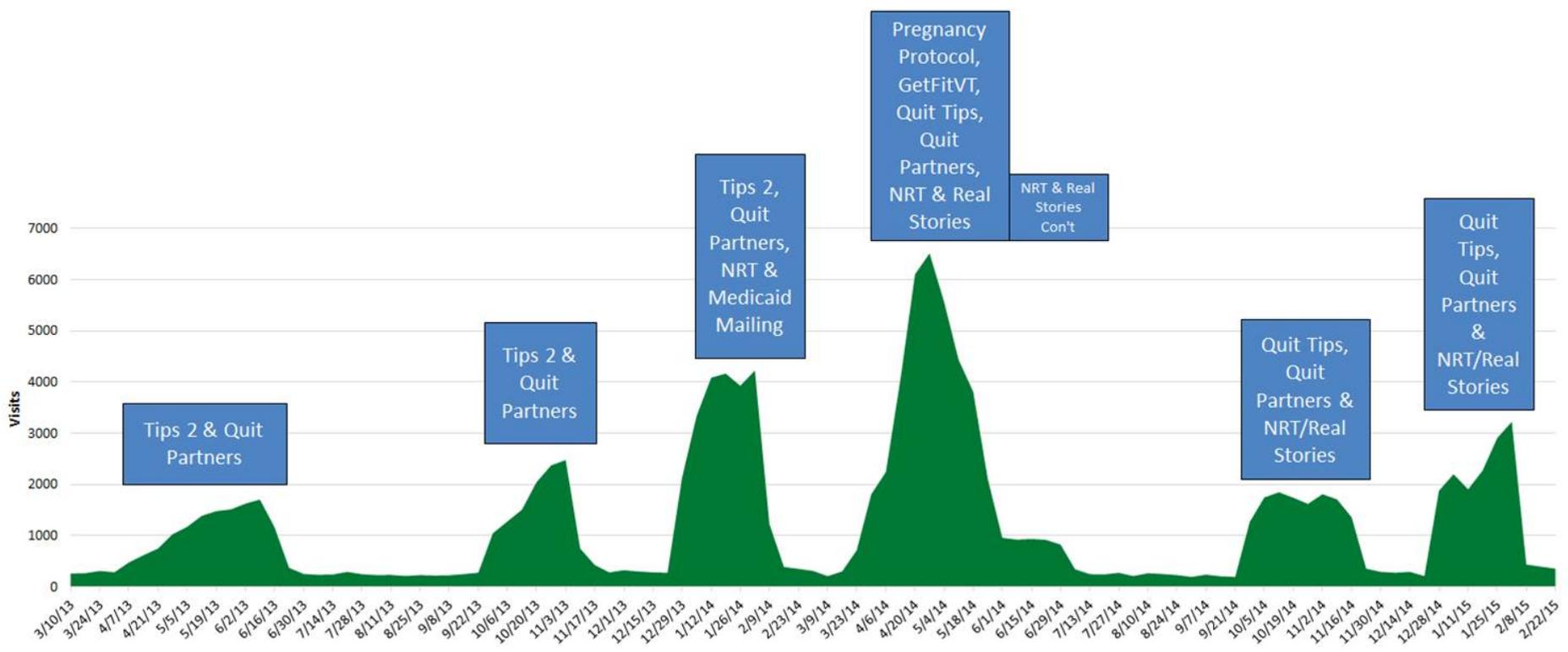
# Quit Partners Website - Engagement



Q1 campaign traffic was driven to interactive map (vs in-person quit help page). Results were an increase in pageviews (↑6,575% from previous 6 weeks) AND increase in time on site.



# Website Visits - Engagement



# Quit Tips Spring 2015 Media Plan

**A TIP FROM A  
FORMER  
SMOKER**

# Quit Tips Q2 Media Plan

## □ **Timing**

4/13/2015 – 5/24/2015  
6 weeks

## □ **Target Audience**

Adults 25-34  
Adults 18-24  
Lower SES  
Skewed slightly male

## □ **Media Tactics**

Television (every other week)  
Online (every week)

