SpotON User Guide

I. SpotON Glossary

General

Brand
The company or the brand that was promoted through the advertisement.

Channel
The media platform on which the ad was aired, e.g. TV, YouTube, etc. (Currently only TV is available).

Country
This shows the market where the ad was aired or planned.

CPA
Some spots feature a Cost Per Acquisition, also known as the CPA. From an overall view the CPA is displayed in Euros, but if you enter the single view page you can see it in the local currency. Here you will also be able to see how many times the spot has been viewed, which can help give the CPA a deeper meaning.

Date
This shows calendar month when the spot was aired.

Favourites
Add spots to your favourites by clicking on the hearts at the far right. To view them, slide the 'Only Favourites?' tab to ON, and they will stay there until you remove them!

Featured Ads
On this page you will find the top five and bottom five spots according to three different categories: 'Overall Score', 'By KPI', and 'By Industry'. These are updated whenever a new spot fits into the line-ups.

Filter
The filter on the left of the page allows you to browse ads to your specific needs, whether it's for a certain country or a particular brand.

GRP
Some spots feature Gross Rating Points, also known as the GRP; in our case, the value is aggregated between all the spots.

Industry
To create a benchmark within a country, we have created four different categories for the spots.

Food delivery - This category features all food delivery services, including our own brands like Onlinepizza as well as competition, like Dominos.

Non-food offline - This category features products and services which aren't available solely online, such as hair care company Head & Shoulders.

Offline food - This features food and beverage-focused products and services, such as fast food chain McDonald's and supermarket Netto.

Online ordering (non-food) - This category features products and services which all run online, such as Trivago and Amazon.

Length
The duration of the ad in seconds.

Overview
To see an overview of the ad, which shows details such as length, the industry, a summary of the spot and its messages (e.g. 'We are easy to use', 'We have the best quality'), simply click on the three dots under the 'Ad Info' column of the main reports page.

Production States
We have two categories for production states; 'Finished' and 'Non-finished'.
The former is used for spots which are complete, while the latter refers to those which are in an animatics or mock-up state.

SpotON Score
The total score which is the weighted average of Level 1 KPIs.
 (i.e. Brand Relevance 30%, Viewer Engagement 40% and Ad Message 30%)
For more details on the KPIs, please take a look at the **KPI Glossary**.

State
There are three states for all spots; Benchmark (competition brands), Tested and Aired.

(Total) country norm
The average of the SpotON scores of all the ads researched in the country. This total exists both overall and per KPI.

<u>Reports</u>
- **Weighted Report**
- **Percentile Report**
- **Chart Report**

Weighted

Each answer option in the survey questionnaires and L1/L2 KPIs carry different weights in terms of calculating the higher level KPIs (**click here** to view the breakdown in our KPI Glossary).

If the gap between the ad's score and the overall country norm reaches a certain range, it will be indicated by a colour tag. The bolder the colour, the bigger the gap! Please note that at least five ads need to be selected in order to view colour tags in the 'Percentile' and 'Weighted' report.

| <15pp	Bold red tag
15pp<7pp	Faded red tag
7pp>15pp	Faded green tag
>15pp	Bold green tag

Each country norm is listed on the blue 'Country norm' tab to the right of the table. By clicking this, the results become visible.

For example, if an ad has a +16 next to its 'Brand Relevance' score, and the number is 86, this means the total country norm is 70.

Alternatively, an ad may have a -8 next to its 'Call to action' score, and the number is 62, which means the total country norm is 70.

