

CONNECTIVE3

Stop wasting
your brand
budget.





Connective3 brand media



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Paid social

CTV

Display

YouTube

Audio

DOOH

We're all facing similar challenges...

"Brand search volume is declining"

"We've hit the ceiling on our current audience"

"Generic search competition is squeezing us"

"We want to be known for 'x'"

"CPCs have gone crazy"

"We want to scale whilst maintaining strong efficiency"

"Our competitors are stealing market share"

We're all facing similar challenges...

...And are all seeing the same new answers

"Brand search volume is declining"

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"We want to be known for 'x'"

"CPCs have gone crazy"

"Our competitors are stealing market share"

"We want to scale whilst maintaining strong efficiency"

Influencer

YouTube

TikTok

Demand Gen

Meta

OOH

CTV

Podcast ads

Pinterest

Which we all know work...



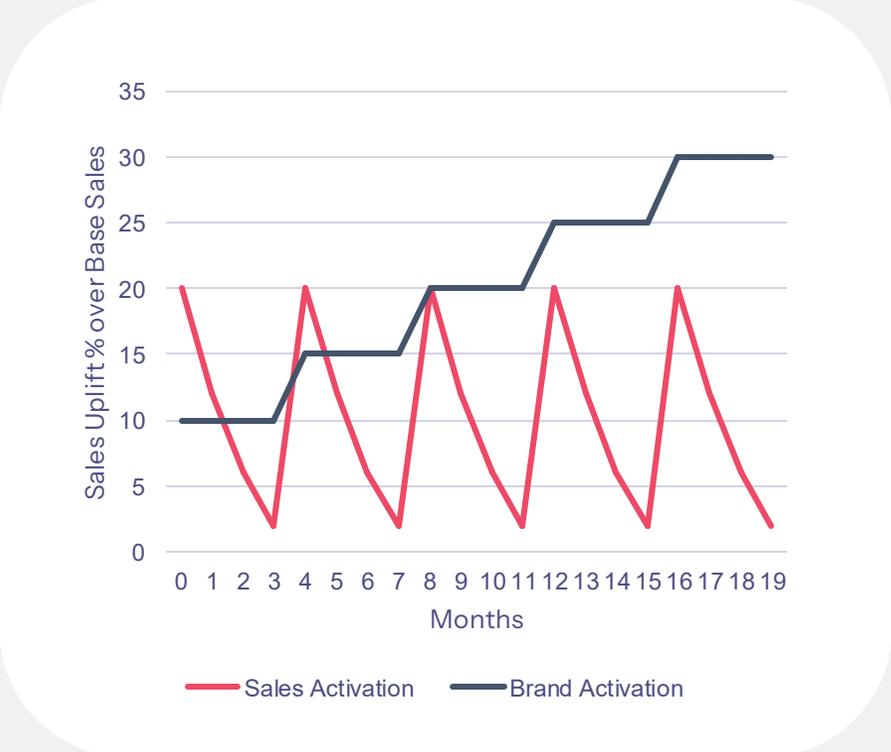
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So why is this all so hard to justify?

*and prove

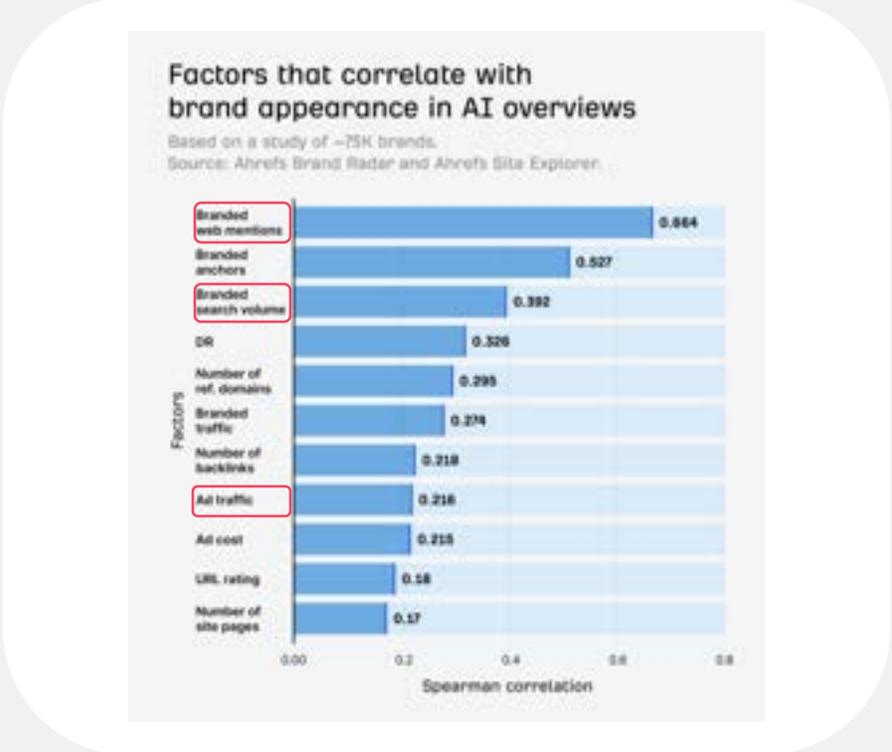
Partly it's because the payoff takes time

