



TVNZ OnDemand grows campaign effectiveness like no other online video channel.

In today's fractured media landscape with audiences fragmenting more than ever, it can be hard to know where to place your media spend to get the best bang for your buck.

Analysing data from 10 studies conducted over the past 5 years, we've got solid evidence that proves how effective TVNZ OnDemand is, especially when combined with broadcast TV.

The studies covered a range of sectors with rigorous independent analysis of various media combinations.

- > Retail
- > FMCG new product launch
- > Automotive
- > Banking
- > Telco
- > QSR
- > Not Beersies
- > FMCG
- > Consumer Electronics
- > Financial Services



Broadcast TV



Online Video



Digital Display



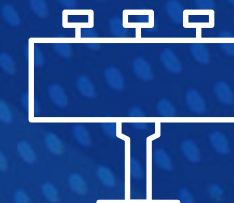
Radio



Print



Press



OOH



Social Media

In our research we assessed the:

- > effectiveness of the media mix
- > impact on campaign objectives
- > impact of using multiple channels
- > and the effectiveness of the creative execution.

Research design

10 case studies



Online Survey



Mobile friendly scripting



Proprietary AdEffect and AdEval methodologies

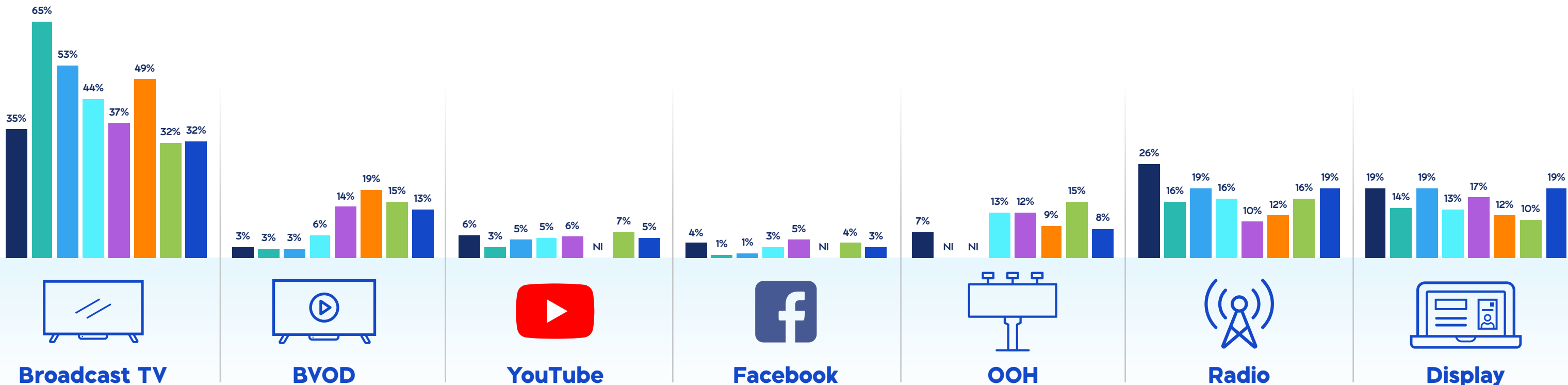
To measure the campaign's media mix and creative effectiveness

5 years of robust analysis shows the impact of BVOD across the campaigns grew significantly compared with other channels.

Share of campaign recall

- Consumer electronics
- Automotive
- Financial services
- QSR
- FMCG new product launch
- Retail
- Telecommunications
- SME finance

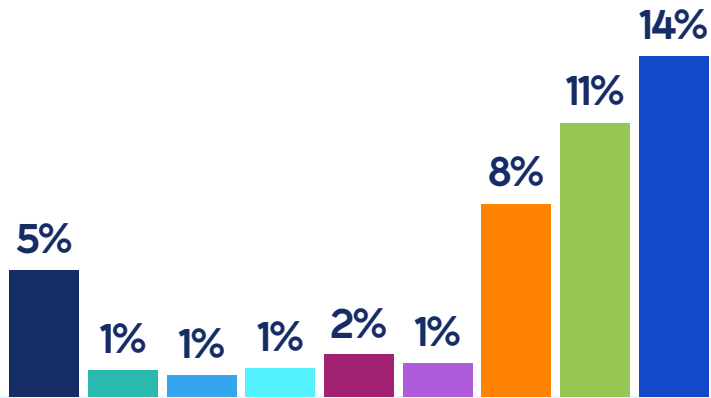
Jul 2015
↓
Dec 2019



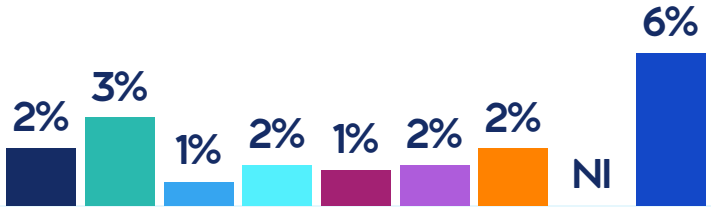
Notes: FMCG excluded due to a limited number of key media channels used

