

Statoil MilesPLUS

Online Post Campaign Analysis & Posttest
Denmark, December 2015



Starcom^{SMG}

Agenda

Posttest

- Purpose & Method
- Campaign Overview & Tested Material
- Ad Recall & Evaluation
- Brand Awareness & Preferences

Online Post Campaign Analysis

- Purpose
- Key Campaign Figures
- Media Performance Summary
- Process
- Online Campaign Objectives
- Cost Measurements
- Audience Measurements
- Total Online Performance
- Demographic Profiles



Posttest among those exposed



Purpose & Method

Purpose

To evaluate the effect of the digital campaign as well as measure the development in awareness and preferences for Statoil from previous periods when possible

Target group

P18-65 who have a car in the household and have visited a petrol station within the past 2 months

Method

Data collected online by using CAWI (Computer-assisted web interviewing).

300 respondents who are all exposed to the campaign online



Campaign Overview & Tested Material

Campaign

Statoil MilesPLUS

Placements: Car magazines and newspapers as well as digital banners, takeovers (mobile and desktop) and WebTV.

Period

Campaign:
Week 36-40 and 45-49
2015

Posttest:
After the first burst in
week 41 2015

The image displays three different banner formats for the Statoil MilesPLUS campaign. The top banner is a digital ad with a dark blue background, featuring the MilesPLUS logo, the text "Mere power og acceleration med en renere dieselmotor", and a "Læs mere" button. The middle banner is a desktop version with a similar layout, including the website URL "www.statoil.dk/milesPLUS" and a "Skip" button. The right banner is a vertical mobile ad showing a person on a car roof holding a lasso, with the same text and "Læs mere" button.

Banners were shown with name and logo blinded



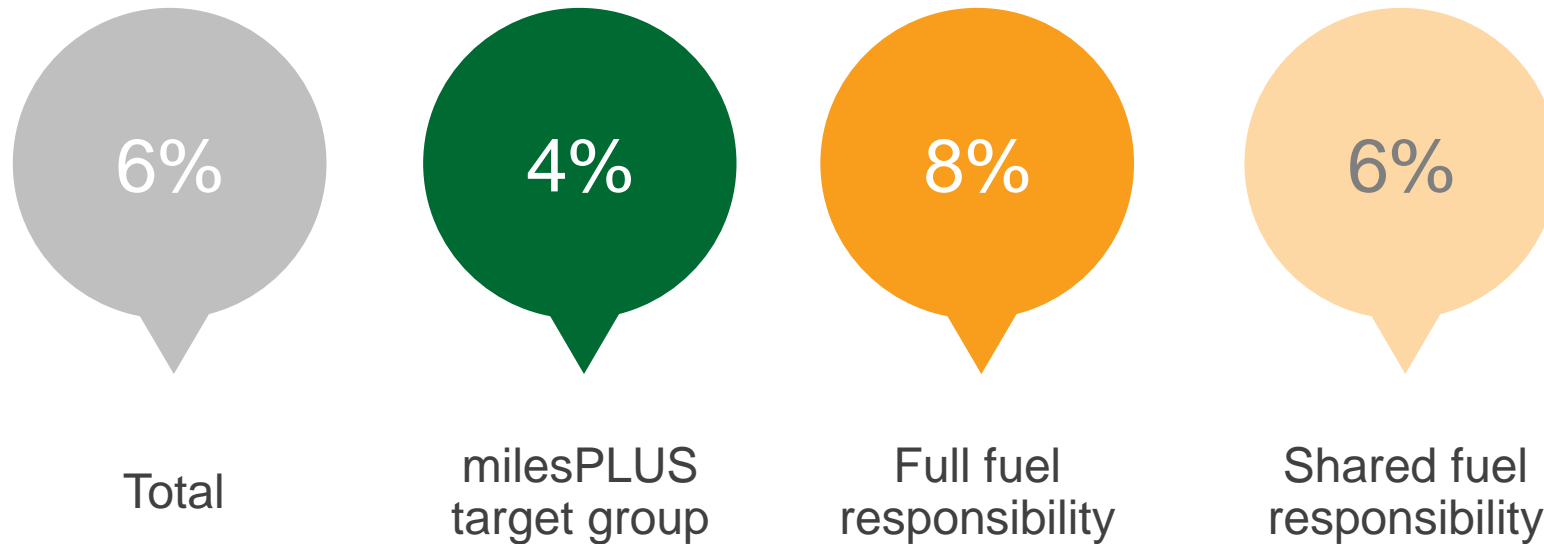
Ad Recall & Evaluation



Ad Recall

Low ad recall compared to previously tested Statoil campaigns in 2015, which can be explained by the online format. There is no significant increase in ad recall when the online exposure frequency increase.

Do you remember seeing this ad recently?



milesPLUS target group = Men 25-55 with an income of 200.000 DKK or more



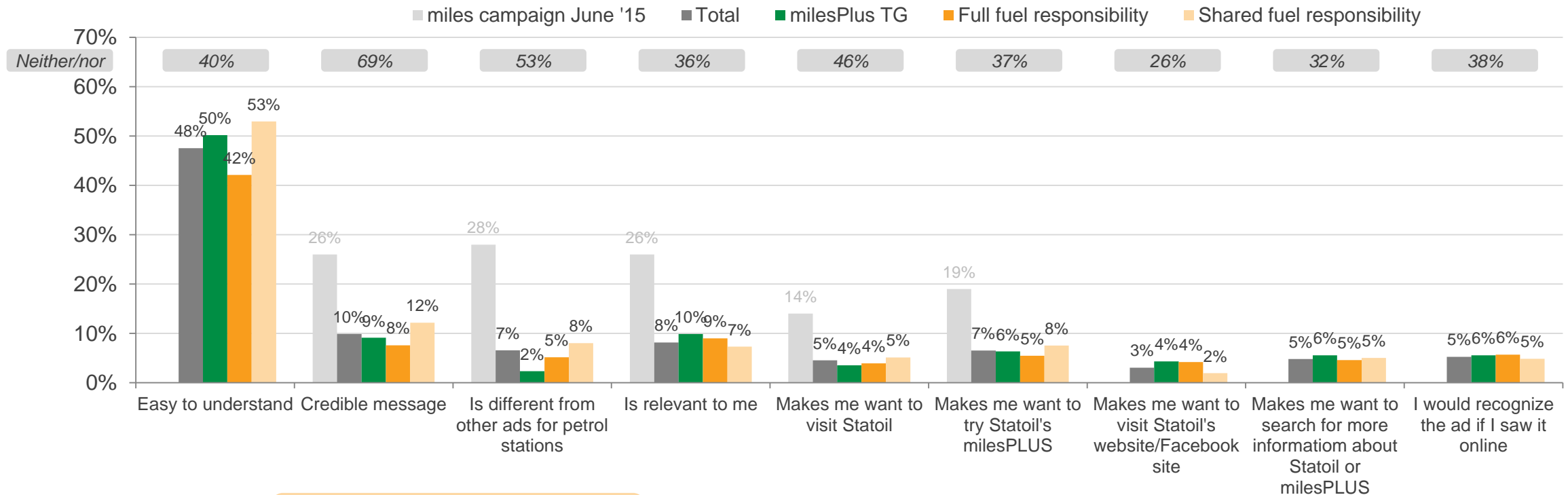
Ad Evaluation

The ad is easy to understand but less successful in terms of creating interest and call-to-action among the target group. Purchase intention of milesPLUS (7%) is significantly lower than for the miles campaign in June 2015 (17%).

For your information the ad was for Statoil and the petrol station's diesel MilesPLUS. To what extent do you agree or disagree with the following statements about the ad?

