

KANTAR

Riding the waves

How data helped REA successfully boost brand equity and ROAS in an ever-evolving landscape


13th September 2023

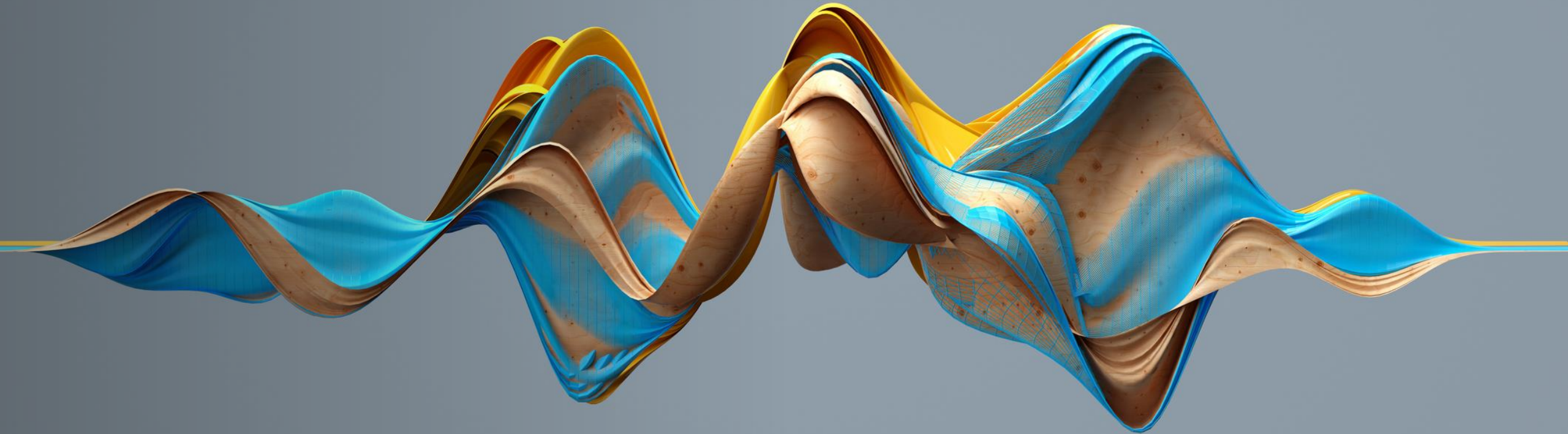


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REA Group



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Kantar

30%  Higher ROMI



5 ...guaranteed take-aways to improve **Brand Impact & ROAS**

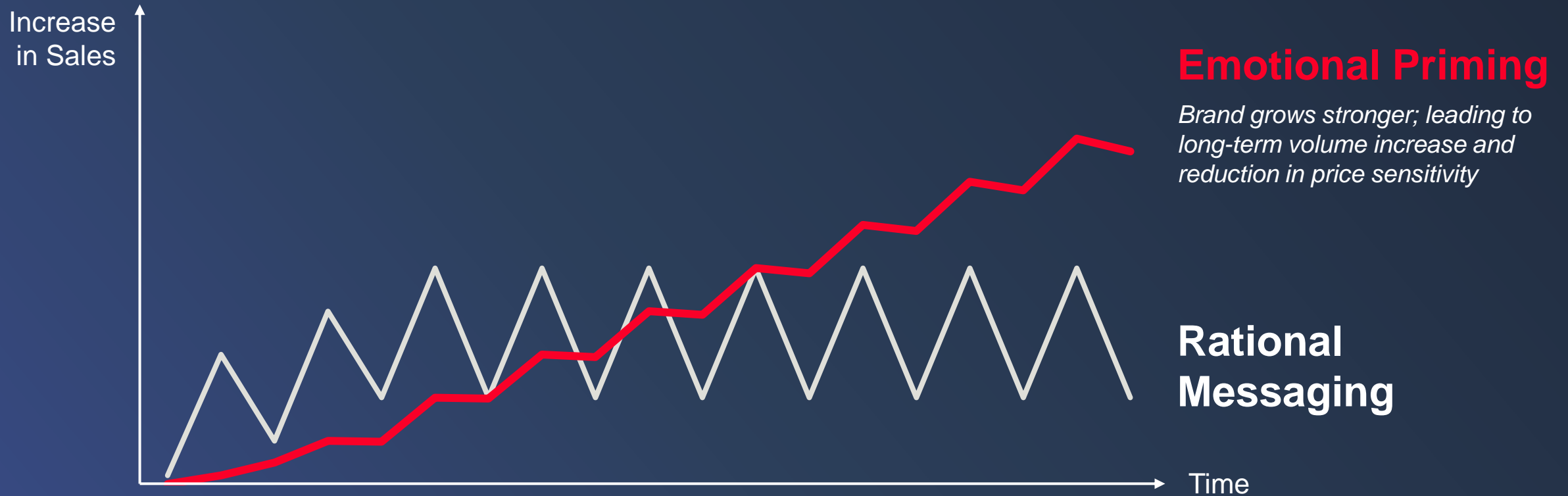
FRAGMENTNATION

The perpetual
state of fragmented
media landscape



Broadly speaking,
Campaigns are either
Brand/Performance

Balancing short and long term effects of marketing



A crisis in effectiveness?



