Entertain a Cross-Platform Strategy: Facebook Drives Reach and Efficiency for Entertainment Campaigns

Jason LeBar, Head of Entertainment Measurement, Facebook Marketing Science

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Executive Summary

Entertainment marketers have relied on TV to deliver beautifully crafted stories to mass audiences for over 50 years. More recently, digital has joined TV as a place where marketers can reach the people who matter to them. As people increasingly discover content on both TV and digital, marketers who use Facebook to complement TV can extend audience reach and improve the reach efficiency of their campaigns.

To further explore how digital marketing complements TV, Facebook commissioned Nielsen to conduct a study on entertainment advertising campaigns in the US with TV networks, film studios and console gaming companies across traditional TV and Facebook platforms. This study was based on Nielsen’s Total Ad Ratings product and aggregated results from 15 cross-platform entertainment campaigns. The size of these 15 campaigns varied, ranging from 99 million–3.5 billion TV exposures on TV and a minimum of 22–134 million Facebook impressions on Facebook. The study focused on campaign reach among the target demographic groups and the efficiency of reach across TV and Facebook platforms, taking into account frequency and accuracy.

Findings from the study indicate that Facebook can help extend marketers’ TV investment by incrementally extending reach, improving campaign efficiency and helping marketers find key audiences that are hard to reach through traditional media channels, such as younger audiences.1

This white paper discusses the key findings in detail and offers implications for marketers on how to increase campaign reach and efficiency using a cross-platform marketing strategy with a large digital component, taking advantage of the value of complementing TV campaigns with Facebook. As media consumption evolves, recognizing the value of cross-platform campaigns can help marketers maximize the efficiency and impact of their TV and overall marketing investments.

Cross-platform campaigns extend audience reach

Cross-platform entertainment campaigns on TV and Facebook reached an average of 61.8 million targeted individuals, delivering an average target reach of 66%. Facebook campaigns complemented TV campaigns by extending the unique reach of the target audience of the TV plans of entertainment campaigns by an average of 20%. An additional 10 million people—who would not have been reached by the measured TV

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Key Findings

- **Cross-platform campaigns extend audience reach:** Advertising on Facebook extended the unique reach of the target audience of the TV plans of entertainment campaigns by an average of 20%, or an incremental 10 million people.

- **Facebook delivers high campaign efficiency:** The ability of Facebook to accurately target audiences and manage frequency resulted in an average of 10X higher efficiency in building unique reach when compared to TV.

- **Facebook helps target hard-to-reach audiences:** Facebook drives incremental reach among segments that are harder to reach on TV alone, such as younger audiences.

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campaigns alone—were reached as a result of an investment on Facebook. Facebook helped extend the unique reach of the target audience of the TV plans by 20%, even though the average number of Facebook impressions per campaign was only 69 million, compared to the average number of TV exposures per campaign at 1.4 billion.

Facebook helped extend the unique reach of the target audience of the TV plans for all of the entertainment sub-verticals included in the study (TV, films and console gaming): 21.5% on TV campaigns, 17.5% on film campaigns and 23.3% on console gaming campaigns. The incremental reach on console gaming campaigns was slightly higher than the aggregate average because the console gaming campaigns, on average, were often more narrowly targeted towards males ages 18–34 than the campaigns overall. The incremental reach was slightly lower across film campaigns than the aggregate average because film campaigns tend to have extremely large TV campaigns, leaving less room for Facebook to add incremental reach. However, in general, the incremental value that Facebook brings across entertainment sub-verticals is consistent with the aggregate average.

Facebook incremental reach

<table>
<thead>
<tr>
<th>Sub-vertical</th>
<th>Incremental Reach</th>
<th>TV Only</th>
<th>Cross-Platform</th>
<th>Facebook Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>21.5%</td>
<td>11,891,212</td>
<td>31,294,054</td>
<td>12,296,502</td>
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<tr>
<td>Film</td>
<td>17.5%</td>
<td>43,056,568</td>
<td>43,302,910</td>
<td>7,540,854</td>
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<td>Gaming</td>
<td>23.3%</td>
<td>20,515,809</td>
<td>6,544,114</td>
<td></td>
</tr>
</tbody>
</table>

**Facebook delivers higher campaign reach efficiency**

The study showed that combining TV and Facebook successfully built reach among target demographics. Facebook in particular was efficient in terms of quickly and effectively building that reach. To reach one unique target individual, Facebook needed an average 2.6 advertising exposures, compared to the average 27 exposures needed on TV. TV campaigns, which were much bigger than Facebook campaigns on average, lose some efficiency due to the size differential. In general, efficiency will go down as campaigns grow larger in size regardless of the platform as the ability to reach new unique people becomes more difficult and as reach levels grow with investment levels. However, the high on-target rate of Facebook and the ability of Facebook to allow marketers to manage frequency helps it deliver reach with 10X higher efficiency than TV.
2 key drivers in influencing the ability of Facebook to build reach 10X more efficiently than TV across these campaigns were:

- **High On-Target Rate**
  82.5% of all Facebook impressions served went to the target demographic, 2.5X higher than that of TV.

- **Managed Frequency**
  On Facebook, marketers can manage frequency more actively than on TV. As a result, the average target frequency on Facebook in the study was less than half of TV.

