

TURNER



Television Advertising is a Key Driver of Social
Media Engagement for Brands

TV ADS ACCOUNT FOR 1 IN 5 SOCIAL BRAND ENGAGEMENTS

Executive Summary

Turner partnered with 4C to better understand and quantify the impact of television advertising on social media brand engagement and help marketers effectively engage their key audiences to drive business outcomes.

For the purposes of this study, 4C analyzed the impact from six months of advertising across television and social media on Facebook and Twitter engagement for brands across several key verticals.

Three Key Findings

Television advertising has a significant impact on social media brand engagement. The research shows that 1 out of every 5 social engagements for brands is directly driven by television advertising.

When the two largest drivers of social brand engagement are compared, TV drives 1 in 3 engagements. When TV and social ads are compared, television ads drive 35% of social brand engagement and social ads drive 65%.

Television advertising during premium programming drives 4.5x higher social brand engagement than during non-premium programming. Premium TV content has nearly twice the impact of non-premium content on driving social brand engagement with Sports and Live driving the highest engagement per impression performance.

Introduction

With consumers bombarded by more ads than ever before and attention fragmented across channels and screens, there's a growing challenge for brands to effectively engage their key audiences in order to drive business outcomes. Simply getting brand messaging in front of consumers does drive awareness, but how can brands truly get closer to their target audience to stay top of mind, generate brand equity, and build relationships at scale?

The rise of social media adoption has offered brands the opportunity to engage with consumers at an unprecedented level. Social media usage spans every age, ethnicity, location, and demographic. It successfully crosses screens better than any other medium following consumer attention to smartphones, tablets, and other devices.

Engagement has become somewhat of an overused term to describe any consumer interaction with advertising and content. However, when applied correctly, meaningful engagement can play a major role in moving a customer relationship beyond brand awareness and to consumer action. Additionally, brand engagement is a strong indicator of changes in brand preference.

This is why social advertising -- as a key way to increase social media brand engagement -- is the fastest growing sector in marketing. Because social's organic reach for brand-to-consumer interaction is limited, social advertising helps marketers to bridge the gap and drive key audiences towards brand engagement goals.

But social advertising is not the only marketing channel that drives social engagement.

Television is still the dominant channel for marketers with its unparalleled reach, combination of sight-sound-motion and, most importantly, the role it plays in so many consumers' lives. Because of its incredible scale and emotional power, television has an impact and influence on every other marketing channel including, as you will read more about in more detail in this study, social media.

In a sense, television has always been a social channel. Throughout the years, it has stirred dialogue and commentary. TV viewers shared their opinions about *Lucy*, the Beatles on Ed Sullivan, the first moon landing, the Vietnam war, etc. Consumers sing along to their favorite jingles and TV commercial references have permeated into every corner of pop culture.

To imagine TV and social are siloed is to be completely out of touch with the reality of today's consumer behavior as [71% of U.S. internet users visit a social media platform during TV commercials](#).

Many of today's brands understand there is an interconnected relationship between television and brand engagement via social media. The savviest social marketers smartly align their campaigns around key television programming and advertising. They also use social metrics as part of the research they use to plan, target, buy, and measure TV advertising. However, as this research will demonstrate, there is a major opportunity for marketers to increase this cross-channel approach for greater impact.

The industry as a whole knows that there's a strong connection between television and social. But to date, that relationship has yet to be truly quantified.

In this report, 4C examines how television helps marketers drive social media engagement for their brand and provides quantifiable results to better understand this relationship. This paper also includes recommendations on how to proceed forward to drive more marketing value based on the insights of this research.

Methodology

This research reflects an analysis of the impact of television and social advertising on social media engagement for 26 brands across a diverse set of verticals for a period of 6 months from May 1st, 2015 to October 31, 2015. A multiple regression model was run to determine the impact of television ad impressions and social ad impressions on the volume of social media brand engagement.

