The Tip of the Spear

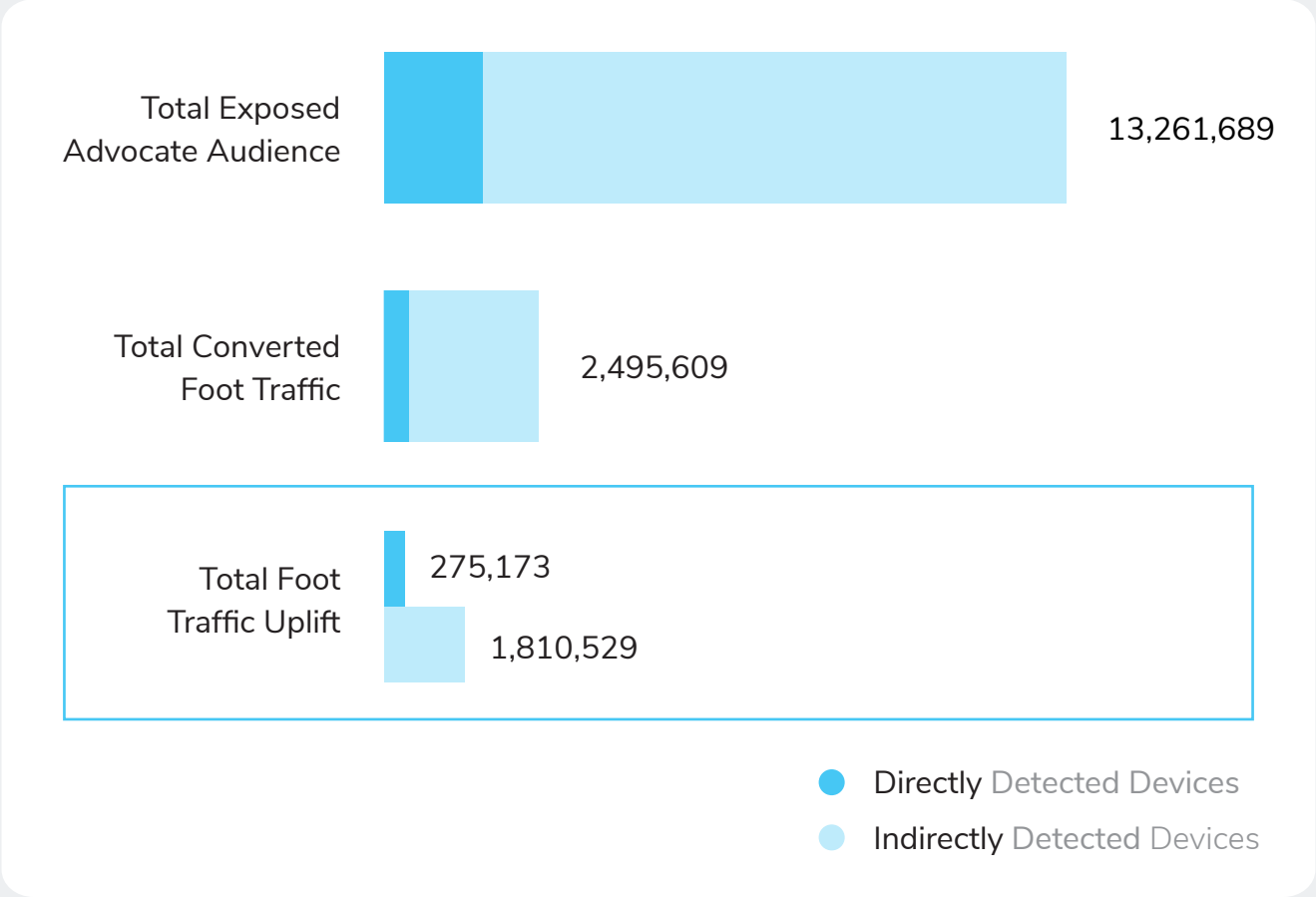
The power of a unique, surprising hero asset in delivering outstanding campaign results

A case study on Dan Murphy's 'Holidays Handled' campaign

Presented by Dan Murphy's skyfii WRAPPR

Summary

Independent measurement and analysis has shown that at least 275,173 additional customers can be directly attributed to Dan Murphy's Wrappr Advocates.