The sales response generated by advertising is nearly **half** what it was 30 years ago.

University of Oxford Saïd Business School Meta Analysis of 807 independent studies combined

Despite high inflation, ad spend is down

6% ↑


2023 AUSTRALIAN INFLATION RATE

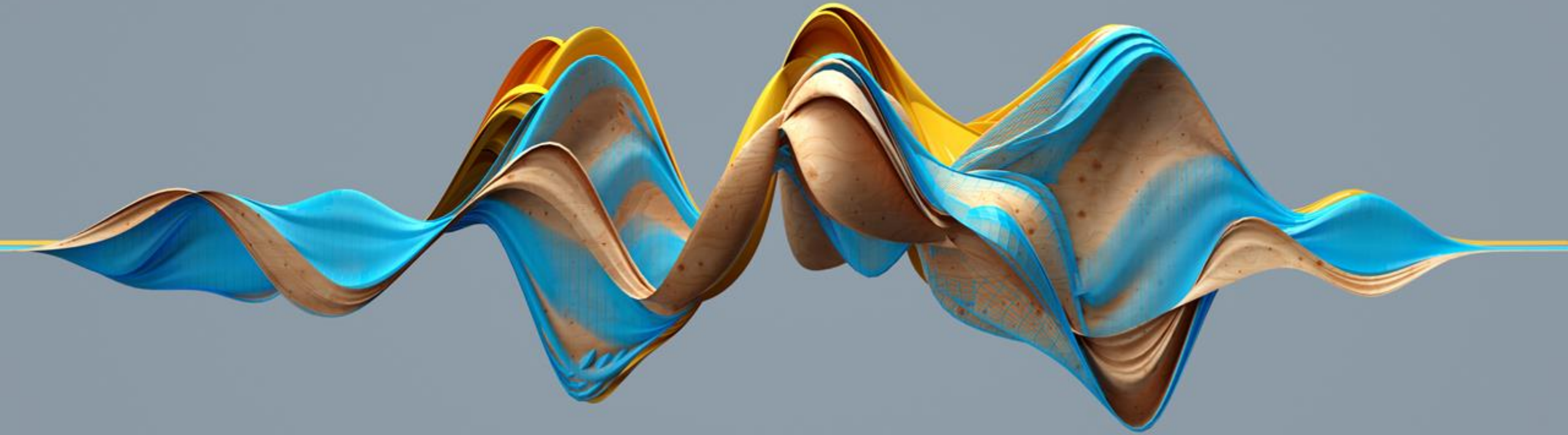
2023 AUSTRALIAN AD SPEND YTD (vs 2022)

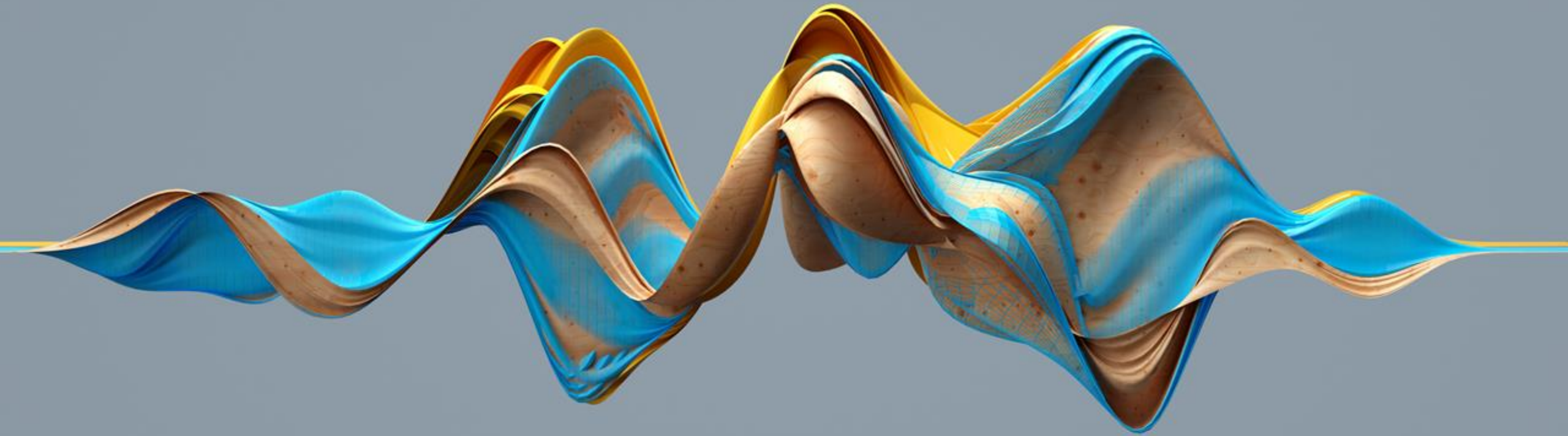
SMI 1st August 2023

↓ 4.2%

Since Autumn 2020  realestate.com.au[®] ..has realized..

