

# ARM WEEKLY

Real industry comment and how it impacts your business

18<sup>th</sup> January 2018

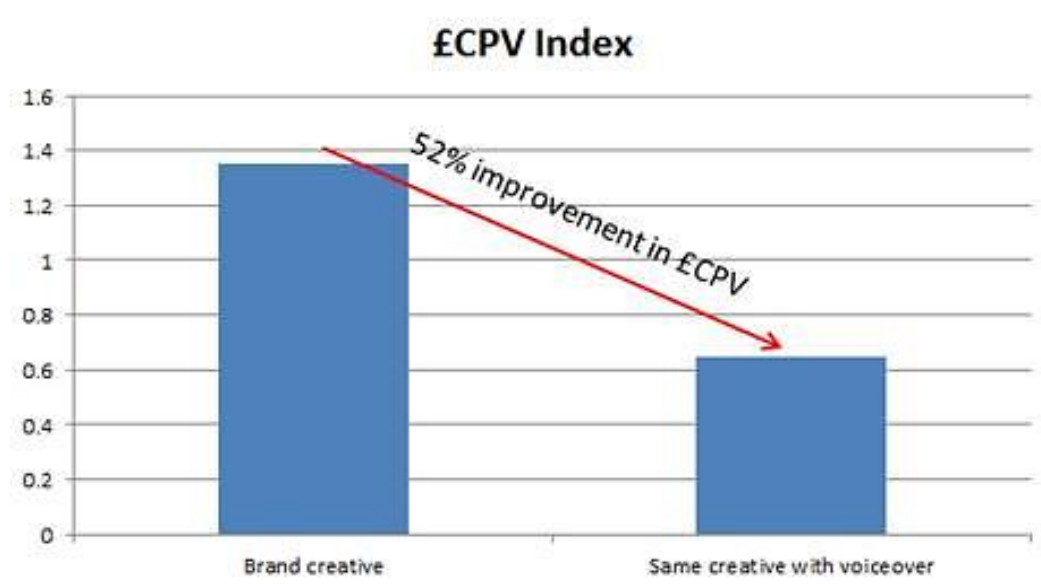
## TV

### If you don't have a voiceover in your TV ad, look away now

By *Deepaah Anand, Account Director*

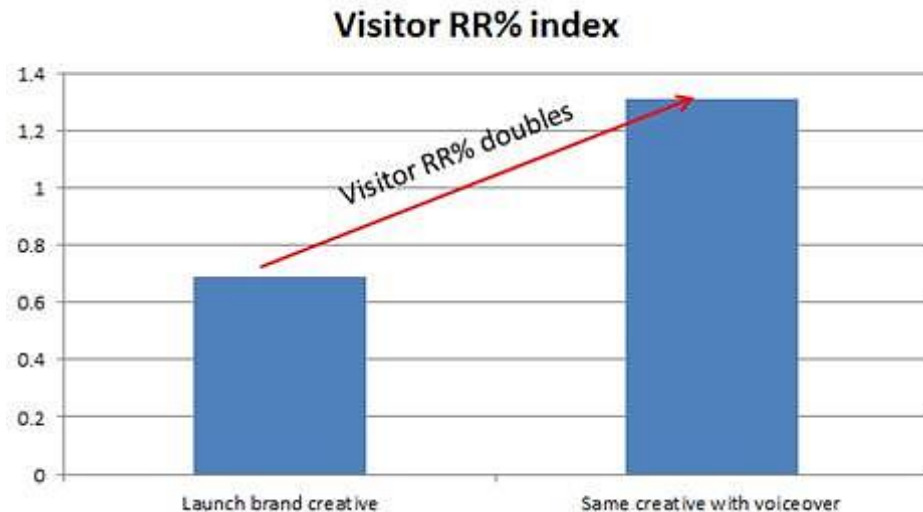
As with most advertisers with All Response Media, the response is the main measure of the success of our TV campaigns and other media channels. Maintaining response as a measure of success while moving towards a brand TV creative is certainly a challenge, but the two are certainly not mutually exclusive. It is vital to find a middle ground between the two, and that middle ground can be through really small and simple inclusions, such as a voiceover.

We have the numbers to prove just how important it is to have voiceovers and calls to action on TV creatives to improve response rates (RRs) and drive the ultimate goal of customer acquisition. Below, you can see the improvements on a retail advertiser's TV cost per web visit (CPV) – as reported by RAPS within an attribution window – after moving from a brand-led, musical creative with no voiceover or proper focus on product, versus the exact same ad but with a voiceover.



Source: *ARMalytics® RAPS function*

The same is also illustrated below, with another retail advertiser that took a brand-led creative approach for their launch onto TV. On this creative, the product focus was taken away by music, no voiceover or call to action throughout the advert and following low RRs (as reported by RAPS within an attribution window), All Response Media advised the client to add a voiceover and calls to action for the second campaign a month later. The improvement was immediately evident:



Source: ARMalytics® RAPS function

### All Response Media Viewpoint

It is important to separate and understand the difference between the purpose of a brand ad and a direct response (DR) ad. Brand ads can significantly boost brand metrics which can provide long-term benefits, such as being front of mind, which in turn develops a consumer's consideration and purchase intent. These softer metrics can often take a bit of time to develop, and some brands see this as a core measure of success. However, the purpose of a DR ad is to drive immediate action and customer acquisition: building the business first. The latter doesn't mean that a brand can't be built and the creatives have to be 90" long, with lengthy product descriptions, six calls to action and a heavily incentivised response (these are still important for driving response nonetheless). However, there is always a balance to be found.