All data in this case study were collected by Skyfii - an Australian ASX listed analytics and measurement company. Skyfii has no relationship with Dan Murphy's or Wrappr other than for the measurement of their advertising

Introduction from Dan Murphy's

We loved working with the team at Wrappr to bring to life our Christmas 2020 campaign! We had a unique situation whereby we physically showed Dan's delivery vans across our Christmas creative suite. This was used as a hero distinctive brand asset in our TVC. Using Wrappr meant that we could bring this creative idea to the suburban streets of Australia, and spread that Christmas joy seen in our ads in everyday life. Not only was it a unique ad format that helped us gain further cut-through in the market, but we also gained great traction for subliminal delivery branding as our audience who saw these assets interpreted the vans as our delivery services. Overall, we delivered a very successful and impactful Christmas and the Wrappr team were fundamental to this success. We are looking forward to working with the team again on some more exciting projects we have in the pipeline with them already!

Sarah Tencer
Marketing Manager, Brand & Discovery
Dan Murphy's

Background

Christmas is by far the busiest time of year for liquor retailers. Sales during this period vastly exceed sales during any other time, and account for a large percentage of annual revenues.

Therefore for Dan Murphy's, ensuring that customers choose them (and not their competitors) for their Christmas shopping, is absolutely critical.

The best strategy to ensure this occurs is through creative mass-marketing which keeps Dan Murphy's top of mind for when the millions of Christmas customers are ready to purchase.

Dan Murphy's, in conjunction with their media agency Carat, and creative agency Thinkerbell, developed a campaign called "Holidays Handled" and positioned Dan Murphy's as the go-to choice for gifting, hosting and toasting throughout the holiday season.

The hero asset in this campaign was their fleet of "undercover" vans, whose role (as depicted in their TV commercial) was to scour the streets of Australia for Christmas emergencies such as forgotten gifts, bad wine pairings, and emergency deliveries.

In order to bring this concept to life and (hopefully) deliver significant cut-through for their campaign, Dan Murphy's brought Wrappr into the mix to provide them with a fleet of fully wrapped vans, driven by genuine advocates of Dan Murphy's, in all capital cities of Australia (excluding Darwin).

These advocates were selected by Wrappr based on how well they met Dan Murphy's "ideal advocate" criteria, how much exposure they would deliver, and how highly they rated Dan Murphy's (on a scale of 1-10) in an unbiased NPS survey scenario.

The final list was made up of 26 Wrappr-verified Dan Murphy's Advocates, who rated Dan's a 9.17 out of 10 on average.

Dan Murphy's Advocates were tasked with simply driving their regular routine, with a wrap on their van, and acting as a genuine advocate for Dan's in their local community.

For 6 weeks leading up to Christmas, Dan Murphy's Advocates actively promoted the Holidays Handled campaign to their friends, family, neighbours, colleagues, teammates, and local community with conversations, distribution of catalogues, and by being seen driving around their local areas.

Dan Murphy's Advocates covered over 56,000 kilometres which generated over 13 million impressions, and the business results from this exposure were nothing short of incredible.

Measuring results

To measure the effectiveness of Dan Murphy's Advocates, the analytics technology firm Skyfii was used to measure their impact on foot traffic into Dan Murphy's stores.

