

THE IPA TOUCHPOINTS INITIATIVE – IN PRACTISE

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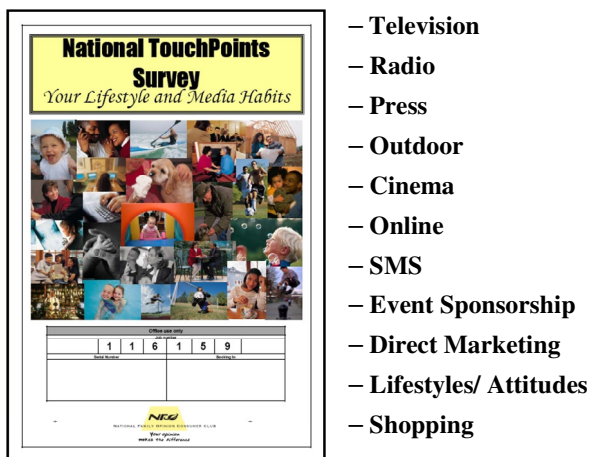
INTRODUCTION:

The IPA TouchPoints Initiative is one of the most talked about media research projects in recent years.

The TouchPoints Initiative is being led by the UK communication agencies through their trade body, the IPA. It has been specifically designed to address the increasingly consumer centric, multi-media communications future against a background of single media based industry measurement tools.

The first TouchPoints Initiative was launched in two stages, the first in March 2006 and the second in October 2006. March 2006 saw the launch of the IPA TouchPoints Hub Survey. The Hub Survey is an innovative research study which was carried out by TNS. 5000 adults aged 15+ living in Great Britain each completed a 48-page questionnaire which covered their media usage, attitudes to media, lifestyles, attitudes and shopping habits (Fig. 1).

Fig 1: Self Completion Questionnaire



Each respondent also completed a seven-day PDA-based diary in which they recorded where they were, who they were with, their main activities, media usage and mood each half hour (Fig. 2).

Fig 2: PDA Diary

By half hour:

- Where were you?
- Who were you with?
- What were you doing?
- And were you doing any of these?
- (media consumption)
- Mood

At the end of the day:

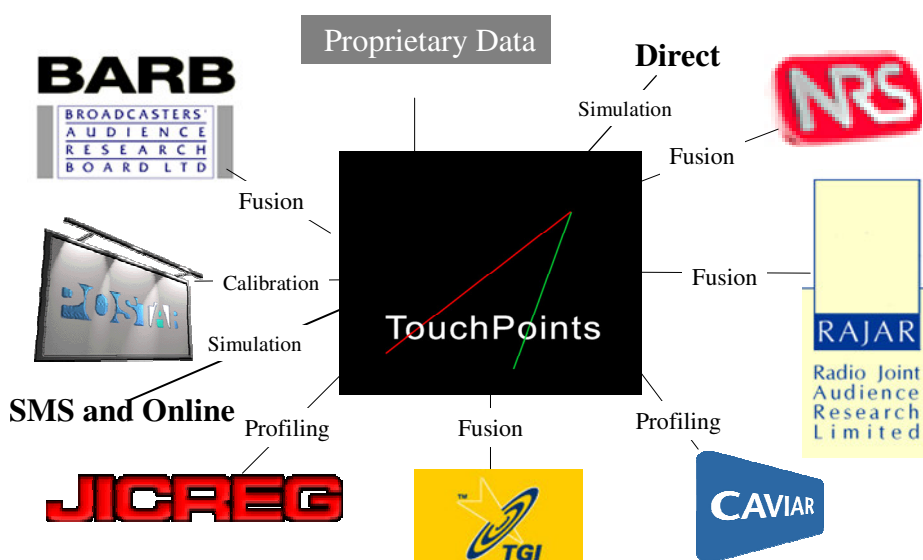
- Cinema going
- Advertising mail
- Telemarketing calls received
- Commercial text messages received



Together this has produced an extremely rich, inter-relational, time-series database which gives an overview of how people spend their daily lives and how their media usage fits into these patterns.

