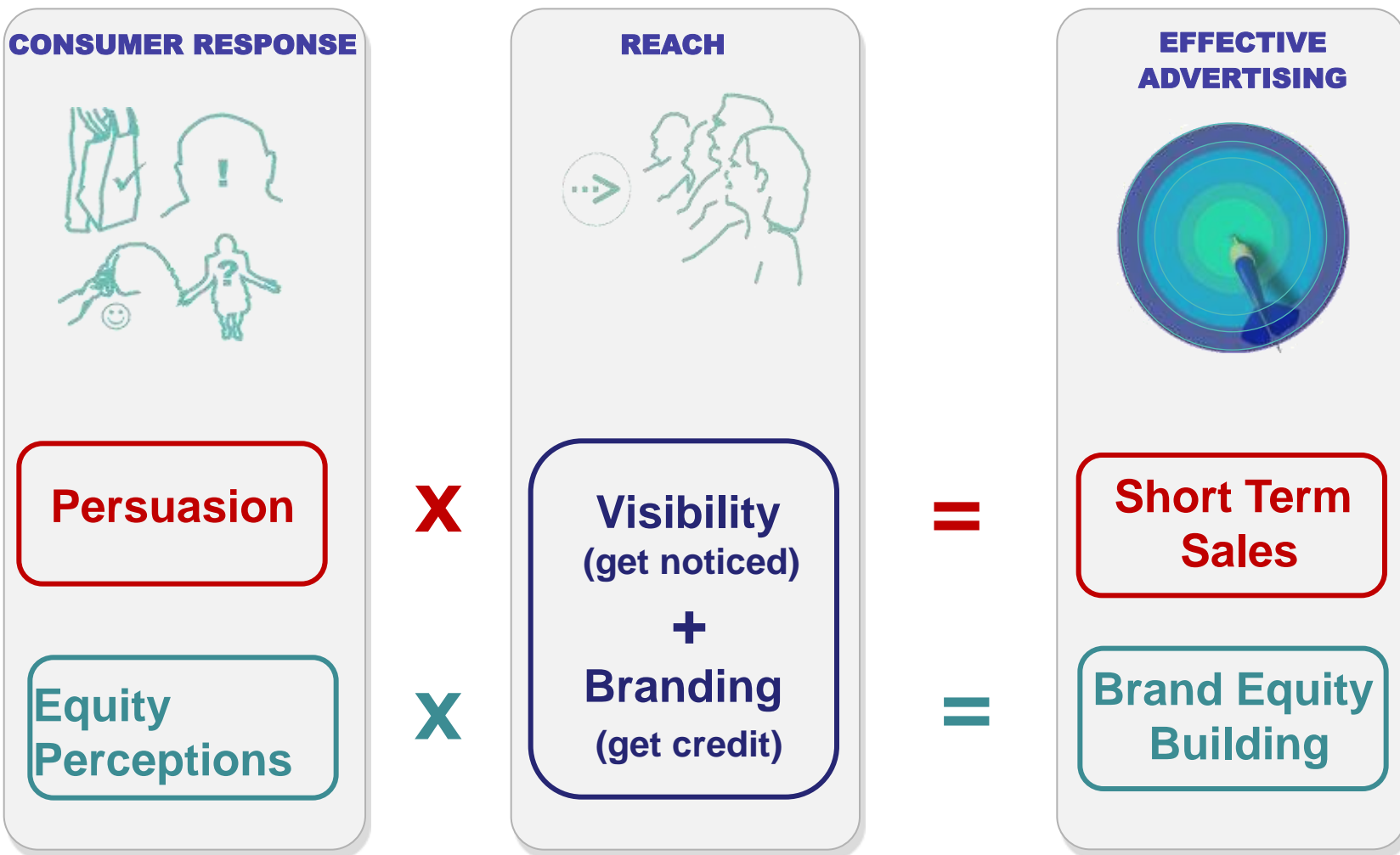


# What Makes Efficient Communication

**Tamás Géczi**  
President, IPSOS ASI CEEMEA

# Measure that matters!



# What is the measurable goal?

Achieve the possible best ratio of ...

$$\frac{\text{Awareness/Recall}}{\text{Media Spend}}$$

In other words ...

**Higher awareness/recall** for the **same spend**

or ...