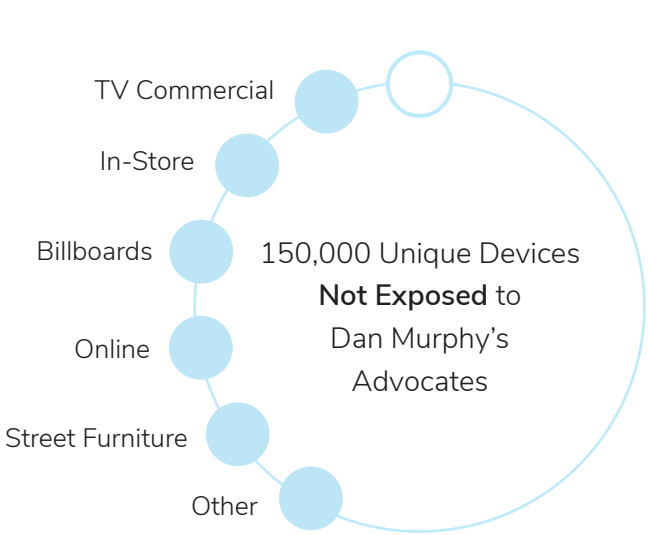
Skyfii, through their subsidiary Blix, has market leading, wifi-based, anonymous smartphone detection technology. Skyfii's technology is the only technology in Australia which can accurately fingerprint detected smartphones over 99.9% of the time whilst also being completely privacy compliant and anonymous.

Skyfii also has the benefit of being in thousands of retail locations around Australia, seventeen of which are adjacent or close to Dan Murphy's stores (see Appendix for definition and boundaries).

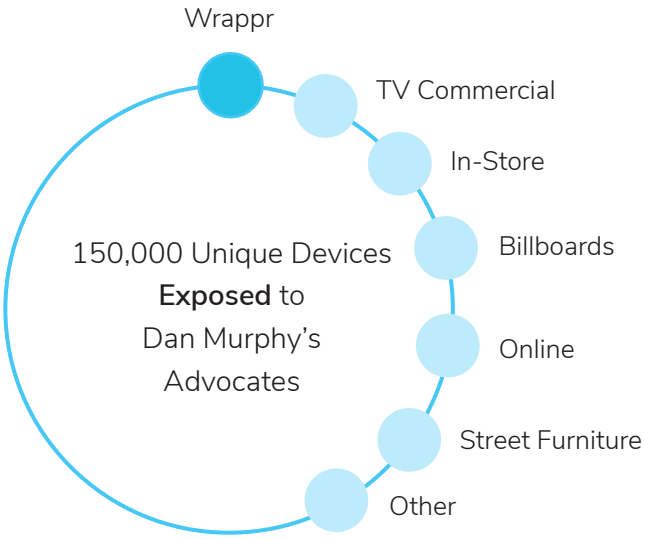
Therefore, by placing Skyfii sensors in Dan Murphy's Advocates' vehicles, Skyfii was able to detect smartphones which are close to the vehicles and then were able to also detect when those same smartphones were seen in one of the seventeen Dan Murphy's locations they were able to monitor.

To determine what impact Dan Murphy's Advocates had on foot traffic, Skyfii generated a control audience using smartphones which were not detected by sensors in the Advocates' vans, but were detected by other Skyfii sensors within the campaign area.

The control and exposed audience setup can be summarised as follows:



Control



Exposed

Results

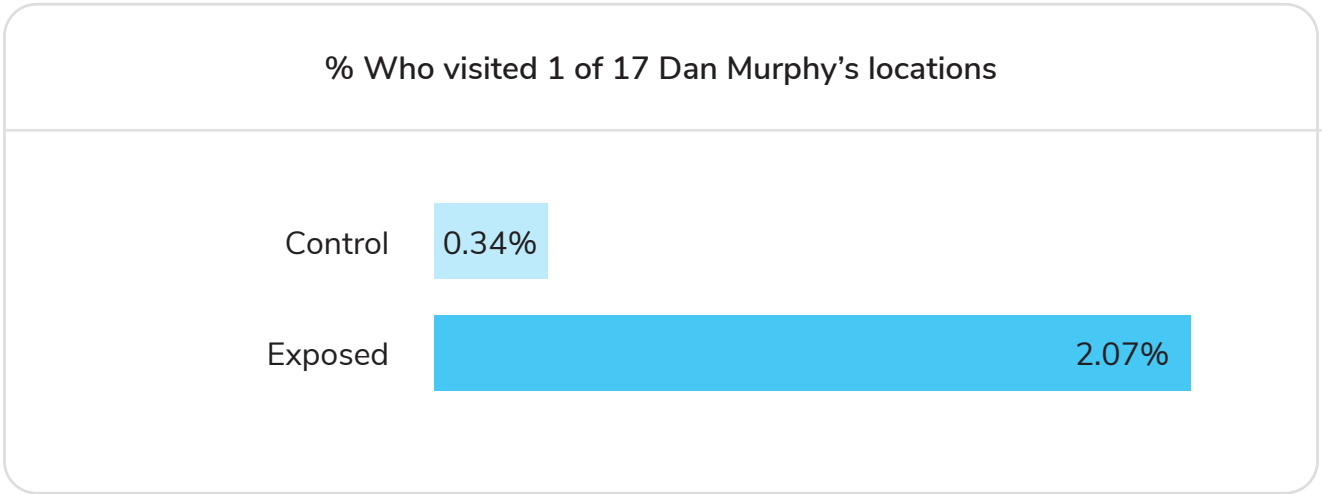
Difference between exposed vs control

The results from the Skyfii report show a significant difference between the performance of the Exposed Audience compared with the Control Audience.

2.07% of members of the Exposed Audience subsequently visited one of the seventeen measured Dan Murphy's locations. In comparison 0.34% of Control Audience members visited these locations.

The size of these audiences were cross-referenced with internal Dan Murphy's data and were in-line with this also.

Skyfii was able to attribute an additional 1.73% visitation rate for those people in the Exposed Audience, or in other words a 609% increase in store visitation.



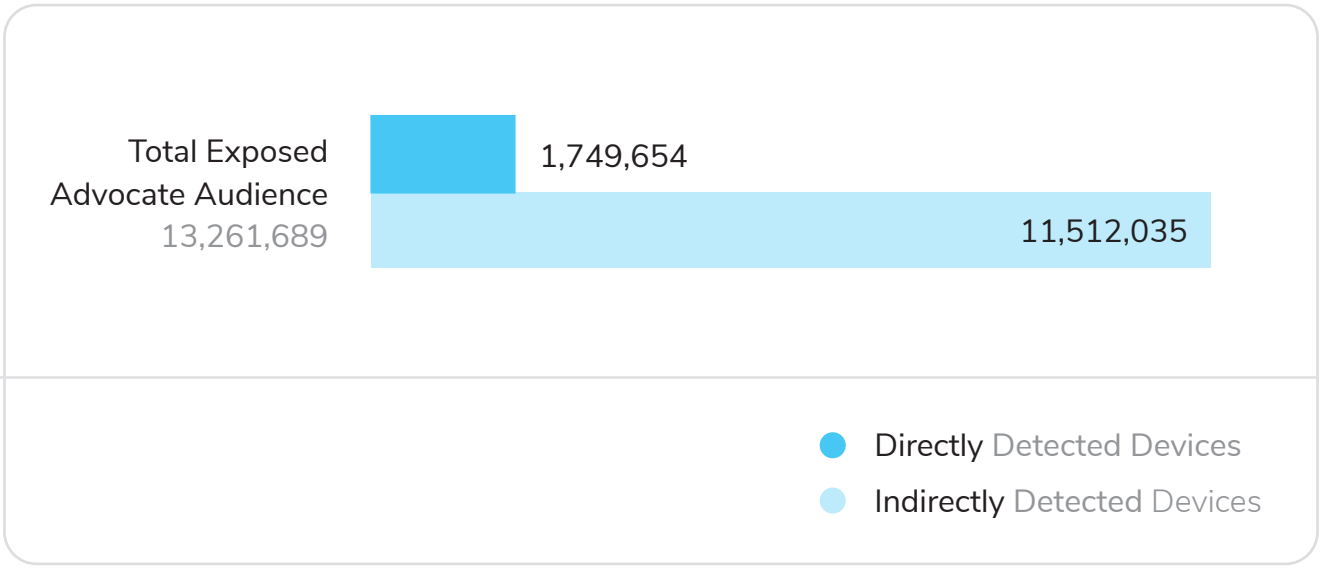
Please see Appendix for full Skyfii report.

