

# CEEMEE

CONNECTION. EMOTION. EXPERIENCE.  
MEASUREMENT. EFFICIENCY. ENGAGEMENT


An Advanced Television Research Initiative

ANA

CANOE

[canoeventures.com/cee-mee](http://canoeventures.com/cee-mee)

FEBRUARY 2012

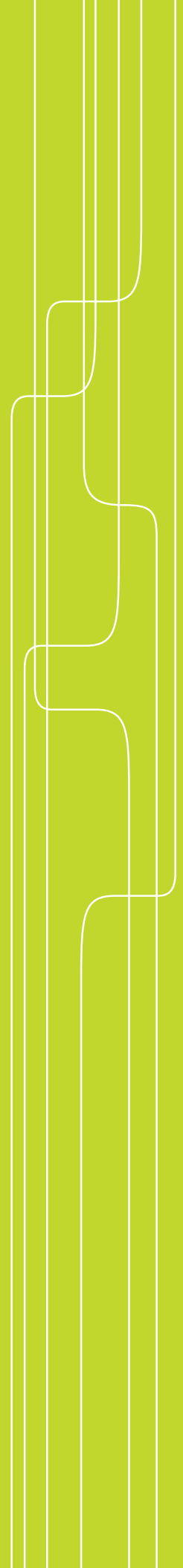


In the past year, The Association of National Advertisers and Canoe Ventures partnered to launch the **CEE MEE INITIATIVE** in order to better understand how the Connection, Emotion and Experience of interactive television (ITV) relate to the **MEASUREMENT, EFFICIENCY AND ENGAGEMENT** advertisers seek.

For ANA members, television remains the centerpiece of marketing. It's paramount that ANA member thought leaders understand the **NEW CAPABILITIES OF TELEVISION** and the behaviors these capabilities elicit from viewers. The breadth and depth of these findings will impact and influence future marketing efforts. Facilitating this learning is core to the mission of the ANA. It is also core to the mission of Canoe: to **DEVELOP ADVANCED TELEVISION SOLUTIONS** on a national scale that make TV more meaningful for viewers and more valuable for marketers.

The results from the first year of CEE MEE studies are promising and we're excited to share these with you. Looking forward, our hope is that this research informs the development of advanced advertising solutions and helps shape **THE FUTURE OF TELEVISION.**

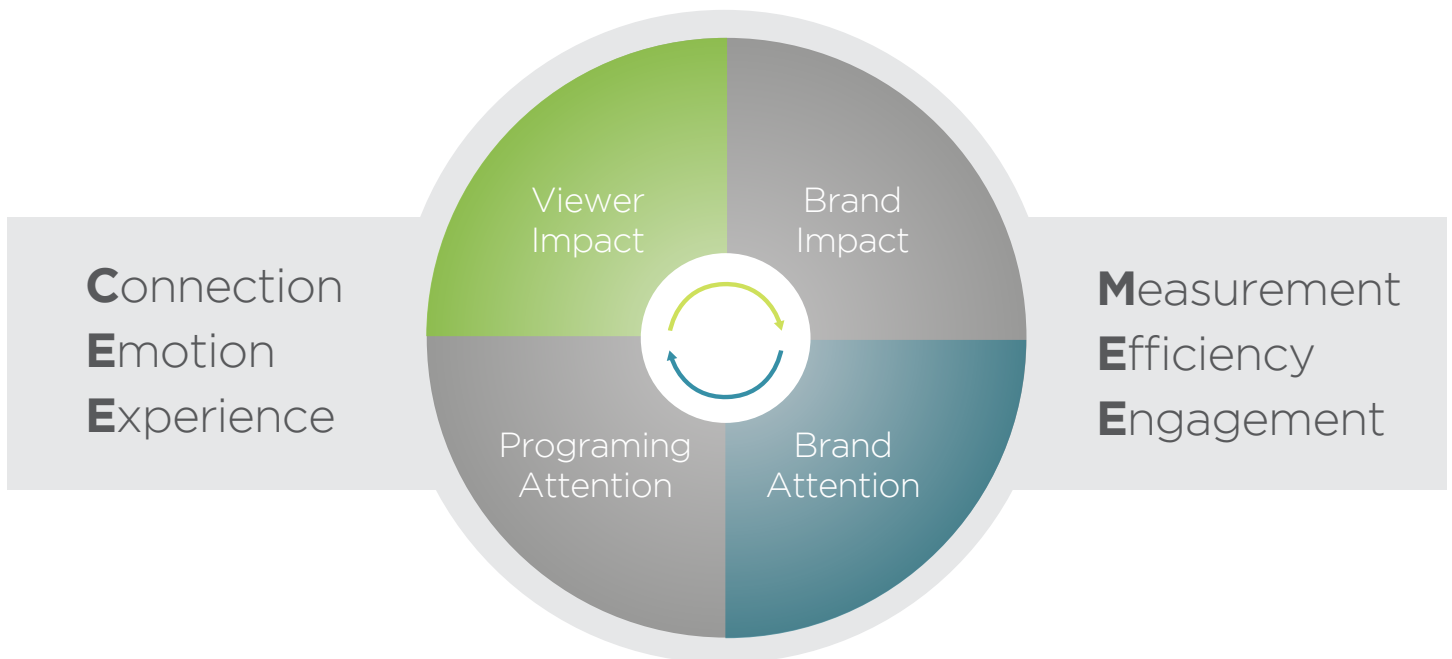
Bob Liodice, President & CEO, Association of National Advertisers  
Kathy Timko, CEO, Canoe Ventures



