

NIelsen'S INTRODUCES A BREAKTHROUGH IN ADVERTISING MEASUREMENTS: CROSS-PLATFORM CAMPAIGN RATINGS



Advertisers say that they are always on the lookout for an accurate and comparable way to determine the true value and reach of their online and Television ads. Nielsen's new system named, "cross-platform campaign ratings," promises to do just that. The company says that their new ratings platform is an exciting resource, that maintains more exacting and rigorous standards, that will certainly help understand and fathom the true value of their media investment. The new system will merge Nielsen's on hand television ratings, which measure the reach and frequency of ads on TV, with Nielsen's new online campaign ratings and apply the same measurements to online advertising. A standardized rating system for television and online ads, will give advertisers an opportunity to optimize their TV and online spending together. Advertising agencies and companies have welcomed it saying that they intend to "taking full advantage of this new standard to help us more exactly understand and interact with our audiences online." Jennifer Gardner, Director, Media Investment and Partnerships at Unilever said, "In our business, we look for the best marketing return on investment—and the best tools to gauge that. The Nielsen Online Campaign Ratings platform is an exciting resource that brings a more rigorous standard to our online campaigns and consistency in measurement strategy across our portfolio of brands." Steve Hasker, the president for media products and advertiser solutions at Nielsen, while agreeing that it was major breakthrough, promised that "this measure will show you the reach of your campaign on TV, the reach of your campaign online, and will show you the overlap between the two." Nielsen saying that they were ready to sell has seen many advertisers clamor for the system. Unilever was one of the first companies to join. Steve Hasker, said that "Nielsen Online Campaign Ratings will drive increased confidence in the web as a brand medium. We are thrilled to be working with Unilever to provide the tools, insights and intelligence that will help them be more effective in reaching consumers." Rino Scanzoni, the chief investment officer of GroupM, the company that will be using the new system, announced, "Our advertiser clients increasingly recognize that traditional television advertising and online video advertising must work together. It's vital that we have consistent measurement, and that's our goal in working with Nielsen." The new system will allow advertisers to make exact comparisons between online and television ads. Who knows the results, may even convince them to invest more online. Charles Buchwalter, Nielsen's Senior Vice President of Online Campaign ratings said, "A number of impediments have prevented brand advertisers from getting into the deep end with online," "If those impediments weren't there, you could make a very strong case that brand advertisers would have spent much more money online."

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