



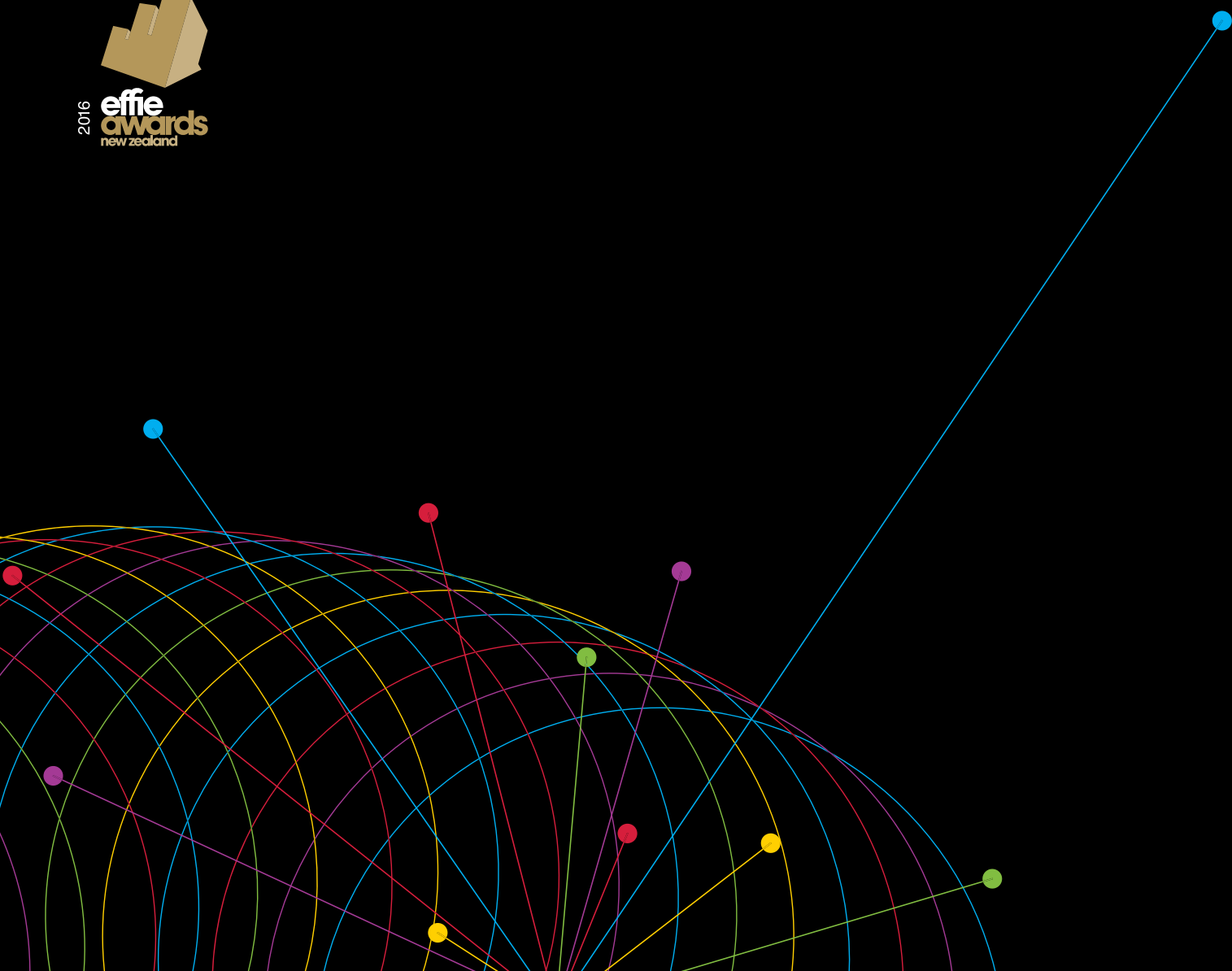
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Communication Agencies Association

GREAT CAMPAIGNS TRANSFORM BUSINESSES

NEW ZEALAND EFFIE REPORT 2016





WELCOME

PAUL HEAD
CEO CAANZ

GREAT CAMPAIGNS TRANSFORM BUSINESSES

Welcome to the inaugural Effie Report. Its purpose is to share learnings from New Zealand's most effective campaigns from 2015, those that were finalists or metal winners at the 2015 Effie Awards.

The report isn't about how to win an Effie, although it does provide some tips, and by necessity it looks at the world through an Effie lens. Rather it's about identifying the common themes, in 2014-15 and learning from them.

We're making the report freely available to anyone who wants it. We do this in an effort to make marketing more effective for all of us, whether we're a senior marketer fighting for budget against myriad of organisational priorities, or an agency looking to prove the value great communications add to a client's business.

Effie is a global programme that runs in 40 countries and has been running successfully in New Zealand for 15 years. To win an Effie you have to have an outstanding campaign, one that has transformed your business in some way. It got us thinking about what makes an effective campaign so we set out to find out what makes a winning Effie entry and to discover a few tips along the way from our judges. We got long time Effie sponsor and research company Nielsen to put the 2015 entries under the spotlight and see what we can learn about what makes highly effective campaigns

As marketers we live in an increasingly data rational and measurement focused world and we're all (marketer and agency alike) under constant pressure to prove the value of the work we do and be ever more effective. We hope the inaugural Effie Report can form part of the toolkit to make what we do together even more effective, more measurable and deliver even better business results. Ultimately, that's the only reason any of us are here.

PAUL HEAD



CARIN HERCOCK
 EXECUTIVE DIRECTOR,
 NIELSEN

NIELSEN'S COMMITMENT TO THE ADVERTISING, MEDIA AND MARKETING COMMUNITY

Nielsen has been a proud sponsor of the Effies for a number of years and we were delighted to work with CAANZ on this project. As a research company this brief was music to our ears – we love finding out the inside story through numbers and qualitative insight and we're committed to helping our clients increase ROI and improve marketing effectiveness.

We teamed up with Massey and Waikato Universities on this project and together, our team started to work their way through a pile of Effie entry forms.

- We analysed the 'gong' winning entries to see if we could uncover any common threads of our most effective marketing campaigns.
- Looked quantitatively at the numbers where we could, particularly focusing on ROI and how it is constructed.
- Along the way, our qualitative team conducted a series of depth interviews with past and present judges.

Out of all this we have a clear steer on what makes a transformational campaign to help you with your next project.