The second database, the IPA TouchPoints Integrated Planning Database was launched in October 2006, this was the result of taking the TouchPoints Hub Survey and using this as a ‘hub’ onto which the UK industry currencies - BARB (television), NRS (national press), JICREG (regional press), RAJAR (radio), CAVIAR (cinema) and POSTAR (outdoor) – were integrated (Fig. 3).

Fig 3: The integration process



In addition to this, the Target Group Index (TGI) was also integrated onto the Hub to provide product and brand usage data. Using the data from the Hub Survey, we also simulated planning currencies for online, SMS and Direct since no recognised industry currencies currently exist for these media. The result of this is the first, industry available, multi-media channel planner.

The TouchPoints Initiative has received a tremendous response from its users. In total, over 40 companies have sponsored TouchPoints, 29 of these are agencies - media, creative, digital and direct and the remainder are a wide range of blue- chip media owners and a research consultancy (Figs. 4&5).

Fig 4: IPA TouchPoints Founding Sponsors

Agencies (IPA MFG)

- Initiative
- MediaCom
- Mediaedge: CIA
- Media Planning Group
- MindShare
- OMD UK
- PHD Media Ltd
- Starcom MediaVest
- Universal McCann
- Vizeum
- ZenithOptimedia

Media Owner

- AOL (UK) Ltd
- BBC
- Chrysalis Radio
- J C Decaux
- The Guardian
- ITV
- News International
- smsgACCESS
- Tesco Media Services
- Wanadoo

Fig 5: IPA TouchPoints Sponsors

Agencies – Media	Agencies – Creative
All Response Media	BBH
BJK&E	Fallon
BLM	Publicis
Brilliant Media	Agencies – Direct
Carat (inc Carat Insight)	AIS
Feather Brooksbank	Agencies – Digital
John Ayling and Assoc.	i-Level
MediaVest Manchester	Wheel
MGOMD	Media Owners
Naked	Associated Newspapers
PHD North	Flextech Television (inc. UKTV and ids)
Universal McCann	Yahoo
Walker Media	Other
	Future Foundation

2. USING THE TOUCHPOINTS DATABASE

The TouchPoints databases are an extremely rich source of contextual planning data and can be used by agencies and media owners throughout the whole planning and negotiation process from initial discovery through to post campaign analysis.

There are number of case studies showing how TouchPoints has already been used which are available via the IPA website - www.ipatouchpoints.co.uk. Earlier this year the IPA hosted a half day seminar where a range of TouchPoints users showed how the data is being used in a variety of different ways. The presentations from this seminar are also available on the IPA website. The work covered included fusion of TouchPoints with an agency proprietary database, a demonstration of a bespoke agency system which has been designed to simplify data analysis, a data sementation analysis and some examples of how TouchPoints has been used to win business for an agency and a media owner.

2.1 Evaluating multi-media plans using the integrated database

The Integrated Planning Database is beginning to prove useful in many ways. One of these applications is in the evaluation of multimedia plans. As personal probabilities have been attached to each of the respondents we can analyse the impact of plans across different media with much more robustness and rigour than has been possible to date.

When TouchPoints was conceived as an idea, it was believed that the Integrated Database would be the main element and ultimate goal of the project. While that is still true, it is fair to say that the Hub Survey has been a fantastic source of consumer insight, uncovering countless new ideas and ways of defining, analysing and interrogating audiences.

For advertisers, agencies and media owners this is a way of assessing the overall coverage and frequency delivered by multi-media solutions which are more and more the norm these days. We can look at how different media add to the schedule, where unique cover and frequency is coming from and the cost of additional coverage.