30%  Higher ROMI





YOU can do this too... by leveraging
5 ...guaranteed take-aways to
improve **Brand Impact & ROAS**

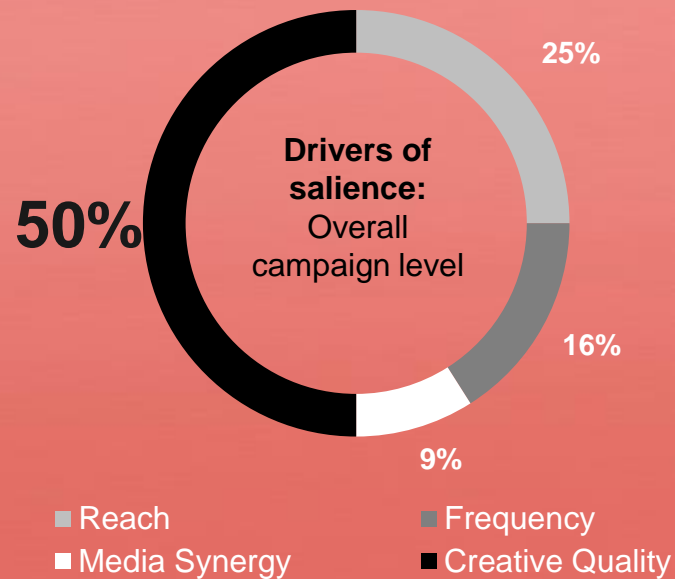
1 of 5

Ignore the **Creative** at
your own peril



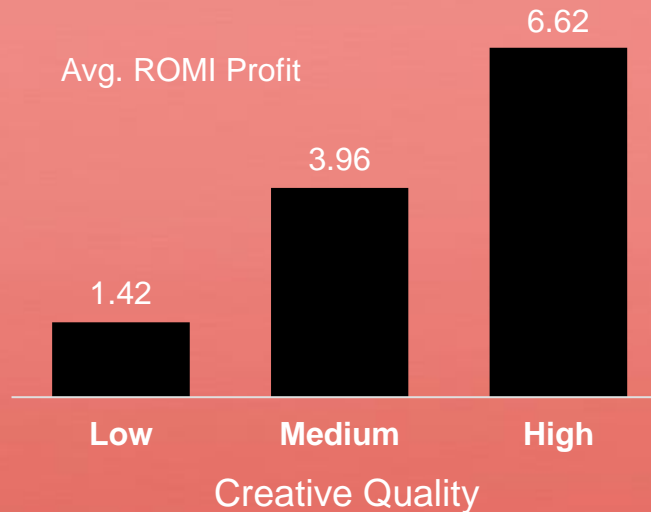
42% of marketers are testing “a little” or “none” of their creative placed in media.

Creative is the #1 factor driving Success



Source: Kantar Global CrossMedia database

Creativity pays off more than you can imagine



Source: Kantar Global Link database and WARC ROI database

4.7x

Return on marketing investment

If you want to generate profit, effective ads are more likely to lead to increased ROMI.