Direct response vs full funnel investment



Source: Marketing Effectiveness in the Digital Era, IPA

Organic visibility changes



Source: Ahrefs AI overviews study

Partly it's because the game has changed and budgets are unknowingly being wasted

Second screening & passive scrolling mean you need a high-touchpoint, cross-channel presence to build a brand narrative

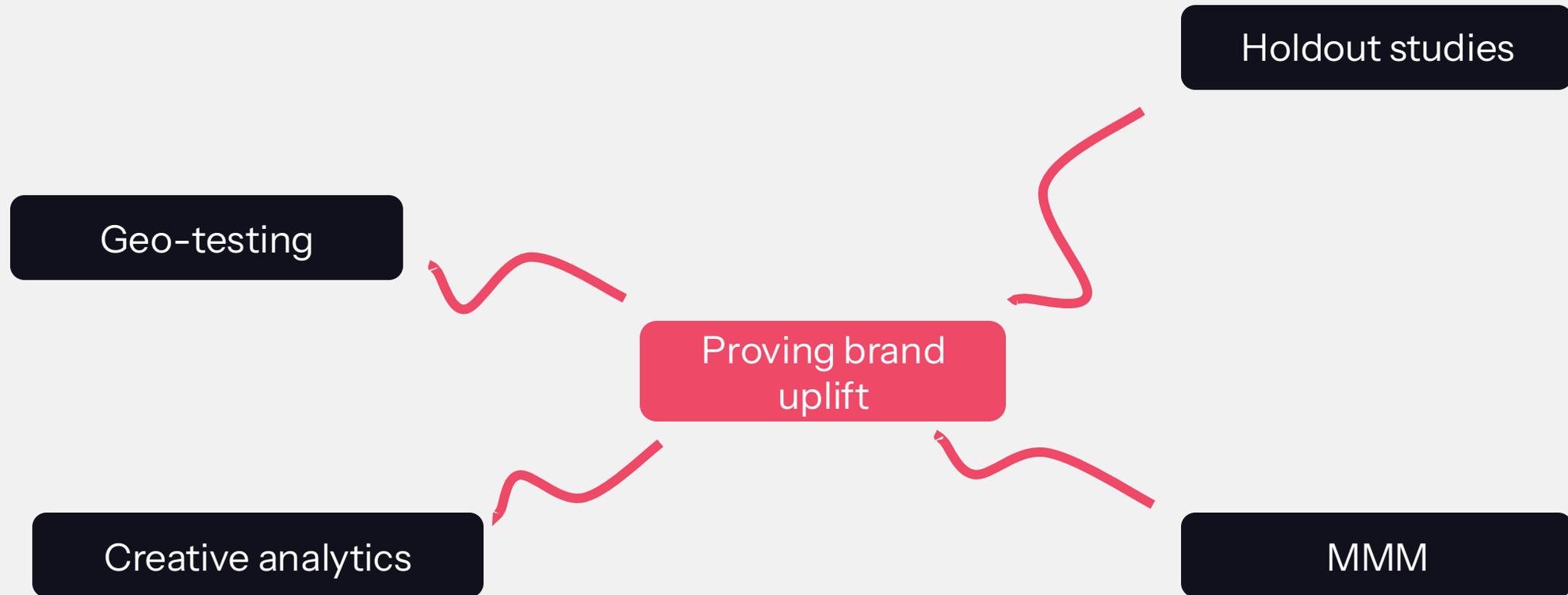
		Total Attentive Seconds						
		0 - 0.5	0.5 - 1	1 - 1.5	1.5 - 2	2 - 3	3 - 5	5+
Frequency	1	-1.6	-1.3	-1.8	-1.4	-1.5	-0.5	0
	2	-1.4	0.5	0.3	-0.1	-0.1	-0.1	0.3
	3	-1.6	0.6	1.5	1.1	0.9	0.8	1.3
	4	-3	0.7	2	3.1	2.2	2.4	1.7
	5	-1.2	-0.3	2.6	2.2	2.9	2.8	2.7

Wasted spend: Low freq.