To accomplish this, the following datasets were utilized for the 26 brands studied in this research:

- **4C television ad occurrence data** from its Teletrax global TV monitoring network to determine when and where the television commercials of these brands ran.
- **Nielsen National People Meter ratings** to determine the number of impressions per ad occurrence. The programs were also categorized (*Premium: Sports, Live, Original vs. Non-Premium*) to allow for a deeper analysis by programming type.
- **Nielsen Ad Intel for CPM estimates by program type**
- **Paid social impressions on Facebook and Twitter** from the 4C Social Ads product.
- **Public social engagement on Facebook (post likes and comments) and Twitter (brand mentions and retweets)**. No private social media data was used for this research.

Note: In many cases, the driving factor of social media engagement for the 26 brands in this research could not be determined and will be listed as "Other" throughout this research. It is very unlikely that TV and social ads will be the sole drivers of social media engagement for any brand. Factors such as other marketing channels, word of mouth, as well as simple organic interaction (*i.e. that would have happened anyway*) will always drive consumer engagement that cannot be tracked back to its source.

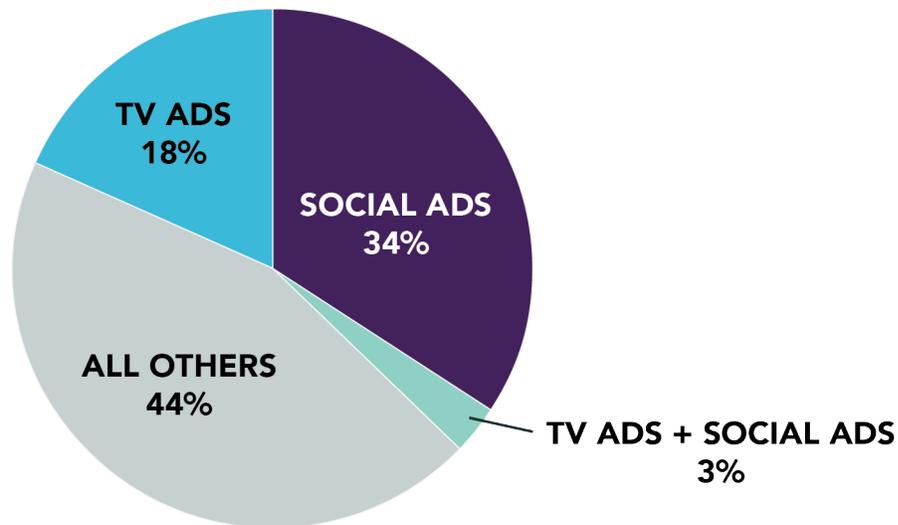
Top Takeaway

1 Out of Every 5

Social Media Brand Engagements are Driven by TV Advertising

For the 26 brands studied in this research, 19.5% of their public social media engagement that occurred on Facebook and Twitter during the period of analysis was driven by television advertising (18% from TV Ads plus half of the 3% for TV Ads + Social Ads).

Social Media Engagement Drivers



©4C INSIGHTS, INC.

Key Findings

The goal of this research was not to prove television's ability to drive social media engagement for brands, but rather to measure and quantify this impact on brand engagement.

The following three key findings will help brands begin to understand the relationship between today's most important marketing channels – television and social. As marketers continue to adopt a cross-channel approach, this research reinforces how important it will be to plan, buy and measure television and social advertising in a coordinated way to generate the highest return from their paid media budgets.

1. Television advertising has a significant impact on social media brand engagement.

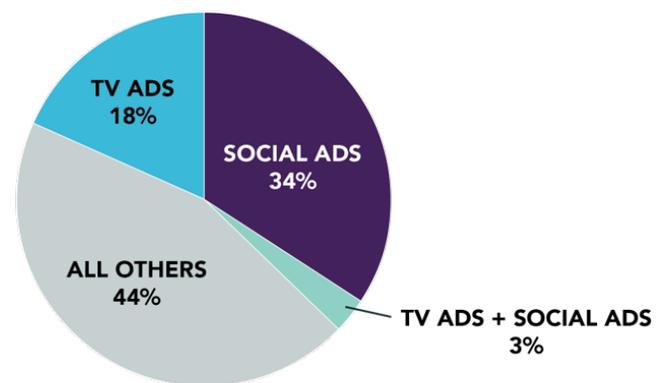
This research shows that TV accounts for 1 out of 5 social media brand engagements.