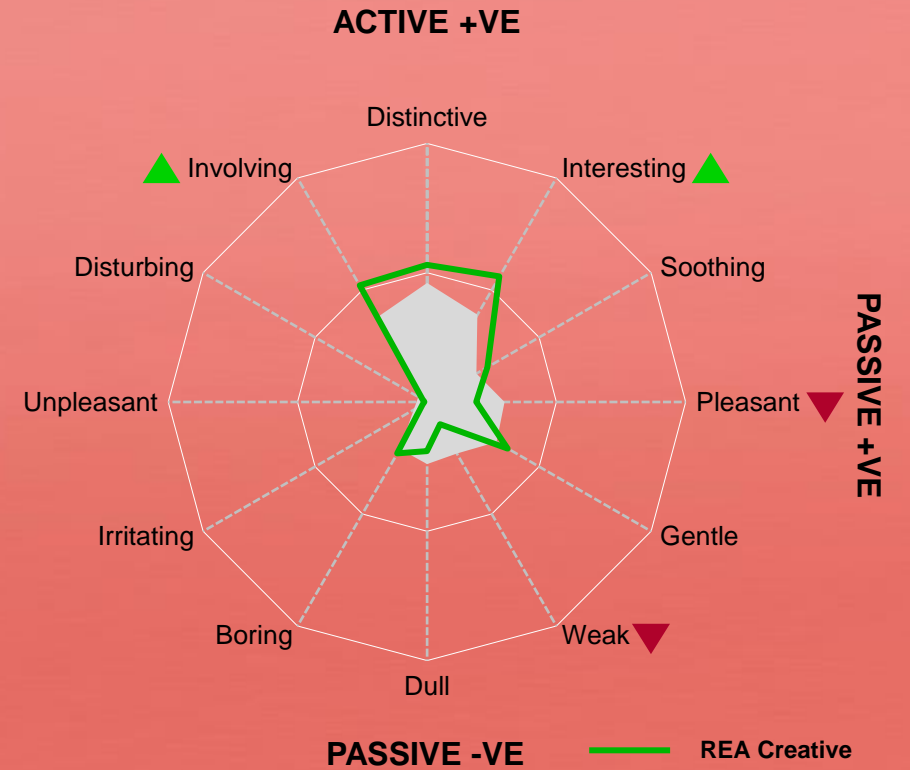
ENGAGEMENT

	Outdoor	Kantar NORMS
Branding	78	66
Involvement (mean)	5.6	4.63



Out of Home placement

INVOLVEMENT

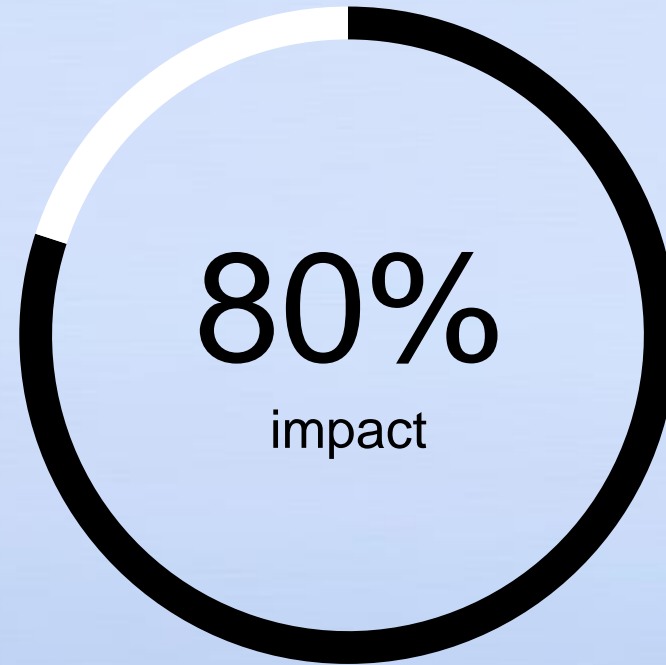
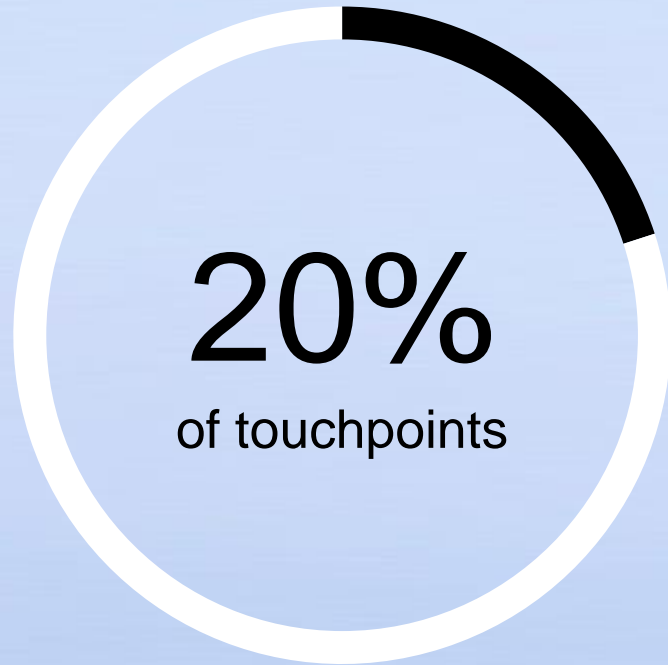


2 of 5

Choose your **Media**
Mix wisely



Brands need to do fewer things and excel at them.



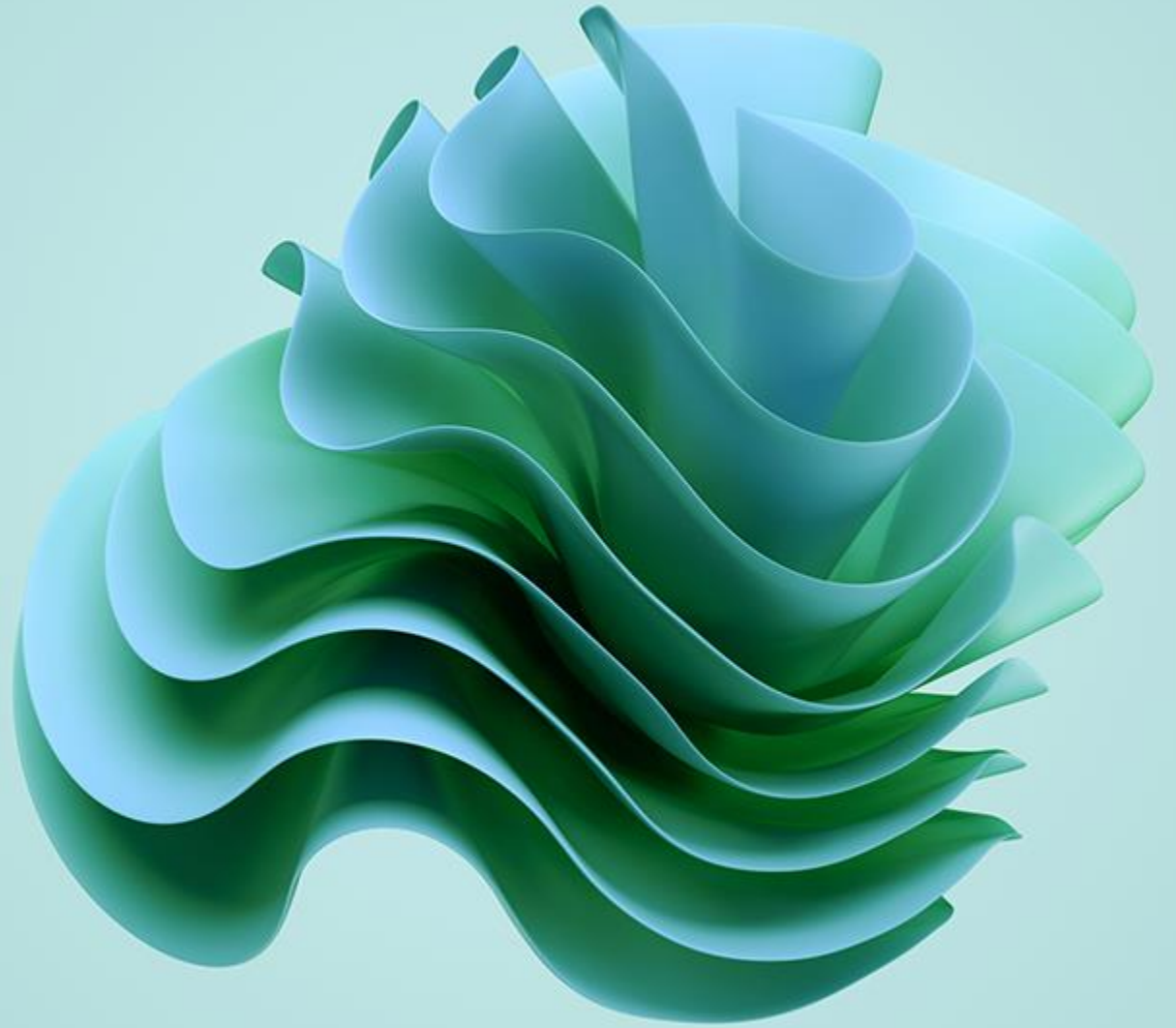
TV remains a significant contributor to building brand equity, but other channels have a potential to perform as well.

