

# **Touchpoint Tracking: The journey to a viable model**

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- What we set out to do
- Communications needs
- Our new model
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- Impact on future communications

A close-up photograph of several gold bars. A bright blue flame from a torch is applied to the center of one bar, causing it to glow and melt. The background is dark, making the gold and the flame stand out.

# The Gold Standard for integrated tracking

A photograph showing two stacks of gold bars. The bars are stacked in a way that shows their rectangular shape and metallic texture. The lighting is warm, highlighting the golden color of the metal.

# It's badly needed!

“Probably our biggest concern – which relates to engagement – is ‘holism’: the ability to capture the effect of a wide range of communications...if you see a change in brand attitude, how do you know it was your TV and not some product experience or word-of-mouth?”

Mark Greenstreet, Carat Insight

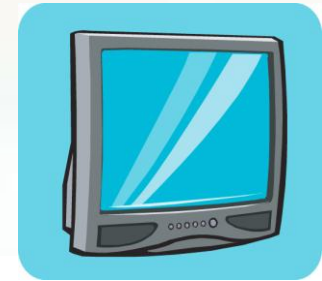
Research, August 2006

# Misleading data



1474 people

Advertised  
in last 3  
months



Marlboro

18%

23%

# Speed of information

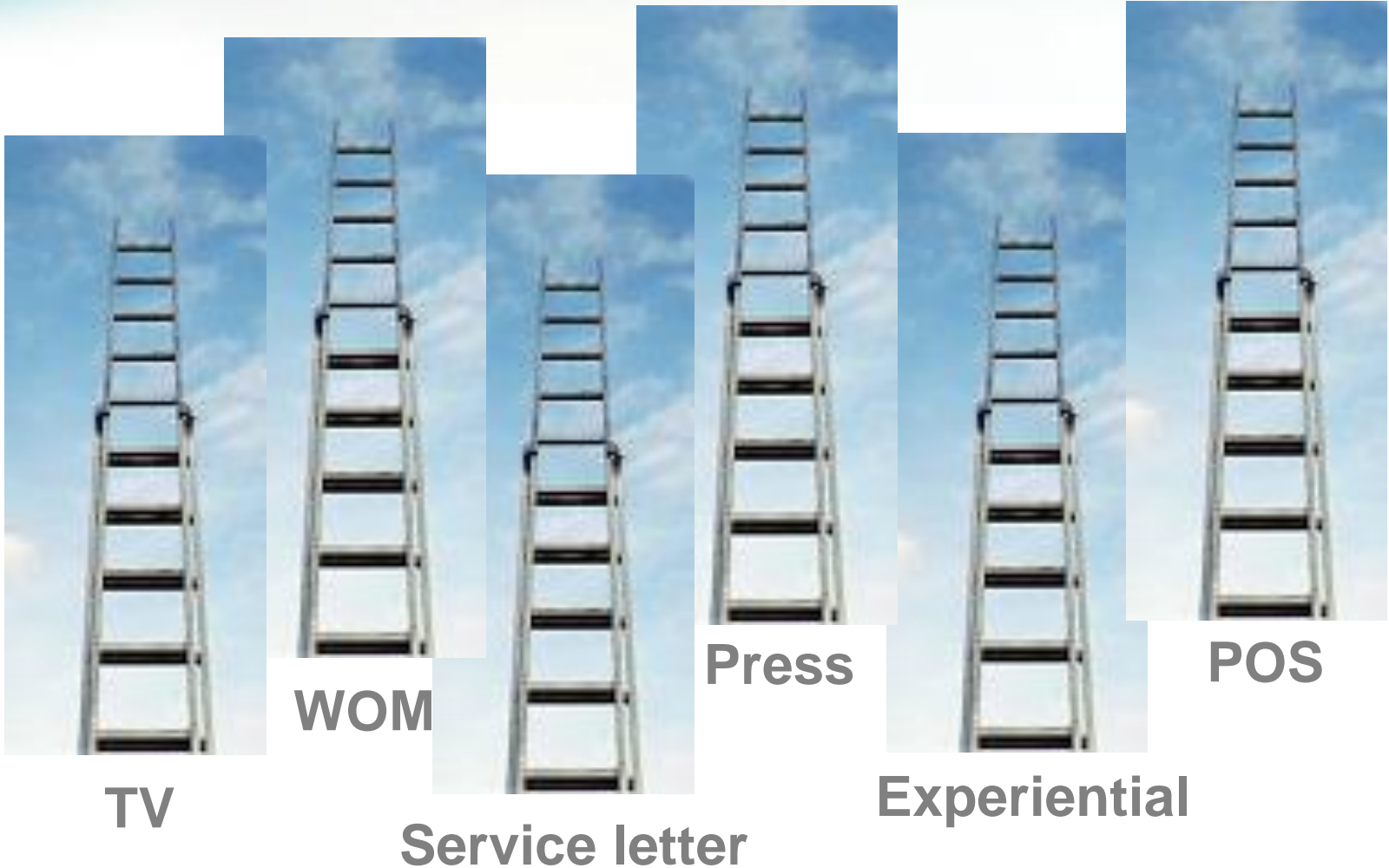


**3 months**



**Real time**

# Our thoughts on how comms work



# Focus on *context* as well as content



TV, 6.50pm

# Focus on *context* as well as content

**Lloyds TSB Insurance**

Mr A B Sample  
10 Sample Road  
Sample Place  
Sample Town  
Sample County  
Sample Other  
AB12 345

Turn to Britain's most popular home insurance provider

- No interest if you pay monthly by Direct Debit
- Up to £100 if we can't match your current insurance quote (eligibility criteria and conditions apply)
- Brand new replacements for all items covered
- Up to 30% discount on contents insurance if you haven't made a claim
- £25 to cover your mortgage provider's fee to switch
- Up to £30 worth of Marks & Spencer vouchers when you switch

Mars 2008

You could start saving now with Britain's most popular home insurance provider

Dear Mr Sample

You may be surprised to find that Lloyds TSB Home Insurance could cost less than you expect. And that's just one of the reasons why more people in Britain choose us above any other home insurance provider.

If we can't match your current quote – we'll refund the difference up to £100

We stop around from a panel of insurers to find the best quote for the cover you need. But, if your current home insurer or quote is still cheaper than ours, we'll refund you the difference up to £100 when you switch to us – eligibility criteria and conditions apply.

No interest if you pay monthly

Unlike some other insurance companies, we don't charge any interest if you pay monthly. As the table opposite shows, other companies can charge up to 21.7% on monthly payments (made by Direct Debit – that's up to £10 a year extra on an annual premium of £200). Fortunately, Lloyds TSB Insurance won't charge you a penny interest – so you can spend the cash without worry.