During ad breaks, people may become distracted, so catching their attention within the first few seconds of a creative is fundamental. Therefore ensuring the viewing audience knows what the product is within those first few seconds is also vital. This can be delivered in really simple ways, such as having the logo on screen throughout the entire ad, or clear representations of products from the start. Ensuring that there are verbalised product descriptions, even if they are simpler in support of the visuals, and adding a call to action towards the end for example, with the inclusion of "today" or "now" can massively bolster the responsiveness of a creative, as seen above from the two retail advertisers.



Thus, brand and response are not entirely separate entities. Inclusions of really simple response attributes to quirkier visuals can boost a creative's strength and allow you to find a balance between the essentials of building a business, and developing long-term brand equity. ●

## SEO Corner

All Response Media's SEO team put together a monthly newsletter discussing the latest stories, tips and trends in the fast-paced world of search engine marketing, such as [What Are the Next Big Branding Trends for 2018?](#):

Things to look out for in the world of branding in 2018 include both aesthetic and technological changes. Expect to see a shift towards the 'digital real', with more distinction being made between the perceptions of what is digital, using more rendered and textured elements, as the screen plays an increasing role in communications. Brands will be looking to bring products to life and connect with their customers with more dynamic experiences online.

To read the full newsletter and all the other articles and tips provided by the team, simply [click here](#).

## The rise of voice remotes: 143m homes to speak to their machines by 2022

Recent research from Rethink Technology Research calculates that some 142.9 million homes (from 21.3 million today) will install well integrated voice technology from an operator by 2022. Voice control of pay TV will emerge through a variety of means, but in the first instance near field voice into a remote control is the likely mainstream for a few years.

But voice control of video will by no means stop there, this number is without reckoning on the millions of homes which will opt for voice control either through the remote or a voice assistant for media adaptors (Apple TV, Chromecast, Amazon Fire TV etc.) as well as smart TVs or through a 3<sup>rd</sup> party integration with Alexa or Google Voice. Voice is emerging as a battleground where nobody can stay on the sidelines including pay TV and OTT services. (Source: netimperative)

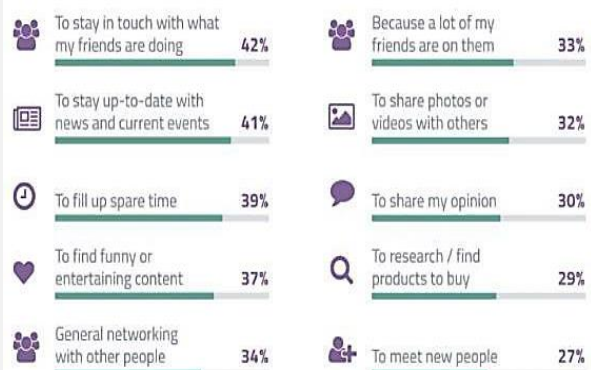


## Top 10 Reasons for Using Social Media

According to GlobalWebIndex's social report, 42% of internet users were most likely to use social networks to keep in touch with what their friends were doing. However, the report shows that internet users are now almost as likely to visit social platforms to stay informed on current news or events.

In contrast, options relating to sharing personal details or content (such as photos, videos or opinions) sit towards the bottom of the list. This suggests that digital consumers now seem to favour activities that are more passive, but purposeful in nature.

% who say the following is a main reason for using social media



Question: What are your main reasons for using social media?

Source: GlobalWebIndex Q3 2017 | Base: 77,814 Internet Users aged 16-64

## Apple buys Shazam

*By Georgia Cunningham, Media Planner Buyer*

The announcement came last month that Apple had confirmed the purchase of Shazam for a reported \$400 million. Starting as an app which allows you to identify songs from short audio clips, they have developed their augmented reality technology using visual recognition tech that could help with the development of a [Google Lens](#) type feature.

Shazam's offering goes beyond the song recognition feature, allowing users once they have 'Shazamed' a song to purchase it on Apple Music or Google Play, listen to it on Spotify, share across social media, find the music video and even see the top tracks from the artist; all leading to 1 million clicks per day.