% shows those who "Agree" or "Highly agree"

NB: Ad shown un-blinded



NB: the tested miles campaign in June '15 was a TV campaign

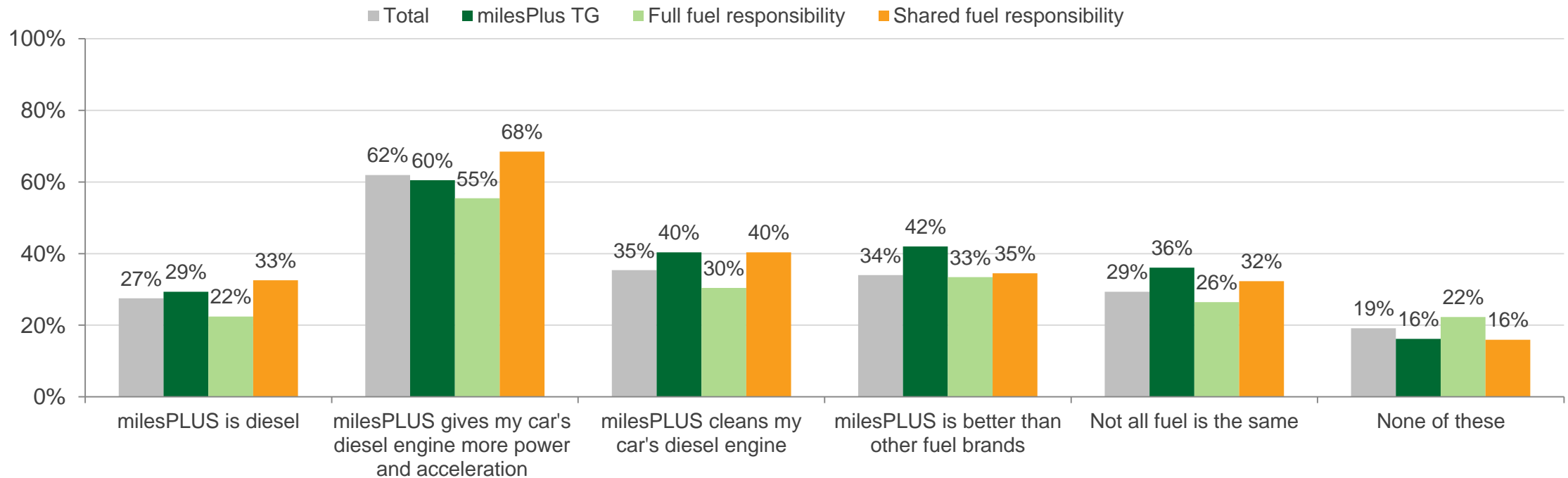


Message Understanding

Ad evaluation and message understanding is slightly higher among the milesPLUS target group, indicating their higher relevance to the product.

Which of the following messages do you think Statoil wants to communicate with the ad?
Multiple answers possible

NB: Ad shown un-blinded



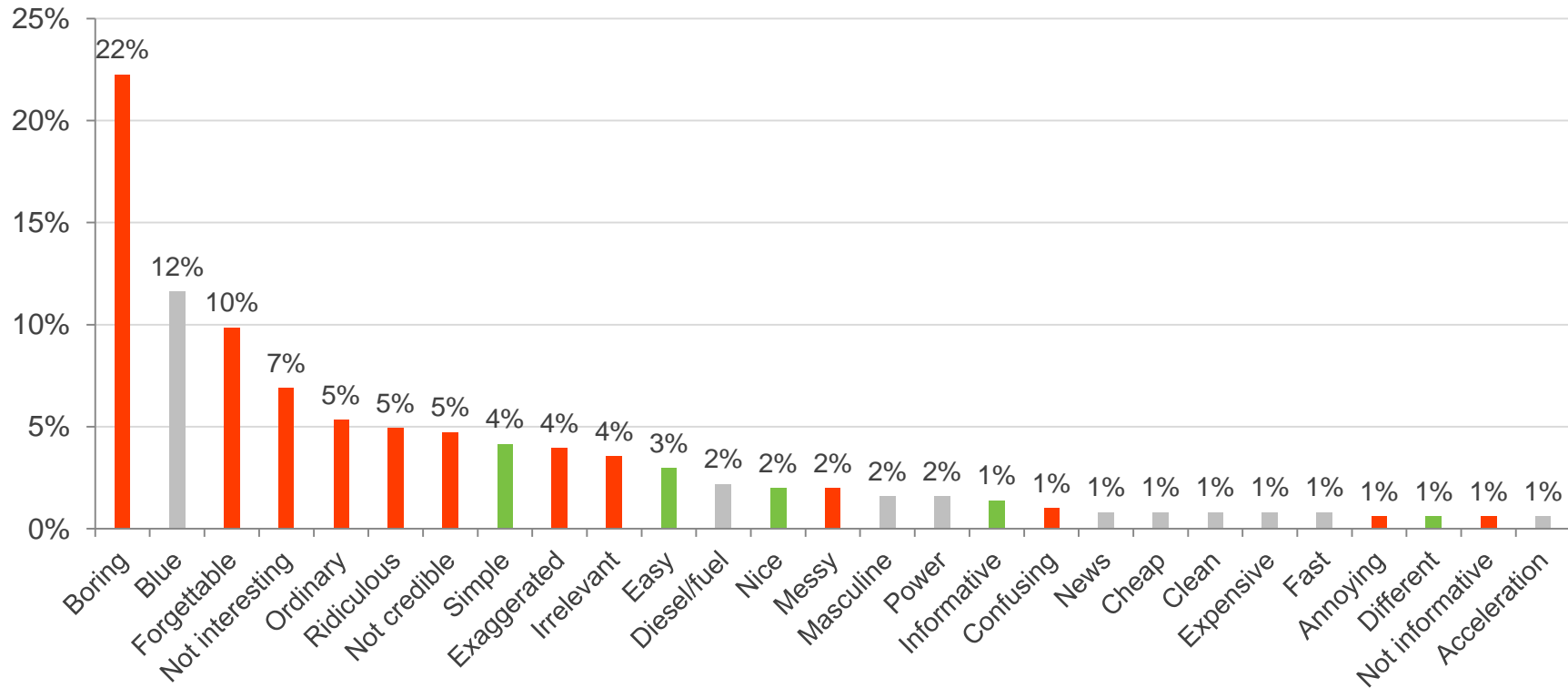
Ad Perception

When being asked to describe the ad with 3 words, 73% of all answers are connected to negative perceptions – while remaining 27% are positively or neutrally associated.

If you should describe the ad you have just seen with three words, what would it be?

Open answer

NB: Ad shown un-blinded



POSITIVE/NEUTRAL ASSOCIATIONS
Constitute 27% of all answers



NEGATIVE ASSOCIATIONS
Constitute 73% of all answers



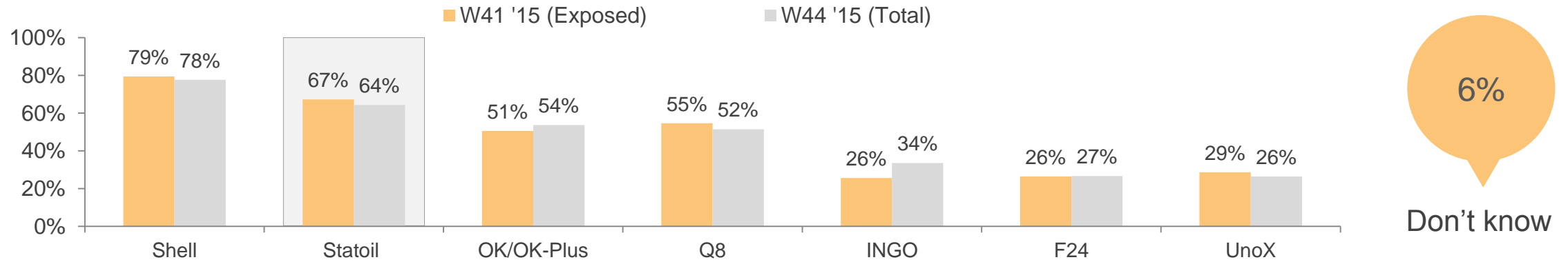
Brand Awareness & Preferences



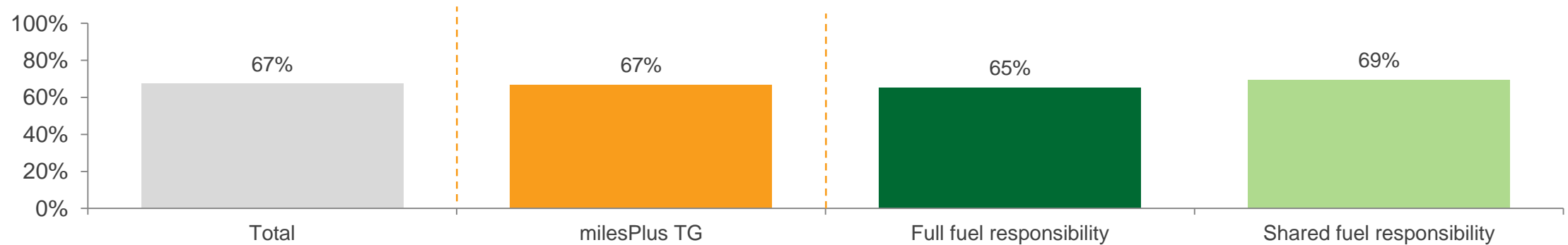
Unaided Brand Awareness

The general unaided brand awareness is high in the category and Statoil takes a second place with 67% after Shell with 79%. The higher awareness among exposed in week 41, compared to all people in week 44, indicate a positive effect of the online campaign.

Which petrol stations do you know or have you heard of?