Percentile

The percentile score is calculated by the weighted score and shows how the ad compares to the rest of the ads in the same country. This gives the spot a relative position among the compared group - the higher the score, the better the ad performs!
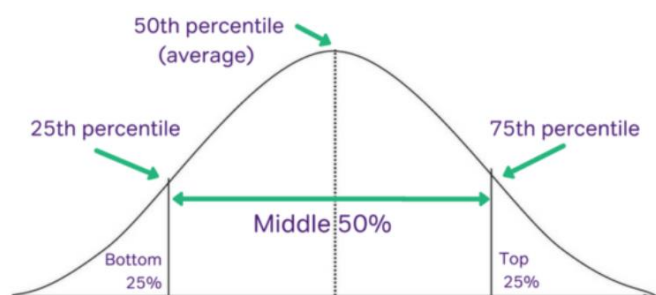
For example, if an ad's SpotON score is ranked 11th, this means it performed only 11% better than the rest of the ads.

Alternatively, if an ad is ranked 80th, this means it performed 80% higher than the rest of the ads, putting it in a high position.

Chart

On this tab we have six different charts available to view, ranging from an overall level to a more detailed insight.

SpotON Score - This chart shows how well the ad is performing overall, with the 'Total country norm' line an indicator on how it compares to other ads from the country.

L1 KPIs - This chart provides a detailed look at which areas the ad is performing well or bad in, with 'Brand Relevance', 'Viewer Engagement' and 'Ad Message' scores all shown along with the country norm for each L1 KPI.

Brand Relevance - This chart shows the breakdown of the L2 KPIs under 'Brand Relevance', which are 'Brand Recall', 'Relevance' and 'Brand Fit', and allows you to see how each section impacts the overall L1 KPI. For example, if the 'Brand Recall' section is large, it means viewers are more likely to remember the brand's name.

Viewer Engagement - This chart shows the breakdown of the L2 KPIs under 'Viewer Engagement', which are 'Ad Appeal', 'Shareability' and 'Call to action', and allows you to see how each section impacts the overall L1 KPI. For example, if the 'Call to action' section is small, it means viewers do not feel encouraged enough to act after watching the spot.

Ad Message - This chart shows the breakdown of the L2 KPIs under 'Ad Message', which are 'Messaging', 'Tone of Voice', 'Emotion' and 'Uniqueness', and allows you to see how each section impacts the overall L1 KPI. For example, if the 'Uniqueness' section is large, it means viewers think the ad stands out from others.

KPIs Details - This chart contains all the L2 KPIs scores and allows you to compare them to one another across all selected spots.

Tabs

Reports
This will take you to the main page with the overall ad list, allowing you to select spots you want to view in more detail.

Import
This is the page where spots and results are uploaded, which can only be used by system administrators.

Notifications
Notifications will pop up on the homepage when a new spot from an industry/country you have subscribed to has been uploaded - you'll also receive an email!
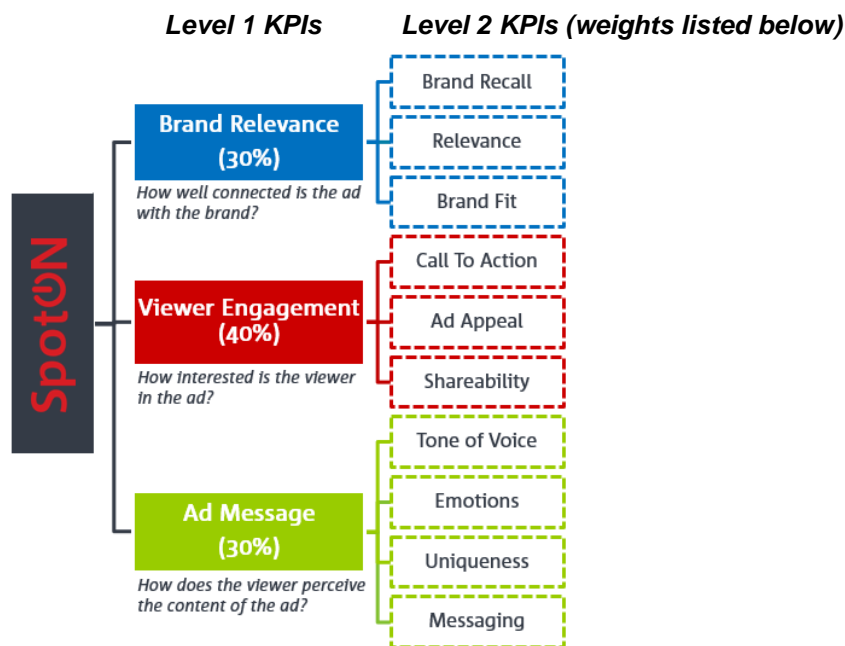
Users
There are three types of users on SpotON, which are 'Admin' who can view everything and grant permissions, 'Manager' who can view everything, and 'Limited' for those who can only view the reports of the countries they have access to.

