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Creating a Lasting Impression:
Brand Building with Grab

Prepared by Kantar Singapore

In collaboration with Grab

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Southeast Asians demand seamless, convenient transactions that saves them time

With ever-evolving consumer demands, advertisers need to adapt to bring added value to their customers.

Need for convenience

2 in 3

find it very important to have access to products and services when and where you need them[2]

Need for anticipation

61%

say that it is very important to have products or services that can anticipate their needs, (vs global at 52%)[2]

Need for simplicity

4 in 5

agree that they are increasingly looking to find ways to simplify their life[2]
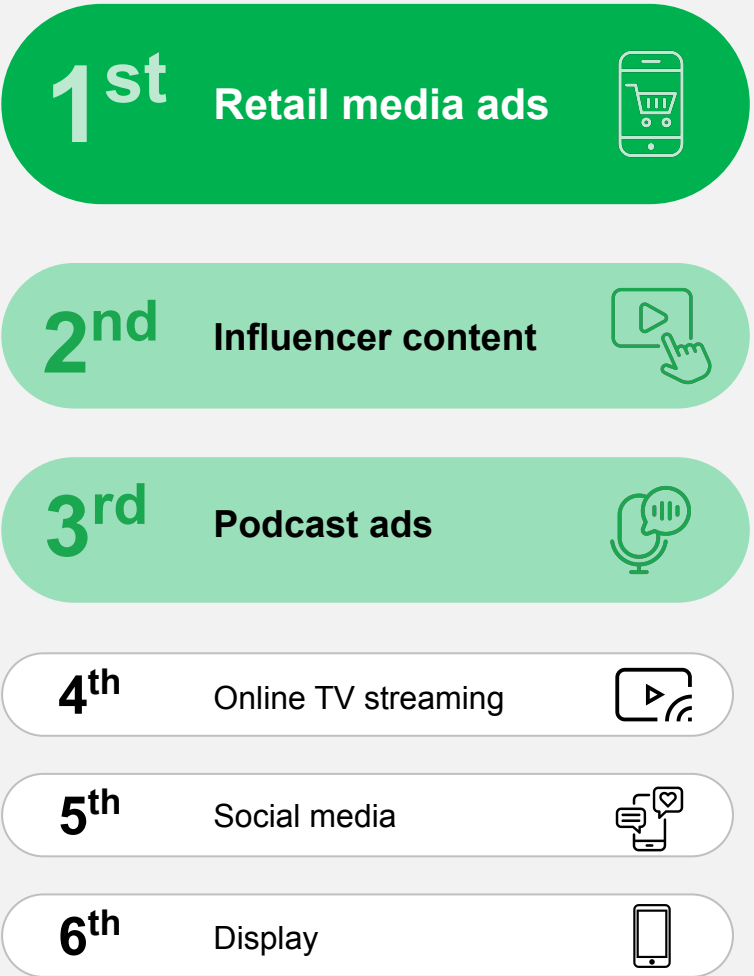
Need for personalisation

61%

say it's important to have personalisation to better fit their needs (vs global at 51%)[2]

Retail media networks (RMNs) platforms establish strong connections with customers by addressing their needs, hence resulting in a higher advertising receptivity

Kantar Media Reactions measures **advertising equity (ad equity),** a combination of advertising receptivity and positive advertising attributes, to find out top preferred channels by consumers and marketers.

RANKING OF ONLINE MEDIA CHANNEL EQUITY[1]

1st — **Retail media ads**

2nd — **Influencer content**

3rd — **Podcast ads**

4th — Online TV streaming

5th — Social media

6th — Display

AVERAGE BRAND IMPACT DELTA[2] (%)

7X more
campaign effectiveness on media channels of positive ad equity

4.1

2.3

0.6

- Positive
- Neutral
- Negative

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Retail media platforms lead in ad equity, offering a prime opportunity for marketers to build brand impact

