AD MIX SYNERGY

MYTH OR REALITY?
Executive Summary

BACKGROUND

In early 2022 Spectrum Reach partnered with MAGNA Global on a custom study to rigorously test multiscreen effectiveness.

The study – entitled “Ad Mix Synergy” explores how multiscreen campaigns and strategies impact upper funnel metrics like brand awareness and lower funnel metrics like purchase intent.

The findings reinforce Spectrum Reach’s continuing narrative that multiscreen not only works – it offers a full funnel solution for marketers.

FINDINGS

Upper funnel metrics like ad attention and unaided brand awareness saw double digit lifts with multiscreen campaigns.

Lower funnel metrics like purchase intent and search intent were positively impacted by multiscreen campaigns.

Linear television lays a strong foundation for multiscreen campaigns and when combined with CTV drives consumers to want to hear more.
HOW STRONG IS MEDIA SYNERGY?

Putting science behind the age-old question
The Methodology

WHY

To quantify the branding impact of video ad exposures across various media combinations

WHAT

Media Combinations

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<th>Linear TV only</th>
<th>CTV only</th>
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Experimental Design

To quantify the branding impact of video ad exposures across various media combinations

- Panelists qualify for media combination(s) based on natural media consumption
- Randomization into specific test or control group
- Panelists view video content across designated device(s) over the course of 1 week. Appropriate ads served.*
- Panelists take brand lift survey to measure KPIs

Total People n = 1,684
Total Exposures Measured n = 33,368
Frequency of exposure within each media combination = 3
The Ads

Three Ad Exposures Per Person

- Single video ad per brand (:15 and :30)
- Exposures took place over 1 week

Ad Skipping
Only available on :30 mobile ads

Natural Ad Load Across Devices

1 2 3
BIG SCREEN BENEFITS
Big Screen, Big Awareness
All media combinations drove awareness, but ads on CTV and Linear TV were most memorable

AWARENESS METRICS
Delta (Exposed – Control) | Frequency Exposure = 3

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<th>STAND ALONE</th>
<th>COMBINATIONS</th>
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Unaided Brand Awareness (First Mention)
Unaided Brand Awareness (Any Mention)
Aided Ad Recall
Message Association

Q: When thinking of [category], which [category] do you think of first?
Q: Which of the following [category] do you recall seeing ad(s) from during any of your experiences?
Q: Which of the following companies uses the following tagline in its advertising?

Sample sizes: Linear TV Only (control n=222; exposed n=222); CTV Only (control n=217; exposed n=217); Mobile Only (control n=256; exposed n=256); Linear + CTV (control n=247; exposed n=247); Linear + Mobile (control n=212; exposed n=212); CTV + Mobile (control n=260; exposed n=260); Linear TV + CTV + Mobile (control n=270; exposed n=270)
Big Screen + Intentional Viewing (CTV) Piqued Interest, Leaving People Wanting To Hear More

“IS A BRAND I WANT TO HEAR MORE FROM”
Delta (Exposed – Control) | Frequency Exposure =3

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Q: How much do you agree or disagree with the following statements about [brand]?
= Statistical significance between exposed and control groups at >=90% confidence level
Sample sizes: Linear TV Only (control n=222; exposed n=222); CTV Only (control n=217; exposed n=217); Mobile Only (control n=256; exposed n=256); Linear + CTV (control n=247; exposed n=247); Linear + Mobile (control n=212; exposed n=212); CTV + Mobile (control n=260; exposed n=260); Linear TV + CTV + Mobile (control n=270; exposed n=270)
TO MIX OR NOT TO MIX
THE TRUTH ABOUT X-PLATFORM SYNERGY
People Pay More Attention To Ads When Exposed In A Variety Of Environments

ATTENTION TO AD
% Who Paid Full Attention | Frequency Exposure =3

Q: How much attention did you pay to the ad? There’s no right or wrong answer.
A/B: Statistical significance between Extension ads and traditional tv ads at >=90% confidence level
Exposed Only: One Medium n=695; Two Medi n=719; Three Media n=270
**More Attention = More Processing Of Information In The Ad**

**AD OPINIONS**
% Strongly / Somewhat Agree | Frequency Exposure =3

The ad “**clearly communicated its message**”

- 1 Medium (A): 73%
- 2 Media (B): 73%
- 3 Media (C): 81% AB

The ad “**provided new information**”

- 1 Medium (A): 31%
- 2 Media (B): 30%
- 3 Media (C): 39% AB

Q: How much do you agree or disagree with the following statements about the ad?
Sample sizes: Control Ad n=315, Traditional TV Ad n=322, Extension TV Ad n=642
A/B= Statistical significance between groups at >=90% confidence level
Exposed Only: One Medium n=695; Two Med  n=719; Three Media n=270
X-Platform Yielded Better Storytelling

AD OPINIONS
% Strongly / Somewhat Agree | Frequency Exposure =3

Q: How much do you agree or disagree with the following statements about the ad?
Sample sizes: Control Ad n=315, Traditional TV Ad n=322, Extension TV Ad n=642
A/B= Statistical significance between groups at >=90% confidence level
Exposed Only: One Medium n=695; Two Media n=719; Three Media n=270
Full media mix drove purchase intent, with CTV playing a strong role

PURCHASE INTENT
Delta (Exposed – Control) | Frequency Exposure =3

Q: The next time you’re considering a new car insurance plan, how likely are you to consider the following companies?

Q: How likely are you to eat at (or order from) the following restaurants in the next 3 months?

▲ = Statistical significance between exposed and control groups at >=90% confidence level
A/B = Statistical significance between media combinations at >=90% confidence level

Sample sizes: Linear TV Only (control n=222; exposed n=222); CTV Only (control n=217; exposed n=217); Mobile Only (control n=256; exposed n=256); Linear + CTV (control n=247; exposed n=247); Linear + Mobile (control n=212; exposed n=212); CTV + Mobile (control n=260; exposed n=260); Linear TV + CTV + Mobile (control n=270; exposed n=270)
ORDER OF DELIVERY

2
Leading With Linear TV Created The Biggest Impact

ORDER OF EXPOSURE WITHIN FULL MEDIA MIX
Delta (Exposed – Control) | Frequency Exposure =3

- Linear TV First
- CTV First
- Mobile First

UNAIDED BRAND AWARENESS (ANY MENTION)

SEARCH INTENT

Q: When thinking of [category], which [category] do you think of first?
Q: How likely are you to search for information about the following brands of [brand]?
▲ ▲ = Statistical significance between exposed and control groups at >=90% confidence level
Sample sizes: Linear TV Only (control n=222; exposed n=222); CTV Only (control n=217; exposed n=217); Mobile Only (control n=256; exposed n=256); Linear + CTV (control n=247; exposed n=247); Linear + Mobile (control n=212; exposed n=212); CTV + Mobile (control n=260; exposed n=260); Linear TV + CTV + Mobile (control n=270; exposed n=270)
X-Platform Was Most Effective At Driving Purchase Intent When Starting With The Big Screen

ORDER OF EXPOSURE WITHIN FULL MEDIA MIX
Delta (Exposed – Control) | Frequency Exposure =3

Q: The next time you’re considering a new car insurance plan, how likely are you to consider the following companies?

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Recommendations

**CTV + Linear TV = MORE AWARENESS**
Use Connected TV and Linear TV to generate awareness, especially for new products and messaging, but diversify to take advantage of synergy and avoid ad wear out.

**PLAN THE ORDER**
When possible, plan the order of exposures in a way that casts the widest awareness net in the first exposure. In many cases, the big screen first, followed by exposures on mobile and other devices.
THANK YOU