Total size of exposed audience

Skyfii directly detected 1,749,654 devices close to Dan Murphy's Advocates' vehicles during the campaign period of the 9th of November to the 31st of December. This translates approximately to an additional 11,512,035 indirectly detected devices, which weren't picked up by the sensors due to the speed of the vehicles, but which could be accurately modeled.

This meant that a total of 13,261,689 devices were likely exposed to Dan Murphy's Advocates' vehicles throughout the campaign.

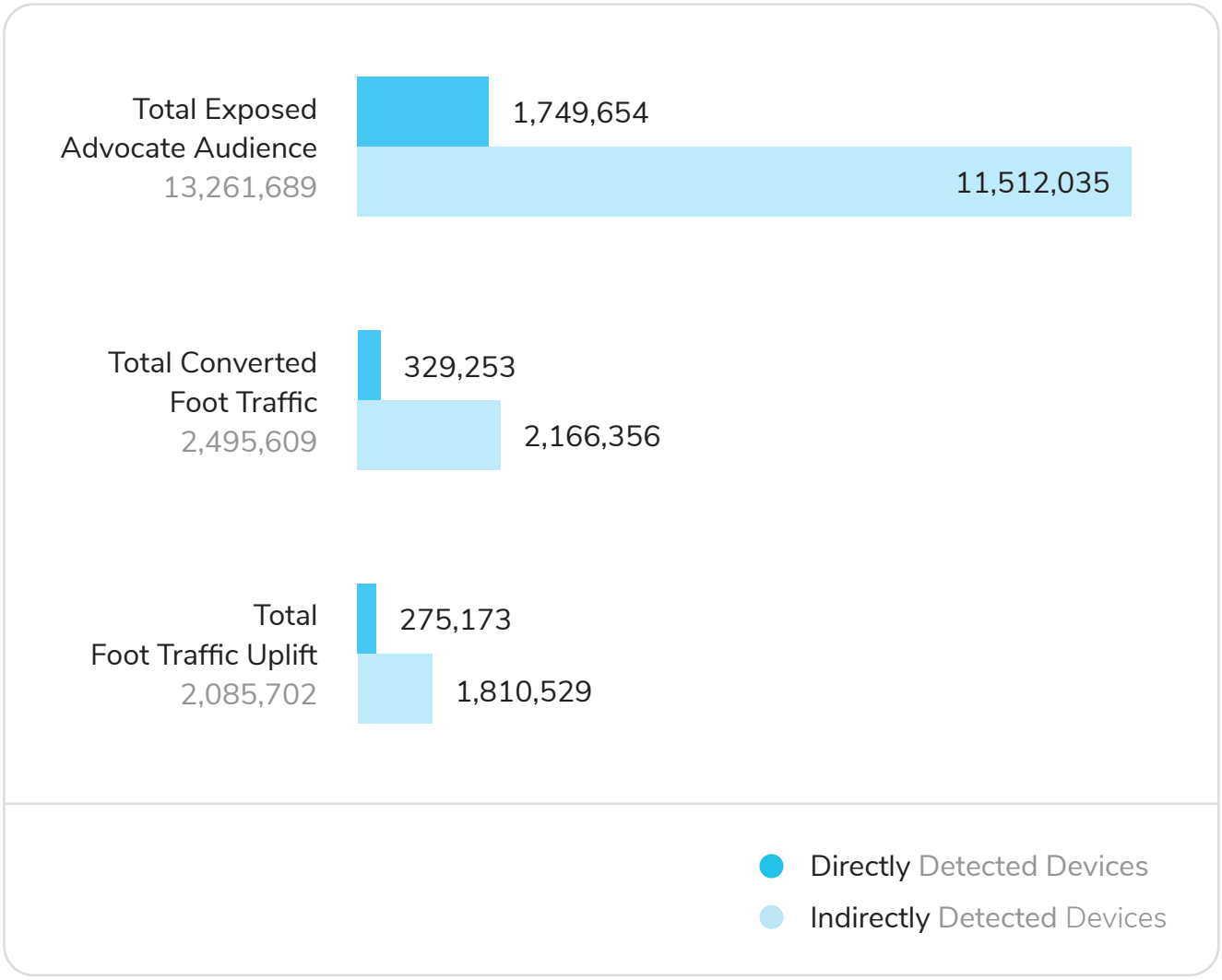
To understand the methodology behind the directly and indirectly detected devices, please refer to the Experimental Setup section of the Appendix.