Grab has achieved top ranking among all platforms measured in South-East Asia

ADVERTISING EQUITY RANKING - 2023

GLOBAL

1. amazon
2. Google
3. TikTok
4. Instagram
5. Spotify

> The retail media trend is global with Amazon ranking #1

SOUTH-EAST ASIA

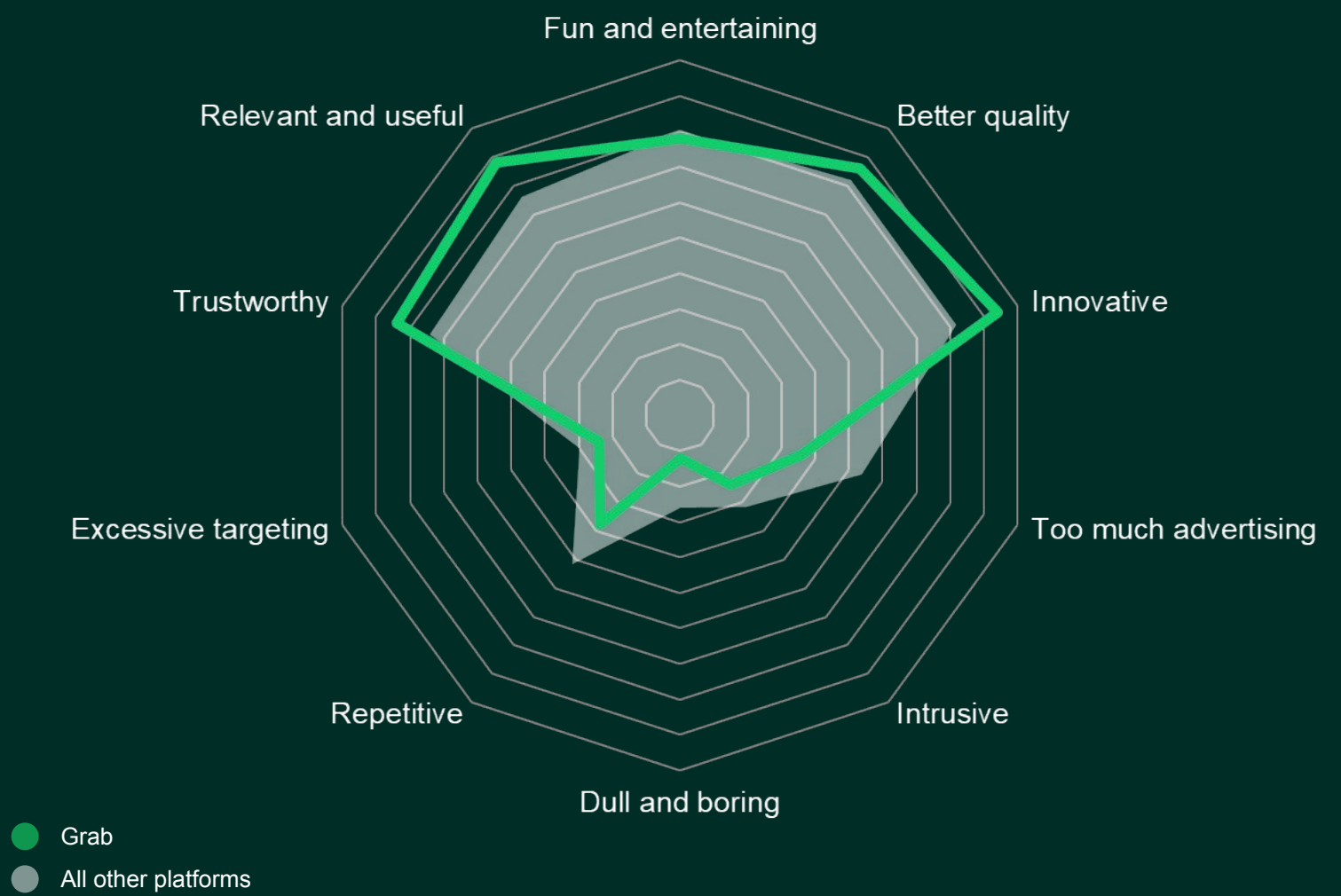1. Grab
2. Snapchat
3. Google
4. Instagram
5. Shopee

> Grab ranked 1st in Indonesia, Philippines and Vietnam

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Consumer says ads on Grab are **Trustworthy** and **Relevant** compared to other platforms

Grab is ranked #1 on **trustworthiness** by SEA consumers

- Fun and entertaining
- Relevant and useful
- Better quality
- Trustworthy
- Innovative
- Excessive targeting
- Too much advertising
- Repetitive
- Intrusive
- Dull and boring

● Grab
● All other platforms

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GrabAds partnered with Kantar to investigate how the platform can aid advertisers in creating impact and brand building in a retail media environment

Methodology: Brand lift studies (BLS)

BLS surveys were sent to control and exposed groups on the Grab app. The results were analysed by Kantar through a comparison of the differences between the two groups, with other factors held constant.

