

CAMPAIGN BRAND LIFT

THISTHAT





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BACKGROUND

The background features a dark gray field with several diagonal stripes of a lighter gray shade. These stripes originate from the bottom right and extend towards the top left, creating a sense of depth and movement. The stripes are of varying widths and are set against a solid dark gray background.

CAMPAIGN BACKGROUND

DETAILS

[Agency] ran a UK wide awareness and perception shift campaign.

The goal of the campaign was to:

- Lift awareness of **VR Headset** and that it can be used without the need to connect to any PC/console
- Breakdown misconceptions around VR that stunts purchasing by shifting perception of it:
 - offering a social experience rather than a solitary experience
 - offering a range of experiences rather than having limited game options
 - being affordable rather than expensive

The campaign was run on Instagram, TikTok and YouTube targeting gaming audiences; both players (casual gamers who play weekly or monthly) as well as core gamers (daily gamers).

Creators representing a gaming community highlighted one or more of the following value propositions: social experience, range of experiences, affordability and ease of set up.

CAMPAIGN

VR HEADSET

OBJECTIVE

AWARENESS + PERCEPTION SHIFT

FLIGHT DATES

MAR 21 2022 - APR 20 2022



PURPOSE OF THIS STUDY

To measure on-platform campaign effectiveness of the **[Brand Campaign]** and gain insight on optimisations that can be made for future campaigns.

This study infers whether individuals would have had awareness lifted and perceptions shifted without seeing influencer content via an exposed vs. unexposed set-up. Furthermore, it studies what drives people down the funnel; what makes them consider, talk about it with friends and what makes them likely to purchase.

METHODOLOGY

WHO DID WE SURVEY?

A survey was administered through ThisThat and it collected respondents from an exposed and unexposed group.

- **Exposed (Test) Group:** Leveraged the targeting parameters and audiences from Instagram, TikTok and Youtube Ad Accounts.
- **Unexposed (control) Group:** This audience was NOT exposed to the campaign content and was excluded from a targeting standpoint. Additionally, this group mirrored the attributes of the exposed group (to ensure an 'apples-to-apples' comparison).

HOW MANY DID WE SURVEY?

We ensured the sample size and distribution was statistically relevant and free from bias or error.

- **Total Sample Size:** 619
 - **Exposed (Test) Group:** 467
 - **Unexposed (Control) Group:** 152

ThisThat distributed and collected survey data by targeting and exposing audiences via social ads on Instagram, TikTok and Youtube

- **Voluntary:** Respondents volunteer for free.
- **On-Platform exposure:** Survey is served via a social ad that linked out to a survey environment.

Separately, the control group who were NOT exposed to campaign content were surveyed via Prodege.

WHAT WERE THE DIFFERENT FORMS OF EXPOSURE?

There were four (4) exposed audiences:

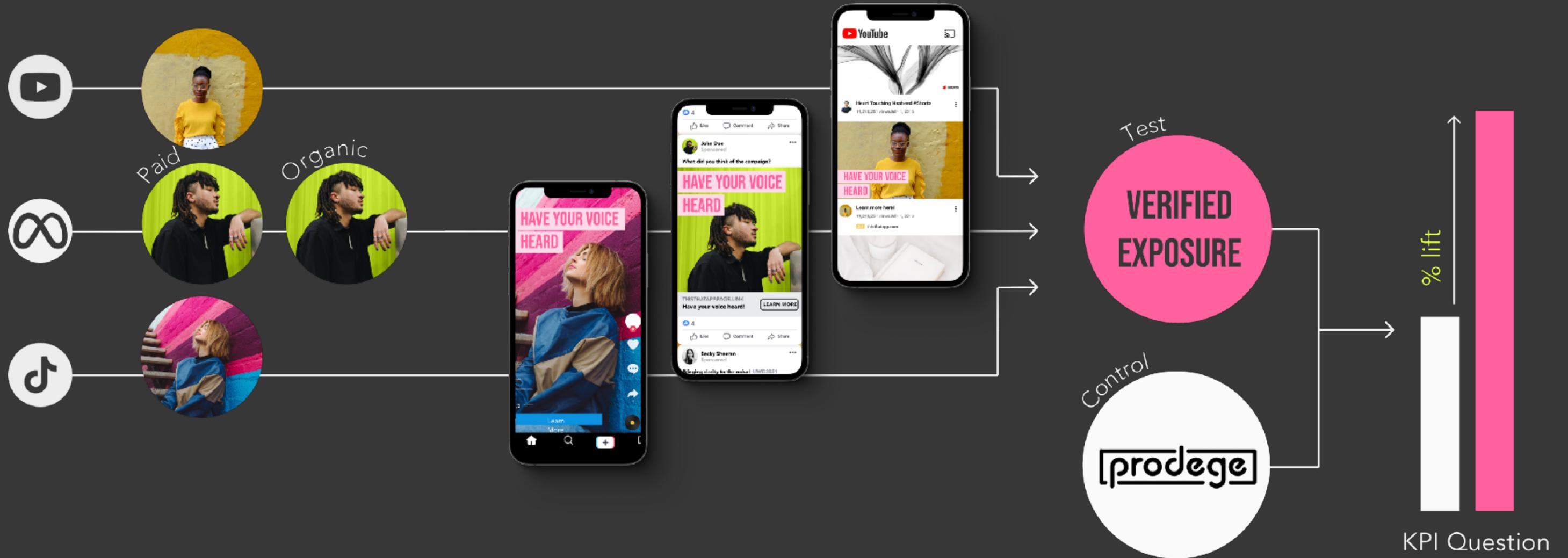
2 audiences via instagram (**@Sven**), with creative messaging focused on VR having a social experience, offering a range of games and a wireless / easy set up.

- organic reach of 100 people that have seen at least 3 seconds of either of these two reels - **@Sven's Content 1** and **@Sven's Content 2**).
- paid reach of 100 people that have seen at least 3 seconds of either of these assets - (**Brand Logo Clip 1** and **Brand Logo Clip 2**). Paid media targeted new core gamer and player audiences.

An audience of 165 people via TikTok (**@Luke**) with a creative that focussed on affordability; they have seen the entire video of either - **@Luke's Content 1** and **@Luke's Content 2**).

An audience of 100 people via Youtube (**@Elsie**) that have seen the entire 12min video which focused on the social experience and ease of set up which included a fitness game and used a celebrity.

METHODOLOGY: FURTHER ILLUSTRATED



1 We create custom exposed audiences using paid media

2 Ads re-target **exposed audiences** with a link to ThisThat's fun survey

3 We then survey an **exposed** lookalike audience through our panel

4 % true lift

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

HOW MUCH LIFT DID INFLUENCER CONTENT PRODUCE ACROSS KEY METRICS BETWEEN THE EXPOSED AND UNEXPOSED GROUPS?

Top Funnel Lift

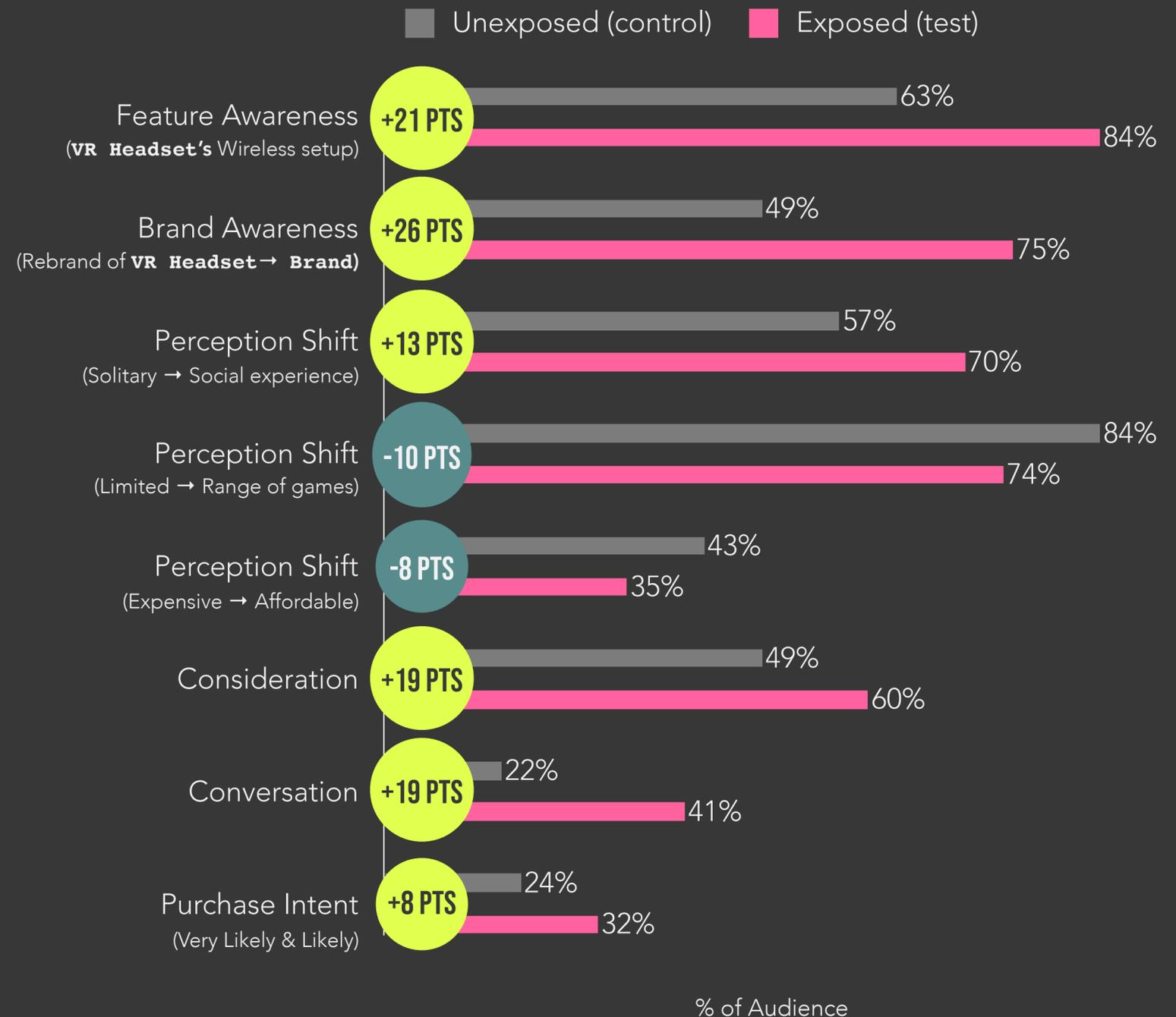
- **Awareness:** The campaign lifted over 20 PTS in awareness for both **VR Headset** not needing to be connected to a PC/console when set up as well as its rebrand.
- **Perception shift:** The campaign showed a strong perception shift of VR from a solitary to a social experience, however it did not shift the perception from limited to a range of games nor did it shift it from expensive to affordable.