The **same level of awareness/recall** with **lower spend**

# What is the measurable goal?

Achieve the possible best ratio of ...

Awareness/Recall

Media Spend

**Maximize effective reach while reducing frequency**

In other words ...

**Higher awareness/recall** for the **same spend**

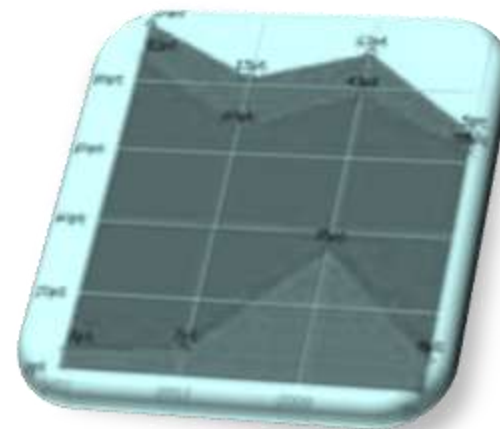
or ...

The **same level of awareness/recall** with **lower spend**

# Efficient communication

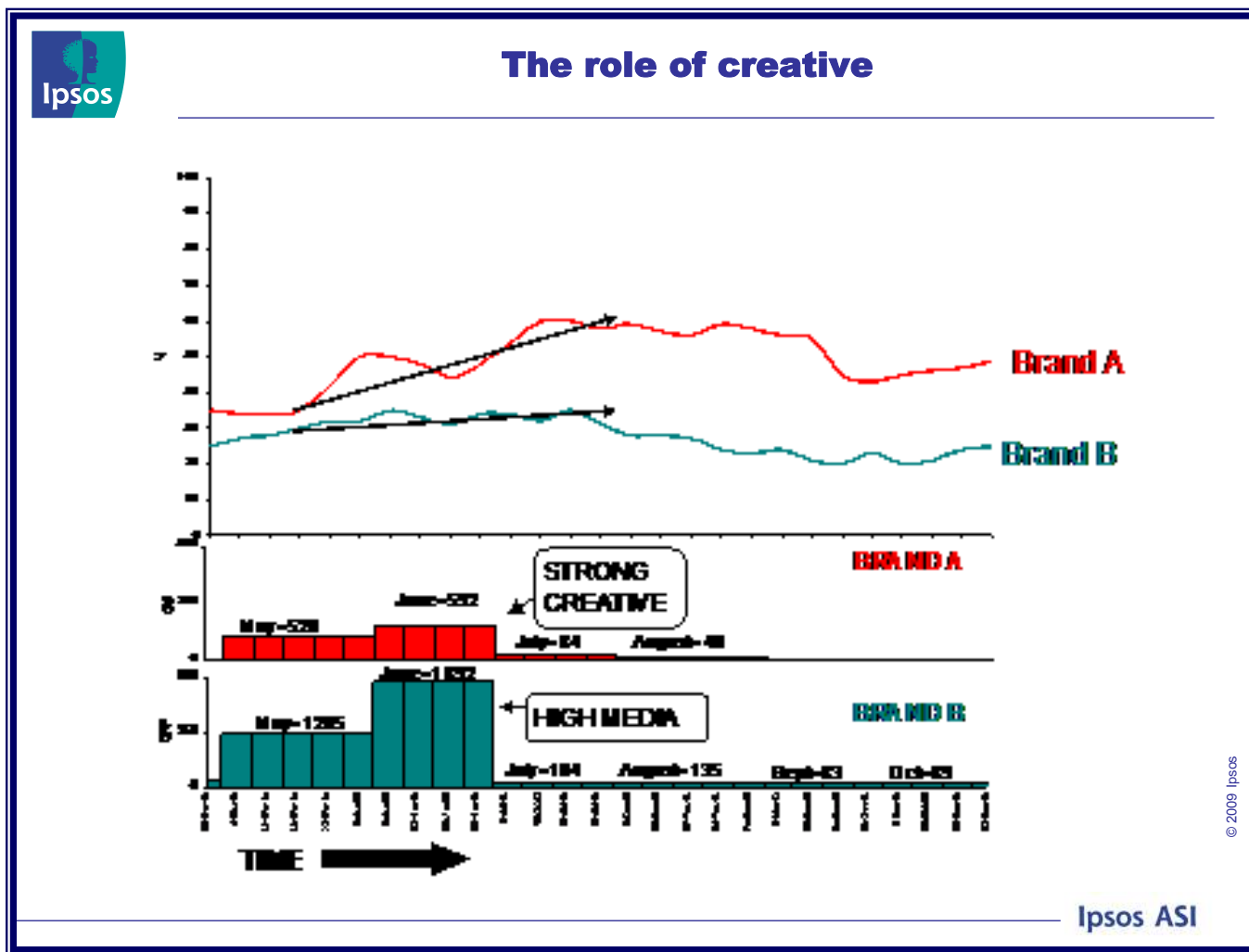


**High Quality Creative**

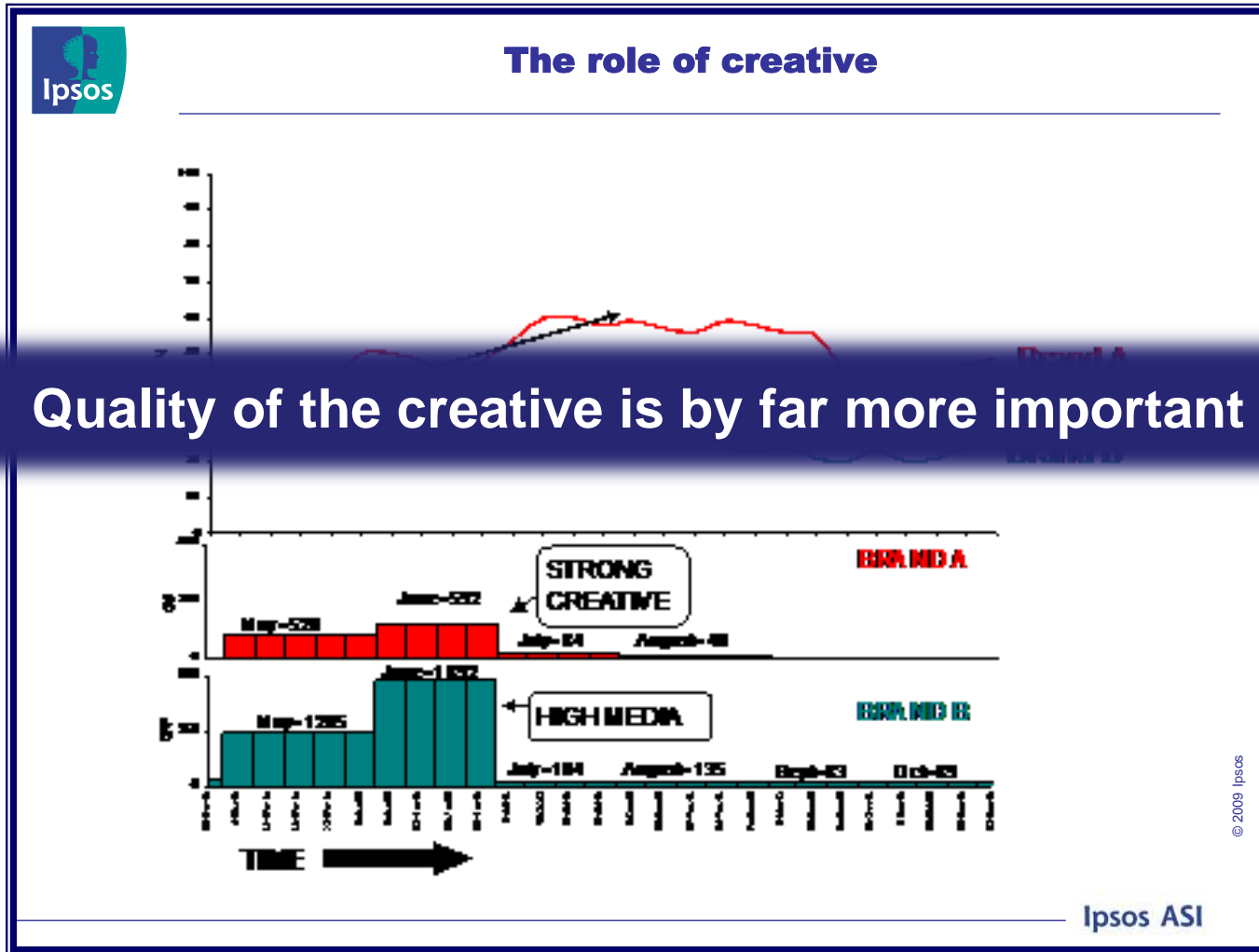


**Optimized Media Spend**

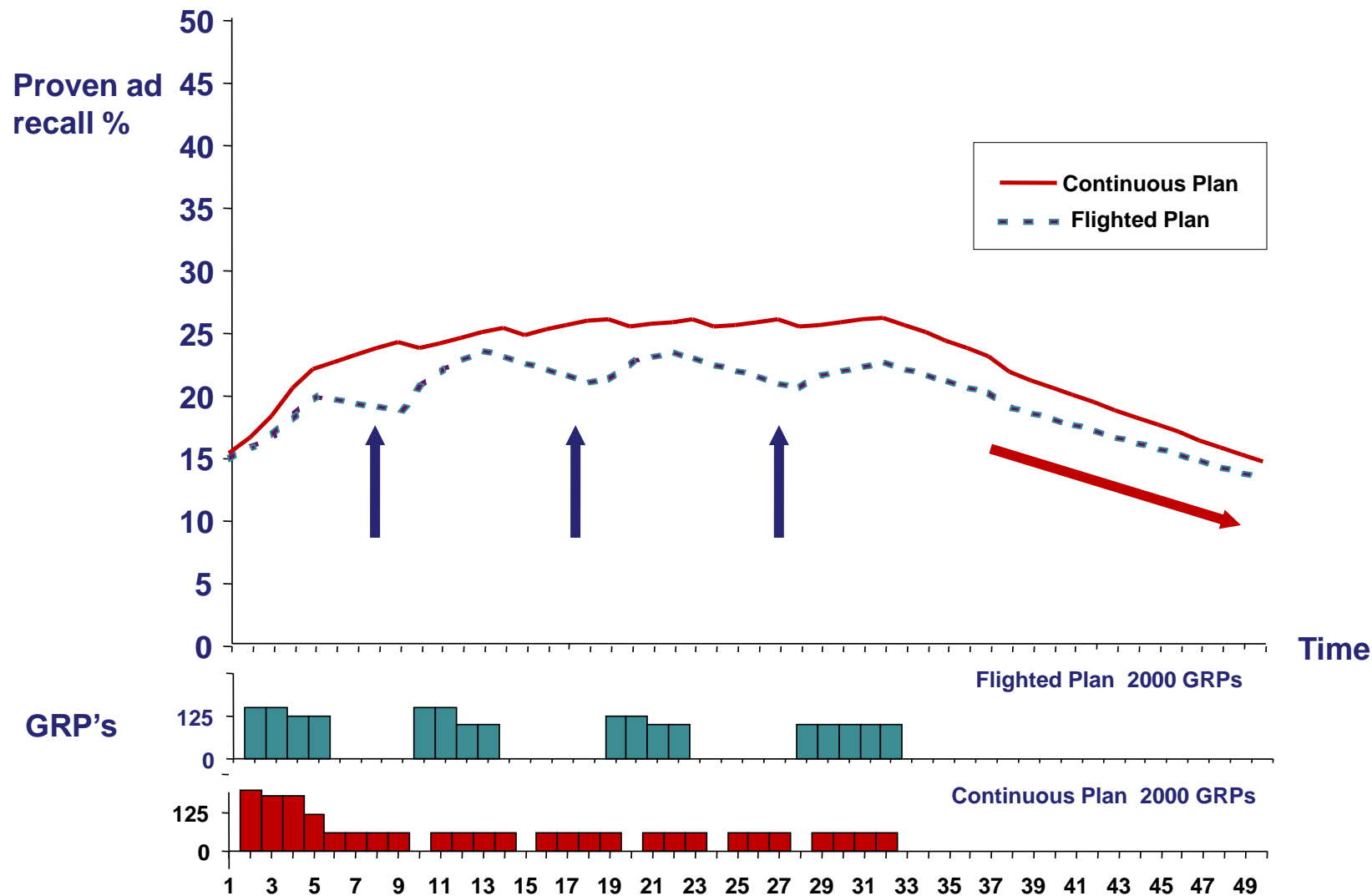
# SOV does not correlate with effectiveness