Up to 30% no claim discount – plus up to £30 of Marks & Spencer vouchers

We like to give our customers something back, so we'll also give you up to 30% off contents insurance if you haven't made a claim in three years – even if you've been with another insurance provider. Evidence of no claims may be requested. And as a special welcome when you join, we will give you up to £50 worth of Marks & Spencer vouchers (£15 for buildings, £15 for contents). Together, these are savings you can't afford to miss.

Quality cover for less than you'd expect

You can be confident of fully comprehensive cover. In fact you'll get up to £50,000 of contents cover for home and garden – and buildings insurance with a claim score of up to £250,000. Any items damaged or broken will be replaced by brand new ones.

Continued overleaf...

Insurer	APR	Monthly payment based on an annual premium of £200
Lloyds TSB Insurance	0%	£16.66
Example	21.7%	£20.00
Example	19.6%	£19.91
Example	11.53%	£18.66

How much could you save?

To switch now call  
**0800 405 020**  
[www.insurance.co.uk/home](http://www.insurance.co.uk/home)

Quoting reference DC704

Lloyds TSB Insurance PLC, 100 Broadwalk, London E14 4JF. Registered in England. Lloyds TSB Insurance PLC is authorised and regulated by the Financial Conduct Authority. Lloyds TSB Insurance PLC is a member of the Lloyds Banking Group. Lloyds TSB Insurance PLC is a member of the Lloyds Banking Group. Lloyds TSB Insurance PLC is a member of the Lloyds Banking Group. Lloyds TSB Insurance PLC is a member of the Lloyds Banking Group.

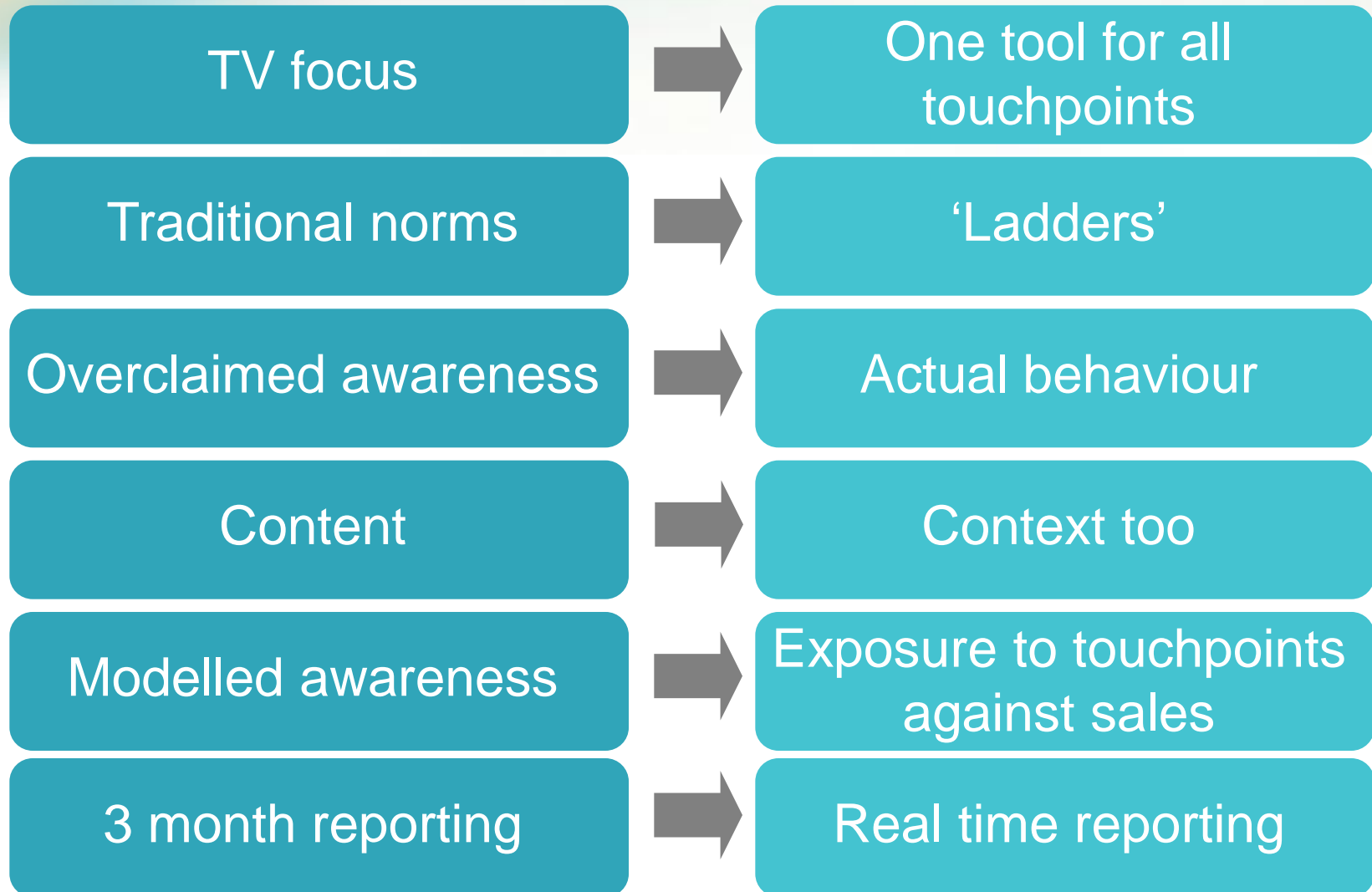
Junk mail at any other time

# Focus on *context* as well as content



Pub media at 11pm

# Summary of new needs



# Our new approach

## Real time customer tracking

Pre Questionnaire

Mobile Tracking

Post Questionnaire

ROI Analysis

## Real time results to clients

Real time Dashboard

Results Presentation

The background is a solid teal color with a repeating pattern of question marks. The question marks are arranged in a grid and are slightly darker than the background, creating a subtle texture. The central text is white and stands out prominently against the teal background.