CONTROL GROUP
Did not see any sponsored content of the campaign

EXPOSED GROUP
Saw sponsored content of the campaign

A META-ANALYSIS OF

6 markets

87,600 surveys sample size

31 brand lift studies on GrabAds

Period: Nov'22 – Dec'23

Data derived from 31 BLS studies. Fieldwork by Grab, Analysis by Kantar

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This report outlines key learnings in the following two areas

01 How GrabAds delivers full funnel impact on brand building and conversions

02 How marketers can best plan and execute their campaigns with GrabAds

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Upper funnel: ads on Grab leave a strong impact on audiences, encouraging top of mind brand retention
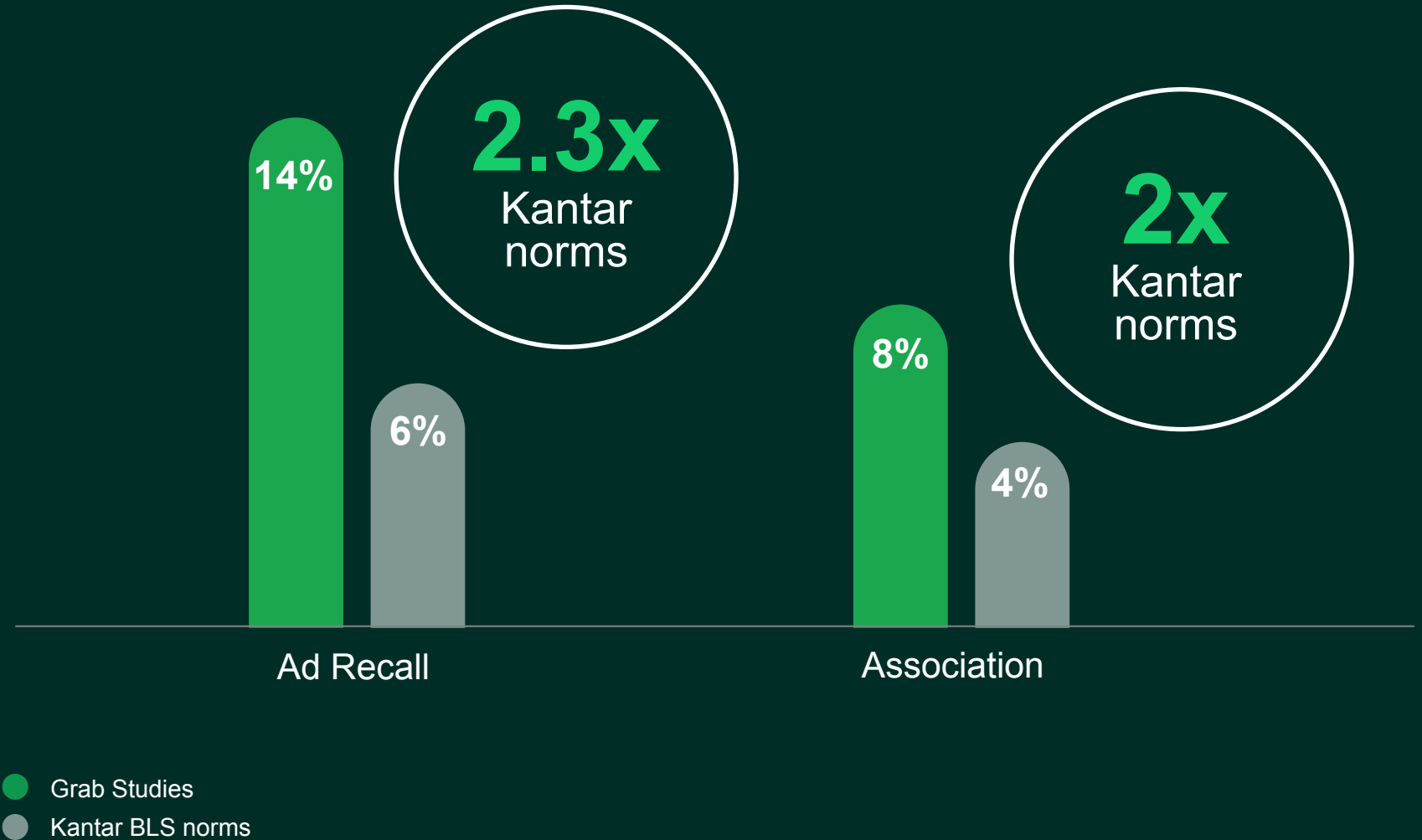
100%

of campaigns saw positive Ad Recall

Grab users are intent-driven, with high engagement and recollection of what they see and interact with while on the platform