Logout
Clicking on 'Logout' will take you out of the tool, meaning you will have to log back in to access SpotON.

KPI Glossary

Brand Relevance - The weighted average of the related Level 2 KPIs
Brand Recall 30% - The degree to which the viewer remembers the brand name straight after watching the ad, which is determined by correct answers or incorrect/no answers.
Relevance 40% - The degree to which the ad is relevant to the viewer. There are five options in this category, ranging from 'Strongly Agree' to 'Strongly Disagree', with a neutral choice in the middle. Each answer carries a weighted score, with 'Strongly Agree/Disagree' weighted 3.4, 'Somewhat Agree/Disagree' weighted 1.4 and 'Neither agree or disagree' weighted 0.4.
Brand Fit 30% - The degree to which the ad fits the brand. There are five options in this category, ranging from 'Strongly Agree' to 'Strongly Disagree', with a neutral choice in the middle. Each answer carries a weighted score, with 'Strongly Agree/Disagree' weighted 3.4, 'Somewhat Agree/Disagree' weighted 1.4 and 'Neither agree or disagree' weighted 0.4.

Viewer Engagement - The weighted average of the related Level 2 KPIs
Ad Appeal 30% - The degree to which the viewer enjoys the ad. There are five options in this category, ranging from 'Like it very much' to 'Dislike it very much', with a neutral choice in the middle. Each answer carries a weighted score, with 'Like/Dislike it very much' weighted 3.4, 'Like/Dislike it somewhat' weighted 1.4 and 'Feel neutral about it' weighted 0.4.
Shareability 10% - The likelihood of the viewer sharing the ad with others. There are five options in this category, ranging from 'Strongly Agree' to 'Strongly Disagree', with a neutral choice in the middle. Each answer carries a weighted score, with 'Strongly Agree/Disagree' weighted 3.4, 'Somewhat Agree/Disagree' weighted 1.4 and 'Neither agree or disagree' weighted 0.4.
Call To Action 60% - The degree to which the viewer is persuaded to search for more information or purchase from the brand. There are five options in this category, ranging from 'Make me want to use/purchase' to 'Discourages me from using/purchasing', with an indifferent option in the middle. Each answer carries a weighted score, with 'Makes me want to

use/purchase/Discourages me from using/purchasing' weighted 3.4, 'Makes/Doesn't make me want to find out more' weighted 1.4 and 'I'm indifferent to the ad' weighted 0.4.

Ad Message - The weighted average of the related Level 2 KPIs.
Tone of Voice 30% - The attributes which the viewer associates with the tone of the ad. There are 16 options to choose from for this category, grouped into 'Active Positive', 'Passive Positive', 'Active Negative' and 'Passive Negative'. Both 'Active' groups carry a weighted score of 3.5, while 'Passive' groups are weighted 1.5. Tones include 'Witty' (Active Positive), 'Funny' (Passive Positive), 'Boring' (Passive Negative) and 'Aggressive' (Active Negative).
Emotion 30% - The feelings which the ad triggers. There are 12 options to choose from in this category, grouped into 'Active Positive', 'Passive Positive', 'Active Negative' and 'Passive Negative'. Both 'Active' groups carry a weighted score of 3.5, while 'Passive' groups are weighted 1.5. Emotions include 'Excited' (Active Positive), 'Interested' (Passive Positive), 'Bored' (Passive Negative) and 'Annoyed' (Active Negative).
Uniqueness 20% - The degree to which the ad stand out from others. There are five options in this category, ranging from 'Strongly Agree' to 'Strongly Disagree', with a neutral choice in the middle. Each answer carries a weighted score, with 'Strongly Agree/Disagree' weighted 3.4, 'Somewhat Agree/Disagree' weighted 1.4 and 'Neither agree or disagree' weighted 0.4.
Messaging 20% - The idea which the ad communicates to the viewer, with nine options to choose from including 'We have something new to tell you', 'We have a promotion, deal or discount' and 'We have the best quality'.

