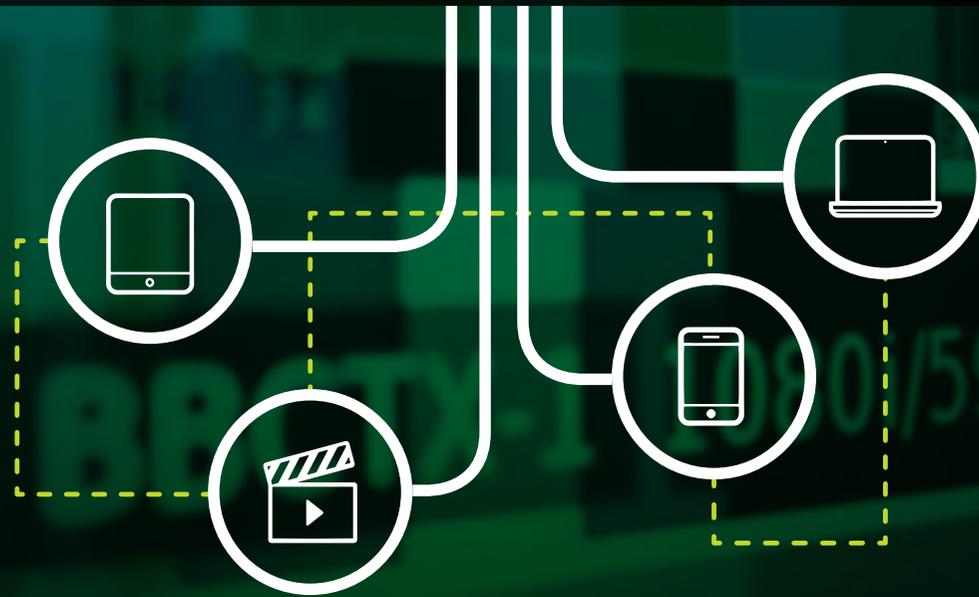


# CONNECTED TV



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# RETHINKING THE MARKETING MIX: **LEVERAGING CONNECTED TV**

The times they are a-changin' in television; the growing popularity of online television services such as Netflix and Lightbox is eroding the role of mainstream television in consumer advertising.

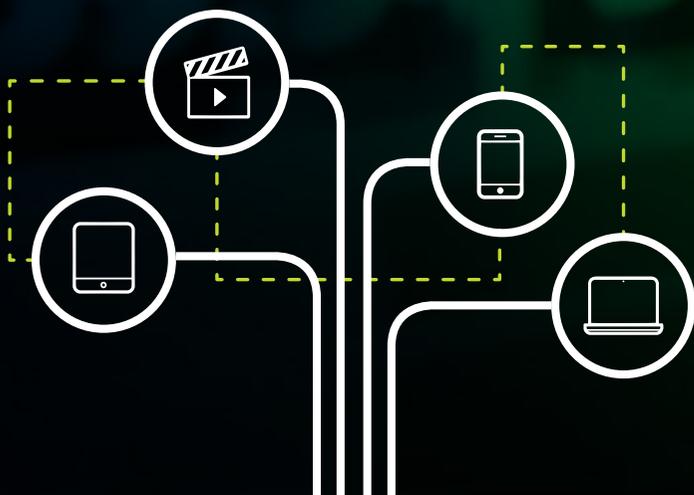
It's a new picture, and many media organisations are playing catch up - only a few years ago, broadcast television was the dominant way into all New Zealand homes.

## Defining Connected TV

Some commentators squabble over what Connected TV is.

Is a consumer really 'watching TV' if she watches a clip from Seven Sharp on Facebook, or if she catches up on news clips over breakfast?

Getting too deep into definitions isn't helpful for media planners. Connected TV is a broad term that covers **anything beyond broadcast TV**. Whether this be a consumer watching interactive TV, or clips via social, or video on demand.

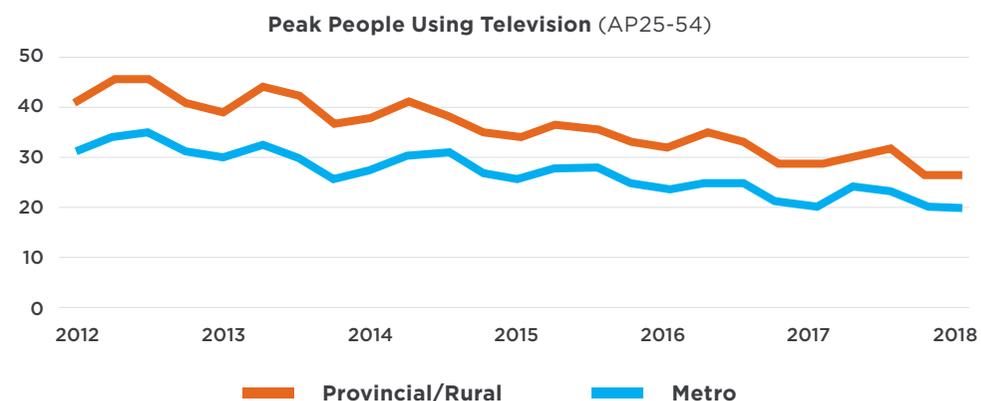


## The Metro-Provincial Divide

It is not surprising that light TV viewers are harder to reach using mainstream commercial TV.

