

September - October 2014

DESKTOP + TABLET APP = POWER COUPLE

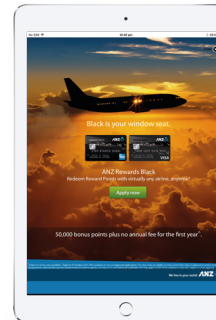
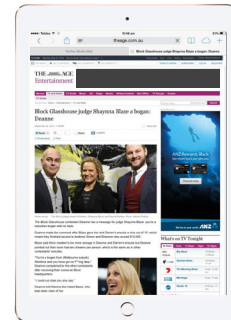
CAMPAIGN OBJECTIVES

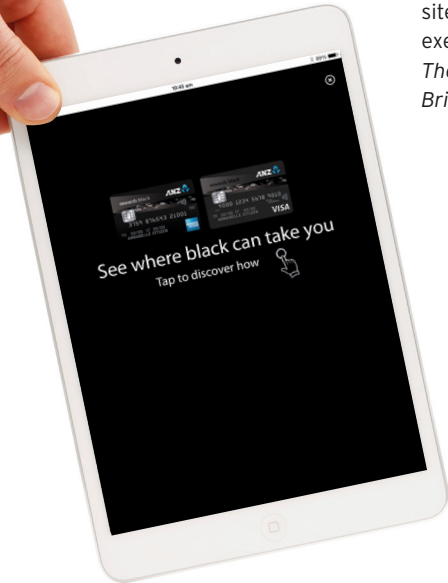
- Drive awareness of the ANZ Black Rewards credit card
- Increase intention to apply for the ANZ Black Rewards credit card
- Position ANZ Black Rewards credit card as a card that facilitates travel by offering rewards

Fairfax Media partnered with ANZ and research company TNS, to explore the synergies of media planning and measure the impact that adding a tablet app component to a desktop campaign generates in driving key brand and creative uplifts.



The research uncovered that the collective use of both mediums proved to be extremely successful in helping ANZ meet their campaign objectives. The incremental benefits of combining these two mediums together in the media schedule included a **22% increase** in campaign reach that could have not been obtained without the inclusion of Fairfax Media's tablet app properties, increased brand preference and strong directional uplifts in application intent for ANZ Black Rewards credit card.





CREATIVE EXECUTION

The campaign was executed through a homepage takeover for one day running across *The Sydney Morning Herald*, *The Age* and *WAtoday*'s desktop properties. This was complemented with an 'always on' presence with half page executions running across the metro masthead desktop news and Traveller sites; along with visually appealing full page executions and half page ads running across *The Sydney Morning Herald*, *The Age* and *Brisbane Times* tablet app news sections.



