KANTAR

Unlocking Campaign Optimisation

A Successful Partnership with Galeria

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UNLOCKING
VALUE
The World Audiences Summit 2022

Itaú, the largest bank in Brazil
Top 15 most valuable Brazilian Brands

- Operates across all financial categories, such as financial retail, credit cards, financing, insurance, investments, etc.

- More than 2.700 agencies in Brazil, present in 18 countries

- #1 most valuable in Kantar BrandZ Brazil (2021/22) (US$ 8bn+)

- Profitable – highest profit amongst the sector in Brazil in 2021 (US$ 4,8b)

Media Scenario:

- $156 million annual spend in Brazil (#2 advertising spend within the sector)

- Sponsors Open TV

- Sponsor on Open TV 2022 FIFA World Cup and National Soccer League broadcast, as well as the music event Rock in Rio.
Also sponsors the Brazilian National Soccer Team through the CBF

| RANKING	MARCA	Valor da marca 2021/2022 (US$ MILHÕES)
1	Itaú	8.080
2	Brahma	6.521
3	Bradesco	5.964
4	Skol	5.926
5	Claro	5.167
6	Magazine Luiza	4.736
7	Nubank	3.591
8	Petrobras/BR	2.639
9	Vivo	2.630
10	Antarctica	2.469
11	Globo	2.125
12	Renner	2.017
13	Natura	1.826
14	Totvs	1.712
15	Amil	1.613

Connection and partnership between an advertising agency and a data company
POWERFUL RESULTS!

The key for building and developing new tools and solutions is the uninterrupted connection between agency and data companies.

From this connection come the best ideas and solutions that the market demands.

However, it is very important for agencies to have well-structured research and insights areas, with qualified professionals both in technique, strategy and on building constructive analysis.
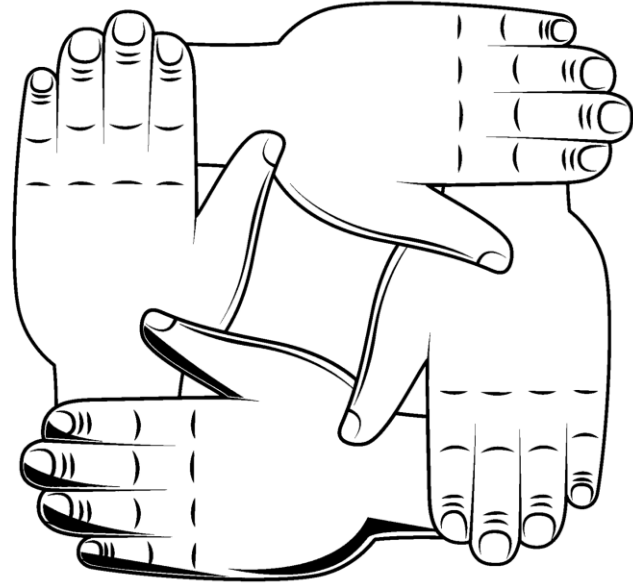
Galeria using Cross Media Performance solution for a major client - Banco ITAÚ

an example

Through this connection between the teams of Kantar and Galeria, we took firsthand in Brazil the ROI Always On solution for ITAÚ.

And now, faced with the challenge of measuring cross-media results, which would help us build a **unified video strategy** between online and offline for ITAÚ, we also took the **Cross Media Performance** firsthand in Brazil, which has been one of the most important bases for this construction for us.

The case

Goals and Expectations

When we got to know the **Cross Media Performance**, we soon created great expectations that it would contribute to several fronts, such as a **Unified Video Strategy and Guide (ON and OFF)** for our client **ITAÚ.**

And more than solving our **main objective**, which was to help us
build the Unified Video Strategy and Guide, Cross Media Performance solution
also gave us the **possibility to enhance campaign optimizations.**

Target

18+ YO

Date

03/sep to 06/oct 2021

Market

National

Media Mix

TV, Digital and OOH

Campaign
Íon – Investment APP

Objective
Generate interest in investing, with a brand strategy supported by 3 pillars:

Inspiration
Telling that there is a new way of investing and creating a milestone in the category

Guidance
Explaining the main functions, encouraging discovery, and associating the features with those of the most popular entertainment apps
(ex: user can choose investments in an interface like the one when choosing series on Netflix)

Naturalization
Democratizing the app, contextualizing the user experience, and creating an approximation between the topic of investments and the subjects of interest to the user
(ex: Games, Sports, Fashion, Beauty, etc)

Set up

We focus on
Open TV + YouTube

Market parameterization
15 main markets
covered by Kantar
(TV and YouTube)

Formats
TV – Spots 15",
30" and 60"
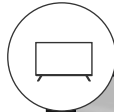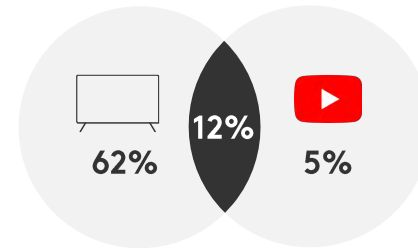YouTube – In-stream

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Itaú

apresenta

The Results

Total Results (18+)

Target Reach: **78,8%**
47,3 millions people
Total Impacts: **804,5 millions**
Media Frequency: **17,0**

Media Composition

62%   **12%**   5%

TV
Target Reach: **73,9%**
44,4 million people
Total Impacts: **781,6 millions**
Media Frequency: **17,6**

YouTube
Target Reach: **16,6%**
11,0 million people
Total Impacts: **25 millions**
Media Frequency: **2,0**

Need to analyze the results achieved by each age group in detail

Reach and Media Composition by age group

Even though YouTube aggregated in coverage for the younger audience, the "imbalance in impressions" was not enough for achieve total balance

03 Sep – 06 Oct 2021

Reach%

	18+	18-24	25-34	35-44	45-54	55+
Total	79%	66%	68%	76%	84%	91%
TV	74%	56%	60%	70%	81%	90%
YouTube	17%	22%	21%	19%	15%	11%

Average Frequency

	18+	18-24	25-34	35-44	45-54	55+
Total	17,0	9,3	11,5	13,9	17,3	24,0
TV	17,6	10,0	12,4	14,4	17,5	24,0
YouTube	2,1	2,3	2,3	2,2	2,3	2,2

Age	TV only	Both	YouTube only
18+	62%	12%	5%
18-24	44%	12%	10%
25-34	47%	13%	8%
35-44	57%	13%	6%
45-54	69%	12%	3%
55+	80%	10%	1%