# SOV does not correlate with effectiveness

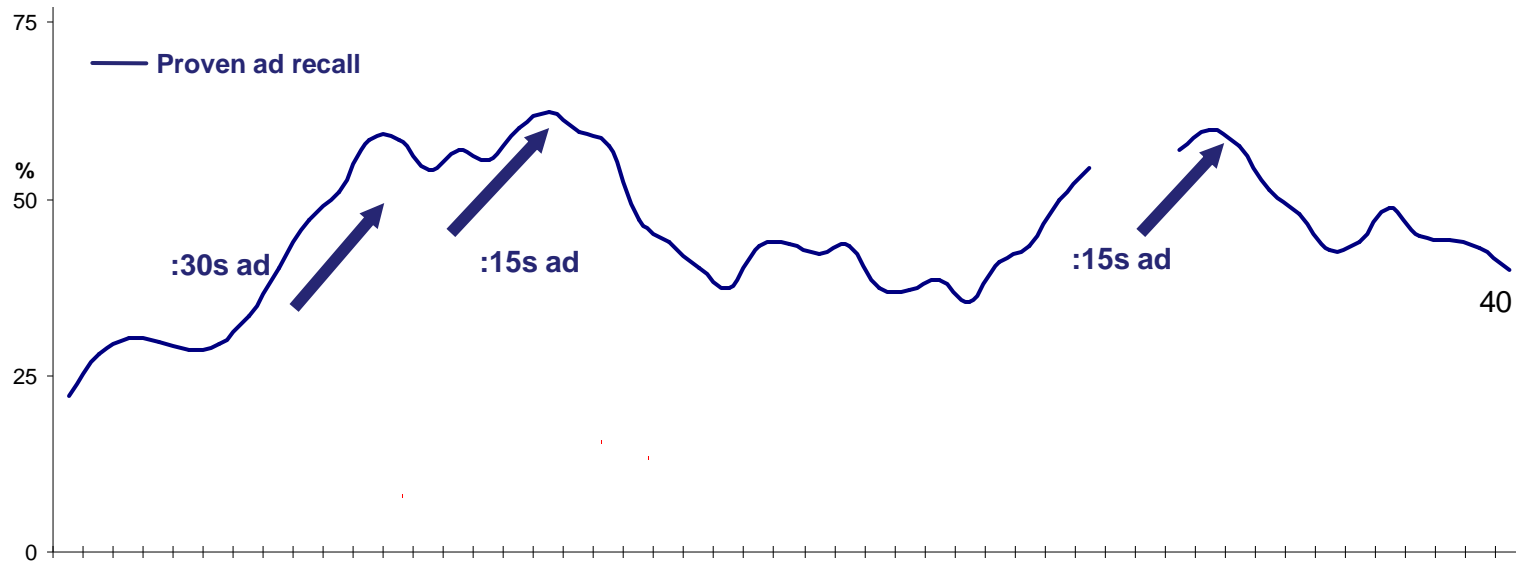


# Modelled Media Plans - "Flighted" vs. Continuous"





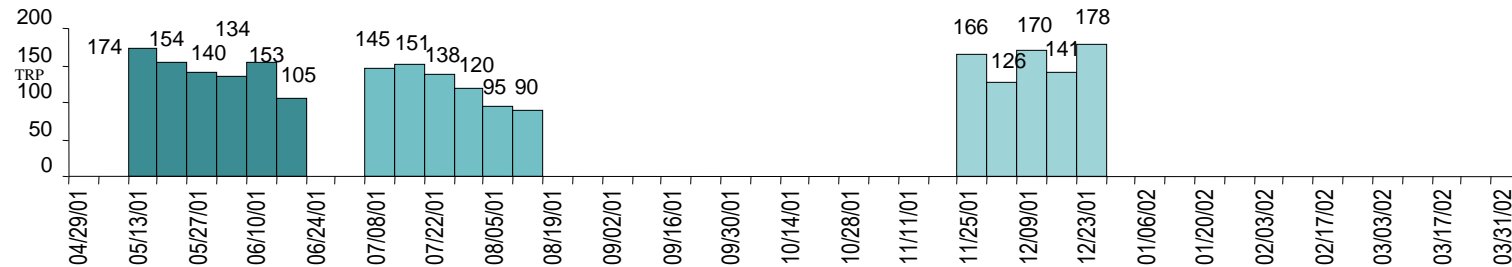
# Sustaining ad awareness levels can be achieved economically with :15s