Wasted spend: Poor creative

% brand uplift vs view time & frequency

You have to think measurement first to avoid sinking into these traps



Build a system of checkpoints to balance the long and short of it

1

Creative analytics

Beyond reach & frequency, a framework of **hook scores, hold scores and engagement scores** give you your day to day reads on good vs bad attention

2

Geo-Testing

For lower budget campaigns or for early testing, geographic splits are **the best entry point** and fastest read on how brand media compliments your wider media mix.

3

Holdout Studies

To understand longer term media effectiveness, you need the scientific rigour of regular holdout studies.

Ad recall, brand favourability and action intent are your north stars.

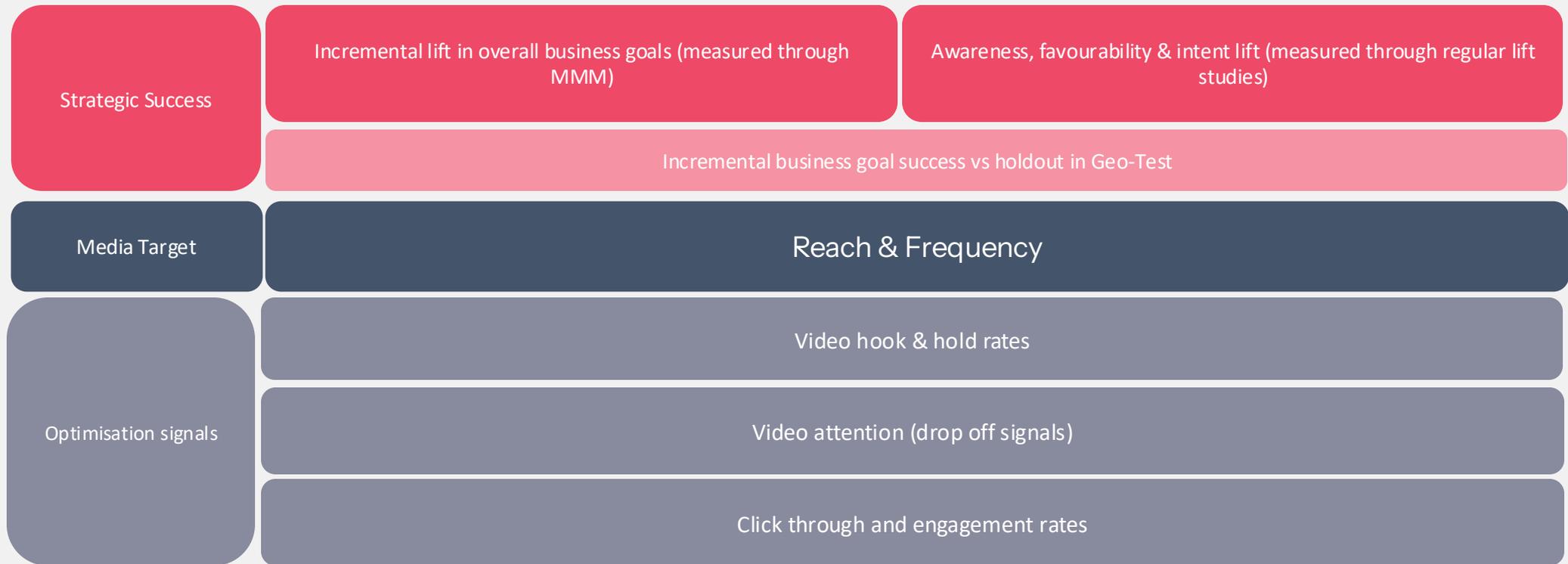
4

MMM

To **avoid channel fixation** and reviewing studies with a blinkered view, you need MMM.

These are the half/quarterly check ins on where you budget is best spent.

In practice: the brand media KPI ladder





Measurement matters –
but measurement alone is meaningless.
Creativity* gives it impact.

