

# Media myths **BUSTED**





# It's time to rethink video

How it can help grow brands

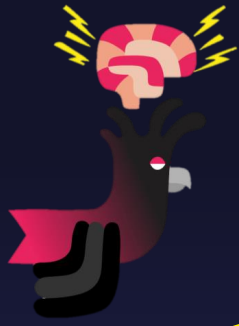




# Premium digital video is a powerful brand driver

As a stand alone or working with TV





# Yet, common misconceptions exist

We're here to bust four of those myths



1.

“Not a powerful brand driver”

2.

“Cannot move brand consideration”

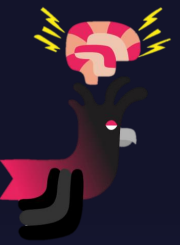
3.

“Only a support channel”

4.

“All video is created equal”



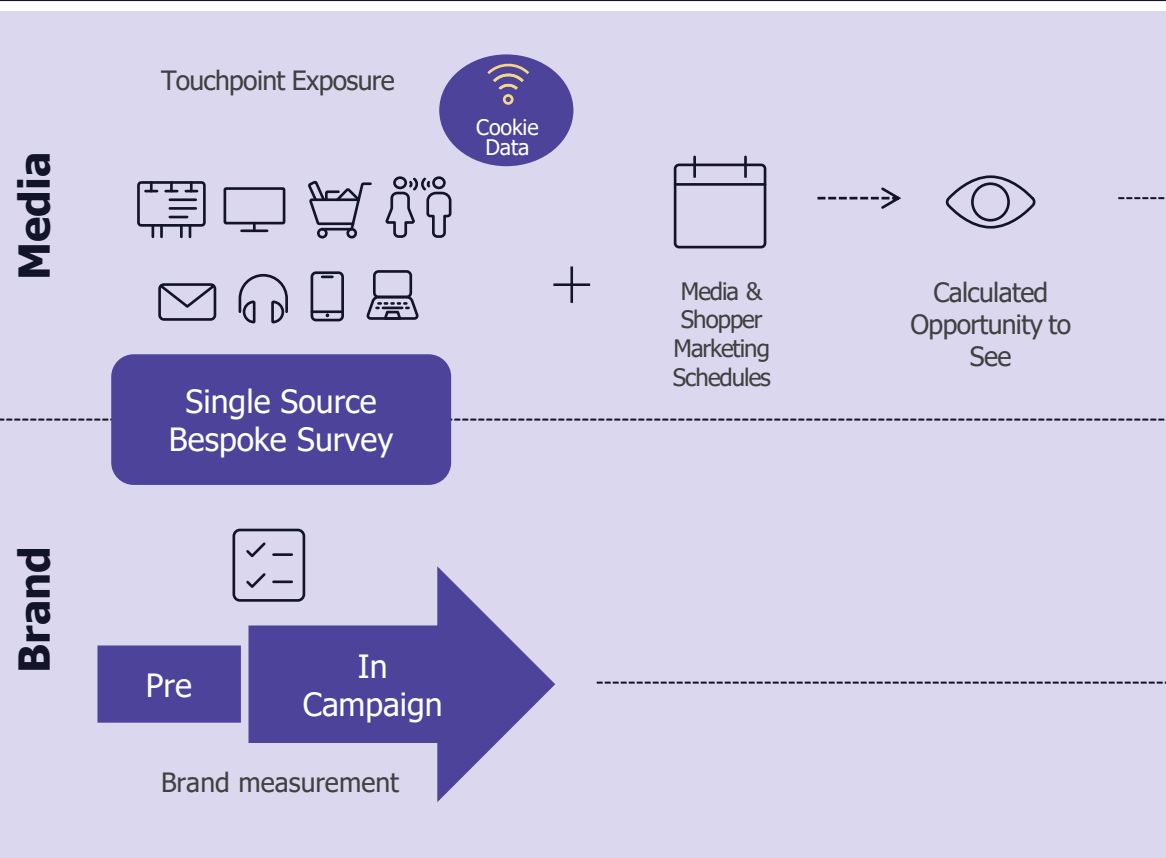


# The findings are powered by a meta-analysis of Kantar's CrossMedia database

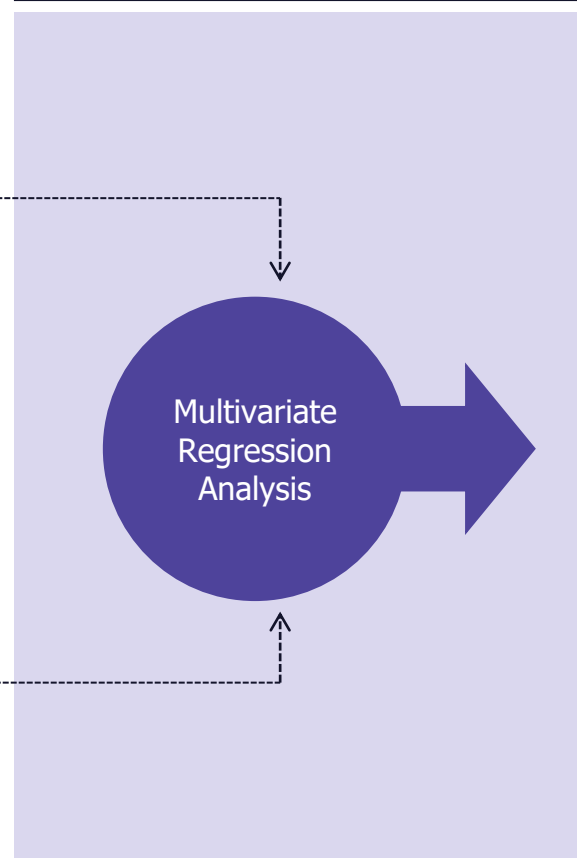


179 live campaigns measured using Kantar's CrossMedia methodology. CrossMedia uses multivariate regression analysis to evaluate multichannel campaigns by isolating the impact of each channel and the interactions they derive for brand effectiveness.

