



The Pacific Asia Travel
Association &
Travel & Tourism
Research Association



Present

Lunch & Keynote Speaker: Using Travel Research to Win in the Digital Age

Moderator: **Daniel Nāhoopi'i**, Hawai'i Tourism Authority

John Packer

Vice President of Travel & Leisure
Kantar TNS



Using Travel Research to Win in the Digital Age

PATA and TTRA 2017 Outlook & Economic Forecast Forum

February 2nd, 2017



About WPP



WPP





33% of US consumers
“feel **constantly followed**
by brand advertising
online”

42% of High Digital Users

39% of Heavy Online Video Viewers

37% of Millennials

36% of High Income Consumers

“We eventually concluded that, as the world was getting louder and more complex, **we were simply just adding to the noise...**”



Marc Pritchard
Chief Brand Officer, P&G

Using travel research to Re-Connect with the consumer the human...

1

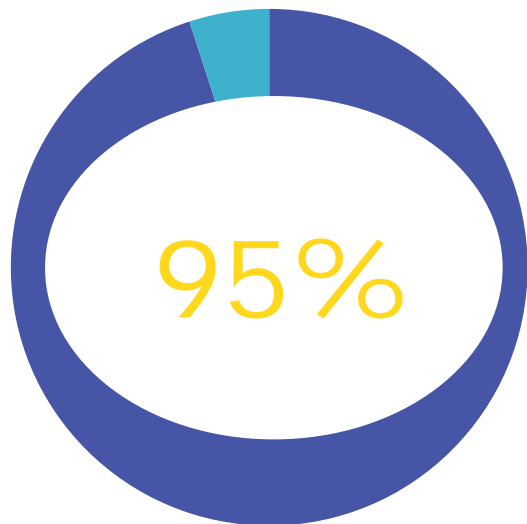
Understand which
touchpoints matter



Breaking down DMO touchpoint silos



Managing touchpoints holistically is one of the biggest challenges for companies today

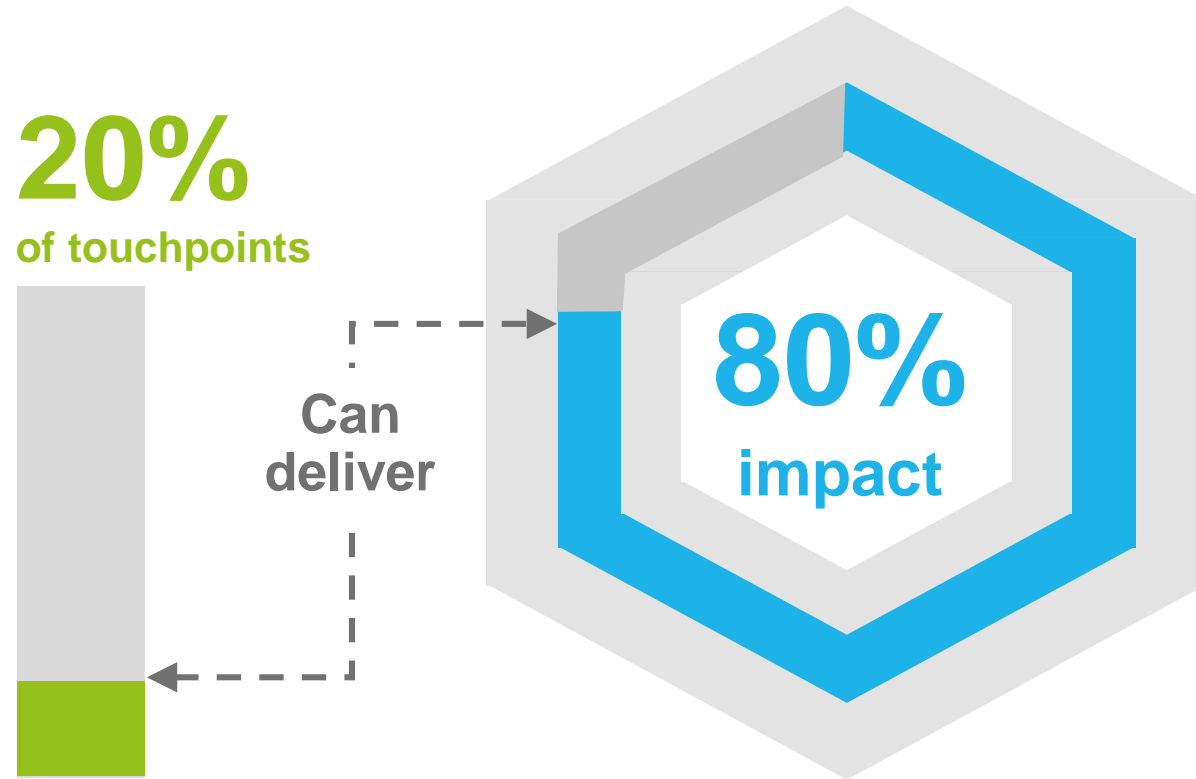


95% of companies acknowledge the importance of touchpoint management will increase in the future



