

## Are GRPs Too Simple for Online?

### Understanding GRPs

GRPs have been used successfully for TV planning and measuring since the 50s and have had little adaptation, or application outside of broadcast since first implemented. The basis of a GRP, is a calculation of the estimated reach times the frequency. GRPs are used as a planning tool when purchasing TV activity and can give an indication of the weight of activity (thereby some form of measurement). However, GRPs are a currency which aid planners and are not a true reflection of reach. In addition, it helps to assess the value of buying activity, i.e. we look at actual and planned GRPs, to see what was achieved vs. what was planned. As the world has become more digitalised, the concept of creating GRPs for digital measurement has been discussed to aid direct comparison across different media platforms and provide a means of accountable delivery of an advertisement.

### Methodology

Based on a simple methodology, GRP calculation is meant to serve as an indicator of a target's potential exposure to a message (where 1 GRP = 1% of the target Universe).

In TV:

Assume that the Universe in this case is 42 million adults 15-64. A TV spot achieves 25 GRPs. That represents 25% of 42million, which equals 10,500,000 exposures (also known as impressions or impacts). This common form of measurement can then be applied to online.

Applied to Online:

A banner on a website may achieve 10,000,000 Impressions, i.e. individual servings of the ad. We can reverse the calculation above to get this expressed as GRPs. (just change data below so it shows 000s in the right places)

Universe (1000s)	42,000
TV Penetration 100%	
TV GRPs achieved	25
$Universe * GRPs / 100 =$	
TV Impressions achieved (1000s)	10,500
Internet	
Internet Population 83%	34,860
Impressions achieved (1000s)	10,000
$Impressions / Internet Penetration * 100 =$	
Internet GRPs achieved	28.69

### The Complexity of Online

Measuring the effectiveness of online media can be considerably more complex due to the nature of how consumers interact and the design of creative asset (e.g. time spent, banner hot spots etc.). Many online metrics are based on actual consumer interaction, not just exposure.

In addition, online is very different from TV in that it can be planned to be capped once it has reached an agreed audience or a consumer has seen the advert a certain number of times. To achieve a unique reach of 1 million, a planner could buy 2 million impressions and frequency cap at two or buy 3 million impressions at a frequency cap of three. Therefore, if planners have the ability to control online activity so specifically, GRPs would give some insight in the value of buys, but little in the way of understanding planned vs. achieved performance.

### Various Approaches:

#### Dynamic Logic

Dynamic logic offers a unique approach to post campaign analysis, by having not created a firm and defined methodology. Instead, Dynamic logic offer creating bespoke methodologies for each client depending on the questions they want to answer.

Using post campaign reach and frequency data along with the campaign spend they can create a large variety of charts and graph to indicate how effective each media channel is to the campaign.

Various data can then be adjusted and manipulated to offer insights into how campaign results may have differed had the media investment been split differently amongst various channels. The approach is limited to providing information using post campaign results.

### **Millward Brown**

#### UK Case Study

Mindshare UK are currently working with Millward Brown using a UK FMCG brand in a pilot study of their new approach to cross media post campaign analysis methodology. Millward Brown's cross media study looks at identifying brand drivers. Participants from this survey study were linked with participants from Kantar's world channel panel study. This was done through using participant's demographics and attitudinal results. These participants were then labelled 'Virtual Housewives'. These Virtual Housewives results for Brand Measurements and ROI are then available from one source creating more fluid and detailed post campaign results and analysis.

### **Nielsen Solution**

Nielsen's response to the concept has been to develop a measure of digital activity. This metric can be used alongside other media measurements to give a complete campaign picture. The tool is primarily focussed on confirming ratings post campaign.

Nielsen's tool will work with web publishers, to provide anonymous aggregated reach and frequency data in various demographic groups. This data will then be combined, by Nielsen, with its offline data to provide post campaign reports showing reach, frequency and GRPs. The benefit of this approach is Nielsen are working alongside large web publishers and providing whole campaign reports.

However, some critics would suggest that Nielsen's data does not drill deeply enough and cannot provide a proper overview of an online campaign that can then be fairly compared.

### **Mindshare Spain, Developed with ComScore**

At the beginning of 2010 the Spanish market saw a big change in TV buying. Prices increased by 50% which prompted many advertisers to change their marketing mix. In order to help aid their clients planning process, in light of this change, Mindshare Spain developed a model alongside Comscore to create GRPs for digital.

This approach, uniquely, was created specifically to measure online campaigns with assets that do not require the audience to click on or interact with the creative in some way. This approach will therefore provide real reach numbers as opposed to just CTR data.

This methodology creates online GRPs through Comscore panel surveys and a calculation similar to that outlined above. Importantly, this method does not only rely on a calculation to gain GRPs but also comparable insights from Comscore's panel surveys.

This methodology can be used for both pre and post campaign and therefore can offer an additional insight when planning campaigns that other methods do not offer.

This model has been embraced by the industry in Spain and in addition to being used as a pre and post campaign analysis, Mindshare Spain are intending to begin buying online activity using GRPs by applying the Comscore formula to planning.

However, this approach has its limitations. Campaigns can only be planned on Comscore's 170 'tagged' websites to ensure data can be obtained. Although limiting this is necessary for this model to hold the information to allow for pre campaign analysis.

### **Summary**

The benefits of creating online GRPs would allow greater understanding of the planning process across multi platforms. Finding a common metric to create cross screen modelling will allow for better planning and means for comparison.

Creating whole campaign reports, based on a single metric allows clearer campaign analysis. This approach could show those of the audience who would not have been reached had an online element not been planned, potentially proving the worth and success of using online (or any other medium for that matter).

Mindshare Madrid, along with Comscore, seem to have currently created a method with the most flexibility. But even this approach still has its limitations. As this approach was developed due to a large change in a previously TV dominated market, this approach may become less needed as clients become more comfortable with investing their budgets across multi-platform campaigns.

Mindshare sit on the Google Agency council. Google, alongside many other companies, are currently working on their solution to this concept and are yet to find an approach which has been widely accepted. As appealing as this concept may seem, a solution to please the entire industry is yet to be found. There is still speculation surrounding any approach which has currently been taken to create a common metric across on and offline media. GRPs were created for the traditional, TV media. Therefore, trying to mould this old measurement into a new media will create insufficient and debatable results.

Current online measuring can provide clients and agencies with much more than GRPs. Cost per view / click / engagement / fan / acquisition give a far greater overview and understanding. Simplifying online findings to a common denominator, simply for means of comparison, could potentially limit findings rather than expand them.

We must also remember that a GRP is a means to plan and buy media, and is therefore used in the first instance as a currency, and has only been used as a measurement of campaign 'effectiveness', for lack of other available data.

In conclusion, media planning is more complex than buying a number of GRPs. With TV viewing habits changing and people viewing TV online, on mobile via VOD, planning and buying for this media is already changing. Therefore, using GRPs as a planning currency will adapt to accommodate this, and has already started to change in markets like the UK.

Methodologies created to use GRPs as a common denominator are a simplistic way to provide a means for comparison and will not offer a real overview of reach nor of campaign effectiveness.