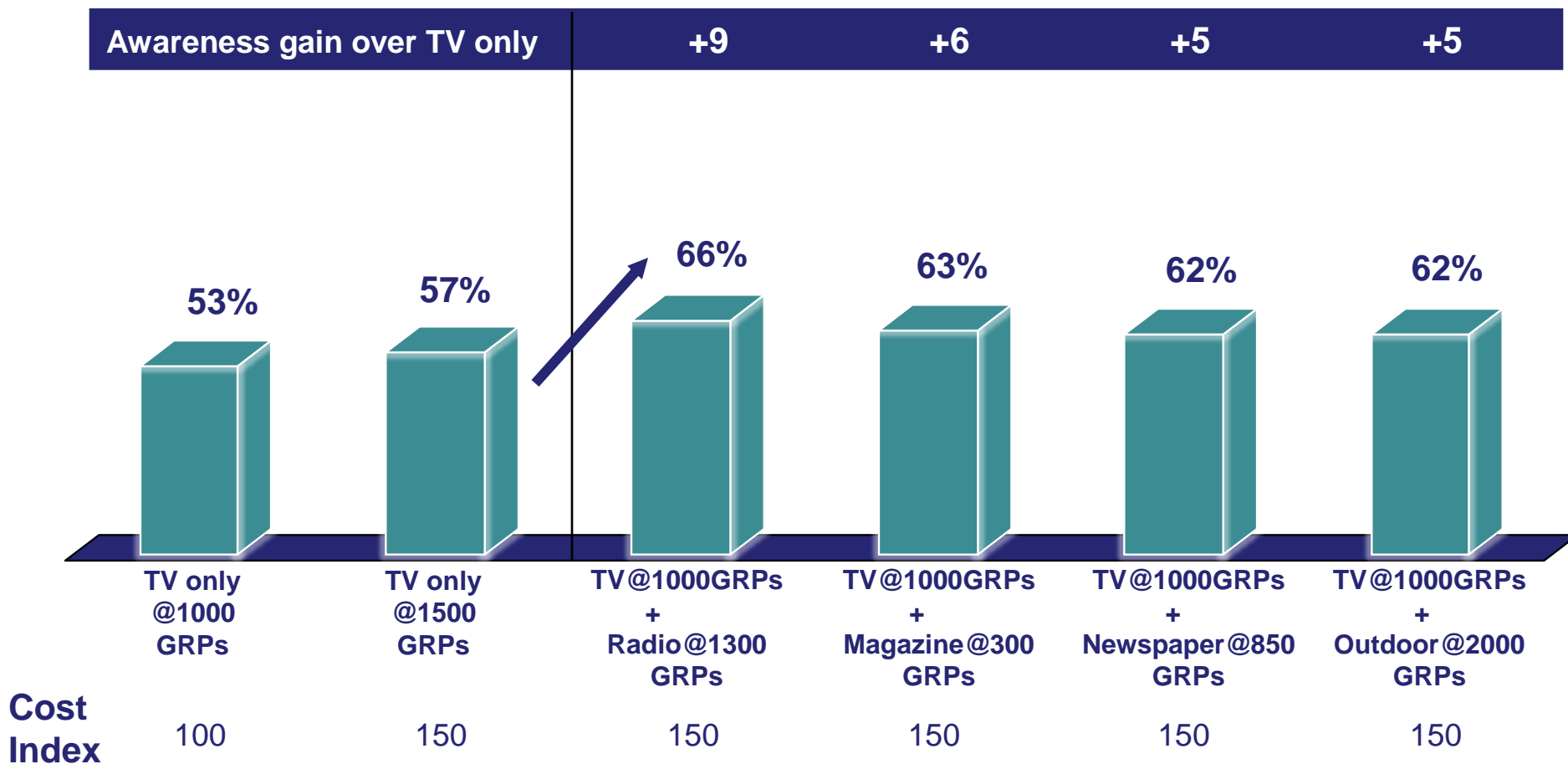
Ad #1 (:30) – 861 GRPs

Ad #2 (:15) – 738 GRPs

