

**Content Marketing**

**Determining The Impact Of Creative On Media Outcomes**

**Roundtable Summary**

Uncover barriers to viewing the complete picture. Who is doing it right and how?

Brands tend to view creative and media investments and outcomes in isolation when together they both play major roles in driving sales impact and building brand equity. What are the barriers that marketers face in looking at ad effectiveness in totality and why?

In this session we will discuss and share perspectives around the following questions;

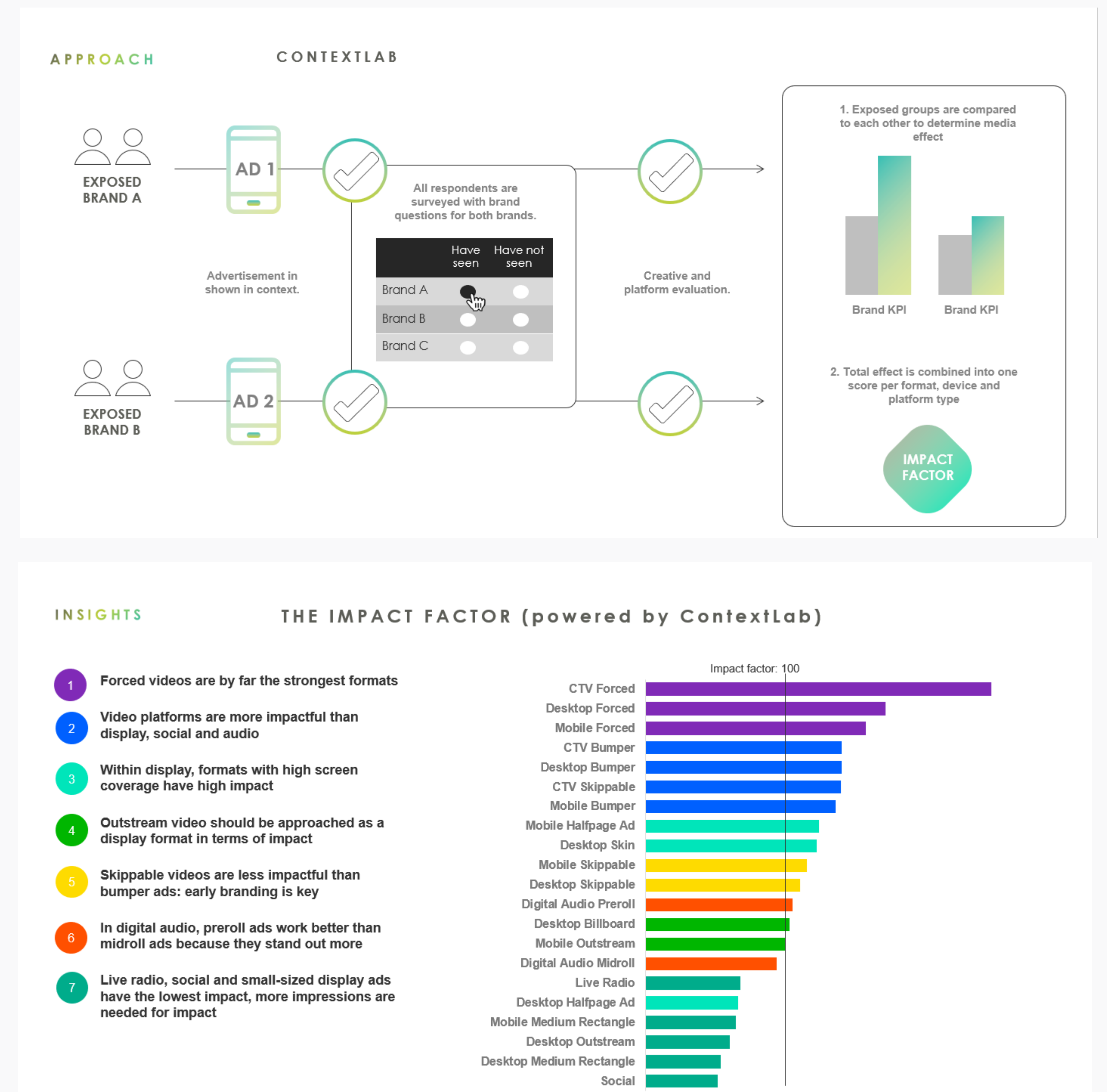
- How do brands view the role of creative in driving short-term sales and long-term brand outcomes?
- How do brands measure creative and media investments against ROI?
- How do brands bring together creative and media insights for the same campaigns?
- How are brand increasingly using predictive technology to make their decisions?

**Background Context**

In the current media landscape, the efficacy of awareness campaigns is often evaluated based on metrics such as impressions, reach and frequency. However, one impression's impact could differ greatly by platforms due to screen size, ad saturation and volatility.

GroupM partnered with MeMo<sup>2</sup>/Kantar to develop an in-depth metric to evaluate the awareness impact of advertising efforts, leading to the development of a new media currency, the QRP. It allows GroupM to make informed decisions about budget allocation and optimise crossmedia campaigns for maximum impact for advertisers.

In 2022, we've effected 3 large scale ContextLab studies to test crossmedia scenarios and we uncovered key new insights about impact for Video on Demand, Local News and Audio platforms. In 2023, we plan to expand discover insights about Social, Outdoor, Retail Media and TV.



**Roundtable Chairs**



**Steve Silvers**  
EVP, Product Development, Global Media & Creative, Kantar  
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**Remon Buter**  
Chief Investment Officer, GroupM  
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Steve Silvers is a respected leader in global advertising and marketing technology with significant experience building scalable data platforms and driving growth and efficiency in big data businesses. He is currently Executive Vice President, Creative and Media Solutions at Kantar, responsible for the growth strategy and product innovation of the business. Kantar's Creative and Media Solutions Group includes industry leading measurement products, such as Link creative development and evaluation and Brand Lift Insights and ContextLab campaign effectiveness measurement tools, and other ad measurement and targeting solutions.

Remon has more than 30 years experience in the world of Media agencies with Initiative media, Magna Global and GroupM. Nowadays he is the Chief Investment officer of GroupM, part of the EXCO, where his responsibility is aimed at creating media investment value for its advertisers. Remon is a recognised organizer of some of the best media conferences, as an example, he is successfully presenting yearly forecast on media trends and spends in the Netherlands. He is responsible for initiating one of the biggest cross media research on awareness impact working close together with Kantar and which has won already several media awards.