



Integrated Brand & Performance Campaigns

***LEVERAGING DIGITAL CHANNELS TO
DELIVER MEASURABLE SUCCESS***

Don Hills

INTEGRATED BRAND AND PERFORMANCE CAMPAIGNS

Leveraging Digital Channels to Deliver Measurable Success

Media Channels

Display Advertising

Social Media

Search Marketing

Programmatic Media

Audio Visual Channels

Attribution Modelling



Dan Hills

- *EXTENSIVE EXPERTISE IN MEDIA PLANNING*
 - *PROVEN LEADERSHIP EXPERIENCE*
 - *STRATEGIC CAMPAIGN DEVELOPMENT*
 - *BEHAVIORAL ECONOMICS PLANNING*
 - *EXCEPTIONAL CLIENT MANAGEMENT*
 - *DIGITAL MEDIA CHANNEL MASTERY*
 - *BUDGET AND ACTION OVERSIGHT*

OPSM



Always on
performance across
digital channels
driving eye-tests



Global award winning
tentpole campaign
planning and
management

The Brief

This presentation is an opportunity to showcase your digital strategy expertise by demonstrating how you successfully integrate multiple digital channels—Display, Social, and Search—to achieve measurable outcomes.

The focus is to:

- Highlight a past campaign where you connected these channels seamlessly.
- Showcase a case study that reflects both brand-building and performance-driven results.
- Emphasize any innovative "test and learn" opportunities you've employed.
- Demonstrate how success was measured using clear metrics.

Using my experience with OPSM, I will illustrate how I managed flagship brand campaigns, including the multiple global award-winning campaigng, Penny The Pirate, whist simitaniously choriographing the leading always-on performance activities.

So what

You will see that these activities drove in-store eye test bookings through programmatic (video, audio, display), social, and search, all executed with meticulous coordination among specialist teams to maintain a coherent client relationship.

By the end of this presentation, I will have illstrated my ability to blend creativity, strategy, and measurable success into a comprehensive digital marketing approach, and project manage this to seamlessly deliver results and build strong client relationships.



m2m media

OPSM

campaign of the year



The Challenge

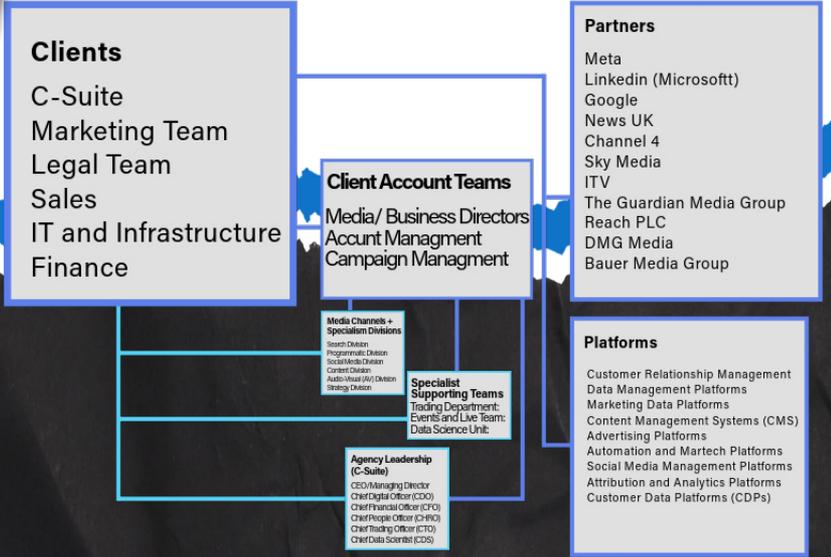
Strengthen OPSM's brand positioning through creative, high-impact campaigns.

Drive measurable business outcomes, specifically in-store eye test bookings.