# SHAPING THE FUTURE OF ADVANCED TELEVISION

CEE MEE research project is based on a proprietary panel of online U.S. homes designed to explore the impact that *ITV Solutions*, such as *Request for Information, Polling & Trivia* and *On Demand Dynamic Ad Insertion*, have on television, viewers, and brands.

Though still early days, strong initial results from request for information and coupon campaigns are showing that advanced television solutions are powerful tools in helping brands effectively connect and engage with viewers.



**ITV will now be a part of our marketing consideration set in the future. ”**

- Kevin Holowicki, Sr. Director, Digital Marketing & Media  
GlaxoSmithKline

**Q:** Why did you decide that State Farm should participate in the CEE MEE study?

**A:** Television is crucial in our marketing mix; and for branding purposes, it remains unparalleled. With the explosion of new technologies that impact every aspect of consumer behavior, it's important for marketers to understand both new platforms and new capabilities on existing channels. More so, I believe that having access to early insights and the ability to shape the direction of new television advertising products gives my company a competitive edge.

- Edward Gold, Advertising Director  
State Farm Insurance Companies

## ENGAGED AND VOCAL

At the heart of CEE MEE is an actively engaged community of Televisionaries that participated in interactive advertising campaigns, provided valuable insights and ideas on a variety of topics including television programming, viewing habits, media consumption, advertising, technology and much more.



# TELEVISIONARIES

## CONNECTED. ENGAGED. INTERACTIVE.

Televisionaries are multi-platform viewers who value television above all other entertainment mediums and are excited about interactivity as part of their daily viewing experience.

"I would like to see offers like this on TV. It gives me the chance to decide if I want the offer or not."



"I like the concept. Advertisers would do well to make commercials interactive... I'd pay attention then."



"Yes, it would be a good way to get more information about brands you are interested in."



"It provides you with options you wouldn't have possibly considered."



"I really enjoy it and do think this is a great way to get information."