CARIN HERCOCK

THE EFFIE REPORT TEAM

NIELSEN:

Carin Hercock, Jenny Stiles,
 Jason Kok and Jade Phillips

INTERNS:

Chris Lowther (Massey University)
 Megan Joustra (Waikato University)

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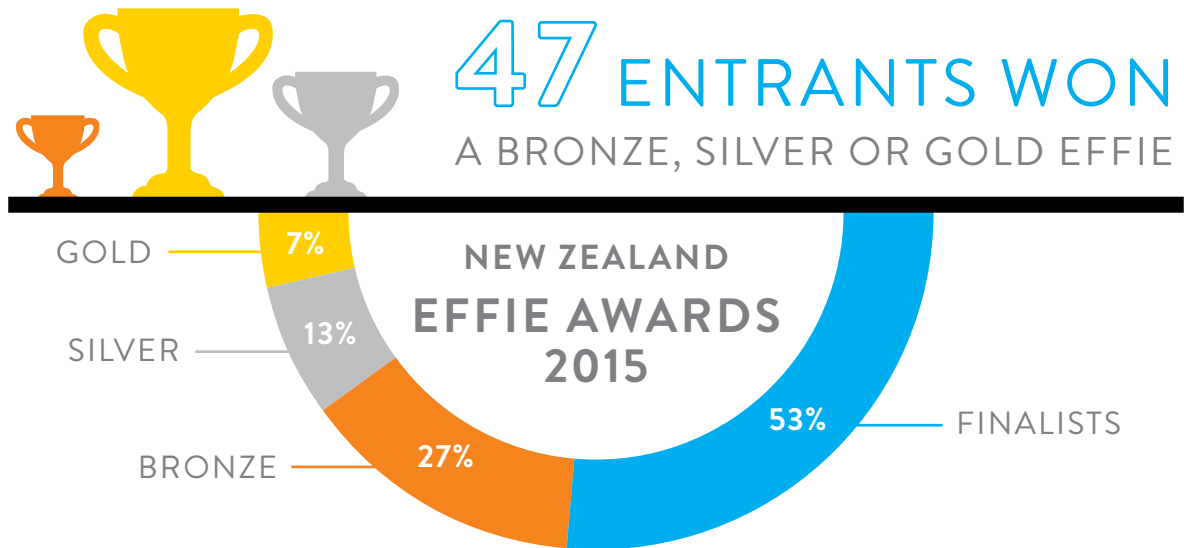
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LET'S START WITH THE NUMBERS



Source: CAANZ Effie Awards 2015

In 2015, 99 Effie entrants made the finalist short-list. That boiled down to 47 gong winners made up from 44 organisations and 14 agencies.

Our analysis is based on those 99 finalists.

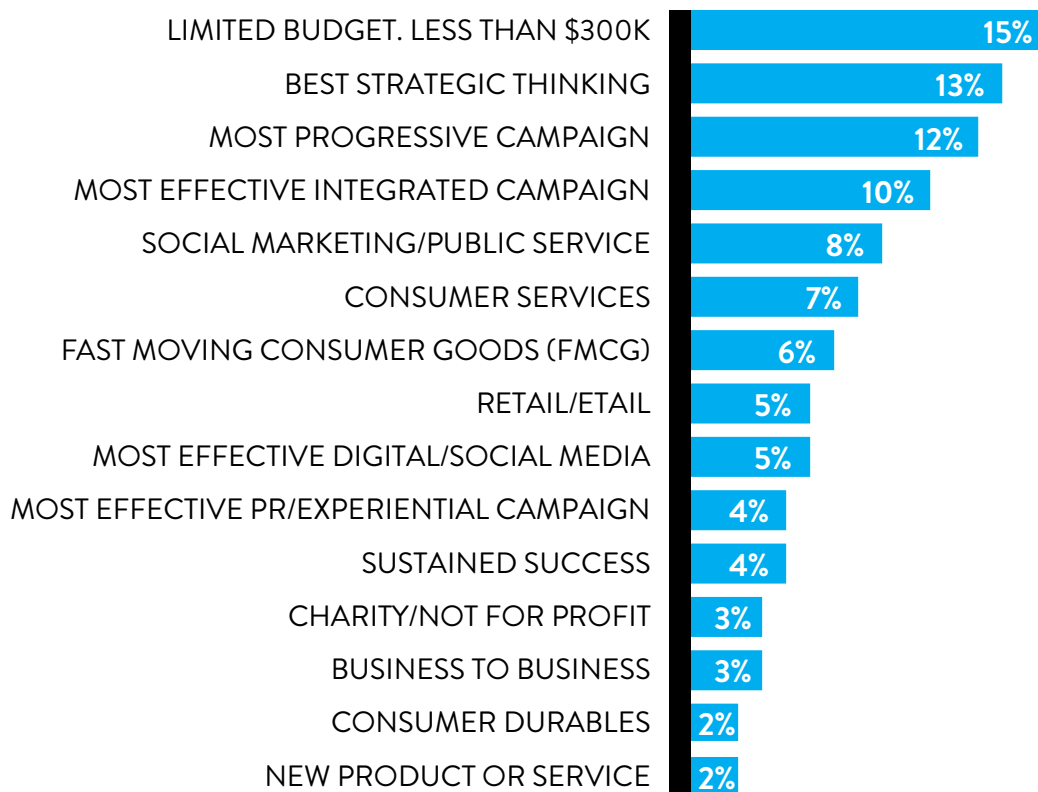
Finalists/winners	99
• Finalists:	52
• Winners:	47
Bronze Awards:	27
Silver Awards:	13
Gold Awards:	7

WHERE DID THE MOST EFFECTIVE CAMPAIGNS COME FROM?

Participants submitted entries under 15 different award categories. While numbers vary by category each year, last year the distribution of the finalists and metal winners showed higher numbers of effective campaigns in the categories of: Limited Budget, Best Strategic Thinking, Most Progressive and in the Most Effective Integrated Campaign.

Fewer campaigns were proven as effective in New Product or Service or Consumer Durables, followed by Business to Business.

AWARD CATEGORIES



% of Gold, Silver and Bronze winners *n* = 47
Source: CAANZ Effie Awards 2015

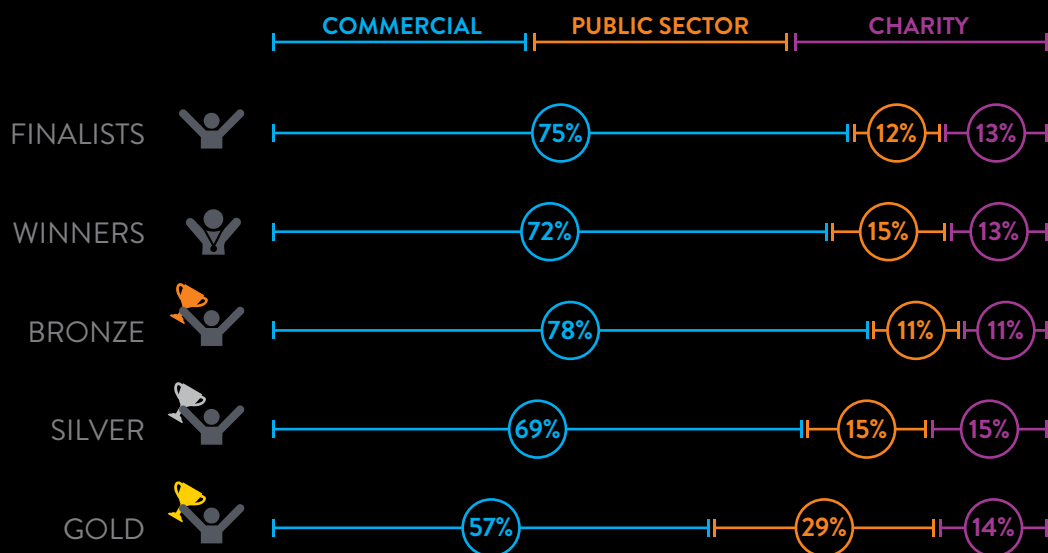
PUBLIC SECTOR ORGANISATIONS LED THE WAY IN EFFECTIVENESS

Of the finalists and metal winners there were more entries from the commercial sector, with a roughly equal showing from the public sector and charity organisations.

