



The impact of cross media optimisation on brand metrics

A Google study with BMW and Millward Brown

Through looking at the BMW One Series Google and Millward Brown wanted to understand:

- How does search as a part of a comprehensive media campaign drive website traffic?
- What influences do offline and online media have on consumer's relationship with the brand?
- How do different channels contribute to branding and consideration and which media channels are the most efficient?
- Can text ads impact brand perception?
- How do offline campaigns influence internet brand search behaviour?

Google, Millward Brown, and BMW worked together to gain some compelling insights into how different media mixes influence brand. The study's findings can help advertisers to plan the most effective media campaign.



Launch of the BMW One Series
The advertising campaign combined print, online, display and search.

A comprehensive media campaign: offline and online media interact

Using more media channels is more effective

Multimedia combinations showed the biggest lift in brand attributes.

The media combination matters

The combination of online and TV was 5 times more efficient at lifting consideration than print and TV.

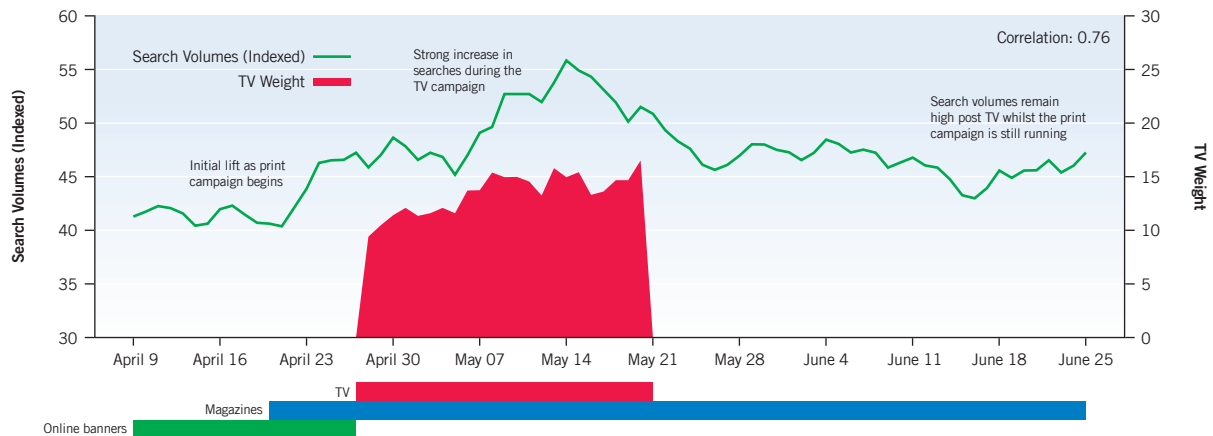
Search drives traffic

The AdWords campaign delivered a 22% increase in traffic to the BMW One Series site.

Offline media increases the search volume

Search volumes rose immediately after the start of the print campaign and remained high after the TV campaign, when the print campaign continued. The print campaign alone increased the search volume by an average of 11%.

Search Volumes (Indexed) v TV Weight



MEDIA SPEND AND REACH

The media budget was split with 75% being spent on TV, 19% spent on print, 4% on online display and 2% on search.

The reach of TV is 84%, the reach of print is 63% and the reach of online is 16%.

METHODOLOGY

Online interviews

Control (Pre Campaign) and test groups (during campaign) to measure the effect.

Cross Media: Classic Online interviews. Questions about relationship with brands, media habits and online search behaviour.

Sponsored Search Impression Research: Email invitation with request to search, observation of behaviour after exposure to a mocked-up search results page; then same questionnaire as in Cross-Media.

Volumetrics-Study: Search volumes in response to offline media and traffic to the Websites of BMW One and Five Series measured.

Target group

Men and women, 20 to 49 years old, with valid drivers licence and a household income above 2.000 Euro per month (n=3043).

Field time

Cross-Media: April 23 – June 13, 2007
Search: May 21 – 25, 2007

Volumetrics: April – June 2007 for the One Series; February – June 2007 for the Five Series.

Search as a campaign tool: search impacts brand metrics

Consumers that search online are more engaged with the brand

Unaided brand awareness was 50% higher for consumers that searched compared to consumers that did not search.

Sponsored search has an effect on brand perception

Brand metrics saw a directional lift for consumers that search. All brand image attributes were higher among consumers that search.

Search is more cost efficient

Using search to increase brand metrics is more cost efficient, costing up to 52% less than other media channels to produce the same shift in brand perception.

Turn insights into action

Sponsored Search should be integrated into media campaigns

