



# Engaging Audiences

**“Engagement is turning on a prospect to a brand idea enhanced by the surrounding context”**

Joe Plummer, ARF, 2006



# Types of engagement

Are my audiences engaged with my brand?

How are audiences consuming my content?

Are my audiences engaged with my advertising?

**Media brand engagement**

**Behavioural engagement**

**Advertising engagement**

Equity, brand health, loyalty

Time spent, quality of reading/viewing etc.

Impact studies, campaign specific

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# Why is engagement important?

- Will help you to understand your brand
  - Key drivers behind performance
  - How to build your audience
- Can help to sell advertising more effectively
- One summary score
- Can place you in your competitive context easily



# Our aim

To develop an approach to understanding media brands

To understand how consumers engage with media brands



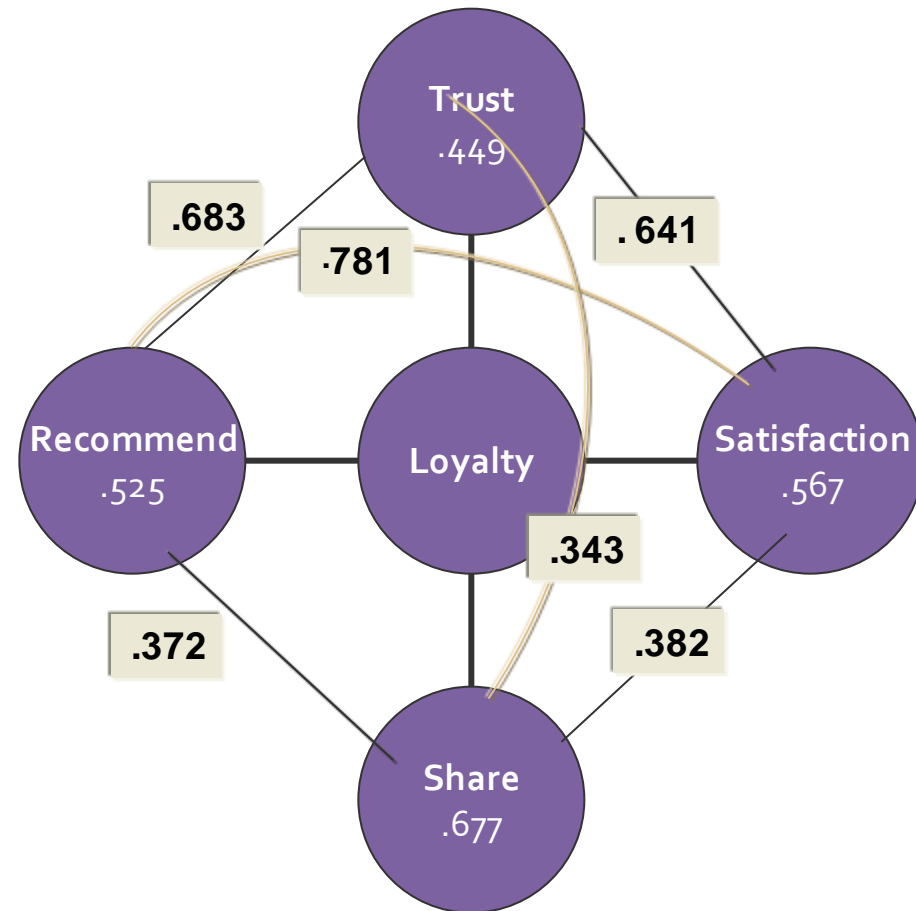
# Overview of the Research

- Three pilot studies in the UK, US and France
  - UK television channels and online video
  - US magazines and online properties
  - France – across the news category
- Online with a sample 500 respondents for each category within each market (600 in France)
- Results were weighted by Internet use and controlled for gender within age
- Data collection was November 2009 in UK and US, March 2010 in France