Data derived from 31 BLS studies. Fieldwork by Grab, Analysis by Kantar

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Upper & Mid funnel: Campaigns on Grab drive brand impact exceeding Kantar norms by 2x on ad recall and association

2.3x
Kantar norms

2x
Kantar norms

14%

6%

8%

4%

Ad Recall

Association

● Grab Studies
● Kantar BLS norms

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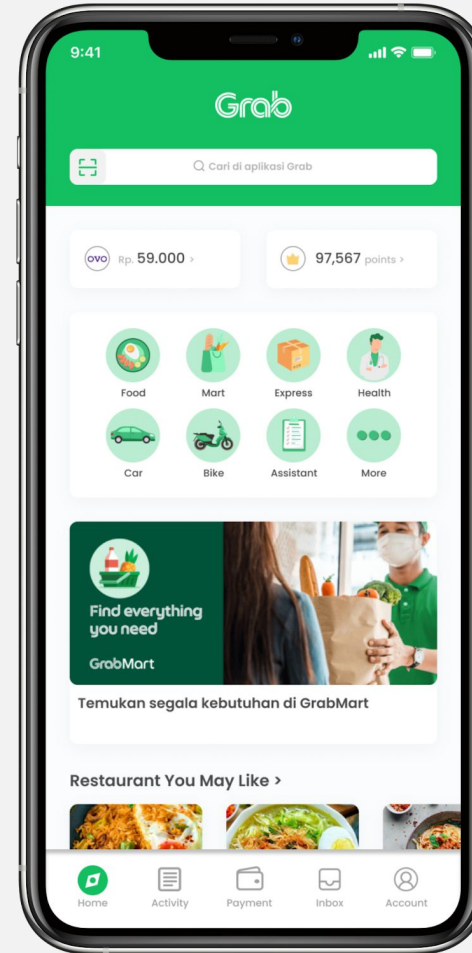Data derived from 31 BLS studies. Fieldwork by Grab, Analysis by Kantar

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Lower funnel: GrabAds drive high engagement and conversion