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**Facebook helps to find hard-to-reach audiences**

One of the strengths of Facebook is its ability to target segments that are more difficult to reach on TV alone, such as younger audiences (ages 18–34) that are spending less time on TV.¹

Facebook extended the unique reach of the target audience the most for younger audiences. TV reach was also the lowest for younger audiences. Facebook delivered an average of 13.4% in Facebook-only reach for target audiences ages 18–24 and 9.4% for audiences ages 25–34. These people would not have been reached had these
campaigns only used the TV portion of the plan. Furthermore, the audience reached on Facebook campaigns skewed towards a younger demographic than TV. 69% of people reached on Facebook were within the ages of 18–34, compared to 26% of those reached on TV.

Average target unique audience reached (by age)

The study also found that Facebook is effective at reaching light TV viewers. More than 1 in 3 (35.9%) of those reached on Facebook were light TV viewers (defined as the bottom third of TV viewers based on total viewing time). The audience reached on Facebook included more light TV viewers (35.9%) than TV (28.7%).

Unique audience of TV viewers reached on Facebook based on total viewing time
Conclusion
As people spend more and more time online, there is a growing need for entertainment marketers to engage with audiences on both TV and digital platforms. To maximize audience reach and campaign efficiency, marketers across Facebook entertainment sub-verticals can use cross-platform campaigns. The results of this study show that complementing TV campaigns with Facebook campaigns can add value and improve total campaign performance for entertainment marketers.

Success Story: STARZ

To help launch its new drama series “Outlander,” Starz used a cross-platform strategy of complementing TV campaigns with Facebook, extending the reach of the target audience of TV by 90%, or an incremental 11.3 million people.¹

About Starz
Starz flagship premium cable network, STARZ, provides viewers with a dynamic combination of hit movies and an expanding roster of original entertainment programming.

The goal
Starz wanted to build awareness and drive tune-in for “Outlander,” its new drama series based on Diana Gabaldon’s popular historical time travel series of novels. In anticipation of high-acclaim for “Outlander,” the network also wanted to elevate Starz as a premium content producer.
The solution
On premiere day, Starz used the wide reach of Facebook and key placement of video creative to bring the story of “Outlander” to life for people most likely to be interested in watching the series, especially US women ages 25–54.

The results
Facebook extended the unique reach of the target audience of the TV plans by 90%, or an incremental 11.3 million people.¹ Using Facebook, Starz was able to drive efficient video views at scale (8.3 million video views), with the majority of those views (89%) on mobile.²

Facebook also drove incremental reach among segments that are harder to reach on TV alone, such as younger audiences and light TV viewers. Incremental reach was highest among younger audiences, as Facebook provided 161% incremental reach to TV for women ages 25–34.¹ Furthermore, 29% of the people reached on Facebook were light TV viewers.¹

Starz was able to reach potential viewers of “Outlander” on Facebook based not only on their age and gender but also on their knowledge of the show, their affinity for other books and their preferences for other shows, movies and genres.

The success of Starz on Facebook helps demonstrate the value of using a cross-platform marketing strategy that complements traditional TV campaigns with Facebook.

“Facebook is a platform that has the scope of a mass-reach vehicle and the power to hyper-target audiences—all in an incredibly efficient way. It’s a platform that is becoming increasingly important in our promotion of new and returning STARZ originals. Specifically, we use Facebook both to expand the reach of our tune-in campaigns and to target existing and potential viewers with more precision.”

—Alison Hoffman, EVP Marketing, Starz

Sources:
¹ Nielsen, Custom Total Ad Ratings Analysis, Sep 2014.
² Facebook internal data, Jan 2015.
**Key Takeaways for Marketers**

1. Extend reach beyond TV using cross-platform campaigns:
   Advertising on Facebook extended the unique reach of the target audience of the TV plans of entertainment campaigns by an average of 20%, or an incremental 10 million people. As device and platform options increase, marketers should entertain a cross-platform strategy to maximize reach and ensure their messages go where their audiences are.

2. Drive campaign efficiency using Facebook:
   The ability of Facebook to accurately target audiences and manage frequency resulted in 10X higher efficiency in building unique reach when compared to TV. With greater audience on-target rates and lower frequency, Facebook can help marketers reach target audiences more efficiently.

3. Reach people you aren’t reaching on TV:
   Facebook drives incremental reach among segments that are harder to reach on TV alone, such as younger audiences. As younger audiences and light TV viewers spend less time watching TV, marketers can use Facebook to drive incremental reach for these hard-to-reach segments.

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**Sources:**
“Cross-Platform Entertainment Campaign Analysis” by Nielsen (study commissioned by Facebook), Mar 2015. This was a study of people ages 13+ that analyzed 15 entertainment (TV/film/console gaming) campaigns across TV and Facebook (desktop and mobile) in the US. The 15 campaigns had an average size of 1.4 billion exposures on TV and 69 million impressions on Facebook and were intended to reach a variety of demographic target groups, with people ages 18-49 being the most common demo target. “TV-only” refers to TV plans for the 15 campaigns in the study.

1 Nielsen's Q4 2014 and Q3 2014 Total Audience reports show that time spent on live and time-shifted TV has decreased 16% year over year for people ages 18-24 and 10% for people ages 25-34.