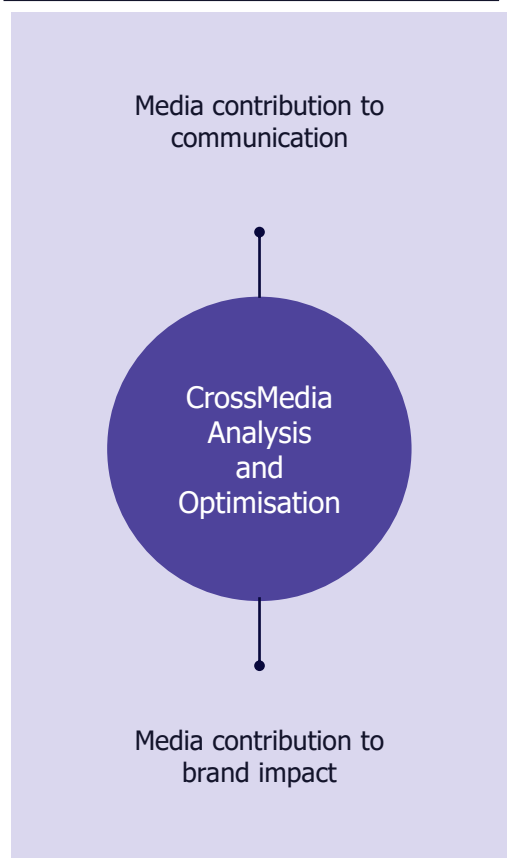
## Inputs



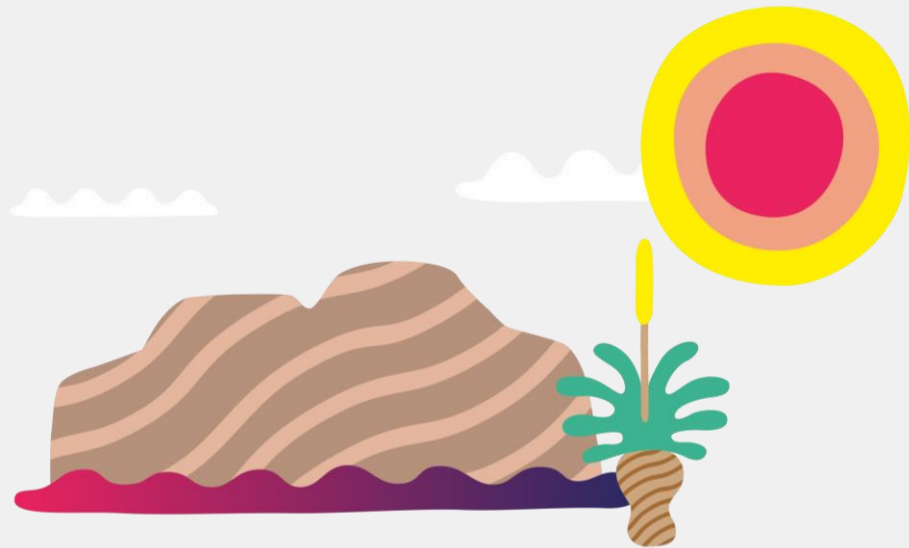
## Analysis



## Outputs



# With nothing but cold, hard facts! 😊



Source: Kantar CrossMedia Database 179 campaigns 2015-22



**179**  
Campaigns

**180K+**  
RESPONDENTS

**MULTIPLE CATEGORIES**  
FMCG, financial services,  
Auto, Telco, Utilities etc.