2.4%
CTR
Indicating high ad relevance to consumers

2.4x
Global Social Media CTR Norms[1] of 0.98%

26.5x
ROAS
Indicating high efficiency on ad spend

6.1x
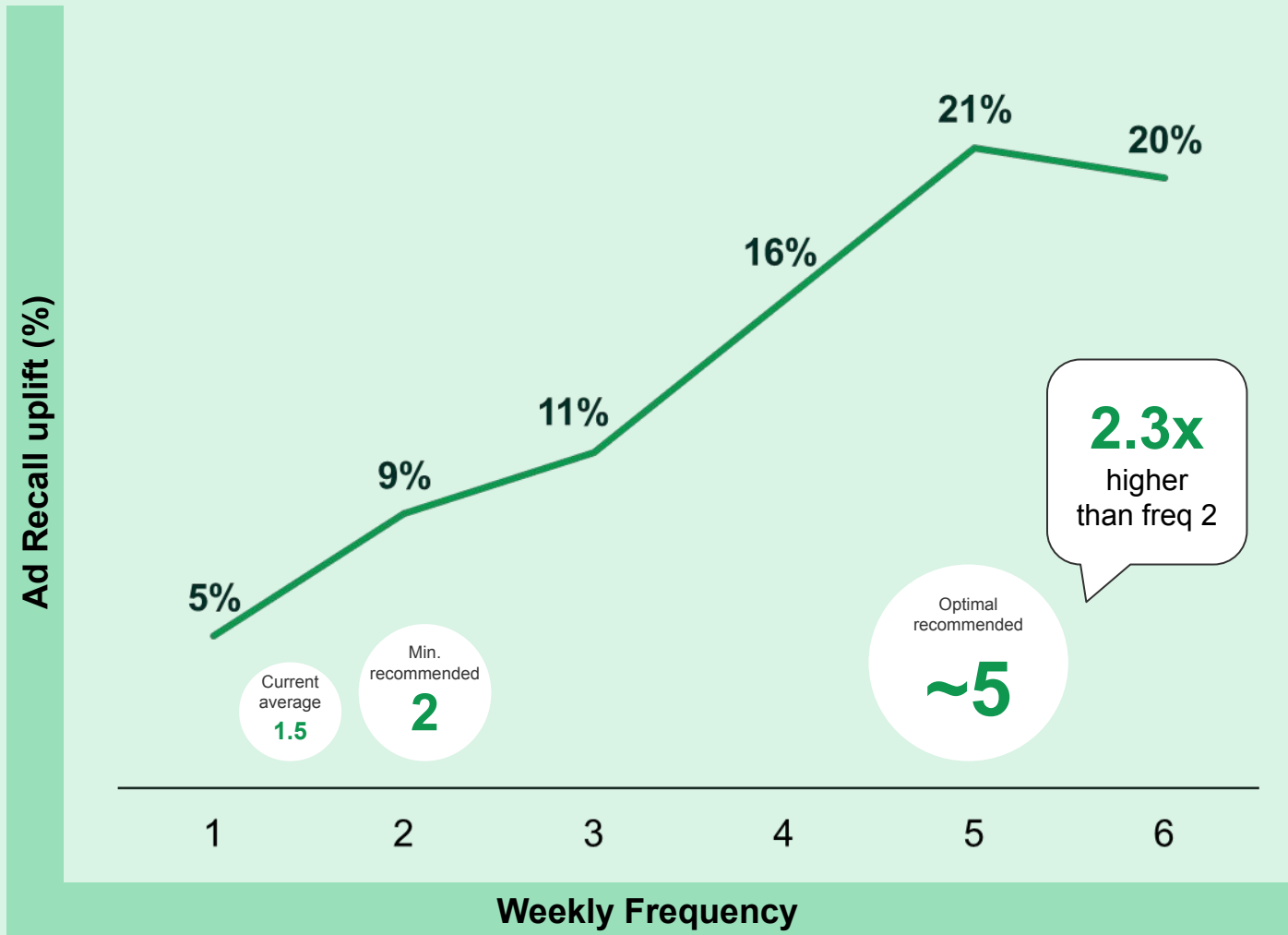**Median revenue ROI[2] of 4.34**

Marketers can drive even greater impact by aiming for an average frequency of about 5 per week

Aim for a **minimum of 2 weekly** ad views or plan for an **optimum weekly frequency of ~5** to maximise impact on ad retention and positive associations in consumers' minds.