**We were very encouraged by the strong brand lifts measured for Fidelity Investments in our tests through CEE MEE. Today's consumers simply expect to be able to interact at every turn, regardless of platform or device, and the findings strongly suggest that the reward for brands engaging interactively is the consumer's attention and mind share. ””**

- Jim Speros, Executive Vice President and Chief Marketing Officer  
Fidelity

**Q:** What were your impressions of RFI (Request for Information) as a marketing tool?

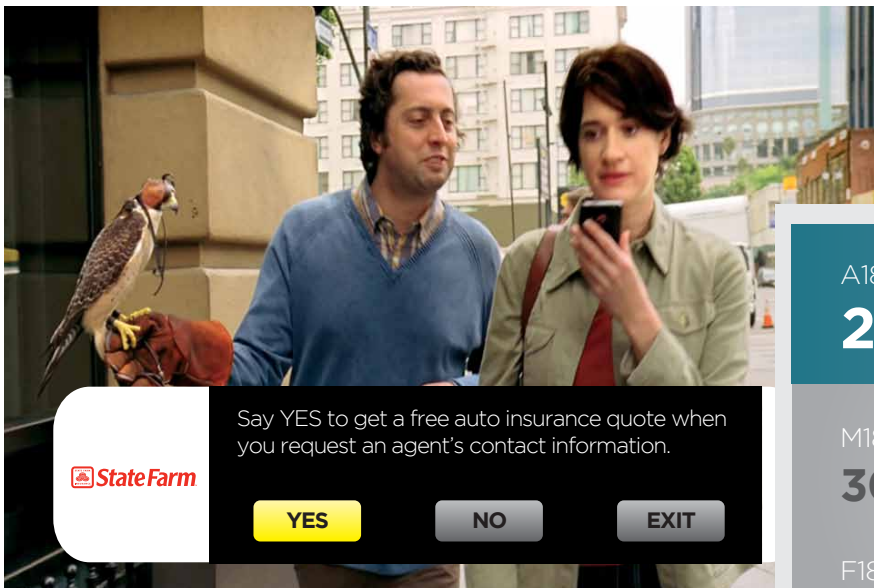
**A:** The increases in core brand metrics including recall, opinion and purchase intent were very positive. Given the need for engagement in my commercial programs, the lift to these metrics is of keen interest. We're following the developments of enhanced television ads and believe that more opportunities will arise as RFI and other ITV use become more commonplace.

- Mark Kaline, Global Director Media,  
Licensing and Consumer Services  
Kimberly-Clark

# EARLY DAYS. PROMISING START.

Request for information engagement rates\* were strong and consistent across key demographics.

\*Accepted offers



A18-24	A18-49	A25-49
<b>22%</b>	<b>19%</b>	<b>15%</b>
M18-24	M18-49	M25-49
<b>30%</b>	<b>21%</b>	<b>19%</b>
F18-24	F18-49	F25-49
<b>13%</b>	<b>18%</b>	<b>12%</b>

Aggregated results for:  
**Fidelity, GlaxoSmithKline, Honda, Kimberly-Clark, and State Farm**

# INTERACTIVE ENGAGEMENT

## INSIGHTS FROM THE CEE MEE COMMUNITY

CEE MEE Televisionaries provided insights into ITV best practices.

WHICH OF THE FOLLOWING MAKE YOU WANT TO INTERACT WITH TV ADS?

**42%**

Well-Known Brand

- 26% entertaining ad
- 18% when I'm asked my opinion
- 11% other

WHICH OF THE FOLLOWING ADVANCED TV OPTIONS WOULD YOU CLICK "YES" TO RECEIVE WHILE WATCHING A COMMERCIAL?

**83%**

Request Free Sample

- 17% request coupon or information

HOW MANY ADVANCED TV ADS WOULD YOU LIKE TO SEE IN A 1-HOUR TV SHOW?

**56%**

1 to 3 ads

- 22% none
- 11% as many as I can
- 11% 4 to 5 ads

WHICH OF THE FOLLOWING ADVANCED TV OPTIONS WOULD YOU LIKE TO SEE WHILE WATCHING TV?

