

# THE ALCHEMY OF OMNICHANNEL

MRG Evening June 2024

# What today's about

- 1 The Challenge
- 2 Our Approach & Findings
- 3 Impact & Next Steps



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# THE CHALLENGE

The Alchemy of Omnichannel



**THAT IS BRAND NEW INFORMATION!**

# The Challenge(s)

1

**AN UNDER-  
COMMUNICATED  
USP**

2

**A NEED TO OPEN  
NEW DOORS**

3

**A DESIRE TO  
CONDUCT DEEPER  
RESEARCH**



TODAY, THERE ARE AS MANY MEDIA EXPERIENCES AS THERE ARE PEOPLE

# Is it time to put consumers at the heart of campaign planning?

Explore the benefit to an omnichannel, audience-first approach both for brands and consumers, and what we need to know to succeed.

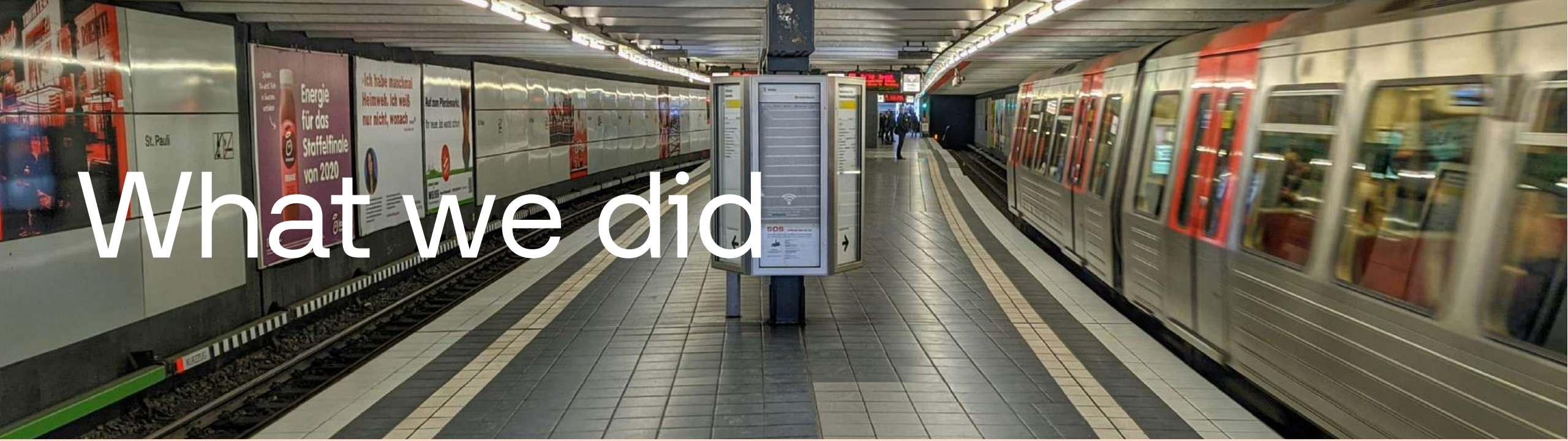


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# OUR APPROACH & FINDINGS

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# What we did

**Experimental  
Neuro Testing...**



To prove the value of  
an omnichannel  
approach

**Dynamic Demand  
Space Segmentation...**



To connect it to  
consumers' holistic  
media experiences

**Ethnographic  
Media Diary...**



To bring the media  
day to life with  
human stories

**Rapid Evidence  
Assessment...**

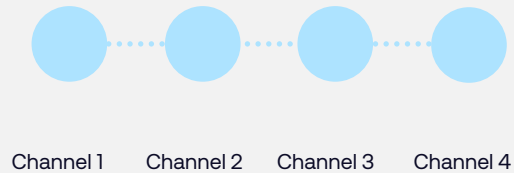


To learn and build on  
existing knowledge

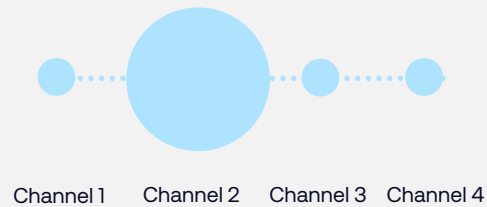
What is the impact on both brands and consumers of an omnichannel approach?

# How we simulated a omnichannel experience

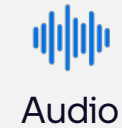
## Connected omnichannel campaigns



## Disconnected campaigns



## Across channels...



# Comparing the **brain's response** to ads across key neuro metrics



**Attention**

**Indicator of:**  
Breakthrough



**Connection**

**Indicator of:**  
Intent



**Encoding**

**Indicator of:**  
Brand/  
product link



**Immersion**

**Indicator of:**  
Recall



**Cognitive  
Load**

**Indicator of:**  
Mental effort



**Persuasiveness\***

**Indicator of:**  
Engagement

**Observing the impact of advertising - rather than asking about it  
- required a new type of set-up**



# An omnichannel approach to campaigns leads to **better performance** for brands and **better experience** for consumers

Connected Omnichannel Campaigns tested were...