But...

Public sector organisations won disproportionately more gold than the other industry groups in 2015 and public sector campaigns overall demonstrated more effectiveness than the commercial sector. Is the public sector more conscious of the need for measurable accountability at the outset?

INDUSTRY GROUPS



Finalists: n = 99

Winners: n = 47

Bronze: n = 27

Silver: n = 13

Gold: n = 7

Source: CAANZ Effie Awards 2015



BE CLEAR ABOUT SUCCESS MEASURES AND KPI'S BEFORE YOU LAUNCH YOUR CAMPAIGN

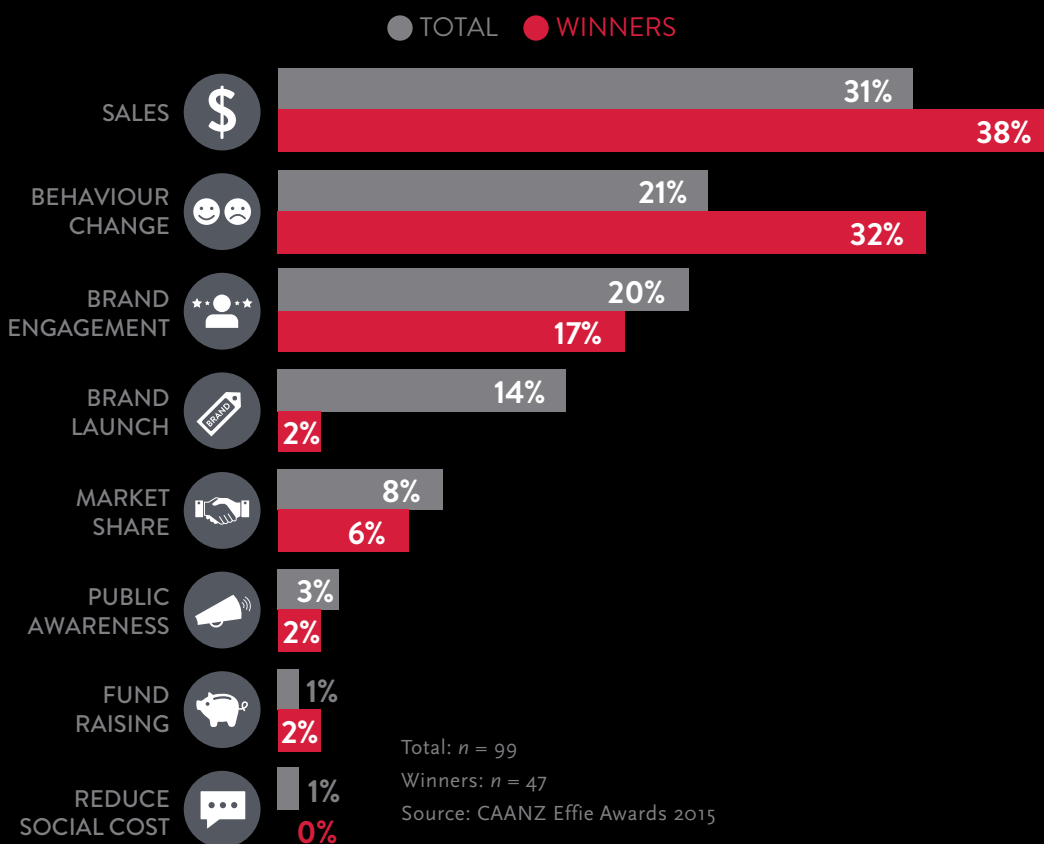
KEY FACTORS BEHIND TRANSFORMATIONAL CAMPAIGNS

1. RELEVANT AND MEASURABLE OBJECTIVES

Successful marketers and their agencies have a clear idea of what success looks like from the outset. Their campaigns have clearly stated objectives and they have measured success against those objectives.

An interesting range of campaign objectives were used by entrants but the most effective campaigns were slightly more focused on highly measurable outcomes such as sales and behaviour change.

Entries with brand launch or brand engagement based objectives look harder to prove – something for marketers to consider when setting up KPI's for new campaigns.



MAKE SURE YOUR OBJECTIVES ARE CLEAR AND YOUR STORY IS CONSISTENT FROM START TO FINISH

KPI'S SHOULD 'FIT' WITH THE STYLE OF YOUR CAMPAIGN

Digging deeper we found that the most effective campaigns were clear about what they wanted to achieve from the start and this was demonstrated all the way through their entries.

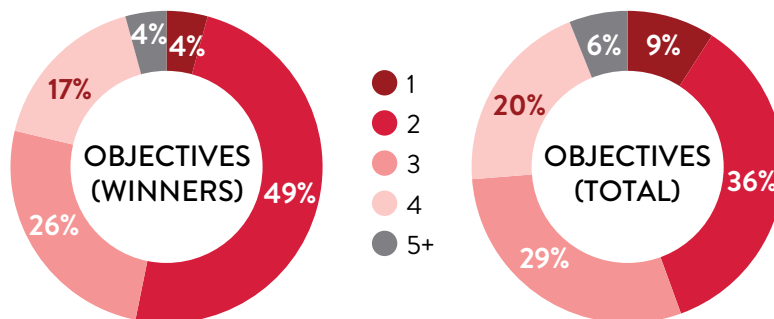
Judges told us that it is important that the entry takes you on a step by step journey with proof of effectiveness starting at the front end with a clear business objective driving the results.

Successful entrants thoroughly understood the business problem at hand and developed a clear, innovative solution.

2. LESS IS MORE WHEN IT COMES TO OBJECTIVES

Winning campaigns are clear and focused on what the marketing programme is aiming to achieve.

Metal winners tend to concentrate on a smaller number of objectives suggesting greater clarity of purpose and less complexity in execution. It also makes it easier for judges to see exactly what business problems your campaign is addressing.