2.2. CASE STUDIES.

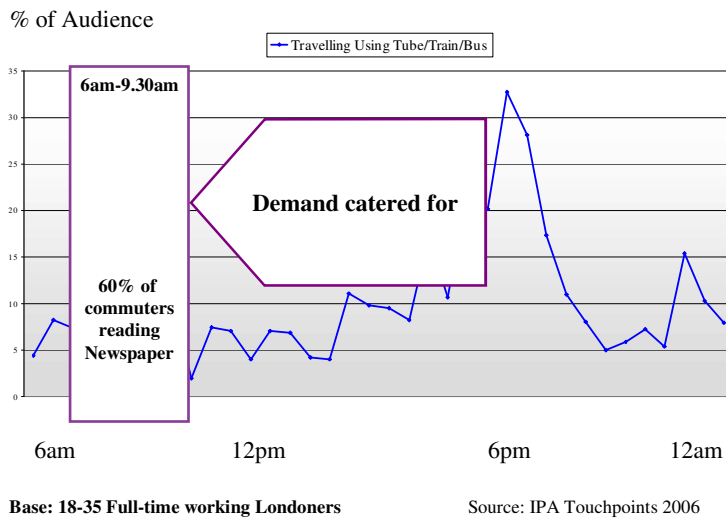
The next section of this paper explores some ways in which TouchPoints data has been used in a very commercial way. We are indebted to News International for allowing us to use their case studies.

2.2.1 The launch of the London Paper, Case Study

TouchPoints was used extensively in the work prior to the launch of thelondonpaper. A year in the planning this was Rupert Murdoch's first newspaper launch in the UK. The proposition was to launch an afternoon free newspaper for London. It would be a lighter type of paper with shorter, image led features with entertainment and urban survival at its heart. It would be delivered by targeted street and office merchandising and it would focus on young, affluent and urban consumers working in central London.

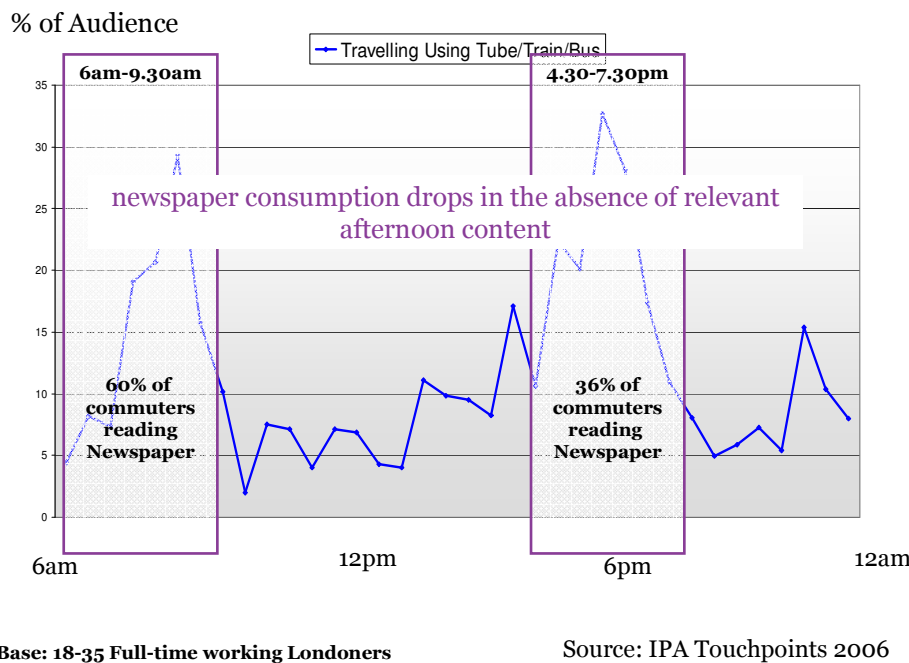
Using TouchPoints, News International were able to track their key audience of 18 to 35 year old working Londoners and find out when they are using public transport during the week, (see Fig 6)