Share of contribution [2019-2022 AU]



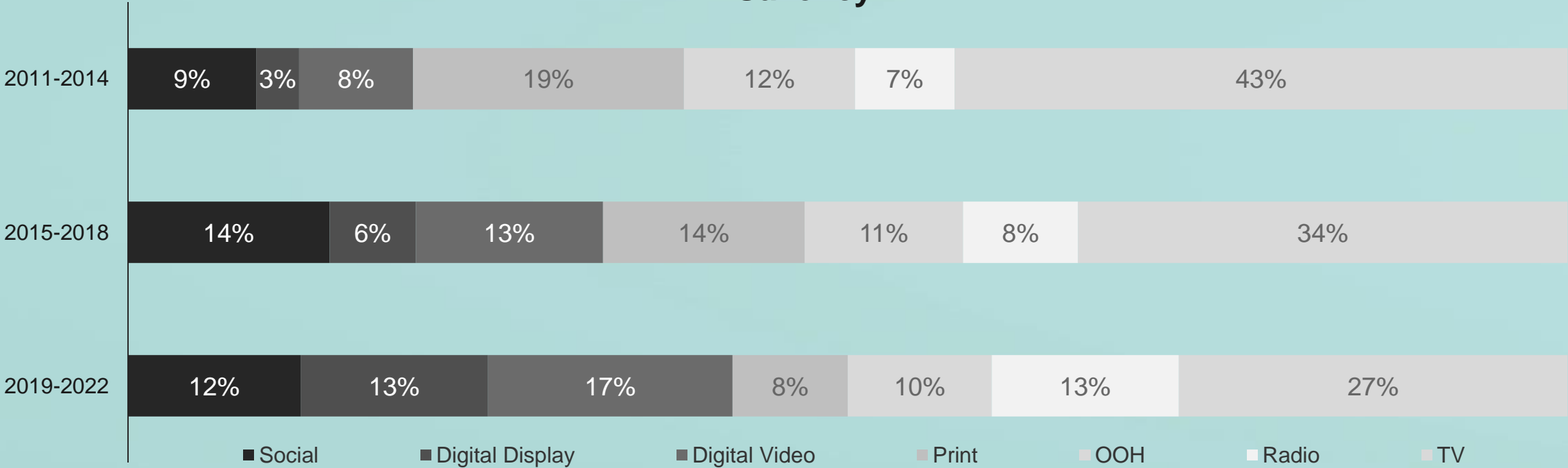
3 of 5

Go Digital, with both
confidence & caution

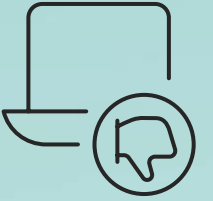


Over time, Digital channels are contributing more share of brand impact – TV still does the largest job in driving Awareness

