

GOD OF WAR

A YouTube Case Study



Background Information

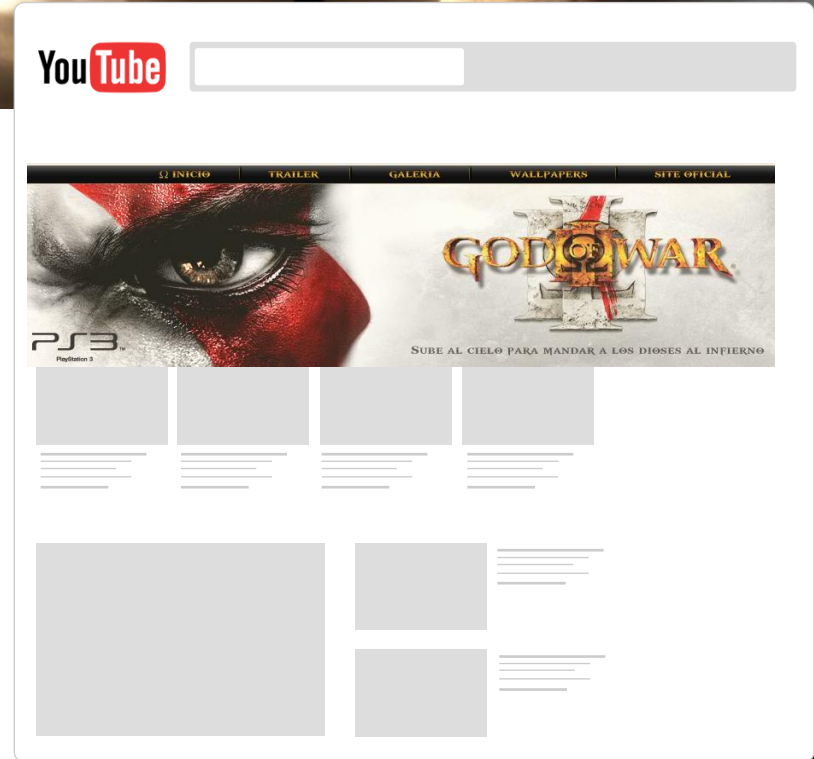
Sony PlayStation is the foremost gaming console platform with over **40 million users** worldwide.

With the release of God of War III, Sony PlayStation created a campaign to **build awareness, consideration** and **preference** for the game's release among **males 16-40**.

The campaign ran across **multiple media**, including TV, Outdoor, Print and Online. The **the vast majority** of their **online budget** for this launch was dedicated to **YouTube**.

The following research study was commissioned jointly by Sony computer entertainment their media agency **OMD**, and was executed by **MetrixLab**.

The aim of the research being to quantify the **effectiveness** of the **and cost efficiency** of YouTube and other media within the mix.





Campaign Details

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TV campaign

- 23rd of March - 9th of April
- National TV: Cuatro & La Sexta
- Pay TV: FOX, FOXCrime, Paramount, 40TV
- Late Night emissions because of 18+ restriction



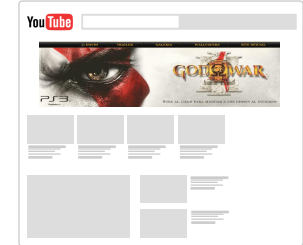
Print campaign

- 22nd of March and 18th of April
- Magazines specialized in videogames: Hobby Consolas, Playstation, PlayMania, Mediapunta



Outdoor campaign

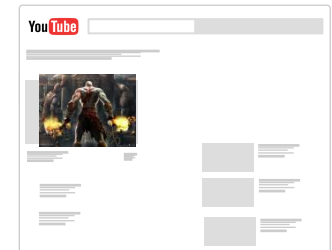
- 16th of March - 18th of April
- JC Decaux, Clear Channel and CBS networks