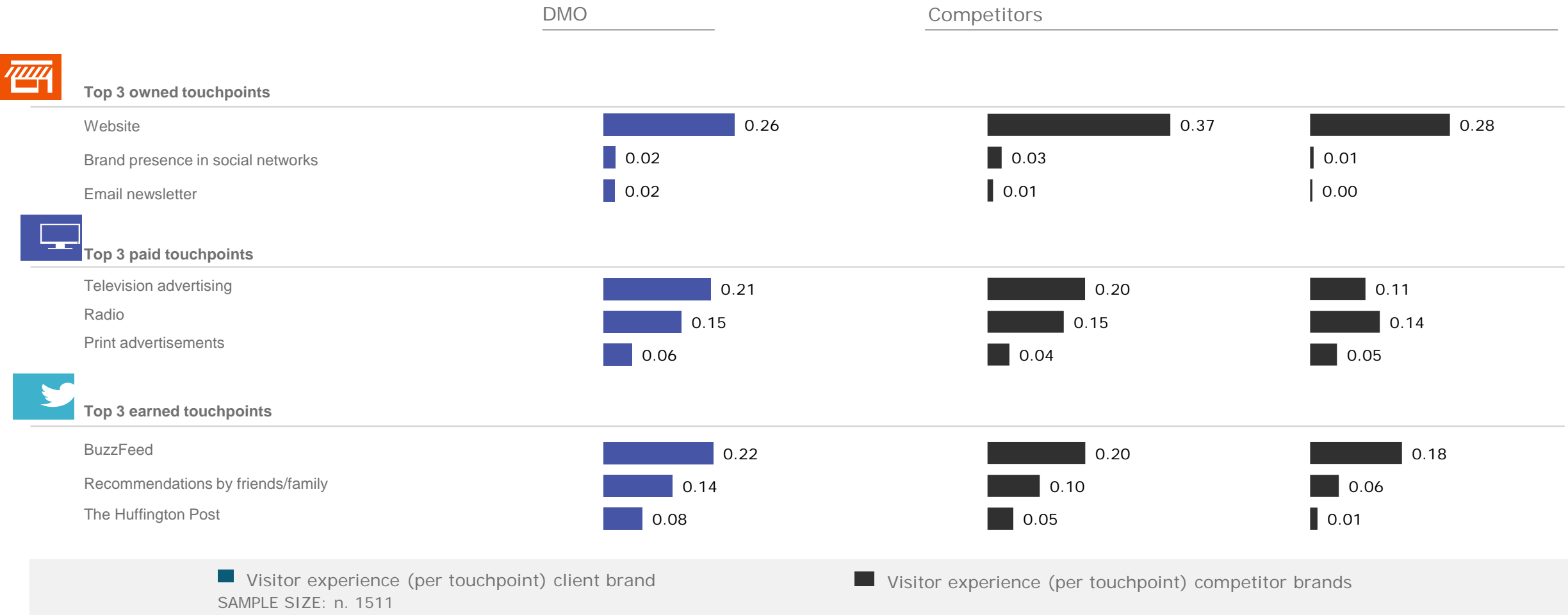
...yet only 7% feel they have a satisfactory approach

Not every touchpoint matters!



and that **20%** is different from
...one **brand** to another
...one **category** to another
...one **country** to another
...one **customer experience** to another