Fig 6: 18 – 35 year old working Londoners using public transport



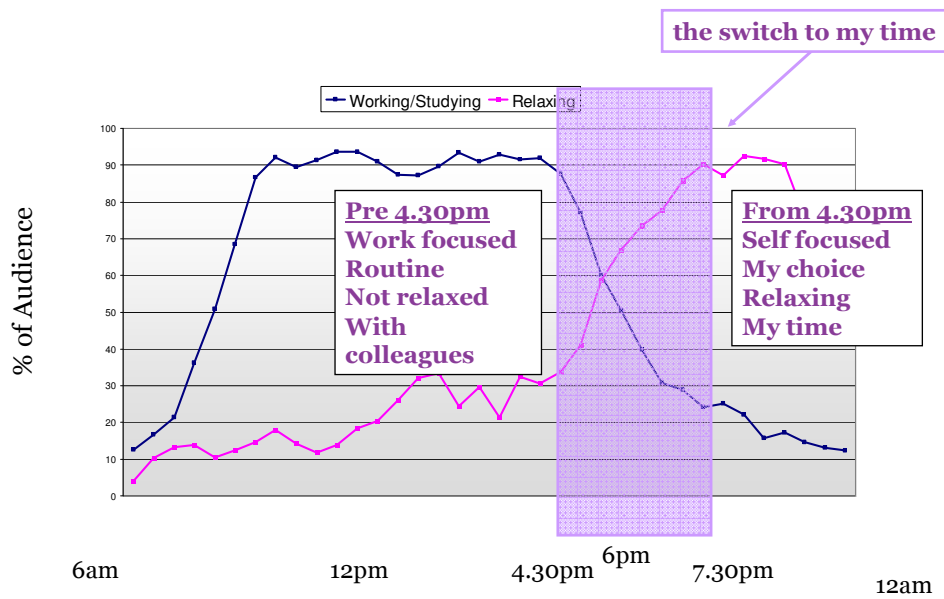
There are two peaks in the morning and again in the afternoon. These highlight the two commuting windows. In the first window (6 to 9:30 am), 60% of commuters are reading a newspaper. When we look at the second commuting window (4.30 to 7.30 pm) this figure drops to 36%, (see Fig 7) This figure was backed up by News International’s own research which showed that the main activities in the evening commute were reading a book, listening to music and staring into space.

Fig 7: 18 – 35 year old working Londoners using public transport



TouchPoints allowed for some more in depth analysis. It allowed News International to look more closely at the working habits of the target market and also to find out when they are relaxing. TouchPoints showed that relaxation really starts from around 4.30 pm, a time when the mind wanders to life outside of work. Pre the 4.30 slot people are work focussed, in a routine and with colleagues. Post 4.30 pm, people start to think more about themselves and what their plans might be for the evening. TouchPoints showed that the afternoon commute is very different from the morning commute (see Fig 8). For most, the afternoon commute is about going to do what you want to do – going home, visiting the cinema, going to the gym or simply going out with friends. All of which means people are generally more relaxed on their way back from work.

Fig 8: 18 – 35 Full time working Londoners, working/studying vs relaxing



Base: 18-35 Full-time working Londoners

Source: IPA Touchpoints 2006

News International wanted to develop a paper that would match this mood. Using TouchPoints helped News International develop their hypothesis that there was room in the market for an afternoon/evening newspaper in London and also helped to shape the type of editorial style and content.

2. 2 The IKEA Case Study, the Retail Weekend

Retail advertising in the News of the World was falling as advertisers utilised Thursday, Friday or Saturday papers for the weekend shopping which they considered to be consigned to Saturday afternoons.

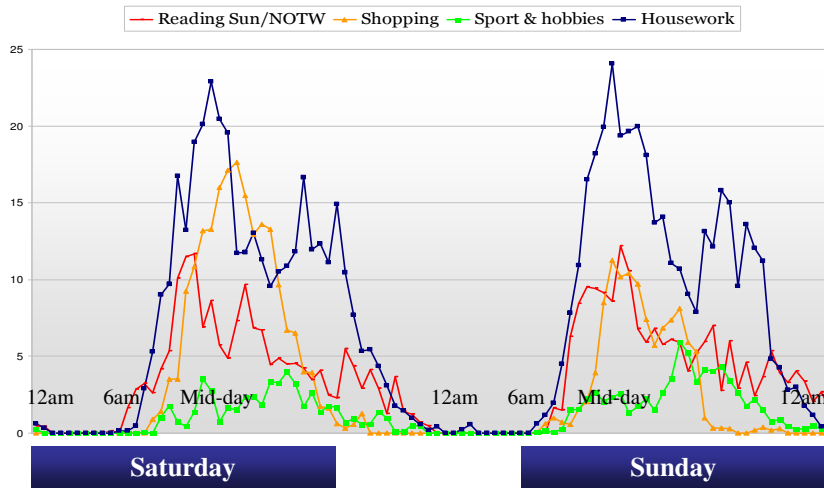
IKEA have traditionally used a combination of regional and national print but have not included the News of the World on the schedule. News International successfully used TouchPoints to demonstrate why the News of the World should be included on the schedule for the first time, representing a significant increase in revenue for them.