- 2 X Homepage masheads
- 4th March & 8th April

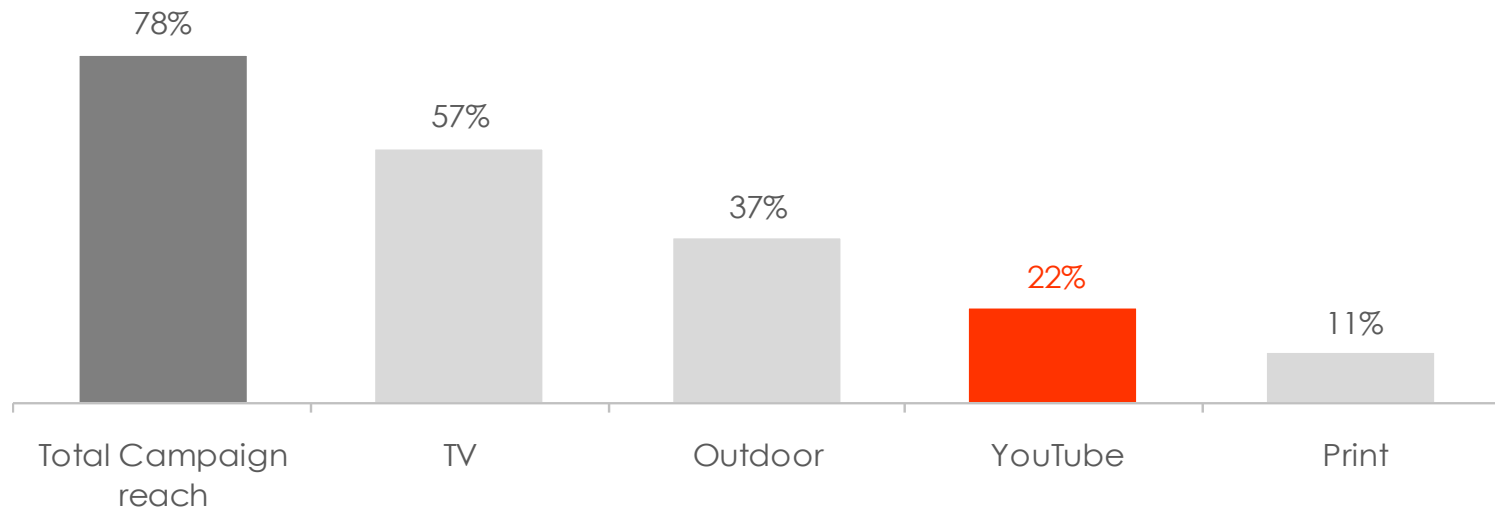


- Ongoing pre-roll and ROS; March- April



Campaign and Individual Media Reach

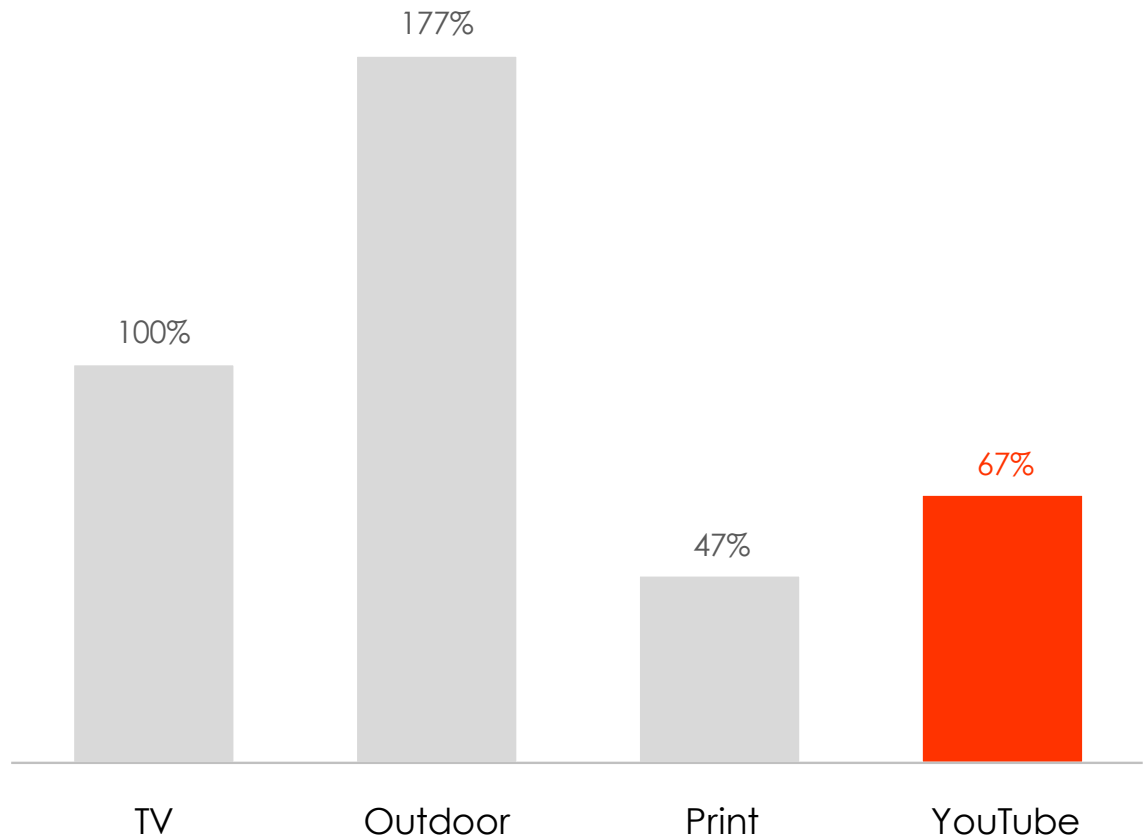
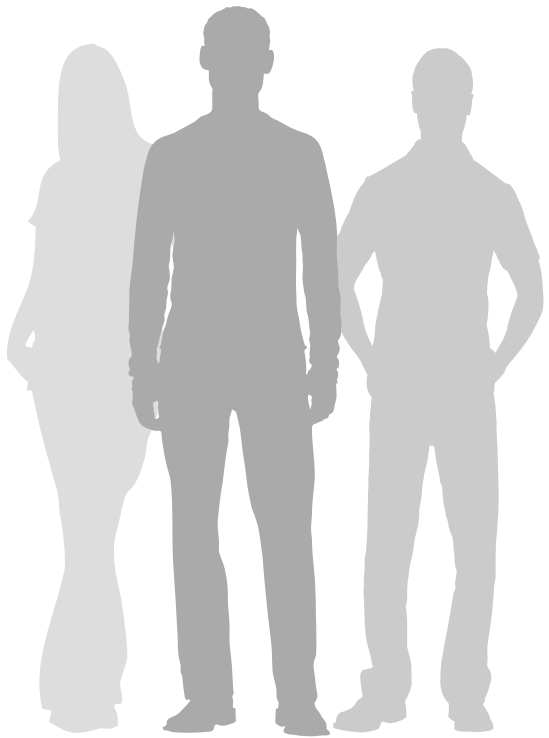
YouTube reached 22% of the target group of males between 16 and 40 years old



Cost per Percentage pt Reached

Reaching 1% of the target population on YouTube was 1.5 times cheaper than on TV

Cost per %pt reached (indexed to TV)