Contribution of touchpoints

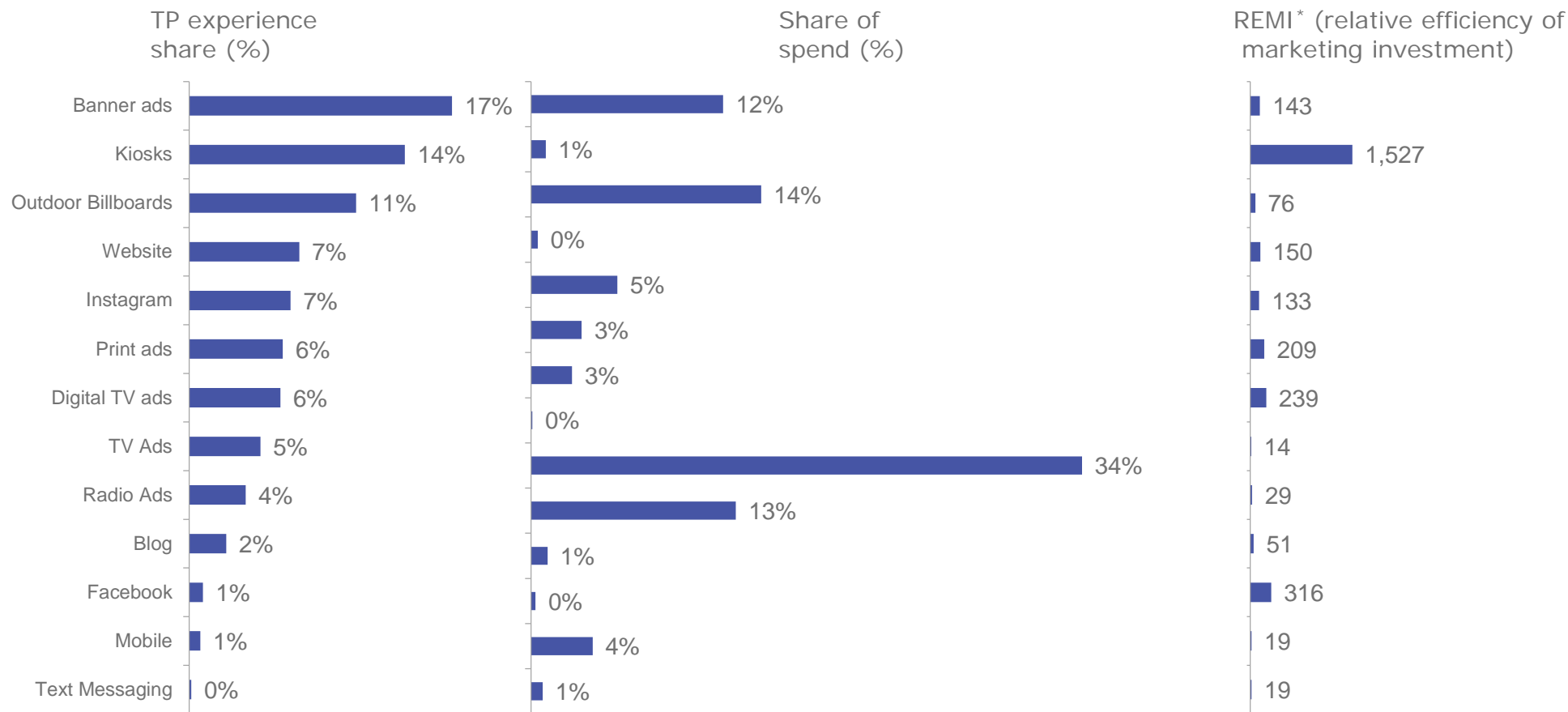


Efficiency



Relative Efficiency of
Marketing Investment

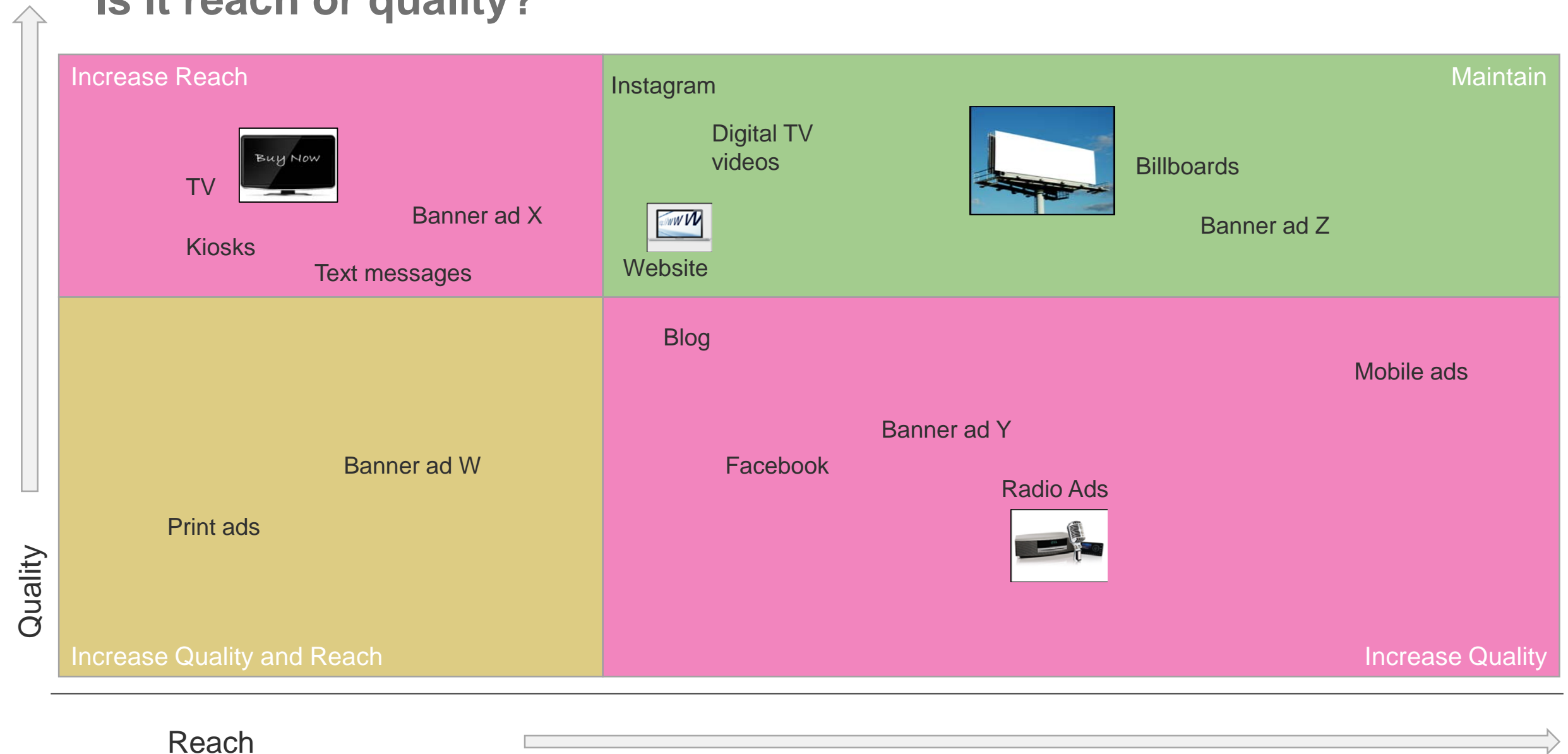
REMI – Experience vs. spend (Selected Paid and Owned Touchpoints)



