

ACA Canadian Cross Media Measurement Initiative Update for Halo Community Summit

January 18, 2024



**CROSS MEDIA
MEASUREMENT**
Committee

Background

Delivering upon advertiser ('North Star') needs with a new tech framework

In 2019 WFA published its Industry Principles for Cross-Media Measurement. The objective was to build alignment among global stakeholders, in order to solve a 'North Star' challenge:

How can global advertisers and national advertiser associations better count unique (un-duplicated) people across all formats, publishers, platforms and media ...

- in a consistent and continuous/always-on fashion;
- enabling full-lifecycle measurement across campaign planning and reporting;
- with accuracy and scale (measuring all impressions, not just a sub-set);
- in a full-funnel approach (reach & frequency also but also outcomes reporting);
- while strictly respecting user privacy.

The WFA Technical Framework, available for local adoption and adaptation, was developed to deliver against the North Star. A number of members oversaw the development of the Framework, including: ABInBev, ACA (Canada), ANA (US), Coca-Cola, Deutsche Telekom, ISBA (UK), Mastercard, P&G, PepsiCo, Nestle, Unilever, WFA.

- WFA [Principles Document](#)
- WFA [Technical Framework](#)



Background

- Q4 2019 ACA announces intention to be a “fast follower” to Halo UK and US initiatives
- Q1 2020 ACA forms advertiser cross-media measurement committee
- 2022 Industry Measurement Advisory Group (IMAG) created
 - Co-chaired by Jennifer Holgate ACA & Catherine McLeod thinktv
 - Representatives across the commercial Canadian media ecosystem participate
- 2022 – 2023 Industry works together

ACA Cross Media Measurement (CMM) Initiative

Mandate

To Oversee, Expedite, and Enable the **Collaborative** Implementation of a Cross-Media Measurement Solution in Canada, in an **Appropriate Timeframe**, **Maximizing Learning** from other Markets.



CMM Committee Members



Tracey Cooke
SPONSOR



Judi Hoffman
CHAIR



Judy Davey
Jennifer Holgate
Patrick Hotte



Karen Tran



Armin Huska



Andrea Lawlor



Catherine Fernet



Corby Fine



Francesco Alfano



Jacynthe Prince



Julie Massicotte



Matt Ebers



Melissa Williams



Michele Beaulieu



Prashanth Kanagalingam



Raphaël Metter-Rothan



Robin Hassan



Sonia Vachon



Sarah Brown



Jason Yeoman

Stakeholders ACA secured:

PUBLISHERS:    

BROADCASTERS:     

AGENCIES AND ASSOCIATIONS:   



2023				2024
Q1	Q2	Q3	Q4	Commence in Q1
<ul style="list-style-type: none"> ✓ Lead education in Canada of global initiatives ✓ Support IMAG through: <ul style="list-style-type: none"> ✓ Align on buy side local market needs ✓ Helping define industry market gaps and identify potential solves ✓ Determine Canadian market “Go/No-Go” ✓ Contribute to the local RFI ✓ Support global in the creation of a local playbook to assist local expansion 			<ul style="list-style-type: none"> • Commence Documentation of Governance & Funding structures globally to provide a POV to enable next steps 	<ul style="list-style-type: none"> • Lead the creation of Business Plan including Governance and Funding • Local Market Technical Blueprint leveraging common components
Expand ACA CMM Committee				

Industry Measurement Advisory Group (IMAG) & Project VISTA

Local Adoption in Canada

Industry Measurement Advisory Group (IMAG)



IMAG

Executive Committee

Co-Chairs:
Jennifer Holgate
Catherine MacLeod



Following the World Federation of Advertisers' initiative and aligned with its principles, the Association of Canadian Advertisers (ACA), Association des Agences de Communication Creative (A2C), Canadian Media Directors' Council (CMDC), thinktv and Numeris agreed to form an Industry Measurement Advisory Group (IMAG) designed to unify stakeholders from across the advertising ecosystem around the adoption of cross-platform video measurement.

Advertisers	Agencies	Media Vendors	Industry Associations/JIC
Pamela Nalewajek Dairy Farmers of Canada	David Jowett Epitaph Group	Perry MacDonald Bell Media	Judy Davey ACA
Alain Tadros Metro	Gautham Pingali GroupM	Hisham Ghostine CBC/Radio-Canada	Jennifer Holgate ACA
Judi Hoffman P&G	Chris Herlihey IPG	Barb McKergow Corus Entertainment	Shannon Lewis CMDC
Stacey Najman Toyota	Nancy Surphillis OMG	Matt Rivard Google	Catherine MacLeod thinktv
Robin Hassan Unilever	Jeff Thibodeau Publicis	Stephanie Martone Meta	Geneviève Marchand A2C
		Alan Dark Rogers Sports & Media	Neil McEaney Numeris
		Vanessa Alexandra Gaik TikTok	