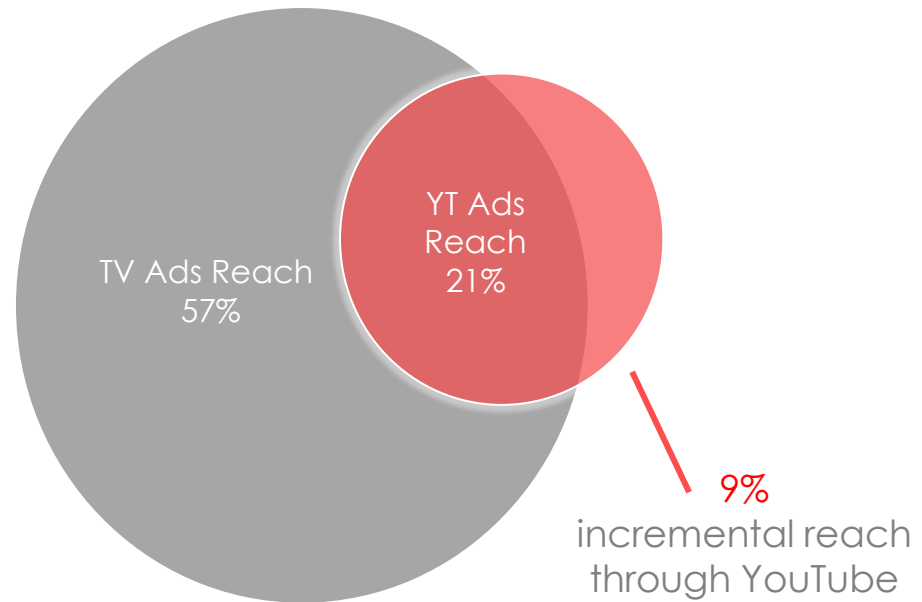


Incremental net reach of YouTube over TV



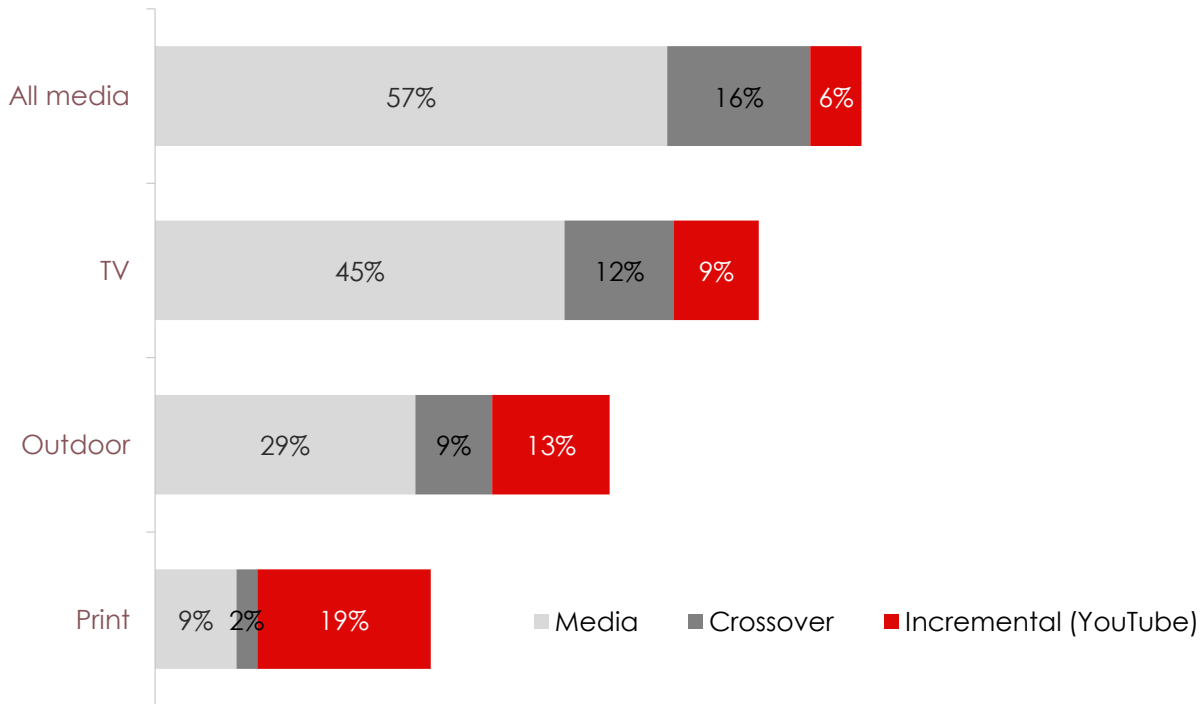
44% of those **exposed to YouTube** had no contact with the TV campaign

Within the overlap group **23%** had **less than 4 contacts** with the **TV** campaign.



Adding Reach with YouTube

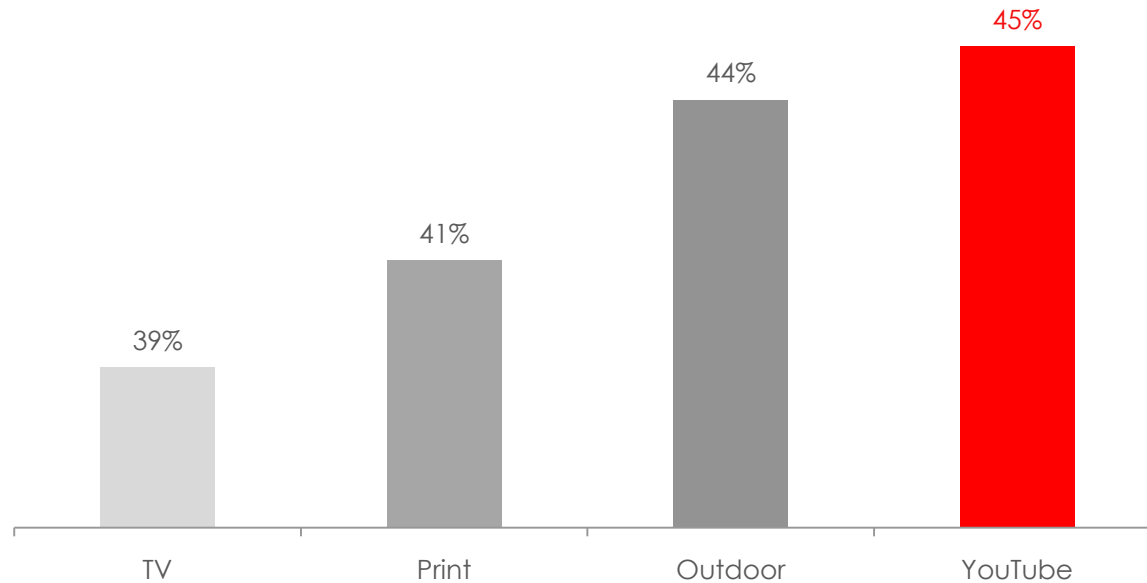
In addition to incremental reach over TV **YouTube adds incremental reach** over both other individual media and **all traditional media** used within the campaign



YouTube and TV Reach

YouTube was also more effective at reaching Sony Playstation's **core target** (men between 16 and 29) than other media