How are the weighted and percentile scores calculated?
There are two different scores in the reports.
1) Weighted scores: calculated by the KPI formula with the survey results ($0\% \leq x \leq 100\%$)
2) Percentile scores: calculated from the weighted score indicating relative standing among the herd ($0th \leq x \leq 100th$)
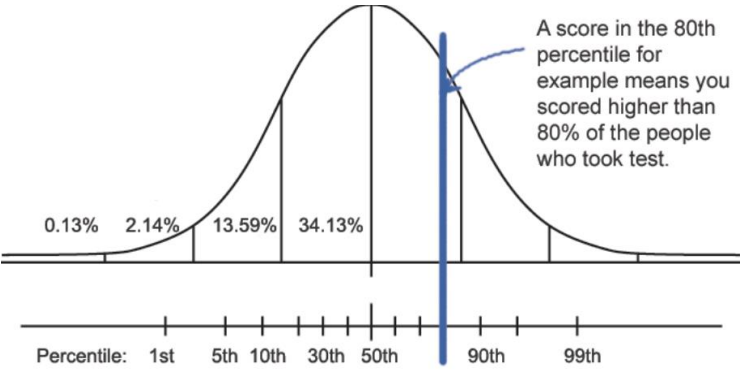
1) *Weighted Scores*

Answers (Category)	Weight	N (# of answers)	Weight*N	Weighted score
strongly agree/ active positive	3.4	a	3.4 * a	
somewhat agree/ passive positive	1.4	b	1.4 * b	The weighted score = (3.4*a + 1.4*b)/ (3.4*a + 1.4*b + 0.4*c + 1.4*d + 3.4*d)
neither agree nor disagree/ neutral	0.4	c	0.4 * c	*if a=b=c=d=e=10, the weighted score = 48% = (34+14)/(34+14+4+14+34)*
somewhat disagree/ passive negative	1.4	d	1.4 * d	
strongly disagree/ active negative	3.4	e	3.4 * e	

2) *Percentile Score examples*

TESTED AD	PERCENTILE SCORE
BRAND_DOG_A	88th

MUNDIAL_A	75th
BEREADY_OV_A	60th
HEAD_SHOULDERS_A	28th
BODY_A	17th
TRUEHERO_DADA_A	9th

A score in the 80th percentile for example means you scored higher than 80% of the people who took test.

0.13%   2.14%   13.59%   34.13%

Percentile: 1st   5th 10th   30th 50th   90th   99th

II. FAQs

What can I do with SpotON?
- You can benchmark TV spots against others in your own brand, competition and in the same industry.
- From results you can see which KPIs performed best or worst for your ad, enabling you to identify its strongest and weakest areas.
- Taking results into account, you'll know which KPIs to focus and improve on both pre and post testing.
- You can learn more about your own benchmarks as well as the industry's by comparing your ad to others.
- You can watch various benchmarking TV spots from competing brands and review their pros and cons.
- You can pre-test different versions of the same spot (e.g. different cuisines, different directions, different visuals, etc.) before airing to see which performs highest.

What does each KPI indicate?
Please refer to our **KPI Glossary** for more information on what each KPI indicates!

Which survey questionnaires are asked for SpotON?
Participants are asked ten different SpotON questions, as seen below, in addition to five demographic/screening questions.