Common sense dictates that the biggest single driver of social media engagement would be paid social ads (1 out of 3) as they are one click away from brand social pages.

However, this data clearly demonstrates the power of television to impact social engagement. In order for a TV-influenced consumer to take action on social, he or she must switch to a secondary device, open the social app or site, navigate to a brand page, and then engage.

Even if the app was already open and in front of the consumer, this active interaction demonstrates a fairly strong intention to engage with a brand.

Social Media Engagement Drivers



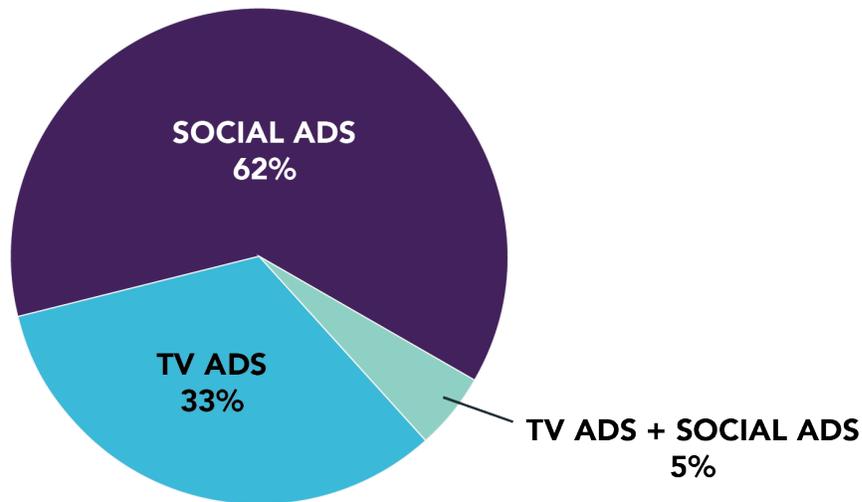
©4C INSIGHTS, INC.

2. When the two largest drivers of social media brand engagement are compared, TV drives 1 in 3 engagements.

A comparison of paid social ads versus TV ads reveals that 1 out of every 3 social brand engagements are driven by TV.

Social Media Engagement Drivers

OTHER AD TYPES REMOVED



©4C INSIGHTS, INC.

As discussed in the previous key finding, social engagement driven by TV ads requires multiple steps including switching to another device in order for a consumer to take social action. The fact that television is still able to drive more than one third of engagement versus social advertising speaks to the power of TV's influence.

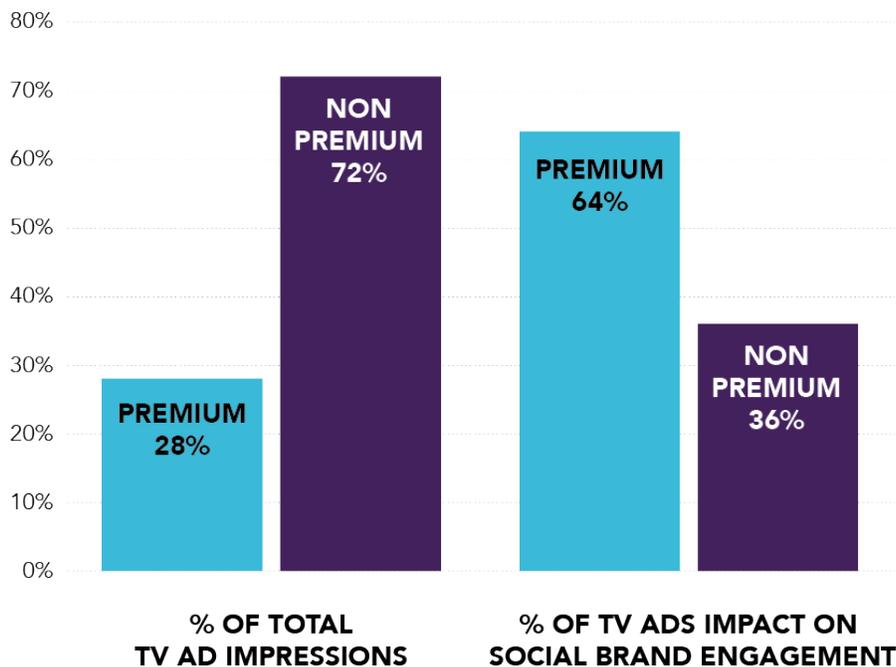
In addition, the cross-screen effect of TV ads and social ads running simultaneously contributed 5% of social media brand engagement when all other factors are removed.