# Dependent variables

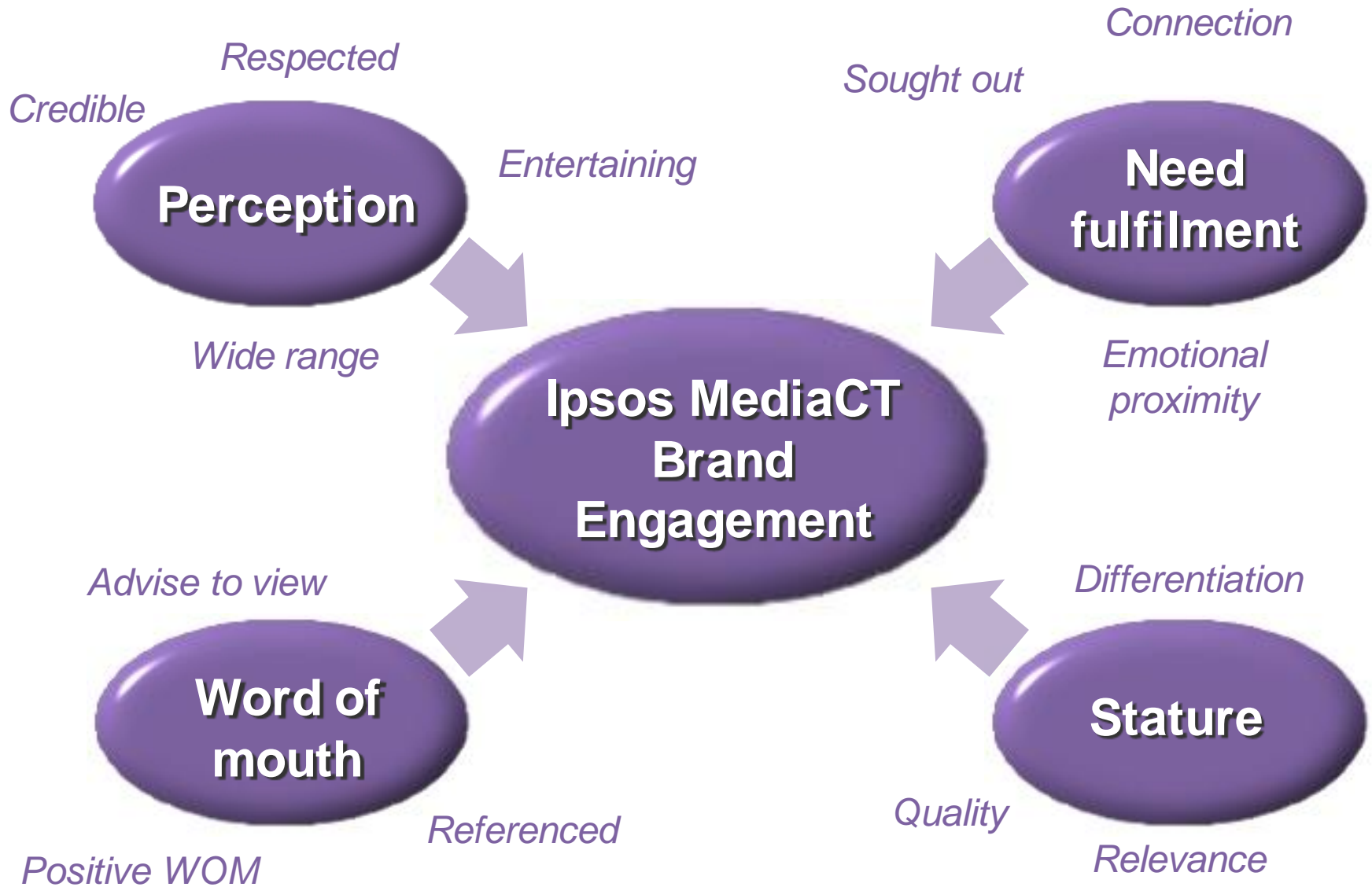
**Over 20 regression models, each using a different dependent variable to identify measures that correlate**