Winners: n = 47
 Total: n = 99
 Source: CAANZ Effie Awards 2015



“

ONE KEY TIP IS ‘CLARITY’. WHEN YOU GET TO THE STAGE WHERE YOUR PAPER IS PRETTY MUCH READY TO GO, GIVE IT SOMEONE, NOT FROM THE MARKET, OR SOMEONE WHO DOESN’T WORK IN ADVERTISING, GET THEM TO READ IT AND TO TELL YOU WHAT IT WAS ALL ABOUT. BECAUSE IF THEY CAN, THEN YOU’VE GOT A NICE CLEAR STORY.

”

ALI BUCKNALL
EXECUTIVE JUDGE

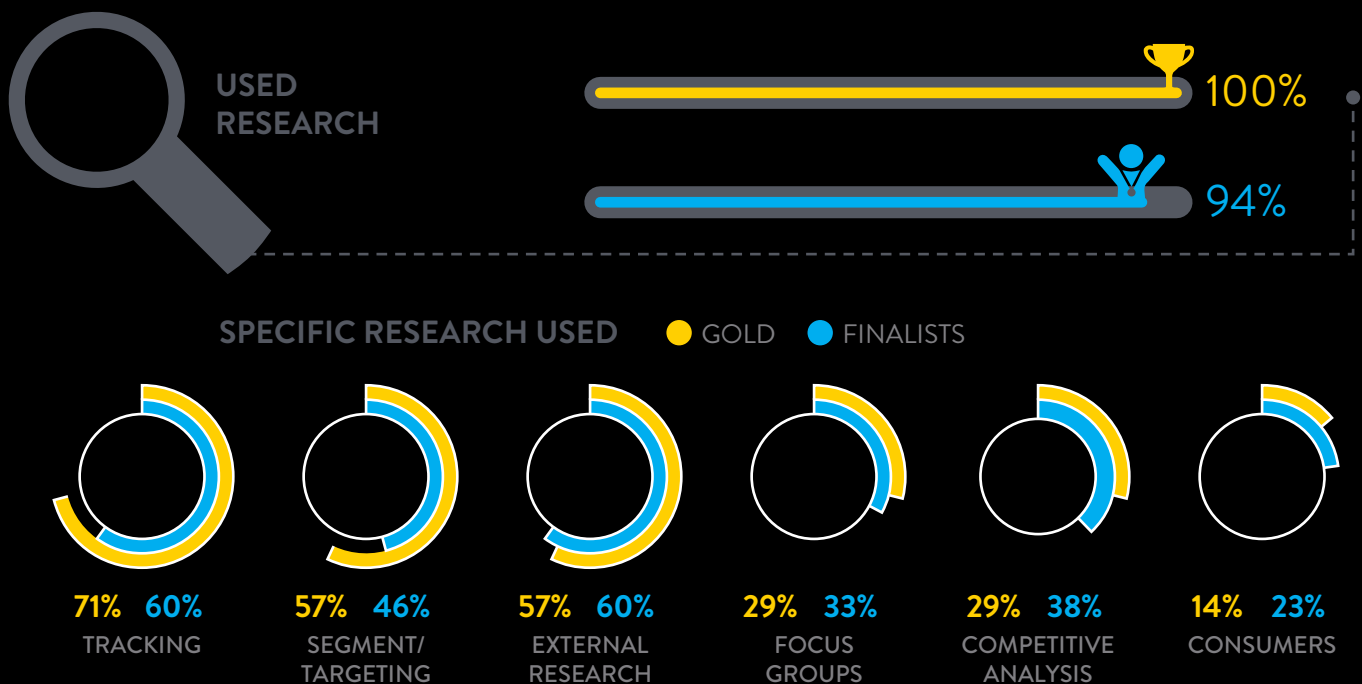
3. RESEARCH IS A MUST FOR EFFECTIVE CAMPAIGNS

Research is a must – but the difference comes in using it to truly connect with the target and as an integral part of the planning process.

Finalists demonstrated a high level of use of research, could describe how the research was used, and how it supported the campaign, not only in post event validation, but as an integral part of their planning processes.

All of the most effective, gold winning campaigns used research.

The specific types of research are categorised, with the higher levels of tracking and segmented targeting being key differentiators for gold winners.



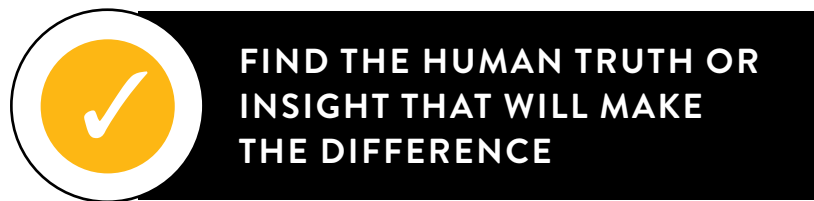
Gold: n = 7
Finalists: n = 99
Source: CAANZ Effie Awards 2015



WINNERS SHOW AN EMOTIONAL CONNECTION

But this goes further... the most effective campaigns tended to find a genuine emotional connection with their audience through a human truth or insight.

Qualitative analysis of the entries shows that entrants who ‘spoke’ to their audience delivered their key message with the best chance of success. The desired outcome was clearly linked to the objectives from the beginning of the entry, making it clear for judges what the campaign needed to achieve and who the audience was.



EXAMPLE: NZTA



“Young guys drink a lot, drive home drunk a lot, and injure or kill over 1000 people per year.”

Speaking to the target audience revealed that this was a social problem.

“When young guys are out drinking with their mates the last thing they want to do is kill the vibe by telling a mate not to drive home drunk.”

“We didn’t want to tell them what to do (they know drink driving is a bad call), or label them a “Bloody idiot” when they stuff up (they know that too.)”

“We turned the thinking on its head. Instead of criticising them for doing something wrong why not praise them for doing something right?”

EXAMPLE: FONTERRA MUST BE MILK



“Kiwis told us (through qualitative research) that Anchor is “familiar”, “a staple” and “consistent”. It is “an institution”, is “nurturing and comforting”. Negatively it is “manufactured” and “self centred”. The research showed us that Kiwis didn’t feel the generosity about Anchor that they often feel with other well loved NZ brands, instead they felt the brand was all about its own interests and trying to justify charging a higher price.

“So the strategy for Anchor became about emotionalising the brand, and proving to New Zealanders that we do have their best interests at heart”.