As TVNZ OnDemand weekly reach has grown, so has its ability to deliver more incremental reach to a campaign.

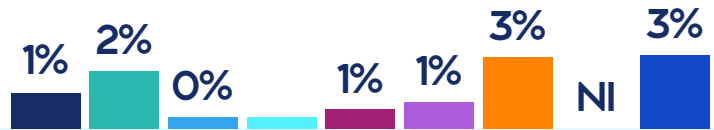
Marginal reach in awareness
(% recall online video channel and do not recall TV)



BVOD



YouTube

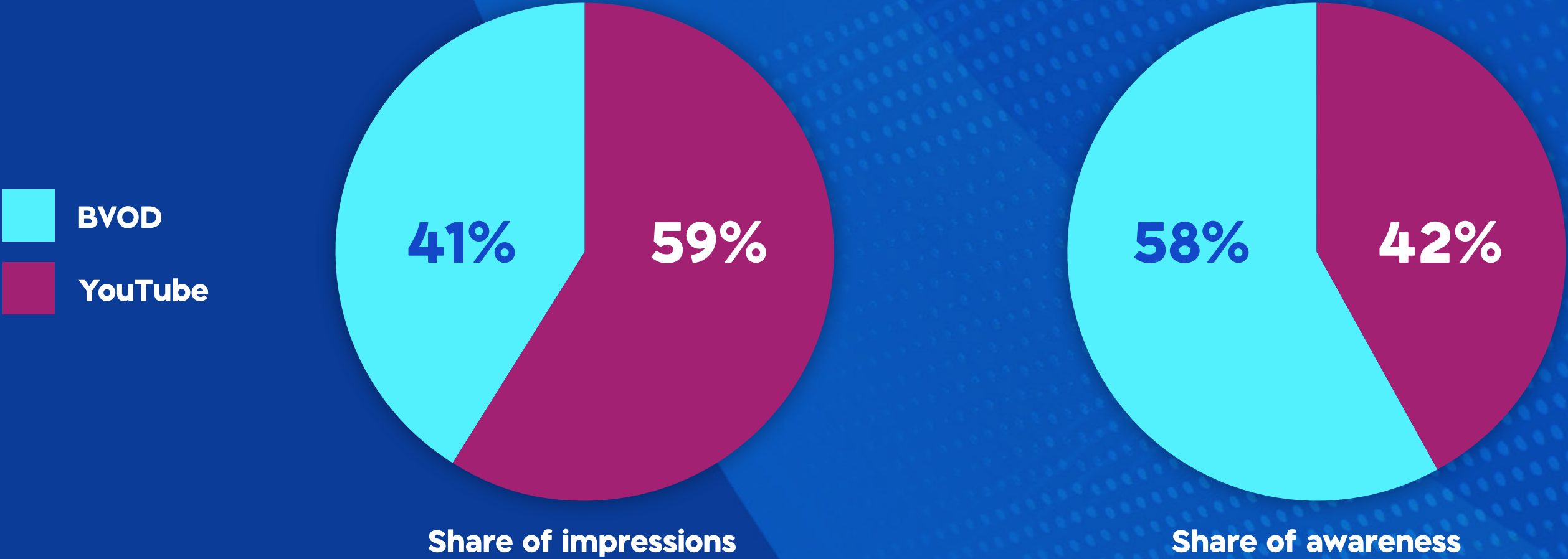


Facebook


Notes: FMCG excluded due to a limited number of key media channels used

BVOD works far harder than YouTube, giving more awareness from fewer impressions.

BVOD vs YouTube share of awareness and share of impressions



Notes: Includes Consumer electronics, Automotive, QSR, FMCG, FMCG new product launch, Telecommunications, SME Finance.
FMCG excluded due to no YouTube usage.
Financial services excluded as insufficient detail to breakdown video vs display YouTube impressions.
Facebook not included as insufficient detail to breakdown video vs display impressions.