**BRAND OF ALL SIZES**  
Small, Medium and Large

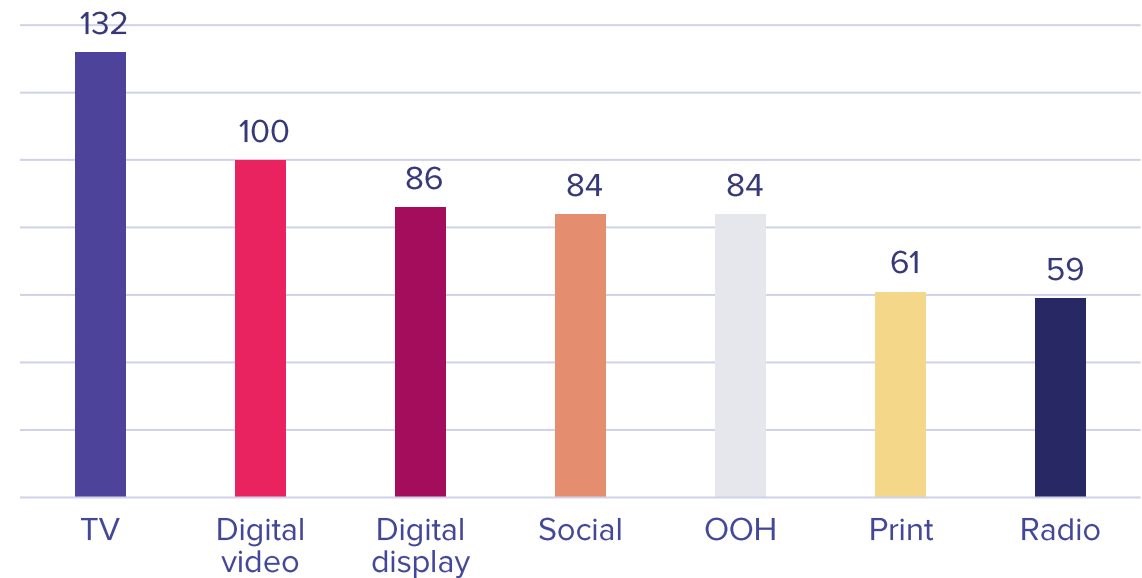
**2015-2022**  
7 years of data

**Myth 1:**  
**Not a powerful brand driver**

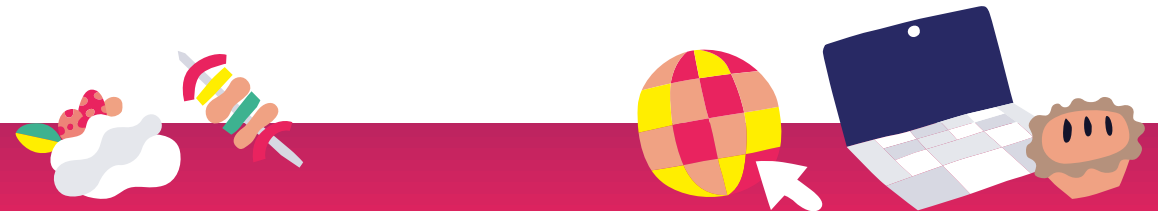
**Busted:**  
**Premium digital video is second only to TV in delivering brand impact. Outperforming every other channel**