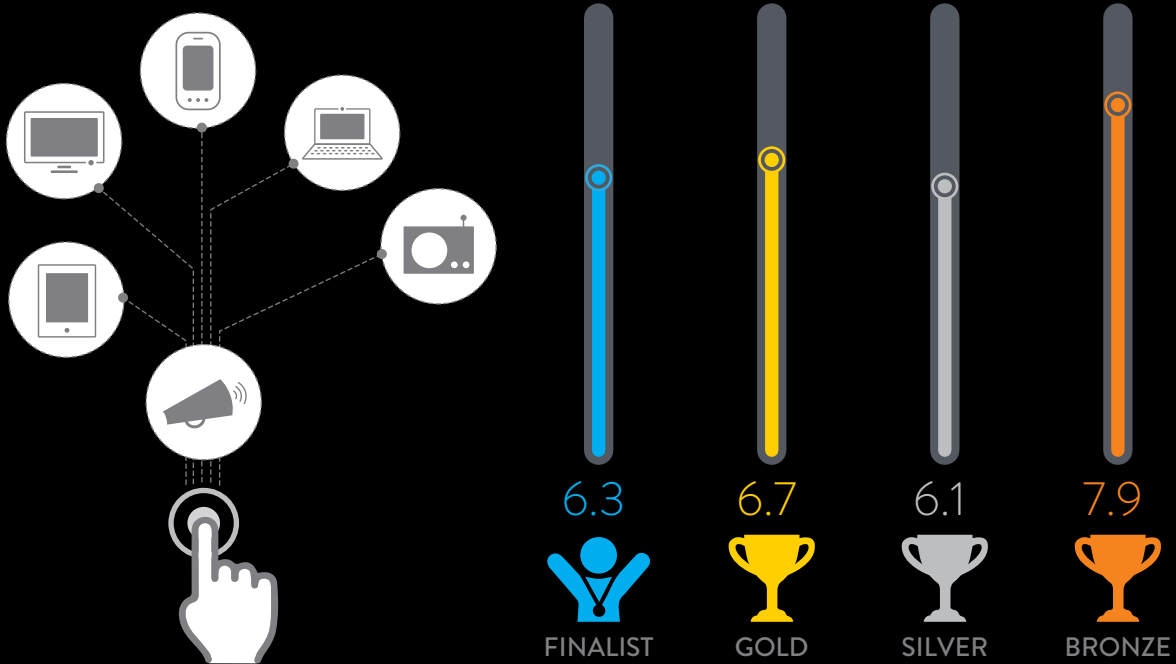
Our big idea was to make milk a hero by turning it into a performance drink.

4. CHOOSE THE RIGHT COMMUNICATION MIX

The average number of communication touch points across finalists and the metal winners makes no difference. Effectiveness is more likely to depend on the selection of a mix of touch points most appropriate for the target audiences and campaign objectives.

Anecdotally, successful entries have shown why and how the hero touch point generated effectiveness and achieved the desired business results. They go into depth about why this was the most effective way to reach this audience and what happened as a result.

AVERAGE NUMBER OF TOUCHPOINTS USED



Source: CAANZ Effie Awards 2015



BE CLEAR ON THE ROLE OF MEDIA MIX TO FIT WITH THE TARGET

EXAMPLE: ASB



“The overall strategy was to build a relationship with students on Snapchat, entertain them, gain trust, give them a shot at winning prizes, capture their contact information, then open up a line of communication about banking.”

ASB Snap Scholarships was a competition using the most popular and un-bank like social media platform – Snapchat, a platform that students said they use daily.

Authenticity was the most important creative execution consideration. “We knew that if our material wasn’t natural to Snapchat, students would reject it.”

Prizes were developed using pre campaign research to ensure they delivered to students wants and needs and content was designed to ensure students would continue to engage in the campaign.

EXAMPLE: THE APPLIANCE SHED



“Telling the right people why they should shop and told them where to find us”.

A new target audience focussing on higher incomes and new attitudes (too busy to shop around, buying well known brands).

Live the brand promise in store.

Steal awareness with outdoor within a 5km radius of each store.

Talk the talk with catalogues and local publications in areas where the target audience over index.

Introduce TV to build and reinforce The Appliance Shed as a legit brand outlet and to build credibility.

Geo hyper target mobile via vouchers offered to target audience within 20km proximity to shops.

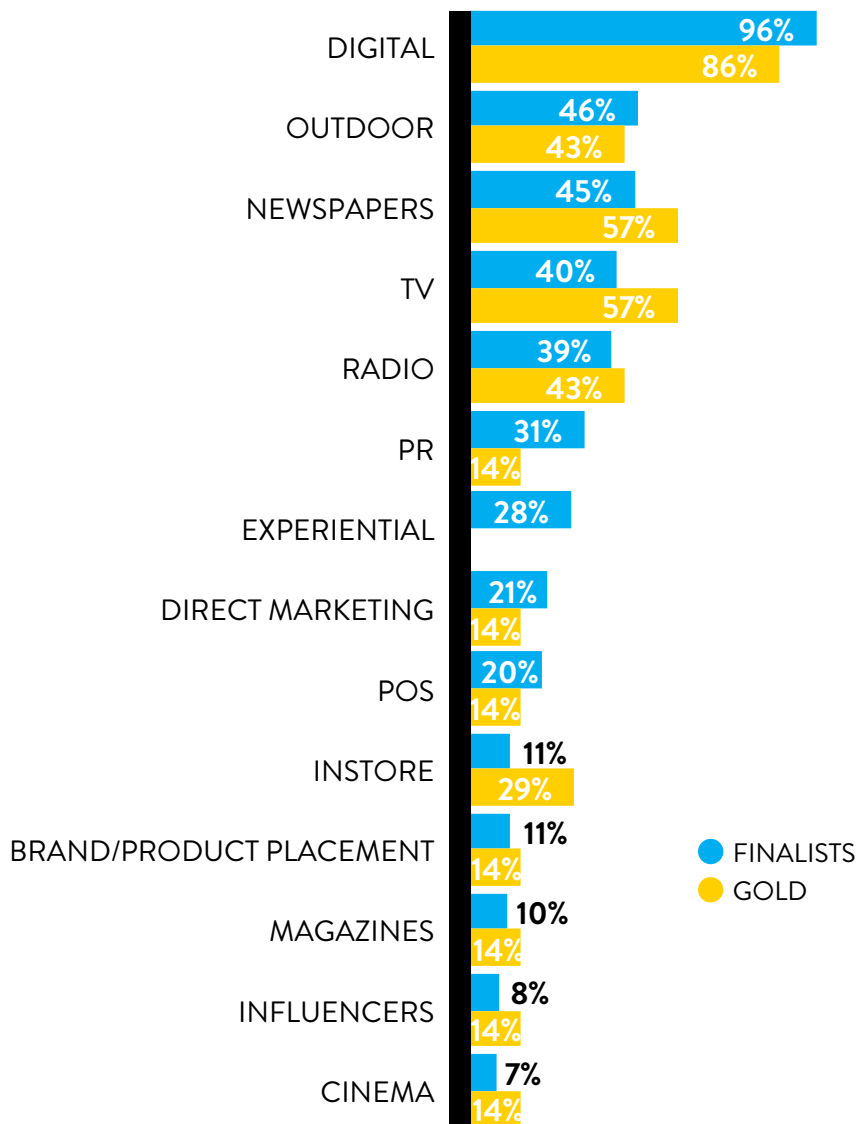
5. DIGITAL HAS BECOME THE NORM

Results show the dominance of digital media. It is become the norm and not the exception, with 160 representations of digital across the 2015 entries.

But the most effective have multiple touch points. It's the fit between the touch point and the target that leads to effectiveness.

