

# Finding New Ways to Test Digital Advertising on Channel 4

# CHALLENGE METHODOLOGY RESULTS

# CHALLENGE

# METHODOLOGY

# RESULTS



mtm



# ADVANCED DATA SUITE



**DEMOGRAPHIC**

ALL4 DATA



**INTEREST**

ALL4 DATA



**CONTEXTUAL**

ALL4 DATA



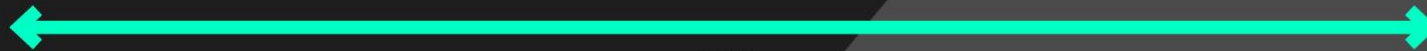
**APPROVED**

ADVERTISER DATA



**BRANDM4TCH**

PARTNER DATA



**BESPOKE**

ALL4 DATA



**SALES**

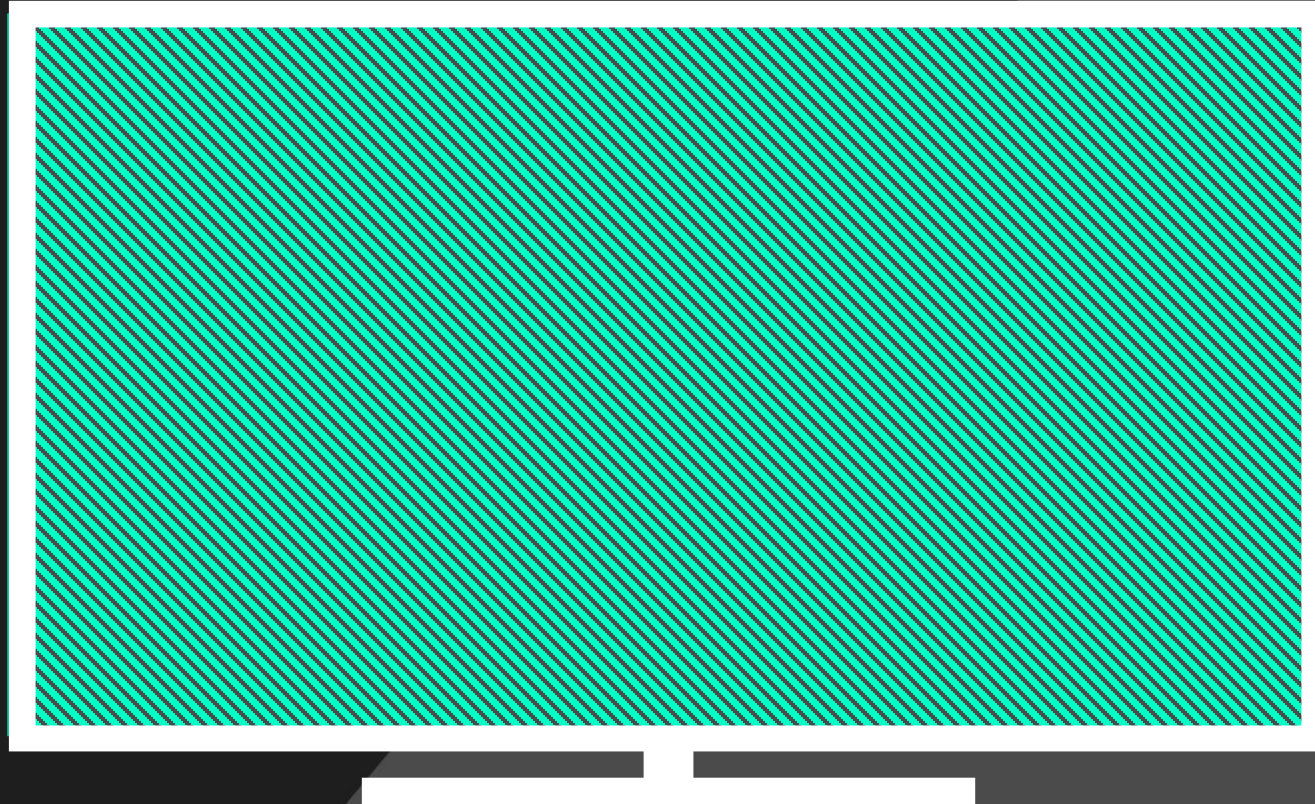


# Methodology



**25 million**

All 4 registered viewers

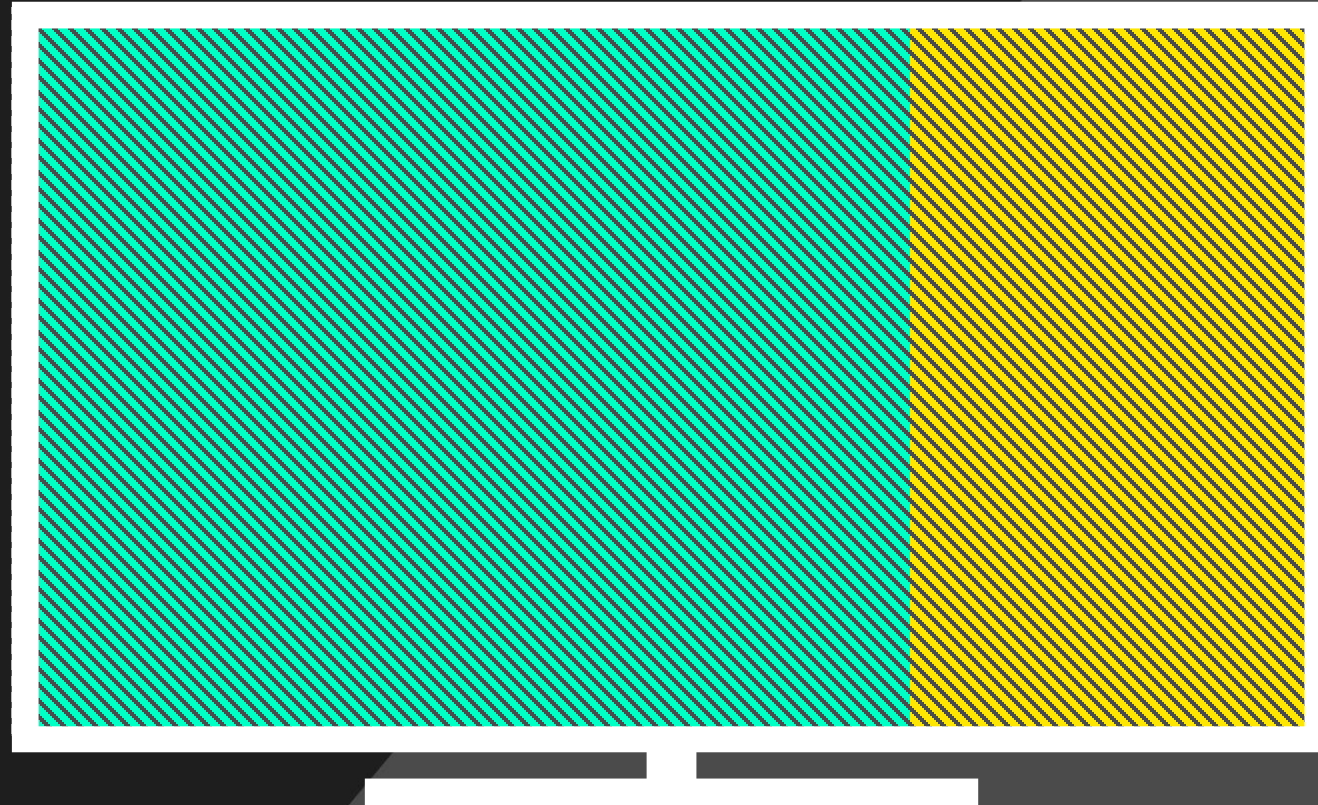


# Methodology



**25 million**

All 4 registered viewers



**dynata™**

**190k**

measurement  
panel



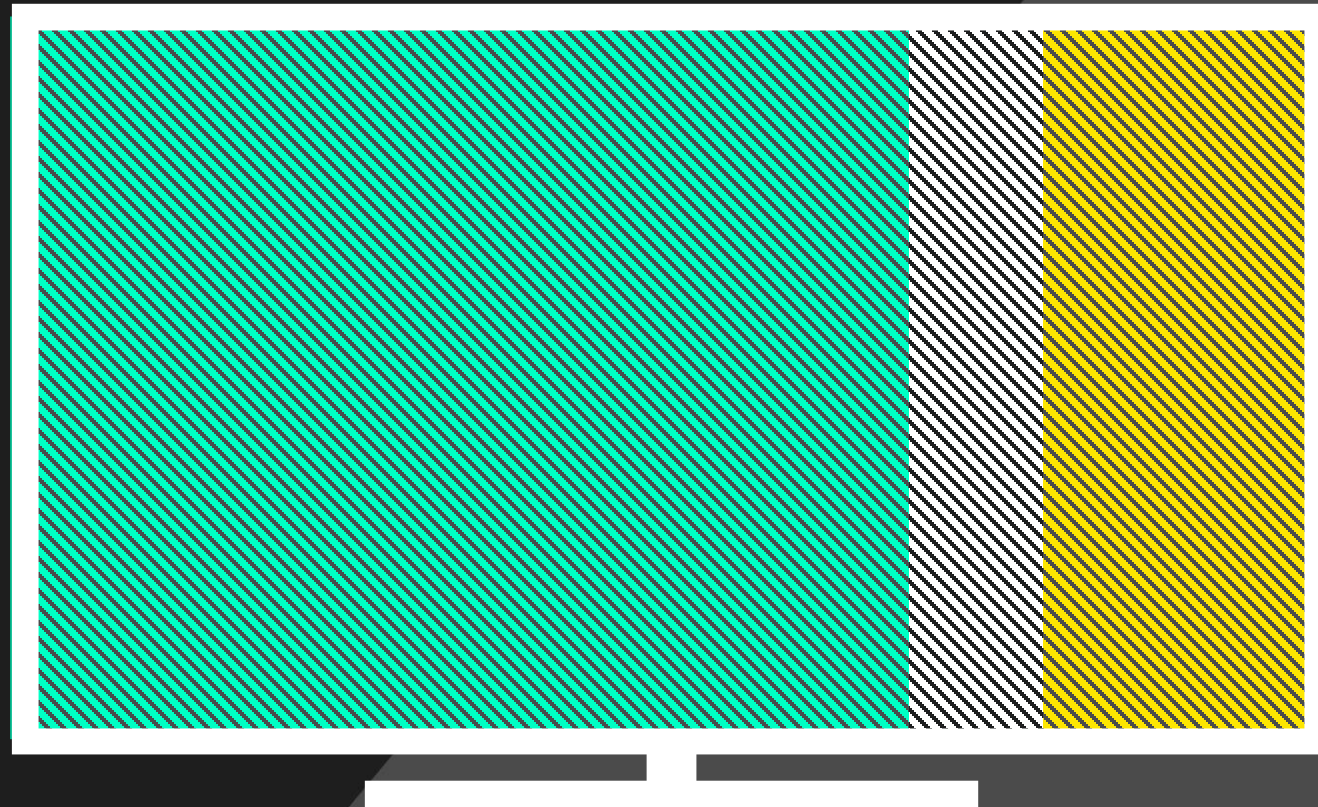
# Methodology

All 4 users exposed to  
campaign