■ TV ■ YouTube ■ Total

GALERIA + íon
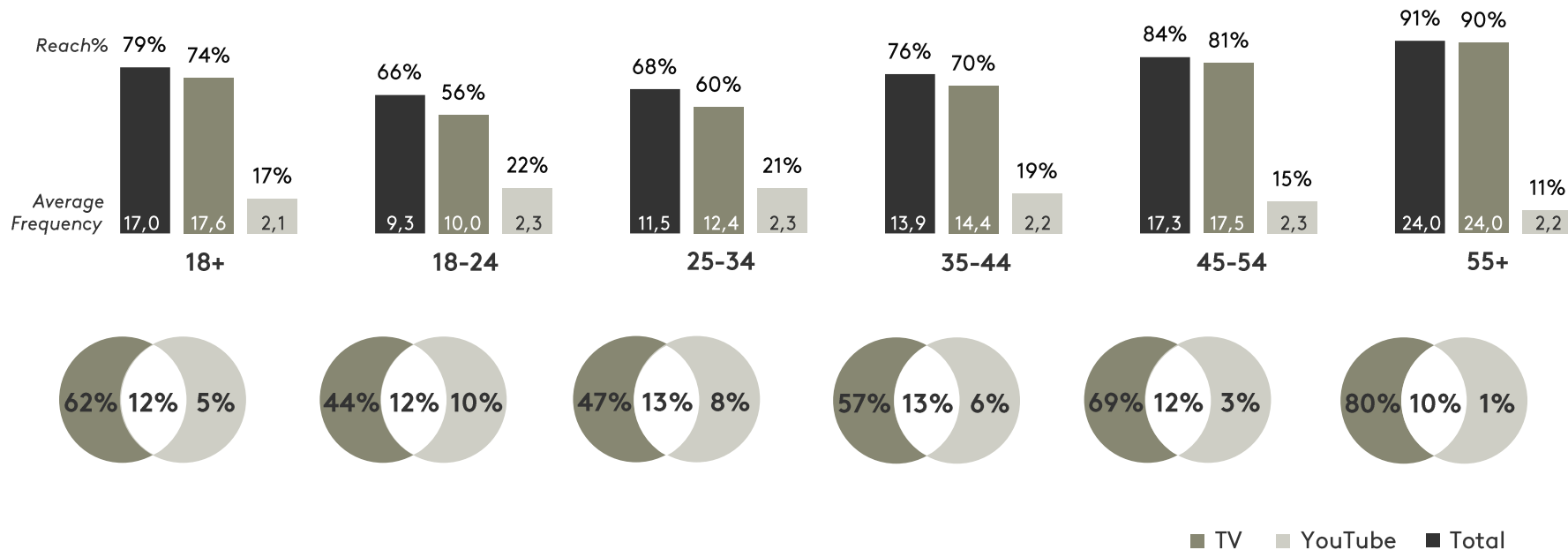
Learnings

Optimize the TV + YouTube contribution in the total reach composition,
through finding the best reach and frequency balance between age groups.

Results of Efficient Coverage Curve at the 3+ average frequency
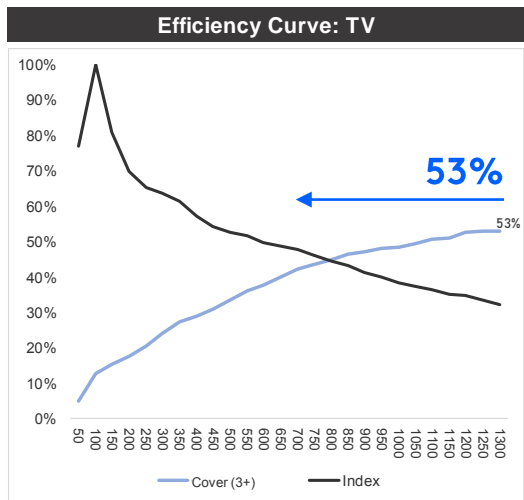
Cov Eff% **45%** (Campaign Cov% **53%**)
TRP Eff **800** (Campaign TRP **1300**)
TT Impression **482M** (Campaign Imp **781M**)

Cov Eff% -- (**Campaign Cov% 8%**)
TRP Eff -- (Campaign TRP **38**)
TT Impression **47M** (Campaign Imp **24M**)
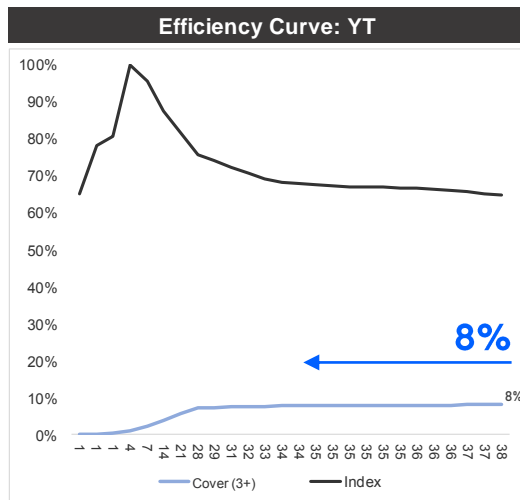
Cov Eff% **57,8%** (Campaign Cov% **62%**)
TRP Eff **1081** (Campaign TRP **1338**)
TT Impression **609M** (Campaign Imp **804M**)