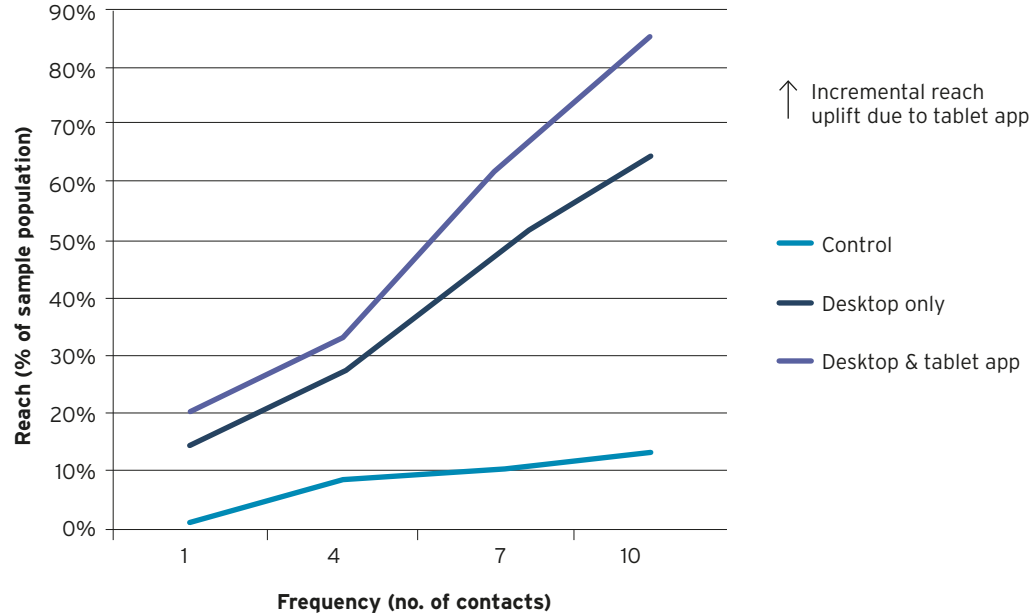
RESEARCH METHODOLOGY

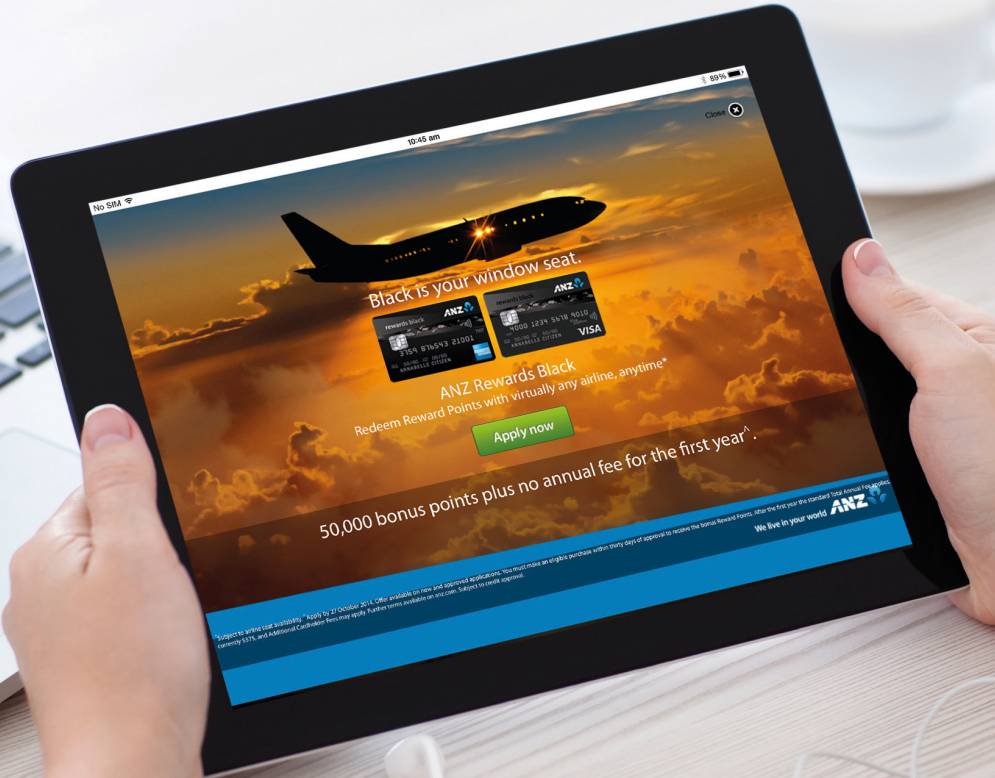
A post recruitment survey of online panellists was used with the survey covering category involvement, brand metrics and creative diagnostics. Tagging and media consumption questions were asked to calculate opportunity to see the advertising and to determine ad exposure. (n=505)

MEASURABLE RESULTS

CAMPAIGN REACH

A big tick for multimedia planning. Adding Fairfax Media's tablet apps to the media schedule resulted in an incremental uplift in reach of **22%** that would not have been obtainable without the inclusion of the tablet app activity.





ADVERTISING RECALL & CREATIVE MESSAGING

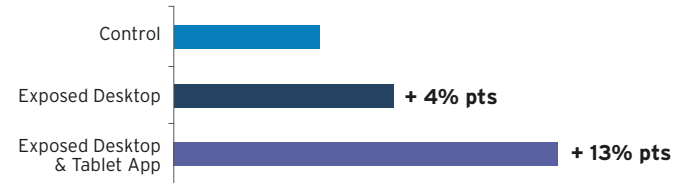
There is a clear and quantifiable synergy benefit derived from having consistent campaign messaging and creative across multiple touch points - a media multiplier effect. Having a presence in both channels enhanced advertising recall and allowed the creative to cut-through.

The creative strength of this campaign meant that advertising recall experienced a lift of **+4% points** on desktop alone, however when desktop and tablet app were used together, the campaign experienced a further incremental lift and advertising recall significantly increased to **+13% points**.

Creatively, the campaign hit the mark, with visually impressive and stylish ads that grabbed attention and worked together across channels. This contributed to a significant uplift of **+11% points** in 'campaign talkability' (the number of people who would talk to other about what the advertising is saying about the brand) and there was strong creative appeal with close to half of those exposed to the campaign liking the creative.



Advertising recall



Unprompted Brand Awareness*(Spontaneous mention of ANZ as a credit card brand offering rewards)***BRAND AWARENESS**

ANZ's multimedia planning boosted spontaneous mention of ANZ as a credit card brand offering rewards with a significant lift of **10% points** when comparing those exposed to the desktop activity alone to those exposed to the desktop and tablet app activity.

ANZ preferred (1st choice) brand**BRAND PREFERENCE**

When asked to select their preferred financial intuition, those exposed to the campaign were more likely to select ANZ as their first choice. When comparing those exposed to the campaign via desktop only to those not exposed, ANZ are a first preference credit card increased by **10% points**. When tablet app was added, this lift was even greater at **26% points**.

Application intent**INTENTION TO APPLY FOR ANZ BLACK REWARDS CARD**

The excellent balance of incremental reach, targeting and cut-through abilities of the creative and its messaging resulted in a strong increase in intention to apply for the ANZ Black Rewards credit card. Intention to apply for an ANZ Black Rewards credit card **doubled** after exposure to the campaign on desktop and tablet app properties.