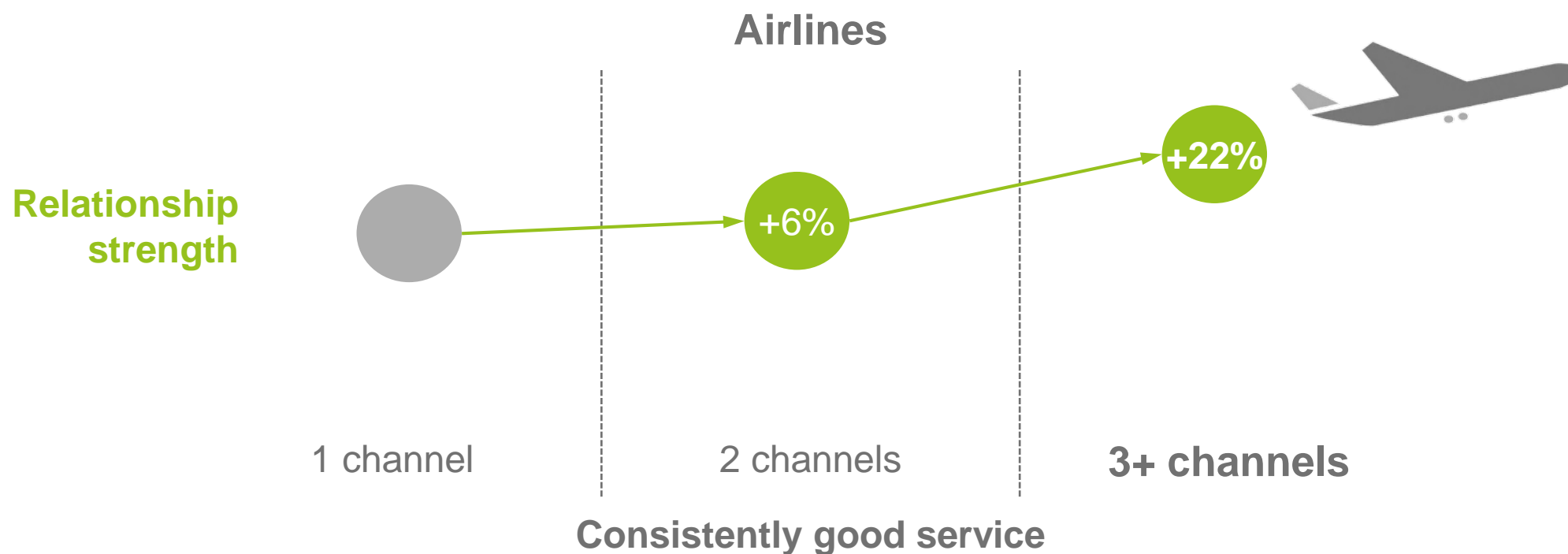
SAMPLE SIZE: n. 1051

* = TP experience share / share of spend

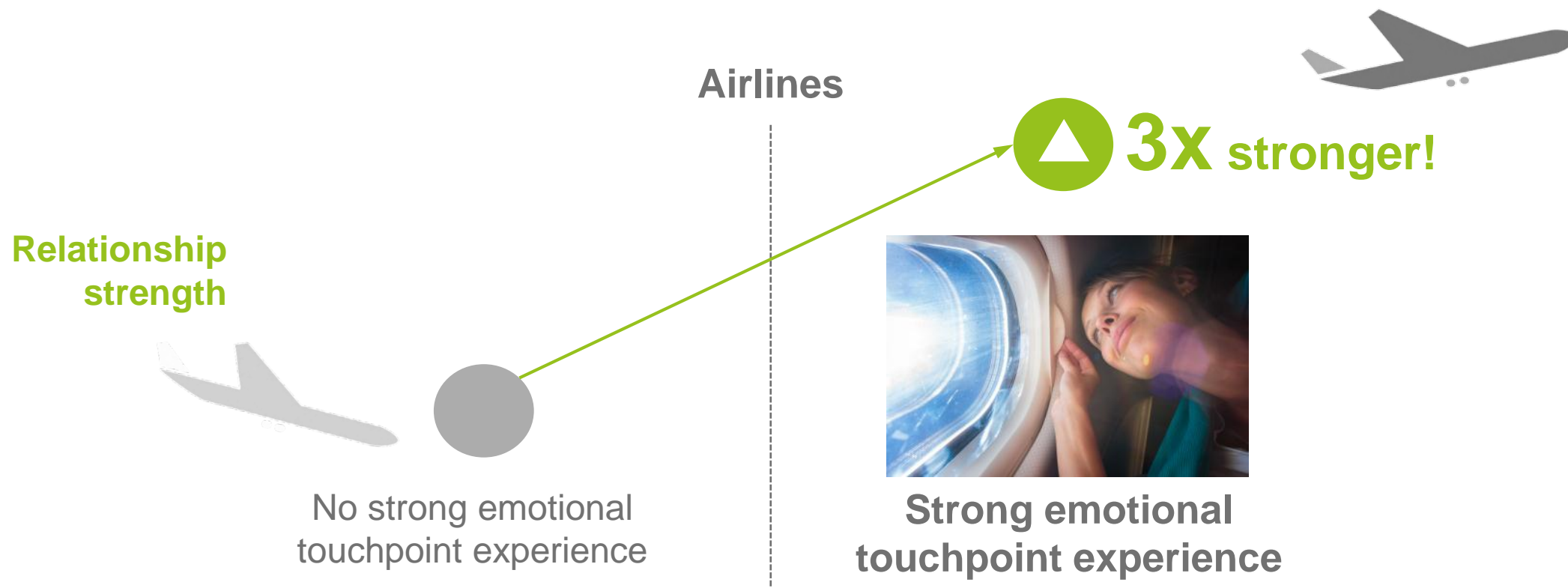
Is it reach or quality?



A consistently good service across multiple touchpoints is rewarded with strong loyalty



Emotions are the driving force behind human behavior – touchpoints that matter will tend to create emotional value



Using travel research to Re-Connect with the consumer the human...