**1.5x**

MORE **PERSUASIVE** THAN  
DISCONNECTED CAMPAIGNS

Connected Omnichannel Campaigns tested were...

**2.2x**

LESS **FATIGUING** THAN  
DISCONNECTED CAMPAIGNS

# Connected omnichannel campaigns have a significant impact on engagement and reduction in mental effort

Measure | Indicator

DIFFERENCE BETWEEN BEST PERFORMING CONTENT – CONNECTED CAMPAIGN VS. DISCONNECTED CAMPAIGN

**IMMERSION** | Recall 

● **1.5<sup>x</sup>** MORE IMMERSED

**CONNECTION** | Intent 

● **1.9<sup>x</sup>** MORE CONNECTED

**ATTENTION** | Breakthrough 

● **1.4<sup>x</sup>** MORE ATTENTION PAID

**ENCODING** | Brand link 

● **1.2<sup>x</sup>** MORE ENCODED TO MEMORY

**COGNITIVE LOAD** | Mental effort 

● **2.2<sup>x</sup>** LESS COGNITIVE LOAD

Components of an omnichannel strategy:  
Knowing audience media  
demands



**Demand spaces  
capture an  
experience rather  
than a group of  
people**



# Unlocking omnichannel through the Three M's



Mindsets

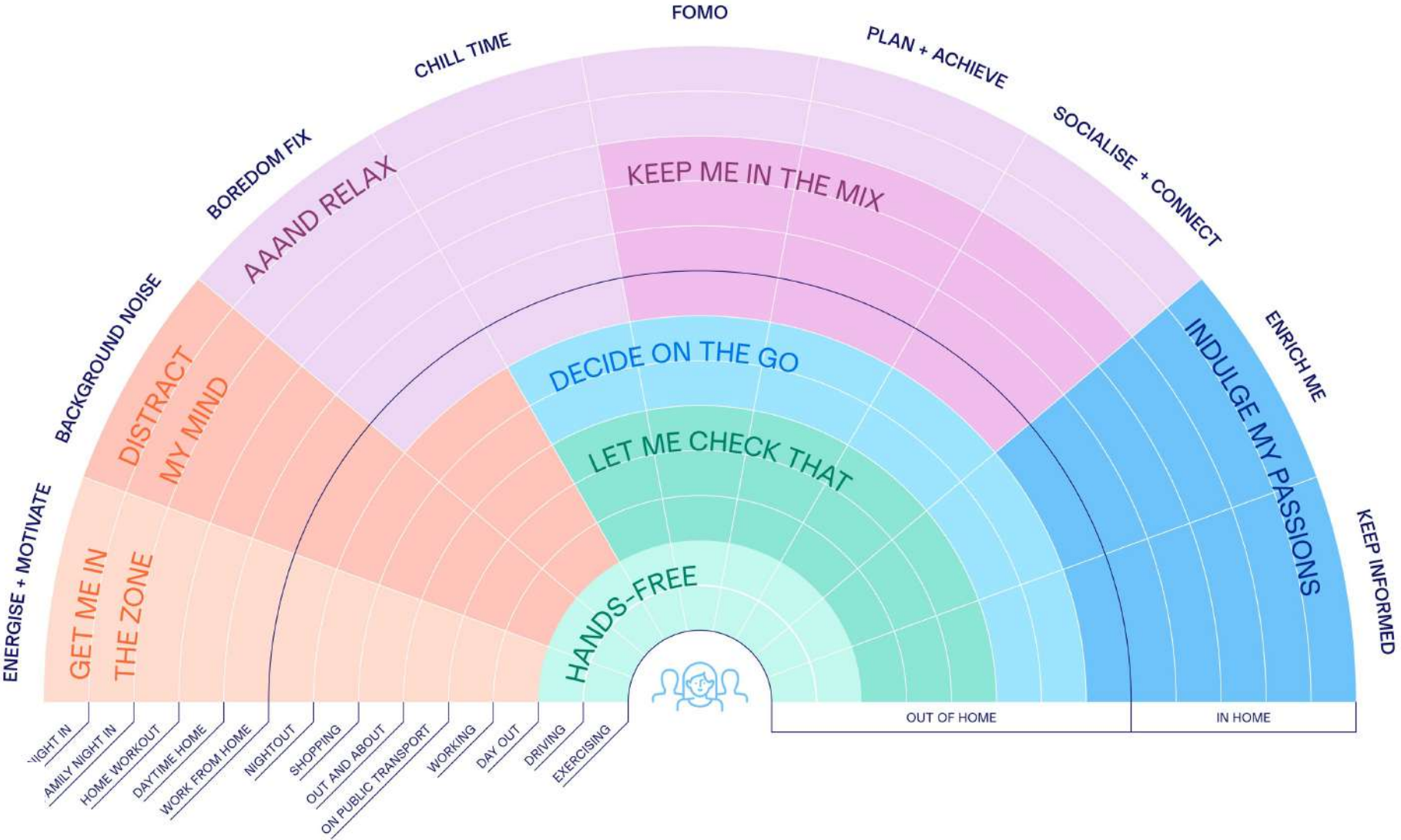


Moments



Media

# Our omnichannel demand spaces





# Keep Me In The Mix

## MEDIA MINDSETS



Plan & Achieve