Middle and Bottom Funnel Lift

- **Consideration lift:** The campaign drove a strong lift in consideration
- **Conversation lift:** The campaign got a lot more people talking
- **Purchase intent lift :** The campaign drove purchase intent

Learnings:

- Influencers' managed to drive lift regardless of whether they shifted perception making the misconceptions not a barrier, rather a stunt to purchase.
- Perception shifts for affordability and social experiences drive people down the funnel; range of experiences sparks interest but doesn't push the needle.
- Wireless set up awareness is at 84% (pushing this further has diminishing returns)
- Affordability is the hardest perception shift to push, yet it delivers the best ROI. Long form fitness content proved to be most effective at shifting this perception.
- Influencers had impact multiples compared to TV & Social across full funnel KPIs
- TikTok showed the biggest full funnel impact, while Youtube drove highest perception shifts and uniquely drove lift for affordability.
- Organic beats Paid at the top funnel, and Paid wins at the bottom funnel
- The campaign nearly exclusively reached both core gamers and players



% of Audience

TOP FUNNEL LIFT

TOTAL LEVEL, PLATFORM LEVEL, SHORT VS LONG FORM,
PAID VS ORGANIC, INFLUENCER VS TV & SOCIAL

OVERVIEW (TOP FUNNEL)

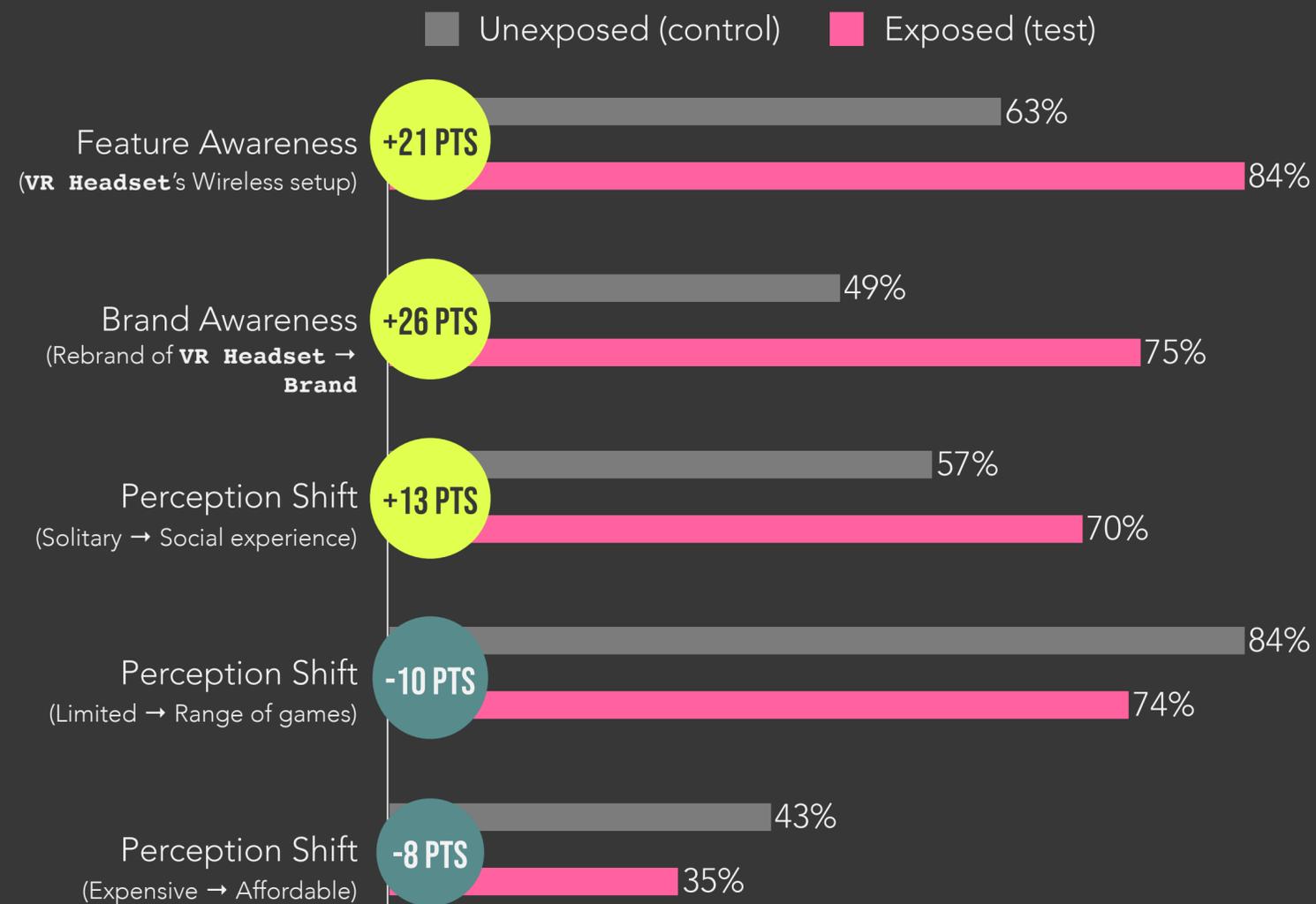
HOW MUCH LIFT DID INFLUENCER CONTENT PRODUCE ACROSS KEY METRICS BETWEEN THE EXPOSED AND UNEXPOSED GROUPS?

Top Funnel Lift

- **Awareness**
 - Feature - awareness of the wireless set up was already a majority, nonetheless this campaign lifted it by 21 PTS to nearly every 9 in 10 people.
 - Rebrand - "**Brand**" rebrand awareness lifted from under 1/2 to every 3 in 4.
- **Perception shift**
 - Social - content with friends, laughter and multi-player games aided in lifting the perception of VR from being an experience that is solitary to one that is social.
 - Range - while perception shift did not happen, a strong majority (every 3 in 4) consider VR to offer a range of experiences
 - Affordability - every 6 in 10 still consider VR to be expensive. Content such as the £299 challenge did not manage to shift the perception.

Learnings

- Awareness of **VR Headset** being wireless is deeply embedded among the exposed group. Future campaigns among these creator's reach will not need to keep pushing this as its returns will prove diminishing.
- TikTok delivers highest lift in awareness.
- While the campaign did not shift perception for affordability at a total level it was lifted on Youtube. Long form content proves to be best at shifting perception.
- Organic proves to be more memorable and thus better at driving awareness.
- Influencers outperform Social and TV across all KPIs apart from Affordability.



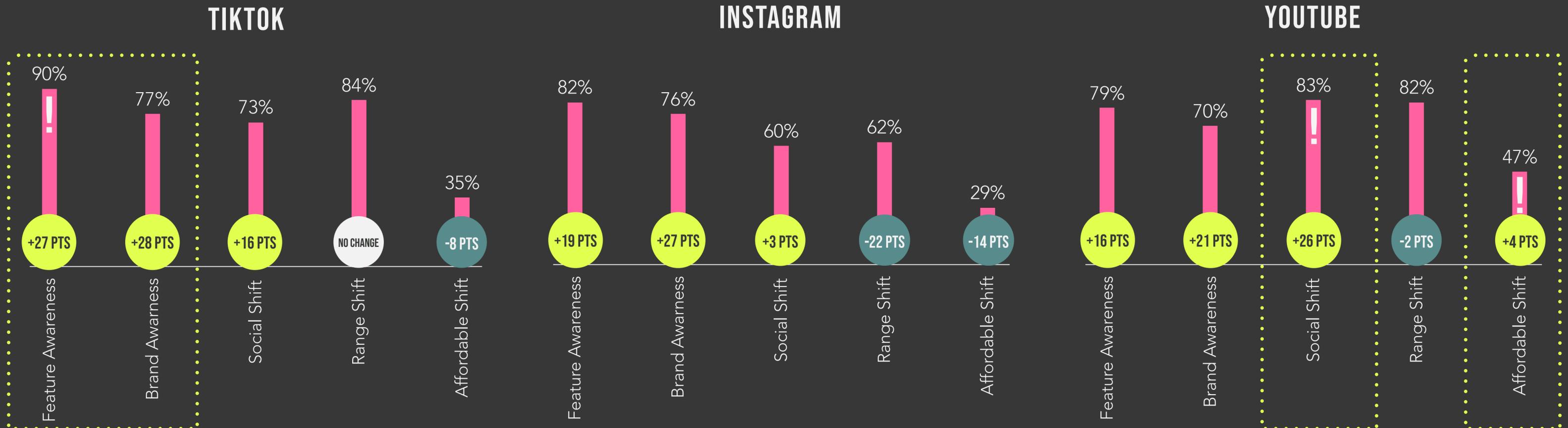
% of Audience

PLATFORM EFFECTIVENESS (TOP FUNNEL)

WHICH PLATFORM (INSTAGRAM VS. TIKTOK VS. YOUTUBE) PRODUCED A GREATER LIFT ACROSS KEY METRICS BETWEEN EXPOSED AND UNEXPOSED AUDIENCES?

The +8 (27 vs 19) and +11 (27 vs 16) respective higher points for feature awareness on TikTok vs Instagram and Youtube correlate to TikTok's outperforming ability at the top funnel

All platforms show a +ve lift in awareness and social shift. Youtube uniquely shows positive lift for affordability and its ability to shift perception of VR offering a social experience far outshines others.



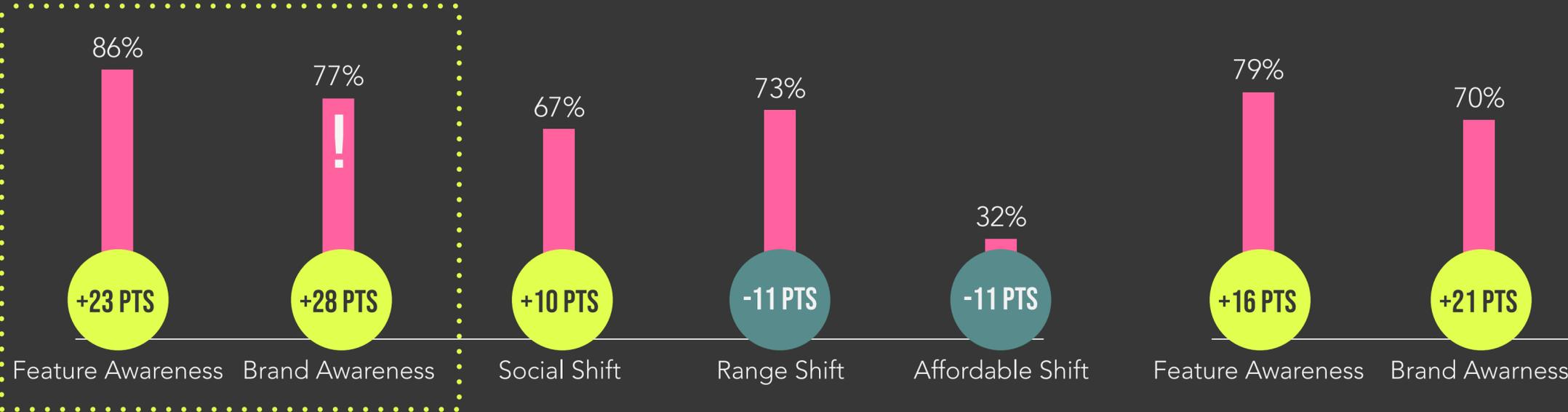
LONG AND SHORT FORM EFFECTIVENESS (TOP FUNNEL)

DID SHORT FORM OR LONG FORM GENERATE A GREATER LIFT ACROSS KEY METRICS BETWEEN EXPOSED AND UNEXPOSED AUDIENCES?

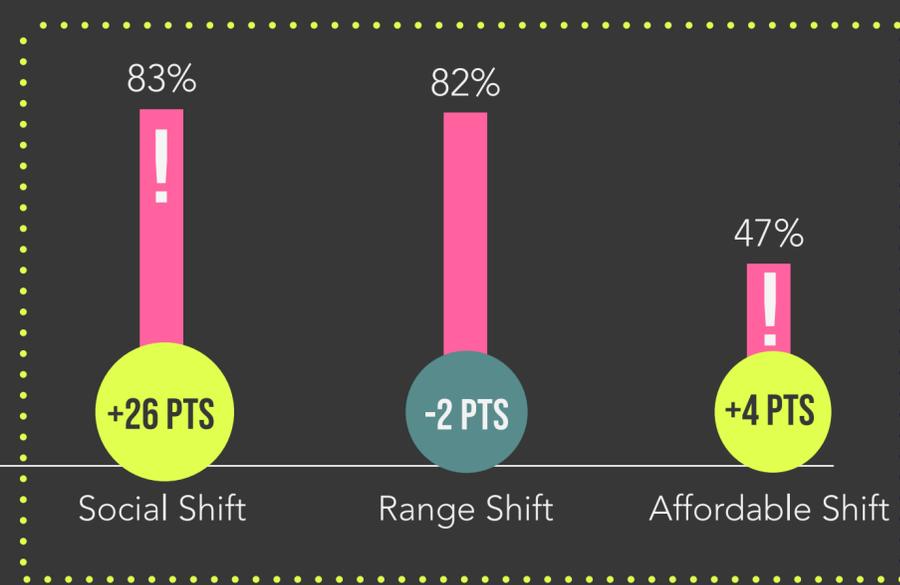
Longer form content allows the creator to demonstrate what experiences actually look and feel like resulting in a stronger perception shift of a social experience and affordability.

The creative tested for YouTube exposure featured a boxing professional, which will have contributed to its engagement, made learning about VR and its experiences more fun and ultimately drive better perception shifts. Meanwhile short form content anchors its role in driving awareness.