Efficiency Curve: TV — Cov% 1+ **74%**

Efficiency Curve: YT — Cov% 1+ **17%**

Efficiency Curve: TOTAL TV + YT — Cov% 1+ **79%**

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Learnings

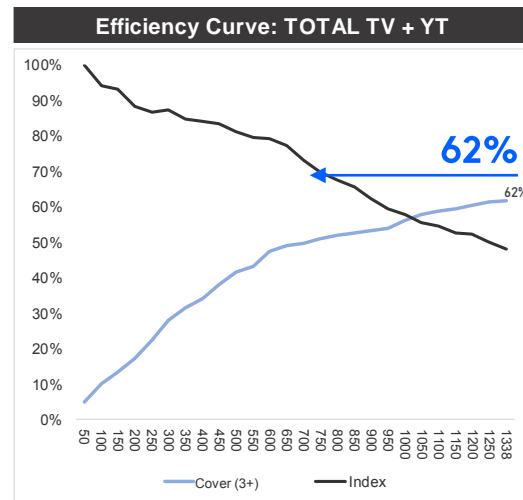The result on **Efficient Coverage** (Frequency 3+) between TV + YouTube indicates that we could **recalibrate TV and boost YouTube**, showing that the distribution aiming for efficiency between the two video channels combined could optimize and monetize the campaign.

New Possibilities
Analysis and visualizations also on other average frequencies, and not only in the 1+.
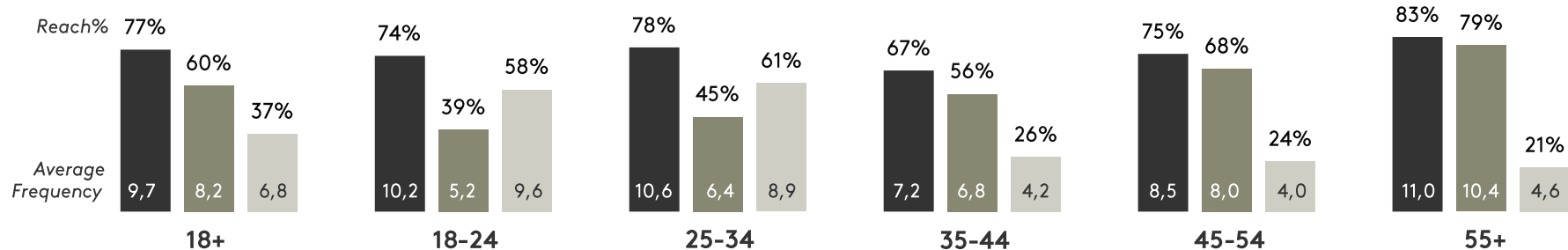
Applying the learnings

We ran another campaign on **Cross Media Performance** solution (from 13 to 21/12/21) with a better balance of reach and frequency between age groups on TV + YouTube composition, compared to the previous period, **reaching the level of efficient reach, with a save of TRP, and consequently of investment.**

Reach and Media Composition by age group
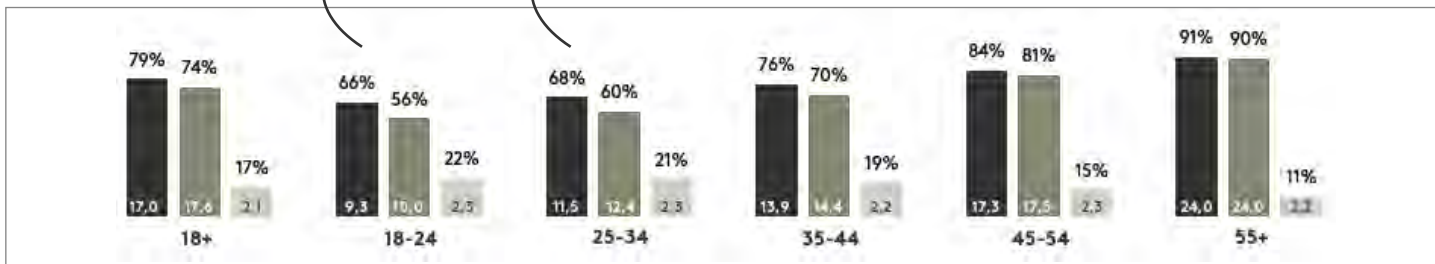## We've segmented YouTube impressions more intensively into younger age groups
13 – 31 Dec 2021

