



## Welcome to MediaMinds Quarterly, the Autumn edition

It has been an exciting and busy summer for MediaSense. We outgrew our Bloomsbury office and moved across town into shiny, new offices in Great Portland Street. We welcome visitors to share our 5th floor views over beautiful Fitzrovia, and as the autumnal winds arrive, it's time to reflect on the summer's talking points on Media Minds.

### Re-designing the marketing organisation

We start with organisational change which is the direct result of the wave of consumer interactions with media devices. "Mobile-ready" and "data-driven marketing" are no longer buzzwords, they are business imperatives, as brands attempt to catch up with their customers vapour trails. The role of marketing is having to change quickly now: Mondelez have replaced the CMO job spec with the Chief Growth Officer, which makes it crystal clear what return is expected from the marketing department; P&G has abolished the term "Marketing Director" and renamed its marketing division "Brand Management".

The C-suite expects marketing, powered by the streams of customer data, to re-focus investment priorities and generate growth. As marketing is becoming inexorably linked to data and technology, the CMO is cosy-ing up to a new boy at the C-suite table - the Chief Digital Officer. Many organisations can be seen shedding legacy structures in response to change: outsourcing is favoured by some (ABInBev has decided to outsource media buying after many years of self-reliance), while in-sourcing is favoured by others (Walmart has unleashed its own trading platform "WMX" on its US suppliers).

### CRM at scale

Most commentators are now agreed that the previously distinct specialisms of database marketing and brand marketing must inevitably come together : Scott Symonds of AKQA puts it well " The legacy broadcast paradigm of 'push' messaging and 'lowest common denominator' shared experiences of broad demographic groups is being replaced with micro-targeted audience buying and smartly sequenced ad messaging against deep data insight into their behaviours and interests. Which means that now, the future of marketing is more closely analogous to CRM at scale than broadcast".

The implications for all agencies are seismic; media agencies are in an arms race towards the holy grail of "relevance planning", just as creative agencies are entering a new era of "programmatic creative". It seems we are progressing from the Lord Leverhulme 50/50 rule of effective spend versus unintended wastage to a new 50/50 rule of intentional wastage plus measurable contacts. To be successful, agencies must demonstrate a genuine ability through visible investment to help clients to navigate this hybrid landscape.

### Youth voting with their devices

Another (not un-related) talking point this quarter has been the re-emergence of supply-side TV cost inflation. It seems that audiences are voting with their devices. UK TV viewing is following the US trend with an alarming drop in TV viewing amongst 4-15 year olds. According to Claire Enders there has been a 22% slump across a 4 year period, and BARB in the UK has been tracking a decline in weekly viewing and reach for TV consistently in 2014, which is most acute amongst the under 35s. Surveys in Australia show exactly the same picture.

It is surprising that there is growing video consumption across mobile devices and more opportunities for video within ad-supported environments such as YouTube, Facebook and apps, yet these opportunities are either not being measured at all or not being measured consistently alongside traditional TV audiences.



## MediaSense

Despite laudable attempts such as Project Dovetail to track mobile viewing of broadcast content, it is clear that the market research industry and their main funders the broadcasters are failing to keep track of younger consumers burgeoning video consumption. Failure to provide a common video currency will not hurt broadcasters in the short term, but will come back to bite them, as the National Press market can testify. In the meantime, advertisers need to have inflation mitigation built into their linear TV strategies, while developing sound and cost-effective strategies for investing in mobile video.

The world won't stand still for the media industry. Advertisers want to set their agencies KPIs which go well beyond the standard media metrics, to improve customer engagement and marketing effectiveness across all customer touchpoints and media devices. Programmatic media will be key to these aims. If the industry moves too slowly, CDOs and CMOs will increasingly look to develop their own closed loop attribution models, and will start dispensing with old metrics and old ways of working.

### Exclusive - The Latest from MediaSense

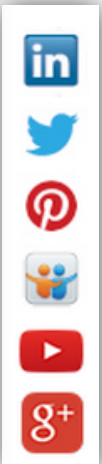
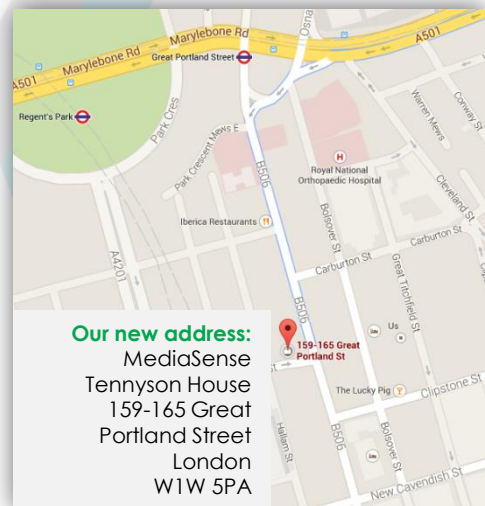
We have just launched a diagnostic tool called **MediaCensus**, designed to help advertisers measure their internal media capability. Respondents have the opportunity to assess their own capability against 32 value levers that drive better media performance.

A feature of this product is immediate feedback: a detailed report and industry benchmarks are generated and sent to you on completion of the survey.

If you would like to try out **MediaCensus** or find out more, please email [anna-liisa.goshawk@media-sense.com](mailto:anna-liisa.goshawk@media-sense.com).

Our popular Which Way Next conference will be making a come-back in 2015 and promises to be a day of deep insight, intelligent opinion and mature discussions with exclusive white paper results revealed on the day. Keep an eye on our website for the reveal of topics, and details on how to register interest in attending.

We always welcome feedback about MediaMinds Quarterly. For the latest news, views and commentary from MediaSense, visit our website [www.media-sense.com](http://www.media-sense.com) follow us on Twitter @media\_sense and feel free to tweet us your comments.



Anna-Liisa Goshawk, Head of Marketing  
+44 20 3397 9161  
[anna-liisa.goshawk@media-sense.com](mailto:anna-liisa.goshawk@media-sense.com)  
[www.media-sense.com](http://www.media-sense.com)

(We hope you are happy to receive our e-mails. If not, simply reply to me and ask to be removed from our list).