**Would it work?**

# Case Study

- 400 people
- 8 segments of 50
- 10 brands
  - 5 drinks (Carling, Guinness, Red Bull, Pepsi, Coke)
  - 5 technology (Playstation, O2, iPod, Moto Razr, and Marmite!)
- Covering
  - TV, WOM, Usage, PR, In Store, Internet, Poster, News/mags, Mail, Radio, Other

# Consumer acceptance

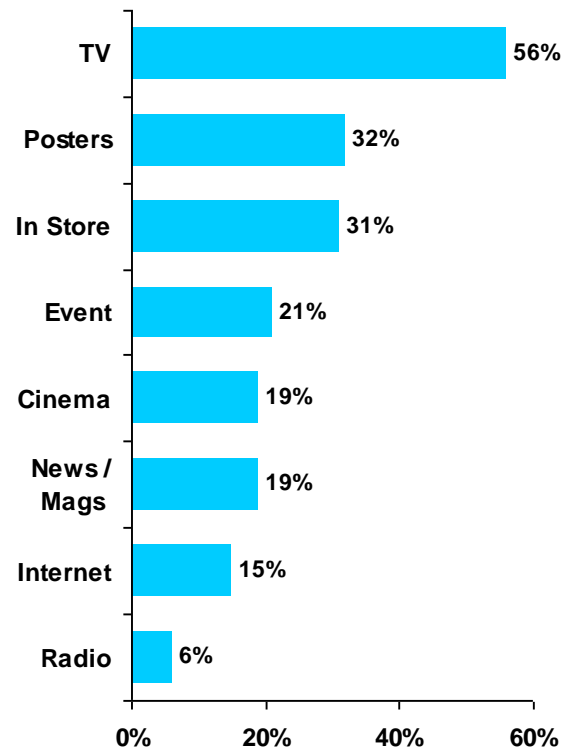
**I felt like I was an important part of the study.**

Typical response: 60%  
Expected response: 30%  
Actual response: 50%

**Let me say that this has been a fascinating study to take part in. I think your use of SMS is a very exciting way of participating in survey data collection.**