SHORT (TIKTOK & INSTAGRAM)



LONG (YOUTUBE)



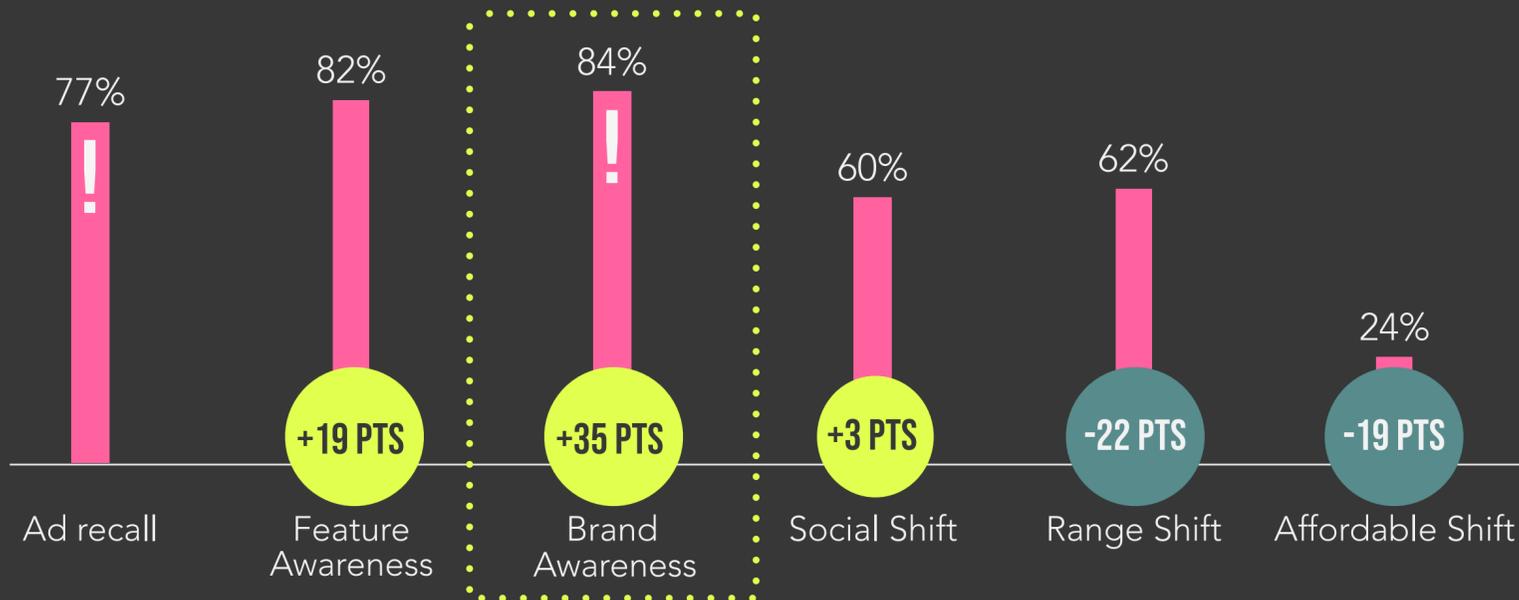
ORGANIC AND PAID EFFECTIVENESS (TOP FUNNEL)

DID ORGANIC OR PAID GENERATE A GREATER LIFT ACROSS KEY METRICS BETWEEN EXPOSED AND UNEXPOSED AUDIENCES?

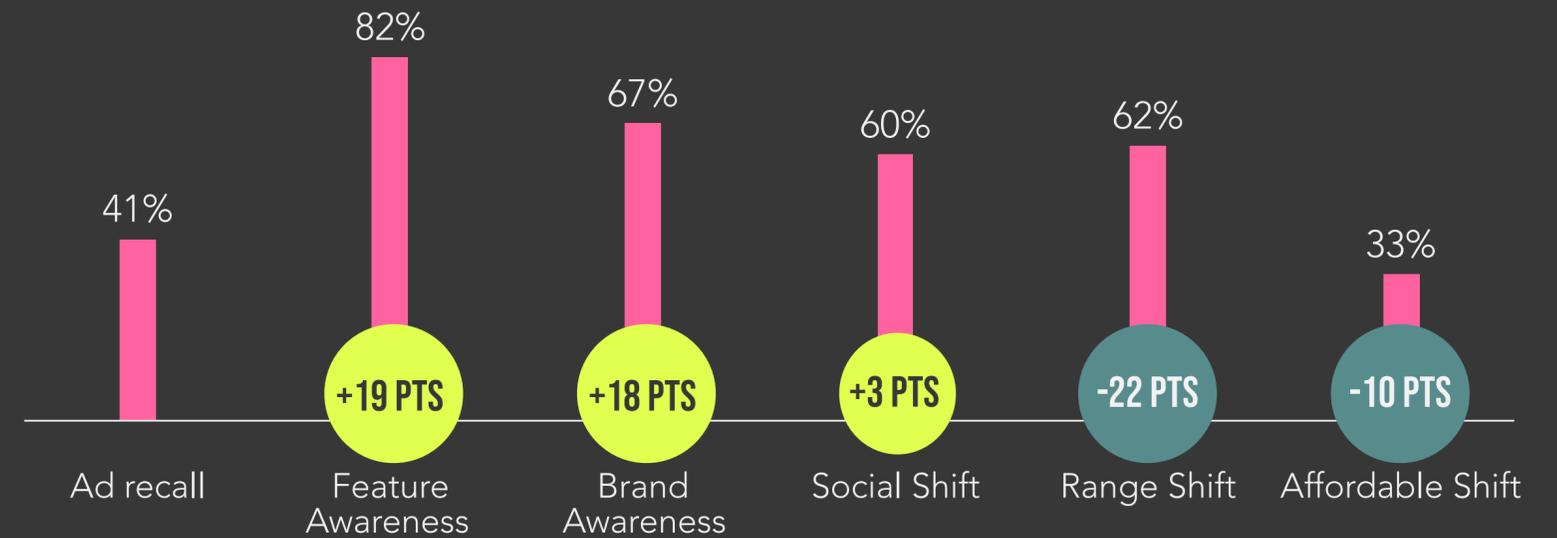
Organic reach is nearly double as memorable as paid reach. This correlates to the +17 PTS relative increase in brand awareness in organic vs paid.

Those exposed organically are audiences that chose to engage with the creator; they naturally will be more engaged and thus increased awareness should come as no surprise.

ORGANIC (INSTAGRAM)



PAID (INSTAGRAM)



INFLUENCER EFFECTIVENESS (TOP FUNNEL)

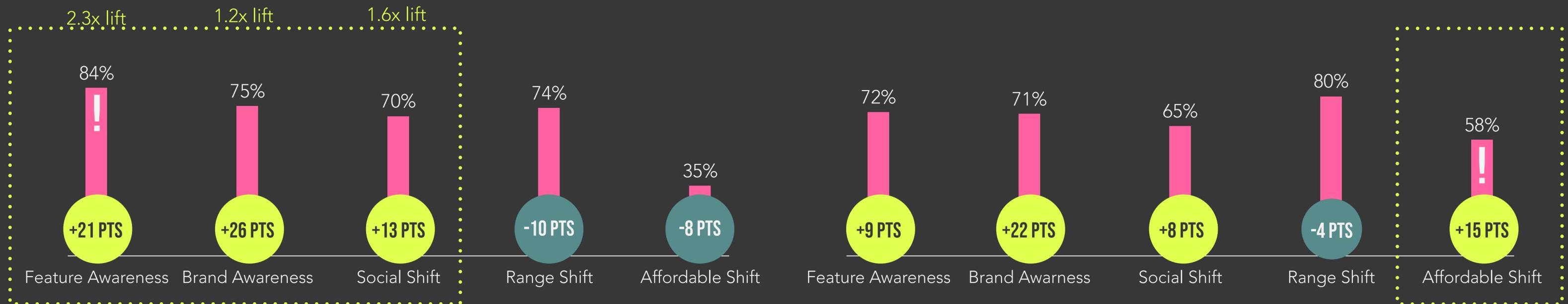
DID INFLUENCERS OR TV AND SOCIAL GENERATE A GREATER LIFT ACROSS KEY METRICS BETWEEN EXPOSED AND UNEXPOSED AUDIENCES?

Influencers were more effective than **[Brand]**'s own social efforts and TV ads in awareness and shifting perception of VR being Social, however less effective in shifting affordability.

Influencers engage with a fan base who are emotionally involved with their content; it's this, paired with their creativity that drives a deeper engagement. This engagement is what drives memorability, which in turn drives recall and ultimately awareness as well as perception shift. The content of the creators did outperform in driving perception shift of VR being a social experience however if future campaigns want to anchor the range of experiences and its affordability the influencer creative strategy should be revised.

INFLUENCERS

SOCIAL & TV



Feature Awareness question: Do you agree? VR Headset can be used without the need to connect to any PC/console, Brand Awareness question: Have you heard of VR Headset?, Social Shift question: VR is a...? (Social experience), Range Shift question: VR offers...? (Range of experiences), Affordable Shift question: VR is...? (Affordable)
 Base size: Unexposed (152), Influencers (467), Social & TV (79)

Exposed (Test)

MID AND BOTTOM FUNNEL

TOTAL LEVEL, PLATFORM LEVEL, SHORT VS LONG FORM,
PAID VS ORGANIC, INFLUENCER VS TV & SOCIAL

OVERVIEW (MID & BOTTOM FUNNEL)

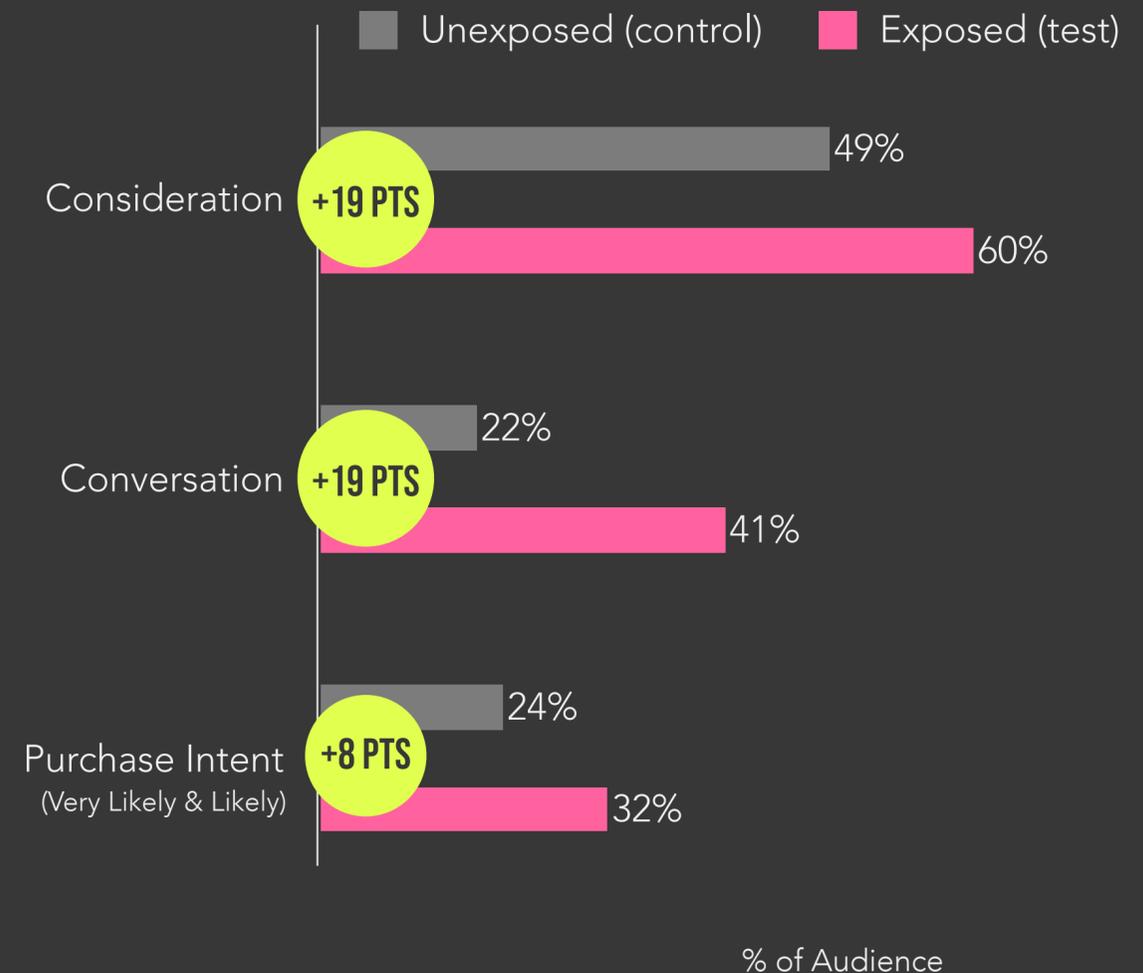
HOW MUCH LIFT DID INFLUENCER CONTENT PRODUCE ACROSS KEY METRICS BETWEEN THE EXPOSED AND UNEXPOSED GROUPS?

Top Funnel Lift

- **Consideration lift:** The campaign drove consideration from under ½ to a majority.
- **Conversation lift:** Influencers made learning about VR and **VR Headset** fun and talk worthy.
- **Purchase intent lift :** The campaign drove purchase intent from 1 in every 4 to nearly 1 in every 3 to be either very likely or likely to purchase.

Learnings

- TikTok was king at driving lift at each stage from consideration to conversation and through to purchase intent
- TikTok got more than ½ of its reach talking about **VR Headset**
- Cross-platform delivery shows to increase ROI. Short form gets more people talking and long form is best at driving purchase intent
- Paid media proves to be better at driving purchase intent than organic
- Influencers get more consideration and people talking, however they don't outperform Social & TV at purchase intent.