% of Audience reached by individual media that fell within core target audience

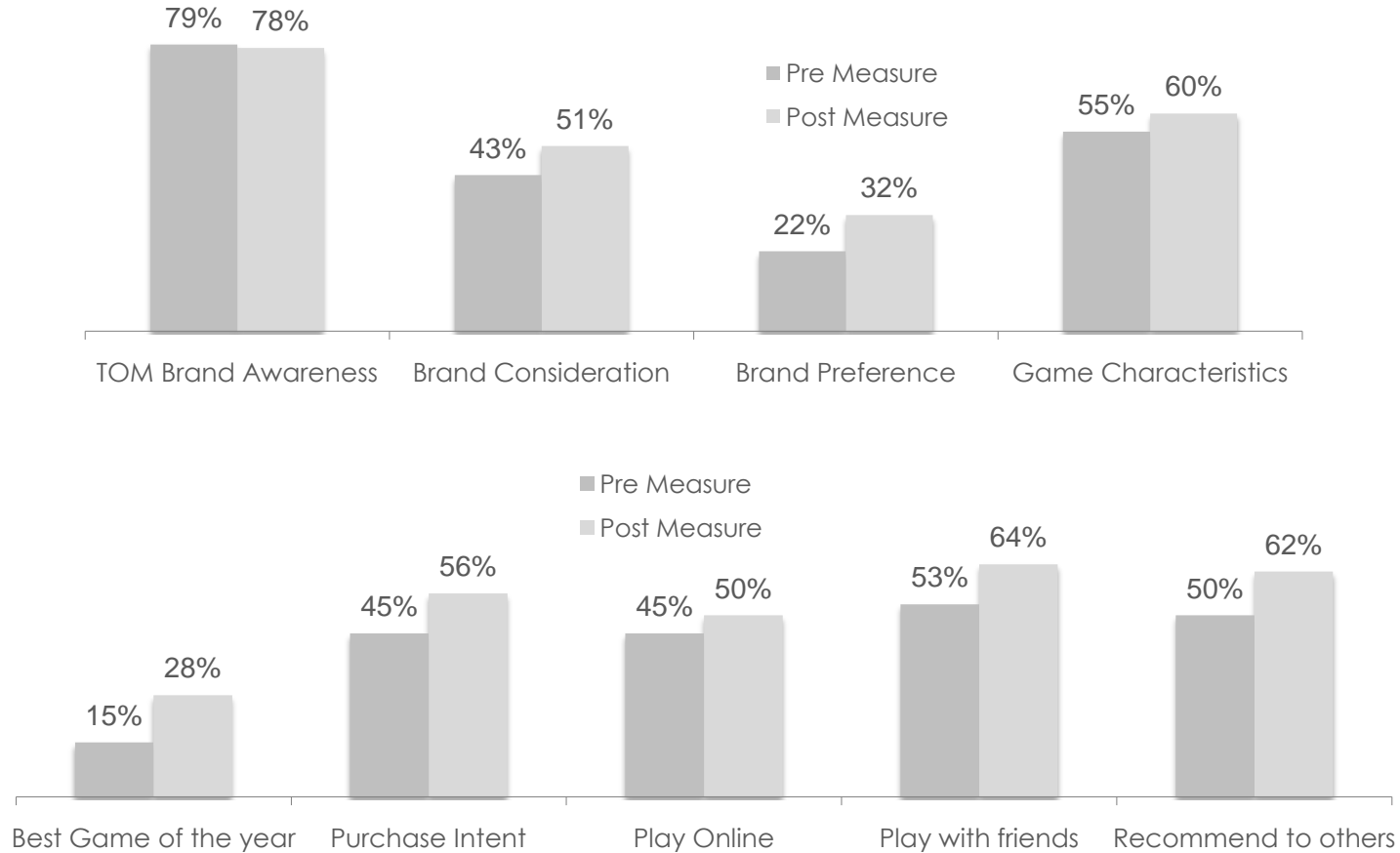


Pre vs Post Campaign Analysis



Pre vs Post Campaign Analysis

The campaign at an overall level was **very effective** at increasing brand measures



Multimedia Analysis



Understanding Media Effect and Efficiency

$$\text{Brand Effect} = \frac{\text{Effect in Exposed Group} - \text{Effect in Control Group}}$$

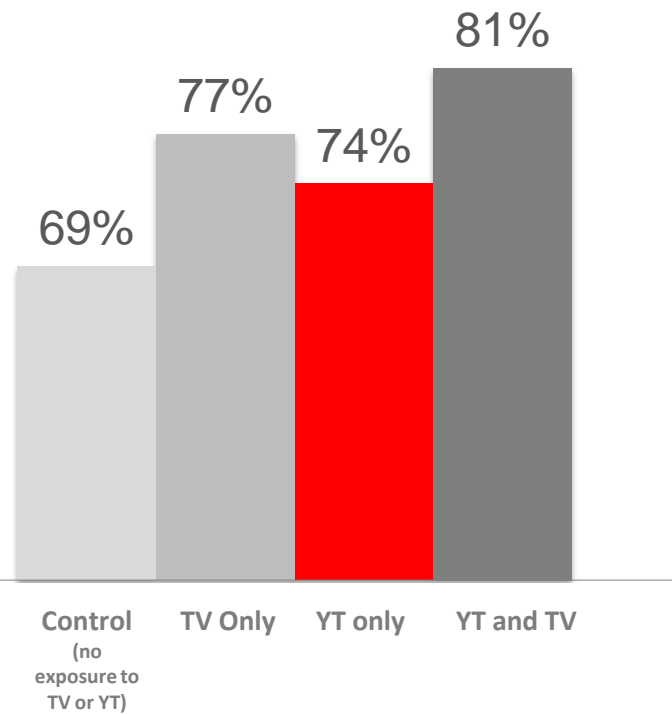
$$\text{Cost Efficiency} = \frac{\text{Effectiveness} * \text{Media Reach}}{\text{Investment}}$$

Brand Impact: YouTube and TV

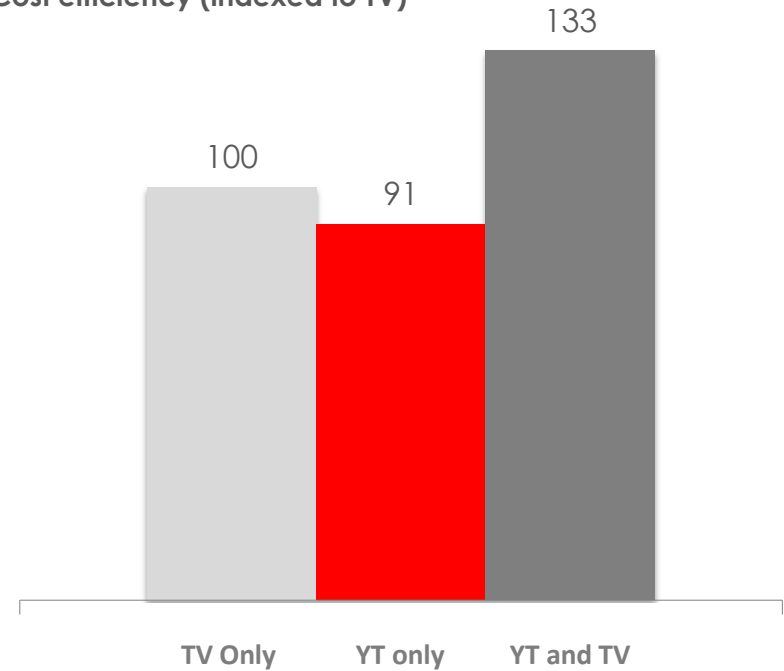
Top of Mind Brand Awareness (Spontaneous)