**25 million**

All 4 registered viewers



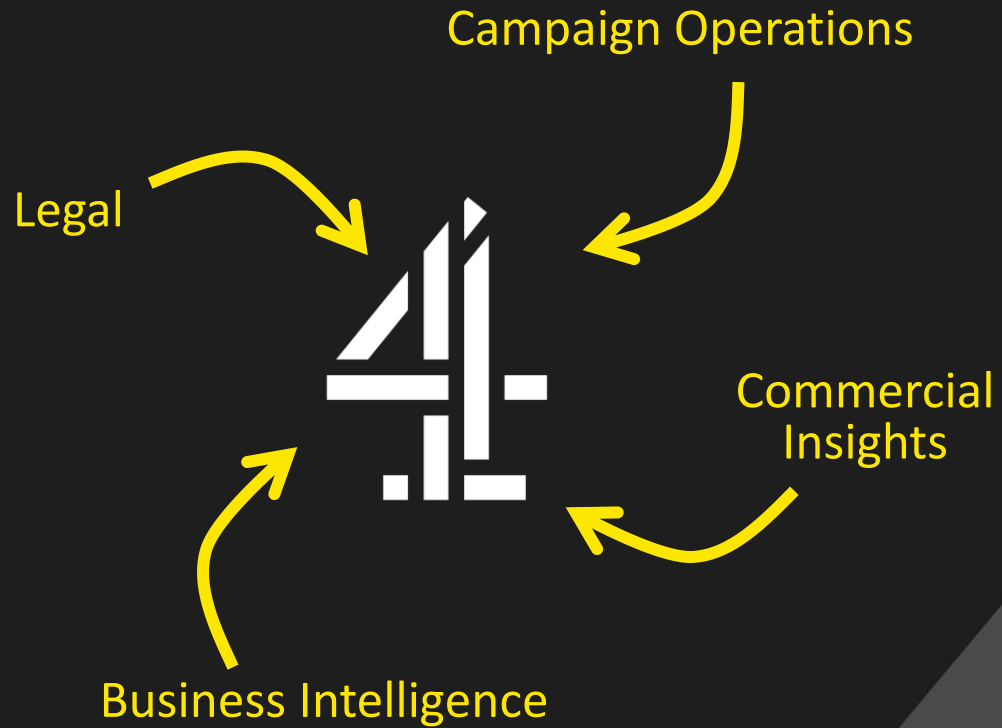
dynata™

**190k**

measurement  
panel



# Parties involved



mtm



dynata™



INFOSUM

 SALES

mtm





CHALLENGE

METHODOLOGY

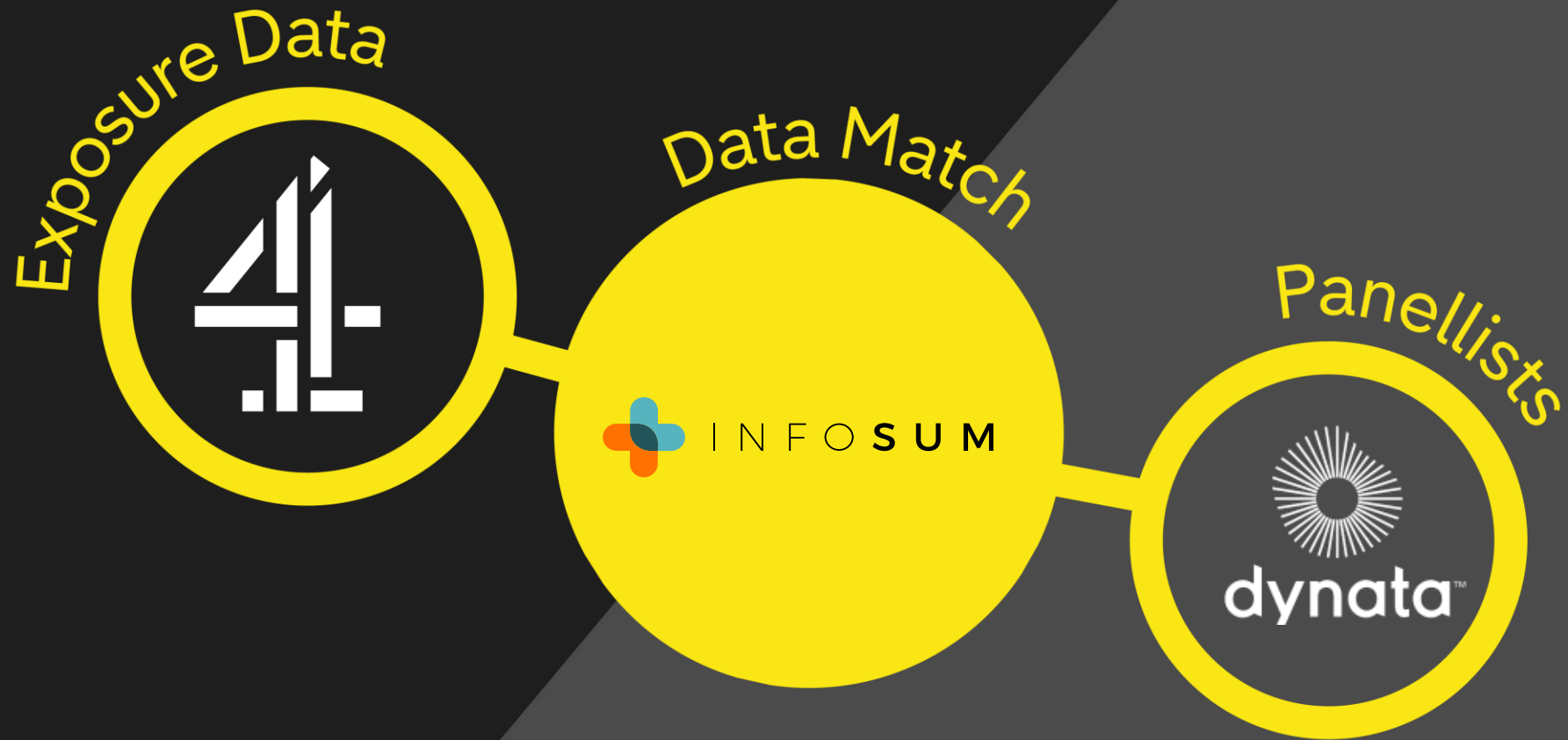
RESULTS



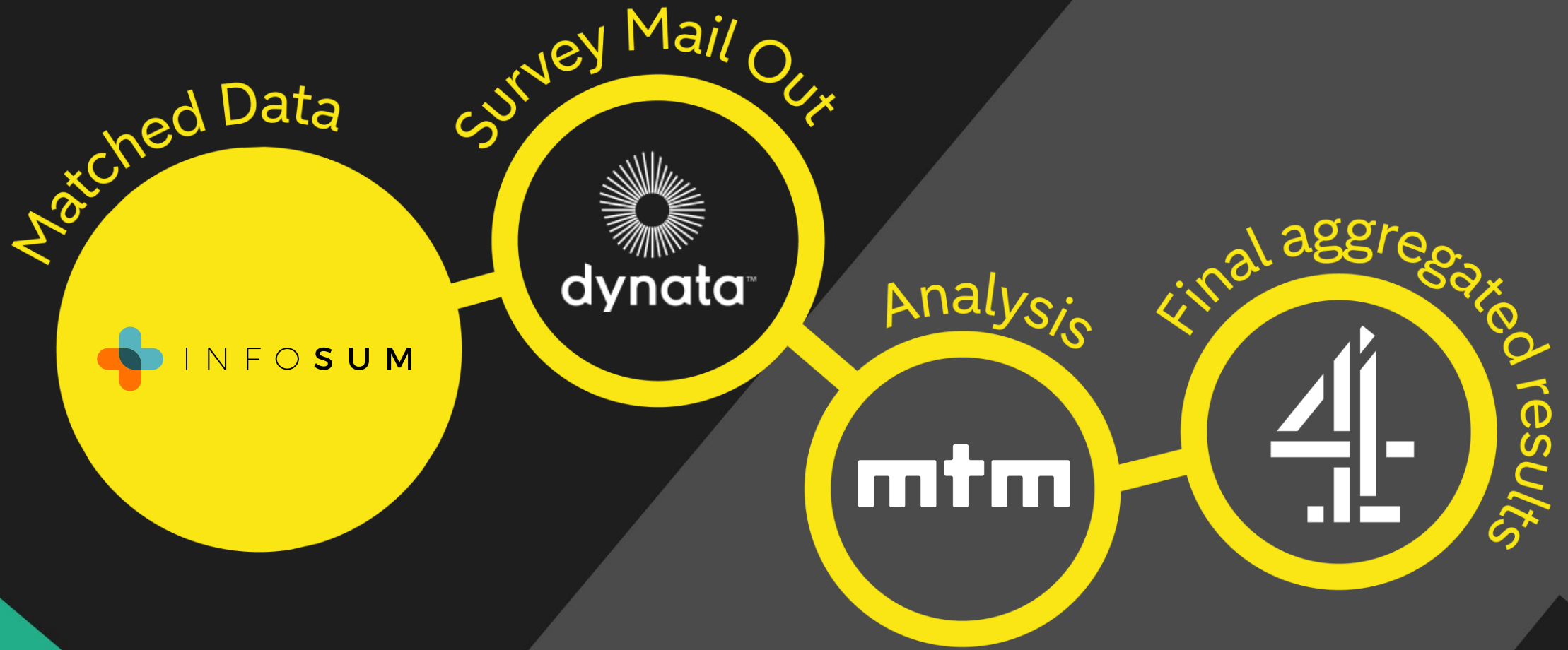
mtm



# Methodology



# Methodology



# Metrics

*Test (exposed)*

**VS**

*Control*

# Effectiveness Metrics

Brand Awareness

Ad Awareness

Consideration

Brand Perception

Media Attribution

Creative Evaluation

Bespoke Question

# The four audiences

**BRANDM4TCH**

Test

Vs

Control

Seen on All 4

Not seen on All 4

**VS**

***Standard***

***e.g. 16-34, ABC1s etc.***

Test

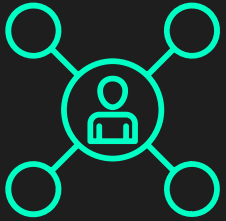
Vs

Control