Foot traffic uplift

Combining the Total Size Of Exposed Audience data, with the Difference Between Exposed Vs Control data, the below uplift results can be determined.

In summary, it appears that at least 275,173 additional customers were driven in-store by Dan Murphy's advocates, with the upper bound figure being 2,085,702 additional customers.



What drove success?

Having Dan Murphy's Advocates drive a foot traffic uplift of over 275,173 customers is exceptional, however what was the true cause behind these results?

The results from this case study clearly demonstrate that people who saw and interacted with Dan Murphy's Advocates were vastly more likely to visit a Dan Murphy's location - 609% more likely in fact.

Therefore, one conclusion from this data could be that it was the Advocates which drove all the success. After all, the control group from Skyfii's data accounted for the full impact of all other advertising formats used in the campaign.

But, consider if someone were to see a Dan Murphy's Advocate with the "Definitely Not A Dan Murphy's Undercover Christmas Operation" message on it without having seen the TV commercial, or any of the other forms of advertising. It's very likely the message would be confusing, verging on meaningless!

This brings us to the title of this Case Study - "The Tip of the Spear".

It is our hypothesis that these exceptional results wouldn't have been achieved without the full-weight of Dan Murphy's multi-channel campaign, combined with the use of a unique, surprising advertising asset (Dan Murphy's Advocates driving fully-wrapped vans) to deliver cut-through.

1. Large-scale, multi-channel, advertising support

The concept of the "undercover Christmas operation" was creatively communicated in Dan Murphy's TV commercial. This was the long-form content which communicated the message in-depth, creatively planting the seed that Dan Murphy's has your "Holidays Handled" for "Gifting, Hosting, and Toasting".

This message was supported through numerous other advertising channels, including billboards, street furniture, in-store and POS promotions, online and more.

It was this combination of wide-reaching channels which not only put the Holidays Handled message in front of millions of people on a regular basis, but it did so in different contexts, that we hypothesise allowed for such strong results to be seen. People would see the message at home, on their commute, when they were shopping, when they were browsing online, and in numerous other points throughout their day, each time strengthening the memory structures and recall-ability of the message.

This hypothesis is supported by the literature. Research conducted by Analytics Partners demonstrated that, controlling for budget, the more channels used in a campaign, the higher the ROI. These results are supported by findings from the Effie Awards which show that award scores across the years have been higher when more channels have been used in a campaign.

2. A *unique, surprising hero format delivers cut-through for the whole campaign*

The message - "Definitely Not A Dan Murphy's Undercover Christmas Operation" - displayed on Dan Murphy's Advocates' vehicles was likely confusing for those people who had not seen the TV commercial.

But, for those people who had seen the TV commercial as well as the wrapped van of a Dan Murphy's Advocate, there would have been a strong "ah-ha!" moment.

On top of this, the unique attributes of the hero format itself would have played a strong role in elevating the meaning behind the message.

The true beauty behind the use of Dan Murphy's Advocates driving fully-wrapped vans for the campaign, was that by virtue of them simply going about their day-to-day they were constantly building meaning, depth and intrigue in the Holidays Handled message.