**56%**

Earn loyalty points by answering Poll or Trivia questions

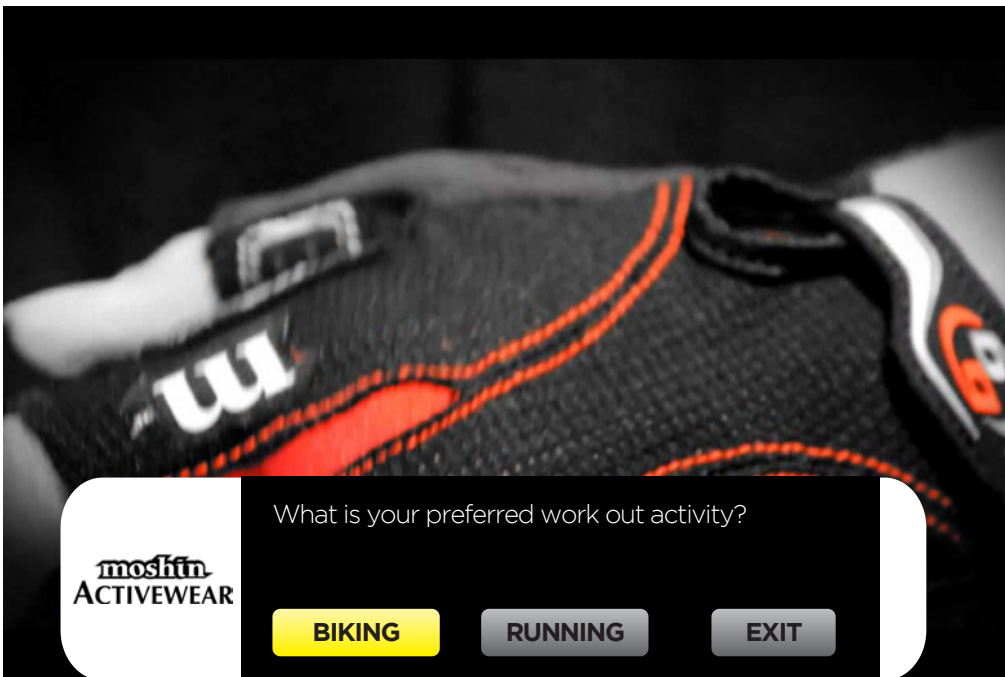
- 27% request a coupon
- 11% share my opinion through a Poll
- 7% request information for a product I saw in-program

Aggregated results for:

Fidelity, GlaxoSmithKline, Honda, Kimberly-Clark, and State Farm

# INTERACTIVE ENGAGEMENT =

CONVERSATION. WE ASKED & OUR TELEVISIONARIES ANSWERED



"I like the overall idea of being able to respond to questions."

(Male, 28 years old)

"I like being able to interact with the ads that catch my interest. I certainly like the idea of getting coupons or samples at the touch of a button."

(Male, 49 years old)

"I would definitely take advantage of the opportunity to answer questions while viewing TV...I think it adds some more interest to some of the programming I usually watch."

(Male, 44 years old)

"I would definitely take advantage of the opportunity to answer questions while viewing TV...I think it adds some more interest to some of the programming I usually watch."

(Female, 47 years old)

"The experience was easy. I am looking forward to checking out more."

(Female, 36 years old)

# INTERACTIVE ENGAGEMENT = STRONGER BRAND CONNECTIONS

Regardless of offer type, key brand metrics were significantly higher.

	COUPON OFFERS (3 STUDIES)	INFORMATIONAL BROCHURE OFFER (2 STUDIES)
	Cumulative Pre/Post brand impact	Cumulative Pre/Post brand impact
UNAIDED BRAND RECALL	<b>+68%</b>	<b>+99%</b>
AIDED BRAND RECALL	<b>+69%</b>	<b>+30%</b>
LIKELY TO RECOMMEND BRAND	<b>+26%</b>	<b>+12%</b>
LIKELY TO PURCHASE BRAND	<b>+105%</b>	<b>+10%</b>
		Cumulative Post brand impact
LIKELY TO SEEK ADDITIONAL INFORMATION ABOUT BRAND	<b>+27%</b>	<b>+28%</b>

Aggregated results for:  
Fidelity, GlaxoSmithKline, Honda, Kimberly-Clark, and State Farm



So far, the trial results have been outstanding. It's research, and it's measuring changes in brand awareness a short time after viewing the ITV spot, and the direction is very positive."