Balancing brand focus & performance metrics while coordinating across multiple digital channels

The Challenge

MEDIA AGENCY ORGANISATION CHART



SBU ALIGNMENT

<ul style="list-style-type: none"> • Expertise • Focused Innovation • Team Efficiency • Cross-Channel Synergy • Client Appeal 	<ul style="list-style-type: none"> • Coordination Challenges • Resource Allocation • Communication Gaps • Cost Implications
Strength	Weakness
Oppertunities	Threats
<ul style="list-style-type: none"> • Emerging Channels • Data Integration • Custom Client Solutions • Thought Leadership 	<ul style="list-style-type: none"> • Competitor Specialization • Technological Advancements • Market Shifts • Client Expectation



Understanding SBUs

- Motivations**
- Financial Targets
 - Internal Politics
 - Social Standing

- Pain Points**
- Resource Constraints
 - Misalignment of Goals
 - Resistance to Change

Strategy & Approach

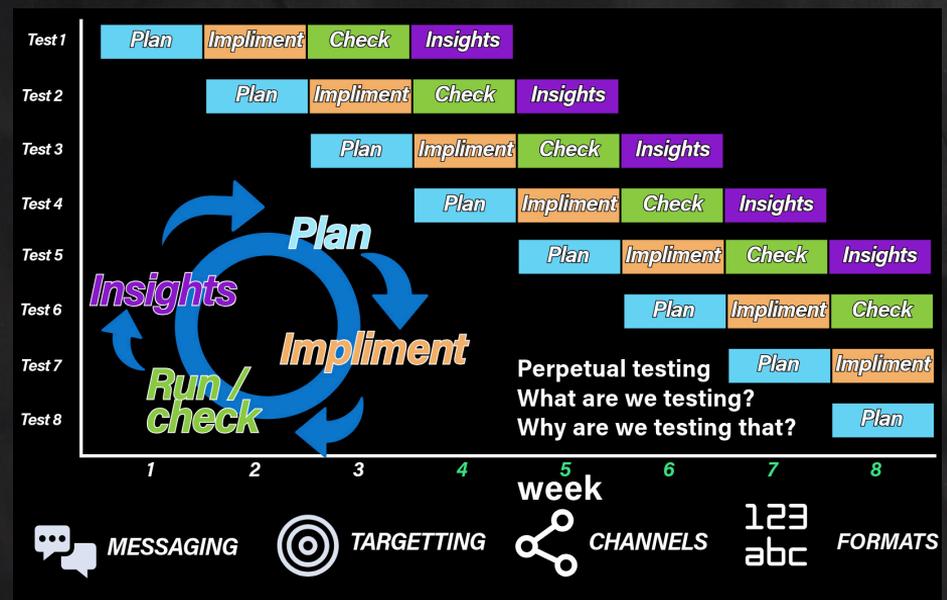
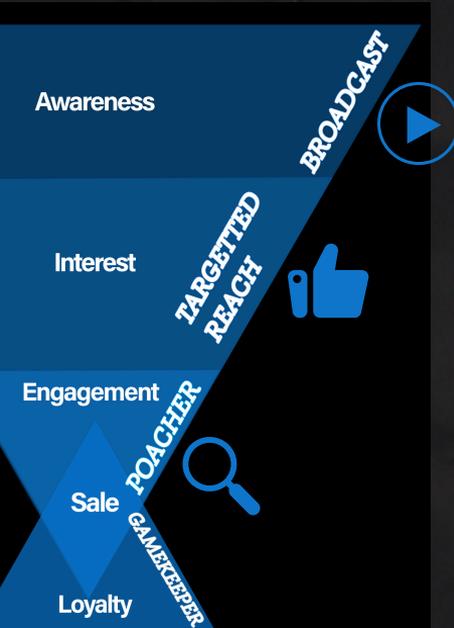
INTEGRATED DIGITAL STRATEGY

TEST AND LEARN INITIATIVES:



TEAM COLLABORATION

1X PRIMARY KPI



10 REVOLUTION

20 EVOLUTION

70 ESTABLISHMENT

70% SOLUTION + REVOLUTION

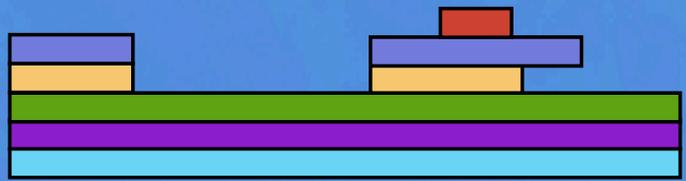
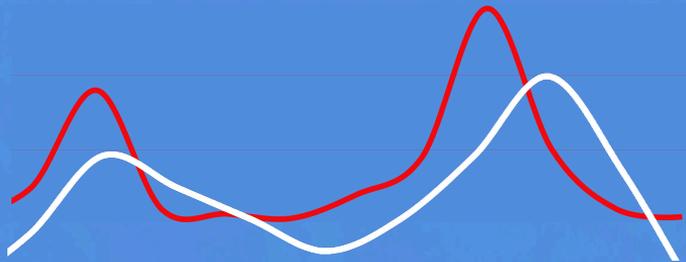
30% ESTABLISHMENT

Execution

Effective resource management requires balancing the steady demands of always-on performance campaigns with the high-intensity bursts of tentpole brand-building efforts. By aligning teams, budgets, and timelines, agencies can ensure consistent delivery of measurable results while preserving the creativity and impact needed for flagship campaigns.