Dan Murphy's Advocates were seen at the shops, on busy roads, at the beach, on quiet suburban streets, at the gym, at Dan Murphy's stores, in commercial hubs, in restaurant hubs, at events, etc, and furthermore were spending time talking with friends, neighbours, colleagues, teammates and local people in their community.

According to research conducted by Columbia University in 2013, the average person has approximately 600 people within their personal network of friends, family and acquaintances[1]. Therefore, by extension the average person has 360,000 connections within two degrees of separation (each of the 600 people they know in-turn knows 600 people). This means that for this campaign, with 26 advocates, Dan Murphy's had as many as 9.36M people two degrees of separation from their Advocates. All of these people had the potential to hear that "my friend got their van wrapped and is promoting Dan Murphy's". To give some perspective on how this may have played a role in the success of this campaign, if only 1% of these connections were accessed that's 93,600 people!

Now we can imagine what the experience would have been like from the perspective of potential Dan Murphy's customers. They are seeing Dan Murphy's Advocates everywhere; when they go to work, when they head out for dinner, when they go to the gym, when they visit friends, etc, and what's more, there is a chance they know them personally, or know someone who knows them!

1 https://www.nytimes.com/2013/02/19/science/the-average-american-knows-how-many-people.html

Conclusion

The outstanding results of this campaign, which delivered over 275,173 additional customers, we hypothesise, was due to Dan Murphy's Advocates acting as the "Tip of the Spear" which delivered cut-through for the entire campaign.

This cut-through was driven by the unique, and surprising nature of having an advertising message delivered through genuine local brand advocates.

The magnitude of the results were driven by the multi-channel marketing and creative messaging of the wider campaign, as well as the reach delivered by the advocates themselves.

About us

Dan Murphy's is a leading Australian liquor supermarket chain with 245 stores across Australia, and are famous for their lowest price guarantee. Dan Murphy's also offers 2 hour delivery and 30 minute in-store pickup.

Wrappr is an Australian sharing economy company which lets everyday people earn an extra income by promoting brands they love on their vehicles.
Wrappr's unique and locally driven advertising format aims to bring genuine advocacy back into advertising.

Skyfii is an ASX-listed Australian software technology company providing analytics and data driven marketing products. They are the parent company of Blix, whose network and technology was used for this campaign.

Appendix

Experimental setup

Objective of this case study

To answer the question “What was the direct impact of Wrappr on Dan Murphy’s sales during the campaign period?”

Method

Step 1a - Technology setup

Skyfii sensors were placed in 26 Dan Murphy’s Advocates vehicles. These sensors have the ability to detect wifi probe requests being emitted by smartphones up to 100 metres away, although on average the range is 80 metres.

Once a probe request is detected, sensors are able to fingerprint the device 99.9% of the time, and then will hash it’s ID before uploading to the cloud, thus making the device ID unable to be cross-referenced with any third-party database which may contain PPI.

As Dan Murphy’s Advocates drive, some (not all, as explained in subsequent steps) smartphones which they pass will thus be detected and their hashed fingerprint stored by Skyfii.

Step 1b - Selecting 17 Dan Murphy’s locations

Simultaneously, Skyfii sensors located in other retail or automotive stores within 1 kilometre of 17 Dan Murphy’s locations are able to be used to monitor nearby smartphones as well.

This allows the cross referencing of devices detected by the Dan Murphy’s Advocates’ sensors and the devices detected by sensors in retail stores close to Dan Murphy’s locations, and the identification of any correlation between being near a Dan Murphy’s Advocate, and going close to a Dan Murphy’s store.

These locations were:

- Strathpine
- Springwood
- Holland Park
- Burwood
- Roseberry
- Doncaster
- Docklands
- South Melbourne
- Geelong
- Frankston
- Berwick
- Essendon Fields
- Mandurah
- Midland
- Morley
- Pasadena
- Belconnen

Step 2 - Data collection
Over the campaign period, from the 9th of November through to the 31st of December, sensors within the Dan Murphy's Advocates vehicles detected nearby smartphones, as did sensors located close to Dan Murphy's stores.