There are a number of dynamics to this case study. Firstly a perception that Sunday is not a major shopping day – it is accepted that Saturday is the primary shopping day of the week. TouchPoints allows us to challenge this assumption from the perspective of News of the World readers by overlaying patterns of shopping over the weekend compared to other typical activities such as housework, sports and hobbies and of course reading newspapers. Quoting Erwin Ephron, in Recency Planning, “Most advertising works by influencing the brands selected by consumers who are ready to buy; the media goal is to reach as many consumers as possible to reach the few that are in the market at any time”.

Housework (and odd jobs around the house) is far and away the most popular weekend pastime. However, shopping competes well for consumers’ weekend free time. (Fig 9)

Fig 9: Sunday Shopping

Sunday shopping as an attractive proposition



Base: Saturday Sun / NOTW Readers (AIR)

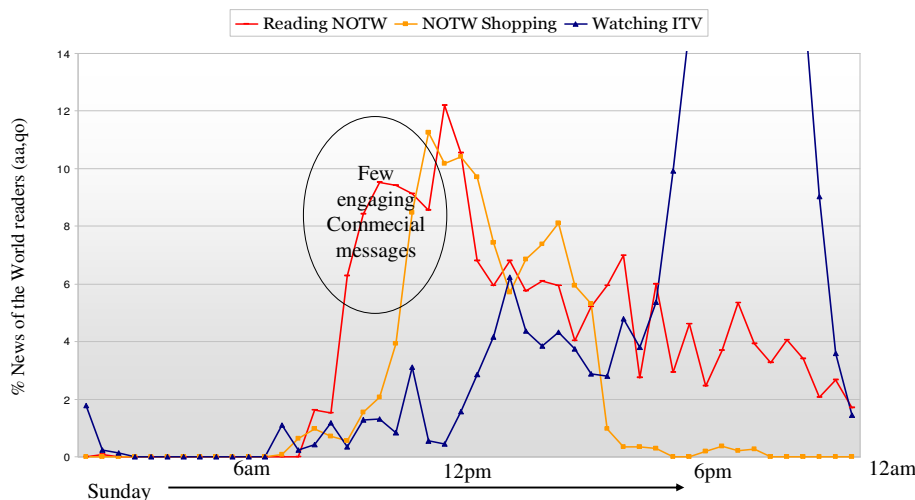
Source: IPA Touchpoints 2006

63% of Saturday Sun readers go shopping on a Saturday which equates to 4.8 million people. 41% of News of the World Readers go shopping on a Sunday which equates to 3.4 million people.

News of the World readers read the paper habitually quite early on a Sunday and going shopping occurs within two hours of reading the paper. There are few other commercial messages within this relaxing morning period, and again the News of the World delivers. By 11.30, the main shopping peak nearly half of the News of the World readers have already read the paper (see Fig 10).