YouTube in **combination with TV** delivers both **greater effect** and cost than TV alone

Brand effect



Cost efficiency (indexed to TV)

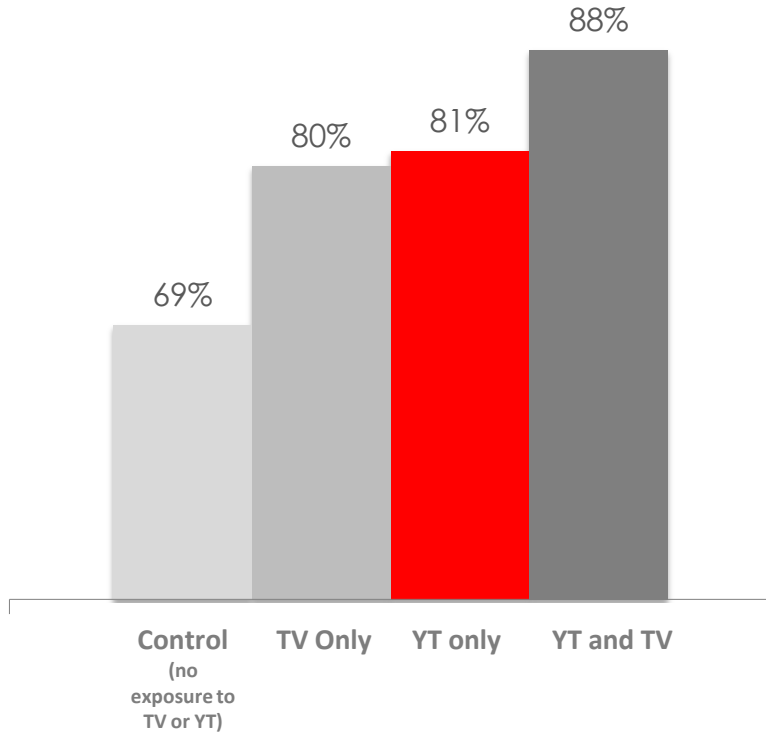


Brand Impact: YouTube and TV

Top of Mind Brand Awareness (Spontaneous)

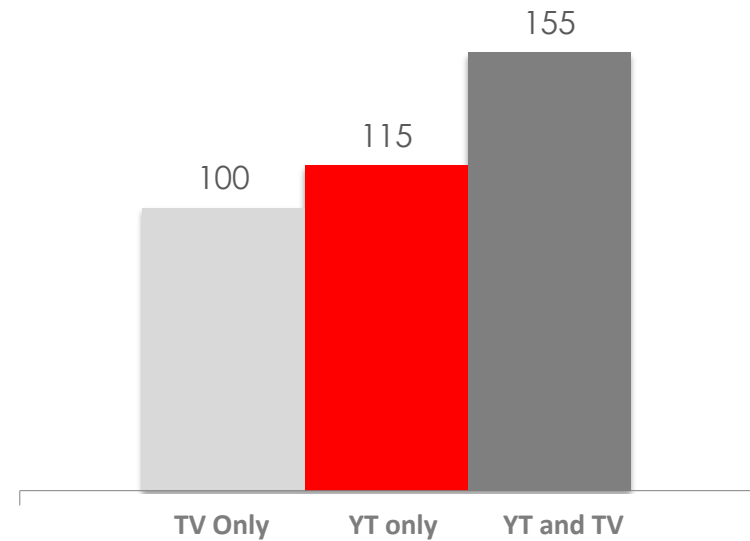
Core target Audience: Amongst the core target the effect of **TV and YouTube** is even more **pronounced**

Brand effect



Cost efficiency (indexed to TV)

Assuming an even distribution of core targets within the total target audience and a linear distribution of cost in reaching those targets

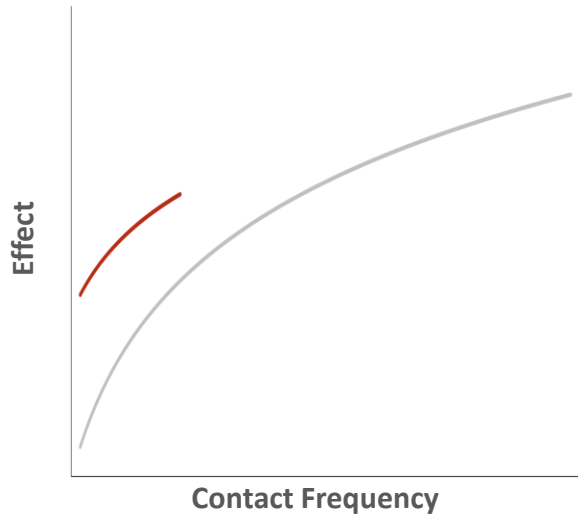


Frequency Impact: TV and YouTube

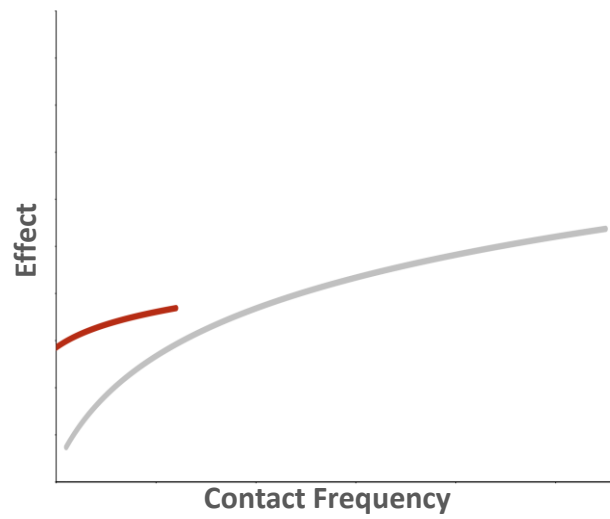
TV relies on a **high frequency** to be effective **whereas YouTube** is more effective in its **first contacts**.



