All media is digitizing
What can digital learn from traditional?
Brands should tell stories, informed by customer insights
Creative matters, a lot
Creative strength & in-market performance for each unique ad creative

Creative Scores - marketer ratings
1. Focal Point 52
2. Brand Link 81
3. Tone 44
4. Reward 55
5. Noticeability 66
6. Point 18

In-Market Performance - Nielsen study
1. Ad Recall
   - 11%
2. Purchase Intent
   - 4%

(hypothetical data)
Correlation of sales lift and click-through rate

The random scatter of points indicates a lack of relationship between sales lift and click-through rate.

Correlation = -0.07

Source: Nielsen
Reach drives ROI

Median ROAS

- Low Reach: 4.77
- High Reach: 8.98
Profit by marginal impression

Additional impressions increase profit but not enough to cover advertising and production cost.

Number of impressions served per household

Marginal Profit (Marginal retail sales lift – 3x Marginal advertising costs)
What can digital learn from traditional?
Microtargeting can dramatically improve efficiency
Personalized marketing can dramatically improve effectiveness.
Iteration and experimentation lead to innovation and faster cycle times.