Note: Frequency cap and average weekly frequency are distinct concepts. The frequency cap pertains to ensuring that your audience does not encounter the ad excessively, typically applied on a daily basis. On the other hand, average campaign exposure or frequency is often used as reference to ensure minimum levels of exposure among the target audience for generating brand impact.
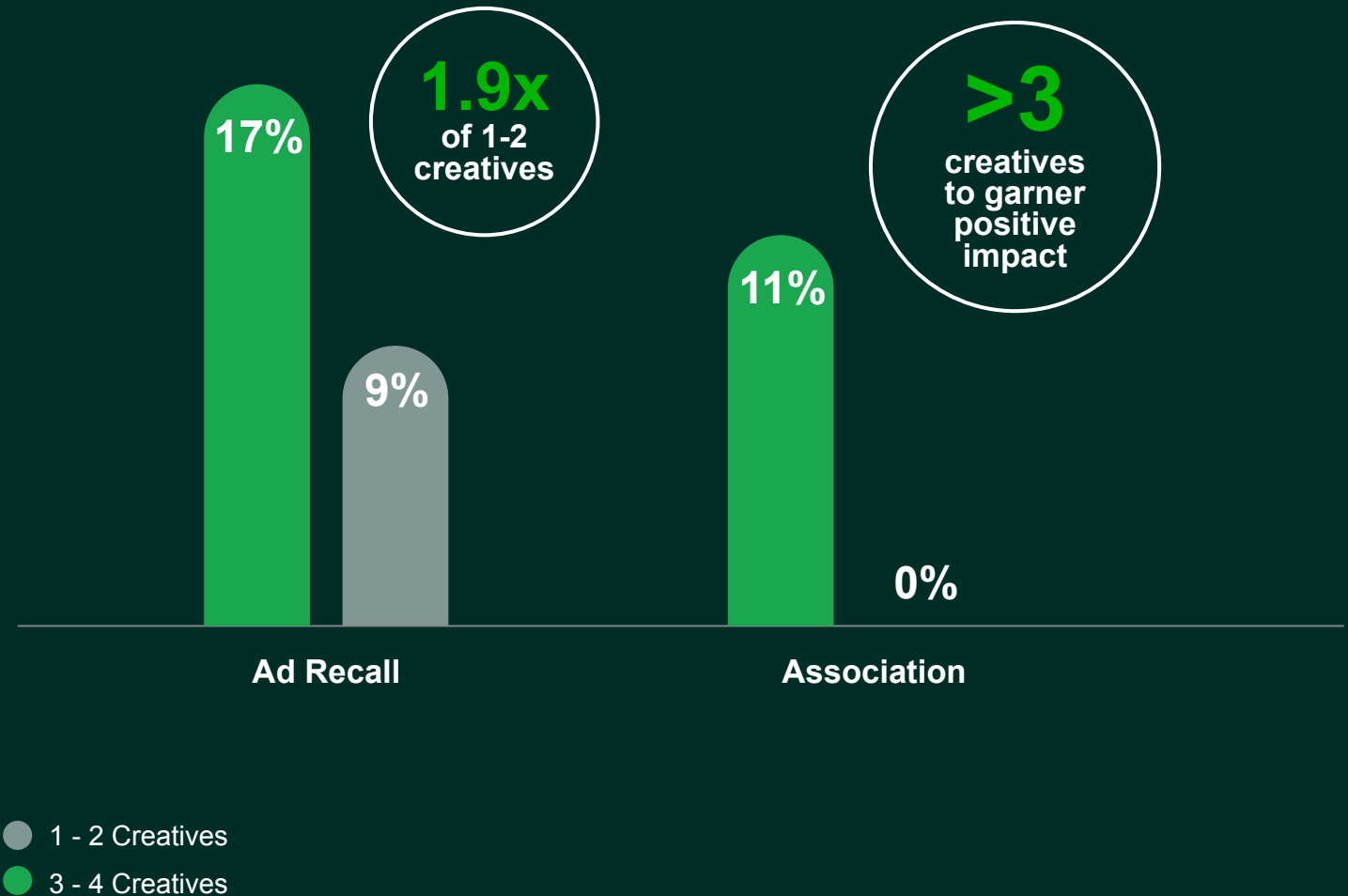

AD RECALL LIFT BY WEEKLY FREQUENCY

Ad Recall uplift (%)

5%
9%
11%
16%
21%
20%

2.3x higher than freq 2

Current average **1.5**

Min. recommended **2**

Optimal recommended **~5**

1 2 3 4 5 6

Weekly Frequency

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Use multiple creatives to boost positive message association and memorability