Fig 10: News of the World (AA, QO) read then Shop

News of the World (AA, QO) read then shop



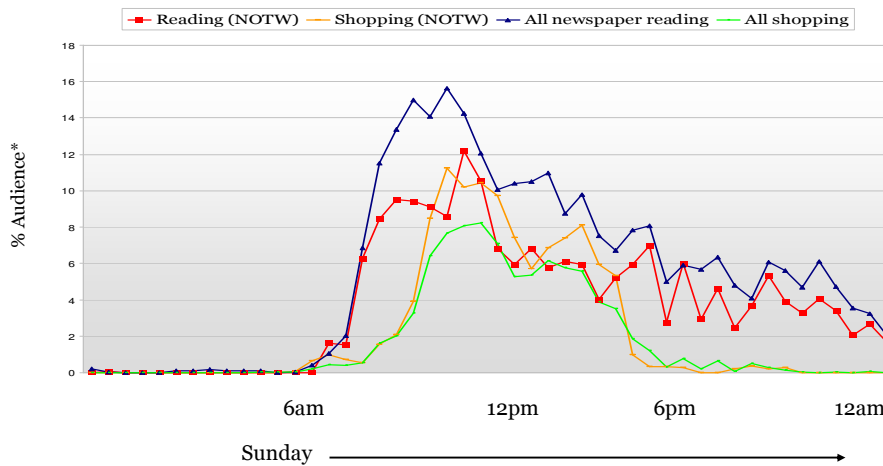
Source: IPA Touchpoints 2006

If we compare News of the World readers vs. All adults (see Fig 11) we see that whilst the proportion of readership of all newspapers is slightly higher than that of News of the World readers, this is to be expected given the inclusion of the quality titles with their number and variety of sections.

News of the World readers are much more disposed to going shopping than all newspaper readers, showing a more efficient penetration of Sunday shoppers.

Fig 11: News of the World readers compared to all adults

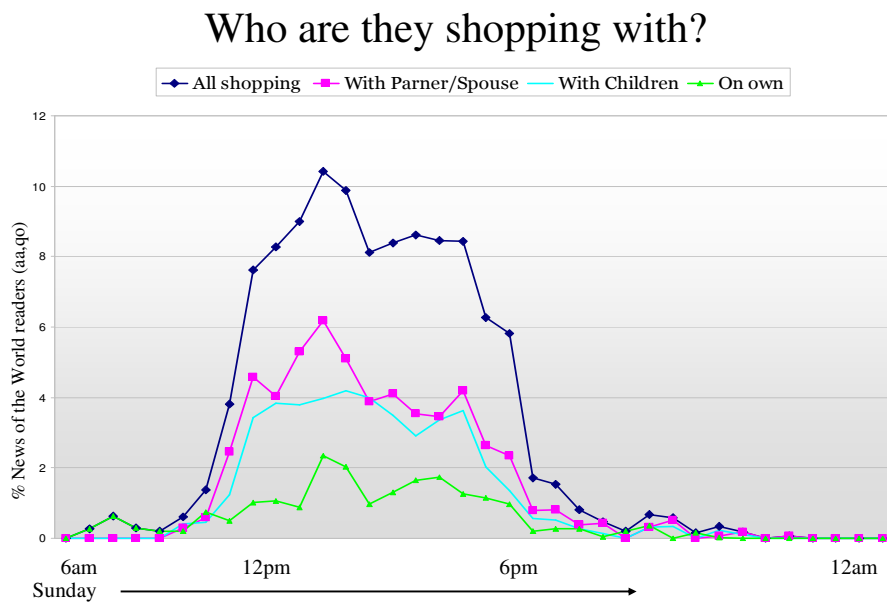
News of the World readers compared to all adults



Base NOTW Readers (aa,qo), All Sunday newspaper readers adults Source: IPA Touchpoints 2006

TouchPoints was also used to help News International better understand the shopping occasion. Who are these people with when they are shopping? Was this a shared occasion? The data showed that Sunday shopping is a family occasion which is ideal for making considered purchases - ideal for IKEA. News of the World readers are likely to be shopping with their spouse and or their children. This would suggest that Sunday shopping as very much a family occasion (see Fig 12) This finding matched News International’s own internal research which found that Sunday shopping index higher as a day for considered purchases which often includes commitment from the whole or part of the family.

Fig 12: Who are they shopping with?