Gold winners on average used slightly more digital touch points than other entrants, with Outdoor, Newspapers and TV featuring in equal proportions in their campaigns.

Gold winners, between them, demonstrated use of almost every touch point type.

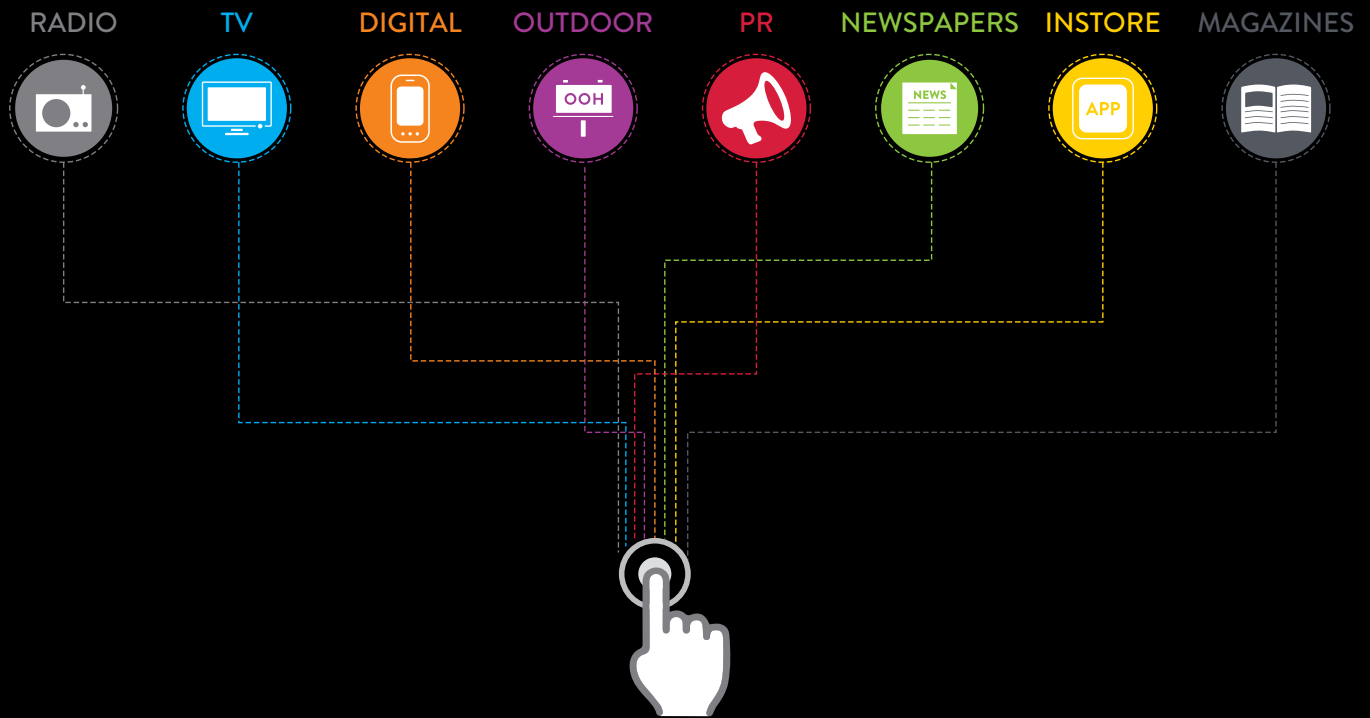


Finalists: n = 99

Gold: n = 7

Source: CAANZ Effie Awards 2015

6. PICK YOUR HERO AND BRING IN THE HELPERS



Digital touch points dominated by volume but over a third of entrants identified TV as their 'hero touch point' for immediacy of impact and reach.

Digital touch points were a close second, with many entrants describing audience attention, driven initially by TV, then transferring into other channels.

The most effective campaigns, and therefore Effie success, seems to be about picking the most suitable channels for your audience and targeting your resources hard across a few of these channels.



**FOCUS YOUR MEDIA RESOURCES
 AGAINST YOUR TARGET**

7. NAIL YOUR RETURN ON INVESTMENT

Metal winners understand ROI and demonstrate ROI that links to the stated objectives. ROI is one of the critical measures of campaign effectiveness.

Gold winners demonstrated on average a higher performance than metal winners on this measure.

But ROI achievement varied greatly between organisations and entries so the key measure for judging was whether evidence supported the ROI achieved, and whether the ROI met or exceeded the planned objectives.

RELATIVE ROI PERFORMANCE (INDEX)

Indicatively, Gold winners could show a higher profit return (ROI) - \$17 for every \$1 spent*



*The sample base is small.
 Source: CAANZ Effie Awards 2015



MAKE SURE YOUR ROI EVIDENCE SUPPORTS YOUR STATED OBJECTIVE

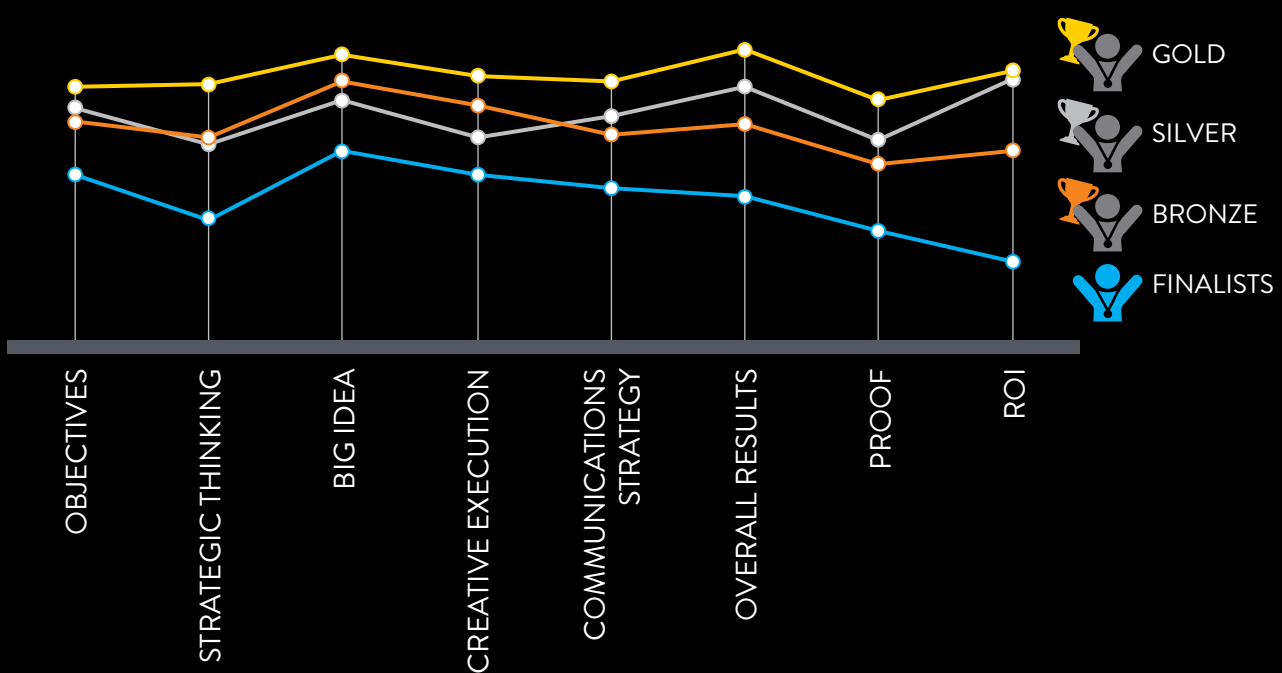
8. TO WIN GOLD YOU CAN'T MISS A THING

The most effective campaigns, who were awarded Gold Effies, on average out-performed other entrants on all criteria, maintaining a consistent performance that shows a strong flow throughout the process.