- Jim DeLash, Director of Consumer Multichannel Strategy, Enterprise Channels Marketing  
GlaxoSmithKline

# INTERACTIVE ENGAGEMENT = STRONGER BRAND CONNECTIONS

Regardless of offer acceptance, key brand metrics were significantly higher, a key insight that points to the positive impact *Request for Information* can have on brand metrics overall.

	ACCEPTED OFFER	DIDN'T ACCEPT OFFER	
	Pre/Post Brand Impact	Pre/Post Brand Impact	Cumulative Pre/Post brand impact
UNAIDED BRAND RECALL	+95%	+81%	+86%
AIDED BRAND RECALL	+46%	+46%	+46%
LIKELY TO RECOMMEND BRAND	+19%	+9%	+14%
LIKELY TO PURCHASE BRAND	+36%	+36%	+36%
			Cumulative Post brand impact
LIKELY TO SEEK ADDITIONAL INFORMATION ABOUT BRAND	+29%	+22%	+26%

Aggregated results for:  
**Fidelity, GlaxoSmithKline, Honda, Kimberly-Clark, and State Farm**

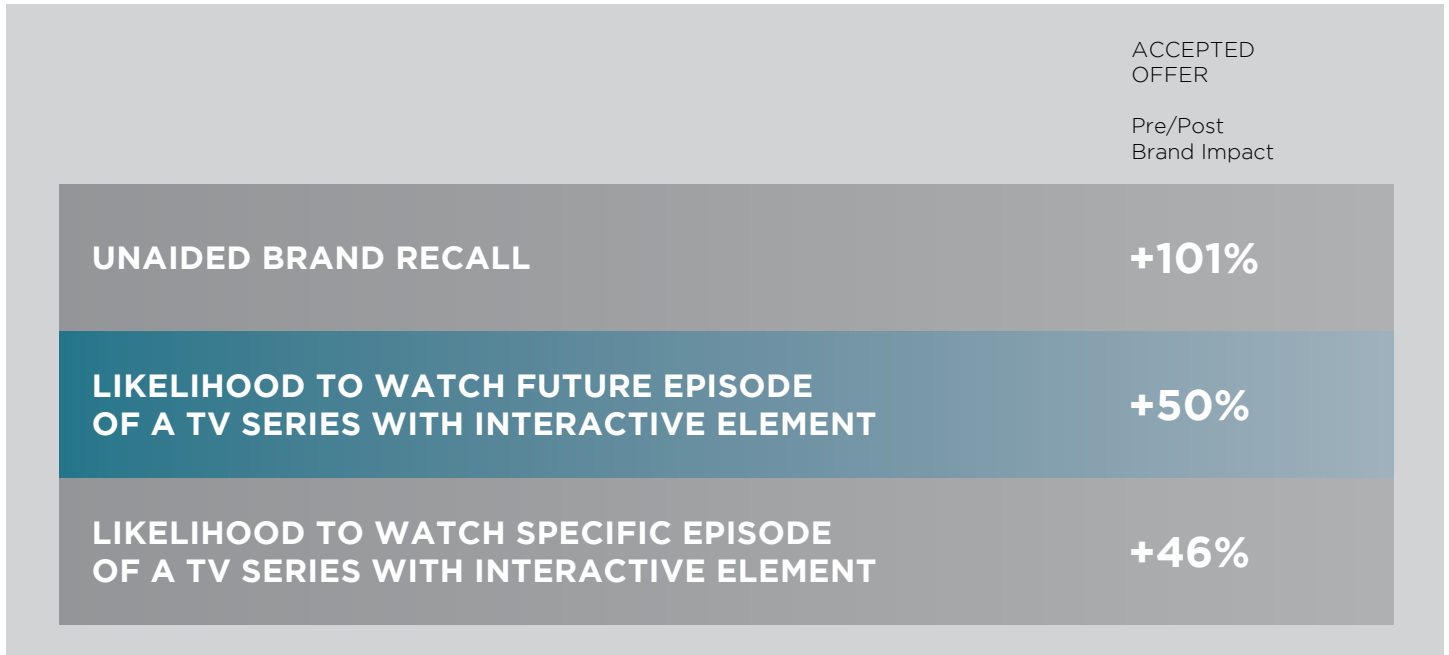
“

Our participation in CEE MEE confirmed that ITV is a powerful, emerging tool that will enhance the effectiveness of our television ads. In a world filled with clutter, DVRs and multiple screens, we need effective and engaging tools that can improve ad saliency. ITV is one of those tools. ”

- Tom Peyton, Honda Brand Manager  
 American Honda Motor Co.

# INTERACTIVE ENGAGEMENT = BRAND EXTENSION

In program interactivity through the use of *Polling & Trivia* facilitates a deeper brand experience.



Aggregated results for:  
**Fidelity and State Farm**

**Q:** What are you interested in next?

**A:** I'm interested in in-program interactivity such as sponsored polling or trivia. I think the opportunity to sponsor an interactive experience within a program may be even more powerful for the brand than the enhancement of ads. In-program sponsorship lets our brands align more closely with the network and programming content in a more deeply experiential way for the viewer.

- Edward Gold, Advertising Director  
State Farm Insurance Companies

# METHODOLOGY

## CEE MEE COMMUNITY

### What is CEE MEE?

In the past year, the Association of National Advertisers and Canoe Ventures partnered to launch the CEE MEE initiative. This community provides valuable insights to advertisers by exploring how interactivity and advanced advertising impacts brand recall, opinion and purchase intent.