A woman with dark hair, wearing large white headphones, is looking intently at a tablet computer. She is wearing a yellow top. The background is a blurred indoor setting with blue lighting. The text is overlaid on the left side of the image.

Always remember: BVOD is **NOT the same as YouTube and Facebook video... always (and let's not even try to compare them to TV).**

It's proven that BVOD advertising drives attention and sales.

BVOD advertising is 100% viewable, 100% of the time, driving more overall attention and sales. In fact, ads that fill the entire screen generate **TWICE** the sales impact as ads that only cover half of it.

Source: Professor Karen Nelson-Field, Benchmark Series - Viewability; 3 important questions to ask that will change the way you buy media.

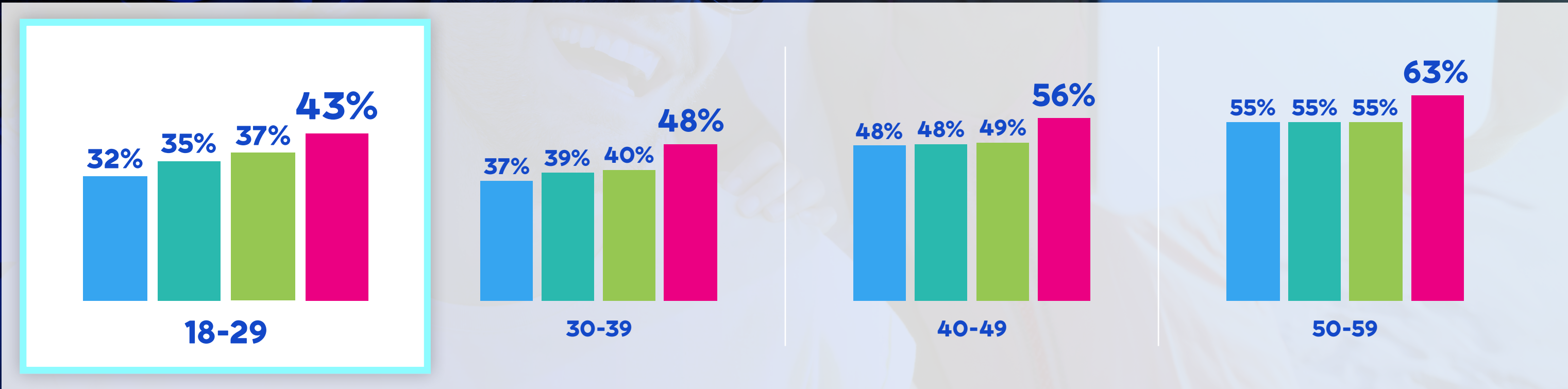
The studies also showed that when combined with broadcast TV, BVOD proves to be a valuable media choice to get the most incremental reach.



BVOD extends the reach of Broadcast TV across ALL demos and proves to be extremely valuable in getting those so-called 'hard-to-reach' youth audiences.



Total video awareness by channel combinations



Notes: Includes FMCG new product launch, Retail, Telecommunications, SME Finance to align with the step change in BVOD's marginal reach.

The audio visual combination of broadcast TV and TVNZ OnDemand provides superior brand-building potential.

Generic classification of campaign KPI targets

General brand measures

e.g. Awareness, consideration, preference

Average impact of campaign on KPIs
(index, 18-54)⁽¹⁾⁽²⁾⁽³⁾



All Channel Average



Broadcast TV



TVNZ OnDemand

Particularly when used for music streaming, YouTube is often used only with audio, while Facebook video is often used only with video. In both cases, half of the impact of the creative is lost, unlike with TV viewing both offline and online where they are almost always combined as intended.



1. Source: TVNZ AdEffect case study series. 2. Control group (low exposure) = 100. 3. FMCG case study excluded as an outlier.

When combined, broadcast TV and TVNZ OnDemand drive greater impact on targeted brand perceptions as well as specific actions.

Generic classification of campaign KPI targets

Average impact of campaign on KPIs
(index, 18-54)⁽¹⁾⁽²⁾⁽³⁾

Targeted brand perceptions

e.g. Product is available, brand is easy to deal with.