*Total impressions
445 million*

Reach%

	18+			18-24			25-34			35-44			45-54			55+		
	77%	60%	37%	74%	39%	58%	78%	45%	61%	67%	56%	26%	75%	68%	24%	83%	79%	21%

*Average
Frequency*

	18+			18-24			25-34			35-44			45-54			55+		
	9,7	8,2	6,8	10,2	5,2	9,6	10,6	6,4	8,9	7,2	6,8	4,2	8,5	8,0	4,0	11,0	10,4	4,6

*Total impressions
804 million*

|	18+			18-24			25-34			35-44			45-54			55+		
	79%	74%	17%	66%	56%	22%	68%	60%	21%	76%	70%	19%	84%	81%	15%	91%	90%	11%
	17,0	17,6	2,1	9,3	10,0	2,5	11,5	12,4	2,3	13,9	14,4	2,2	17,3	17,5	2,3	24,0	24,0	2,2

*Previous
Campaign*

◼ TV   ◻ YouTube   ◼ Total

Reach and Media Composition by age group

We've segmented YouTube impressions more intensively into younger age groups

13 – 31 Dec 2021

Media Composition

| 18+ | 18-24 | 25-34 | 35-44 | 45-54 | 55+ |

Previous Campaign

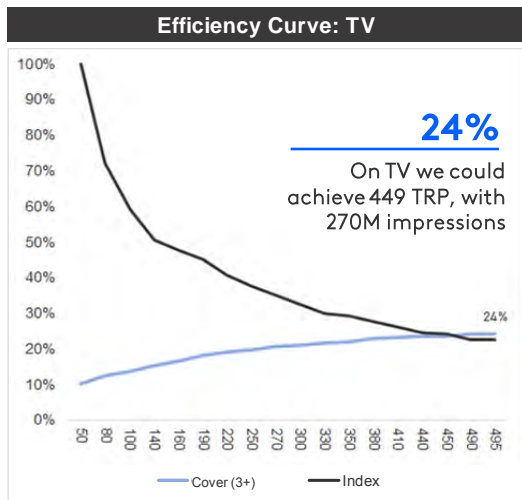■ TV   ■ YouTube   □ Overlap

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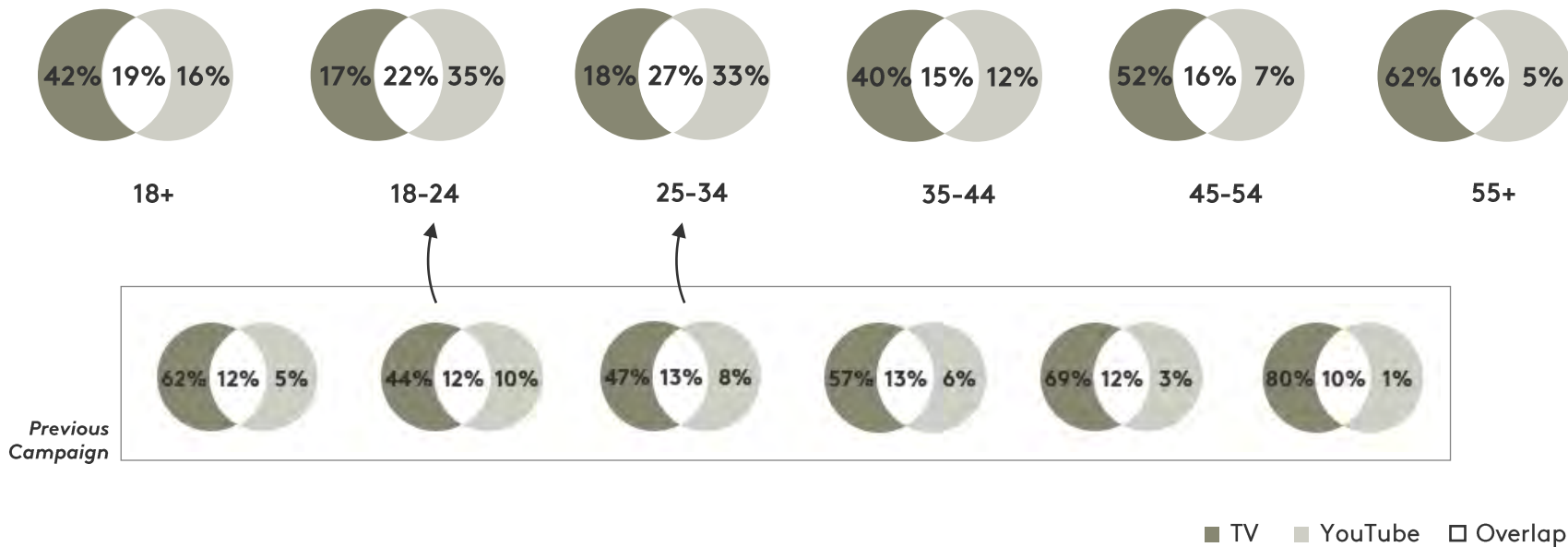
Results of Efficient Coverage Curve at the 3+ average frequency