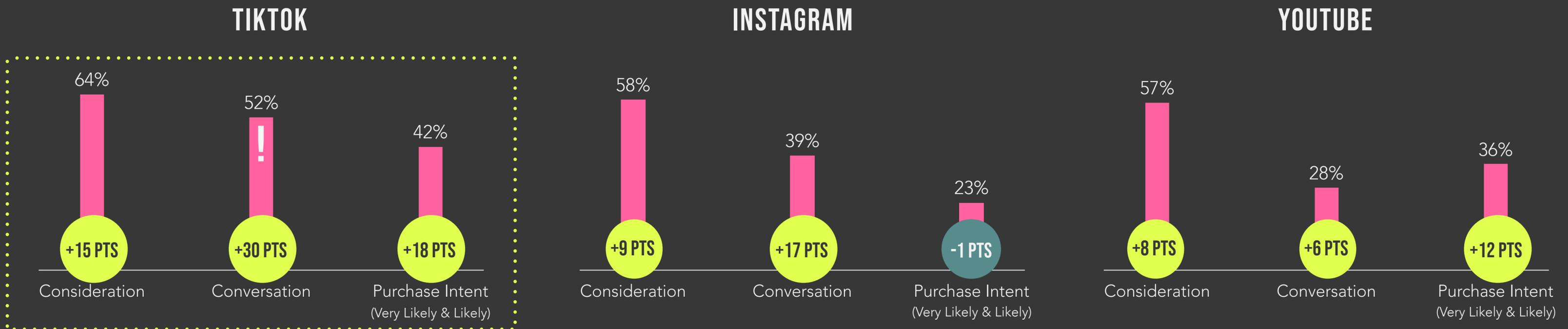


PLATFORM EFFECTIVENESS (MID & BOTTOM FUNNEL)

WHICH PLATFORM (INSTAGRAM VS. TIKTOK VS. YOUTUBE) PRODUCED A GREATER LIFT ACROSS KEY METRICS BETWEEN EXPOSED AND UNEXPOSED AUDIENCES?

The number of people talking about **VR Headset** as a result of TikTok more than doubled; conversation among exposed through TikTok grew 136% from 22% to 52%

All platforms, apart from Instagram, showed lift at each stage of the middle and bottom funnel.



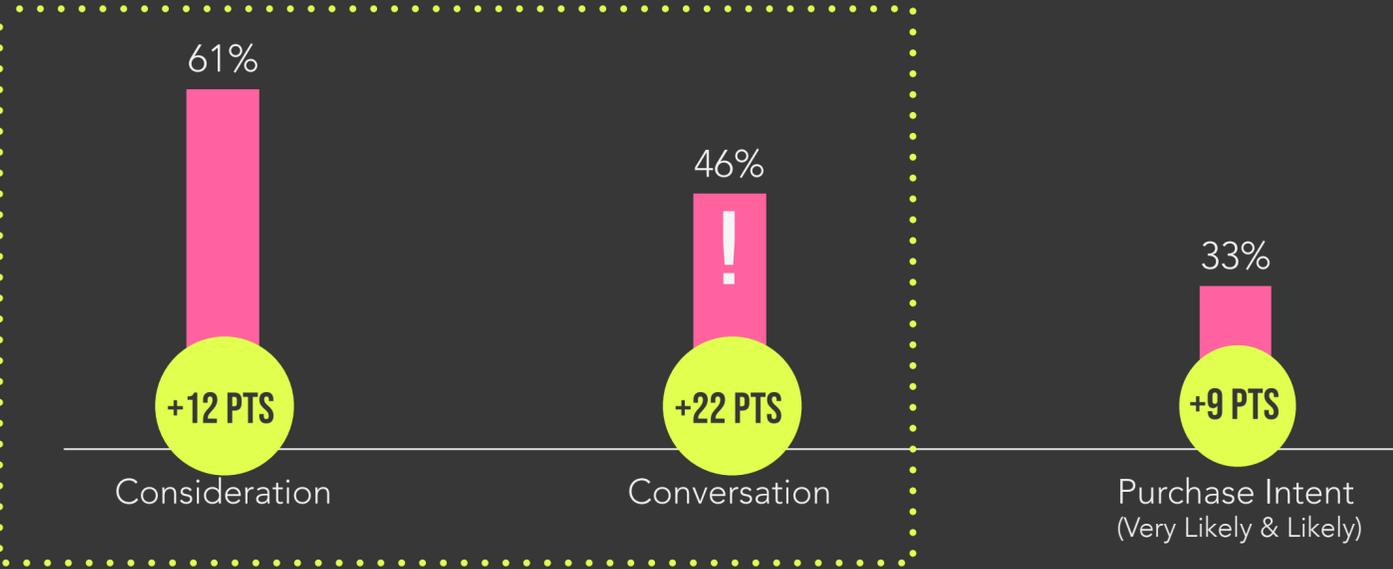
LONG AND SHORT FORM EFFECTIVENESS (MID & BOTTOM FUNNEL)

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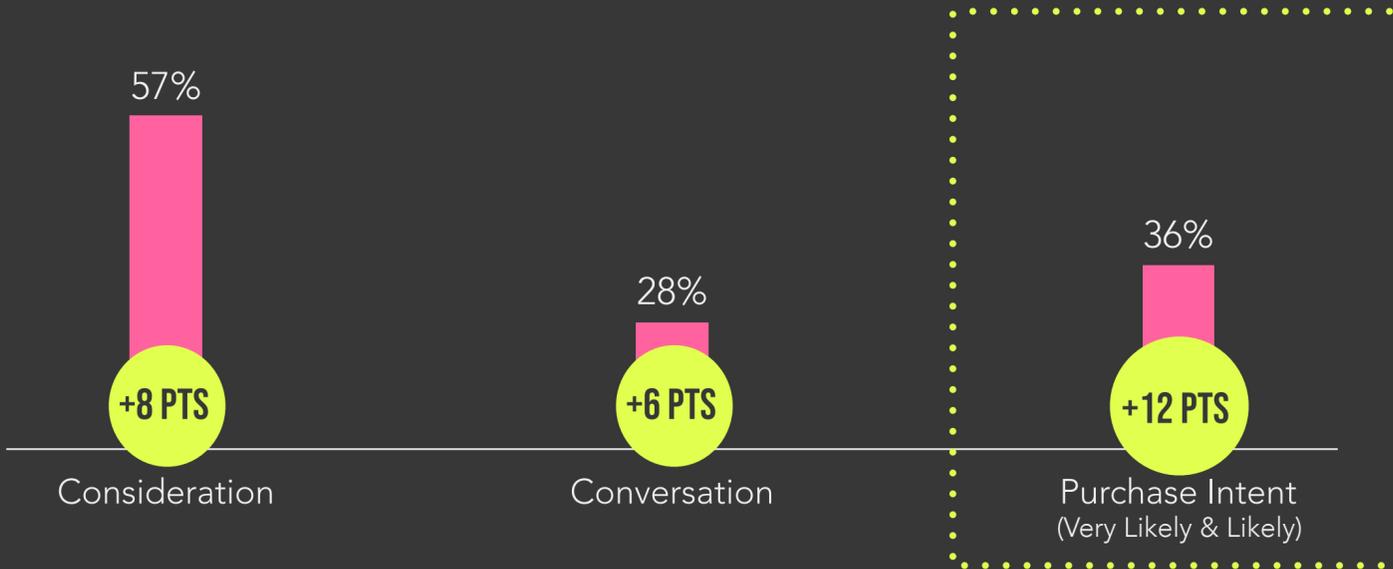
While short form ranks superior in driving conversation, long form prevails its position as the best in driving purchase intent.

With VR products like **VR Headset** it requires education to drive people down the funnel; the campaign results show that cross platform strategies are most effective when using short form content to spike consideration and in particular conversation as well as long form content to boost purchase intent.

SHORT (TIKTOK & INSTAGRAM)



LONG (YOUTUBE)



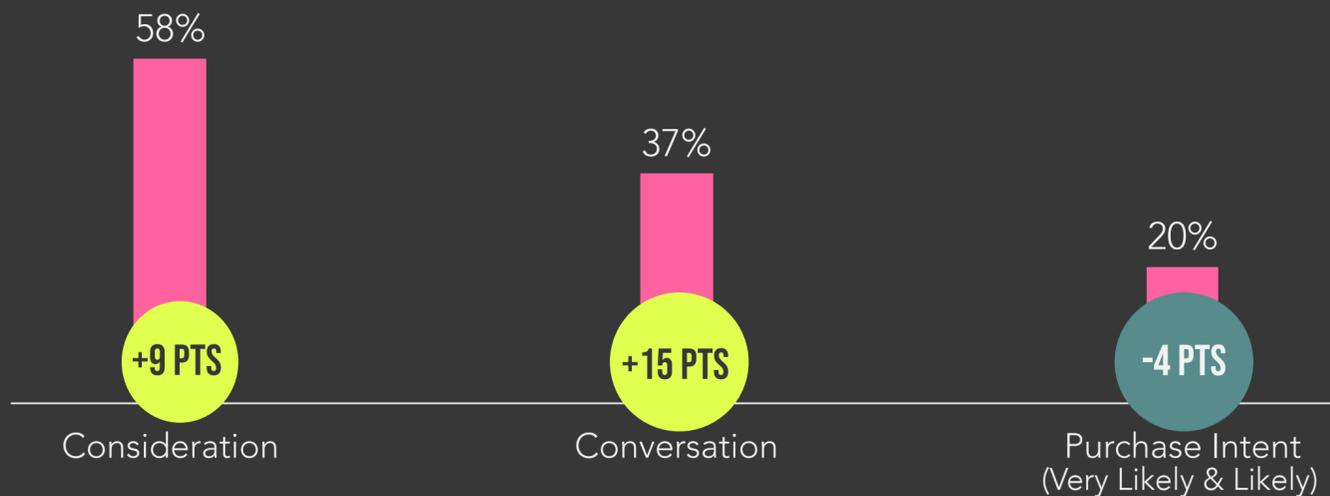
ORGANIC AND PAID EFFECTIVENESS (MID & BOTTOM FUNNEL)

DID ORGANIC OR PAID GENERATE A GREATER LIFT ACROSS KEY METRICS BETWEEN EXPOSED AND UNEXPOSED AUDIENCES?

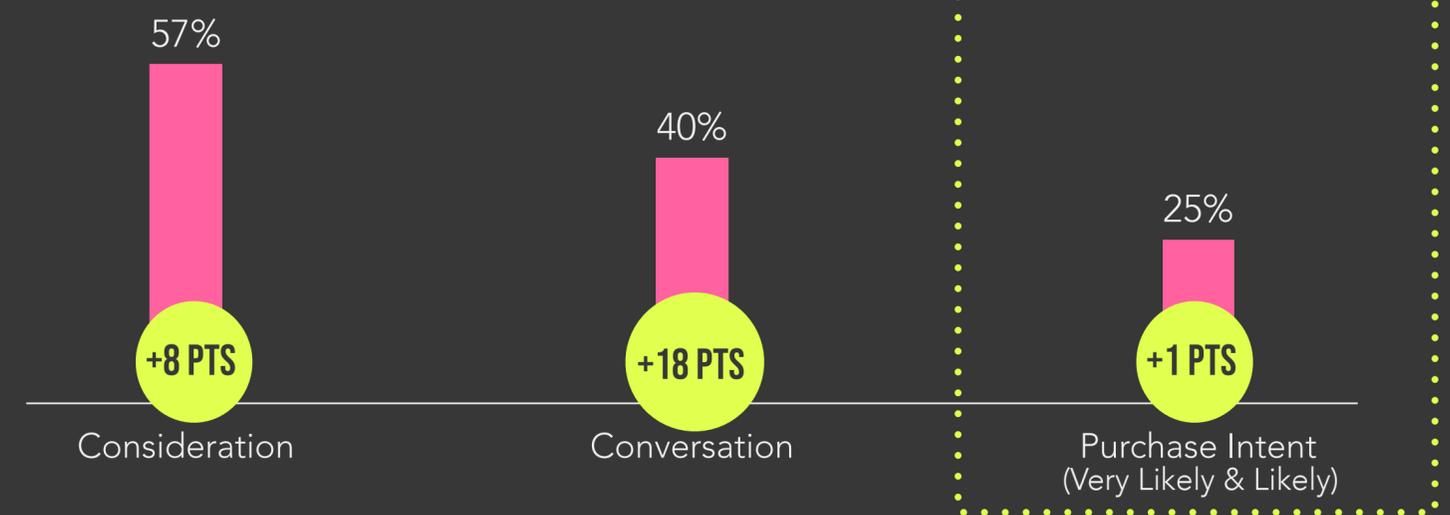
Paid media's impact on purchase intent is 25% larger than the impact on organic.