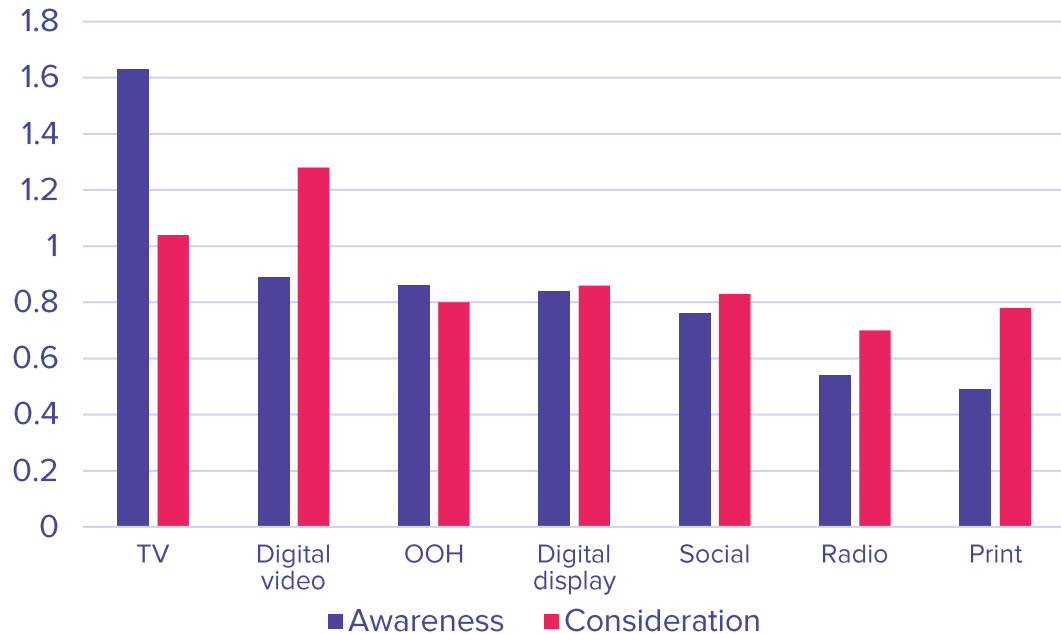
**AVERAGE BRAND IMPACT (INDEX)**



Source: Kantar CrossMedia Database 179 campaigns 2015-22. Channel performance indexed to Digital video.



## FUNNEL AWARENESS AND CONSIDERATION



Source: Kantar CrossMedia Database 179 campaigns 2015-22

**Myth 2:**  
**Cannot move brand  
consideration**

**Busted:**  
**Drives brand consideration  
better than any other  
channel**

When it comes to driving brand consideration, the toughest brand impact metric to move, and closest to driving sales, digital video delivers the largest contribution of any channel.