**Loyalty shows moderate to strong correlation with all of the variables**



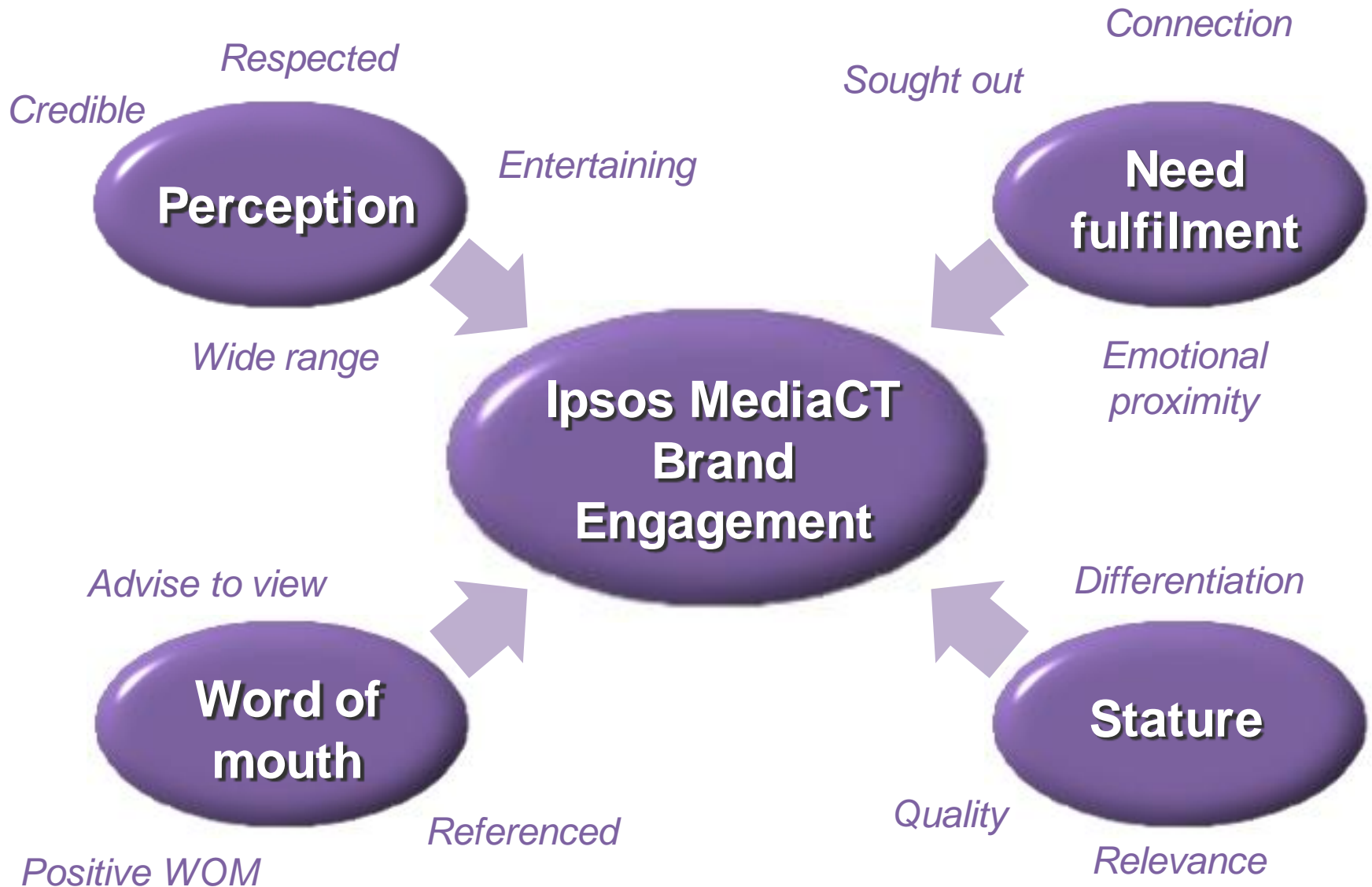
# Overview of model





# Overview of results

# Factors



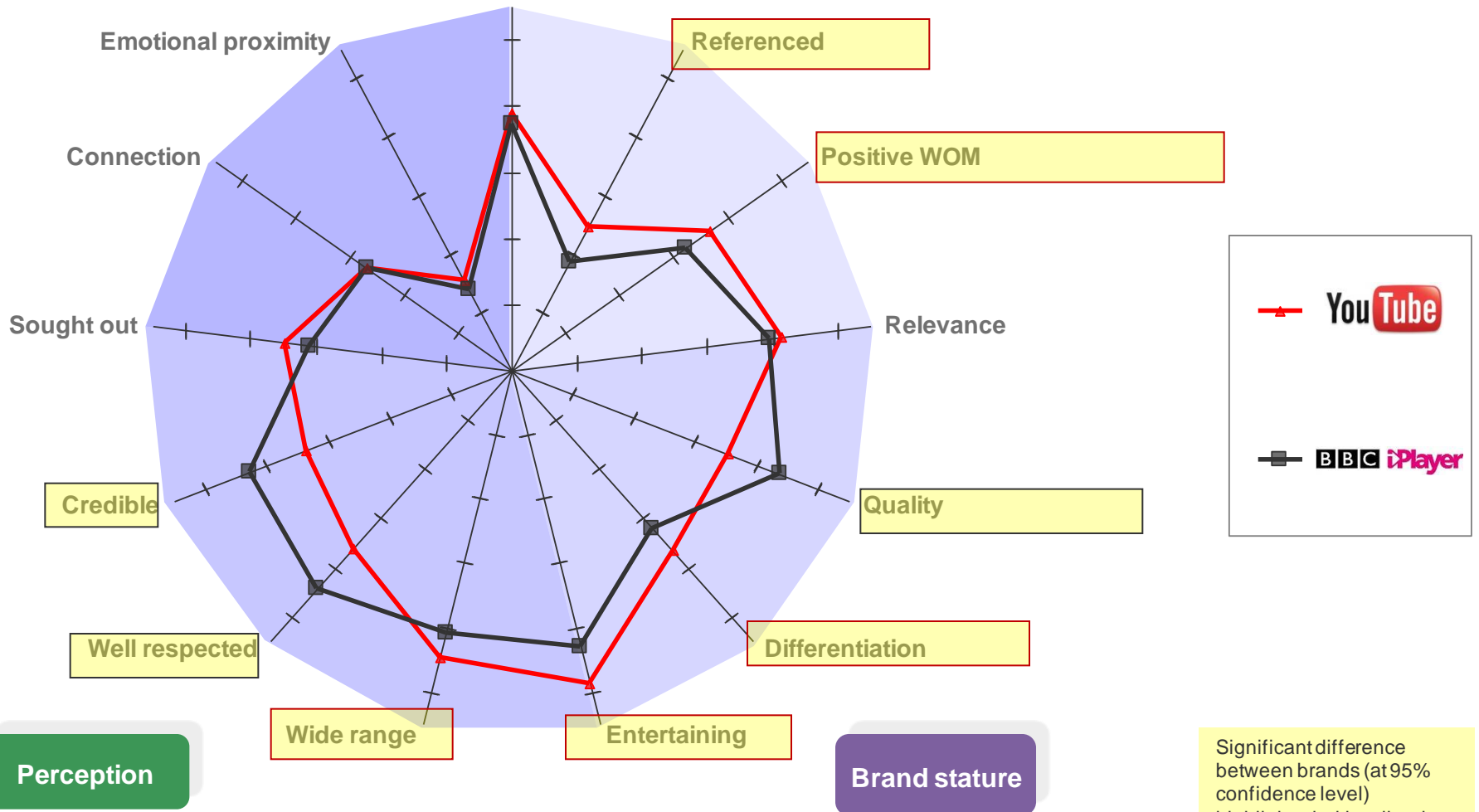
# Online players – YouTube vs. BBC iPlayer

Need fulfilment

Word of mouth

Mean Scores

Advise to view



Significant difference between brands (at 95% confidence level) highlighted with yellow box

# Engagement score



# Engagement scores – Online video

Index out of 100



64.4



63.5









54.5



55.8

# Engagement scores - TV

Index out of 100

 <b>61.4</b>	 <b>55.9</b>	 <b>52.0</b>
 <b>52.0</b>	 <b>47.0</b>	 <b>54.2</b>

# Engagement scores

NB: Platforms / channels rated in relevant category context

## Online video Engagement scores

	64.4
	63.5
	55.8
	55.6
	54.5

## TV Engagement scores

61.4



55.9



54.2



52.0



52.0



47.0



Base: All with >0% usage . YouTube n=315, BBC iPlayer n=315, ITV Player n=202, 4oD n=142, Sky Player n=66\* \*!CAUTION SMALL BASE

Ipsos MediaCT

Base: All with >0% usage. BBC One n=358, BBC Two n=311, ITV1 n=353, C4 n=319, Five n=278, Sky1 n=149

Index out of 100





# Engagement summary – Online video

Online video - % of users who have % high / medium / low engagement scores

■ % High

■ % Medium

■ % Low

**You**Tube



**BBC** iPlayer



**4**OD  
on demand



**itv** Player



○ Circle denotes significant difference vs. YouTube scores

# Engagement summary – TV

TV - % of users who have % high / medium / low engagement scores