## □ **Media Expenditure**

\$60,000

## □ **Goal**

150 Gross Rating Points  
(GRPs) per “on” week



A TIP FROM A  
**FORMER  
SMOKER**

# Amanda's Tip



Vermont Department of Health

# Rose's Tip

A TIP FROM A  
**FORMER  
SMOKER**



Vermont Department of Health

# Terrie's Don't Smoke Tip

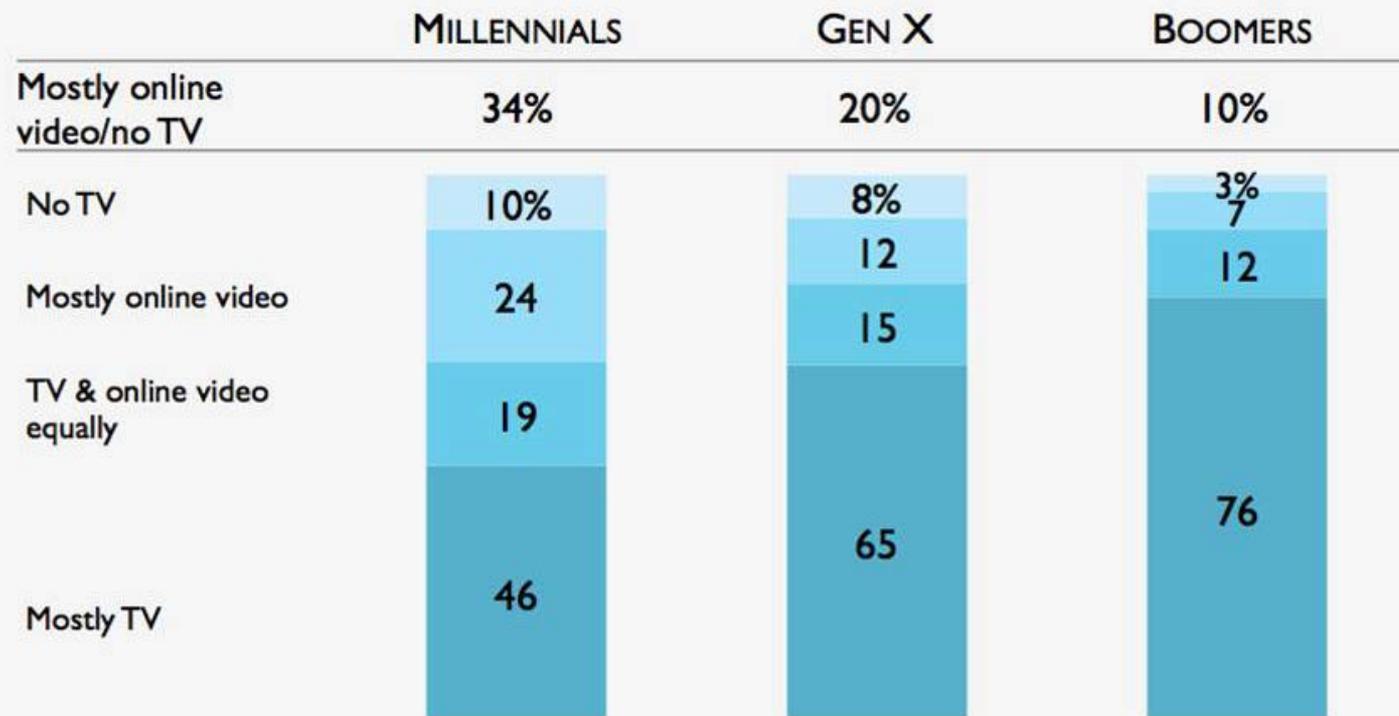
A TIP FROM A  
**FORMER  
SMOKER**



Vermont Department of Health

# Television & On-line Usage

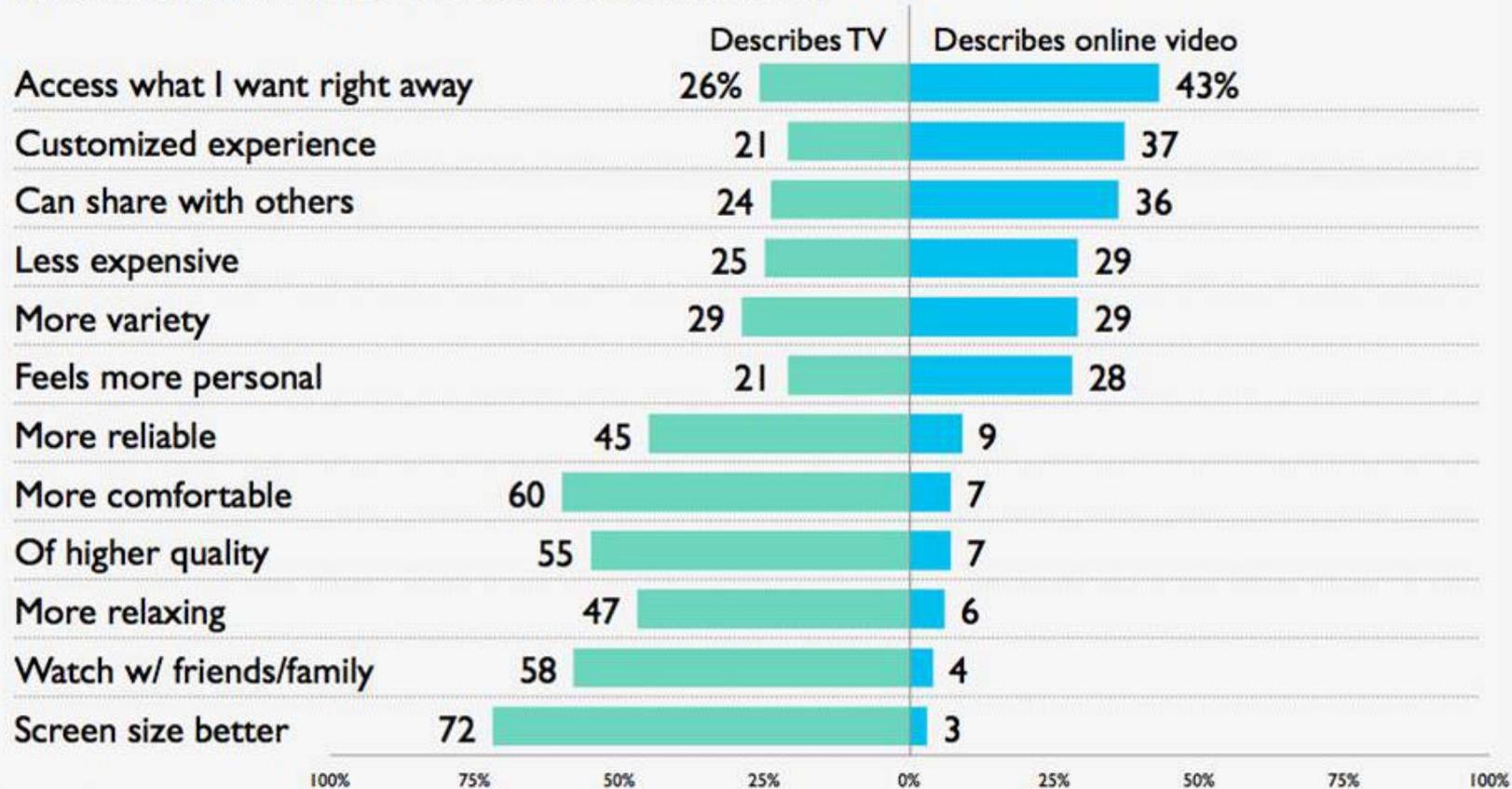
COMPARISON OF BROADCAST TELEVISION AND ONLINE VIDEO USE



Base: Qualified Millennials (18-34), n=982; Gen X (35-49), n=739; Boomers (50+), n=623  
 Source: 2013 New York Times Video Study

# Television & On-line Usage

## REASONS FOR WATCHING TELEVISION VS. ONLINE VIDEO



Base: Watch TV  
Source: 2013 New York Times Video Study

# Television Local Research

		INDEX AVERAGE BY DEMO					
	Total # Episodes	A1834	M1834	A2534	M2534	HHI 0-19K	HHI 0-29K
<b>Program Title</b>							94
<b>The Big Bang Theory</b>	29	108	109	108	109	95	99
<b>Hell's Kitchen</b>	16	<b>110</b>	<b>125</b>	<b>111</b>	<b>129</b>	<b>101</b>	<b>98</b>
<b>The Simpsons</b>	23	111	106	112	104	96	100
<b>Revenge</b>	15	<b>107</b>	<b>103</b>	<b>110</b>	<b>103</b>	<b>100</b>	<b>101</b>
<b>The Voice</b>	33	<b>101</b>	<b>101</b>	<b>102</b>	<b>104</b>	<b>103</b>	<b>101</b>
<b>Family Guy</b>	46	112	106	111	105	92	97

- Based on Rentrak Data from April, May, November & December 2014 & January 2015
- Burlington Plattsburgh DMA