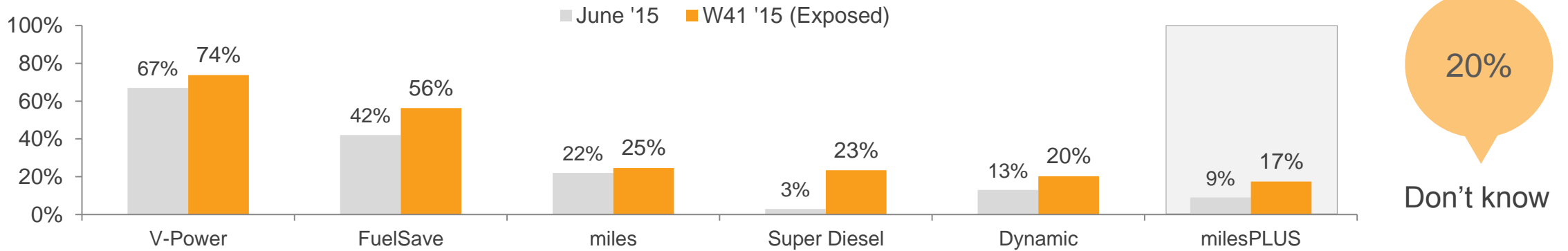
Statoil W41 2015 Exposed



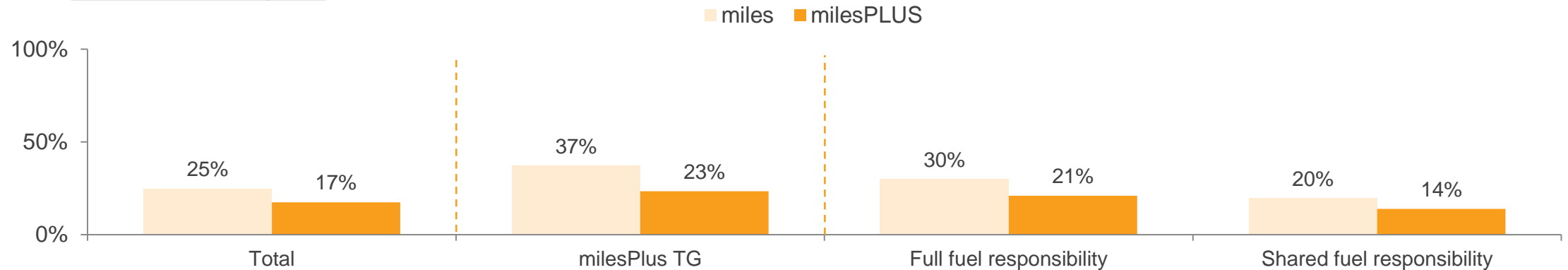
Aided Fuel Awareness

Both miles and milesPLUS is more known among the milesPLUS target group (men 25-55yrs with a personal income of 200.000 or more). The same goes for those with full fuel responsibility.

Which of the following fuel brands do you know or have you heard of?



Statoil W41 2015 Exposed



Online Post Campaign Analysis



Purpose

The purpose of the online PCA is to obtain valuable knowledge of who the online campaign really hits.

We get knowledge on how many people in the target audience that are affected by the campaign – and how often. This is important in relation to using online as an awareness media

We see what media/network is the most efficient in relation to our target audience

Further we will know the demographics of those exposed to the campaign



Key Campaign Figures



Target Group:

652.000 are in the target group
(Men 25-55 years old
with a yearly personal
income >200.000)



Impressions:

We have reached a total
of 491.731 in the target
group. A reach in TG of
75%



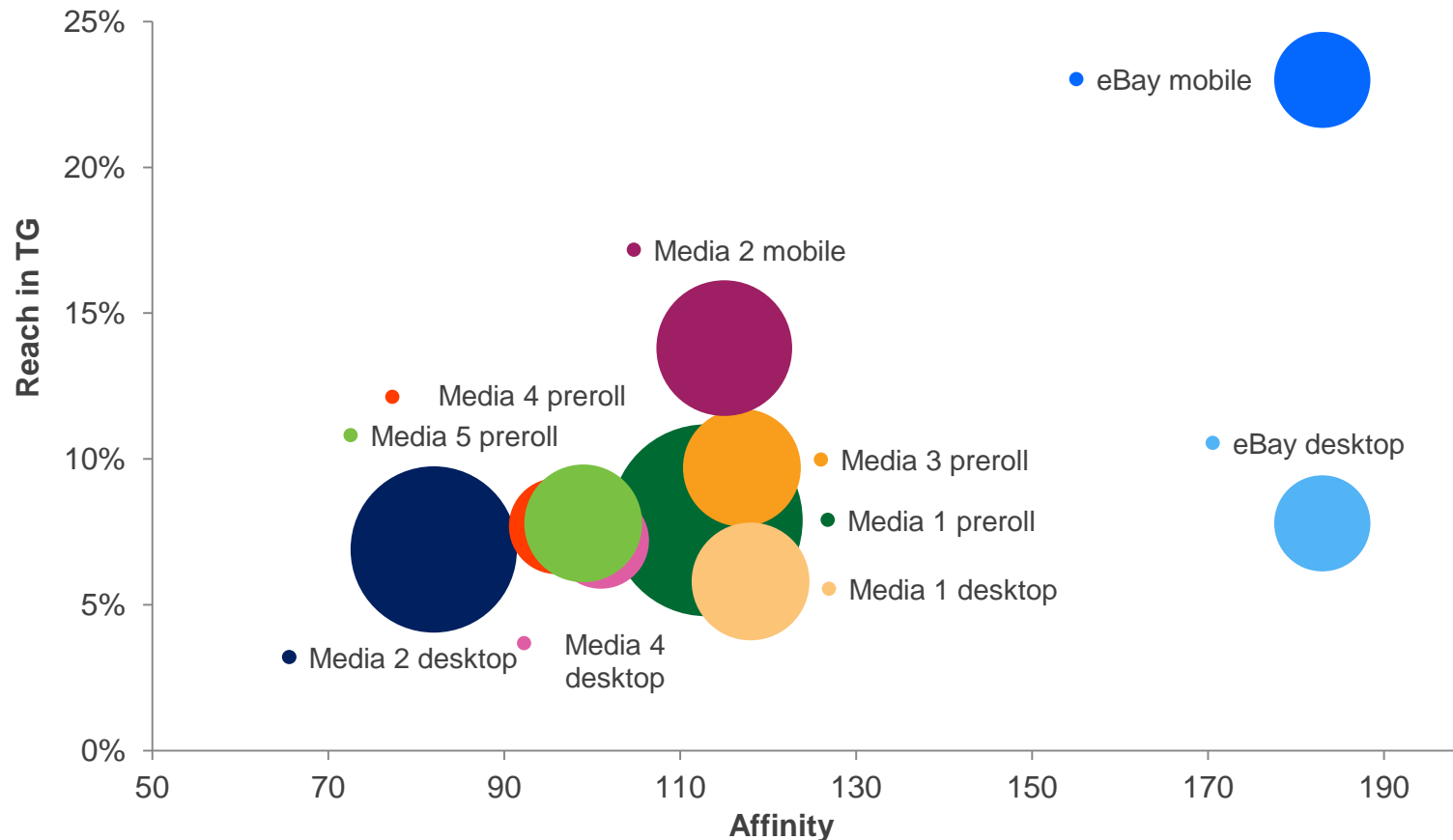
Exposure Frequency:

The average exposure
frequency in the target
group is 7,2



Media Performance Summary

The chart below shows the **affinity**, **budget** and **reach** in target group of each media
The size of the bubble shows budget



eBay mobile provided 150.700 unique impressions in the target group and had a reach of 23% and an affiliation of 183. Accounting for budget for eBay mobile, which was not bigger than for other placements, it has clearly been the best performing media on the plan.

eBay desktop has the same high affinity as mobile, but with a lower reach in this campaign (8%).

All together, at eBay's platform Bilbasen.dk we are able to reach the milesPLUS target group – particularly trough mobile exposures.