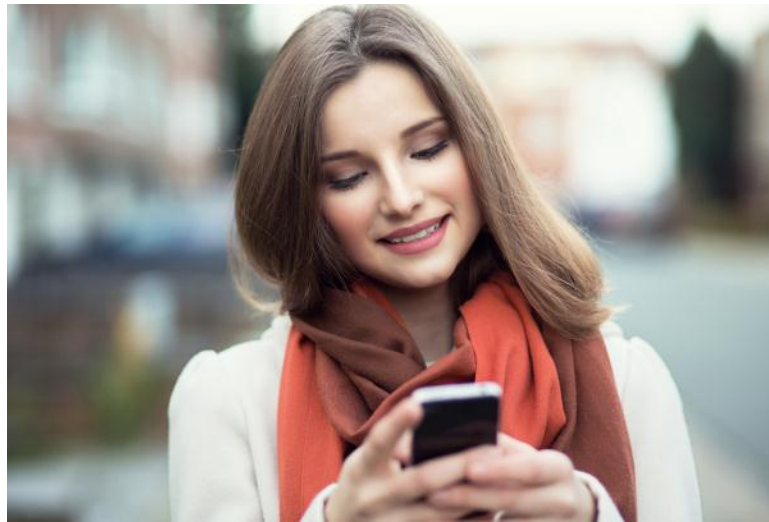
1

Understand which
touchpoints matter



2

Target when they
are **receptive**

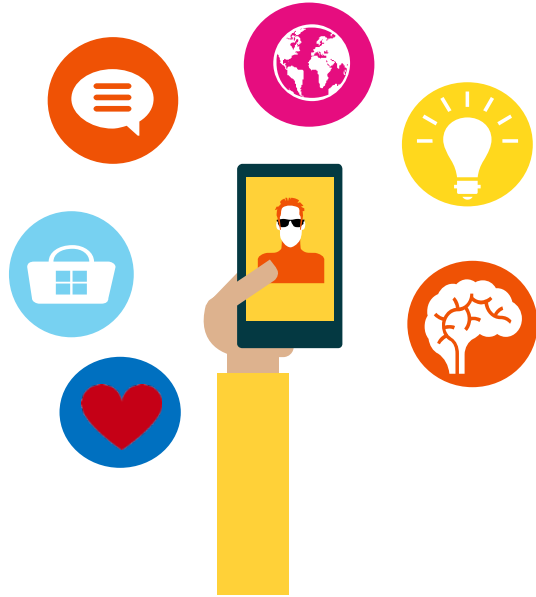


“It's very important that you think **human-first**, not platform-first.”