Exposure to ads that include a clear call to action as well as a link as seen with paid media, have a better role to play at the bottom of the funnel.

ORGANIC (INSTAGRAM)



PAID (INSTAGRAM)



Exposed (Test)

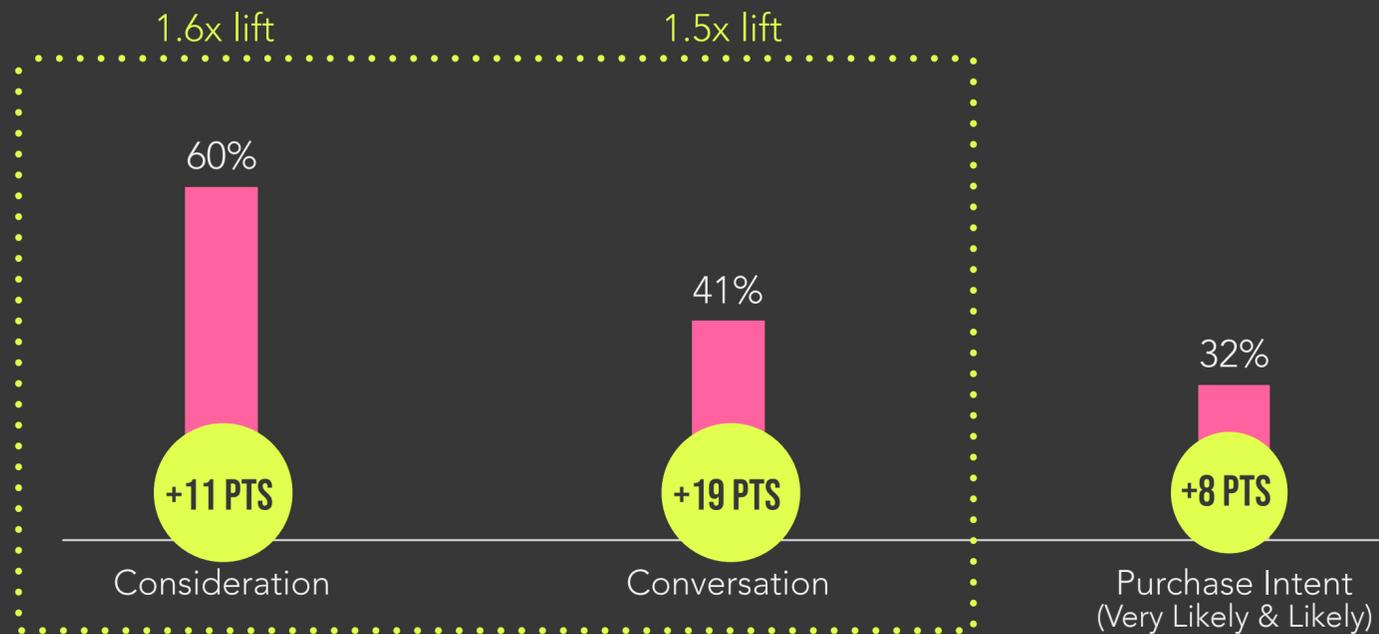
INFLUENCER EFFECTIVENESS (MID & BOTTOM FUNNEL)

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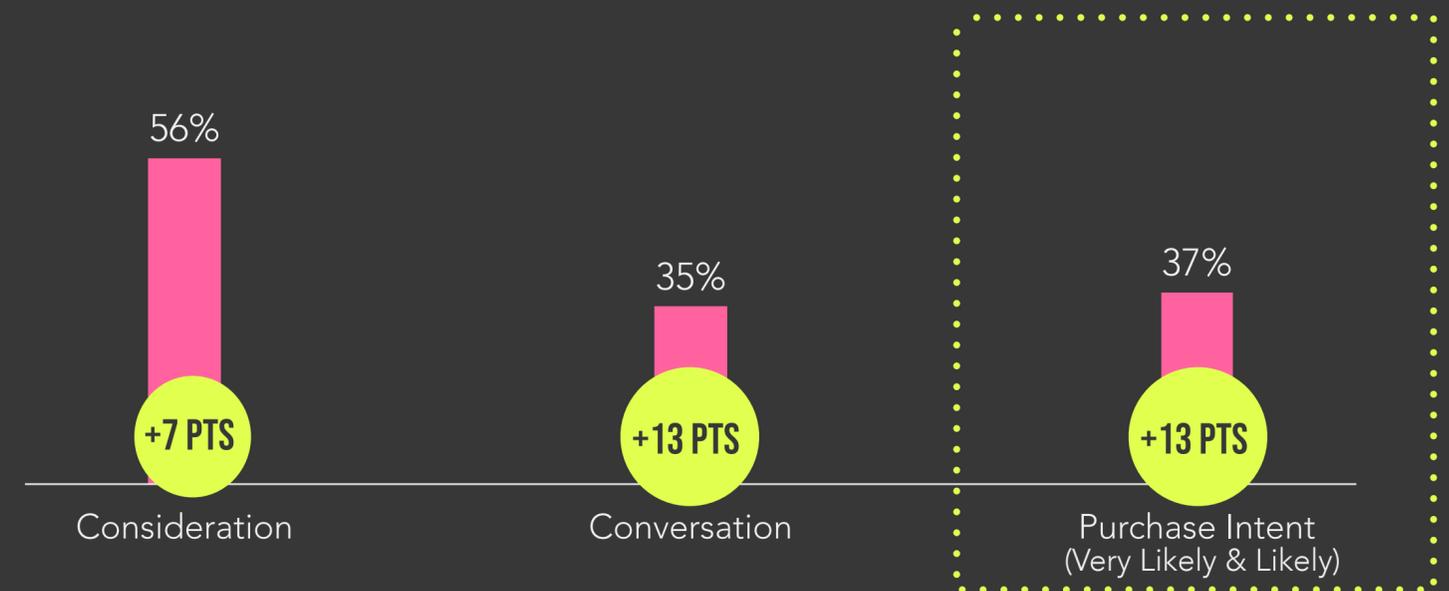
Influencer's outperform TV and Social in the middle funnel; driving consideration and conversation. Meanwhile Social and TV are +5 PTS ahead with purchase intent.

Influencer's ability to make learning about VR and **VR Headset** fun and talk worthy is what makes them unbeatable in the middle funnel. TV and Social still have a role to play in the marketing mix but the best performing campaigns are ones that utilise all channels.

INFLUENCERS



SOCIAL & TV



ADDITIONAL INSIGHT AND RECOMMENDATIONS

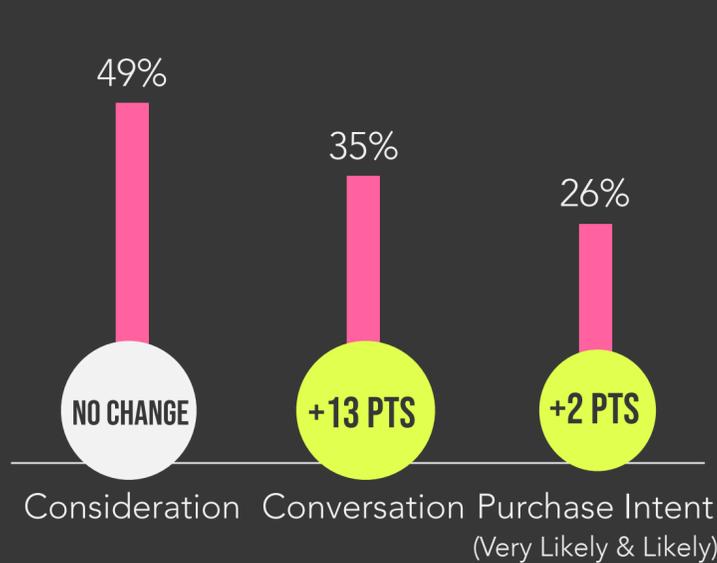
IMPACT OF MISCONCEPTIONS

ARE MISCONCEPTIONS OF VR/VR HEADSET BARRIERS TO PURCHASE?

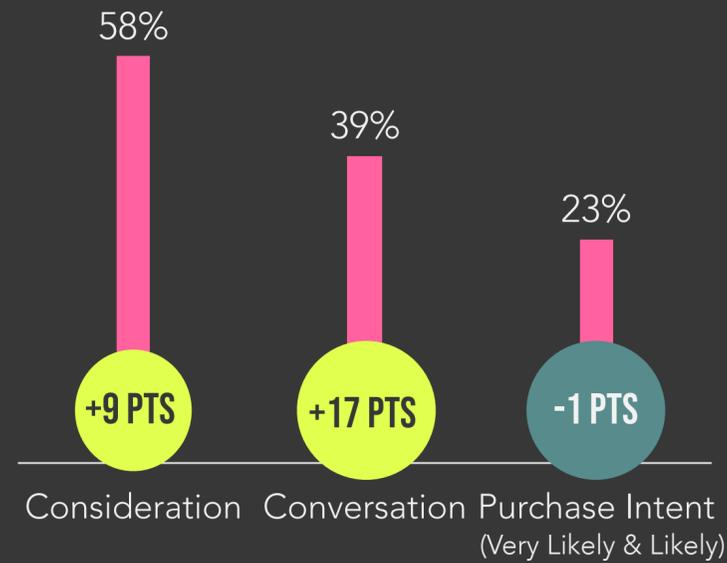
Influencers' audiences drive down the funnel regardless of misconception; only purchase intent is stunted by perception of VR being a solitary experience and as too expensive

This suggests that exposure to creator's content, by sheer affiliation, has a bottom funnel impact before even convincing their audiences of targeted perception shifts. Meanwhile those who believe that **VR Headset** needs to be connected to a PC/Console show a drop in consideration, conversion and purchase intent - good thing that this campaign managed to lift awareness of its wireless easy set up to nearly every 9 in 10 right?