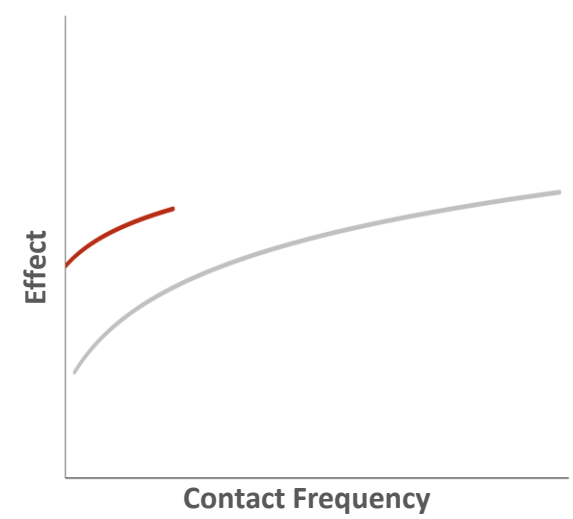
Awareness God Of War III



Consideration God Of War III

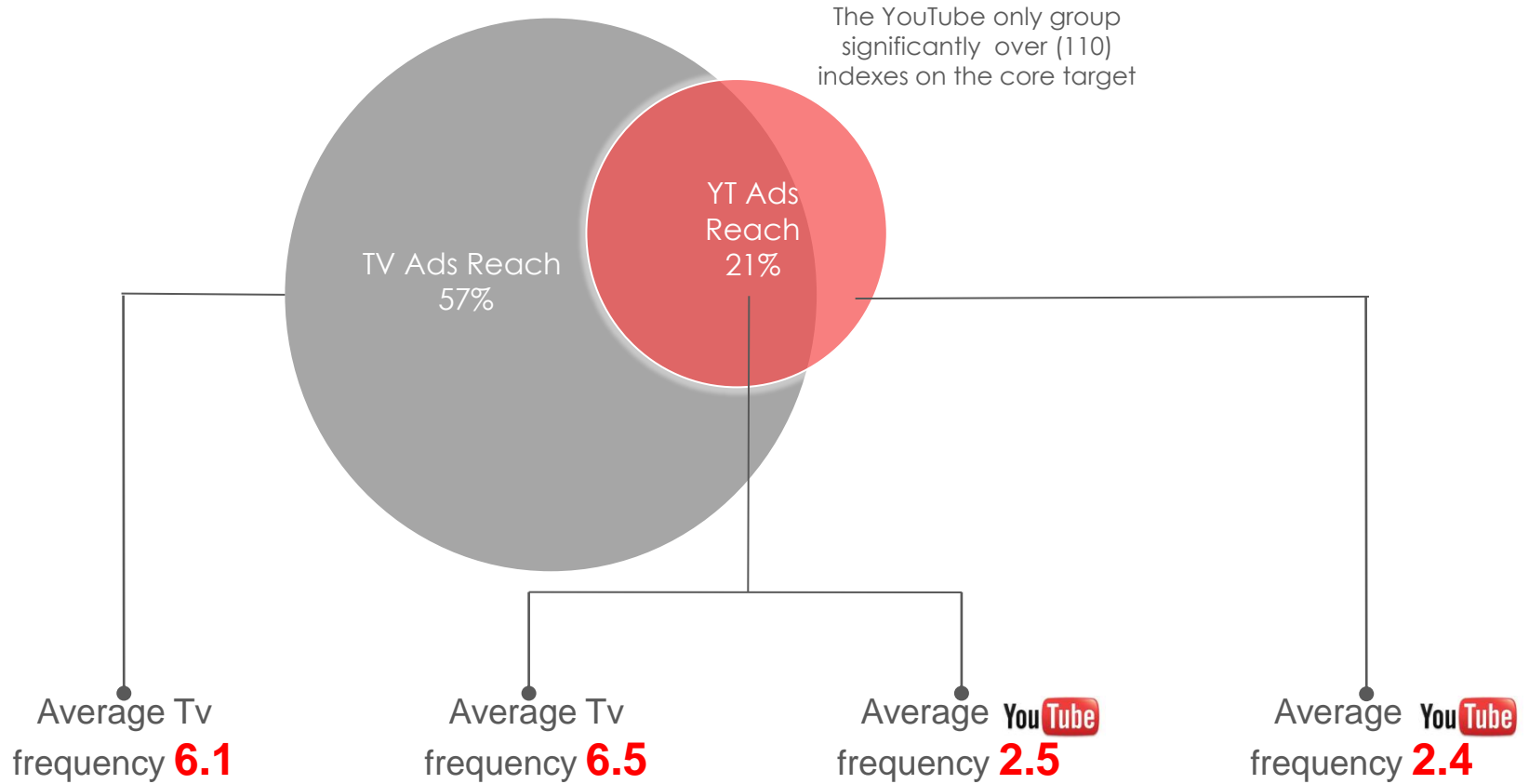


Preference God Of War III



Frequency of exposure to media

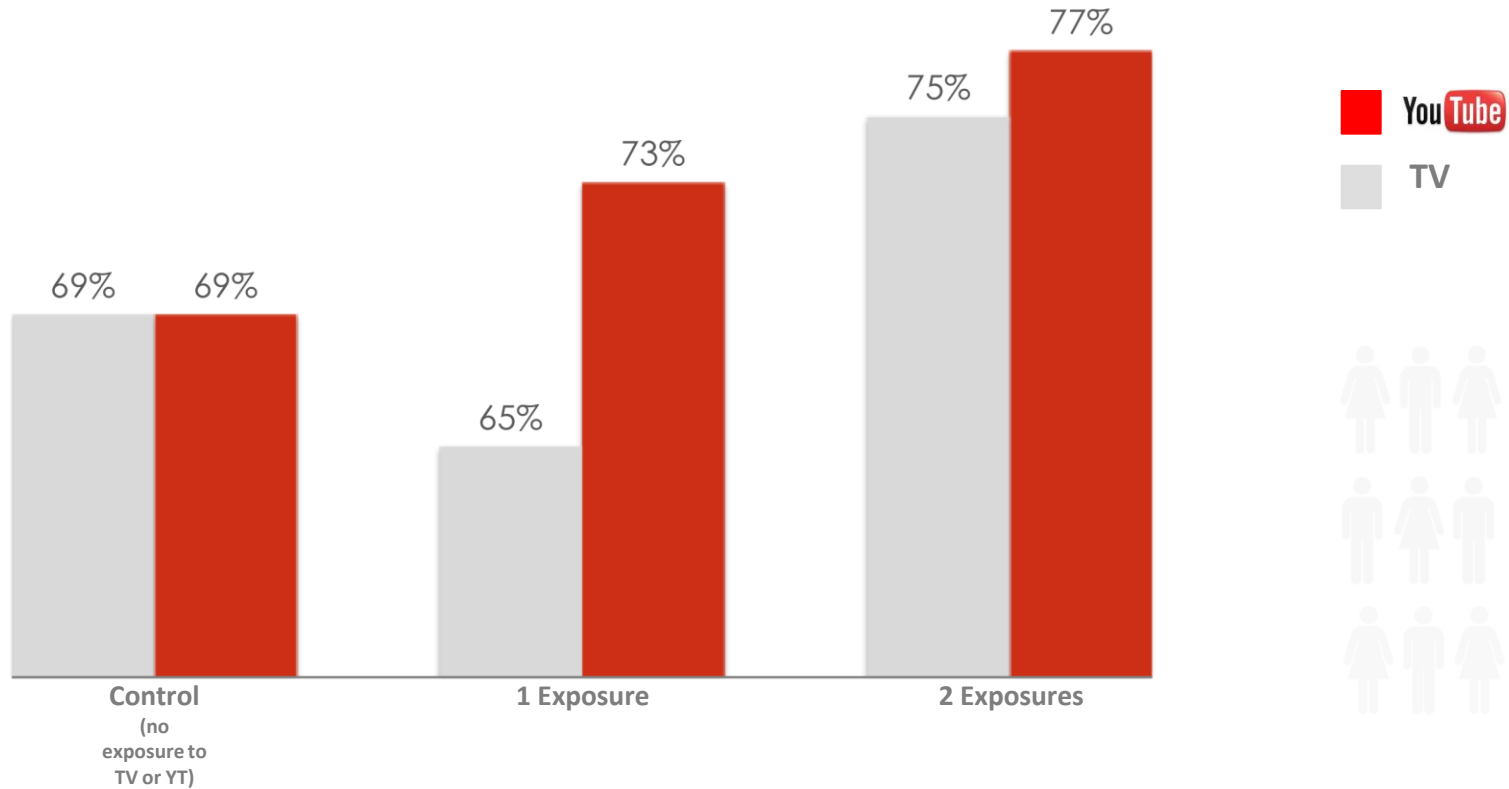
YouTube delivers significantly **lower frequency** than TV



Effect of contact frequency

Top of Mind Brand Awareness (Spontaneous)

YouTube delivers a **greater effect** at a **lower frequency** than TV



Summary and Conclusions

- YouTube delivers significant incremental net reach over all media
 - It also delivers more effectively against the core target audience
- The Cost per %pt reached on YouTube is one third cheaper than TV
- YouTube has a significant effect on key brand Measures
- In combination YouTube and TV are significantly more cost effective than TV alone

Testimonials:



Marta Saez: Insight and research Director OMG Espana

In the changing media landscape and with television losing its ability to generate effective reach, we need to innovate and to look for new alternatives to reach our target audiences. Using cross-media campaign measurement such as the God of War III PS3 case, we have demonstrated that digital campaigns can significantly increase the global reach of traditional media within a campaign. We have also ascertained that digital effectively moves brand variables at lower frequency and lower cost than traditional media.



Jorge Huguet, Chief Marketing Officer (CMO) Sony PlayStation Espana

Thanks to this research we now know that spending on digital media absolutely compliments our above the line messaging. Whilst traditional media will remain important to us; fostering attention, interaction and engagement on the web is a key goal of our marketing campaigns. For a campaign such as God of War III driving interest through online channels is key to delivering ROI and marketing success.



Thank You!