*Greg Dinsmore, Numeris
Project Lead/Support

Process

Phase One

Objective

High-Level Industry Alignment

Alignment on role and structure of Advisory Group and commitment of industry participation in process

Establish Buy & Sell Side Requirements

Determination of Buy Side business needs related to cross-platform measurement and consecutively the Sell Side needs

Industry Requirements & Capability Assessment

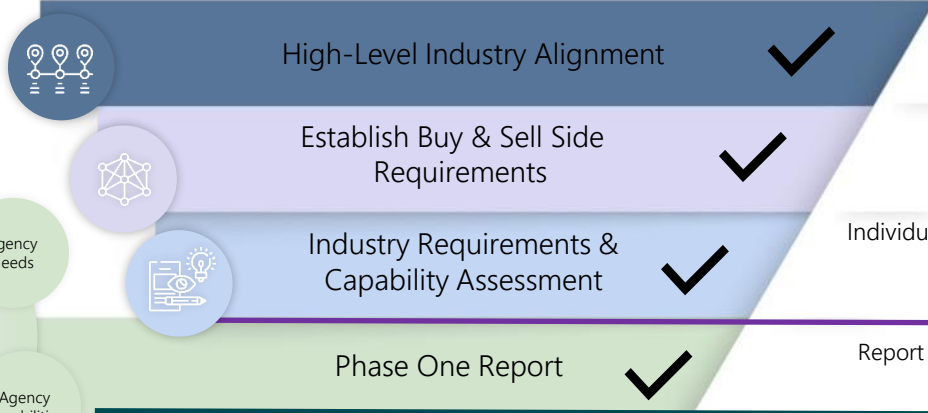
Individual Advisory Committees to assess industry capabilities and determine operational implications to sectors to generate requested outcomes.


Phase One Report


Report to Executive Committee on opportunities and challenges identified by Advisory Committees. Next step decision.

Require directional information to provide the Executive to inform their decision:

- Governance
- Funding



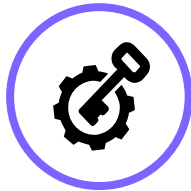
Milestone 1 

Milestone 2 

AAAC and MVC Original Mandate

Advertiser Agency Advisory Committee (AAAC) to survey, report, and make recommendations on the **current and future requirements for the buy-side of the industry.**

Media Vendor Advisory Committee (MVC) to survey, report, and make recommendations on the **current and future capabilities on the supply-side.**



Key Principles



Specific Metrics



Data Availability/
Delivery

How will we do this?

Group 1: Measurement Framework
What measures, metrics, cadence
etc. do advertisers need?

Group 2: Current measurement
How do we do this now?

Group 3: Gap Analysis
What is needed now and in the
short and long terms?

AAAC Alignment:
Advertising/Agency
POV to be provided to
the Executive
Committee and Media
Vendor Committee
("MVC") for review,
evaluation and
feedback.
A similar POV will be
required from MVC.

IMAG

Advertiser Agency Advisory Committee (AAAC)