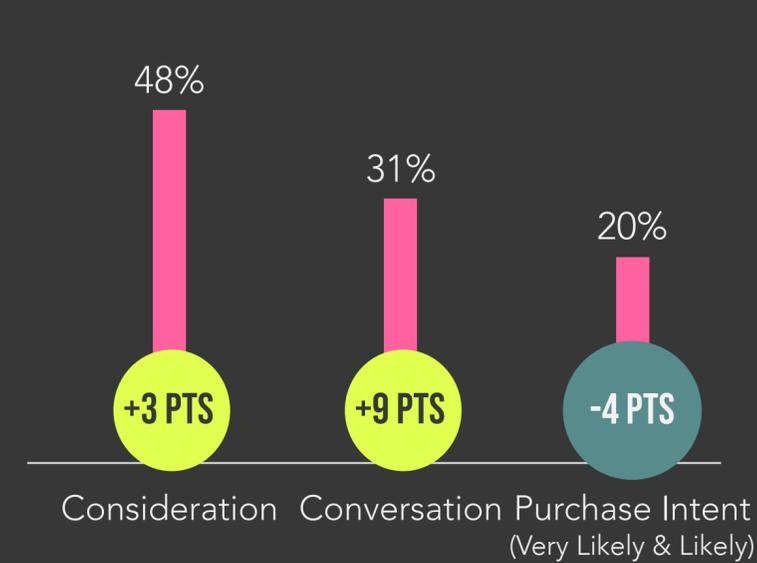
FILTERED BY THOSE WHO SAY VR OFFERS LIMITED GAME OPTIONS



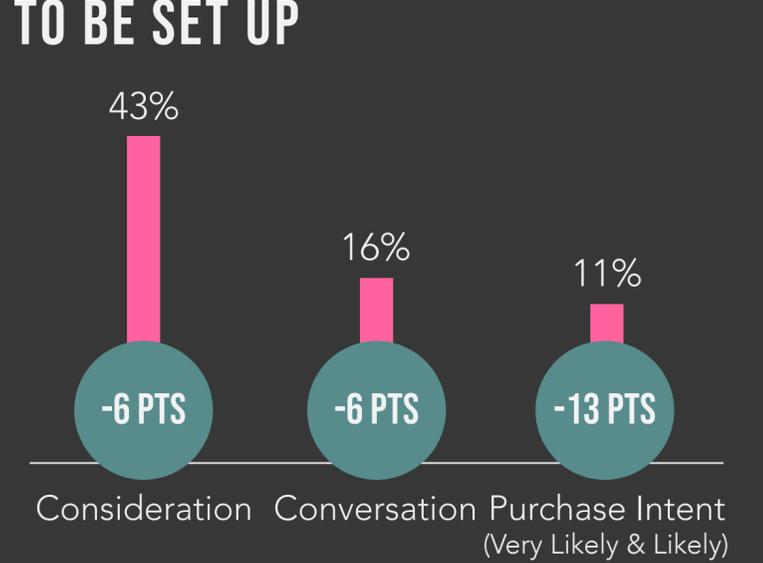
FILTERED BY THOSE WHO SAY VR OFFERS A SOLITARY EXPERIENCE



FILTERED BY THOSE WHO SAY VR IS TOO EXPENSIVE



FILTERED BY THOSE WHO SAY VR HEADSET NEEDS TO BE CONNECTED TO A PC/CONSOLE TO BE SET UP



ALL TARGETED PERCEPTION SHIFTS INCREASE ROI, AFFORDABILITY IS THE HARDEST TO SHIFT BUT INVESTING INTO IT PAYS DIVIDENDS

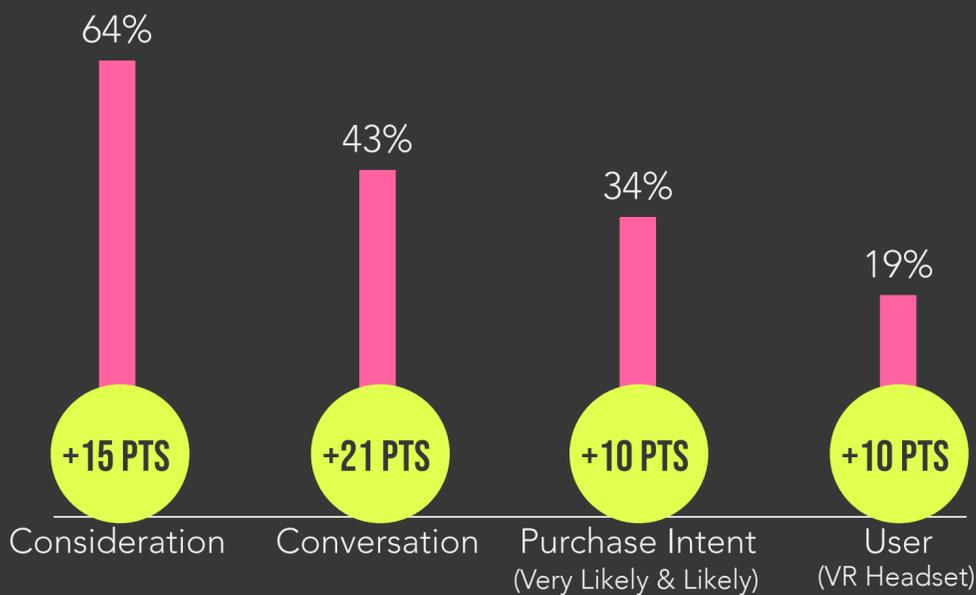
IMPACT OF PERCEPTION SHIFTS

HOW DOES LIFT DIFFER BY SUCCESS OF VARYING PERCEPTION SHIFTS

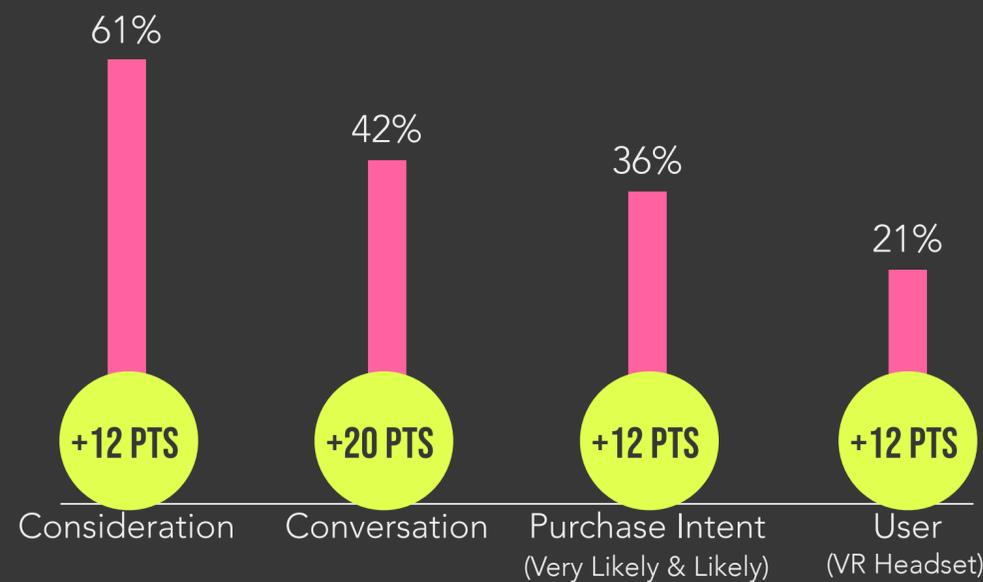
All perceptions drive lift down the bottom of the funnel, however anchoring affordability is the biggest winner - 1 in 3 of those who are convinced of its affordability use **VR Headset**

Recall that among creator's audiences 74% say that VR offers a range of experiences, and 70% say it offers a social experience. Meanwhile 35% say it is affordable. Shifting perception of affordability is the hardest, however it pays off the most with more than +10PTS relative to other lifts across each stage and delivers +31 PTS likely or very likely intent to purchase. An added bonus with the fact that only 35% of the exposed audiences believe that VR is affordable is that there remains a lot of room to grow and gain more results.

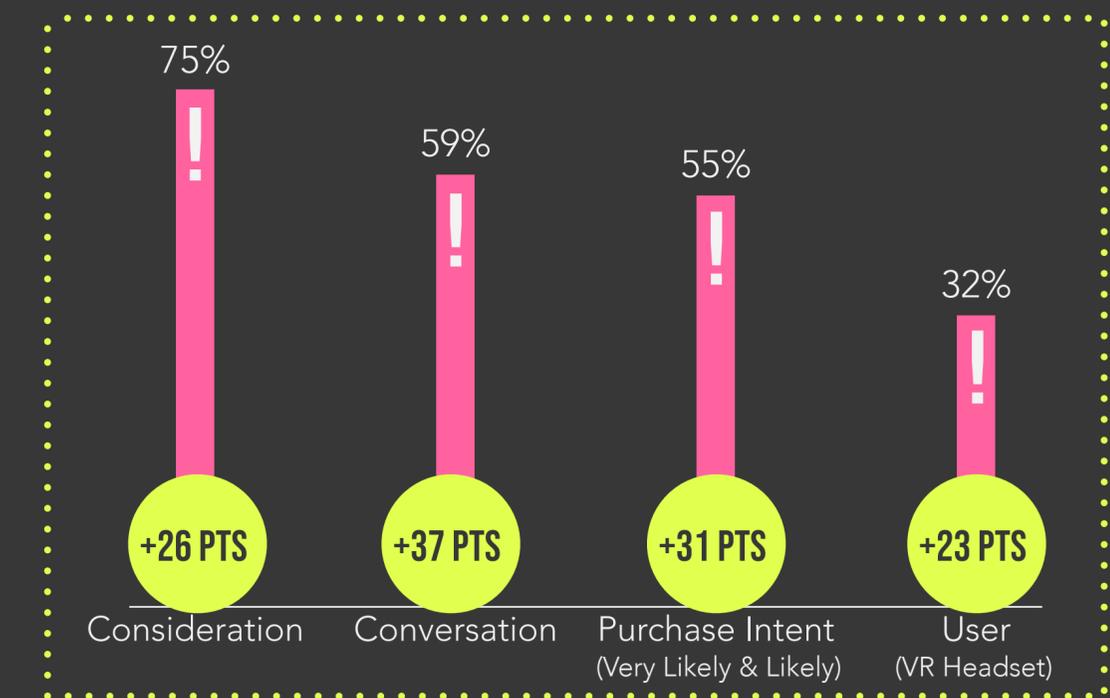
FILTERED BY THOSE WHO SAY VR OFFERS A RANGE OF EXPERIENCES



FILTERED BY THOSE WHO SAY VR OFFERS A SOCIAL EXPERIENCE



FILTERED BY THOSE WHO SAY VR IS AFFORDABLE



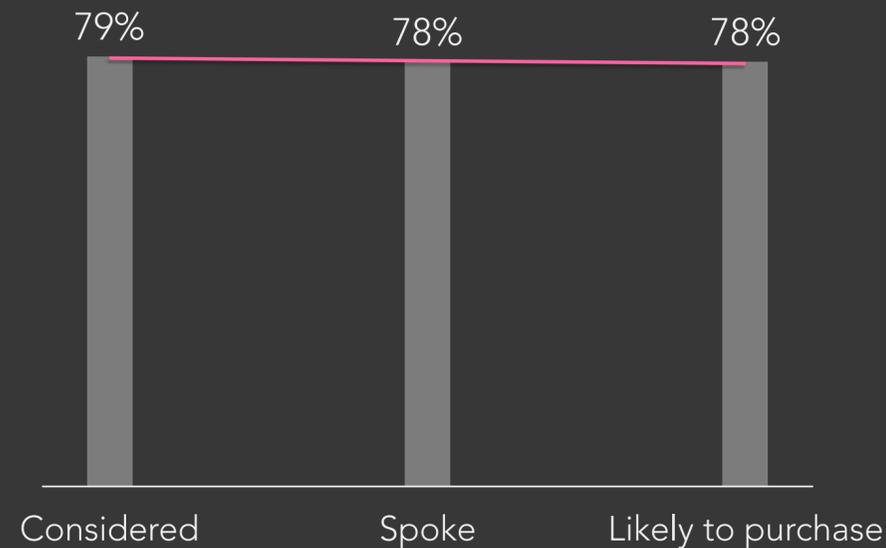
AFFORDABILITY IS THE BIGGEST GROWTH OPPORTUNITY

WHICH PERCEPTIONS GREW AS AUDIENCES WENT DOWN THE FUNNEL?

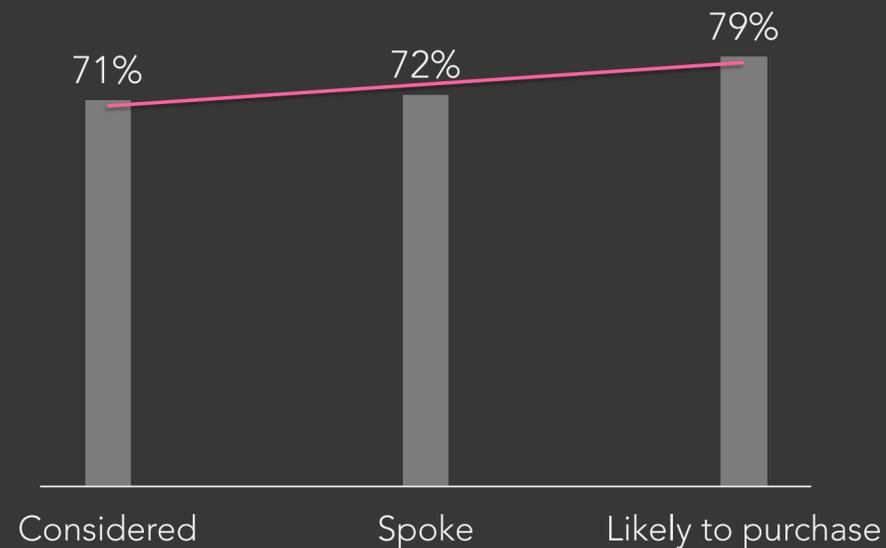
Social shift and affordability shift grow as people go down the funnel; there is a correlation between increased ROI and their perception shifts. This is not seen for range shift.

The rate of growth for affordability as audiences go down the funnel signals its importance to drive ROI. Meanwhile it's clear to see that convincing audiences of VR offering a range of experiences is easiest perception to shift, however it doesn't drive them down the funnel.

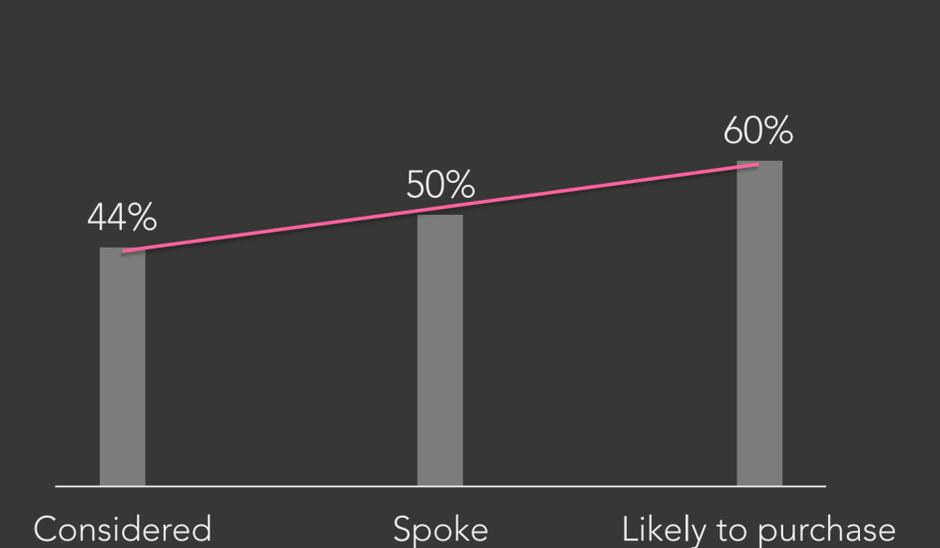
HOW MANY THINK VR OFFERS A RANGE OF EXPERIENCE?