After isolated TV and YouTube Efficiency Curves, Cross Media Performance shows us that we could optimize even more, without having to reach the limit of efficiency in isolated TV and YouTube curves to reach full efficiency in Video (Online and Offline)
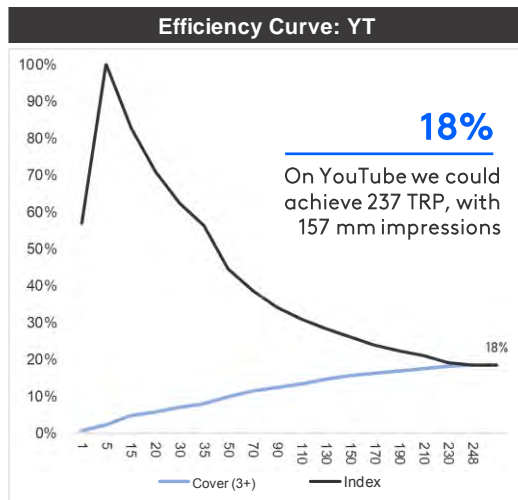
Cov Eff% **24%** (Campaign Cov% **24%**)
TRP Eff **494** (Campaign TRP **495**)
TT Impression **296M** (Campaign Imp **296M**)

Cov Eff% **18%** (Campaign Cov% **18%**)
TRP Eff **248** (Campaign TRP **248**)
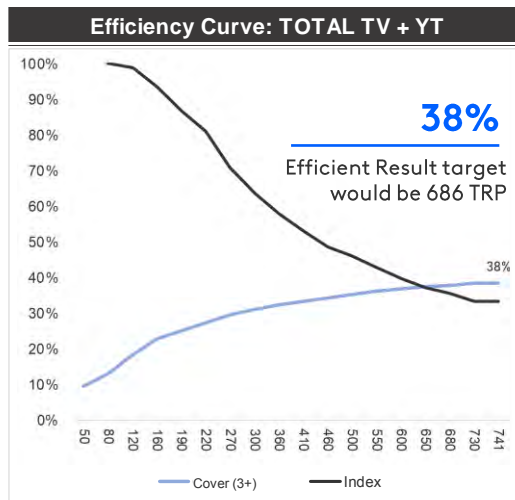TT Impression **164M** (Campaign Imp **164M**)

Cov Eff% **37,7%** (Campaign Cov% **38%**)
TRP Eff **686** (Campaign TRP **743**)
TT Impression **427M** (Campaign Imp **460M**)