Process



KPI's for the Campaign are defined



Campaign Data Management



Campaign Execution



Post Campaign Analysis

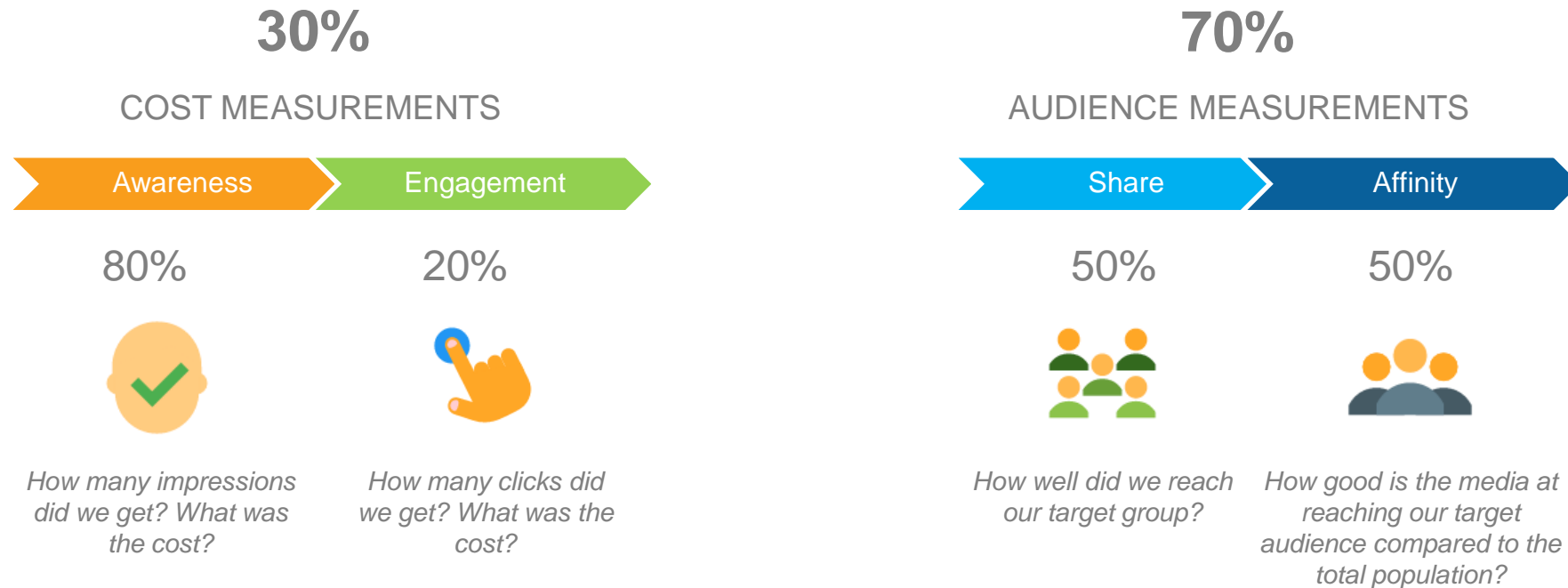
This report is made on the basis of online tracking data. From Adform we get data regarding cost and impressions, clicks etc. From UserReport we get data regarding the specific target group we have reached and the demographic profile. Thus in the following, data from Adform and UserReport make the foundation for the Cost and the Audience parts respectively. The data is evaluated against our campaign objectives and thereby we can evaluate media on the basis of the KPIs we have set for the specific campaign.



Online Campaign Objective

The Statoil campaign was mainly an awareness campaign

The objective was to create awareness among the target group and therefore the audience measurements are the most important, with share and affinity weighing 50% each.



INDEX 100:

Cost measurements:

A cost of DKK 95 or less per 1000 impression and a cost of DKK 25 or less per click is considered satisfying.

Audience measurements:

A reach of 15% or more in the target group and an affinity of 100 or above is considered adequate.

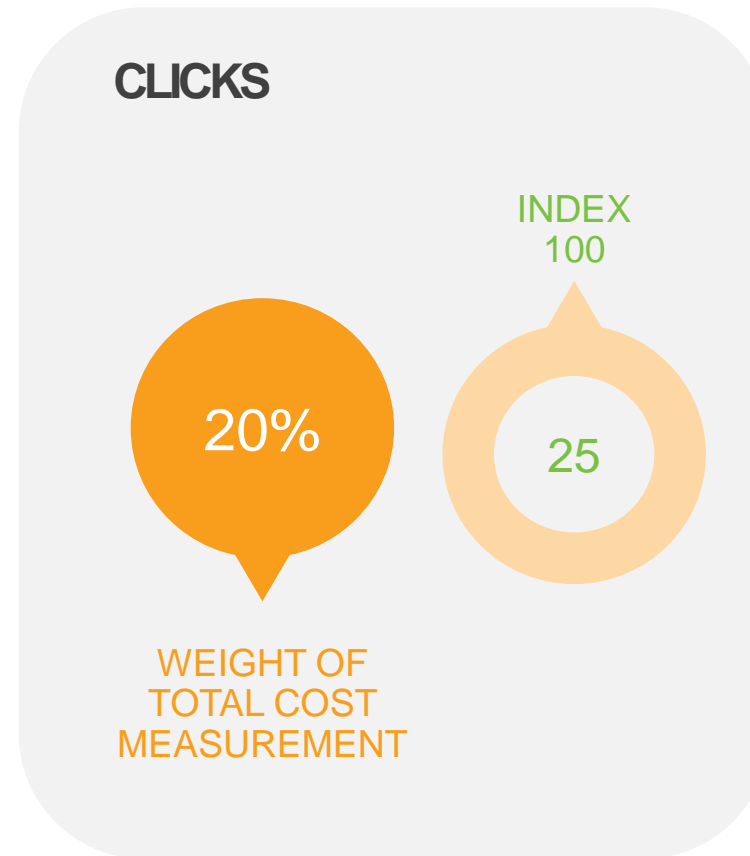
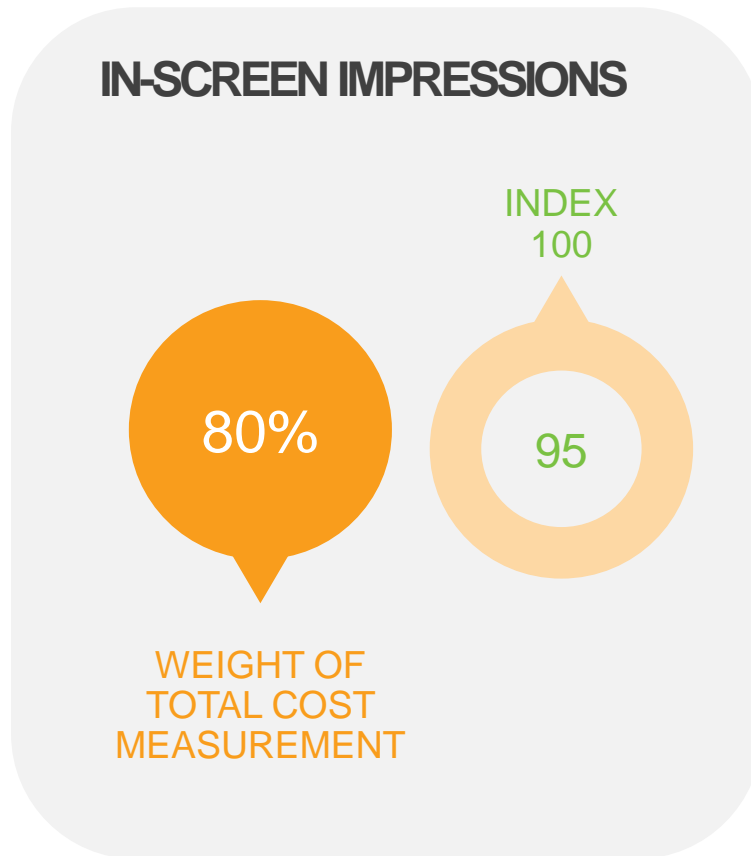


Cost Measurements



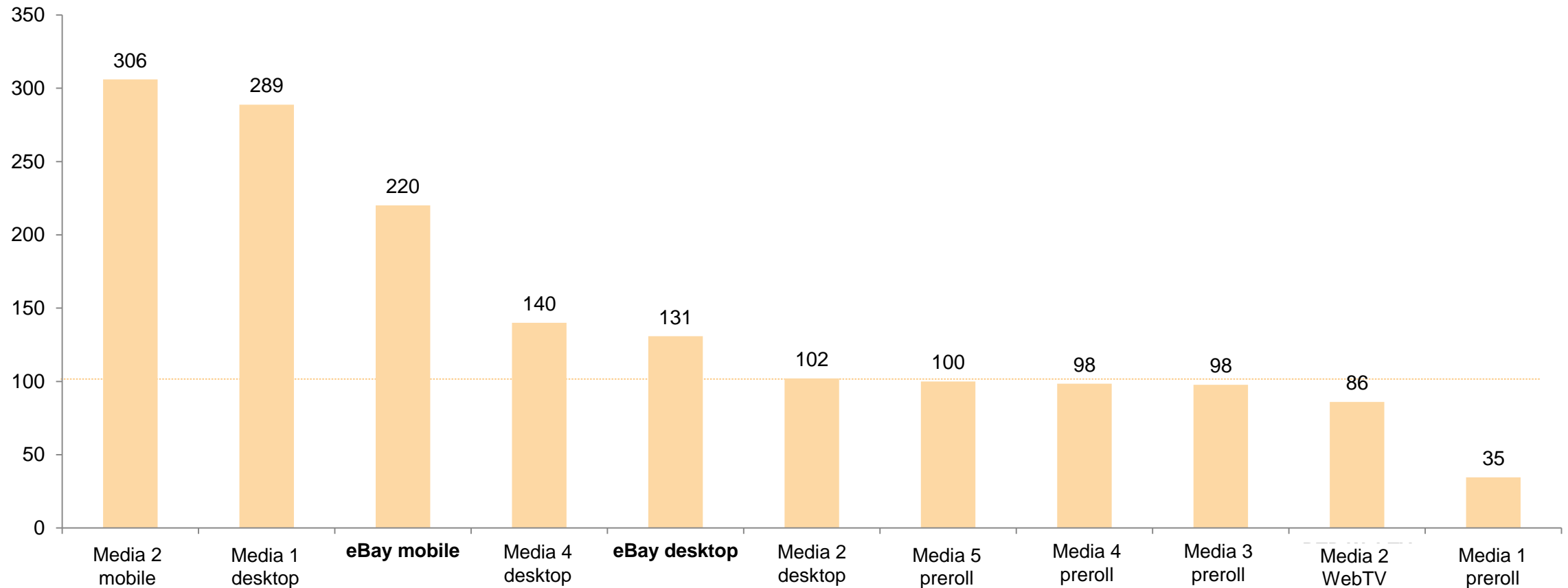
Cost Definition

The cost measurement scores are based on index numbers. The cost measurement results are then based on the weights of each different score. Weights are determined on basis of the objectives of this specific campaign.