# Quit Tips Q2 Estimated Media Exposure

## Television

### □ Broadcast

- CBS, NBC, ABC, FOX

### □ Cable

- ▣ Eight Zones with emphasis on Bennington, Windham & NEK
  - DISC- Moonshiners
  - FX- Archer
  - A&E- Wahlburgers, Storage Wars
  - FOOD- Diners, Drive-ins, and Dives
  - CMDY- Tosh.o
  - HIST- Counting Cars



## Digital

### □ Facebook

- Geo & Demo Targeting

### □ YouTube

- Geo, Demo & Interest Targeting
  - Country Music Fans
  - Rock Music Fans
  - Hunting/shooting
  - Gossip/Tabloid News

### □ CSV+

- Geo, Demo, & Behavioral Targeting
  - Hunting/Fishing
  - Outdoor Recreation
  - Trucks and Cars
  - Entertainment
  - Celebrity Gossip News

# Quit Tips Q2 – Campaign Exposure



COMCAST SPOTLIGHT VIDEO



- ❑ Commercials run before or during content - never after
- ❑ Above the scroll or user initiated video plays only
- ❑ Gaming sites
- ❑ Mobile apps
- ❑ Live streaming
- ❑ On-demand programs from cable and broadcast networks

# Quit Tips Q2 – Campaign Exposure

Media	Spend	GRPs	Reach / Frequency
		A25-34	A25-34
Television	\$49,008.80	522.8	82.3% / 4.0
Digital	\$10,884.00	333.2	87.9% / 6
<b>Total</b>	<b>\$59,892.80</b>	<b>662.1</b>	<b>91.4% / 7.2</b>

# Quit Partners Spring 2015 Media Plan



# Quit Partners Q2 Media Plan

- **Timing**  
4/13/2015 – 5/24/2015  
6 weeks
- **Target Audience**  
Adults 25-34  
Adults 18-24  
Lower SES  
Skewed slightly male
- **Media Tactics**  
Television (every other week)  
Online (every week)
- **Media Expenditure**  
\$38,000
- **Goal**  
150 Gross Rating Points  
(GRPs) per “on” week

# Quit Partners Q2 – Campaign Exposure

## Television

### Broadcast

- ▣ CBS, NBC, ABC, FOX

### Cable

- ▣ Eight Zones with emphasis on Bennington, Windham & NEK
  - DISC- Moonshiners
  - FX- Archer
  - A&E- Wahlburgers, Storage Wars
  - FOOD- Diners, Drive-ins, and Dives
  - CMDY- Tosh.o
  - HIST- Counting Cars