REPORTING

1. Collaboration: data considered and commentary written 24 hours before sharing
2. Pre-reporting call to align on testing phases, new initiatives, anything which could impact tv on another channels performance



Investment
Eye-tests
Cinema
Outdoor
TV
Social
Programmatic/AV
Search

TENTPOLE

When planning and executing a brand-building tentpole campaign, the focus shifts toward long-term objectives such as creating emotional resonance, improving brand perception, and driving widespread awareness.

ALWAYS-ON

Always-on performance campaigns prioritize short-term, measurable outcomes like conversions, lead generation, or sales.

OBJECTIVE	<i>Brand Awareness</i>	<i>Leads and sales</i>
CREATIVE APPROACH	<i>High-impact, storytelling-driven content</i>	<i>DR messaging with clear CTAs</i>
MEDIA STRATEGY	<i>High Reach, Broad targetting brand lift, sentiment, reach, engagement</i>	<i>Data-driven, intent-focused channels. Audience Signal targetting</i>
MEASUREMENT	<i>Bursts, aligned with events</i>	<i>Sales, \$CPA and \$RoAS</i>

SHORT-TERM - 12 WEEKS

- Delivery monitoring
 - Channel status
 - Buying deliverables
- 70/30 approach to time investment
- 70/20/10 to testing
- 4 week testing cycle

QUARTERLY RE-EVALUATION

- Post-Campaign Analysis
 - Media Metric focus
 - Reach
 - Engagement
 - Investment
- MTA review
- CRM Vs media analytics matching
- Lag and incrementality focus

ANUAL EVALUATION

- MMM programme
- MMM programme

Measuring Success

TENTPOLE

- Awareness, engagement, and sentiment
 - Nielsen Brand Uplift Studies
- Instoor footfall measurement
 - MMM and MTA analysis

ALWAYS-ON

- Conversions
- Conversion rates
 - Online bookings
 - in-store (MTA).
- Investment

X% increase in brand awareness. - Nielsen brand uplift studies

Y% boost in eye test bookings compared to baseline.

- Cookie based tracking
- Device based tracking
- MTA modeling
- Match-back with OPSM booking numbers by store-de-duplication
 - UTM codes and non-attributable post exposure bookings

Demonstrable return on investment (e.g., ROAS figures).

- channel
- funnel placement
- MTA - data science each quarter. Daily optimisations based on individual channels
 - MMM studies

Perpetual Learning

Share lessons from the OPSM campaign:

- Importance of aligning brand and performance goals.
- Benefits of cross-channel coordination.
- Value of innovation and continuous improvement



So What?

Delivering
integrated
strategies

Leveraging data,
creativity, and
coordination for
impactful outcomes

Collaboration,
teamworking and
positivity is the key to
performance

Thank You

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Case Studies

OPSM
LUXOTTICA

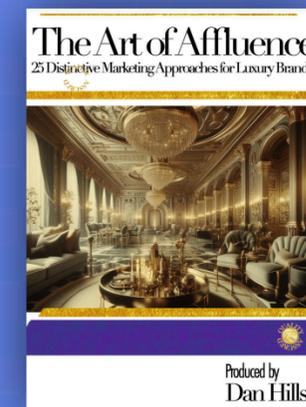


audible 



Sony
Entertainment
Network

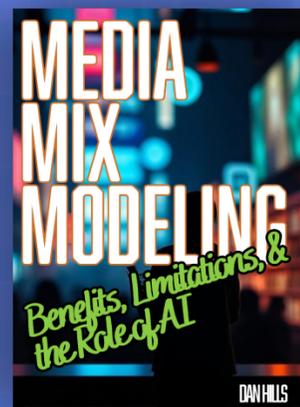
Dan's Books



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