With television ads and paid social ads being the two highest paid drivers of social brand engagement, the opportunity for marketers to bring more focus to this area is apparent.

3. Television advertising during premium programming drives 4.5x higher social brand engagement than during non-premium programming.

In order to assess the impact that different TV programming types have on social engagement, program categories were used to classify each ad occurrence: **premium** (*Sports, Live, and Original*) and **non-premium**. A multiple regression model was run with ad occurrences divided by category to determine the percent contribution to total TV driven social engagement.

Premium vs. Non-Premium Share of Impressions and Impact on Social Brand Engagement



©4C INSIGHTS, INC.

- Premium programs drive 64% of TV driven social engagement while only composing 28% of impressions.
- Non-premium programs only drive 36% of social engagement while composing the vast majority of impressions at 72%.

So, even though the ads in premium television programming comprised about a quarter of the all of the ad impressions tracked in this research, they drove almost two-thirds of the social brand engagement. When the impact of these two are calculated as an engagement to impression index, **premium drives 4.5x higher engagement per impression than non-premium.**

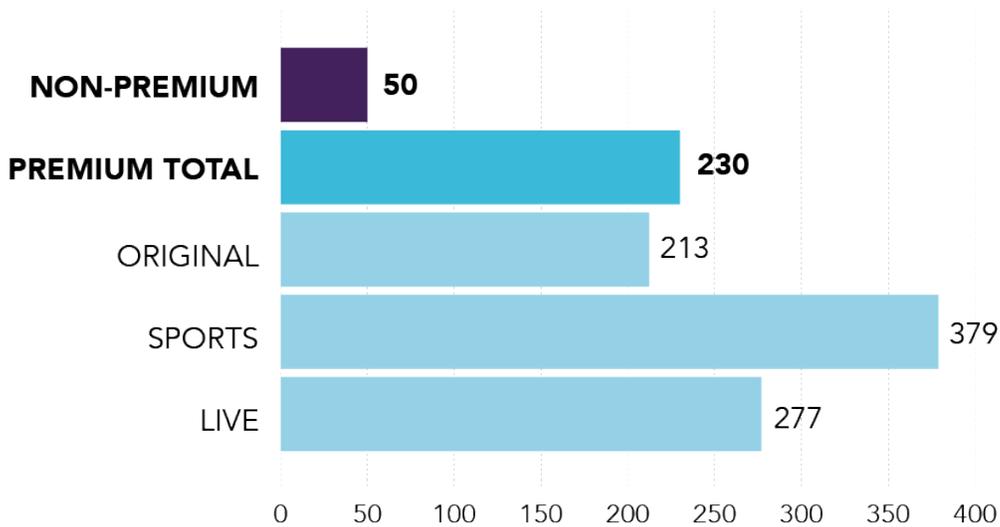
Engagement to Impressions Index



©4C INSIGHTS, INC.

When the premium categories are also calculated as an engagement to impression index, Sports and Live programming scored the highest (379 and 277 respectfully) with Live and Original programming still many times higher than non-premium.

Engagement to Impressions Index



©4C INSIGHTS, INC.

Cost is also an important factor to consider because, after all, TV advertising placed during premium programming is generally priced higher than non-premium. However, even when calculated as a cost to engagement index, premium content clearly provides a much higher value in driving social media brand engagement at an index of 179 vs 56. That’s a 3x+ rate for premium content when the higher priced CPMs are included.