Ad #3 (:15) – 781 GRPs



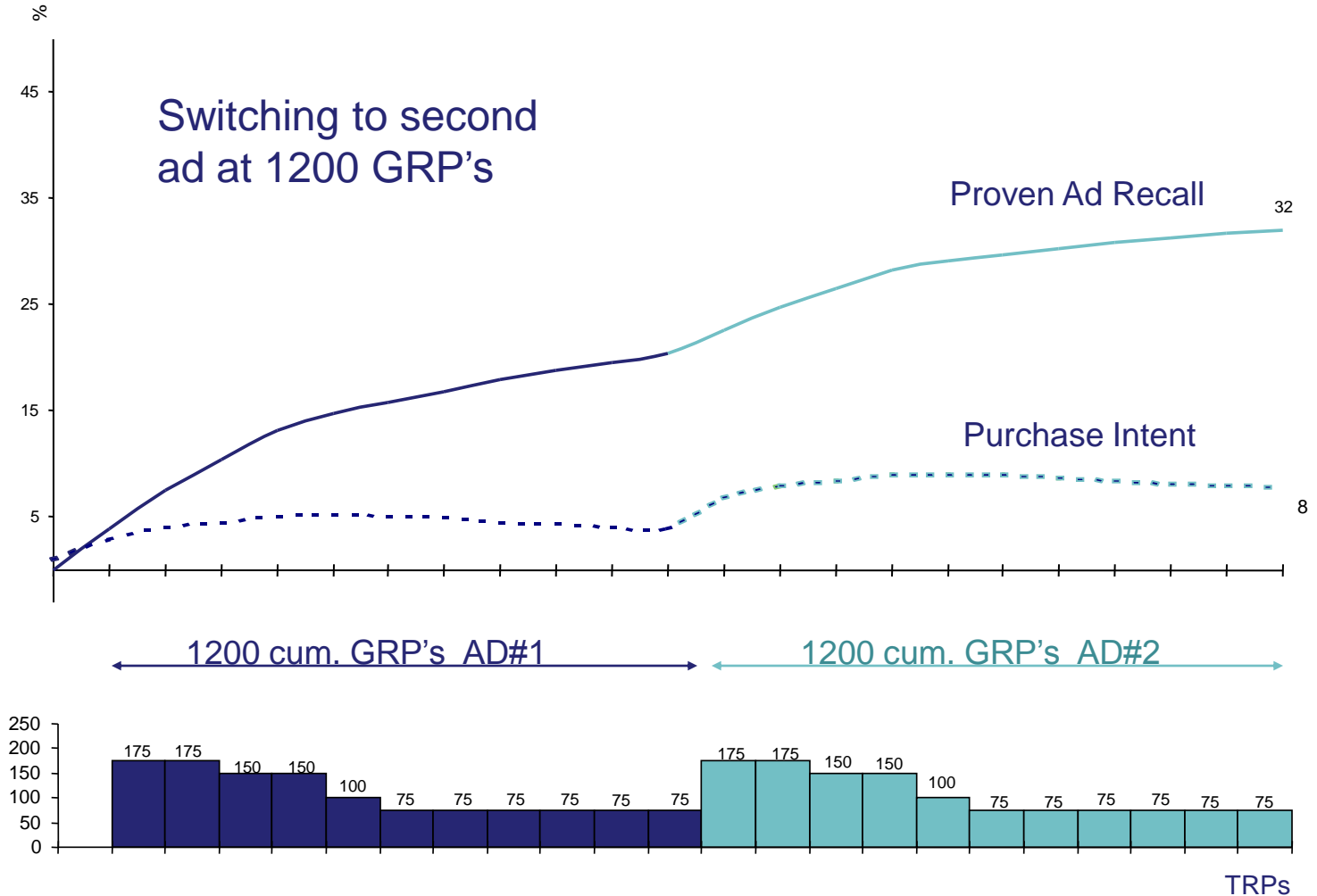
# Incremental impact of additional media