*CO-CHAIRS:
JUDY DAVEY &
SHANNON LEWIS



GREG DINSMORE
PROJECT LEAD/
SUPPORT



ALEXANDER HAGORILES
MINDSHARE WORLD



ANDREA LAWLOR
NESTLE



CHRIS HERLIHEY
IPG



CORBY FINE
BELL



DAVID JOWETT
EPITAPH GROUP



DIANE DEVRIES
COSSETTE MEDIA



FRANCESCO ALFANO
CAMPBELLS



GAUTHAM PINGALI
GROUPM



GENEVIÈVE MARCHAND
A2C



JACYNTHE PRINCE
LOWE'S



JANBERK RUSCUKLU
DENTSU



JEFF THIBODEAU
PUBLICIS MEDIA



JERMAINE MONTAUT
MEDIABRANDS



JUDI HOFFMAN
P&G



SARAH BROWN
THE J.M. SMUCKER CO



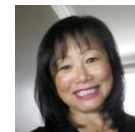
KRISTIN WOZNIAK
COSSETTE



MATT EBERS
DAIRY FARMERS OF CDA



MELISSA WILLIAMS
CIBC



MICHELE BEAULIEU
SUBWAY



MARIE-HELENE CUSSON
LOWE'S



NANCY SURPHILLIS
OMG



PRASHANTH KANAGALIGAM
LOBLAW



RAPHAEL METTER-ROTHAN
DESJARDINS



ROBIN HASSAN
UNILEVER



SARAH THOMPSON
DENTSU



TRACEY COOKE
NESTLE



SARAH-ANNE DUCREUX
L'ORÉAL

IMAG

Media Vendor Advisory Committee



ALAN DARK

ROGERS SPORTS
& MEDIA



NIK DJUKIC

TIKTOK



LAURA FERRON

IAB CANADA



BRAD HAYDEN

BELL MEDIA



KENDRA HUM

AMAZON



HISHAM GHOSTINE

CBC/RADIO-CANADA



VANESSA (V) GAIK

TIKTOK



URI GORODZINSKY

AMAZON



MARK LESLIE

CORUS
ENTERTAINMENT



STEPHANIE MARTONE

META



MATT RIVARD

GOOGLE



JANICE SMITH

ROGERS SPORTS
& MEDIA



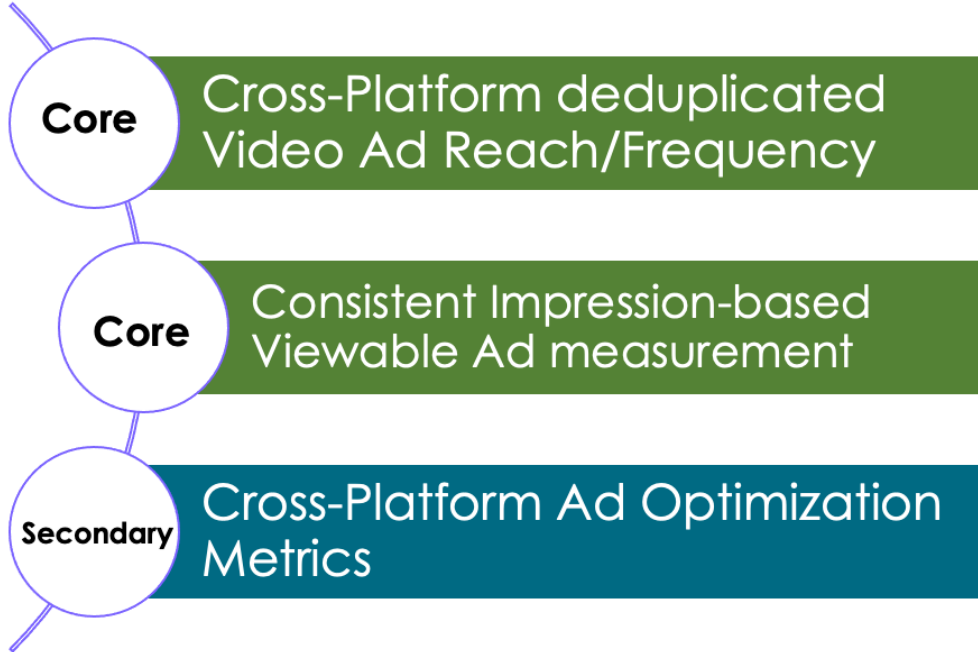
LUKE STRINGER

FACEBOOK

GREG DINSMORE
PROJECT
LEAD/SUPPORT

DIRIT SANGHANI
PROJECT SUPPORT

Agreement: Key Measurement Principles



Additional Requirements



Panel and Census

Combined Representative Panel and Census Data



Aggregation and Standardization

Aggregation and Standardization of data inputs across various data sources



Extensible

Should be extensible to other (non-video) platforms

Agreement: Data and Requirements

The MVC agreed with the AAAC's Key Measurement Principles and Metrics and provided their requirements for Cross-Media Measurement.

Combination of
Census and Panel
Data

Robust Privacy
Protocols

Consistent and
Transparent
Reporting
Requirements

Integration with Ad
Operations

Auditing
Requirements

Agreed-upon
Industry Standards,
Norms and
Definitions

Communication Material



2023 YEAR IN REVIEW

See all that we accomplished together as a fast follower.

Our mandate is "To Oversee, Expedite, and Enable the Collaborative Implementation of a Cross-Media Measurement Solution in Canada, in an Appropriate Timeframe, Maximizing Learning from other Markets."