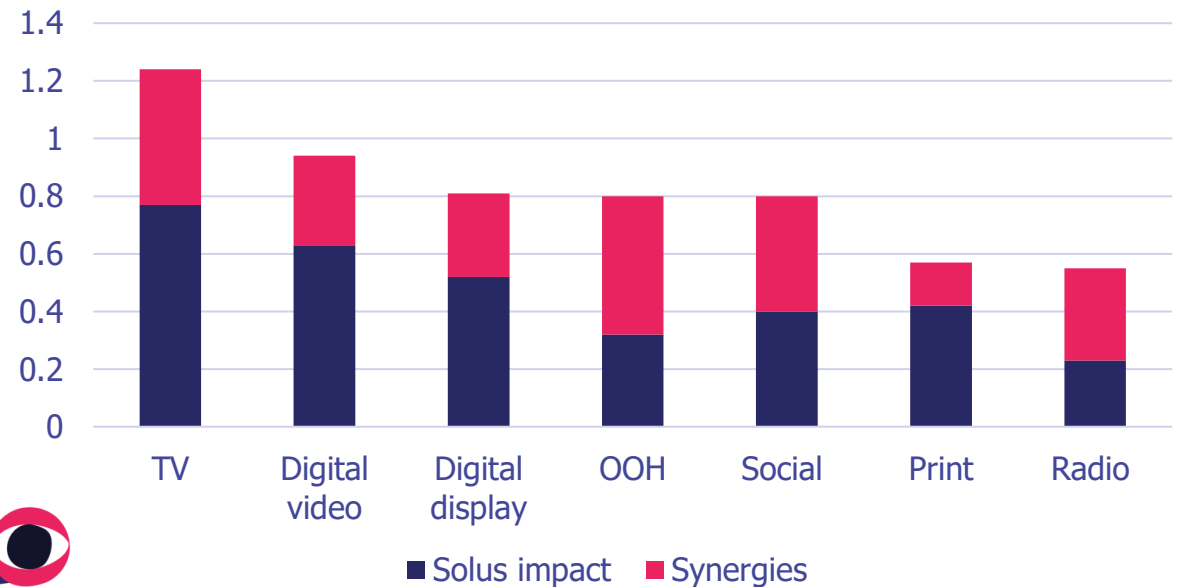


### Myth 3: Only a support channel

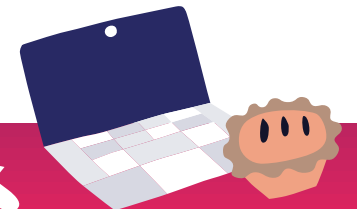
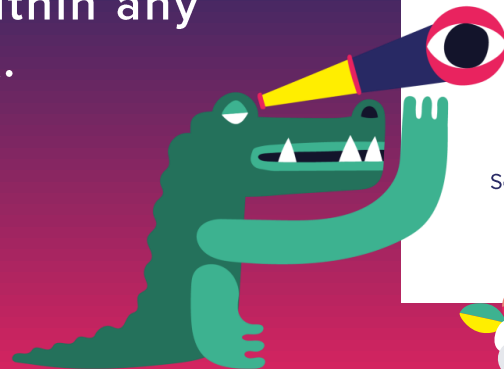
**Busted:**  
Stand alone brand impact  
second only to TV -  
outperforming all other  
channels (again!)

Digital video achieves a strong brand impact on its own without the need to be combined with other channels making it the ideal primary channel within any communications mix.