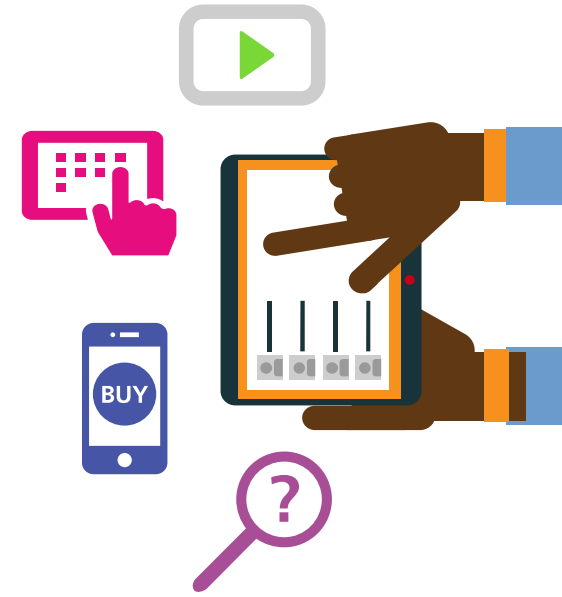
William White
VP Marketing, Target

We've forgotten there is a person on the other side of the screen



Brand Building

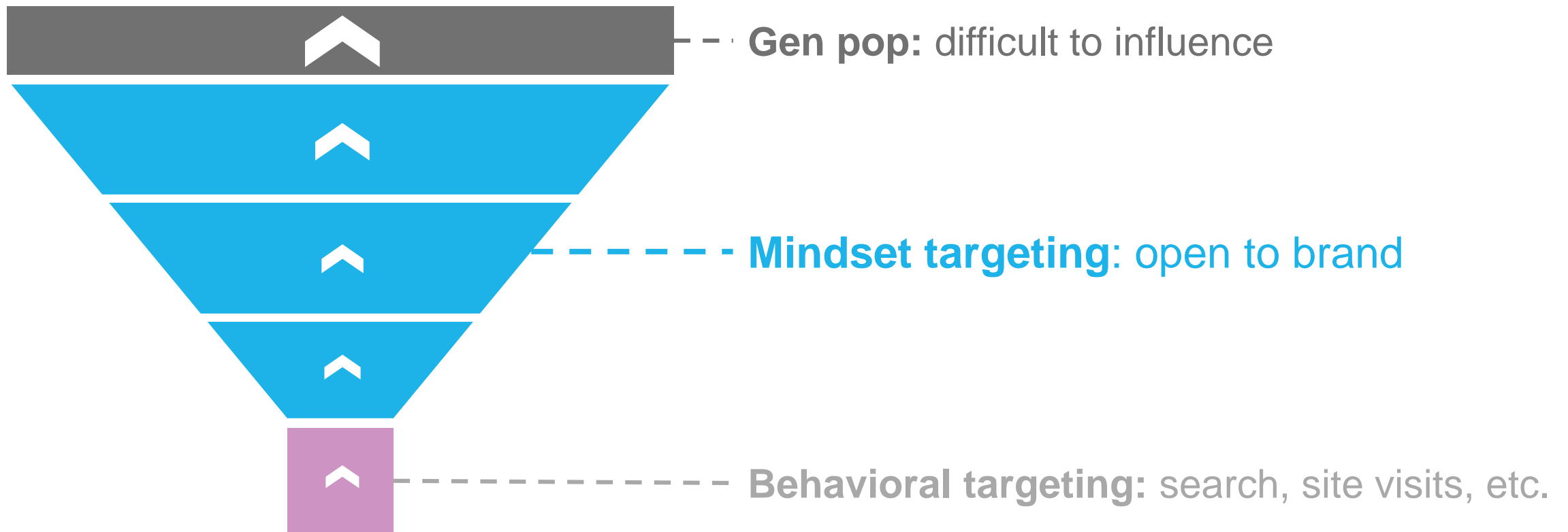
- Long-term
- Perception
- Sales



Acquisition

- Conversion
- Click-thru
- Engagement

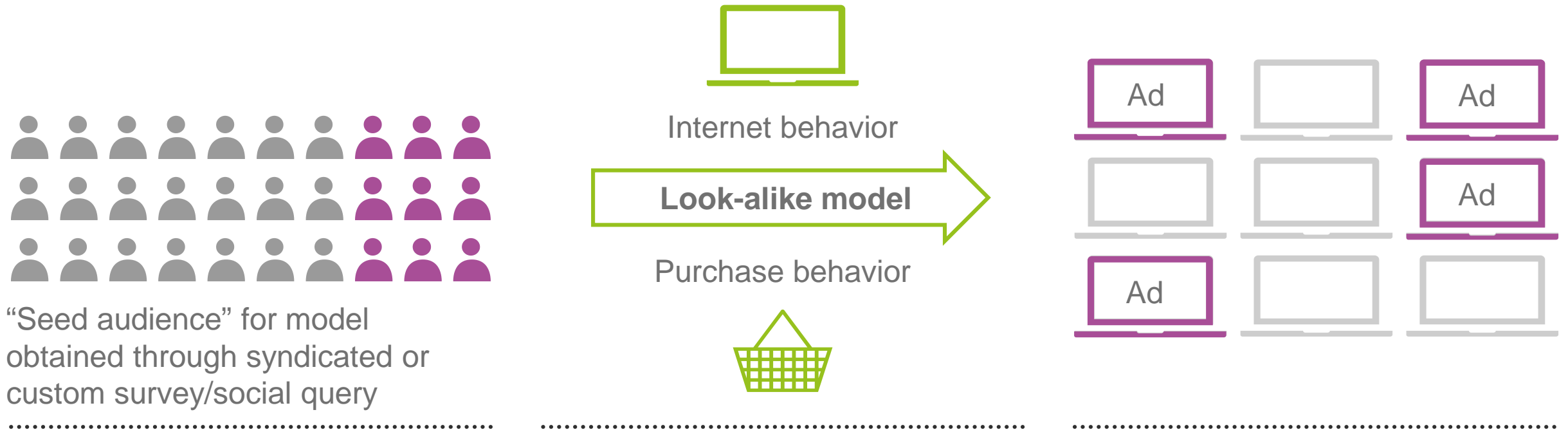
Programmatic must evolve to target people's mindsets, not just their behaviors



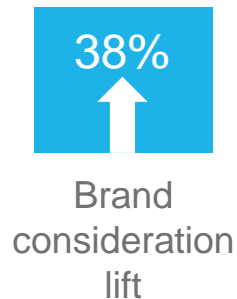
Mindset targeting casts a wider net by finding people receptive to the brand



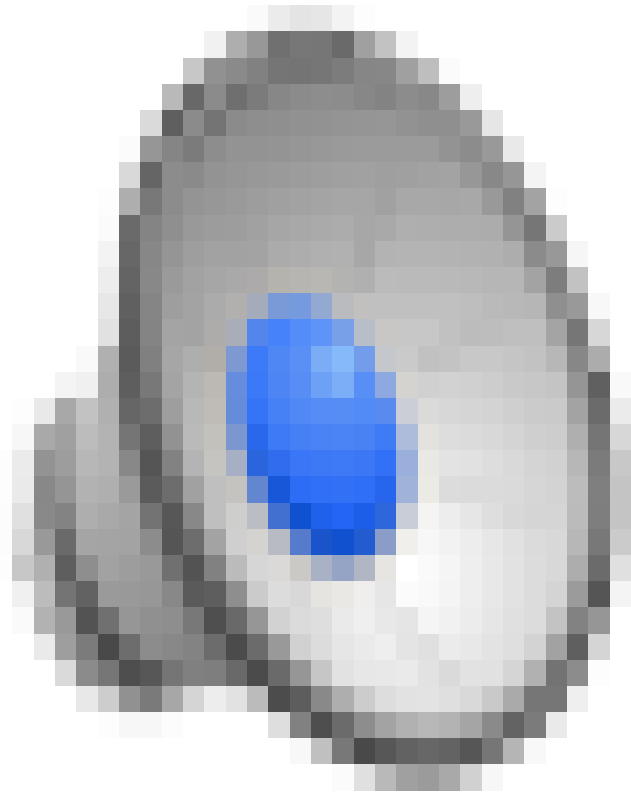
We can now activate attitudinal mindset through DMPs and look-alike models



Programmatic done well– Holiday Inn® Hotels



<https://vimeo.com/129538946>



When you have located the right person and found them at the right touchpoint...