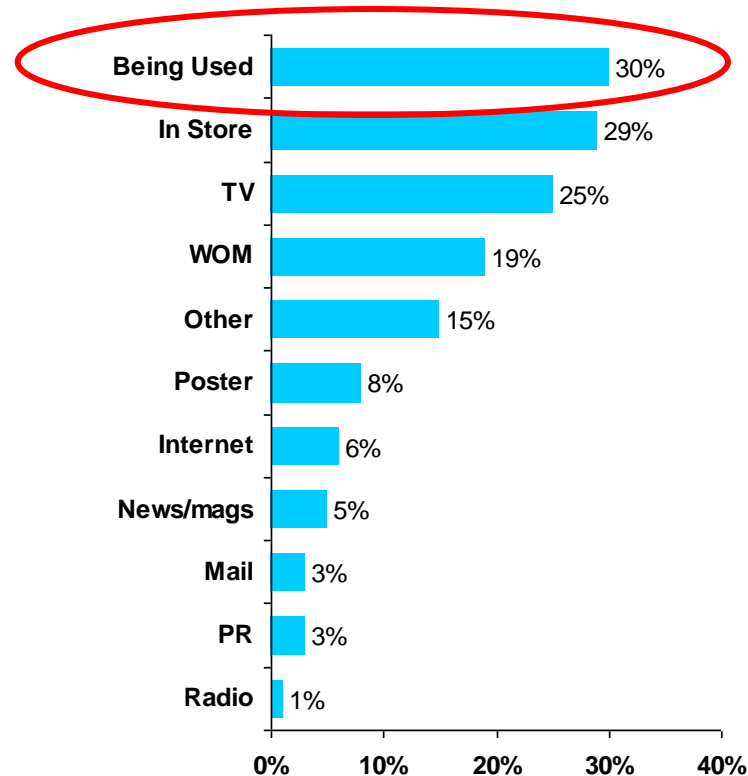
# New Touchpoints rise to the top

## Coke awareness Last 3 months



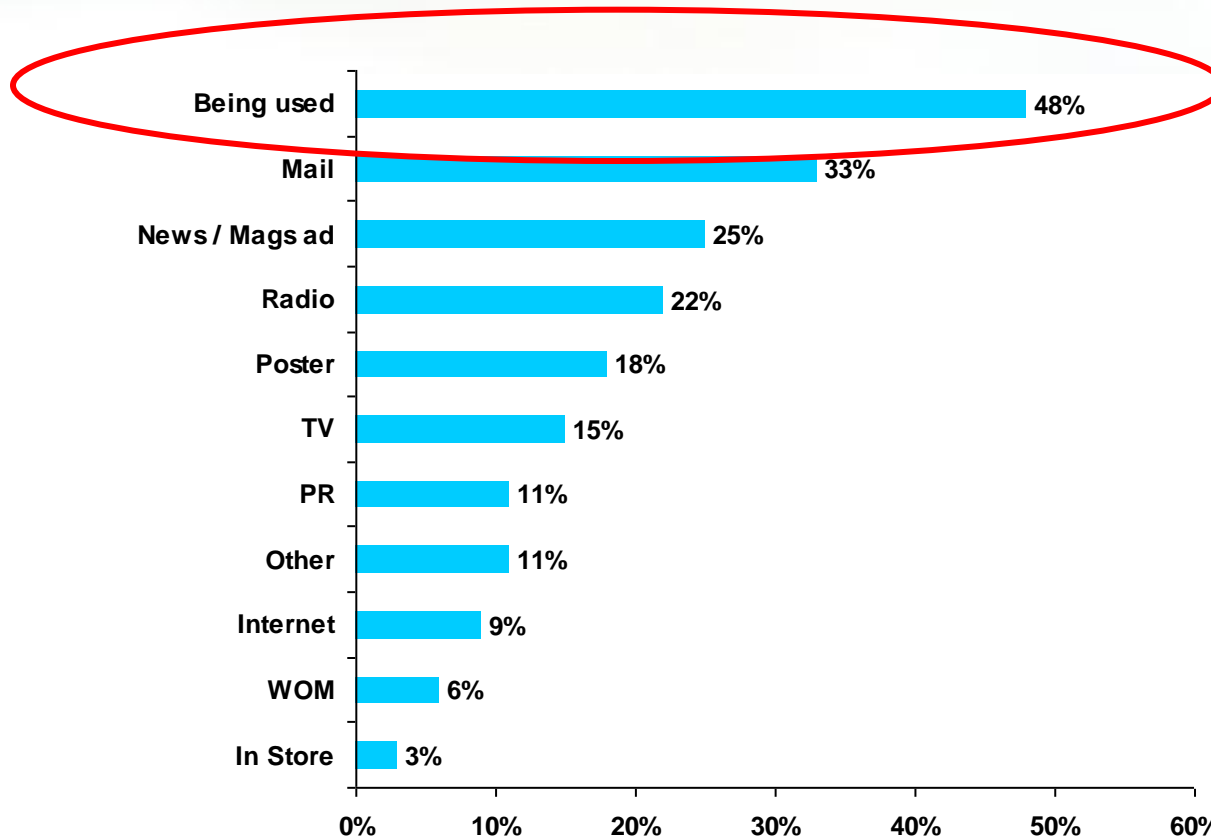
Source : Pre-Questionnaire

## Coke touchpoints during mobile tracking (1 or 2 weeks)



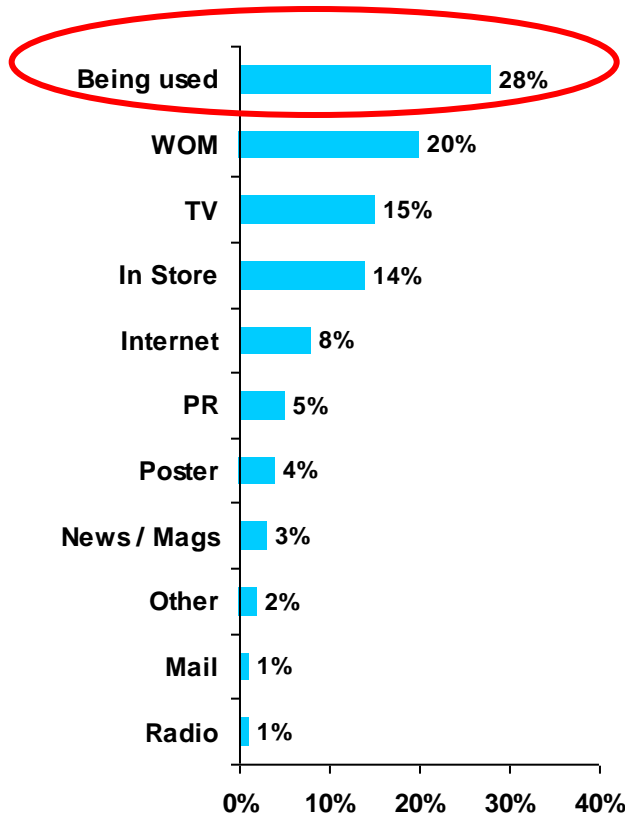
Source : Mobile Tracking

# Being Used was the most positive touchpoint



# Being used likely to influence purchase

## *PlayStation*



## *Moto Razr*

“It’s really nice and sleek. I’m thinking of getting one next time I get a mobile”

Participant on seeing her flatmate using her Moto Razr

# We can track word of mouth for the first time!

Press ad that generated this



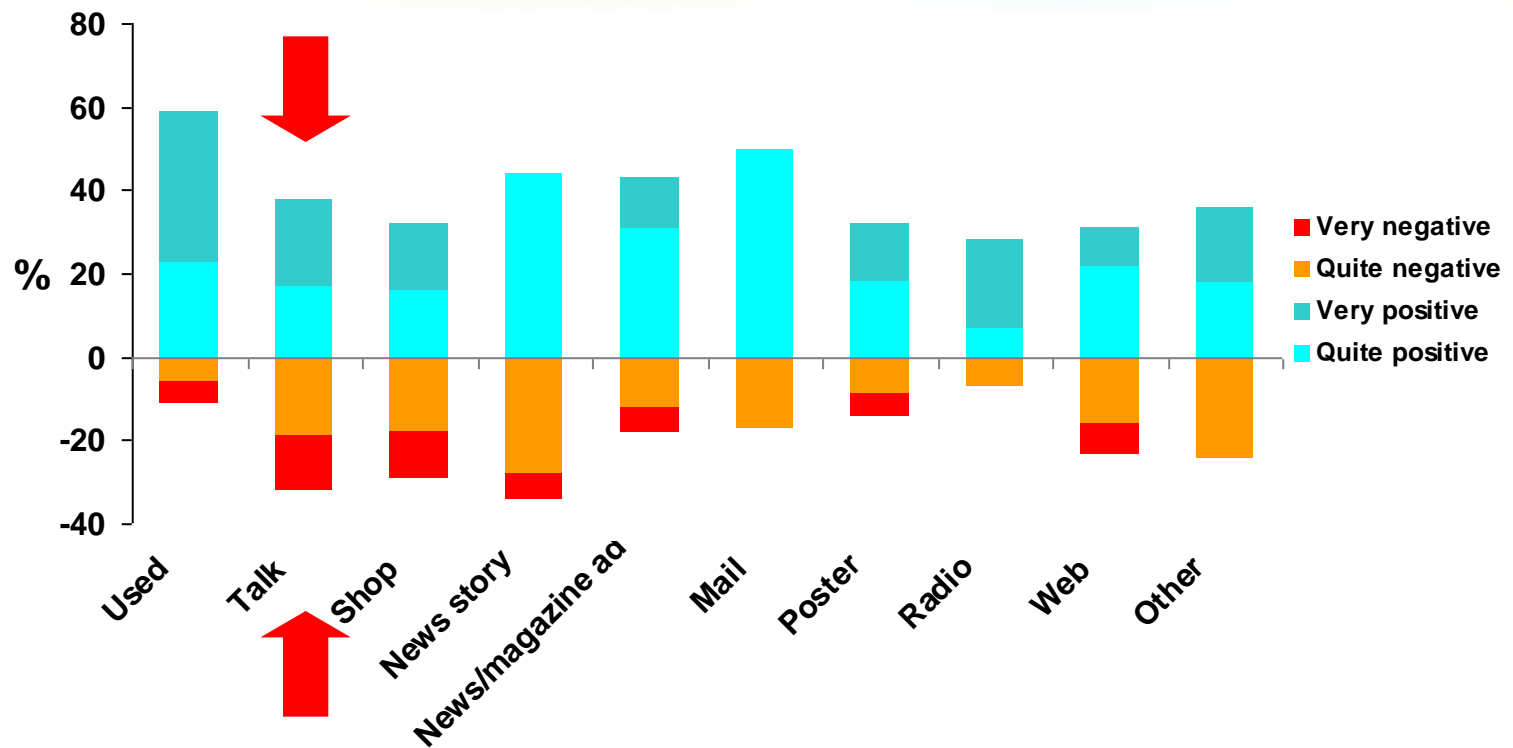
Positive conversation with call centre about O2 tariff