There is a difference between Metro TV viewers and Provincial/Rural TV viewers. As a general rule, Metro TV viewers tend to be light viewers, while Provincial/Rural viewers tend to spend more time in front of the box. This is largely because the average Metro viewer spends less time at home, is more likely to have high-quality broadband access and uses multiple online devices.

Around 55% of New Zealanders live in a metro market, where the peak PUT (people using television) is much lower than in the provinces.



The metro-provincial divide is even more apparent when it comes to TARP delivery (target audience rating point).

This is because metro audiences tend to watch a more diverse mix of TV channels than provincial and rural audiences. On average, advertisers achieve 43% higher TARPs in provincial markets than in metro markets.\*

\* See table at the end of the document



## The Benefits of Digital Video

As people shift away from broadcast TV, a combination of digital video in conjunction with traditional TV is often a way to ensure a campaign is reaching as wide an audience as possible.

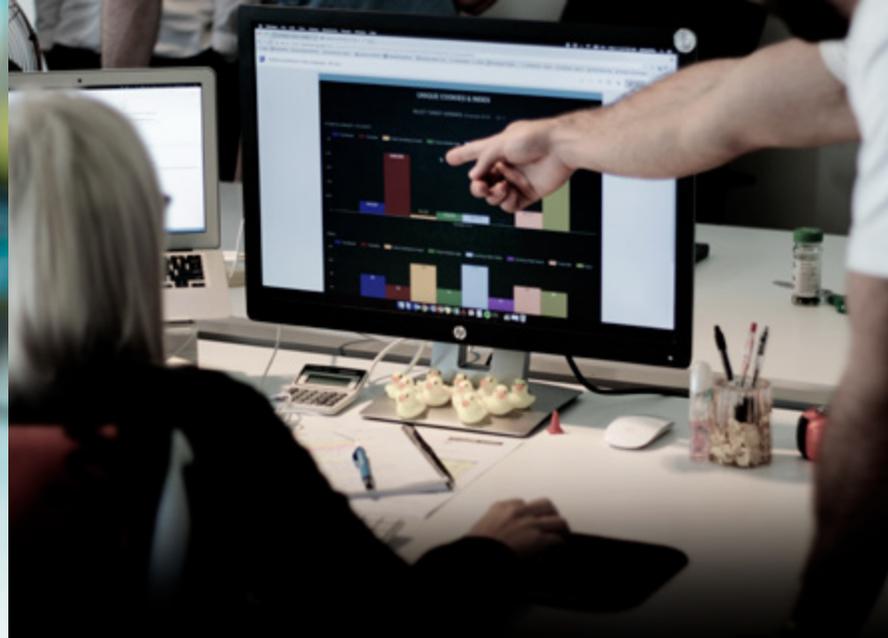
*Nielsen estimates that over one in three New Zealanders aged 15+ regularly watches on demand streaming video.\**

Digital video allows a media planner to zero in on a narrowly defined customer segment allowing for fewer impressions to reach a highly defined audience. The ability to target consumers at an increasingly granular level is unique to this medium.

Put simply, with digital video you can see exactly who you are targeting and it's easier to measure the ROI of your marketing campaign.

Although we have adeptly measured the ROI for print and traditional TV for decades, the tools used are comparatively less precise than the metrics used to measure online advertising performance.

\* Source: Nielsen Connected Consumer Report 2017



Acquire Online has audience profiling data that allows us to assess and recommend the most effective combination of video channels to reach audiences at scale.

**We can now compare age and gender targetable audience segments using:**

- Facebook user accounts
- YouTube subscribers
- Google data  
(to understand video viewing habits in browser pages, apps and games on mobile and desktop)
- TradeMe data
- KPEX  
(the Kiwi Premium Advertising Exchange established by Stuff, MediaWorks, NZME and TVNZ)



## Our Boost TV TARP Calculator

This tool helps a media planner to convert traditional TV TARP goals into online impressions... for National, Metro or Rural/Provincial audiences.

The purpose of the TARP calculator is to help media planners consider multi-channel delivery with TVC/ Video assets.