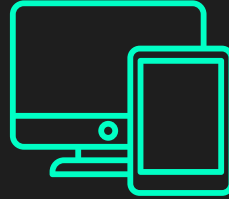
Seen on All 4

Not seen on All 4

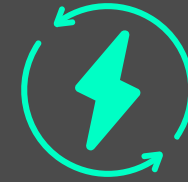
# Methodology Summary



They have definitely been exposed to the campaign



Capturing all All 4 registered platforms



First time we've been able to measure the power of connected TV



We know how they have been targeted



GDPR compliant with double opt in

CHALLENGE

METHODOLOGY

RESULTS



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# BRANDM4TCH

## BESPOKE

## APPROVED



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# BRANDM4TCH

BRANDM4TCH  
targeting drives  
saliency

First choice  
consideration saw an  
uplift of +26% for  
BRANDM4TCH

BRANDM4TCH is  
more effective than  
standard targeting

# BRANDM4TCH campaigns achieve high advertising awareness and recognition

Proportional uplift for BRANDM4TCH test vs control for key metrics

Advertising  
awareness

**+37%**

Recognition

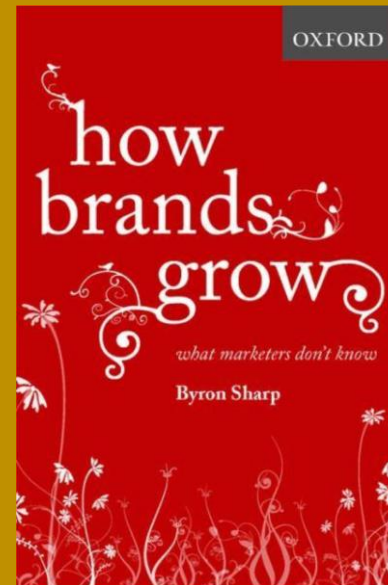
**+48%**

# BRANDM4TCH campaigns achieve significant uplifts in salience

Proportional uplift for BRANDM4TCH test vs control for key metrics

Spontaneous  
awareness

+27%



Rule 3 from Byron Sharp's *How Brands Grow*:

**Get noticed** (grab attention and focus on **brand salience** to prime the user's mind)

# BRANDM4TCH drives high consideration

Proportional uplift for BRANDM4TCH test vs control for key metrics

Consideration

**+21%**

First Choice  
Consideration

**+26%**

“ A 1% point increase in consideration can be expected to drive a 0.5%–1.5% increase in base sales. ”

Thinkbox Profit Ability Study

**BRANDM4TCH** delivers a significantly better uplift than **standard** targeting on All 4, especially for recognition & consideration

Proportional uplift delivered by BRANDM4TCH vs Standard targeting

Recognition

**3 x more  
uplift**

First Choice  
Consideration

**Almost 7 x  
more uplift**

# CASE STUDY: Just Eat

**The challenge:** Just Eat were aiming to improve consideration and increase orders, among “at risk” customers who had not made a purchase from Just Eat in the last 6 months.

**The solution:** Using BRANDM4TCH Just Eat was able to specifically reach this “at risk” group – resulting in increased consideration, spontaneous awareness & purchase intent.