Premium Programming Engagement to Cost

	NON-PREMIUM	PREMIUM TOTAL	PREMIUM CATEGORIES			
			ORIGINAL	SPORTS	LIVE	REALITY
% of TV Impact on Social Media Brand Engagement	36%	64%	42%	9%	3%	10%
% of Cost	64%	36%	24%	6%	2%	4%
ENGAGEMENT TO COST INDEX	56	179	170	146	156	250

©4C INSIGHTS, INC.

Recommendations

As brands continue to place more emphasis on cross-channel marketing, the relationship between television and social advertising presents a strong opportunity to drive engagement with consumers.

Based on the results of this research, there are multiple implications for brands:

The first step is to better understand the impact that television advertising has on driving social media engagement for your brand.

As this research demonstrates, television and social advertising are the two biggest drivers of social brand engagement. It is important for marketers to understand that your TV ads prompt consumers to interact with brand social profiles and content. If there is an engagement goal for the campaign, TV can deliver upon that objective.

A good place to start today is simply by performing a similar test as the one performed in this research paper. Find out how your television and paid social advertising work to drive social engagement for your brand. Maybe you're not fully taking advantage of how TV ads can do more than just reach television viewers? Or maybe certain networks or dayparts perform differently? Try to quantify these unknowns so you can make the right budget allocation.

Remember, when consumers engage with you on social channels, that engagement is shared with their network of friends and family. That earned media value has a real, dollar amount attached to it. It's crucial to understand what that value is so you can use that market intelligence to buy and plan television in the best way possible.

Utilize premium content as an engagement driver in your television campaigns.

Not all types of television content drives engagement in the same way. Premium content such as sports, live events and original programming drives social brand engagement at a higher rate than non-premium content.

Of course, premium content generally costs more than non-premium content, but this research explicitly shows that when cost is calculated as part of the index measurement, premium still drives a higher value of social media brand engagement than non-premium programming. This is an important takeaway from this research as pure cost is not a good evaluator of what drives engagement for brands.

Once again, the need here for your brand is to understand that impact so you can evaluate where and when you should consider more expensive premium television advertising opportunities.

Synchronize television ads and paid social to drive the most engagement.

With 95% of social brand engagement driven by the silos of either television or social advertising working alone, one of the clear results of this research is that there is an opportunity for marketers to better align their television and social advertising. As a whole, synchronized channels can have a stronger impact on results than when siloed, but the majority of marketers have been surprisingly slow to institute cross-channel approaches.

If you're going to start prioritizing cross-channel approaches within your organization, TV and social advertising -- the two biggest drivers of social media brand engagement -- should be the right place to start. After all, as the data shows most companies, including your competitors are probably not there yet. Now is the time to close the gap and make the most of the cross-channel, cross-screen opportunity.

Use social metrics as a measurement tool for brand preference.

Common sense dictates that most consumers would not spend much time engaging with brands that they don't care for or are indifferent about. Social media brand engagement can help shed light on the overall preference on your consumer base, especially when tracked over time.

Try comparing the social engagement of your campaign flights throughout the year. Why do some campaigns stimulate brand social engagement while others seem to generate no interest at all? Are there commonalities to your highest engagement-driving ad creative or placements? Which campaign elements should you repeat and which should you drop? By keeping your eye on the pulse of rising and falling consumer engagement, you can be able to optimize not just your television advertising but all of the channels in your entire marketing plan.



About 4C

4C is a global leader in data science and media technology with solutions for cross-screen convergence. Advertisers, agencies, media companies and content owners use 4C to improve effectiveness on TV, digital and mobile.

The 4C product suite includes advertising activation on Facebook, Twitter, LinkedIn, Pinterest and Instagram as well as TV Synced Ads across display, search, social and video. The company also provides advertising and content analytics leveraging its Teletrax global TV monitoring network of more than 2,100 channels in 76 countries.

4C's products are built on more than 30 years of computational science research by Founder and Chief Scientist, Dr. Alok Choudhary, at prestigious institutions including Northwestern University. Its patented technology also leverages intellectual property acquired through Civolution following its spin off from Royal Philips Electronics.

Based in Chicago, 4C has staff in 17 worldwide locations across the United States, United Kingdom, the Netherlands, Germany, Hong Kong, India and Singapore. Visit www.4Cinsights.com for more information.