Source: IPA Touchpoints 2006

So, in summary using TouchPoints data News International was able to prove to IKEA that Sunday is a shopping day for News of the World readers. They showed that readers go shopping within two hours of reading the paper and by the main shopping peak (11.30 am), nearly half the readers have already read the paper. News of the World readers go shopping more than average newspaper readers and when they go shopping it is a family occasion which is ideal for considered purchases.

Having proved the point that the News of the World can deliver valuable shoppers to IKEA it is also possible to show how this works in terms of a media schedule.

Looking at IKEA activity from January to June 2007 IKEA spent around £1.7m (at ratecard prices) using a combination of regional and national print titles. Regional print has been used tactically to support local stores and national print has been used to build cover and frequency nationally. This is a great example of regional and national print working together in harmony.

In total 30 titles were used in the campaign. For the purposes of this analysis The London Paper was excluded because it was launched after TouchPoints and therefore is not available for analysis.

The original campaign was made up of 73 insertions in regional titles and 28 insertions in national titles, giving a total of 101 insertions. The News of the World was not included.

Building the campaign using Touchpoints data allows us to analyse both regional titles using the data integrated with JICREG and national titles fused with NRS we achieve the following results against a target of All Adults (Fig 13).

Fig 13: Campaign excluding News of the World

Total Reach	67%
Frequency	4
Highest Exclusive reach	
Sun	13%
Mail on Sunday	4%
Daily Mirror	4%
Daily Telegraph	3%

If we then include the News of the World in the campaign, the results change as shown in Fig14. We now have 73 insertions in regional titles and 31 in national titles. We have included the News of the World with 4 insertions.

Fig 14: Campaign including News of the World

Total Reach	70%
Frequency	5
Highest Exclusive reach	
Sun	6%
Mail on Sunday	4%
Daily Mirror	3%
News of the World	3%
Daily Telegraph	3%

By including the News of the World in the campaign our reach and frequency levels have increased. The News of the World is delivering similar exclusive reach levels to the Daily Telegraph and the Daily Mirror, all good reasons to include the News of the World on the schedule.

However, TouchPoints allows us to take this a stage further by utilising the fusion with TGI. TGI includes respondents who bought household furniture or furnishing from IKEA in the past three months. It also includes respondents who own an IKEA store card. Thus we can far more tightly target our audience. Taking the original campaign of 101 insertions in regional and national print but excluding the News of the World the two IKEA targets deliver as shown in Fig 15.

Fig 15. Campaign excluding News of the World for IKEA targets

	Bought household furniture or furnishing from IKEA in past 3 months		Own an IKEA store card	
Total Reach	66%		67%	
Frequency	4		4	
Highest Exclusive Reach				
	Sun	13%	Sun	10%
	Mail on Sunday	4%	Mail on Sunday	7%
	The Times	3%	The Times	5%
	Daily Mirror	3%	Daily Telegraph	3%
	Daily Telegraph	3%	Daily Express	3%

If we then include News of the World with 4 additional insertions against the IKEA targets the results are as shown in Fig 16.

Fig 16: Campaign including News of the World for IKEA targets

	Bought household furniture or furnishing from IKEA in past 3 months		Own an IKEA store card	
Total Reach	70%		68%	
Frequency	5		5	
Highest Exclusive Reach				
	Sun	6%	Mail on Sunday	6%
	News of the World	4%	Sun	5%
	Mail on Sunday	4%	The Times	4%
	The Times	3%	Daily Telegraph	3%
			(News of the World)	(2%)

By targeting more accurately against those who actually shop at IKEA the campaign performance has improved. The original campaign excluded News of the World and against an all adult target was achieving a reach of 67% with a frequency of 4. The campaign delivered against those who purchased furniture or furnishings from IKEA in the past three months (including the News of the World) was 70% with a frequency of 5.

Using the TouchPoints data, News International was able to show how the News of the World could deliver a valuable audience to IKEA and set that audience into context of the shopping day. Using the integrated database it is also possible to show how

campaigns can be targeted more tightly (using the TGI fusion) as well as the ability to mix national and regional print campaigns together using NRS and JICREG integrations.