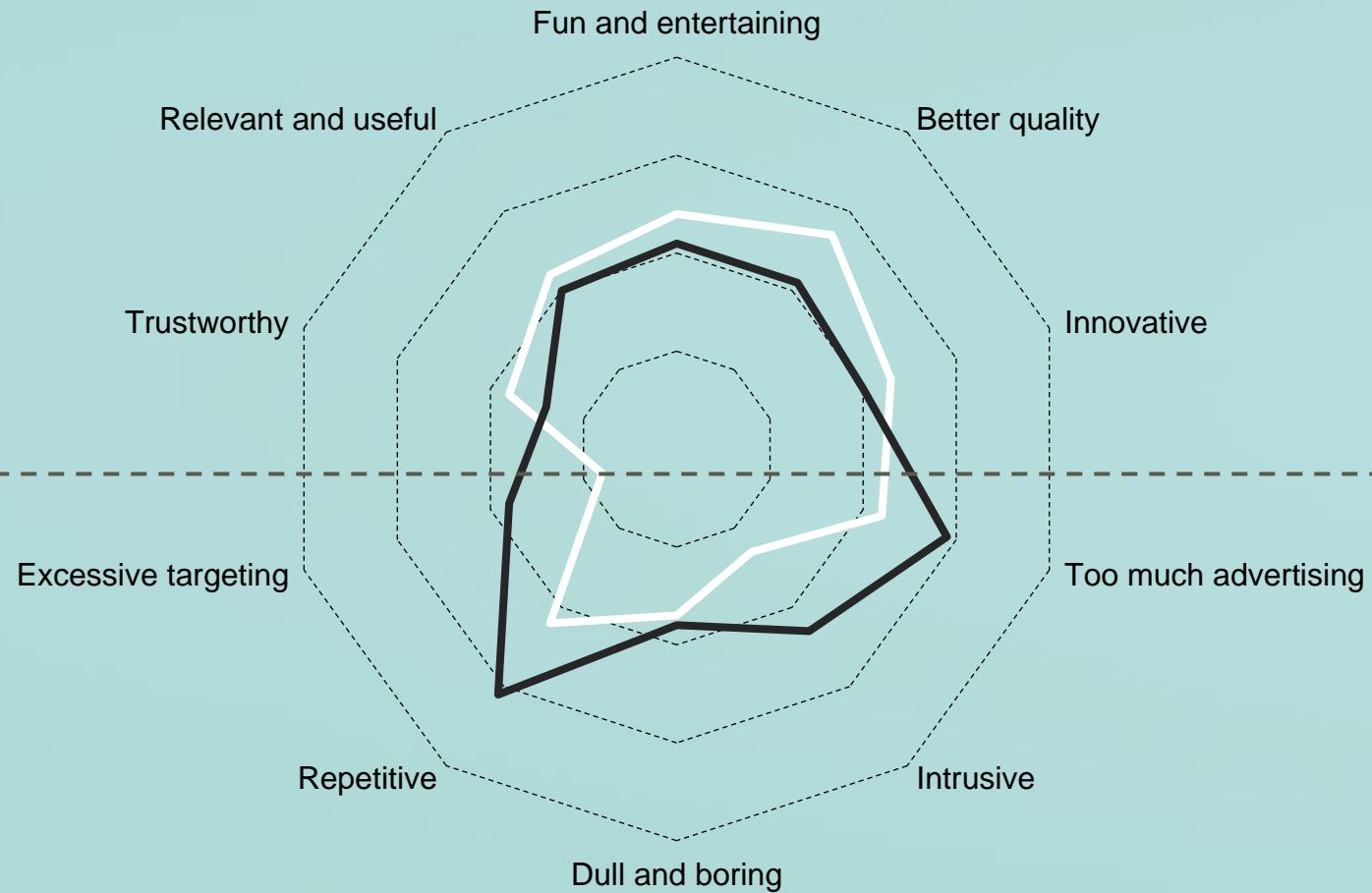
Share of Contribution to Saliency



Resistance to digital media remains something to consider: Online formats need to work more to become less intrusive and repetitive



