Love Island
Linking real world behaviours to reality TV

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Head of Audiences
We measured Linear TV, Digital and non-digital VoD, in-app and browser exposures related to all things Love Island.
On Device Research Methodology

**STEP 1**

- **Measured digital exposure:** Embedded 1x1 pixel into ad creatives, VOD idents and brand websites. We collected device IDs and cookies, which we converted to device IDs for panel matching.

- **Measured TV Exposure:** Always-on ACR within our app using Axwave’s fingerprint technology allowed us to measure exposure.

- **Measured Footfall to Stores:** Location Science SDK is installed within our app, tracking Device ID location continuously.

**STEP 2**

- 3,000 (18-34s) ODR panellists recruited for the study

- When the campaigns went live, we captured handsets that had been exposed to multiple media types.

**STEP 3**

- We matched exposure of digital and TV content to our panellists, creating a control and exposed group. We tracked their location for two weeks before, during, and after the campaign.

**STEP 4**

- We created exposed & control groups that were matched on demographics, pre-campaign visitation to the advertiser retail brand and pre-existing affinity with brand.
Key dimensions evaluated

1. Advertising Effectiveness
   - Build brand awareness
   - Drive advertising recall
   - Improve brand favourability
   - Increase purchase intention
   - Encourage Footfall (visits and visitors)
   - Drive website visits

2. Creative Performance
   - Building emotional engagement
   - Conveying the message
   - Stimulating consumer interactions
hitwise
Headlines

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARENESS</td>
<td>86%</td>
</tr>
<tr>
<td>BRAND CONSIDERATION</td>
<td>+9%</td>
</tr>
<tr>
<td>ONLINE ACTIVITY</td>
<td>+500%</td>
</tr>
<tr>
<td>IN STORE FOOTFALL</td>
<td>+14%</td>
</tr>
</tbody>
</table>

Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV
Nearly 9/10 Love Island viewers were aware of the brand partners.
Watching Love Island was a social event

“We watch Love Island together every night”.

Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV
Love Island was the most talked about show of the year on Twitter

<table>
<thead>
<tr>
<th>Rank</th>
<th>Programme</th>
<th>Tweets</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Love Island</td>
<td>12m</td>
</tr>
<tr>
<td>#2</td>
<td>Good Morning Britain</td>
<td>1.4m</td>
</tr>
<tr>
<td>#3</td>
<td>Question Time</td>
<td>1.3m</td>
</tr>
<tr>
<td>#4</td>
<td>Daily Politics</td>
<td>1.3m</td>
</tr>
<tr>
<td>#5</td>
<td>The Andrew Marr Show</td>
<td>1.3m</td>
</tr>
<tr>
<td>#6</td>
<td>Eurovision Song Contest</td>
<td>1.2m</td>
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<td>#7</td>
<td>Newsnight</td>
<td>1m</td>
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<tr>
<td>#8</td>
<td>Coronation Street</td>
<td>966.8k</td>
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<tr>
<td>#9</td>
<td>Celebrity Big Brother</td>
<td>959.4k</td>
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<tr>
<td>#10</td>
<td>Celebrity Big Brother</td>
<td>917k</td>
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</table>

Source: Kantar InStar Social
Nearly 9/10 Love Islands viewers were aware of the brand partners

86 PERCENT BRAND AWARENESS

Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV
BRAND BUILDING

Brand partners saw an average of 9% increase in brand consideration.
Brand partners Love Island activity cut through with viewers

**AD AWARENESS**

+69% vs. non viewers

Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV
On average brand partners saw a 9% increase in consideration

Non Viewers: 57%
Love Island Viewers: 62%

Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV
Consideration is the brand metric that has the strongest relationship with sales

- Consideration: +1% pt
- Uplift in sales: 0.5 – 1.5% pt

Source: Thinkbox Profit Ability 2018
On average brand partners saw a 13% increase in purchase intent

Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV
Strategic link is a vital element of effectiveness, correlating very closely to the average brand impact for partner brands.
Love Island broader learnings

• **Fit** is a key element of brand impact – very clearly brands with a better sense of fit benefit from larger brand uplifts.

• TV combined with ITV Hub tends to drive a stronger brand impact as does frequency of Love Island viewing and interaction with the Love Island app.

• There is a strong frequency effect in Footfall impact:
  • Uplifts in visitors are much more pronounced among more frequent Love Island viewers.

Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV
ONLINE ACTIVITY

Superdrug experienced a 500% uplift in visits during the campaign.
Superdrug experienced a five fold increase in site visits among Love Island viewers.

**ONLINE VISITS**

+500%

Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV
Brand partners experienced a YOY increase in site visits during the period of Love Island

25 PERCENT INCREASE

Source: Hitwise
Brand partners experienced a near five fold increase in online visits during the campaign among the ITV Audience

**ONLINE VISITS**

+484%

Source: Hitwise, based on the ITV Audience definition
Brand partners experienced a 18% increase in brand footprint during the period of Love Island.
Jet2 and Jet2holidays saw a +23.1% and +23.0% increase in Share of Voice Year on Year

Source: Hitwise, based on travel company competitor set
Brand partners experienced an increase in direct traffic during the period of Love Island

14 PERCENT INCREASE

Source: Hitwise
Superdrug saw a significant increase in traffic from ITV

Source: Hitwise
IN STORE FOOTFALL

Superdrug experienced a 14% increase in footfall among viewers during the campaign.
Superdrug saw an increase in store footfall among viewers during the campaign

14%

Source: Love Island Study On Device Research
Increased exposure = increased in store footfall

35 PERCENT INCREASE

Control: 16.8%
Exposed: 19.1%
Under 20 Exposures: 18.7%
Over 20 Exposures: 22.7%

Source: Love Island Study On Device Research
Love Island partnership led to significant increase in incremental visits to Superdrug

300k* INCREMENTAL VISITS

Source: Love Island Study On Device Research, *applying the % visits scores to the total Love Island (all adult) audience across the series (17.7m). For 18-34s the incremental visits equates to 110k based on an audience of 6.2m across the series.
Supermarkets experienced an increase in store footfall among viewers during the campaign.

16%
PERCENT INCREASE

Source: Love Island Study On Device Research
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