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**RESULTS:**

**NORM**

**+38%**

**+13%**

**consideration**

**+63%**

**+19%**

**spontaneous  
brand awareness**

**+180%**

**claimed usage**



**BRANDM4TCH LIVE**

**mtm**



BRANDM4TCH

BESPOKE

APPROVED

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# BESPOKE

BESPOKE audiences  
offer an increase in  
ad awareness

Advertising resonates  
among BESPOKE  
audiences

Ads improve  
opinions and  
improve  
consideration

# Campaigns targeted at **BESPOKE** audiences achieve high advertising awareness

Proportional uplift for Bespoke test vs control for key metrics

Advertising  
awareness

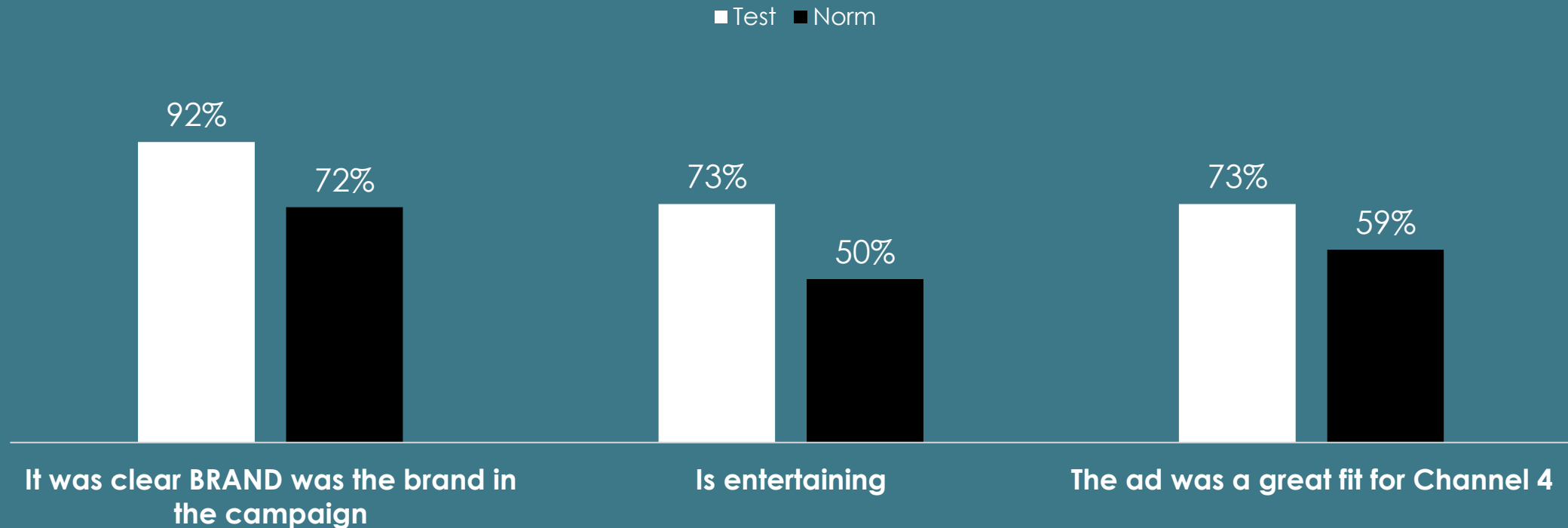
**+35%**

Recognition

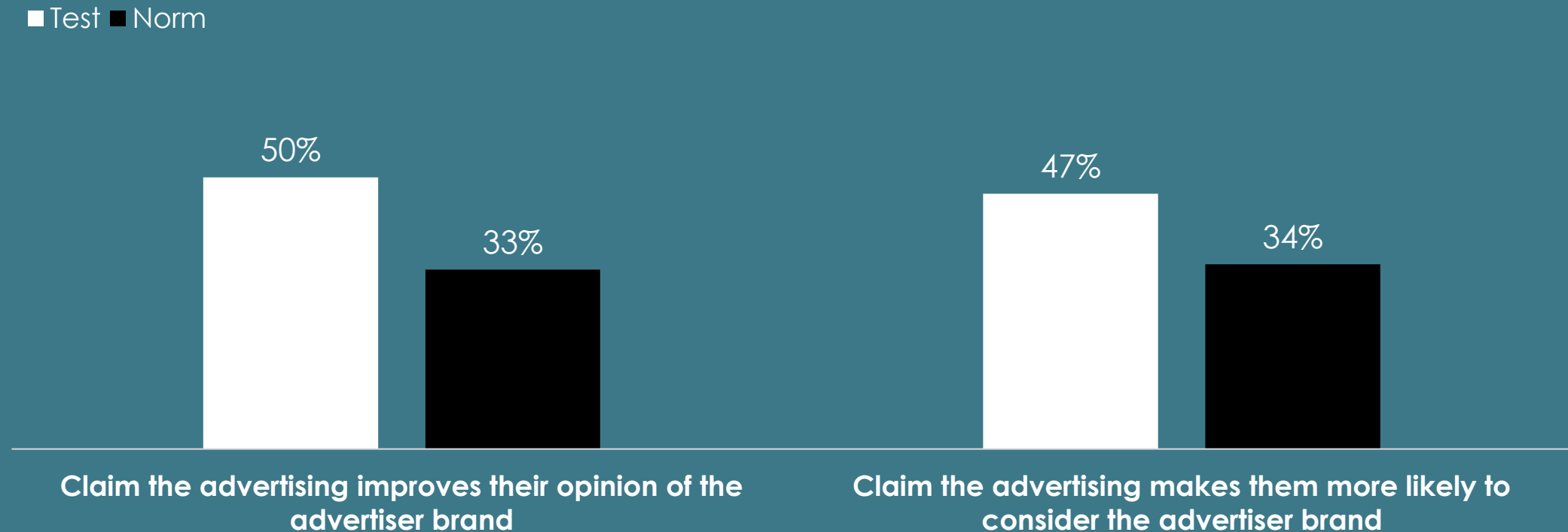
**+32%**

# Advertising resonates: **BESPOKE** audiences tend to say advertising is well branded, entertaining and a good fit with Channel 4

