



Promotional Campaign Effectiveness for Morning News

Case Study

INDUSTRY

As local TV stations continue to labor for daily news ratings and deal with the competing demands for inventory, effective promotional campaigns become even more important. While studies have shown that promotion drives incremental viewership, putting together the right campaign plan is key to maximizing audience and revenue.

Local stations need to:

- Make crucial choices about promotion content and where, when, and how often it will air.
- Effectively address demands on inventory including maximized ad sales, support of local news and other programming and support of network and syndicated programming.
- Know how to magnify the success of their promotional campaign which will give them an advantage in the competitive marketplace.

OVERVIEW

Fisher Communications Inc, an innovative media company with TV, radio, Internet and mobile operations, launched a new promotional campaign for their Seattle stations' KOMO morning news program. The creative and messaging featured their new anchor, Brad Goode, who was formerly with another leading local morning news program. KOMO wanted to gauge the impact of the new anchor promotion on early news tune-in and understand the effectiveness of their TV promotional campaign.

SOLUTION

Employing Nielsen Watch Effect, we examined KOMO's overall promotional strategy and the best places to reach potential KOMO early news viewers. Nielsen Watch Effect provides advanced performance metrics and ROI insights into the impact of tune-in campaigns on program ratings. We examined all 114 spots featuring the new talent using Nielsen's Local People Meter Homes (Seattle-Tacoma DMA).

- Station viewers were segmented into heavy, medium, and light KOMO early news viewers, and early news viewers to KOMO, KING, or KIRO.
- Same group was measured over time, comparing TV viewing behavior before and after promotion exposure (benchmark period and program period, respectively).
- An ANCOVA (Analysis of Covariance) was run to compare the behavior of people exposed to promotions versus those who were not, but shared otherwise similar TV viewing characteristics.
 - We were able to attribute differences in the exposed group's viewing to the exposed group to the promotional schedule, as a result of the careful selection process for the control group.

COMPANY:

Fisher Communications Inc.

OBJECTIVE:

- Did promotion highlighting new talent bring in more viewers?
- Did promotion drive Goode loyalists to KOMO?
- Which dayparts were ideal for reaching non-KOMO early news viewers on KOMO's air?
- With saleable inventory at stake, what was the optimal frequency a viewer needed to see the campaign to tune-in?

SOLUTION:

Nielsen Watch Effect

“With promotion, it's not enough to reach people; we need to reach the right people who are proven viewers of news content. Nielsen Watch Effect allows us to measure specific competing viewers and analyze the affects of our promotional campaigns which allows us to maximize our promotional budget.”

Tyler Henebry
Research Director
KOMO-TV

“Changing on-air talent is a very important decision that cannot be made lightly. We need to devote a lot of time and resources to promoting the changes, and we need to understand the impact of our promotion as quickly as possible. Simply examining the ratings before and after the change are not enough; we need to know if people actually got the message that there was a change, especially those people who watch competitors on a regular basis.”

Justin Lewis
Director of Research
Fisher Communications

INSIGHTS/FINDINGS

KOMO's promotional campaign effectively reached intended audiences.

- Overall promotional campaign reached 39% of persons 25-54, an average of 3.1 times.
- Reach extended to 70% of light KOMO viewers and 59% of heavy viewers to another local area station.

KOMO promotions positively impacted tune-in to the early news.

- 20.44% of viewers exposed to the campaign tuned-in, while only 8.70% of viewers not exposed watched the program. <Fig.1>
- Those defined as "non-KOMO early news viewers" before the campaign, made up 65% of the total program audience after the campaign.
- 13% of the tune-in audience consisted of people who were heavy viewers of another leading Seattle station before the campaign. This was a 40% increase of this station's loyalists tuning into KOMO when comparing pre and post campaign.
- 20% of KING/KIRO early news viewers and KOMO early news non-viewers were reached on KOMO between 4:00pm and 5:00pm. An average of 35% were reached between 8:00pm and 10:00pm.
- Exposure "sweet spot" was between 7-9x frequency, as tune-in to the news increased from 10% to 22% for this frequency. Portions of the campaign inventory could have been re-assigned, since additional frequency didn't drive conversion.

<Fig.2>

CONCLUSION

KOMO's promotional campaign was effective at bringing in new early morning viewers.

- Future campaigns could aim for 7-9x frequency.
- Non-KOMO early news viewers were the most effected by the campaign.
- Primetime and Early Fringe were the best times to reach a new, potential audience on KOMO's air.

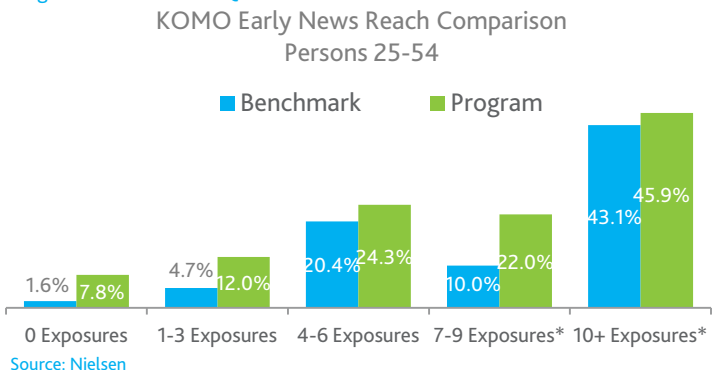
With this information, KOMO can more successfully optimize their saleable inventory, maximizing their early news audience while better allocating inventory for promotions.

<Fig. 1> PROGRAM TUNE-IN BY CAMPAIGN EXPOSURE

Campaign Exposure Group	% Tuned-in To Program
Exposed	20.44%
Control/Not-Exposed	8.70%

Source: Nielsen

<Fig. 2> CAMPAIGN FREQUENCY "SWEET SPOT"



“The data both confirmed our strategies of messaging and placement, while also shedding light on the question of frequency. It was very interesting to see statistically how our ROI diminishes with exposure.”

Scott Altus
Creative Services Director
KOMO 4

KEY TAKEAWAYS

- Local stations need to know how many new viewers their campaigns might bring in, but also who these viewers are and from where they are tuning-in. This is the best way to reach a potential news audience.
- More isn't always better. Stations need to find their sweet spot frequency for incremental tune-in. Beyond this frequency, stations can be using their inventory in more effective ways.
- Certain dayparts can be far more effective at reaching the desired viewers with local spot promotions.

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