Efficiency Curve: TV

24%

On TV we could achieve 449 TRP, with 270M impressions

Cov% 1+ 60%

Efficiency Curve: YT

18%

On YouTube we could achieve 237 TRP, with 157 mm impressions

Cov% 1+ 37%

Efficiency Curve: TOTAL TV + YT

38%

Efficient Result target would be 686 TRP

Cov% 1+ 77%

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Íon
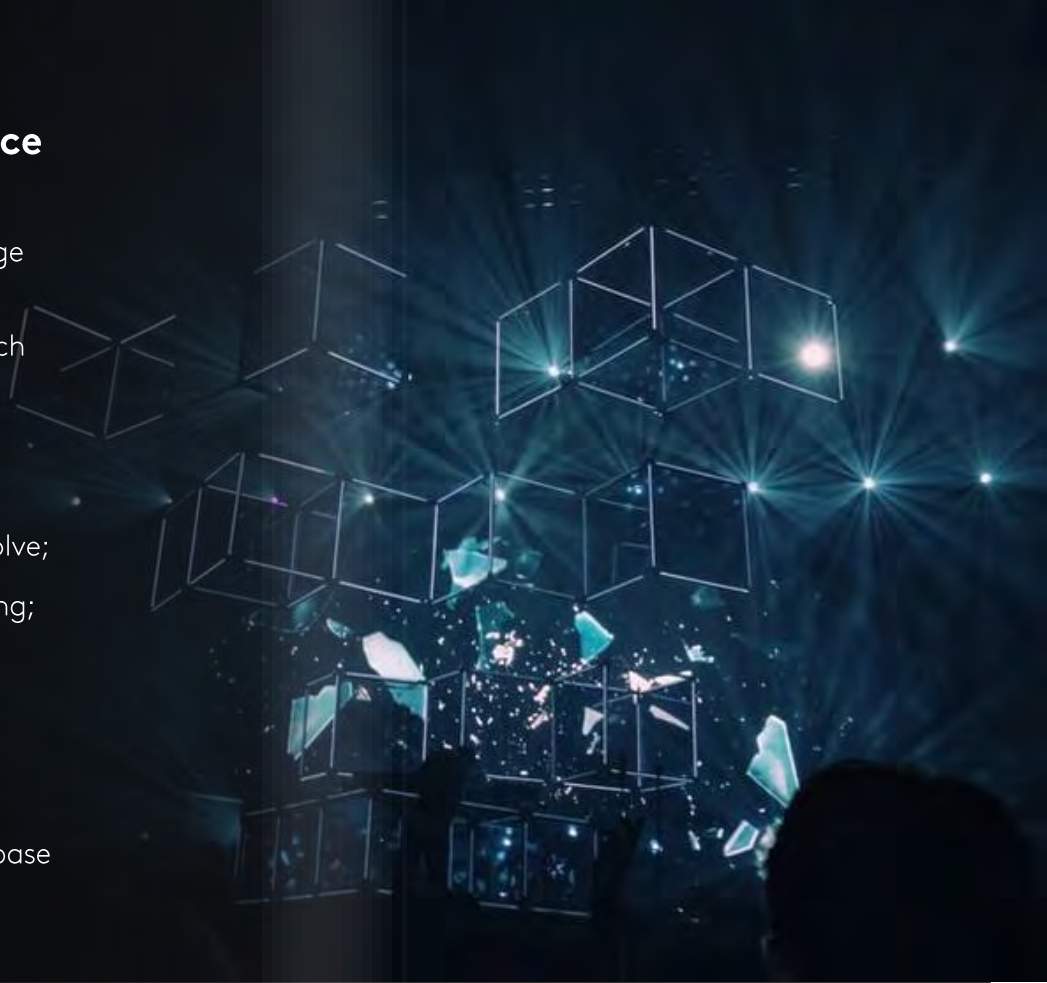
Summary of future learnings and opportunities with Cross Media Performance

- Always analyze in detail the information between target age groups, planning the possible synergies between them;

- Control and adjust the range and average frequency in each layer of the target is fundamental in Digital planning to adequately complement Open TV, which in turn can be recalibrated through efficient range for the best cross media video result;

- Real-time optimization is a main point that we need to evolve;

- Reapplying the study constantly is essential for solid learning;

Future Opportunities

- Analysis and visualizations also in the various average frequencies, and not only in the 1+

- Inclusion of more channels and video formats on the database

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Thank you!