Campaign performance for Bespoke test vs control for key metrics



# Advertising improves opinions of the advertiser brand and makes **BESPOKE** audiences more likely to consider the advertiser brand

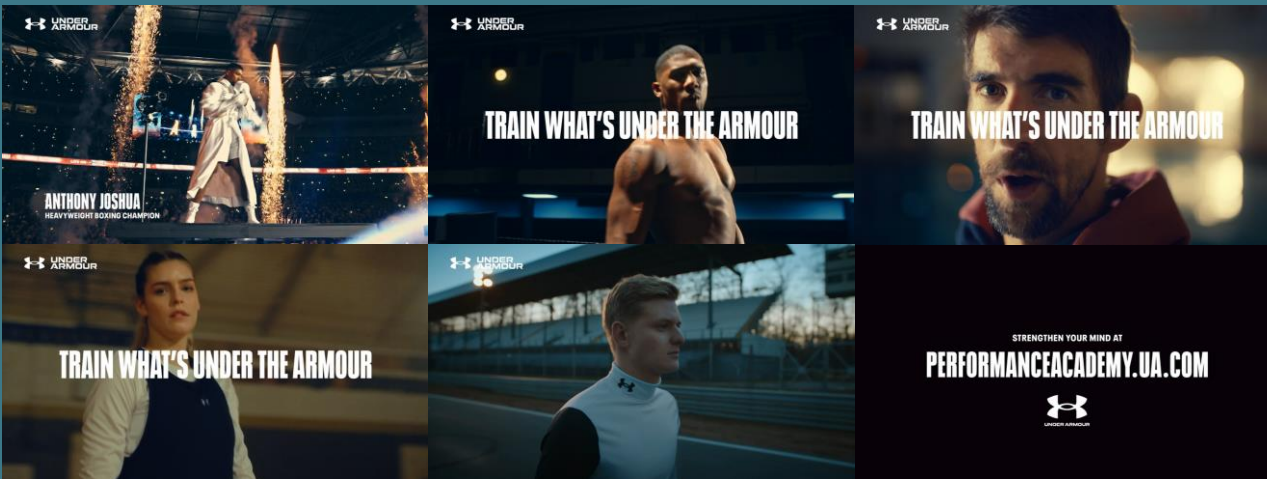




# CASE STUDY 1: Under Armour

**The challenge:** Under Armour aimed to increase awareness of their brand – particularly among young people in the UK.

**The Solution:** By using a BESPOKE audience (18-34 Fitness enthusiasts) – Under Armour were able to reach an audience they really cared about



 UNDER  
ARMOUR

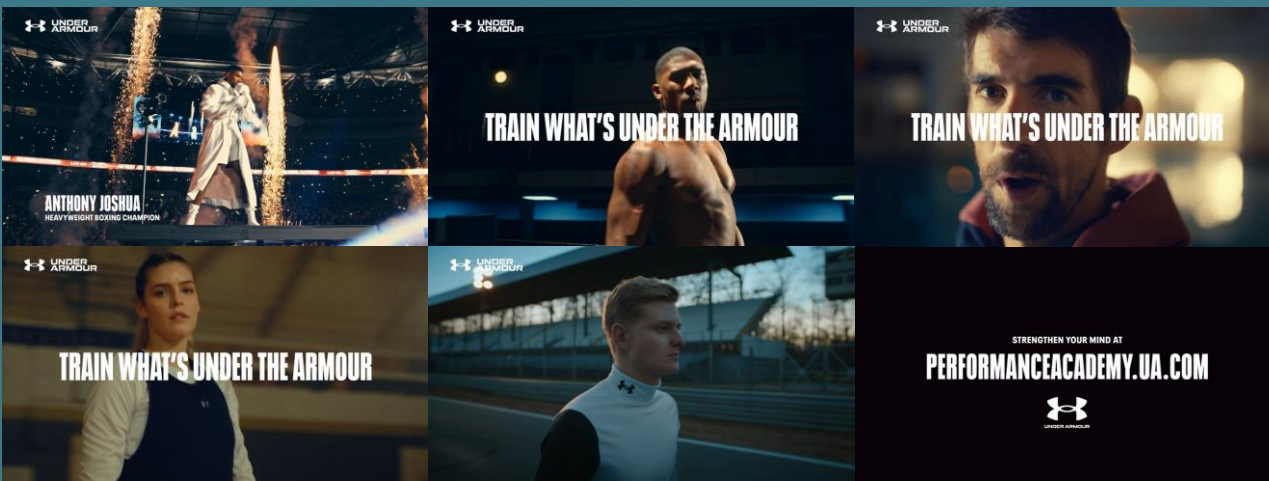
**ANTHONY JOSHUA**  
HEAVYWEIGHT BOXING CHAMPION



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## RESULTS:

Uplift vs control

Norm

+84%

+19%

spontaneous brand awareness

+93%  
recognition

+25%



BRANDM4TCH

BESPOKE

APPROVED

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# APPROVED

Targeting APPROVED  
audiences drives  
saliency

APPROVED  
audiences see an  
increase in brand  
awareness and...