Step 3 - Determining uplift rates
Skyfii looked at a sample of 150,000 exposed devices[1] and compared this to a sample of 150,000 control devices[2] in terms of how many of these devices were detected close to one of seventeen Dan Murphy's locations[3]. This allowed them to determine the conversion rates to which a customer exposed to Dan Murphy's Advocates results in that customer being near a Dan Murphy's location, and then compare this with the control group's conversion rate to determine the uplift rate.

Step 4 - Determine device capture rate for a moving vehicle
The device capture rate for a moving vehicle is the proportion of devices which a Skyfii sensor in a Dan Murphy's Advocate's vehicle will detect when it's moving. Using the Pearson product-moment correlation coefficient between kilometres driven and devices detected, it could be determined that 77% of impressions are generated when vehicles are moving, and 23% are generated when they are parked.

This rate will increase in the following conditions:

- When vehicles are moving more slowly
- When smartphones are probing for wifi routers more frequently
    - This occurs when smartphones are fully charged and have wifi turned on. In these circumstances iPhones will probe every 45 seconds, and Android devices will probe every 38 seconds, on average[4].
    - We assume 70% of devices are in this state.
    - As of August 2020, 53% of devices in Australia are iPhones, 47% are Android, with other operating systems accounting for less than 0.5%[5]. We assumed this to be consistent across all geographies the campaign operated in.
- When the Skyfii sensor is achieving maximum range
    - In practice, the range of the sensor will vary from 60 to 100 metres depending on battery levels, placement of aerials and obstructions. We assume a consistent range of 80 metres for our calculations.

1 An exposed device is any smartphone which was detected by a Skyfii sensor within 100m of a Dan Murphy's Advocate's vehicle

2 A control device is any smartphone which was detected by a Skyfii sensor at another location within the campaign's target area, and was never detected by a Skyfii sensor in a Dan Murphy's Advocate's vehicle

3 Skyfii sensors in "Dan Murphy's locations" were not located in the Dan Murphy's stores themselves. They were located in other Skyfii stores which were between 500m-1000m from the Dan Murphy's store

4 How Talkative is your Mobile Device? An Experimental Study of Wi-Fi Probe Requests - Freudiger 2015

5 Source: Statista

This rate will decrease in the following conditions:

- When vehicles are moving quickly
- When smartphones are not probing for Wifi routers, or are probing infrequently
    - This occurs when smartphones are connected to wifi, have wifi turned off, or are low on battery.
- When the Skyfii sensor is not achieving maximum range

Therefore the device capture rate calculation is summarised as:

$$\frac{80}{\text{average driving speed in metres per second}} \div (45 \times 53\% + 38 \times 47\%) \times 70\%$$

Step 5 - Determine the number of indirectly detected devices
Indirectly detected devices are those which we did not directly detect, but by using the modeling outlined here, we are able to make an educated calculation as to how many were there.

To calculate indirectly detected devices we use the following formula:

$$\frac{\text{detected devices x } 77\%}{\text{device capture rate for a moving vehicle}} \quad \text{(detected devices x } 23\%) - \text{detected devices}$$

Step 6 - Determine foot traffic uplift
From here, we simply looked at the total number of detected and indirectly detected devices, then multiplied them by the conversion rate for the exposed audience, and by 8.88 (157/17) to account for the exposed audience conversion rate only looking at 17 out of 157 stores within the campaign footprint. Then we multiplied this result by the uplift rate divided by the exposed audience conversion rate (83.5%) to determine the foot traffic uplift.

Breakdown of 157 Dan Murphy's stores in campaign footprint

Brisbane	**21**
Sydney	**40**
Canberra	**7**
Perth	**18**

Adelaide	**15**
Melbourne	**55**
Hobart	**1**
Total	**157**