Impression Score

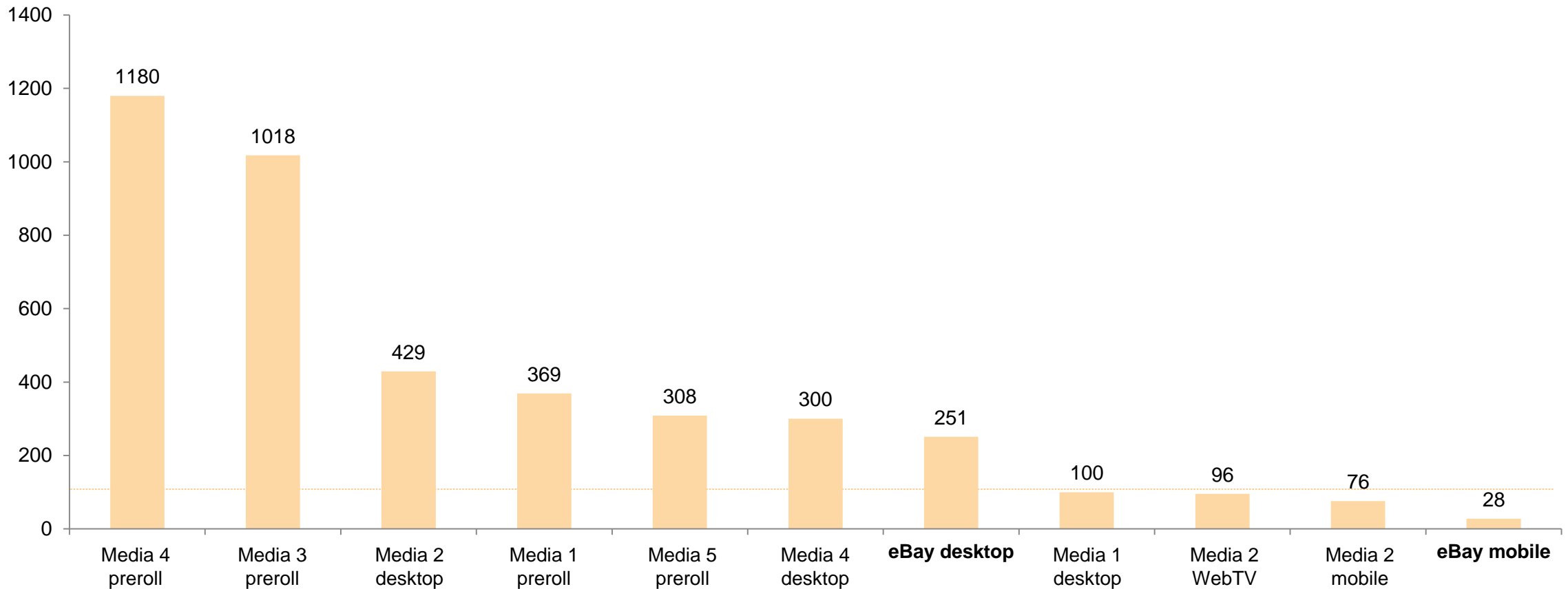
The score is based on how many impressions we got and the cost of these and then indexed according to objectives (indexed CPMV).



NB: An index above 100 indicates performance better than objective

Click Score

The score is based on how many clicks we got and the cost of these and then indexed according to objectives (indexed CPC)



NB: An index above 100 indicates performance better than objective

Cost Measurement Results

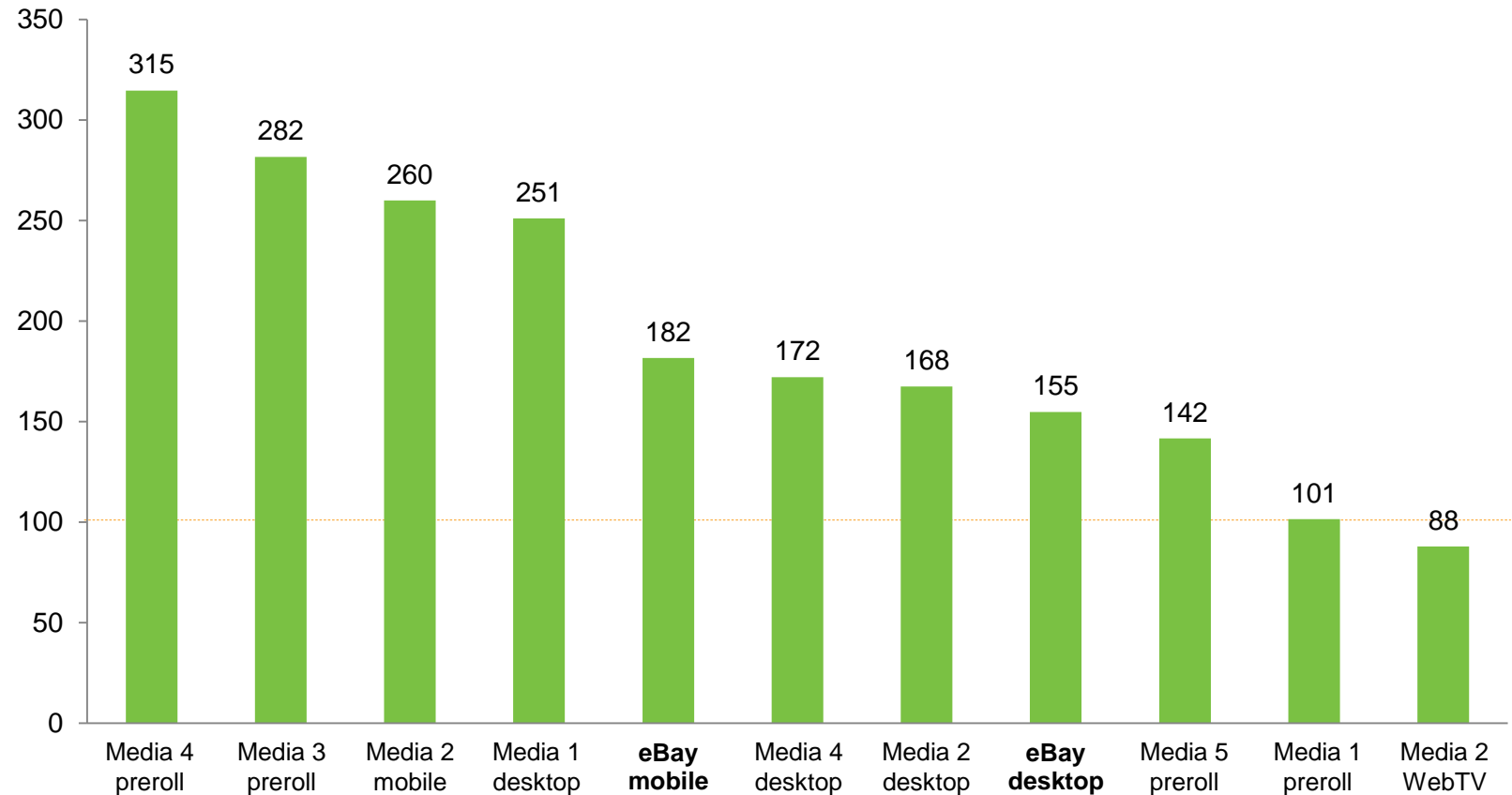


Weight: 30%

When looking at impression score, both eBay desktop and mobile has indexes above 100 and end up on a third and fifth place out of the 11 placements on the media plan. Especially eBay desktop has thus been more cost effective than other media in terms of generating impressions.

When it comes to clicks, preroll placements has been performing better than banners and takeovers. With a CPC of 10 eBay desktop reach index 251 and conversely, eBay mobile has had a CPC of 89, resulting in a low index of 28.

Since impressions is far more important than clicks in this campaign, eBay end up with cost measurement scores above index 100.



NB: An index above 100 indicates performance better than objective

Audience Measurements



Target Group

The audience measurement scores are based on index numbers. The audience measurement results are then based on the Weights are determined on basis of the objectives of this specific campaign.