Positive conversation with friend about O2

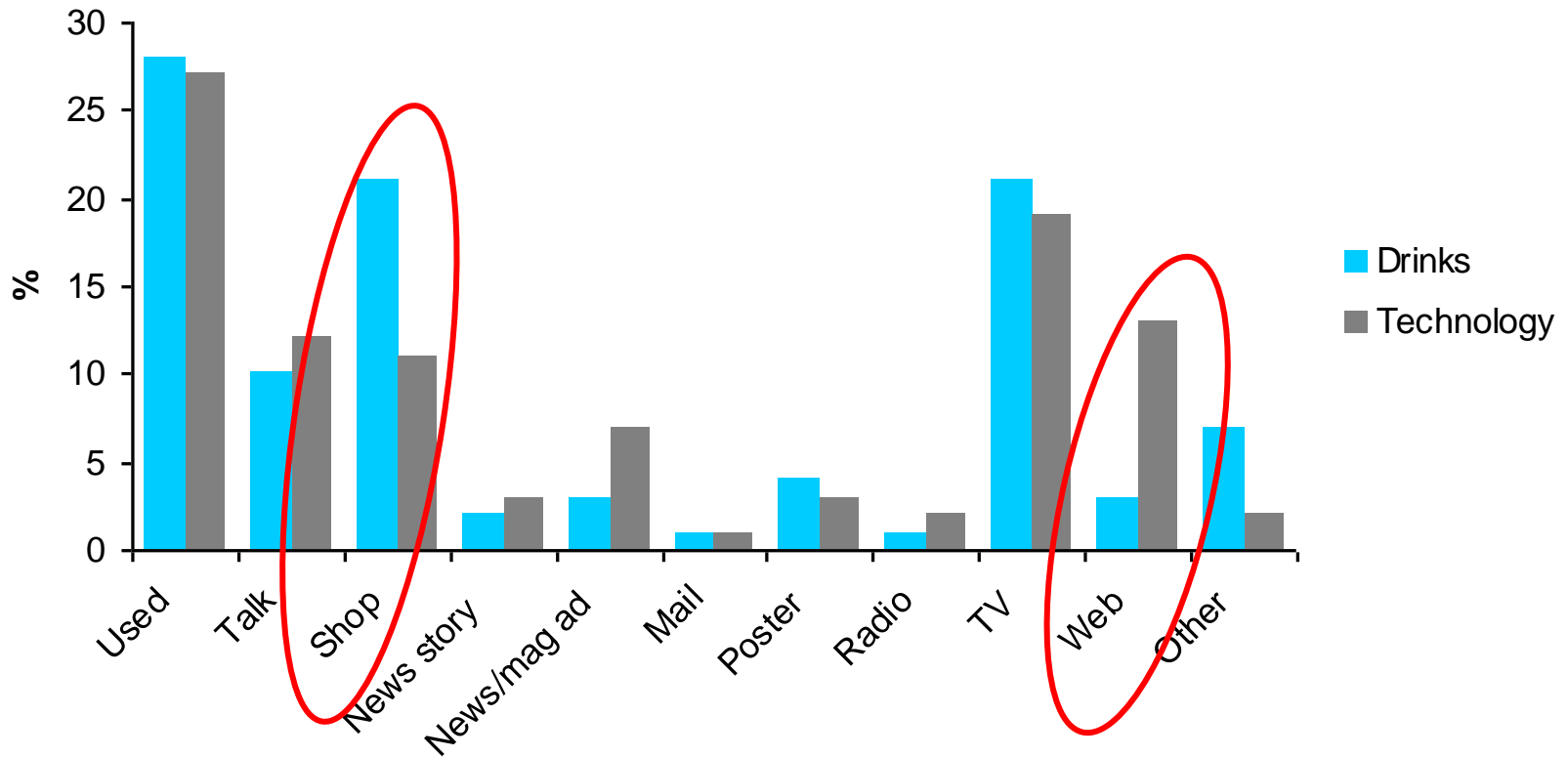
# Word of mouth tends to be polarising

% Positive/Negative for each Technology Touchpoint



# We can choose relevant touchpoints for the category

% Touchpoints by two categories

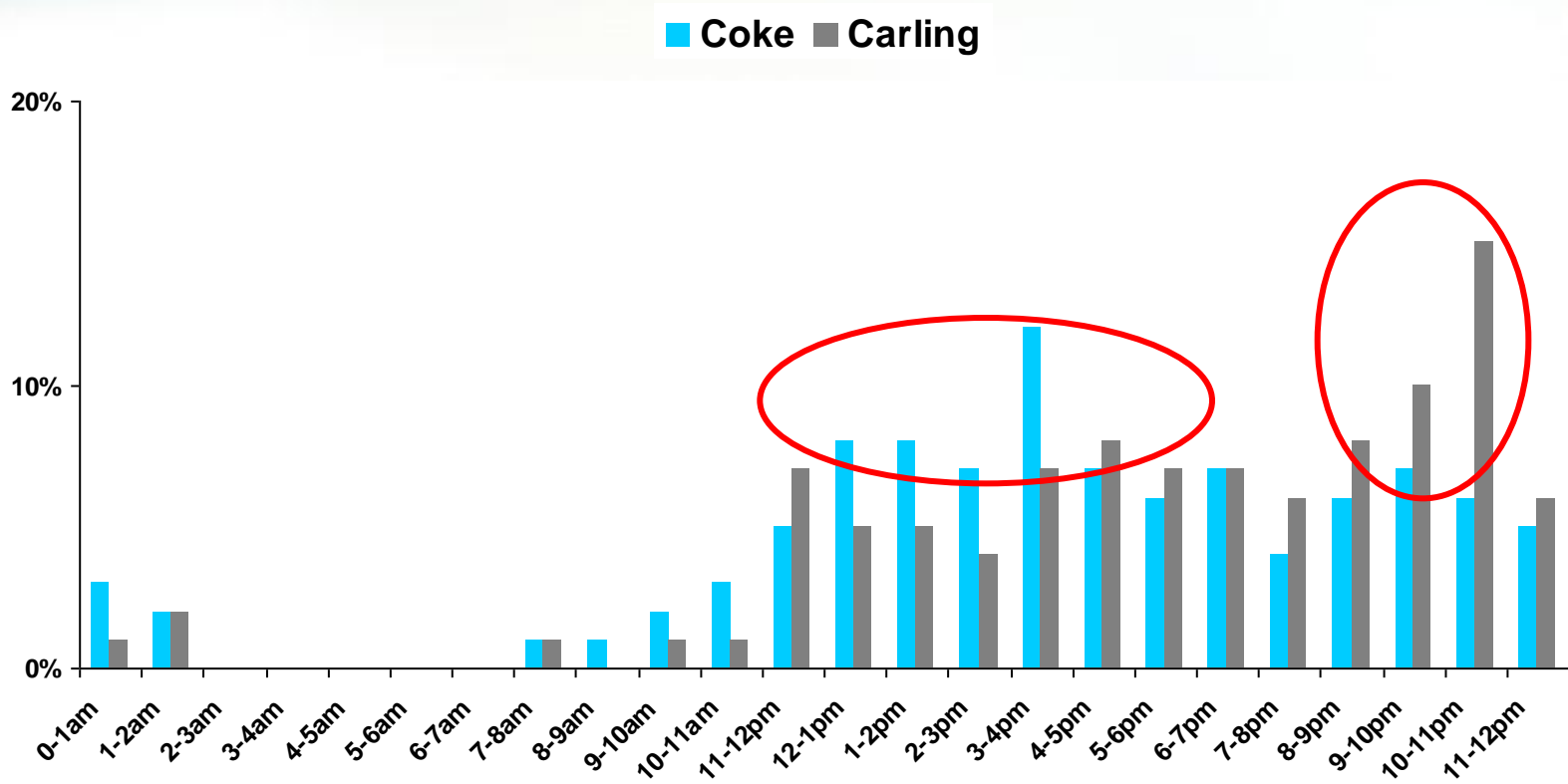


# Added richness on traditional media



“it had a dodgy slogan and was trying to be too witty”

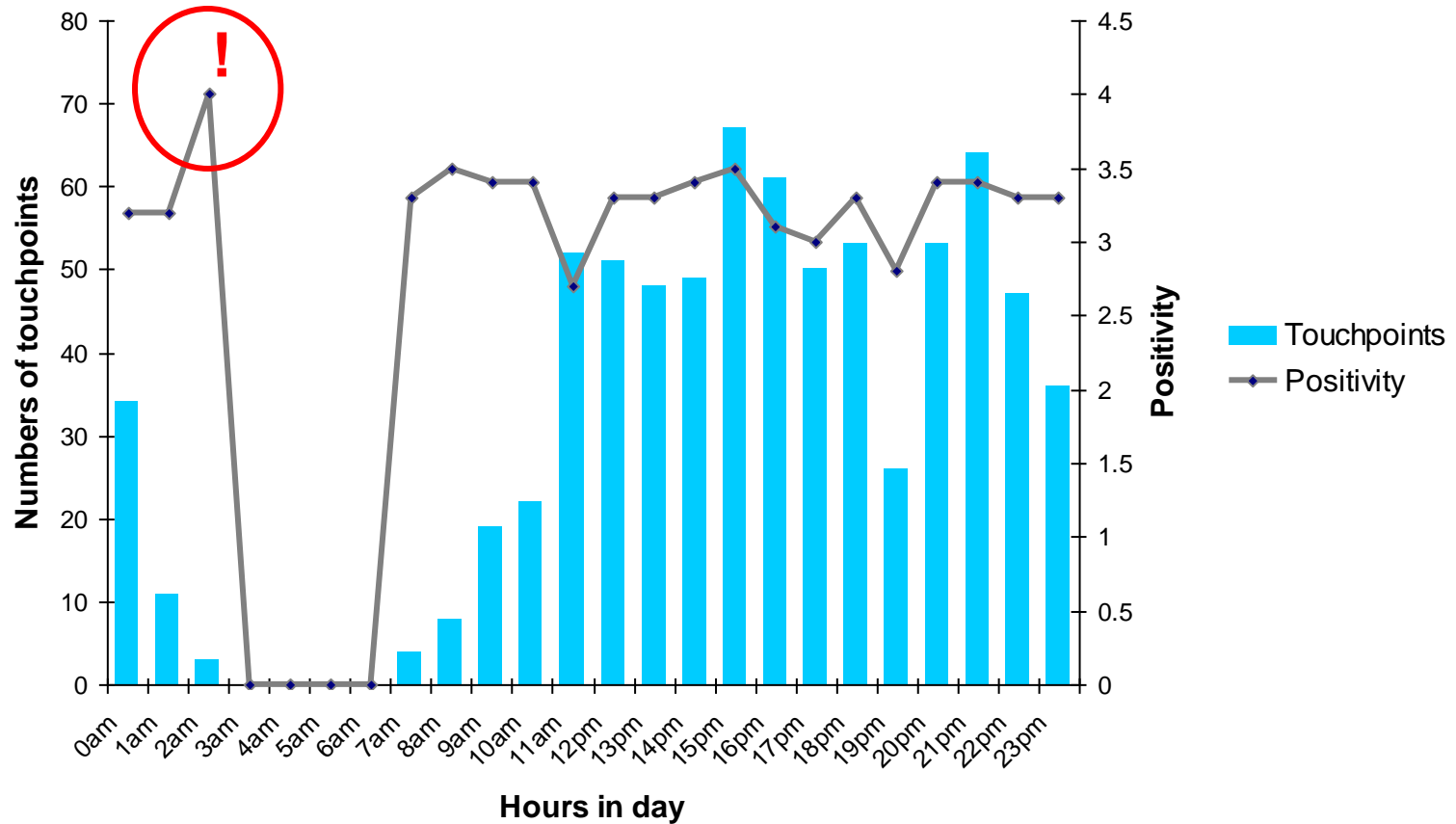
# Touchpoint timing varies by brand



Source : Mobile Tracking

# Receptive times for drinks

Drinks touchpoints and positivity by time of day



# MySMSDiary



Below you'll find your own personal record of the texts you've sent us. Some people will have sent pictures too, but please ignore this column if you haven't. As you go through this section of the survey we hope the diary will act as a prompt to your memory and help us gain a richer understanding of your own experience.

## my SMS diary

Save the changes

Add New

Date/Time	Brand	Brand (other)	Occasion	Occasion (other)	Feeling	Picture (jpg)	Comments	TextID
Monday 07-08-2006 22:53	Evian	Evian	Me purchasing		quite positive			
Tuesday 08-08-2006 14:10	Vittel	Vittel	Seeing in store		Neutral		Browse...	0372
06 14:12	Volvic	Volvic Touch of	Me purchasing		very positive		Browse... tasty	0374
Saturday 12-08-2006 13:05	Highland Spring	Highland Spring	Conversation		Neutral		Browse...	0798
Saturday 12-08-2006 18:37	Other	Shops own plain	Other use				Browse...	0800
Thursday 10-08-2006 18:34	Buxton Water	Buxton still	Other using		Neutral		Browse...	0801

Download pictures into diary

Add and amend data

Add comments

# Market Audits

- To understand the touchpoint dynamics in a market
  - Touchpoint Ratings
  - Reach
  - Frequency
  - Impact Index

# Brand Boards

## VOLVIC

### MAIN MESSAGES

#### Availability/distribution

"I found this brand easier to purchase as more places have it in stock. It made me feel more positive because of this."