### Who is CEE MEE?

The CEE MEE study is fueled by a proprietary online community which is made up of a diverse group of actively engaged TV enthusiasts. This diverse community encompasses adults across different age and gender groups who define themselves as Television Enthusiasts.

### What do people do in CEE MEE?

Community members are actively engaged and participate in both quantitative and qualitative studies that help define interactive and advanced television products and services.

Members share their opinions and thoughts in a variety of ways that include:

- Blogs and diaries
- Quick Polls
- Discussion Boards
- Live chats and online focus groups
- In-market tests
- “Rate & Rank”

# METHODOLOGY

## CEE MEE COMMUNITY

### Key Consumer Insights

The community has engaged in a variety of activities and have provided insights across a variety of topics including:

- Advertising attitudes
- Impact of advanced advertising on brands
- Preferences in TV advertising
- Media consumption habits
- Co-viewing habits
- Online privacy and information sharing
- Multi-screen viewing preferences
- DVR and VOD viewing

### Methodology

#### Qualitative Activities

- All qualitative activities are designed to keep community members engaged and provide directional information
- Report output is based on text analysis and categorized by topic and insights

#### Quantitative Survey Methodology

- Key brand measurement variables are developed in conjunction with the Advertiser
- Study samples are weighted for age and gender representation
- Key variables are measured following exposure to interactivity to understand brand impact

# JOIN THE EVOLUTION...

Become a CEE MEE partner and play an active role in helping to shape the future development of interactive and advanced television solutions. As a partner you can...

- Give direct input into the design and execution of the studies and access to proprietary research results.
- Gain early insights and understand the impact of advanced television advertising on consumers and brands.
- Help shape how advanced television solutions support marketing objectives in the future.

Contact:

Lydia Loizides

Lydia.Loizides@CanoeVentures.com

Rita Ku

Rita.Ku@CanoeVentures.com

Dale Tzeng

Dale.Tzeng@CanoeVentures.com

212.364.3600

Our partners:



# CEEMEE

CONNECTION. **E**MOTION. **E**XPERIENCE.  
MEASUREMENT. **E**FFICIENCY. **E**NGAGEMENT

An Advanced Television Research Initiative



[canoventures.com/cee-mee](http://canoventures.com/cee-mee)

FEBRUARY 2012