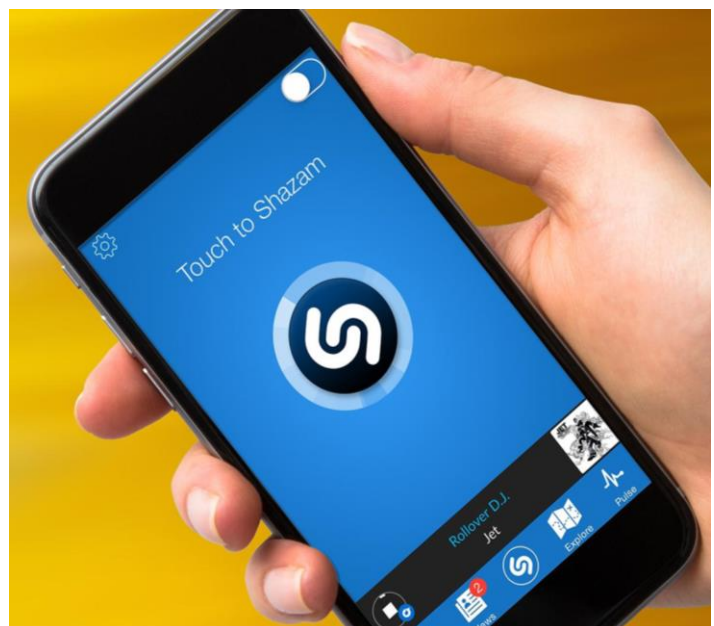
In addition to this, Shazam has display advertising space which brings in additional revenue. Advertisers, such as Samsung, McDonalds and Nissan have taken advertising with Shazam a step further by including the call to action 'Shazam to see more' on their ads, allowing users to immerse themselves in the ad. Car manufacturers have done this very effectively and creatively by allowing users to Shazam the song and then experience a 360° view of the car inside it with additional features.

So, with more time to reflect on the announcement and assess the implications, what does it mean for advertisers moving forward?

### All Response Media Viewpoint

Despite the low revenue across Shazam, there are certainly a number of ways that this acquisition can help Apple; such as improving the Apple music experience or even shutting down the app completely, taking away referrals to Spotify.

In addition to the purchase of Shazam, Apple are claiming their so-called 'search ads' (bidding on keywords to appear at the top of the app store purchases) are generating conversion rates of over 50%, resulting in an average cost per install of a search ad at \$1. Averaging this out, these ads are nearly one-fifth cheaper than other types of app-install ads, according to industry standard reports.



This seems to be the latest move by Apple to create its own advertising platform to compete with the likes of Google's DoubleClick and Adobe's advertising suite. With the wealth of data that Apple owns this will certainly be of interest to marketers in the coming future. ●

# Facebook updates News Feed again

*By Sophie Martell, Account Director*

On 11<sup>th</sup> January, Facebook announced that it plans to alter its algorithm so that you will see more from friends and families, and less from publishers, brands and celebrities. This change is going to be a gradual process and all it will do is increase the weight they put on meaningful interactions.

Facebook will aim to predict which posts will spark conversations and meaningful interactions between people, and prioritise this content to appear in users' News Feeds. "These are posts that inspire back-and-forth discussion in the comments and posts that you might want to share and react to – whether that's a post from a friend, or a news article or video prompting lots of discussions," Adam Mosseri, Facebook's News Feed chief, explained.

According to Facebook, showing more posts from friends and family and updates that spark conversation means they will show less public content, including videos and other posts from publishers or businesses. Therefore, brands that produce content that users react to and that sparks interactions between friends could still see their content featured prominently in the News Feed, whereas those that publish content that isn't so engaging will likely suffer. Going forward brands will want to ensure their Facebook content aligns with what the new update is looking for. (Source: Econsultancy)

## All Response Media Viewpoint

After discussing this with Facebook directly, they have stated that they are not making any changes to ads ranking at this point in time. However, if a page post is getting less organic reach due to this ranking change, it may see a slight impact on the ad's auction, if boosted. It's important to note, however, that engagement is a very small part of ads ranking: Facebook relies on many other data points to determine what ads people see to ensure relevancy and value. As Facebook's ads auction already optimises for user value, they are encouraging advertisers to continue focusing on driving real business outcomes. This means that when optimising towards an acquisition objective they will not be affected at all. Facebook has taken the time to directly answer the questions below:

### ***Will this change impact the performance of my ads or the ways they are ranked?***

**Facebook:** No, ads should see little or no impact from this change, as Facebook's ads auction already optimises for user value. Their systems will continue to take into account relevancy and feedback to deliver ads to the right people based on your business objectives.

### ***As a result of this change, should advertisers start optimising for PPE (Page post engagement) over real business outcomes?***

**FB:** No. Advertisers should continue to focus on achieving real business outcomes. Facebook's systems will continue to take into account relevancy and feedback to deliver ads to the right people. Engagement is only a very small part of how they rank ads and they encourage advertisers to not shift their strategy based on this News Feed ranking change.

### ***Will this change affect Instagram as well?***

**FB:** No. This ranking change affects Facebook News Feed only. ●



## Client giffgaff replaces Domino's as sponsor of The Voice

Since returning for a second series on ITV on 6<sup>th</sup> January, The Voice now has a new sponsor in the form of All Response Media's client, mobile network giffgaff. The sponsorship will run up until early April 2018.

giffgaff's idents for the show will feature the faces and tweets of fans. Tom Rainsford, giffgaff brand director, said: "It gives us the opportunity to put our brand in front of loads of people and in a truly giffgaff way, we're celebrating the fans of the show and featuring them and their tweets every week." ●