Brand Recall	⇒	Viewers remember the brand name after watching the ad?
Relevance	⇒	Ads are relevant to the viewer?
Brand Fit	⇒	Ads fit the brand?
Call To Action	⇒	Viewers are persuaded to perform a certain action?
Ad Appeal	⇒	Viewers enjoy the ad?
Shareability	⇒	Viewers want to share the ad with others?
Tone of Voice	⇒	Which attributes viewers associate with the ad?
Emotions	⇒	Which feelings ads trigger?
Uniqueness	⇒	Ads stand out from others?
Messaging	⇒	Which ideas ads communicate to the viewer?

What is the approximate cost for the survey?
The cost per spot varies depending on the market and the number of spots to be tested. For more details, please contact Frederic Lamotte, **frederic.lamotte@deliveryhero.com**.

Can I view information from other markets?

Unfortunately, you can only view all available spots for your own market. In case you are interested in seeing results for a specific spot, please contact Marina Kramer, **marina.kramer@deliveryhero.com** or Frederic Lamotte, **frederic.lamotte@deliveryhero.com**.

Why can't I see the country norm when looking at the charts?
The country norm only applies when comparing ads from the same country - it will not appear on the chart when spots from multiple countries are selected. This is to keep the charts clear and easy to read - the more country norms added, the more clustered it would appear.

On what criteria have the spots been selected for testing?
We selected benchmarking TV spots from popular well-known brands, including competition, which all have a similar tone of voice and target group, as well as a high spend on TV advertising.

Can we add new spots to the existing ones?
Yes, adding new spots is relatively easy when the market has already launched SpotON and they will be tested after selection. Please fill in relevant details on **this sheet**, then contact Frederic Lamotte, **frederic.lamotte@deliveryhero.com**, once completed.

Who can I contact to get more info on the SpotON?
General info - Marina Kramer, **marina.kramer@deliveryhero.com**
KPIs and Research - Frederic Lamotte, **frederic.lamotte@deliveryhero.com**
Technical questions - Andres Guevara, **andres.guevara@deliveryhero.com**

Where can I watch the spots I'm interested in?
Please click 'Reports' on the top menu, then click on the three dots in the 'Ad Info' column for which ad you want to view on the far right of the list. This will take you to a page with access to the video along with further details about the spot.

I can't access the tool. How can I get support?
If you encounter an access issue or find a bug in our platform, please take a screenshot and email it along with details of the issue to Andres Guevara, **andres.guevara@deliveryhero.com** or Marina Kramer, **marina.kramer@deliveryhero.com**.

III. Usage Guidelines

Contact persons for SpotON
General info - Marina Kramer, **marina.kramer@deliveryhero.com**
KPIs and Research - Frederic Lamotte, **frederic.lamotte@deliveryhero.com**
Technical questions - Andres Guevara, **andres.guevara@deliveryhero.com**

Create Users
For admins only, click on 'Users' on the top panel to add a new person and give them particular rights to SpotON.

Dividing ads
We recommend dividing the ads by country, using our Google Sheet with different tabs for each country.

Exporting
To export from the Google Sheet, please go to the tab of the country you want to view, select 'File', 'Download As' and then click on 'Comma-separated values (.csv, current sheet)'. Please note this will only export the country of the tab you are on.

Naming
Ad naming
The ad name needs to match the name in the results. Please do not change the name of the ad as this will affect viewing!
Column names
The names cannot have blank spaces between words and numbers, please separate with an underscore (_).
Special characters
Please do not use any special characters (e.g. & $ # ä ú). English alphabet letters only.

Name Generator
Here you enter all the details of the spot you're uploading to generate a name which fits the SpotON naming convention. The 'AdName' is the title give to the spot, and in the 'version' box you can either enter 'OV' (one version) or – if there's several spots under the same title – simply specify which one it is. Then bingo, you have your spot name!

Updating information on the Google Drive
Any changes such as ads for testing, survey questionnaires in each language, quotes, attributes and variables should be immediately notified to the SpotON contact persons.