Multiple creatives can be used to

1 Target different customer segments with customised messaging to increase relevance to select audiences

2 Provide new content for users to watch and drive higher engagement while reducing exposure fatigue

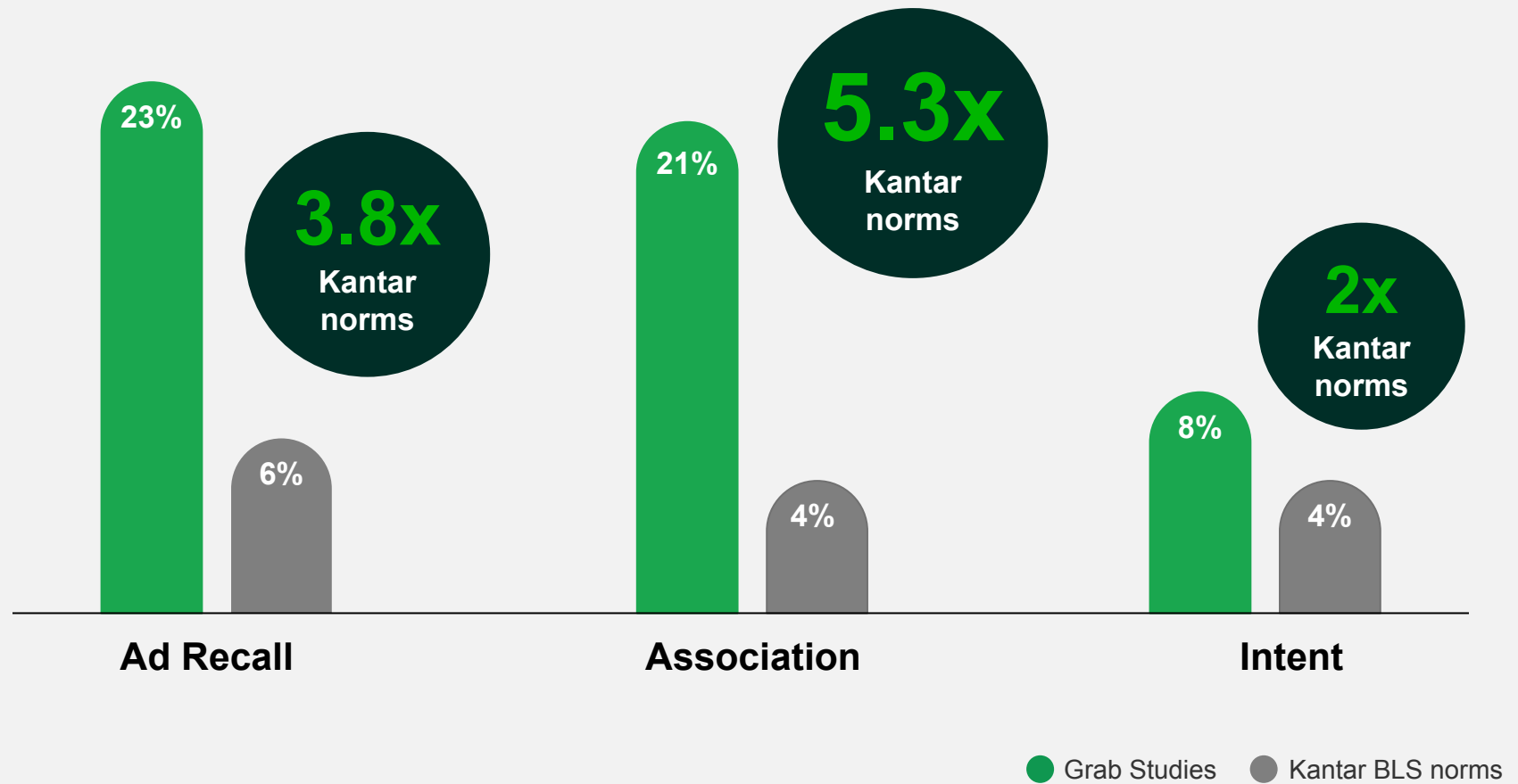**1.9x** of 1-2 creatives

>3 creatives to garner positive impact

17%

9%

11%

0%

Ad Recall

Association

● 1 - 2 Creatives
● 3 - 4 Creatives

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Data derived from 31 BLS studies. Fieldwork by Grab, Analysis by Kantar

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Leverage multiple ad formats in a single campaign on GrabAds to strengthen brand messaging and promote higher impact across multiple metrics across the funnel

Campaigns with multiple ad formats comprising of Video, Display and other available formats vs campaigns with fewer ad formats.

23%

3.8x
Kantar norms

6%

21%

5.3x
Kantar norms

4%

8%

2x
Kantar norms

4%

Ad Recall

Association

Intent

● Grab Studies ● Kantar BLS norms

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Data derived from 6 campaigns wherein creative formats comprised of masthead, video and display formats.

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Best practices to boost impact on GrabAds

Plan for a higher average frequency

2+

Plan for a minimum weekly frequency of 2-5 on Grab to achieve a strong brand impact across ad recall and association

Utilise more creative variations

3+

Employing more than 3 variations of creatives allows for customised messaging to targeted audiences while reducing exposure fatigue

Leverage multiple creative formats

3+

Leveraging multiple inventory formats on Grab drives the highest impact

Data derived from 31 BLS studies. Fieldwork by Grab, Analysis by Kantar

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Key takeaways

1 Adapting to customer preferences

As consumer needs evolve, it is important to adapt your marketing strategies to deliver greater value.

Evaluate your marketing mix to identify **key opportunities of growth** where ads are catered to customer behavior at the **point of search** and **conversion**.

2 Maximise your brand impact

With only 1 in 5 dollars being spent on RMNs[1], there still exists much **room for growth** with these high-performing platforms.

Leverage high ad equity platforms in RMNs to **provide highly relevant information** to your audiences in a **timely and seamless experience**.

3 Align measurement to your goals

Focus on metrics that **align with your campaign goals**, to ensure evaluation of performance is accurate to the campaign's objectives.

Continuously monitor and analyse your campaigns to identify areas for improvement and optimisations for future campaigns.

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