FOMO



Socialize & Connect

## MEDIA MOMENTS

Daytime home

Night out

WFH

## MEDIA CHANNELS



Social Media






CTV






Online Video

# Resulting in defined media strategies for each channel



## CTV key demand spaces

		
AAAND RELAX	INDULGE MY PASSIONS	KEEP ME IN THE MIX

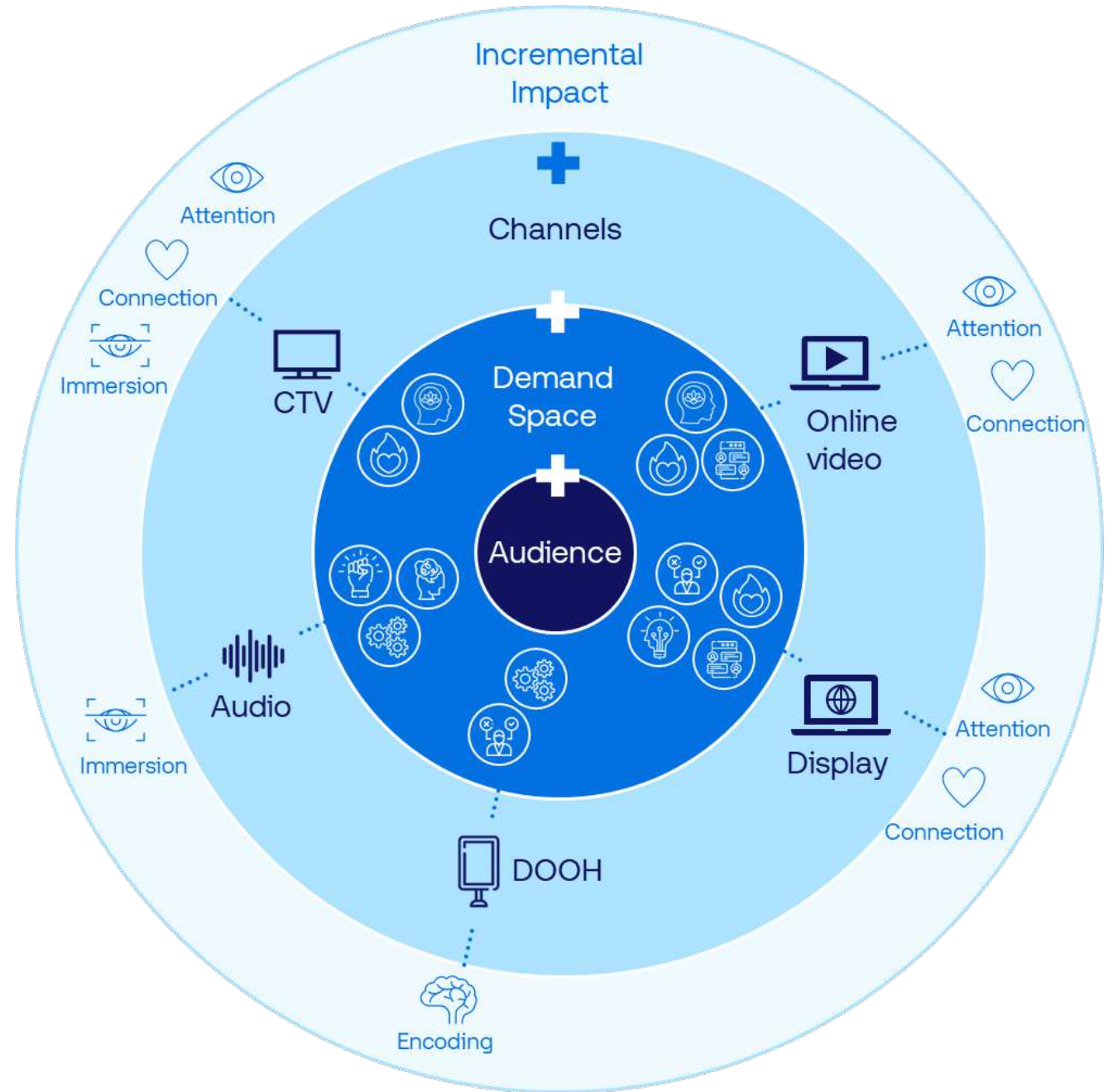
## CTV consistently drives

		
Attention	Connection	Immersion
<b>HIGH</b>	<b>HIGH</b>	<b>HIGH</b>

## CTV as part of omnichannel

	
Attention	Cognitive Load
<b>GREATER</b>	<b>REDUCED</b>

# Culminating in an audience-first framework for media planning



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# IMPACT & NEXT STEPS

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# Impact so far

(before official launch!)



**"The insights are absolutely banging!! Can we please get a date locked in to present results directly to the client?"**

Planner, Wavemaker UK



**BETTER**

**TOGETHER**

# BETTER TOGETHER

**Any ideas?**

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# THANK YOU

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