*and cross-channel frequency



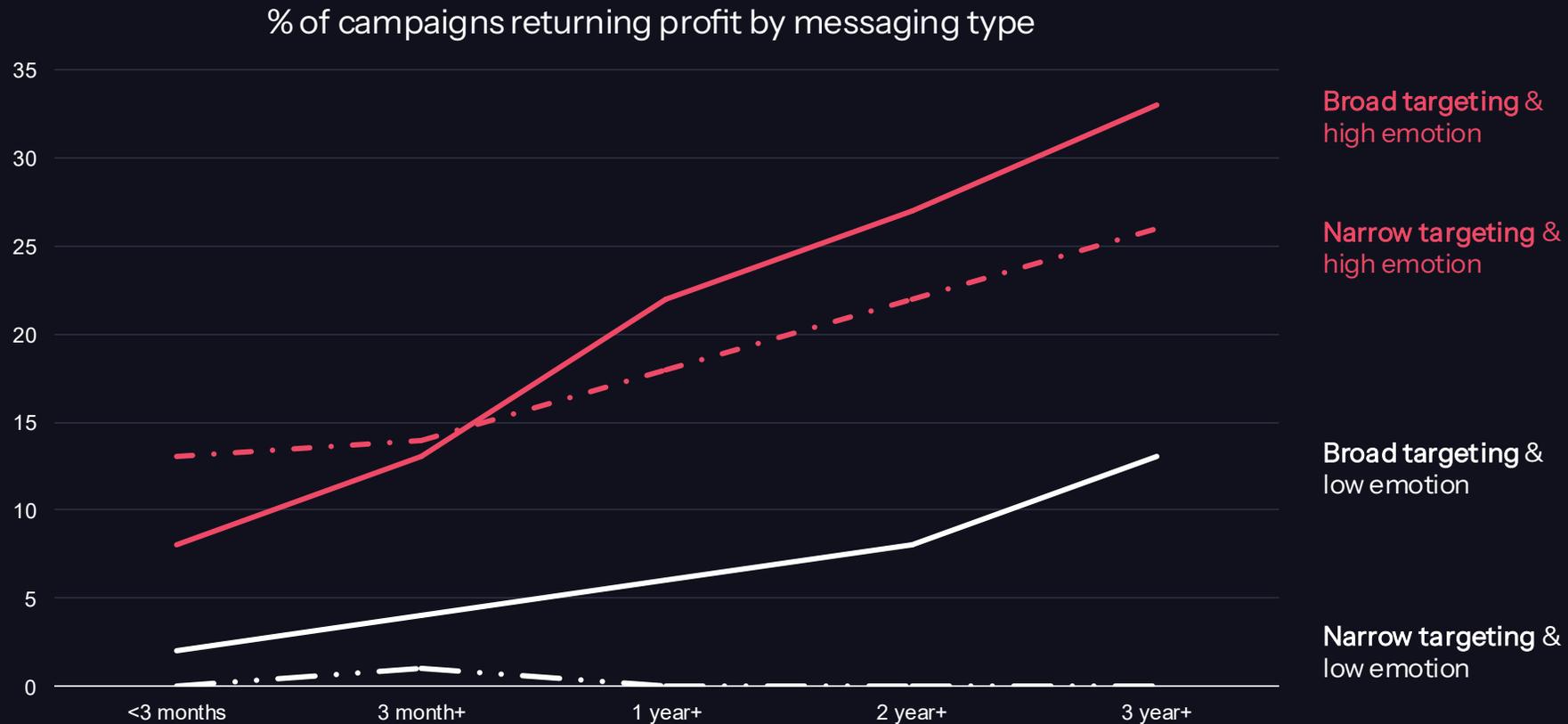
Storytelling through real human motivators unlocks modern success.