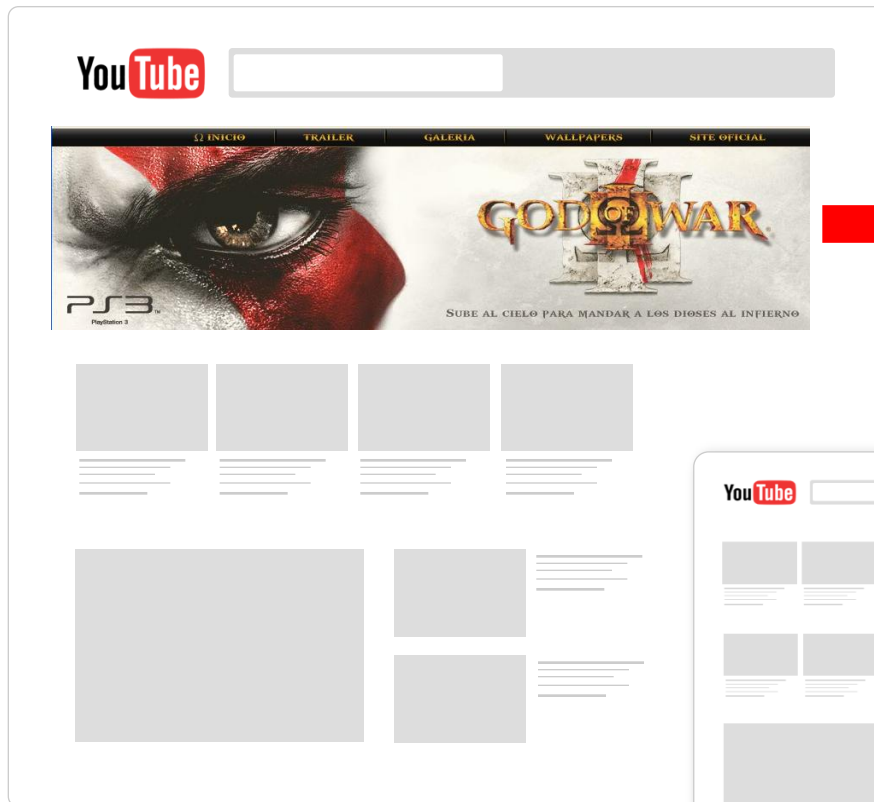


Methodology

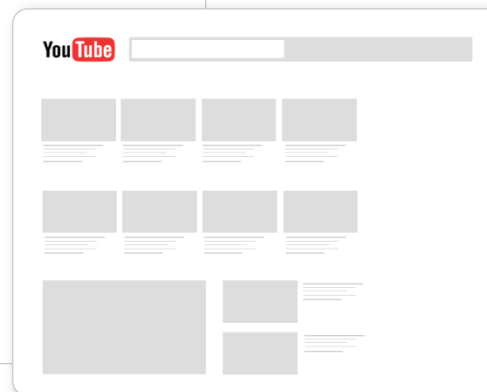
Methodology: Step 1

Understanding YouTube exposure

All banners of the online advertising campaign were tagged with MetrixLab's proprietary banner tracking technology. Every time a banner or video is served to a visitor a cookie is automatically placed on the computer of this visitor. The cookie contains information about which advertisement was served, what time and date it was served, from which site it was served, which other banners of the campaign were served and how often they were served. This means that when two million banners are served in a campaign, the MetrixLab banner tracking system is placing/updating cookies two million times.



MetrixLab **cookies** are dropped and updated every time the God of War III masthead or ROS advertising appears on YouTube.



Methodology: Step 2

Understanding traditional media exposure

Using responses from consumers as to their exact media consumption across multiple channels it is possible to build up individual media consumption profiles. This profile is then matched with the booked media plan (provided by OMD), and using recognition of advertising creative as a corrective measure, OTS (opportunity to see) scores are generated for each respondent in the respondent base .

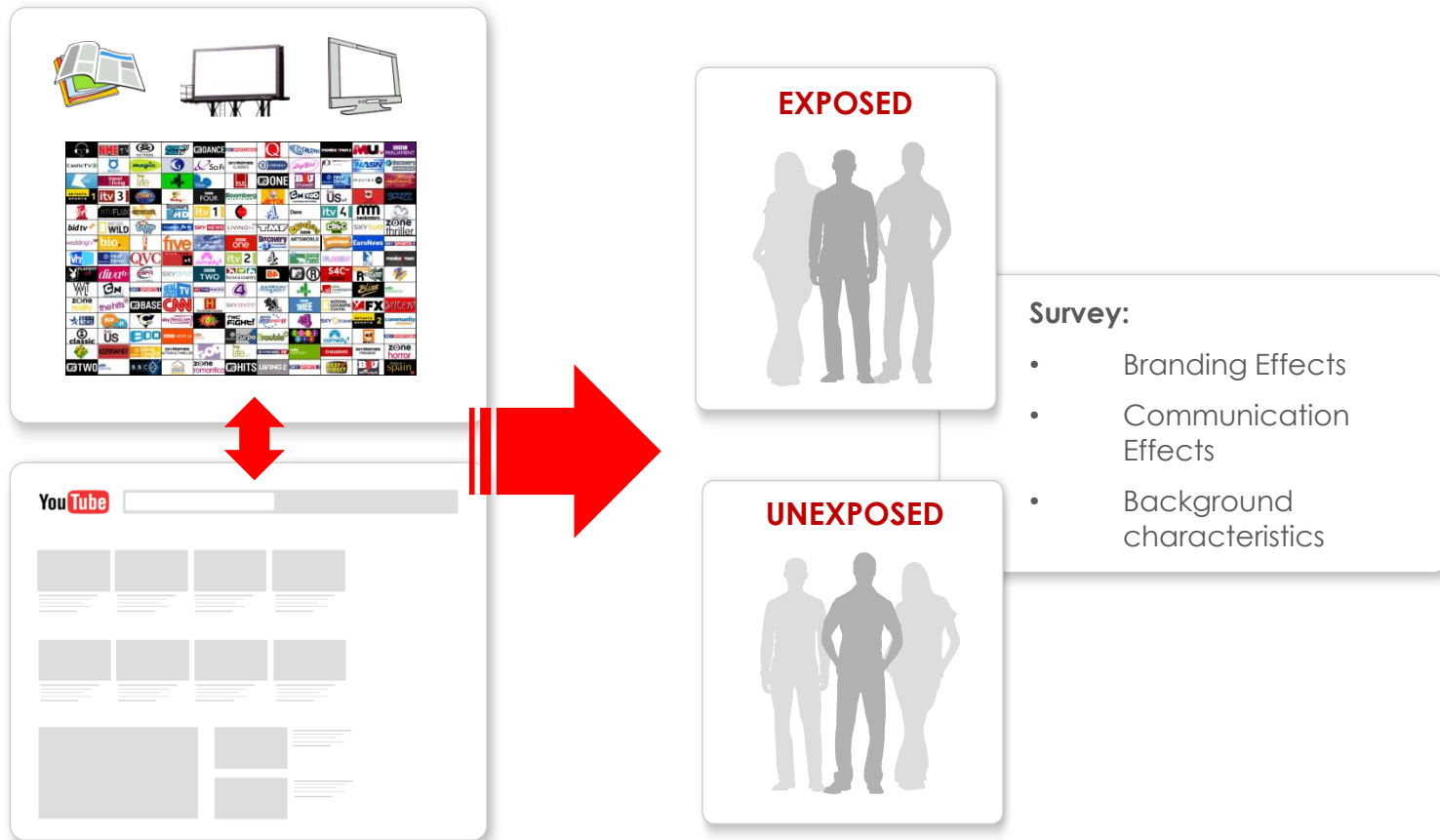


Actual media plan is matched with individual respondent media consumption to create an "Opportunity To See" score (OTS).



Groups of respondents are formed on the basis of their media exposure and are statistically levelled/weighted to remove any bias that might occur due to the self selective nature of media.

Methodology: Step 3



MetrixLab uses a control-exposed methodology to measure the branding effect of advertising campaigns. Exposure different media groups are simultaneously sampled and their response compared. Because both groups are a random sample from the same population, the groups consist of statistically the same people.