For Brands, the benefit of a multi-channel campaign will be an increase in overall Metro Market reach at the expense of mostly Rural/Provincial TV frequency.

This tool is easy to use; all you need to do is to select:

- the age and gender of the target audience;
- whether the target audience is in a metro or provincial/rural market; and
- the TV TARP weight that you aim to shift from mainstream TV to digital advertising.

With this information, the Boost TV TARP Calculator provides an impressions target, (these may be gross impressions or viewable online impressions) for your digital advertising campaign

<http://boost.acquireonline.co.nz>

Nb: Acquire Online employs MOAT and other viewability tracking to deliver campaigns on agreed viewability standards and rates.



### BOOST AD PLANNING TOOLS BY ACQUIRE ONLINE



The rise of streaming services is changing the way Kiwis are viewing TV by allowing them to switch seamlessly between traditional TV and digital TV viewing.

The disparity between Metro (55% pop.) and Rural/Provincial (45% pop.) markets for time spent viewing traditional TV is growing by the day.

Brands must plan multi-channel TV/digital campaigns to effectively reach their target audiences.

This tool helps a media planner to convert traditional TV TARP goals into online impressions... for National, Metro or Rural/Provincial audiences.

TV is still a weapon of mass instruction, but shifting excess frequency delivered in Rural/Provincial markets to greater Metro campaign reach can be a more effective use of your TV/video budget.

This tool is currently only designed for a desktop or laptop screen. Stay tuned for a mobile version.

Impressions & TARP Calculator	Notes
SELECT AUDIENCE	POTENTIAL AUDIENCE <b>1.1M</b>
SELECT REGION	TARGET AUDIENCE <b>716.4K</b>
DESIRED TARP	VIEWABLE IMPRESSIONS <b>886.6M</b>

ACQUIRE ONLINE

Google Data Studio

### Get in touch

Talk to Acquire Online about planning a multi-channel, viewable and cost effect brand video campaign today.

<input type="text" value="Name"/>	<input type="text" value="Organisation"/>	<input type="text" value="Phone"/>	<input type="text" value="Email (required)"/>	<input type="submit" value="Submit"/>
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# UNDERSTANDING THE ROLE OF TV IN THE MARKETING MIX

TV continues to be a fantastic medium to reach audiences at scale, particularly rural. But with the shift in viewing habits of metro consumers, media buyers now need to consider a more diverse mix of channels (including mainstream TV) to get the same performance from their campaigns as in the years past.

Media Planners can change or bolster how they reach metro viewers by moving some of their TV budget into online video impressions.

To assist you in this transition, Acquire Online can compare reach across different online video platforms and with our TARP Calculator it's now easy to estimate the required number of online impressions you need to match your TV performance.

If you'd like to ensure your next campaign is cost effective and wide reaching, contact us today to discuss the benefits of Connected TV.

## Chris Schultz

☎ +64 21 994 335

@ [chris@acquireonline.co.nz](mailto:chris@acquireonline.co.nz)

## Anthony Ord

☎ +64 27 649 9198

@ [ant@acquireonline.co.nz](mailto:ant@acquireonline.co.nz)

## Nick Paschalis

☎ +64 21 798 890

@ [nick@acquireonline.co.nz](mailto:nick@acquireonline.co.nz)

# Top 20 TV Advertisers

All People 25-54 / Q1 2018	Metro	Provincial/Rural	
ANZ Banking Group (NZ) Ltd	6901	10061	46%
Brand Developers Ltd	1452	3135	116%
Briscoes (NZ) Ltd	3616	6264	73%
Bunnings Pty Ltd	4724	6780	44%
Farmers Trading Co Ltd	2259	3518	56%
Foodstuffs NZ Ltd	7692	12586	64%
Harvey Norman	12762	19286	51%
McDonald's System Of NZ Ltd	3655	6308	73%
Mitre 10 NZ Ltd	2729	3765	38%
Noel Leeming Group	1676	2685	60%
NZ Lotteries Commission	3992	6036	51%
NZ Transport Agency	1771	2587	46%
Progressive Enterprises Ltd	6218	10681	72%
Reckitt Benckiser NZ	7007	14314	104%
Restaurant Brands NZ-Carl's Jr	871	1116	28%
Restaurant Brands NZ-KFC	6005	8698	45%
Restaurant Brands NZ-Pizza	1316	2100	60%
Sky Network Television Ltd	23503	20425	-13%
Spark NZ Ltd (was Telecom)	5080	7929	56%
The Warehouse Ltd	3738	6152	65%
Unilever Australasia	10029	13111	31%
Vodafone New Zealand	4519	6664	47%
<b>Total TARPs</b>	<b>121514</b>	<b>174204</b>	<b>43%</b>