Clear and quantified business objectives, drove the strategy and the creative idea which then delivered provable results.

The most effective campaigns didn't 'dip' in strategic thinking. Their initial set up provided a good foundation for the campaign execution and consequent results.

For many campaigns, peaking scores for their 'big idea' demonstrates the importance of being able to translate that into compelling creative work and effective communication strategy. As these criteria dip, results, proof and ROI are unlikely to recover.



AVERAGE CRITERIA SCORES FOR FINALISTS, GOLD, SILVER AND BRONZE WINNERS

Source: CAANZ Effie Awards 2015



HIT ALL BASES - CLEAR OBJECTIVES, OUTSTANDING CREATIVITY AND INNOVATIVE THINKING

WRITING A WINNING ENTRY

We spoke to Effies Judges, past and present, to find out what they think makes for an award winning entry – and the pitfalls to avoid.

Award winning entries make a ‘good read’. Judges spoke of entries that brought the challenge and the journey to life with characterisation, emotion and a clear plot line.

“It’s like a court case. You can’t just say “X did it!” You have to prove that X did it. You’ve got to have the smoking gun. You’ve got to set up the case, you’ve got to show how it unfolds, build drama, developing characters and the story. It’s all about effectiveness. But you also have to capture the judge’s imagination.”

“Write a good yarn. The best entries are literally like a good book, they are emotional, they have characters, personalities.”

Award winning entries don’t have mistakes in the copy or the data – it pays to get a professional editing eye over your entry.

“Triple check grammar and spelling.”

“Check the numbers and the maths – mistakes undermine the results and story.”

“Attend writing seminars and workshops.”

Clear and simple entries are easy to judge and easy to read – could your Mum understand the paper? If not it might not have the clarity the judges are seeking. Cross reference throughout the paper to make it easy for judges to follow.

“Good entries are clear on what they started out to do and where it ended up. They explain what is going on and how everything is linked together.”

“If there is one key tip it’s clarity. When you get the paper to the final stage give it to someone who doesn’t work in advertising to read and tell you what it was all about. Because if they can’t then you haven’t got a clear story.”

“Don’t use jargon or acronyms.”

“The way that it is written needs to be solving a problem for the business and delivering to the business.”

“Don’t try to mislead, sometimes you will see entries with the legends on graphs on different scales or non-specific time frames. The judges shouldn’t have to work hard to make sense of the data.”

Follow your theme through. It doesn't matter what your challenge is or how you solve it as long as you are clear and consistent.

“Set up the challenge – 1% growth might be enormous in some categories demonstrate this.”

“The objectives need to be water tight – you have to show the strategy and the commercial value of creativity.”

“Gold winners are clearer on the challenge facing the business and the effect of the results.”

“If there is no ROI it can't be effective – it has to be pure, classic ROI, the entry has to set the context of what success looks like.”

Award Winning entries have an elusive 'wow' factor when it comes to efficacy. This doesn't have to mean 'wow' creative. It might, but it doesn't have to.

“Gold is when it exceeds the business and the brand questions raised and has made the consumer go 'Wow'.”

“Transformational results – the numbers have to be extraordinary and show a significant change in the data.”

“Gold entries have that X factor – something that really sets them apart.”

“I'm happy if the creative isn't that original – it's not what we are judging – but did it work? Was it effective?”

Award winning entries leave no doubt in the judges' minds. They **prove** that it was the strategy that produced the result and discount other factors. If you can't prove it don't mention it.

“You have to be forensic in your approach.”

“Some entries were persuasively written but underneath the fluff they didn't have any substance – you need to be able to write a detailed argument based on data.”

“The fundamental principal is to isolate the contribution of communications to the piece. You have to prove to the judges beyond reasonable doubt that it was the communications that did it.”

“There are often too many assumptions around the cause and effect of the results. There is a lack of evidence between the idea and proving what caused the effectiveness.”

“Don't add a laundry list of achievements but rather a clear list of results that link back to the campaign objectives.”

“It’s one thing to prove the success of what you did, but the other thing is to be absolutely crystal clear about it, could it have been anything else? You want to remove the doubt.”

“It is important to isolate the idea that is driving the effect in order to prove the cause.”

Award winning entries are started early – and it shows. Judges stressed the importance of getting your data early in the process and giving yourself plenty of time – spending six months on an Effie entry is not unusual. When you retro fit results to objectives it is obvious. Just don’t do it!

“Before you start you need to know you can collect the data you need – you can tell when they have written the entry and then added the data.”

“Don’t do silly things like retro fit objectives – it doesn’t credit the judges with any intelligence.”

“Some entries are blatantly post rationalised – they get a great result and then have to make up how they got there – you see slips in the language and this makes you discredit them.”

Tailor your entry to the criteria of the category.

“The cause of the results need to match the criteria of that category.”

“When entries are in multiple categories that’s when you get inconsistencies. It might be a gold in one and silver in another so there can be quite a bit of calibration and fine tuning and that is done by looking across the overall balance of recommendations.”

“Be honest – can you prove effectiveness according to the criteria?”

THANK YOU TO THE FOLLOWING FOR THEIR TOP TIPS IN WRITING AN AWARD WINNING EFFIE:

ALI BUCKNALL

Consultant Strategist
 The Effectiveness Partnership

LUCINDA SHERBORNE

Head of Planning
 DDB New Zealand

JODIE BURNARD

General Manager Marketing
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General Manager, Business
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 FCB New Zealand

KATE SMITH

Strategy Consultant
 KS Consulting

LEW BENTLEY

Strategic Planner and
 Convenor of Judges
 Headlight

SPOTLIGHT ON NEW ZEALAND GOLD EFFIE WINNERS 2015 CASE STUDIES

CASE STUDIES | 2015 NEW ZEALAND GOLD EFFIE WINNERS

NZTA | SUSTAINED SUCCESS

“LEGEND – GHOST CHIPS”



Still resonating strongly three years on, with sustained unprompted recall and relevance, ‘Legend’ became a cultural phenomenon influencing a 50% benchmark reduction of over-the-limit drivers.