### BRAND IMPACT



Source: Kantar CrossMedia Database 179 campaigns 2015-22

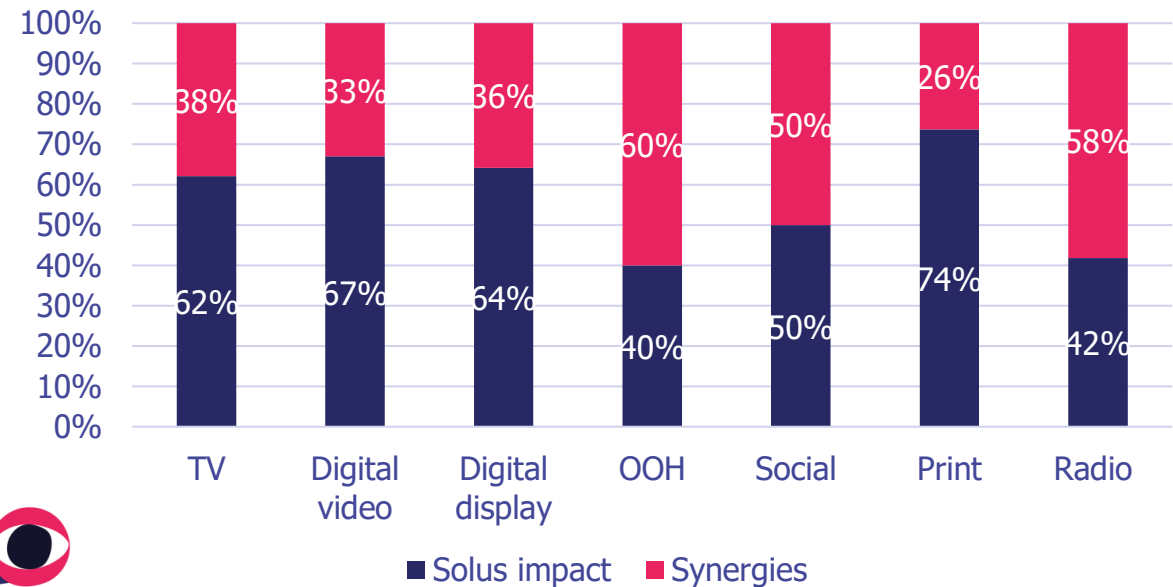


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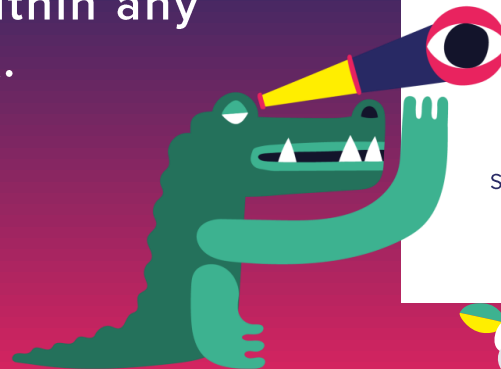
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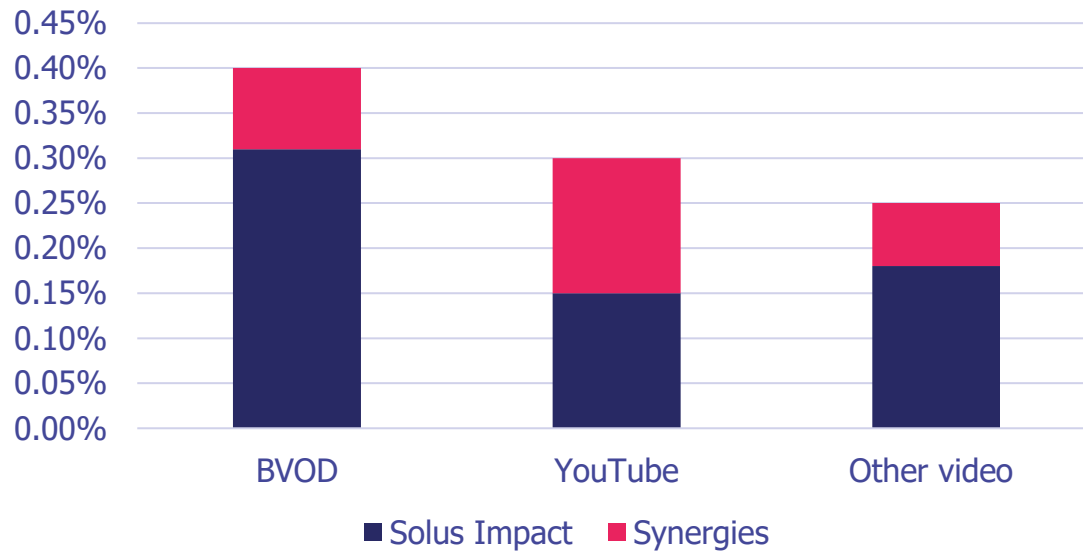
### BRAND IMPACT



Source: Kantar CrossMedia Database 179 campaigns 2015-22



## BRAND IMPACT



Source: Kantar CrossMedia Database 179 campaigns 2015-22

## Myth 4:

**All video is created equal**

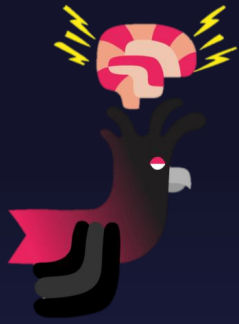
## Busted:

**BVOD delivers more brand impact than any other digital video platform**

Even beating YouTube.

No other stand-alone channel can achieve brand effects as independently as BVOD.





# When thinking premium digital video remember four helpful facts



**1.**

Digital Video is second only to TV in delivering Brand Impact

**2.**

Digital video drives Brand Consideration better than any other Channel

**3.**

Digital video achieves a strong brand impact on its own without the need to combine with other channels

**4.**

BVOD delivers more brand impact than any other digital video platform





think  
premium  
digital

[thinkpremiumdigital.com.au](http://thinkpremiumdigital.com.au)