DEFINITION

Men 25-55 years old with a yearly personal income >200.000



SHARE

INDEX
100

50%

20%

WEIGHT OF
TOTAL AUDIENCE
MEASUREMENT

AFFINITY

INDEX
100

50%

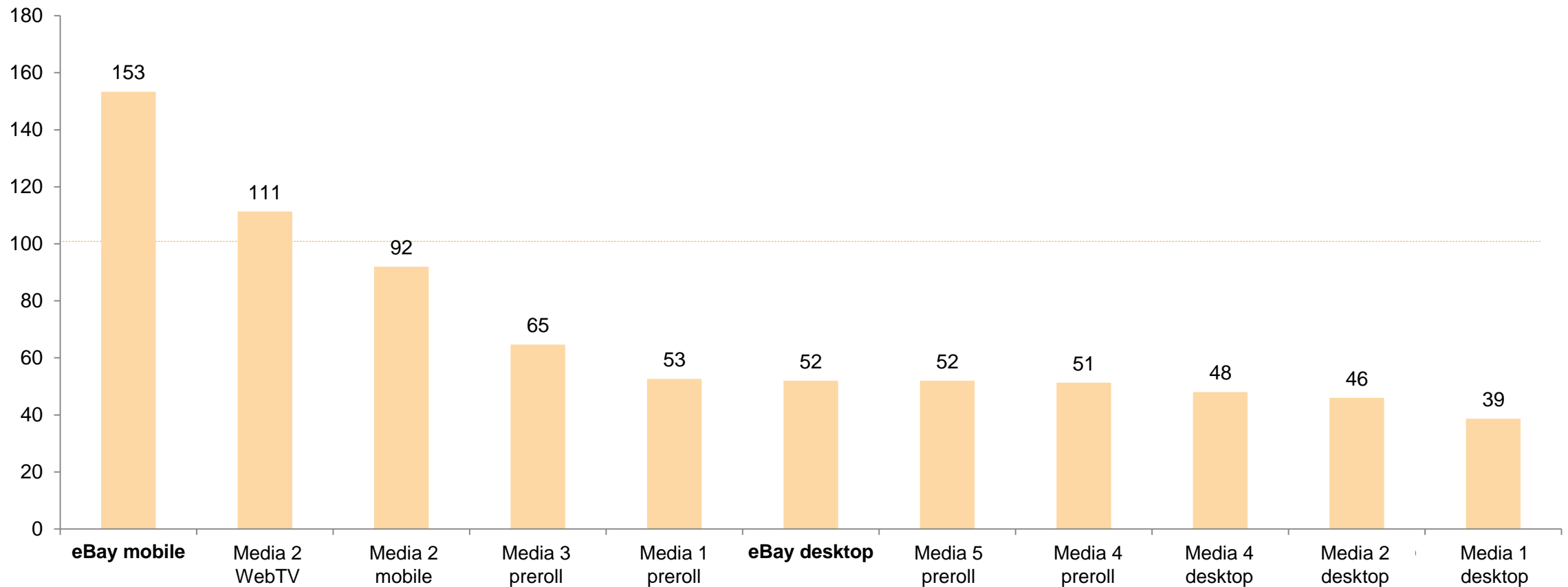
100

WEIGHT OF
TOTAL AUDIENCE
MEASUREMENT



Share Score

The score is based on how well each media reached the target group and then indexed according to objectives.



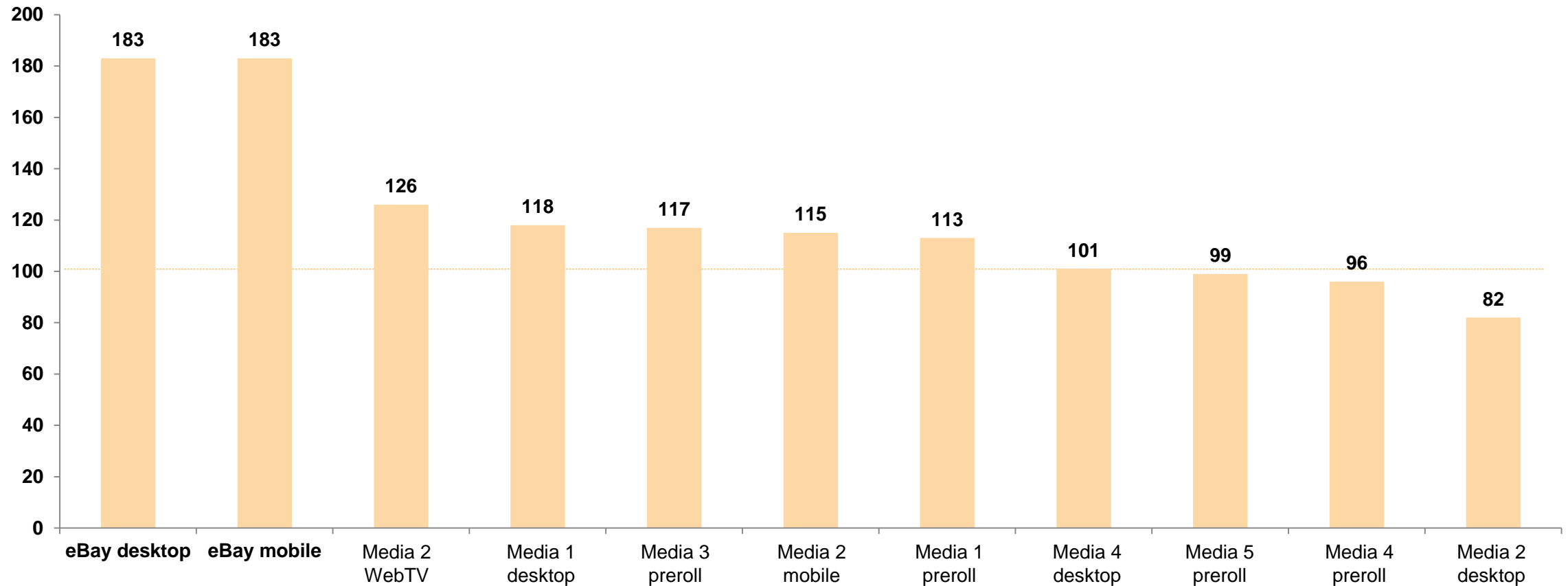
NB: An index above 100 indicates performance better than objective



STATOIL

Affinity Score

The score is based on how well each media reached the target group compared to the total population and then indexed according to objectives.