WORLD VISION | CHARITY/NOT FOR PROFIT

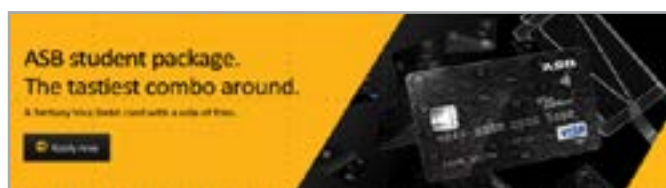
“THE FORGOTTEN MILLIONS”



Using poignant personal stories to change the narrative of the Syrian humanitarian crisis. Fundraising targets exceeded, and ROI for the campaign was 807%.

ASB | MOST EFFECTIVE DIGITAL/SOCIAL MEDIA

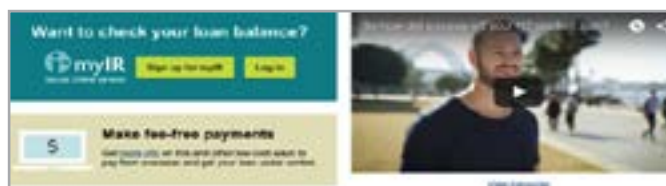
“ASB SNAP SCHOLARSHIPS”



Completely flipping previous ‘sign-em-up-first’ campaigns, ASB ran a prize program on Snapchat that set out to build relationship and develop trust, resulting in a 67% increase in student acquisitions.

INLAND REVENUE | MOST PROGRESSIVE CAMPAIGN

“FINDING THE UNFINDABLE”



Launching a global digital manhunt test-and-learn platform to find the unfindable delivered unprecedented results: defaulter contact details up 39%, repayments up 42%.

Click the images for the full Case Study:
Please note: this link takes you to the CAANZ website.

CASE STUDIES | 2015 NEW ZEALAND GOLD EFFIE WINNERS

LAND ROVER, “LOVE FROM LAND ROVER”

2015 marked the final year of production of the Land Rover Defender, the last descendent of the iconic Series 1. Land Rover needed to make Kiwis aware of this fact and sell 110 Defenders, a 42% increase on 2014, whilst increasing market share by 5%.



Land Rover is a well known brand, but had not been locally advertised since the 2011 Rugby World Cup. A cost effective opportunity to create real local relevance in New Zealand, whilst demonstrating the ‘Above & Beyond’ Land Rover brand proposition. For Kiwis this was the last chance to purchase a piece of history. The opportunity arose to develop an emotional human interest story, the love that four Kiwi lads had for their 1957 ‘Landy’, and their heartfelt goodbye when the responsibilities of growing up prompted a regretful sale. A uniquely New Zealand story unfolded, celebrating adventure and reuniting four Kiwi blokes with their lost love.

A TV ad for an audience of 4, and an online video with an audience of 8 million was created. In two months of paid activity, Land Rover achieved 90% of their annual sales target nearly tripled market share.

Read the [full Case Study](#)

Please note: this link takes you to the CAANZ website.

FONTERRA, “MUST BE MILK”

For over 10 years, consumption per capita of milk in New Zealand has been declining. The objectives were clear: Halt category decline and drive incremental sales of Anchor – by one million litres in 12 months.



After years of trying to differentiate the Anchor brand of milk in the eyes of New Zealand, in 2015 the decision was made to take a category leadership approach, and help New Zealanders fall back in love with milk again. The result was ‘Must Be Milk’ – a multi level campaign to promote the overall benefits of milk. A brave strategy, which has reversed a ten-year decline in overall milk consumption in New Zealand, and driving a 1.3 million litre increase in Anchor branded milk in just four months. Borrowing from other categories that focus on health, appearance and performance to promote milk’s benefits to hair, teeth and muscle growth, featuring three characters, a hair model, a 5 year-old’s discovery of the joy of the tooth fairy, and a dancer.

The campaign played out across television, outdoor and digital, with in-depth and intimate back stories of the parents and care behind the success of the stars, and the role of milk in their lives. Milk consumption is now tracking at 2% growth, tracked ‘brand love’ has increased by 5%, and engagement results significantly outperform industry benchmarks.

Read the [full Case Study](#)

Please note: this link takes you to the CAANZ website.

CASE STUDIES | 2015 NEW ZEALAND GOLD EFFIE WINNERS

**APPLIANCE SHED,
“LEGIT BRANDS. LEGIT RESULTS”**

Small, Auckland based retailer, Appliance Shed, was losing ground to the much larger retailers in the category and needed to increase sales. Quality of customer, not quantity, was the goal.



Appliance Shed's reputation was as a place to go for cheap, end-of-line or seconds products, positioned for lower-income households. But Appliance Shed was increasingly stocking brand new quality goods. It needed to rebrand itself as offering quality products delivering best value to the shopper. Close attention to competitor's prices enabled Appliance Shed to always offer the lowest prices they could. "We'll do the price hustle for you so you'll never have to pay retail prices for big brands again". A simple shift from "The Appliance Shed Factory Outlet" to "The Appliance Shed Brand Outlet", and 'paper bag' pricing versus dodgy retail practices of larger competitors, were key messages promoted on high impact billboards and Adshels. With a small number of stores, promotion was strategically located within 5km radius of each store, with further reach through social channels and geo hyper-targeted mobile when the target audience was in store vicinity. All targets were exceeded. Brand awareness tripled. All reflected in the bottom line increase in average basket size.

Read the [full Case Study](#)

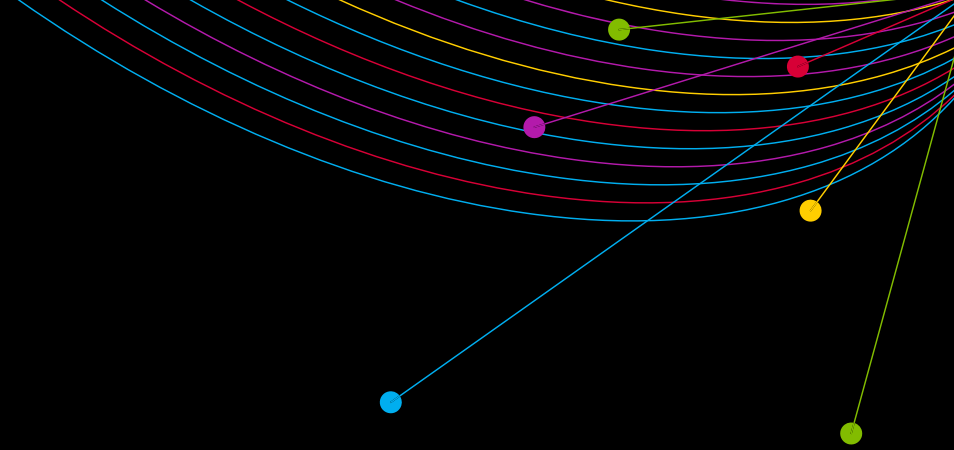
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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population.

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