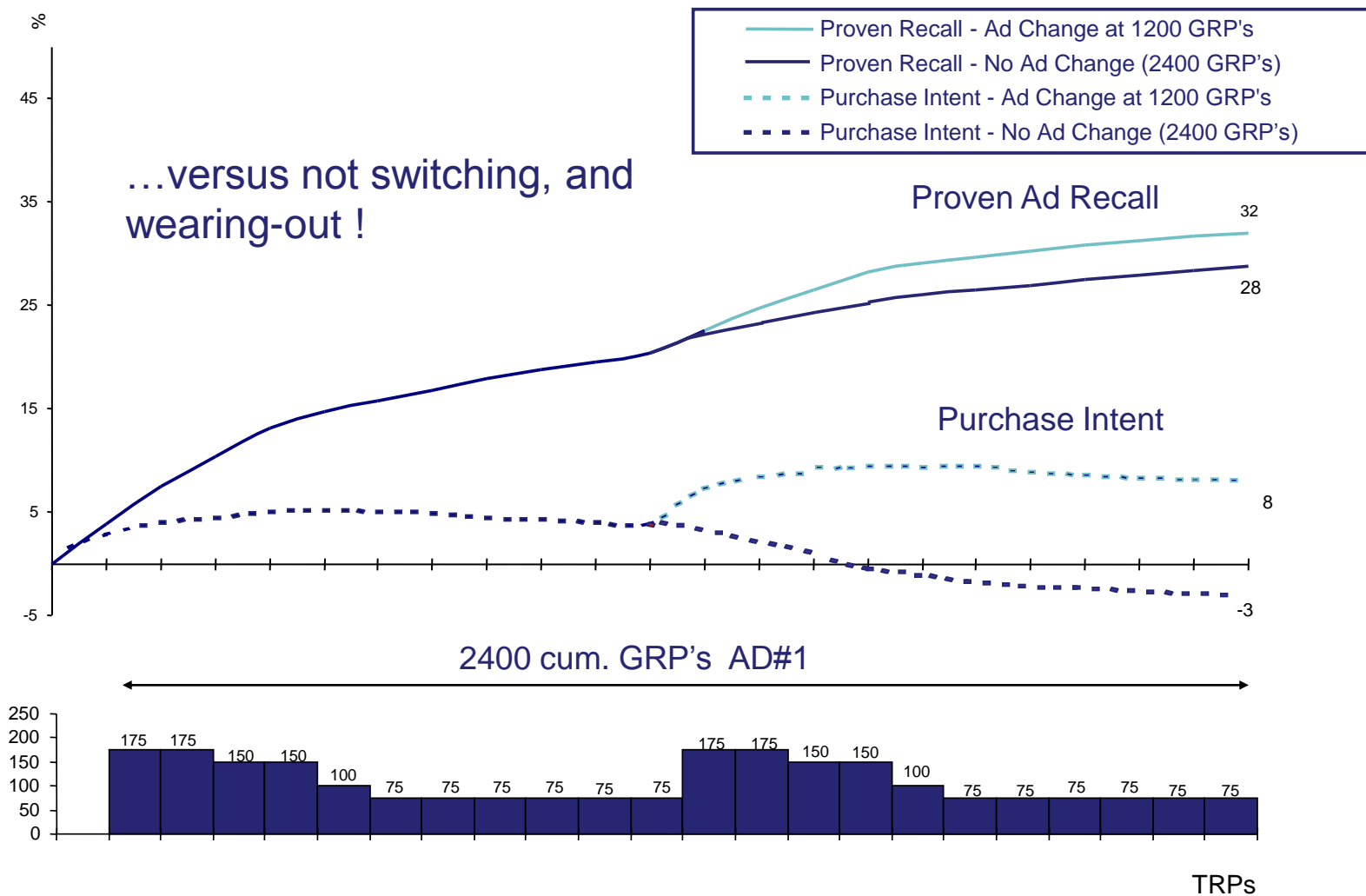
# Wear Out?!?

- “Wear Out” should be defined as the point where on-going use of a piece of creative is no longer justified versus a superior alternate choice/decision
- We distinguish between two levels/types of wear out
  - justification at the 'brand parameter' level (objectives of the advertising)
  - justification at the execution/creative(advertising)

# Optimizing media and creative is about scheduling for the greatest impact



# Excessive media may still help, but less optimally





**Thank you for your attention!**

**High Quality Creative**

**Optimized Media Spend**

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