HOW MANY THINK VR OFFERS A SOCIAL EXPERIENCE?



HOW MANY THINK VR IS AFFORDABLE?



THOSE WHO DID NOT CONSIDER, SPEAK OF OR INTEND TO PURCHASE ARE NOT CONVINCED OF VR BEING AFFORDABLE

AFFORDABILITY IS THE CRUX

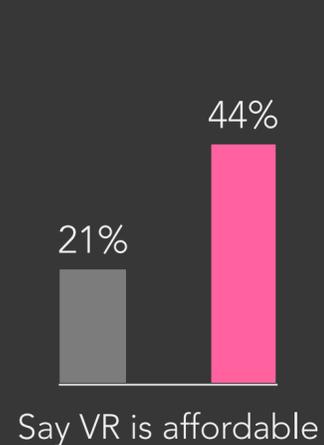
HOW MANY OF THE ADVERSARIES THINK VR IS AFFORDABLE?

Only 2 in 10 of those who did not consider purchase think VR is affordable and only 1 in 10 of those unlikely or very unlikely to purchase think VR is affordable.

Only few of those who didn't consider, speak about **VR Headset** or hold strong purchase intent, consider VR as affordable. It's clear that the misconception of VR being too expensive is the largest friction point.

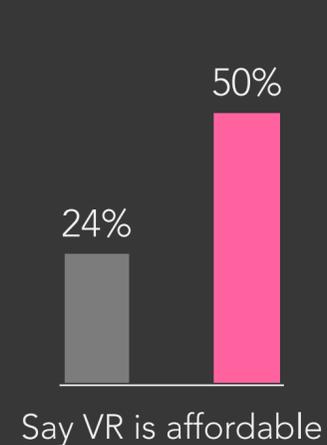
DID THEY CONSIDER A PURCHASE?

- Did not consider (Test)
- Considered (Test)



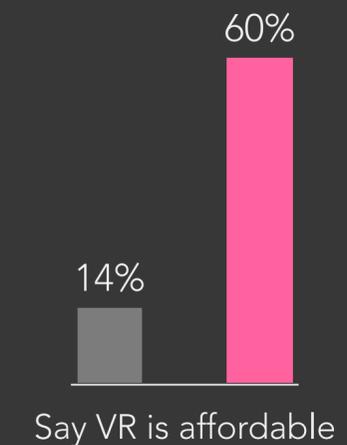
DID THEY SPEAK ABOUT VR HEADSET?

- Didn't Speak (Test)
- Spoke (Test)



HOW LIKELY ARE THEY TO PURCHASE?

- Unlikely & very unlikely (Test)
- Likely & very likely (Test)



THOSE WHO CONSIDER VR AFFORDABLE ARE 3X MORE INTERESTED IN USING VR FOR FITNESS

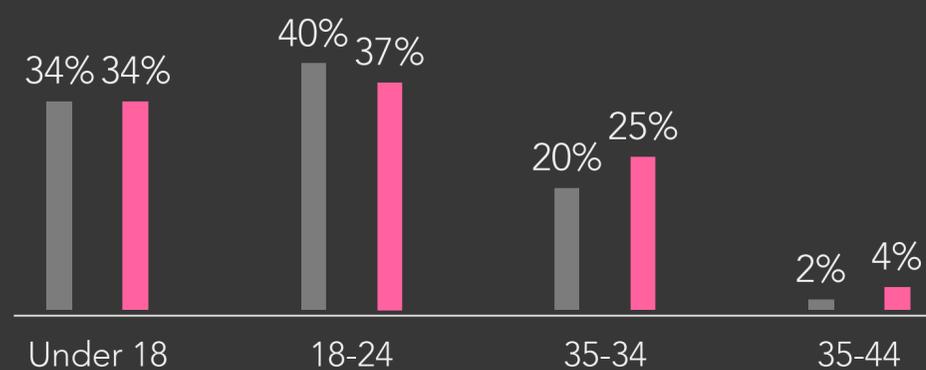
AUDIENCE SUSCEPTIBILITY TO PERCEPTION SHIFT OF AFFORDABILITY

IS IT EASIER TO CONVINCING PARTICULAR AUDIENCES OF THE AFFORDABILITY OF VR?

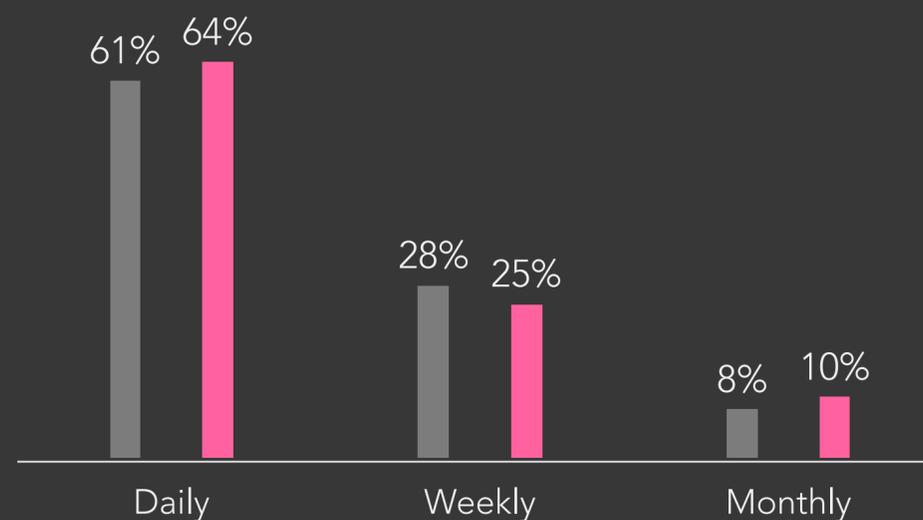
The primary interest of VR for fitness triples from 4% to 12% when comparing those who say VR is too expensive to those who say it is affordable.

While only 12% of those who say VR is affordable primarily want to use VR for fitness, it is a clear growth opportunity to focus on. Meanwhile susceptibility to affordability did not show any significant correlations to age nor frequency of gaming.

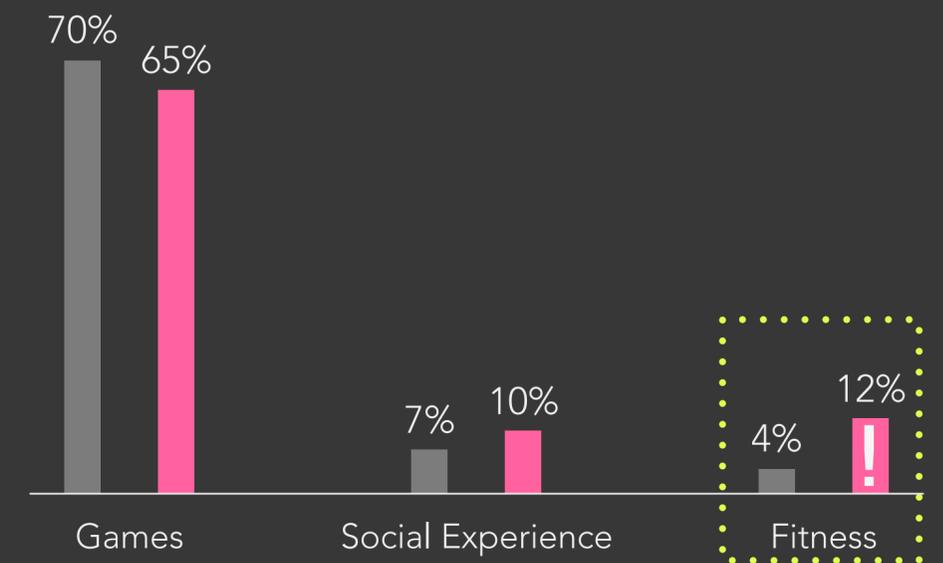
HOW OLD ARE YOU?



HOW OFTEN DO YOU GAME?



WHAT TYPE OF EXPERIENCE EXCITES YOU THE MOST?



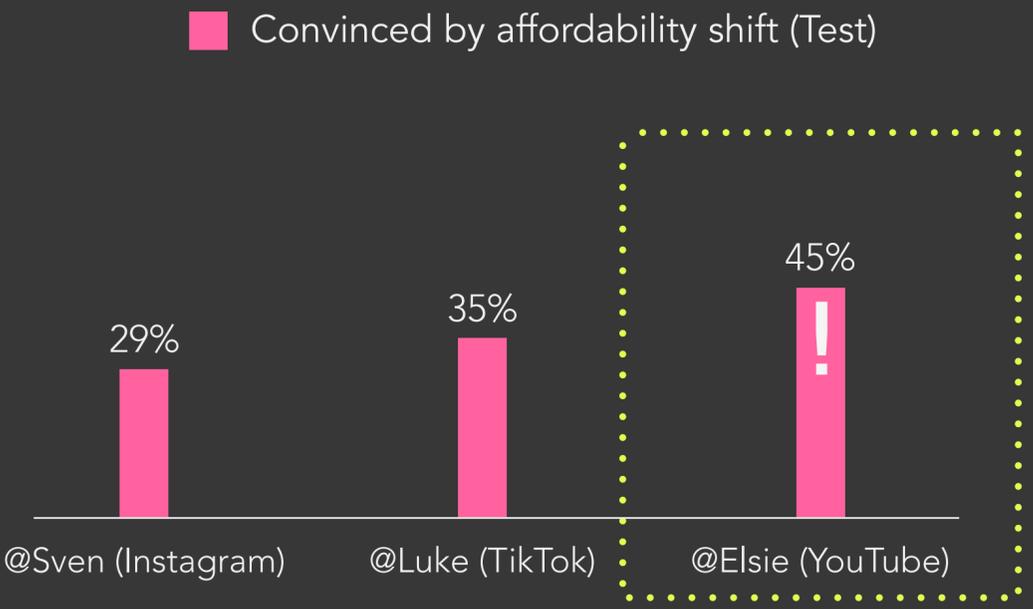
CREATOR IMPACT ON PERCEPTION SHIFT OF AFFORDABILITY

HOW DOES IMPACT OF CREATORS DIFFER?

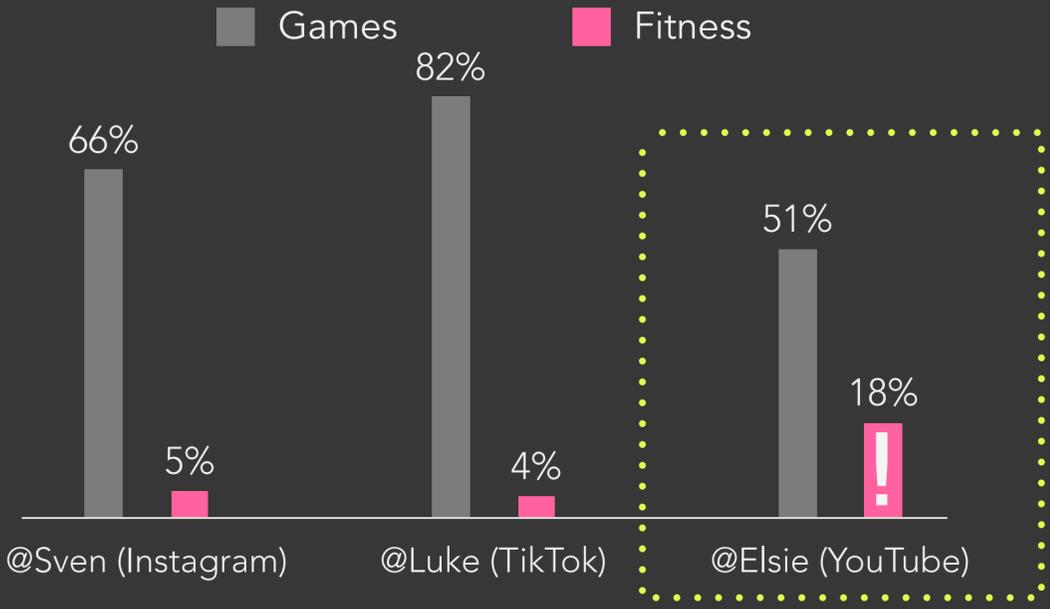
@Elsie's content centred around fitness (boxing with a professional boxer). sparked interest in fitness and showed the strongest perception shift in affordability.

