



Innovation award

Winner
**TNS Media Intelligence Cymfony –
Super Bowl Ads**

Although not commissioned by a client, TNS Media Intelligence Cymfony conducted a groundbreaking analysis of the impact of advertising during America's Super Bowl.

Drawing on social media as well as more traditional outlets, TNS Media Intelligence Cymfony was able to assess what did and did not work for advertisers. It discovered a strong correlation between traditional media coverage and social media discussion, and identified the top 100 social media sites for both pre and post-game discussion.

The judges found that the research, which has since been sold to several major advertisers, 'had real value for advertisers' who pay up to

€3m (£2.4m) for just 30 seconds of airtime during Super Bowl. One added: 'Top marks for the idea and the execution.'



International members' award

Winner
GlobalNews Group – BBVA

The quarterly evaluation of BBVA's media coverage in Latin America produced alongside an analysis of the political, economic and social context of each country was 'applauded' by the judges.

'Any operation in this region cannot realistically be judged without taking into account the geo-political backdrop,' they added. 'This represents a sophisticated and informal approach to understanding coverage in the region.'

The evaluation enabled BBVA to plan a regional press management strategy, and has become a key tool in the development of its media presence. It soon emerged that implementing a similar strategy and

even having the same information to communicate led to very different results in the countries.

The judges found this to be 'a very big picture view of media, aided by innovative use of political and social analysis'.



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Best use of measurement for a single event

Gold award TNS Media Intelligence Cymfony – Super Bowl Ads

Super Bowl, the championship game of America's National Football League, attracts in excess of 90m viewers and advertising rates can reach €3m for just 30 seconds of airtime. In what the judges described as 'a comprehensive analysis of social as well as traditional media', TNS Media Intelligence Cymfony considered discussions surrounding advertisers for this year's Super Bowl to determine which strategies were most effective in getting positive discussions about brands both before and after the game. The research, which the judges predicted would become 'a benchmark for the future', focussed on favourability towards each brand's advertisement and its association with Super Bowl. The results were combined with an online survey of viewers, who were polled on recall, likeability, brand impact and effect on their future brand consideration of the

79 adverts that aired. The analysis found that traditional media accounted for 80 per cent of the pre-game coverage volume and 57 per cent post-game. It concluded that pre-game coverage enhanced return on investment because fewer brands compete for attention, social media discussion is stimulated in a 48-hour post-game window and most post-game discussion highlights brands covered pre-game. The 'innovative approach to crediting some metrics around a unique event' determined the top 100 social media sites and classified these according to topic and demographic. TNS Media Intelligence Cymfony has recommended that 2009 advertisers pre-test Super Bowl advertisements for likeability, promote it early and often but retain some element of mystery. The judges concluded this was 'an intellectual piece of work that really could have value'.

Silver Echo Research – Airbus SAS

Bronze Durrants – Disasters Emergency Committee

Metrica – London Development Agency



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