133

123

147

Specific actions

e.g. Visit store, search online

132

127

142

Broadcast TV

TVNZ OnDemand

Broadcast TV +
TVNZ OnDemand

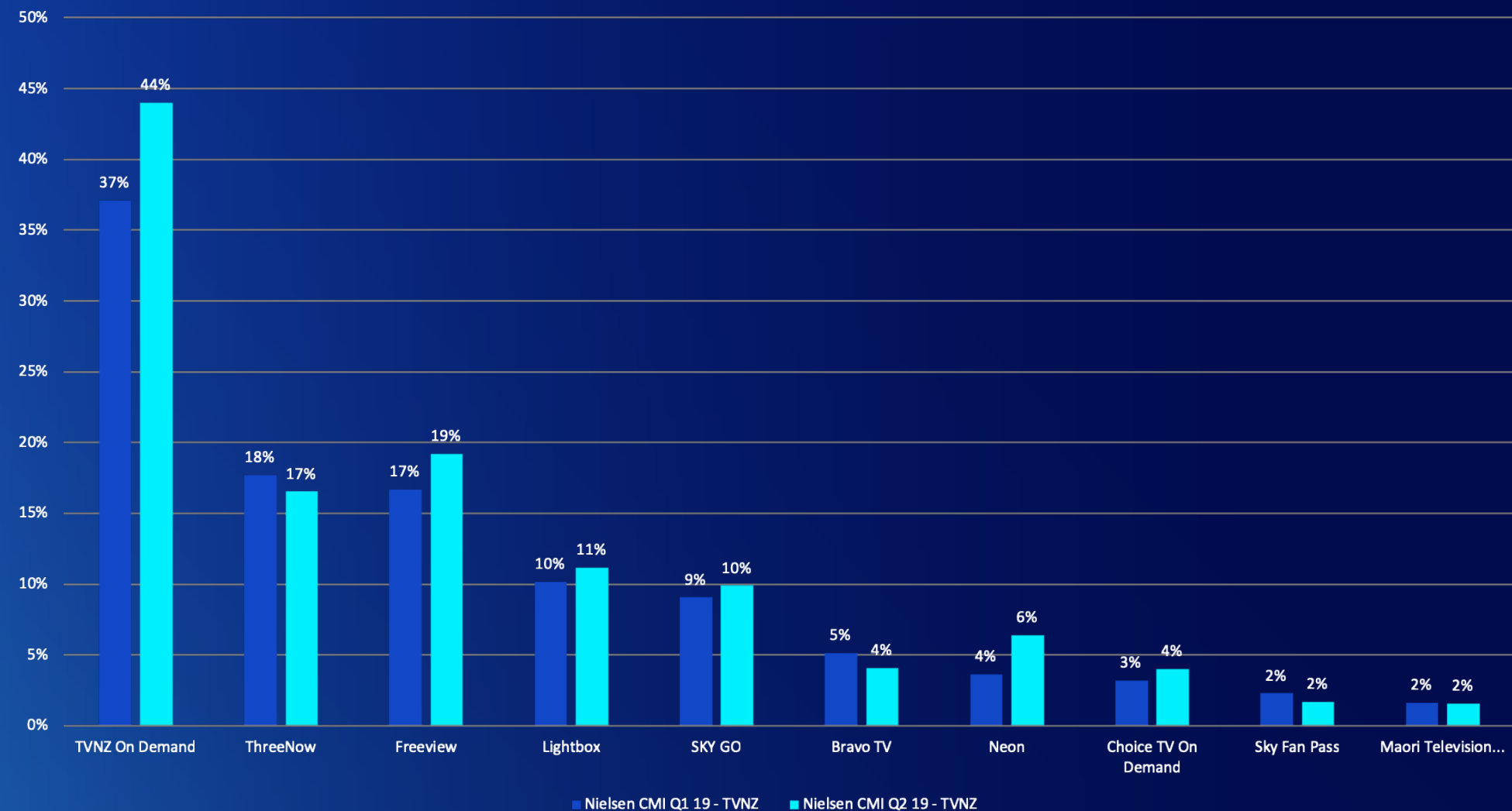
1. Source: TVNZ AdEffect case study series. 2. Control group (low exposure) = 100. 3. FMCG case study excluded as an outlier.

And with TVNZ OnDemand being the biggest BVOD player in NZ, when paired with TVNZ broadcast TV it's the combo that works the hardest for your campaign.

TVNZ OnDemand is the biggest BVOD player in NZ – but don't just take our word for it.

The facts to back this up:

NZ BVOD Market



Source: Nielsen CMI (Q1 & Q2 data). Base: Watched TV/video/movies online last 7 days.



So get in touch to find out more about how you can amplify the effectiveness of your next campaign.