NB: An index above 100 indicates performance better than objective

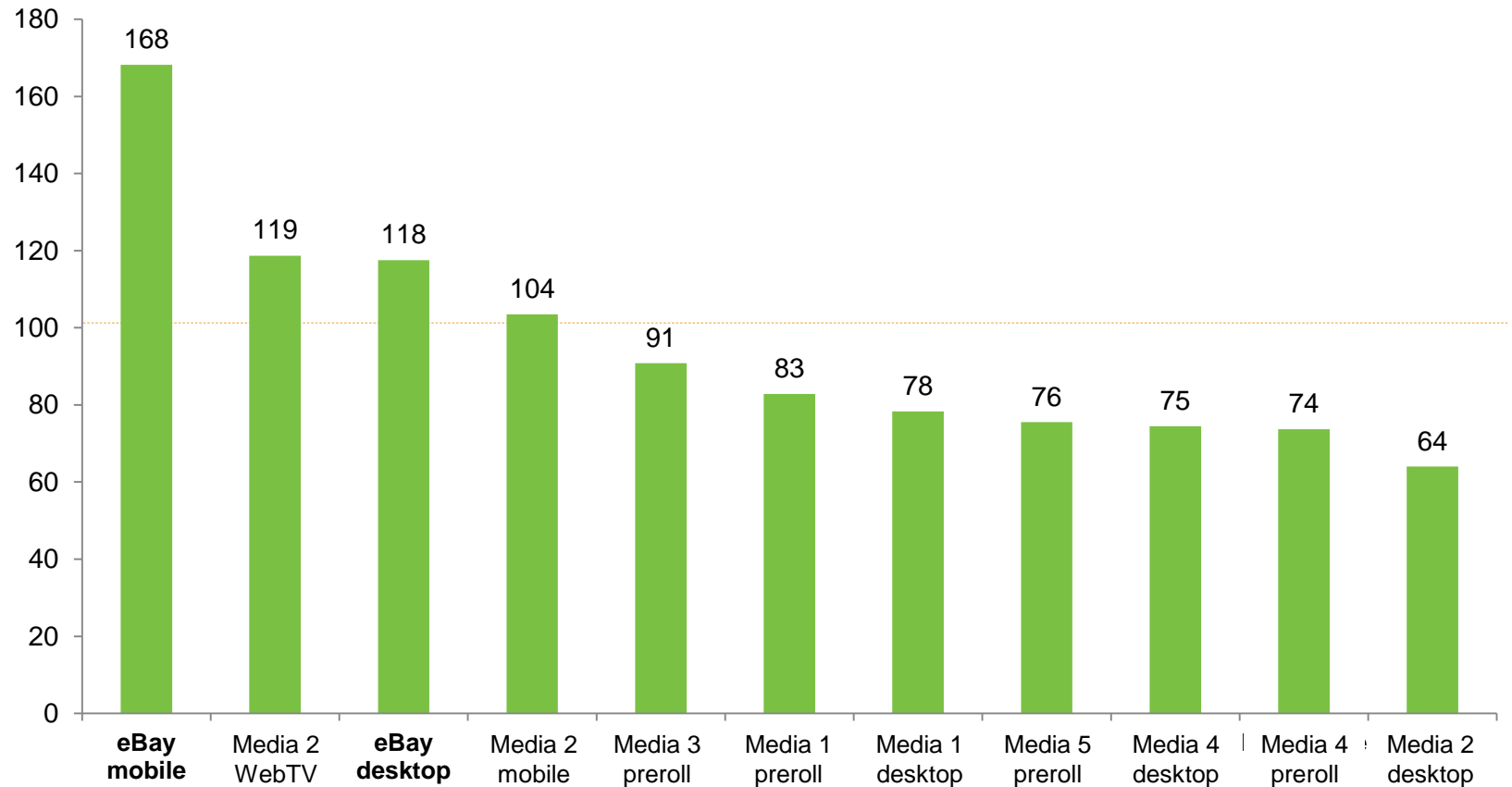
Audience Measurement Result



Weight: 70%

eBay mobile has by far the highest reach (23%) while RTB WebTV takes the second place with 17% reach in the target group. Turning to affinity, it is much higher on eBay desktop and mobile compared to other media.

As affinity and reach is equally important in this campaign, eBay mobile end up as the best performing placement on the media plan in terms of reaching the audience.

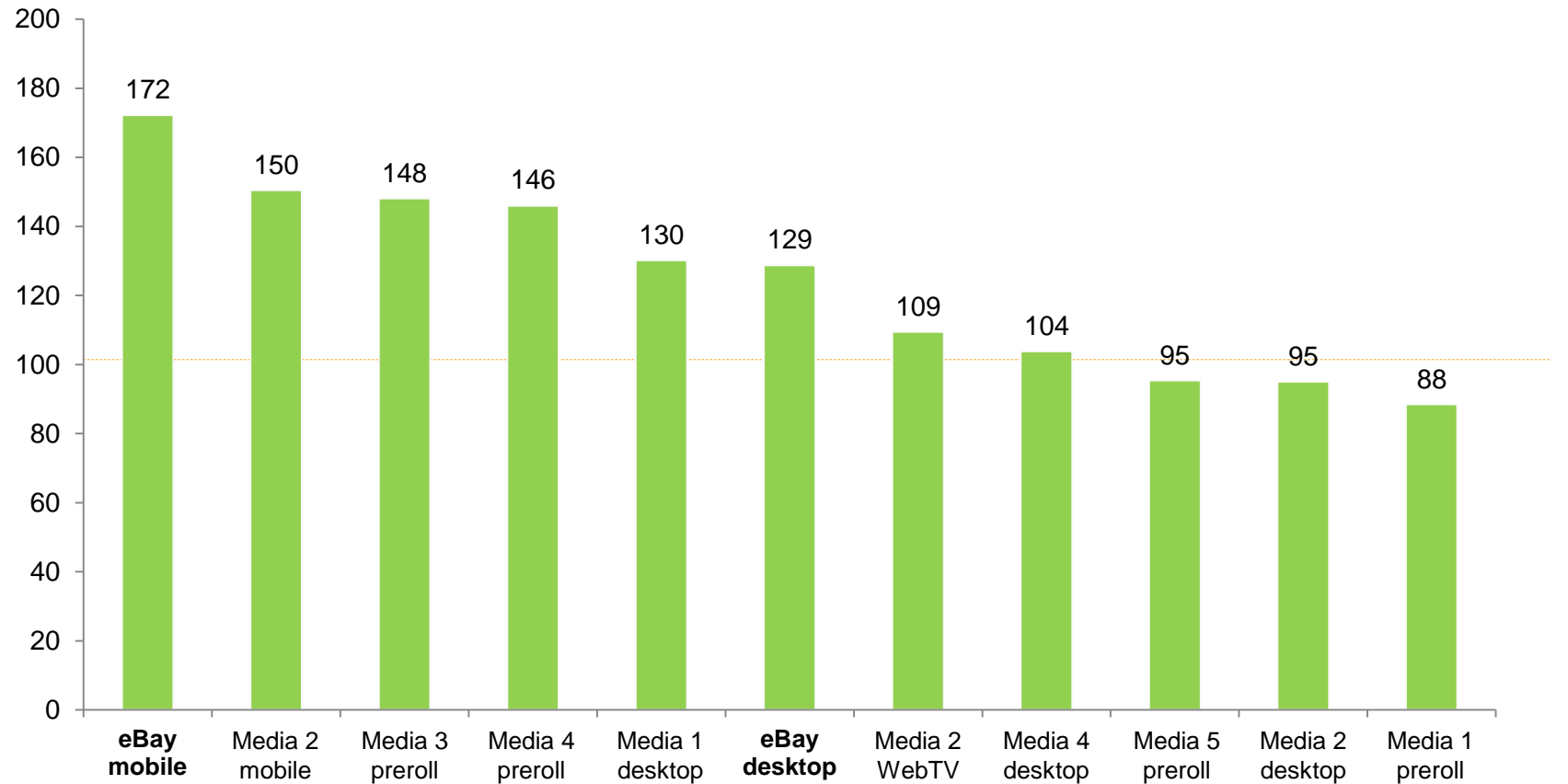


NB: An index above 100 indicates performance better than objective

Total Online Performance Score – Media

The high performance in both audience and cost measurements makes eBay mobile the best performing placement in the Statoil campaign. And with satisfying results both in audience and cost measurements eBay desktop takes the sixth place out of the 11 placements.

Moreover, it is important to acknowledge the fact that the budgets differ between the placements.



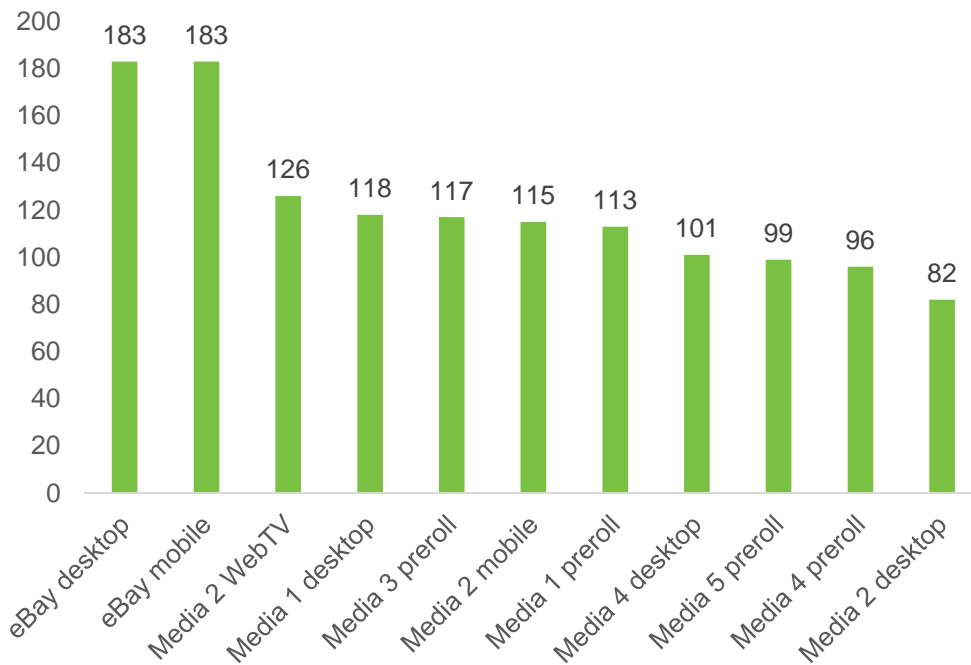
NB: An index above 100 indicates performance better than objective