WHO

The right target



WHAT

The right message



WHERE

The right platforms

...and yet you still have to get **through** to them

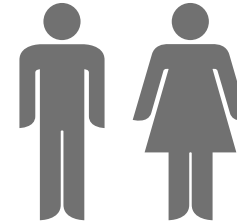
25%

of **audiences** claim to
use Ad Blocking

30%
of men



30%
of **16-24**
year olds



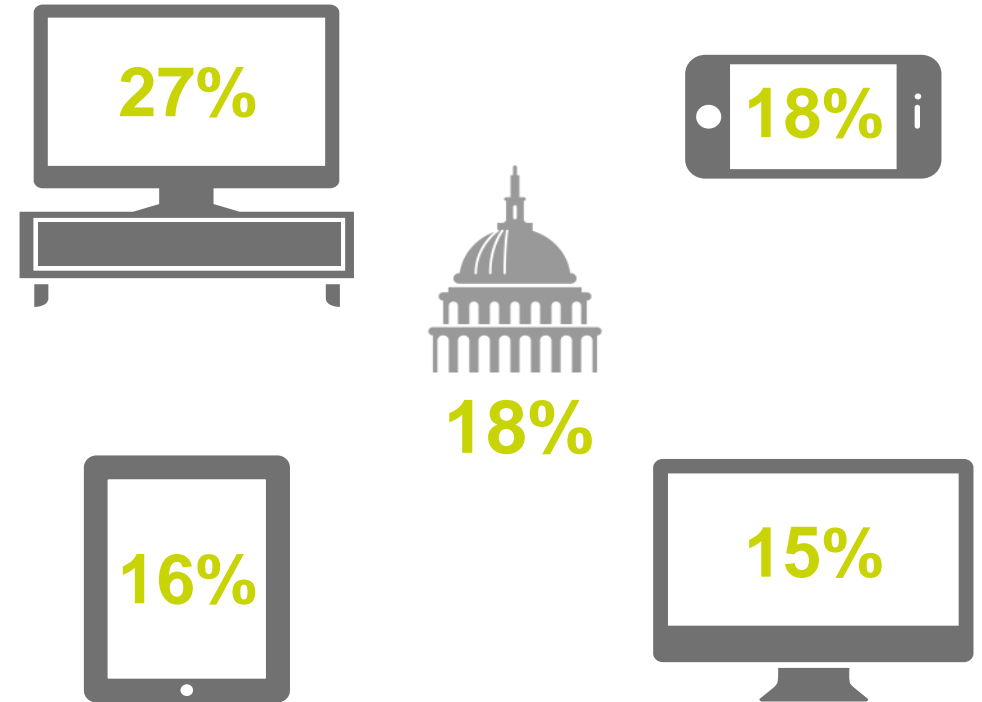
37%
of **light tv/heavy**
video watchers



Favorability to ads in digital channels is low



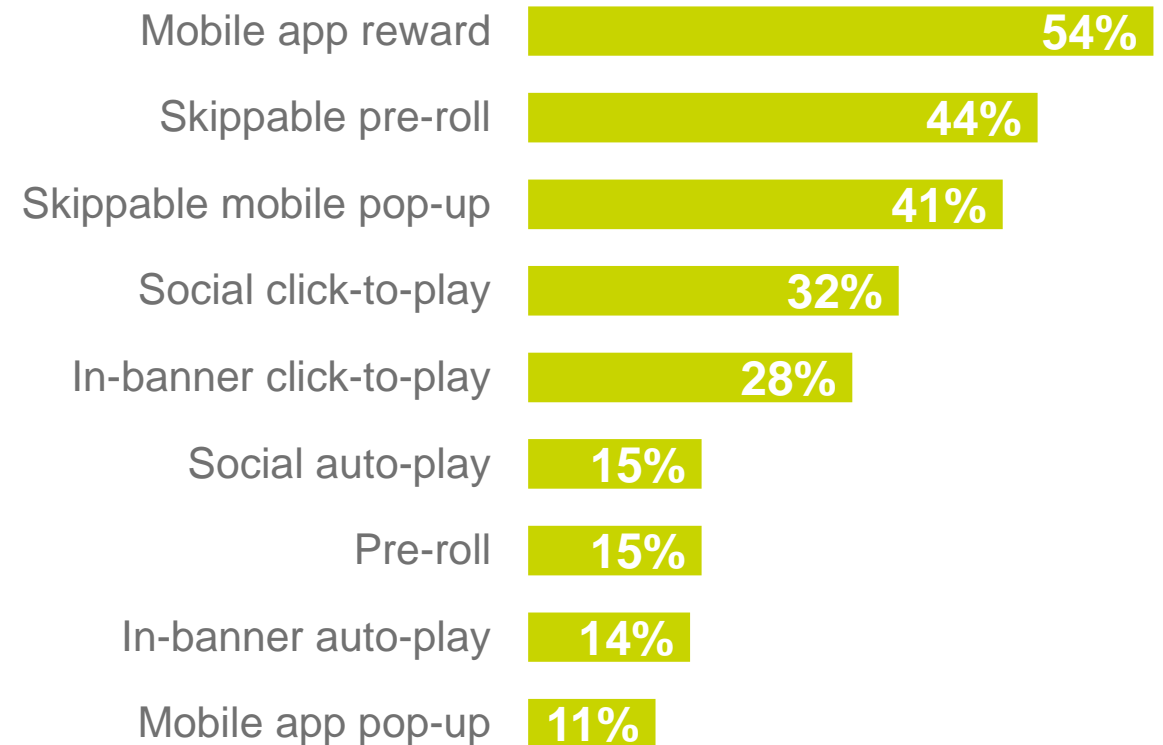
Receptivity by Screen to Video Ads



Receptivity to ads varies by format (as well as device, placement, and content)



Receptivity by Format to Video Ads



2.54 seconds

ATTRACT & ENGAGE

How do I design creative that **ATTRACTS** & engages audiences?

Know what your audience is doing online. Quickly adapt new formats, platforms, and tools.



Dove “Love Your Curls” (2016)



Snapchat Sponsored Lenses & Filters

How do I design creative that attracts & **ENGAGES** audiences?



