

DCM CROSSMEDIA

How DCM and Millward Brown can help you understand the impact of cinema and other paid media channels on key brand metrics.

In 2017, Digital Cinema Media (DCM) is once again partnering with Millward Brown to offer advertisers the chance to have their campaigns analysed using Millward Brown's CrossMedia methodology and provide a better evaluation of cinema's role within the wider media multimedia mix. This solution allows advertisers access to trusted and unbiased cross-media measurement that will help them better understand how each channel used is working and how best to optimise their media mix going forward.

Millward Brown has already analysed over 100 campaigns for advertisers in the UK and the framework is fast becoming the global industry standard in multi-media brand measurement.

What will DCM CrossMedia analysis provide?

The CrossMedia analysis will calculate the contribution of each

paid media used (for any media which has at least 10% – 15% reach against the specified target audience) on key brand-building metrics including Awareness (brand and comms), Love, Differentiation, Consideration and brand specific measures agreed up front. Recommendations are then created to optimise future campaign spend allocations.

What media channels can be analysed by the CrossMedia methodology?

- Cinema
- Digital Display, Online Video, Video on Demand
- Digital Paid Social
- Newspapers, Magazines and Supplements
- Out-of-Home
- Radio
- TV

Is my campaign eligible?

DCM will be funding select CrossMedia projects across 2017 and these will be available to those advertisers who are investing significantly on cinema.

To be eligible for measurement the campaign must be running for between 4 - 10 weeks with a minimum investment of £250,000 on cinema, and at least two other media (including one other AV channel) being used in the mix. Advertisers must also agree that the results can be made into a branded case study and used by DCM as part of ongoing communications, including publication on the DCM website.

The campaign should be brand-led, preferably a product launch or new brand proposition, and must have a new creative to differentiate itself from previous campaigns.

Meeting this initial feasibility criteria however doesn't guarantee that the campaign will be measured – DCM retains final discretion on which campaigns will be approved for measurement.

How will the process work?

A client's cinema campaign will need to be booked at least six weeks ahead of the launch date to ensure there is enough time for Millward Brown and DCM to collate all the relevant information and complete pre-fieldwork. Please be aware that DCM won't need your cinema creative at this stage, this can be supplied in line with normal guidelines and timings.

If your campaign meets the initial eligibility criteria and is then approved for measurement by DCM a kick-off meeting will be scheduled to allow all parties involved to set the research objectives.

Who needs to be involved in the kick-off meeting?

The kick-off meeting will allow all parties involved to set the objectives for the research. Millward Brown, the DCM research team, DCM account lead, media agency lead and representatives from the advertiser must be present, with other parties (e.g. creative agency) welcome to join too.

Methodology, deliverables and process will be discussed at the meeting and then final sign-off will be needed a minimum of 6 weeks prior to the start of the campaign.

What information needs to be supplied?

The following information is essential and will need to be provided by the media agency, and or client, prior to the project launch:

- ☑ Up to date media plans and channel laydown
- ☑ Copies of any creatives from campaigns that have run in the previous 6 months
- ☑ Details of any audience segmentation currently used by the client
- ☑ A list of brand image statements employed by the client
- ☑ A list of competitors to blind test the brand
- ☑ A detailed online media plan and an ad-ops contact at the media agency so we can implement our tag to measure exposure
- ☑ Final campaign dates and final media plans
- ☑ Copies of campaign creatives as soon as they are available

The following information will need to be delivered once the campaign has finished –

- ☑ Actual campaign delivery – including a detailed list of actual Cinema, TV, Radio spots, Outdoor placements, Online impression volumes etc.
- ☑ Finalised Net Spend figures for each media channel

When is the campaign measured and debriefed?

Initial fieldwork (among 200 respondents) will commence two weeks prior to the campaign launch to gain a zero-exposure base line for modelling.

Interviews will then take place across the campaign (among 600 respondents).

A debrief will be held for all parties involved, 8 weeks after the media data and spend figures have been received.

For more information

If you are interested in finding out more, or would like your campaigns to benefit from Millward Brown CrossMedia analysis, please contact your DCM sales representative, or DCM's Head of Research & Insight, Sarah Dack at sarah.dack@dcm.co.uk.