#### Image

"Refreshing drink that will give you extra energy (voluntarily)"  
 "Innovative. Fun, good availability, easy to drink, there is more to the Volvic brand than I thought. Flavours etc. Lots to choose from."  
 "Summery drink"  
 "For people on the go"

#### Packaging

"Refresh - new bottle style that I hadn't noticed before"  
 "The best brand essentially the touch of fruit. Packaging appealing to customer and very nice tasting."

#### Advertising

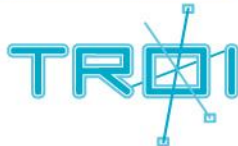
"Volvic is a brand that I feel is growing in stature. Its advertising campaign is at present extremely good humoured and enjoyable, and it makes the brand come across as fun and youthful. Volvic touch of fruit is another of my preferred brands"  
 "Only saw one advert, used to spotting more for the brand"  
 "I saw an ad for Volvic when flicking through a mag."  
 "They're trendy and easy drink. Touch of Fruit advert and advertisement".  
 "Volcanicity"  
 "Previous to this survey I liked the TV adverts very much but probably didn't see any during the survey period. I like the Volcanicity campaign. It's a really positive image of fresh clean healthy water."  
 "Don't like their ads"

#### Promotion

"Special offers on it all this summer"  
 "Promotions in shops for normal and flavoured waters"  
 "The supermarket display I saw brought the brand to my attention and it was on special offer so I thought it was good value"  
 "available in different sizes - and in money off combo deals"

#### Taste

"This is a great brand because they do flavoured flavours. Kids really enjoy it."  
 "It's better than juice."  
 "Made me want to try flavoured water whereas previously I would never have drunk it."  
 "Quite neutral response to my query to someone about whether they enjoyed it. Flavoured water... unlikely to try myself."



### STATISTICS

NUMBER OF TEXTS **153**

TOUCHPOINT RATING **25.7%**  
(% of texts in study)

REACH **50.7%**  
(% of people who saw touchpoint)

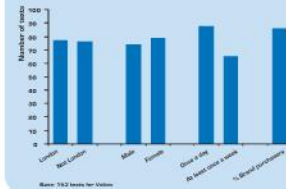
FREQUENCY **2.10**  
(avg. no. of times those people who saw were exposed)

IMPACT INDEX **25**



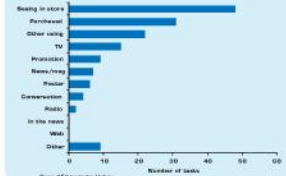
### Profile

Volvic text profile



### Occasions

Volvic text occasions



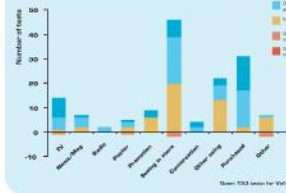
### Timing

Volvic touchpoints by time



### Feeling

Volvic touchpoints by feeling



### MOST POSITIVE TOUCHPOINTS

DATE: 0/8/2006 TIME: 13:07:00 DEVICE: Mobile OCCASION: Seeing in store FEELING: very positive	DATE: 0/8/2006 TIME: 03:47:33 DEVICE: Mobile OCCASION: Hearing/seeing ad FEELING: very positive	DATE: 9/8/2006 TIME: 17:58:00 DEVICE: Mobile OCCASION: Conversation FEELING: very positive	DATE: 16/8/2006 TIME: 18:44:18 DEVICE: Mobile OCCASION: Purchasing FEELING: very positive	DATE: 11/8/2006 TIME: 10:11:01 DEVICE: Mobile OCCASION: Seeing in store FEELING: very positive
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### MOST NEGATIVE TOUCHPOINTS

DATE: 08/08/2006 TIME: 08:17 DEVICE: Mobile OCCASION: TV ad FEELING: very negative	DATE: 11/08/2006 TIME: 11:46 DEVICE: Mobile OCCASION: Seeing in store FEELING: Quite negative	DATE: 07/08/2006 TIME: 10:15 DEVICE: Mobile OCCASION: Hearing/seeing ad FEELING: Neutral	DATE: 08/08/2006 TIME: 07:51 DEVICE: Mobile OCCASION: Seeing in store FEELING: Neutral
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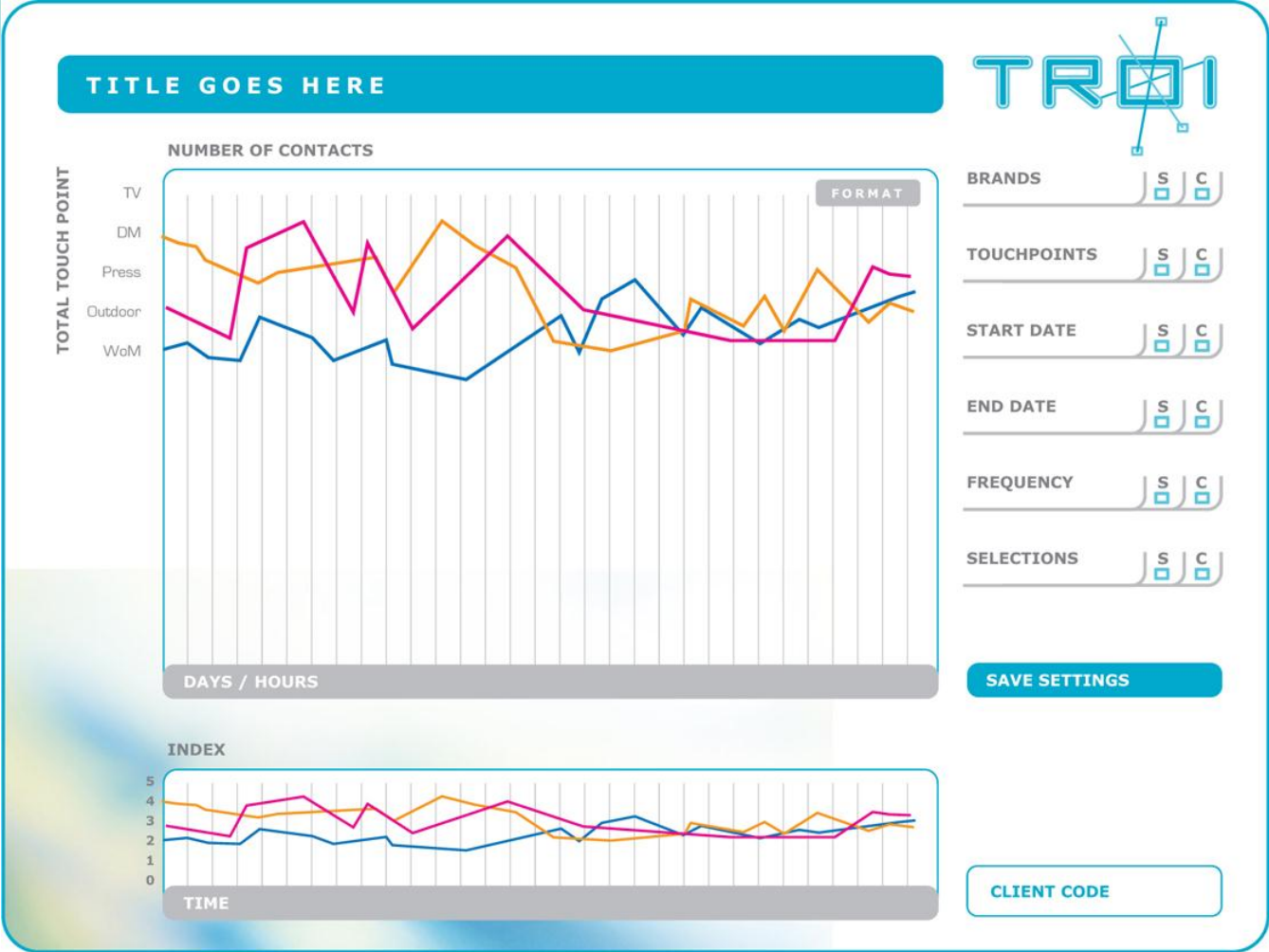
Volvic for kids