PROGRESS

GLOBAL INFORMATION	APPROACH WAYS OF WORKING	CANADA INDUSTRY ALIGNMENT	KNOWLEDGE PARTNERS	ADVOCACY
<p>300+ HOURS education via discussion</p>  <ul style="list-style-type: none"> • ANA • EGTA • Germany • Halo • ISBA/Origin • MRC • Sweden 	<p>250+ MEETINGS defining approach</p>  <p>Leads & Committees:</p> <ul style="list-style-type: none"> • Communications • Education • Governance • Measurement • Technical Blueprint • Board of Directors 	<p>50+ KEY STAKEHOLDERS in collaboration</p>  <ul style="list-style-type: none"> • 3 Key Principles • Specific Metrics • Data Availability & Delivery <p>PROJECT VISTA</p>	<p>7+ EXPERTS providing perspective</p>  <ul style="list-style-type: none"> • Arima • Comscore • Ipsos • Kantar • Nielsen • Numeris • Vivadata 	<p>1,000s listening</p>  <ul style="list-style-type: none"> • Future of TV • thinktv Media Marketing Effectiveness • Halo Global • What Is It? • General 1 Pager • Stakeholder 1 Pager • Local Playbook • Market Survey • Press Release

INDUSTRY CONTRIBUTORS



The creation of a system that provides deduplicated reach and frequency in a fair and equitable manner, with full transparency, across all media and devices will be a win for advertisers, media owners and most importantly consumers!

With efficiency gains of 10-15% we can reinvest and optimize our media investments.

Let's make 2024 a great year together!



CROSS MEDIA MEASUREMENT Committee

Our mandate is "To Oversee, Expedite, and Enable the Collaborative Implementation of a Cross-Media Measurement Solution in Canada, in an Appropriate Timeframe, Maximizing Learning from other Markets."



Challenge

How do we create a way to consistently count unique people reached across publishers & platforms with a high degree of accuracy, while respecting user privacy?

Solve

Create an advertiser led collaborative industry measurement solution that provides complete measures of all advertising exposures and produces privacy compliant, CrossMedia deduplicated reach and frequency metrics.



Benefits

- Improved Consumer Experience
- Improved Media Effectiveness
 - Estimate 10%-15%
- Improved Measurement Transparency



For further information, and to access the full documents as indicated by the icon go to [ACA CMM](#) or scan the QR code.



Who is involved?

WFA's Halo program is the only advertiser driven, global, open source, neutral cross media measurement framework.

North Star Principles



Consistent & continuous: Solutions should be designed as 'always-on' data collection (not tag-based).



Full-lifecycle: Covering multiple campaign management use-cases, including planning, optimisation and post-campaign reporting.



Comprehensive: Covering all channels and formats with accuracy and scale (measuring all impressions, not just a sub-set).



Full-funnel: Measuring Reach & Frequency as a priority but also other, more advanced measurements (i.e. outcomes not just outputs).



Fair & objective: Metrics should employ qualifiers such as viewability and duration and solutions should be thoroughly audited.



Private: Solutions should be highly privacy-preserving and should avoid invasive techniques such as finger-printing.



Trusted & transparent: Solutions should be industry-owned, employ representative panels and should be comprehensively audited.



Advertising & Content: Solutions should measure ads and the content/context that ads appear within.



ACA's Canadian Objectives and Goals

- Implementing a standardized approach to unified cross-media measurement in Canada.
- Leading the development of a system that will provide advertisers with de-duplicated reach and frequency.
- Canada as a fast follower is utilizing Halo global support, evaluating and learning from the US and UK. These learnings will help determine what we will adopt and adapt for our unique Canadian cross media measurement needs.

Industry Measurement Advisory Group (IMAG)

PROJECT VISTA IMAG was created with a mandate to define the measurement needs and capabilities of the Canadian industry to achieve cross media measurement, beginning with video. IMAG consists of Advertiser, Agencies, Broadcasters, Digital Publishers, Associations and our JIC, Numeris. Once alignment is established the Executive will determine how to move forward on behalf of our industry.

Advertisers

- Dairy Farmers of Canada
- Metro
- P&G
- Toyota
- Unilever

Agencies

- Epitaph Group
- GroupM
- IPG
- OMG
- Publicis

Media Vendors

- Amazon
- Bell Media
- CBC/Radio Canada
- Corus Entertainment
- Google
- Meta
- Quebecor
- Rogers Sports & Media
- TikTok

Industry Associations/JIC

- A2C
- ACA
- CMDC
- Numeris
- thinktv

**Original IMAG Executive Committee Members*

Industry Alignment

✓ Establishment of Requirements for Cross-Platform Video Measurement

✓ 3 Key Principles



Cross-Platform Deduplicated Ad Reach and Frequency



Cross-Platform Ad Optimization



Consistent Impression-based Viewable Ad Measurement

Next Steps & Roles

IMAG

- Alignment from the Executive Committee to move forward with cross media measurement in Canada

Industry

- Determine local governance structure
- Evaluate funding requirements
- Create an RFP

ACA CMM Committee

- To enable decisions, ACA will continue to educate on global best practices, while championing advertisers' measurement requirements



What's next

IMAG Executive Committee Meeting
January 16, 2024 – alignment to move
forward as an industry!!



Thank you

jdavey@acaweb.ca



**CROSS MEDIA
MEASUREMENT**
Committee