@Elsie's audience's interest in fitness grew to 18% off the back of her long form content with a celebrity, which indicates that creator's can educate their audiences on new experiences, and doing so in a fun, creative and engaging manner can influence their audiences interest too.

HOW MANY SAY VR IS AFFORDABLE?



WHAT TYPE OF VR EXPERIENCE EXCITES YOU THE MOST? (Showing Top 2 /5)



GAMING AFFINITY AMONG EXPOSED AUDIENCES

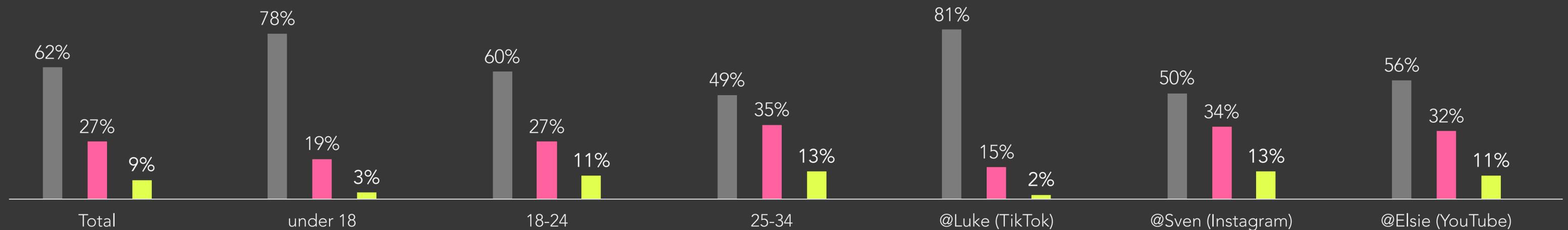
DID THE CAMPAIGN REACH A GAMING AUDIENCE?

6 in 10 of audiences reached were core gamers and 4 in 10 of the audiences reached are players

The older the audience the less frequent they play. Affinity towards gaming differs among creators too; **@Luke**'s audience are a majority core gaming audience, while **@Sven** and **@Elsie**'s audience have more of an even split. An insignificant amount of their reach never game (3% of the total exposed group don't game).

HOW OFTEN DO YOU GAME?

■ Daily ■ Weekly ■ Monthly



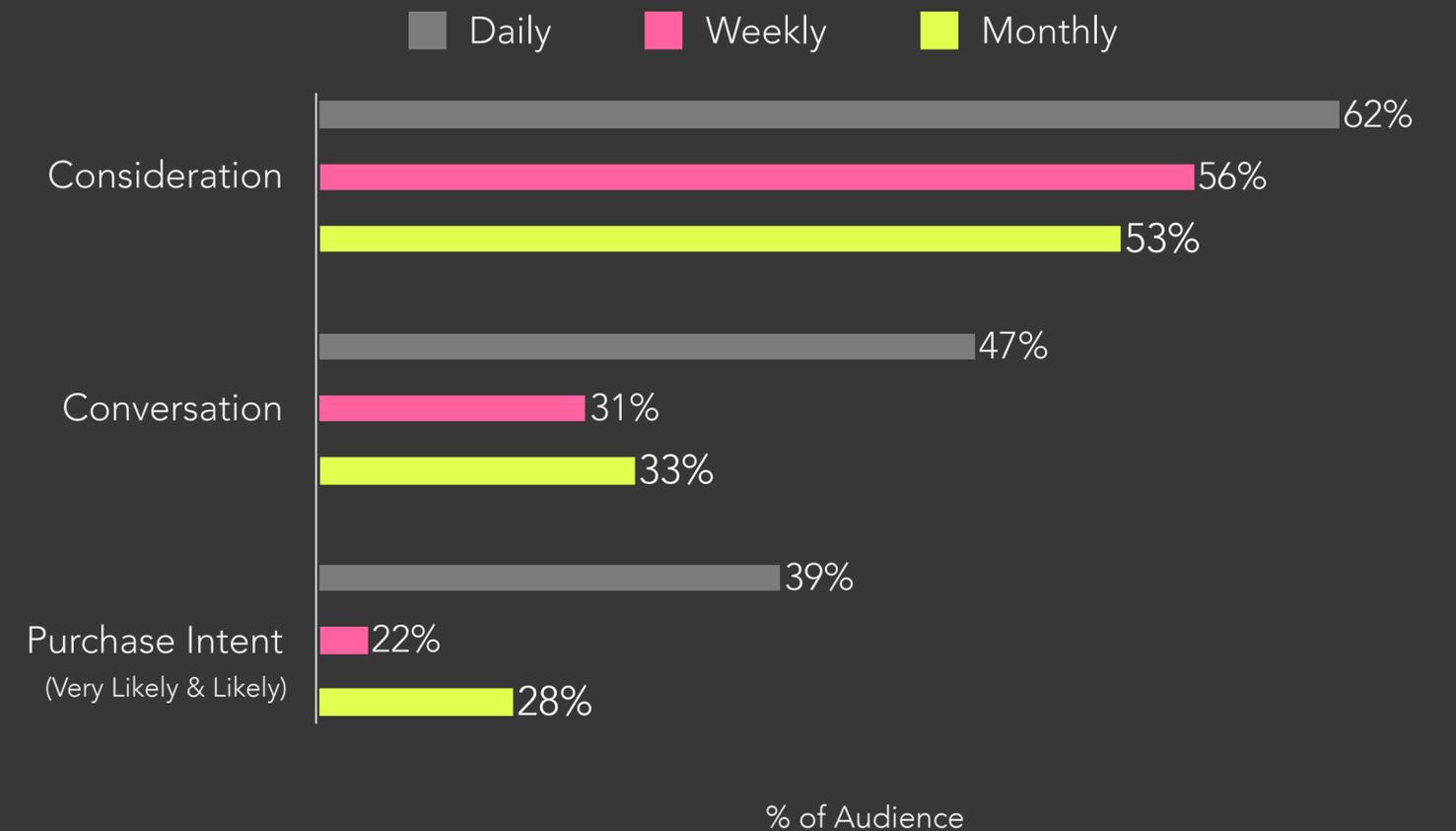
CORE USERS VS PLAYERS

HOW DO DAILY USERS DIFFER TO WEEKLY AND MONTHLY USERS?

Core gamers (daily gamers) are more likely to consider purchase, talk about **VR Headset** and be likely to purchase.

Regardless of gaming affinity lift has been seen at consideration and conversation. Daily and monthly gamers have shown lift in purchase intent, however weekly users are 2 PTS behind in purchase intent for the total level unexposed (see [slide 17](#)).

Campaigns looking for quick wins should consider targeting an audience with a stronger distribution of core gamers. This adjustment should consider inclusion of under 18s in the targeting.



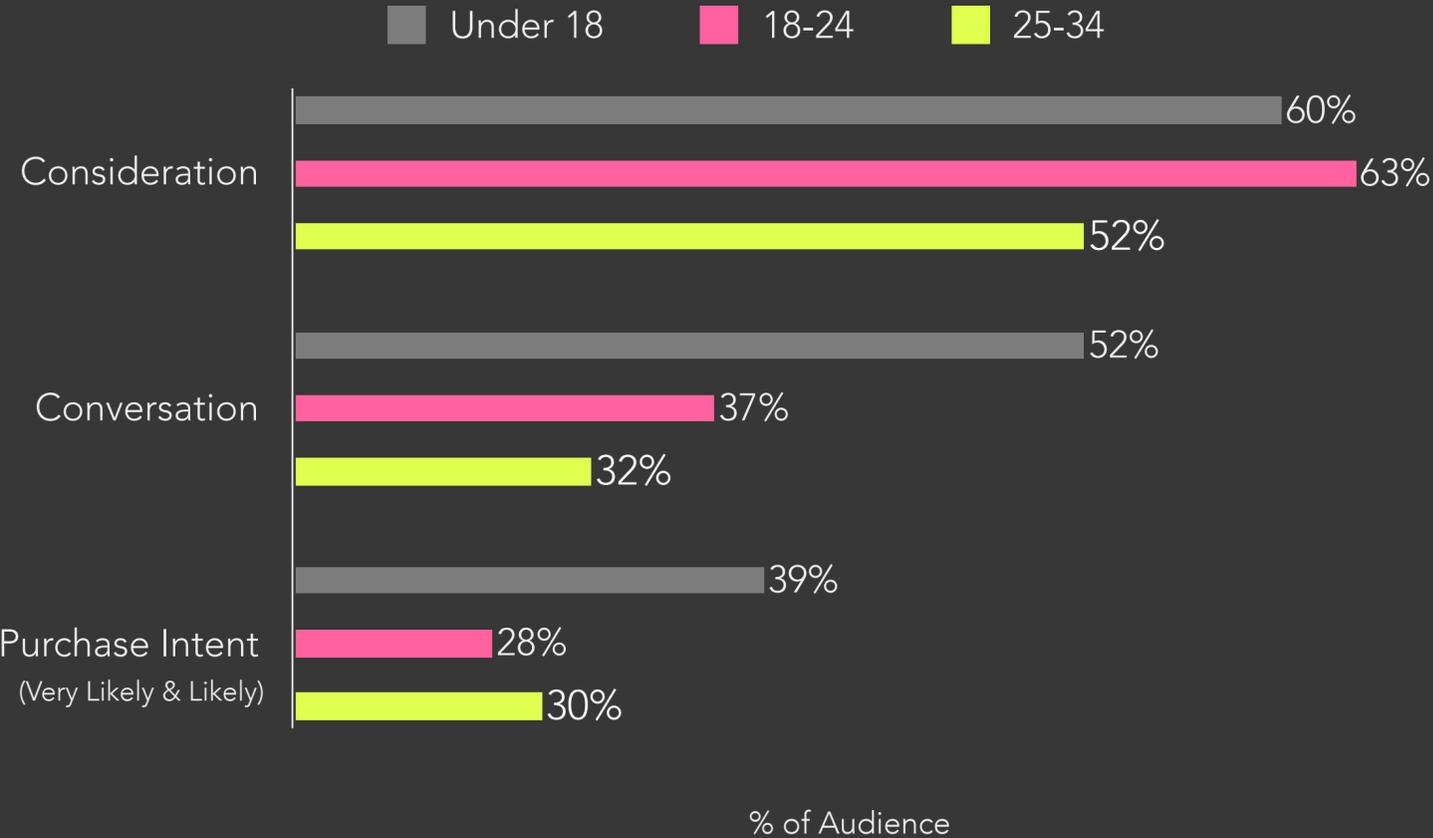
YOUNGER AUDIENCES ARE MORE LIKELY TO TALK ABOUT AND PURCHASE VR HEADSET

DIFFERENCES BY AGE GROUPS

WHAT IS DIFFERENT AMONG AGE GROUPS?

Under 18s are the most likely to talk about **VR Headset** and purchase it too.

While a positive lift is seen regardless of age group for each stage of the bottom funnel it is evident that younger audiences are more susceptible to lift. Before changing your strategy; while desire is stronger among under 18s do not forget that their buying power is lower.



1 LONG FORM FITNESS CONTENT DRIVES AFFORDABILITY AND ROI

LEARNING

Perceptions of VR offering a social experience and being affordable correlate to growing ROI, whereas perception of a range of experiences does not (it sparks interest but doesn't push the needle at the bottom funnel). Affordability is the hardest to shift but has the highest growth opportunity. The money challenge content did not shift affordability perception, however long form fitness content did. We learned that influencers can influence their audiences' interests with long form content and those who consider VR affordable are 3x more interested in fitness VR.

OPPORTUNITY

Ignite perception shift of affordability with long form fitness content.

2 CROSS PLATFORM AND PAID/ORGANIC FOR THE WIN

LEARNING

Short form drives awareness and gets more people talking while long form is better at shifting perception and driving purchase intent. All the while, TikTok delivered outperforming lift for awareness, consideration, conversation and purchase intent. YouTube uniquely drove a perception shift in affordability, from which we learned that long form is best at shifting perception in the value of VR ultimately making it seem affordable. In addition organic reach showed to be more memorable and thus best at top funnel KPIs, while paid media was a clear winner at driving purchase intent.

OPPORTUNITY

Utilise organic and short form content to drive top funnel KPIs, simultaneous to long form content and paid amplification to drive bottom funnel KPIs. Drive full funnel KPIs with TikTok, and leverage YouTube for the best results in perception shifts.

3 INCLUDE UNDER 18S AND CORE GAMERS IN YOUR TARGETING

LEARNING

While full funnel lift occurred across all age groups as well as for core gamers and players, it was the younger audiences in particular the under 18s and the core gamers that showed the highest susceptibility to lift at the bottom funnel.

OPPORTUNITY

Including creator's whose audiences have strong affinities to gaming as well as influencers who have younger audiences should reveal increased ROI. These targeting options (age and gaming frequency) can be treated mutually exclusive as well as together.

THANK YOU

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