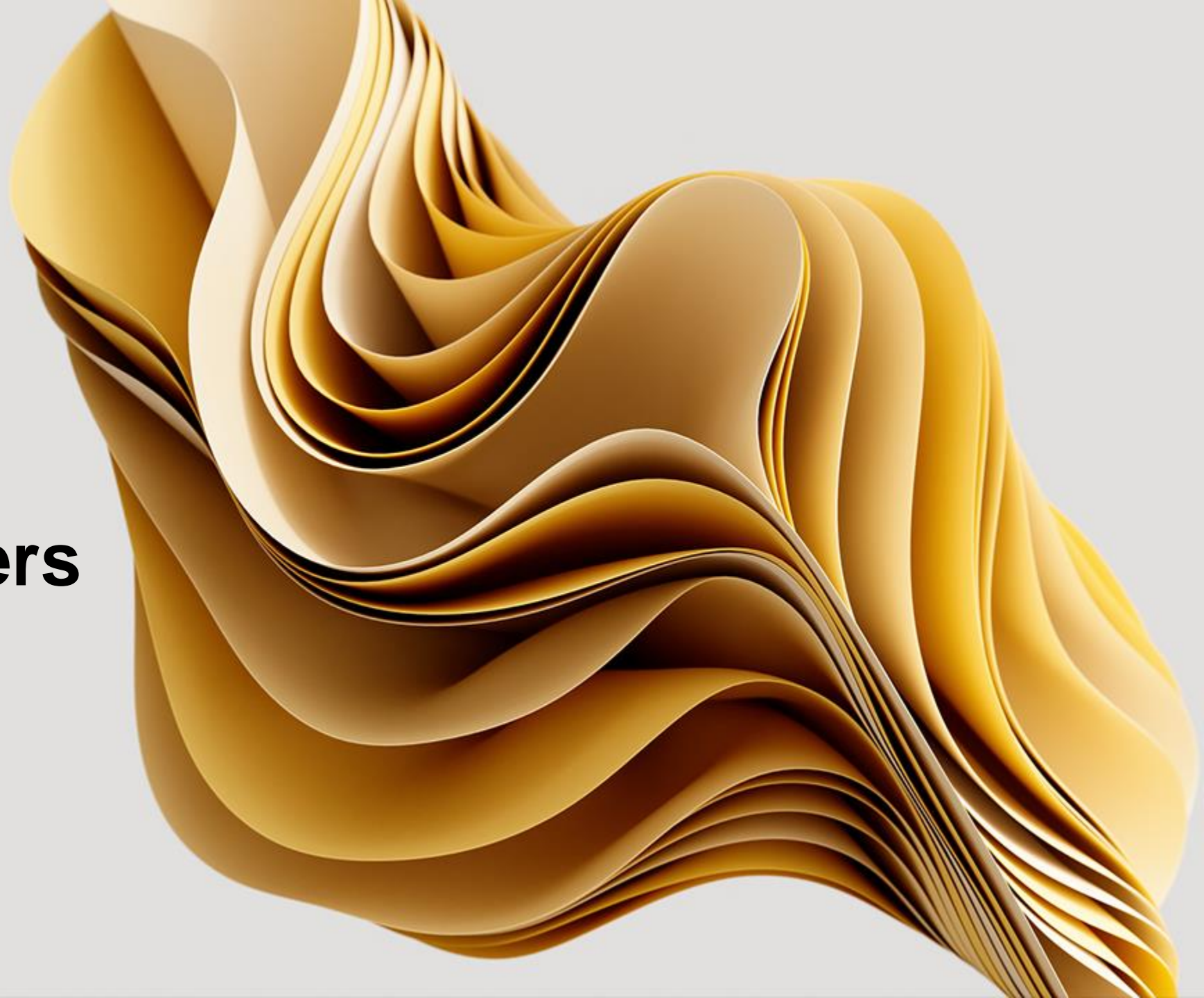
- Offline Channels
- Online Channels



4 of 5

Making the
most of

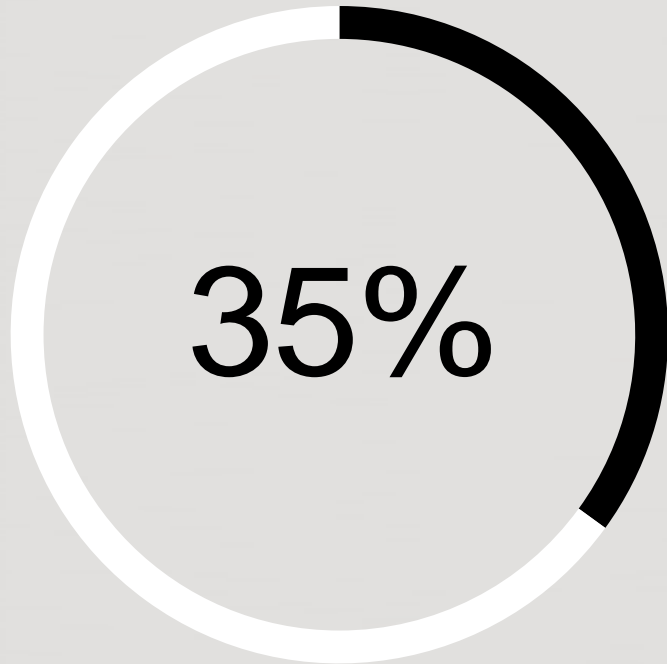
Media Multipliers



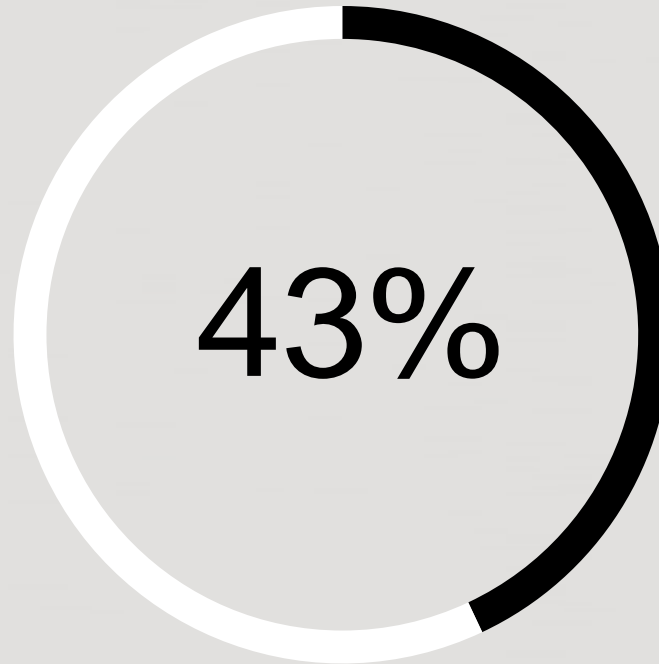
Synergy is increasingly important

% of campaign performance that comes from synergy effects

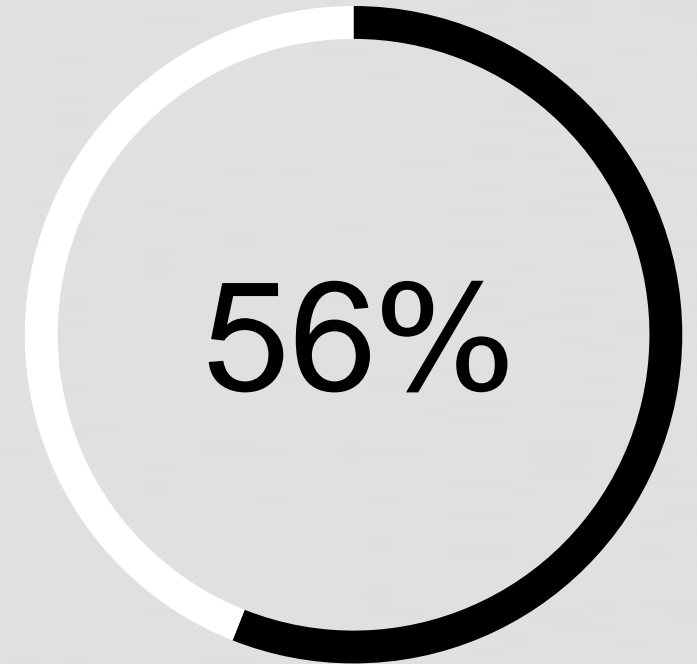
Global



Australia

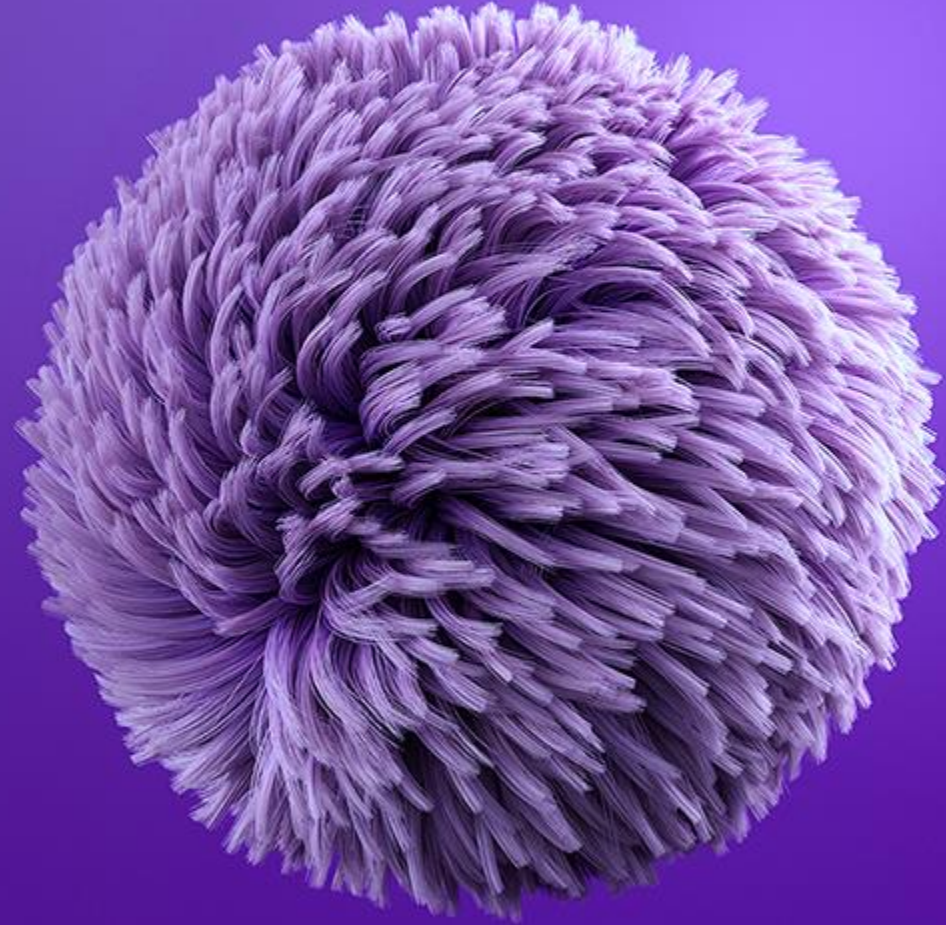


REA Autumn 2023 campaign



5 of 5

Measure what matters



Remember...

You can only run two types of campaigns

Brand Performance



**measure
Brand Impact**



**measure
Conversion**

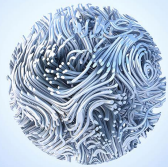
Five Guaranteed Take-Aways for Success

1



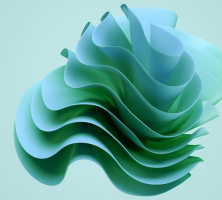
Ignore the Creative at your own Peril

2



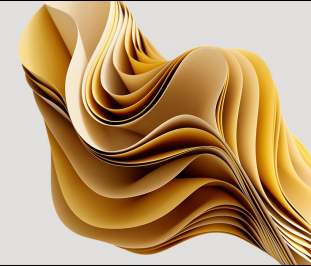
Choose your Media Mix wisely

3



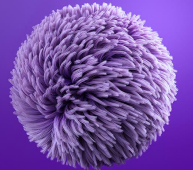
Go Digital, with both confidence & caution

4



Making the most of Media Multipliers

5



Measuring what matters!