45% Humor



33% Reciprocity *(gives me something in return)*



33% Category *(interested in)*



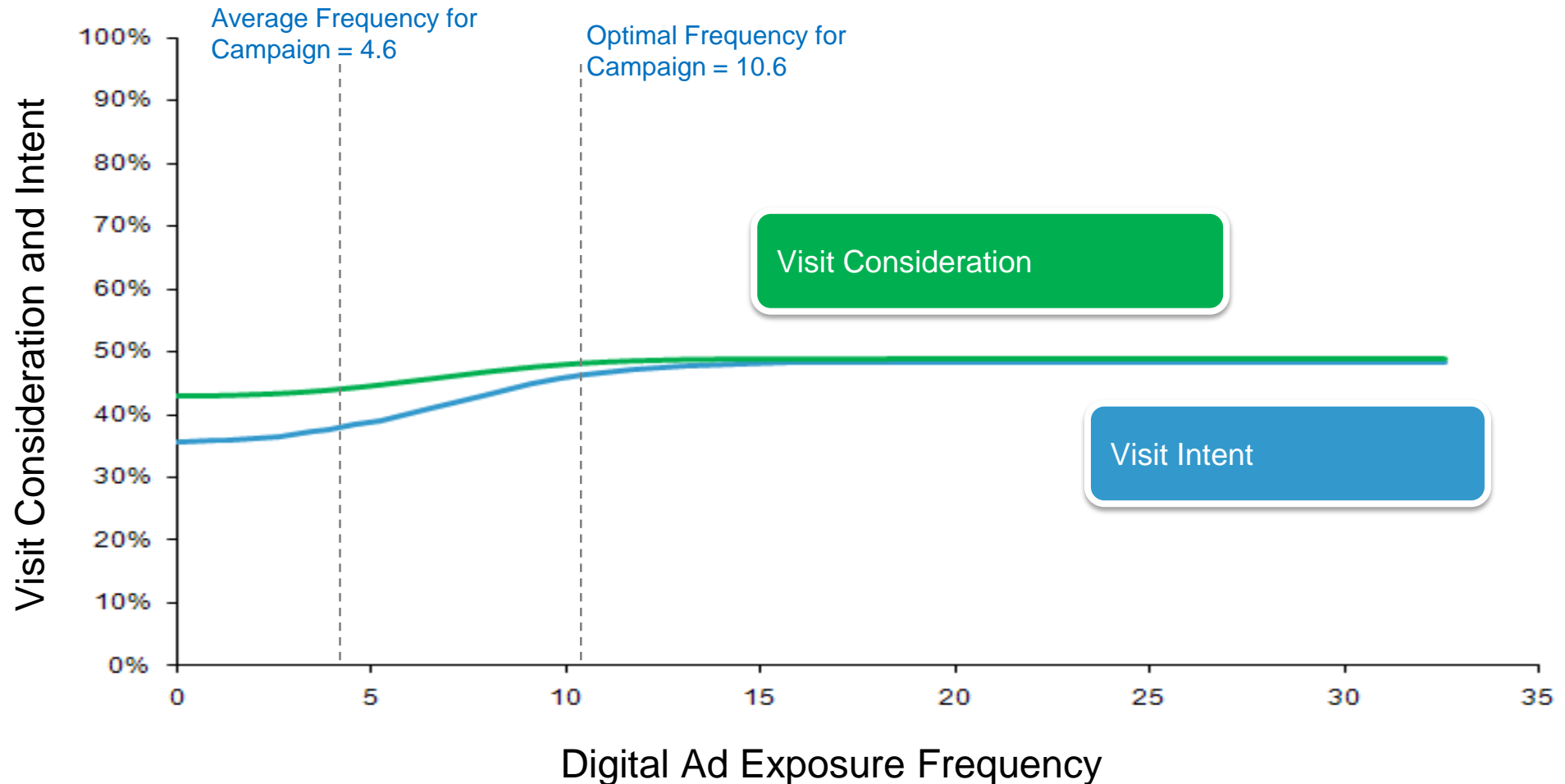
31% Brand



26% Character

Example frequency analysis

Three frequency response curves will be delivered for each media channel (TV, Print, Digital). The example below shows 2 example frequency curves for the Digital campaign. Understand how increased frequency of exposure to the digital ads impacts brand KPIs. What is the optimal frequency of exposure for the campaign? Am I spending too much/too little? Should I focus on high reach or high frequency tactics in the future?



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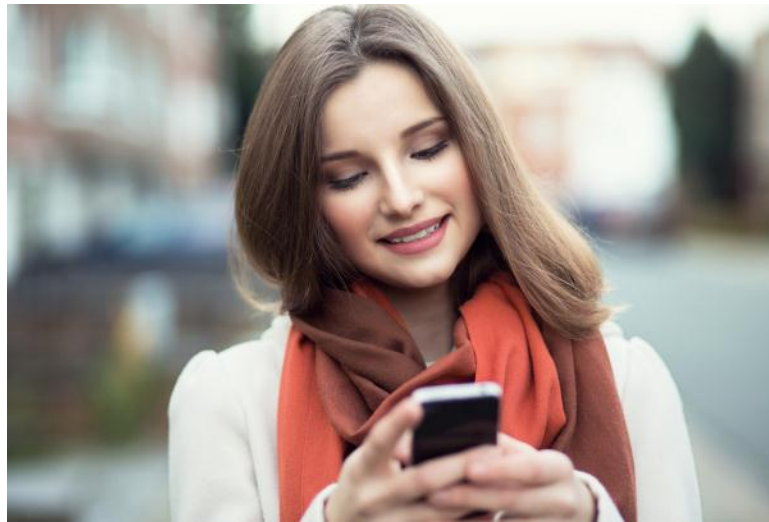
1

Understand which **touchpoints** matter



2

Target when they are **receptive**



3

Deliver content to **attract, engage, and drive action**



You will win!

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Mahalo!



2017 INTERNATIONAL CONFERENCE

Québec City, Québec, Canada • June 20-22, 2017

Exploring attractive destinations



The Pacific Asia Travel
Association &
Travel & Tourism
Research Association



Present

2017: Navigating a Marketplace of Fear, Change & Opportunity

Mahalo!!

www.patahawaii.com

www.ttra.com