Demographic Profiles

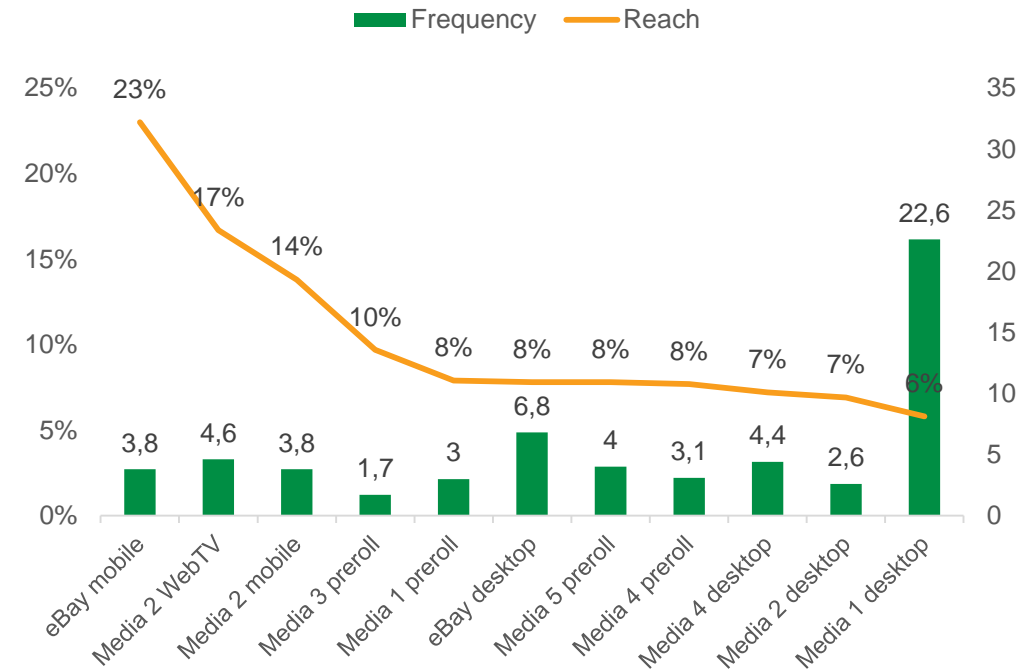


Affinity, Reach and Frequency in Target Group

AFFINITY



REACH & FREQUENCY IN TG

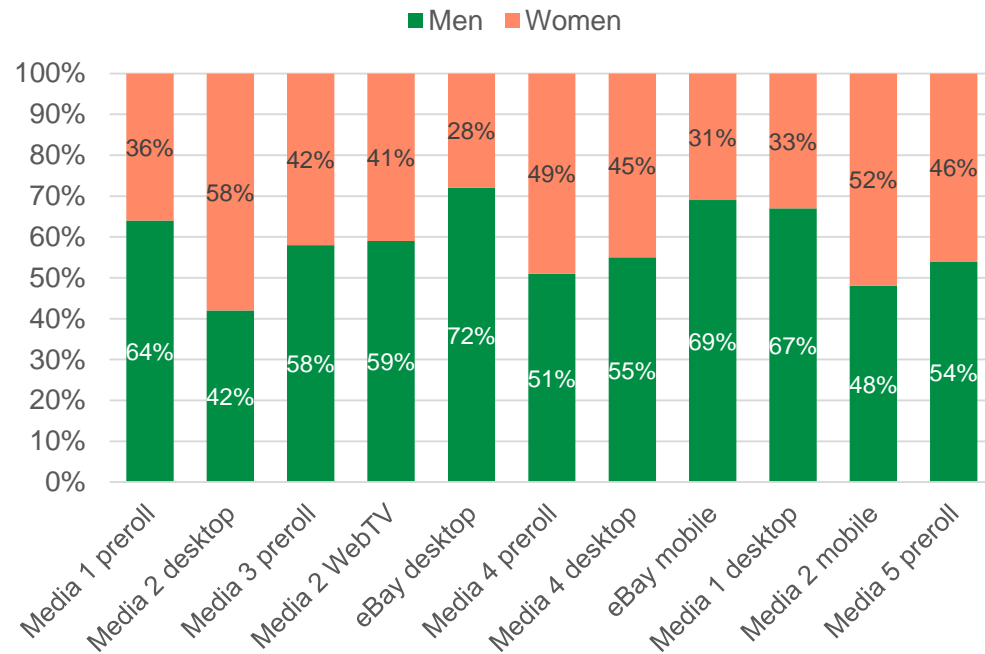


eBay desktop and mobile have significantly higher affinities than other placements, indicating a match between the eBay universes and the milesPLUS target group. While eBay mobile by far has the highest reach (23%), eBay desktop has the second highest frequency (6,8).

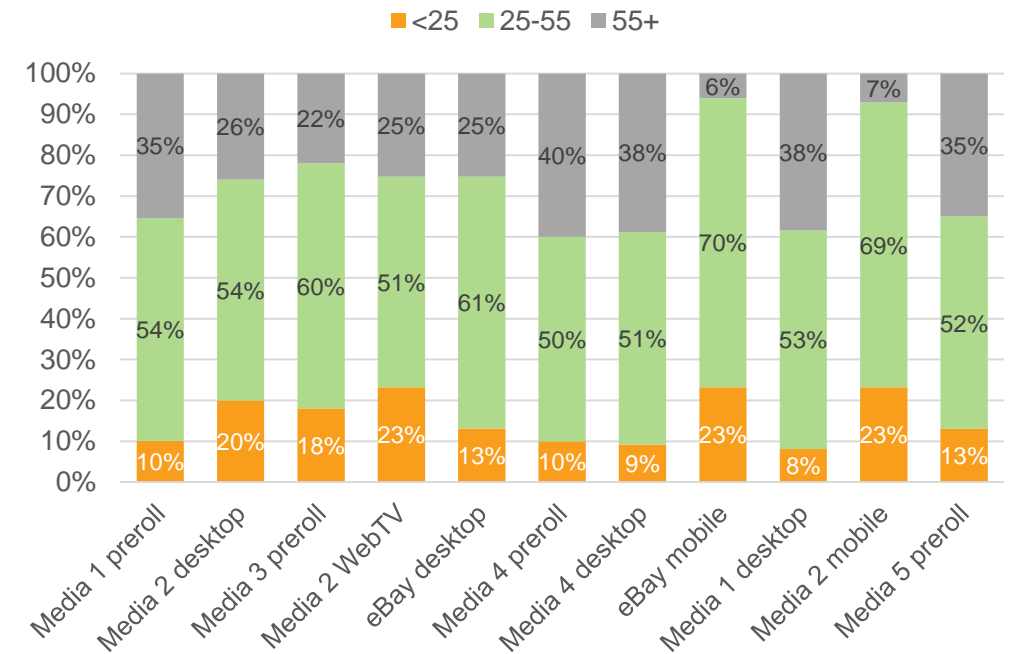


Demographic Profiles: Gender & Age

GENDER



AGE

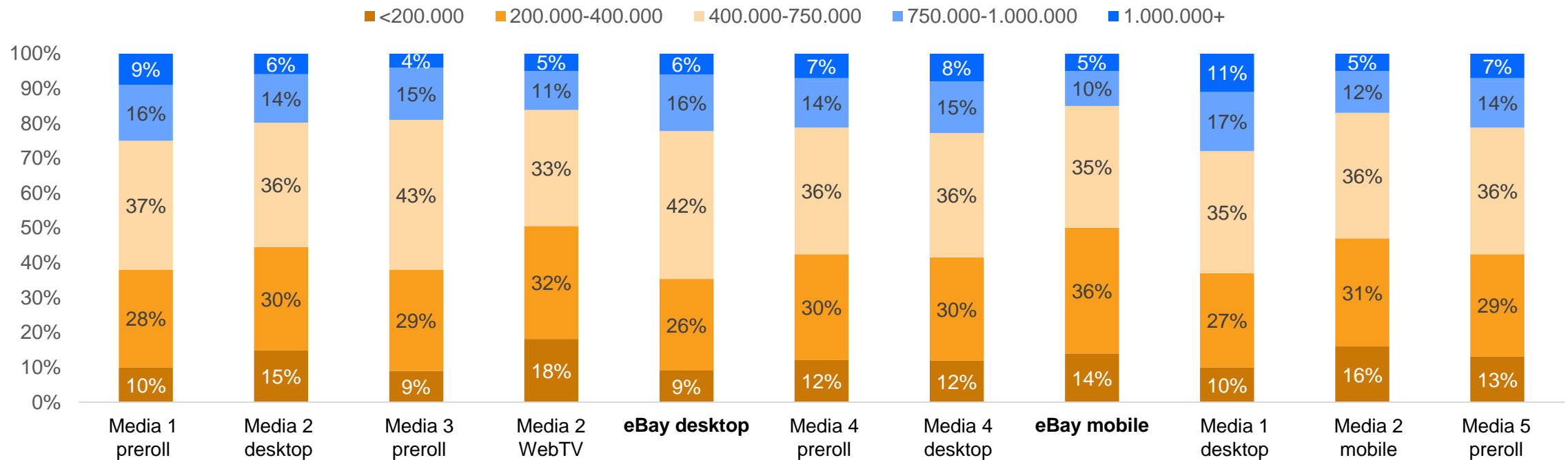


The strongest overrepresentation of men is found on eBay desktop and mobile, and the same goes for the age segment 25-55 years old. This means that eBay is the media with a visitor profile most similar to the milesPLUS target group, which corresponds well with the media's high affinity.



Demographic Profiles: Income

INCOME



eBay desktop is together with Media 3 preroll the placement with a visitor income profile most similar to milesPLUS target group (200.000 or more).