## Digital



- ▣ Geo & Demo



- ▣ Geo, Demo & Interest



- ▣ Geo, Demo & Genre

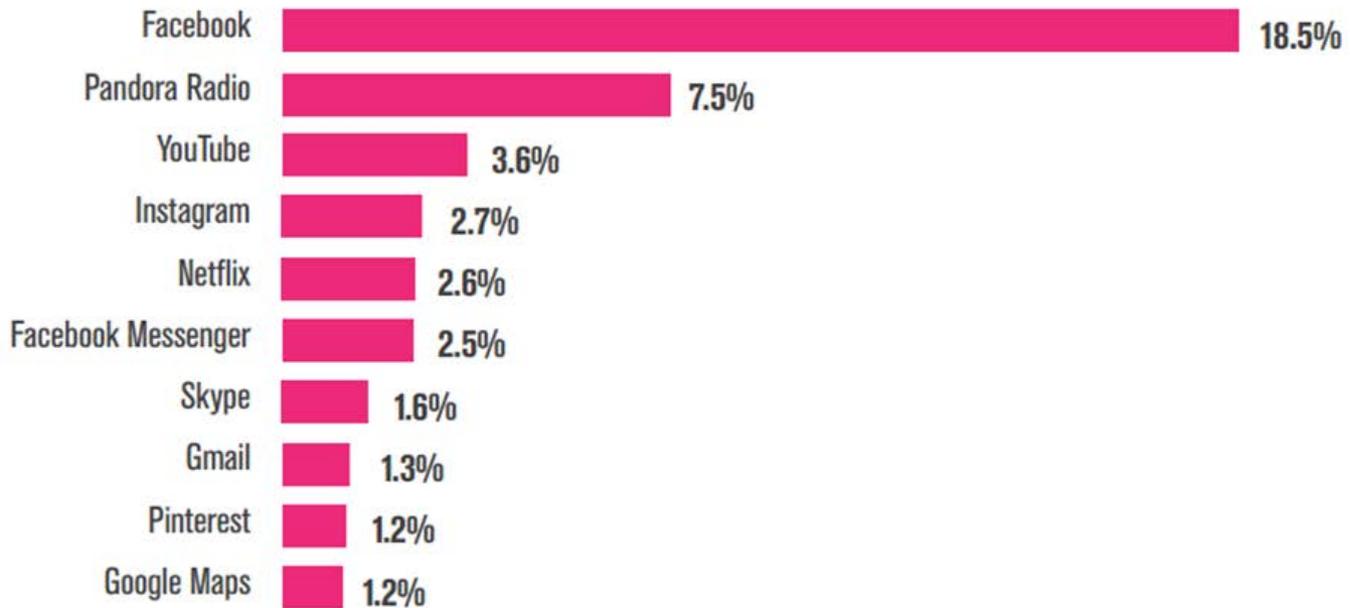


# Digital Usage

## Share of Mobile App Time Spent

Source: comScore Mobile Metrix, U.S., June 2014

Age 25-34



# Quit Partners Q2 – Campaign Exposure



Media	Spend	GRPs	Reach / Frequency
		A25-34	A25-34
Television	\$22,687	220	70.0% / 3.1
Digital	\$15,111	315.8	66.6% / 4.7
<b>Total</b>	<b>\$37,789</b>	<b>414.9</b>	<b>78.7% / 5.3</b>

# CounterBalance Spring 2015 Media Plan



Vermont Department of Health



# CounterBalance Spring Media Plan

## □ **Objective**

Educate parents of the impact POS tobacco advertising has on children's perceptions of tobacco and likelihood they will eventually use tobacco

## □ **Target Audience**

Adults 25-49

Parents of Grade School/Tweens

Educated/Upper HHI

## □ **Timing**

5/4/2015 – 6/27/2015 (8 weeks)

## □ **Media Tactics**

Television (every other week)

Online (every week)

## □ **Media Expenditure**

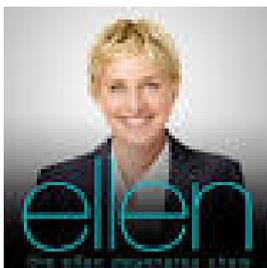
\$48,000

## □ **Goal**

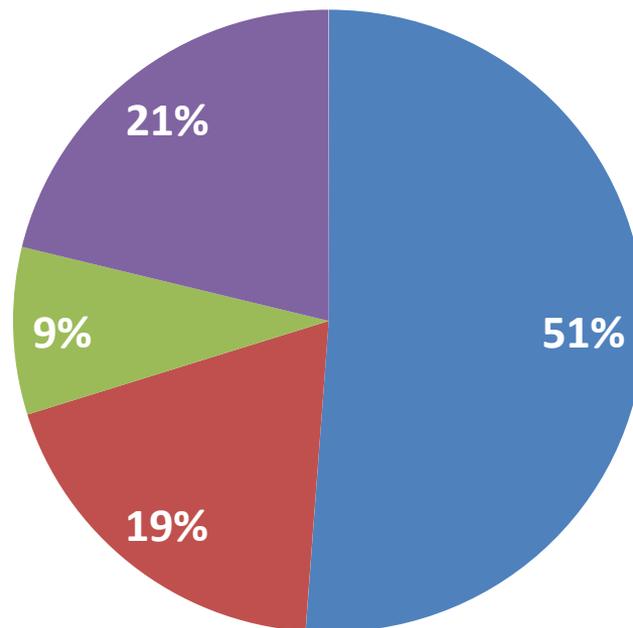
100 Gross Rating Points (GRPs) per week

# CounterBalance – Campaign Exposure

## TV



## Daypart Placement



- Prime Time
- News
- Prime Access
- Other

# CounterBalance – Campaign Exposure

COUNTER  
BALANCE



Interests e.g.

- Savvy Parents
- Children's Apparel
- Family Vacationers
- Family Television Fans



Demo, Geo, Behavioral Targeting e.g.

- Xfinity
- HULU
- News
- Family Entertainment
- On demand cable and broadcast programming



# CounterBalance – Campaign Exposure



Media	Spend	GRPs	Reach / Frequency
		A25-49	A25-49
Television	\$40,919	429.2	84.1% / 5.1
Digital	\$7,111	302.4	57.6% / 5.2
<b>Total</b>	<b>\$48,030</b>	<b>507.8</b>	<b>76.9% / 6.6</b>

Thank you  
VTERB Media  
Committee!