Both the case studies shown here are good examples of not only the breadth of data that is available via TouchPoints, but also how the data can be used in many different ways. At the recent IPA half day TouchPoints seminar Stuart McDonald said that in his “seven and a half years at News International, this project is the first one that I have been involved in which had been presented and used by all areas of the business”.

3. TOUCHPOINTS 2

IPA TouchPoints 1 has been a tremendous success and the IPA has now commissioned IPA TouchPoints 2. It will follow the same broad format as TouchPoints 1 in terms of a self-completion questionnaire and PDA based diary to create a Hub Survey followed by an integration process to create an Integrated Planning Database. However, it is nearly three years since the TouchPoints 1 questionnaire was formulated and there have been many developments and changes within the communications industry since then.

The key changes we will be incorporated are:

- (i) A complete review and update of the digital section of the questionnaire. We will be addressing the whole area of user generated content – blogging, You Tube, My Space etc; downloading of content e.g. podcasting, IP-TV; use of mobile devices to consume media etc.
- (ii) Not only will we be asking about newspaper and magazine readership as we did for TouchPoints 1, but TouchPoints 2 will also include specific information about Newspaper and Magazine websites visited. Similar questions have also been asked for TV and radio websites.
- (iii) Traditional media are now diversifying across platforms, notably the press into websites, messaging etc and we will be capturing all these platforms so that total brand reach can be evaluated.
- (iv) The shopping/retail section of the questionnaire has been refined and extended to address the growth in the retail sector and also deliver greater quality of shopping data which has been specifically requested by users.
- (v) We have improved the section on Direct Mail with more detailed questions about how direct mail is dealt with in the home.

TouchPoints 2 is currently in the field and we expect to publish the Hub survey towards the end of the first quarter of 2008, with the Integrated Planning Database to follow by the end of the second quarter of 2008.

4. SUMMARY AND CONCLUSIONS:

The TouchPoints 1 experience has demonstrated the value of consumer-based, media consumption data. The support the initiative has received from both the UK and global markets - particularly from advertisers - has been immense. Indeed earlier this year COI (the Central Office of Information), which is the largest UK advertiser conducted some research amongst its roster agencies to find out how TouchPoints is being used. The following are some quotes from the research:-

“We’ve found it particularly useful for defining target audiences and developing new audience insights.”

“We’ve used TouchPoints data extensively and have found it useful diagnostically in terms of channel planning.”

“It is true to say that the hub survey and supporting qualitative work has contributed to at least 3 of our top 10 clients changing their media mix in 2007.”

However, a database such as TouchPoints is by its very nature both large and sophisticated and, therefore, challenging to use and will take more than one iteration for it to be fully integrated into the marketplace.

TouchPoints has also challenged the skill sets of its users in that very few people are truly multi-media and, given the ever growing complexity of the communications environment it will be increasingly difficult to have detailed knowledge of all media.

Initial reports from agencies report TouchPoints as being a very welcome addition to the range of research and tools that they have at their disposal as an agency. It has been described as being ‘a bit of an iceberg’ – there is so much more than is initially visible on the surface.

It is being used at three key stages in the planning process:

- 1) It sits alongside and complements existing industry studies such as TGI and agencies' own proprietary consumer research. It gives additional powerful insights into consumer behaviour, helps to understand how media fits into people's daily lives and ultimately is used to develop targeting approaches for clients.
- 2) The insights gained about the consumption and impact of the different media are also used to feed into bespoke strategic planning tools which are used to aid channel selection on a broad level.
- 3) At the implementation planning stage, the Integrated Planning Database is used to develop and evaluate the multi-media plans and assess the overall coverage and frequency delivered.

To summarise, in delivering this new tool for the brave new communications planning world we have encountered structural imbalances between the industry's requirement for these types of data and their current ability to use it in the most effective manner.

Nevertheless, TouchPoints 1 has made a tremendous impact on the communications market-place and is being slowly but steadily assimilated into common usage.

The lessons learned from TouchPoints1 are already being applied to TouchPoints 2 ensuring that the next dataset is as relevant as possible to the marketplace and that it will be delivered in the most effective and efficient format.