Volvic had promotion on side of bottle advertising music festival which interests me. Also display in supermarket re special multi buy on Volvic Touch of Fruit.

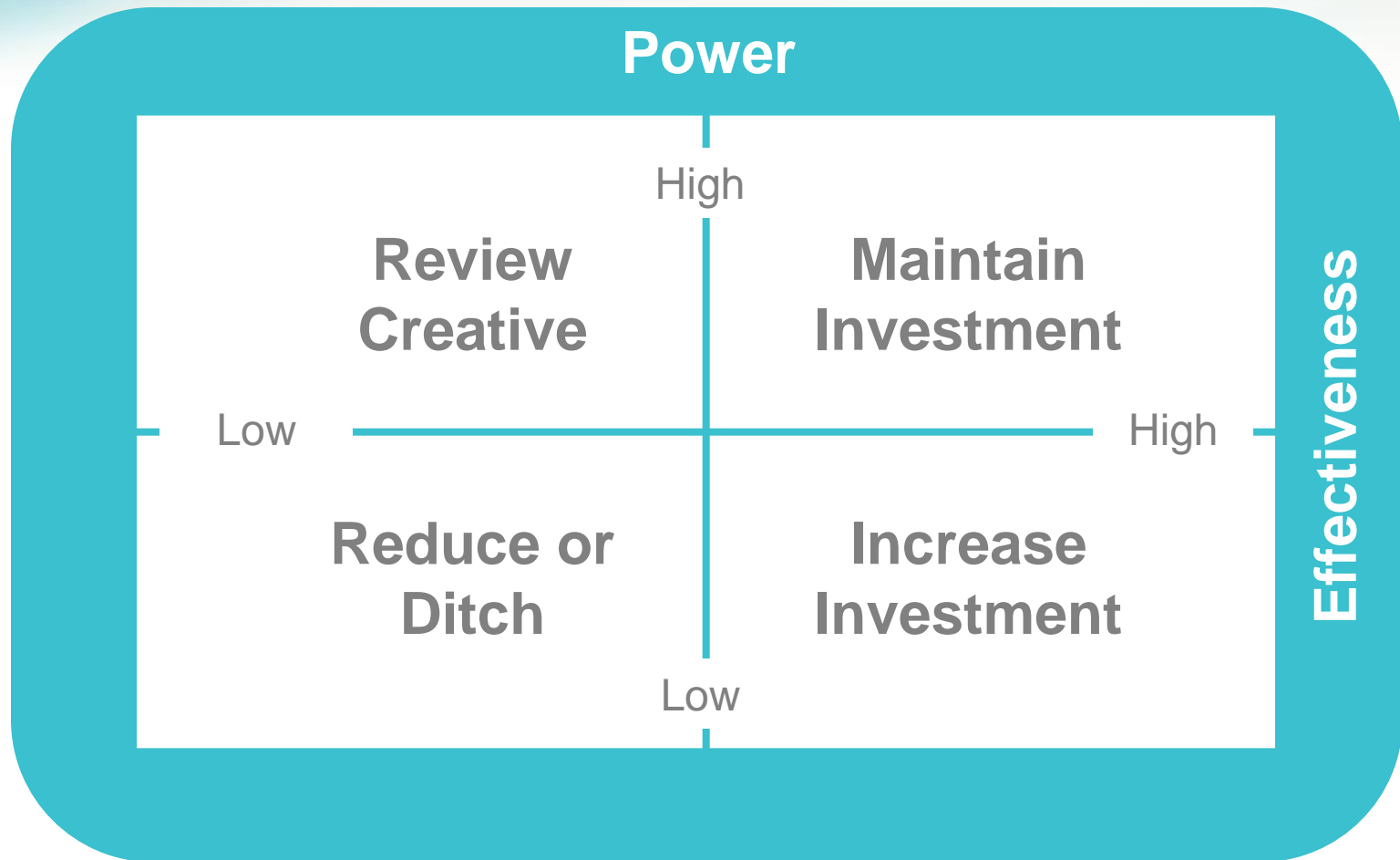
Volvic POS - you can't escape the taste - fills you with Volcanicity

"When I had a half day's holiday I was watching TV at home, when I saw a Volvic ad which triggered me to buy some."

# The Dashboard



# Spend Neutral Strategy Assessment



# Feeding insight into comms

- ROI and Touchpoint Ratings inform channel planning
- Receptivity and timings feed into scheduling
- Implications of less obvious touchpoints
  - Being Used
    - call to action communication around usage occasions
  - WOM
    - Upweight WOM generating touchpoints and encouraging Member Get Member

# Conclusion

New approach  
will challenge  
the way we  
think about, create,  
plan and buy  
communications