60% of consumers are more likely to engage with a brand that tells a story*

Ads that tell a story are 50% more likely to be remembered**

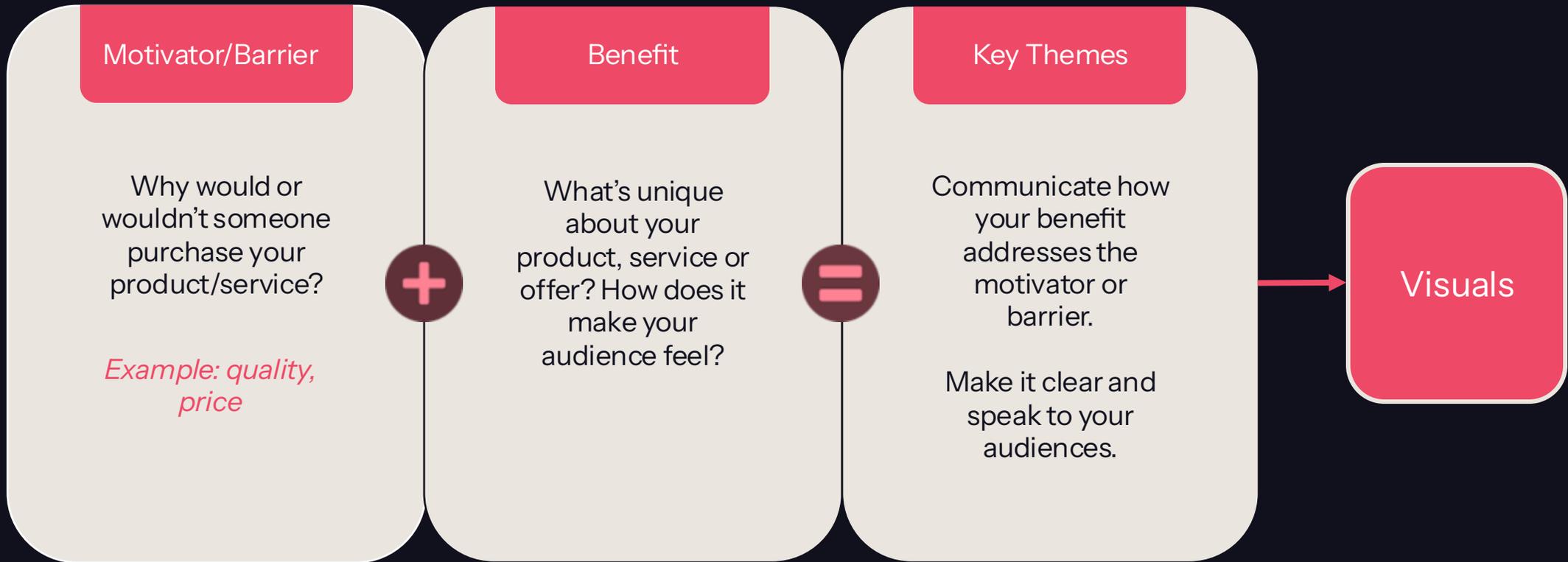


Finding **emotive messaging angles** provides the best holistic returns.





Find your **motivators**,
and translate them into **brand visuals**.





Creative with intent: Where motivators shape the story.

New-to-You Crew

“I like discovering new products and flavours”

Vita Coco cater to different tastes and needs



Fitness Fanatics

“I’m looking for a new workout drink”

Vita Coco is great sports refreshment



Flavour Cravers

“I want drinks that have real flavour – not artificial”

Vita Coco uses clean, natural ingredients



Sustainability Seekers

“I’m only interested in products from brands that care for our planet”

Vita Coco is committed to making a positive impact



Party Posse

“I’m always on the look out for a hangover hack”

Vita Coco is a great recovery solution

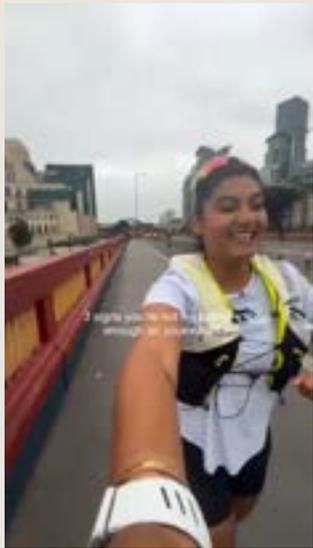




Earning authentic attention:

Real voices bring motivators to life and help tell the story.

Including people in your video sees **81%** higher effectiveness *(Kantar)*



Fitness & Recovery:
Runner Tips

Influencer Listicle



Sustainability:
Educational Humour

Vox Pop



Hydration:
Heatwave Drink Inspo

Daily Vlog



Health & Inspiration:
Matcha Tonic Recipe

UGC Tutorial

C3



Not sure where to start?

Come grab us for a chat!



Kickstart your own measurement and motivator framework with our AI prompt below



Not sticking
around?

Let's get
connected!



Kickstart the conversation and keep your eyes
peeled for some Brand Media content on
LinkedIn below



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