An impressive  
increase in ad  
awareness

Campaigns targeted at **APPROVED** audiences achieve high top of mind and prompted brand awareness

Proportional uplift for Bespoke test vs control for key metrics

Spontaneous brand awareness

**+60%**

Total brand awareness

**+19%**

# And double the advertising awareness

Proportional uplift for Bespoke test vs control for key metrics

Advertising  
awareness

**+100%**

Recognition

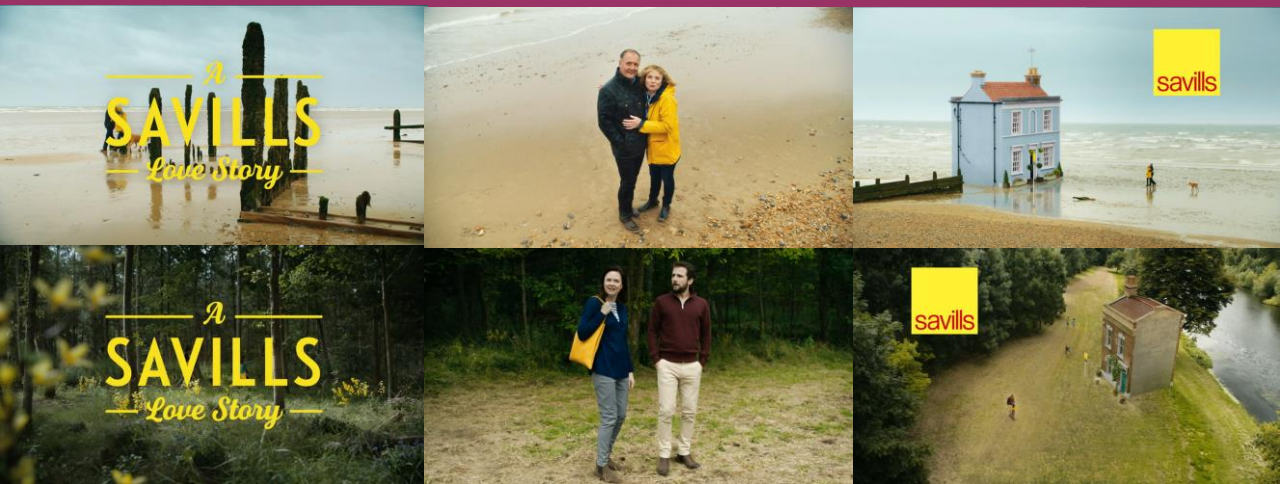
**+43%**



# CASE STUDY: Savills

**The challenge:** Savills aimed to increase awareness of their offering – particularly for home selling, among individuals with a high value property.

**The Solution:** By using an APPROVED audience (Affluence Rank 15,16 & 17) – Savills were able to reach only the most affluent 12% of UK population with their campaign



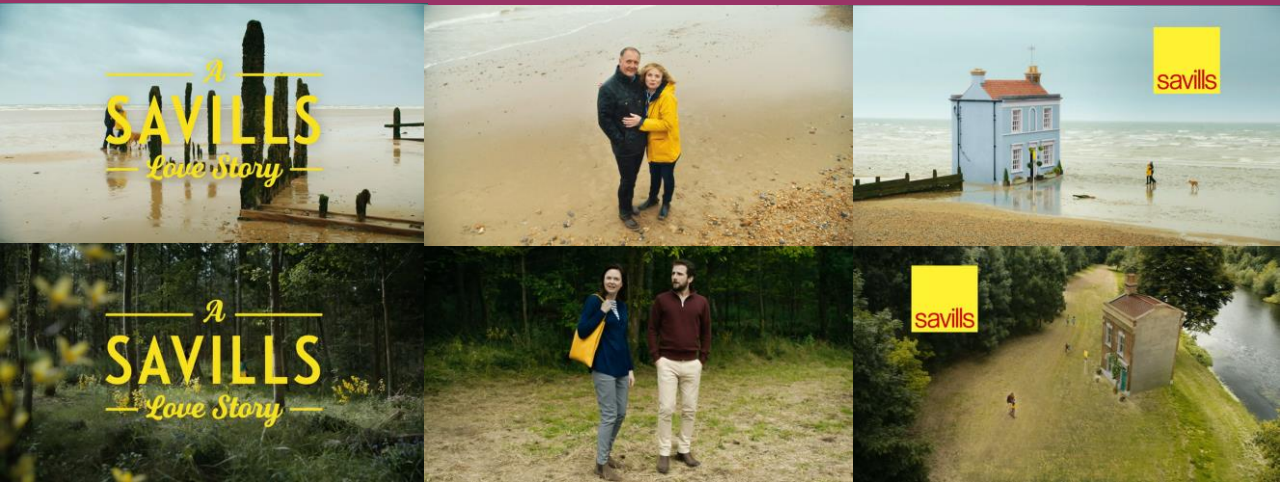




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**RESULTS:**

**NORM**

**+115%**

**+19%**

**spontaneous  
brand awareness**

**+383%**

**+30%**

**advertising  
awareness**

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audiences drives  
saliency

APPROVED  
audiences see an  
increase in brand  
awareness and...

An impressive  
increase in ad  
awareness



**Thank you**

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