

100% Media Value

METHODOLOGY FAQs

1. WHAT IS 100% MEDIA VALUE? (AKA FULL MEDIA VALUE)

100% media value **equates the value from an organic post or TV visible signage** to what it would cost to run a paid advertisement.

2. HOW IS 100% MEDIA VALUE CALCULATED FOR SOCIAL MEDIA?

Inputs

- Social media metrics - impressions, video views, engagements
- Broadcast metrics - network spot costs
- Social platform cost equivalents - cost per 1000 impressions (CPM), cost per engagement (CPE)
- Duration of the exposure (seconds)

Method

There are generally two strategies for running paid ads on social media: awareness (impressions), or consideration (engagement). Based on the strategy chosen, CPM and CPE could vary significantly.

Relo utilizes a balance of these two advertising strategies to calculate the 100% media value.

Cost Equivalents

Through systematic testing of advertising strategies with target audiences appropriate for our clients, Relo regularly updates cost equivalents that are used to calculate media value.

Calculation

$$([\text{Engagement} \times \text{CPE}] \times \text{Weight}) + \underbrace{([\text{Impressions} \times \text{CPM}] \times \text{Weight})}_{\text{or Video Views}} \times \underbrace{(\text{Exposure Dur} / \text{Video Dur})}_{\text{Video only}}$$

3. WHAT ABOUT BROADCAST?

The methodology is similar, but utilizes a spot cost for TV based on the cost to advertise for a 30-second commercial.

Media Value Percentage (MVP)

METHODOLOGY FAQs

1. WHAT IS MEDIA VALUE PERCENTAGE (MVP)?

MVP is the **quality of the brand's logo** as it appears in the media that is being analyzed.

100% MVP would be the appearance of a fully visible, large logo that appears in the foreground and center of the frame, with no other logos present, similar to what may appear in an advertisement.

2. WHAT FACTORS ARE CONSIDERED FOR MVP?

Factor	Description
Size	Logo size relative to the frame size
Visibility	Percentage of the logo that is in view
Clarity	Focus of a logo
Prominence	Depth of the logo in the frame - foreground vs. background
Placement	Position of a logo in the frame
Share of Voice	Saturation of frame with other sponsor logos

3. HOW IS EACH FACTOR CONSIDERED TO DETERMINE MVP?

Every logo exposure has the possibility of achieving 100% MVP. Each factor has a range of possible values that determine the reduction in quality. Supported by field research and client feedback, each factor has been algorithmically programmed to contribute to the reduction in quality of the exposure.

4. HOW IS MVP CALCULATED FOR VIDEO?

Each factor is averaged over the duration of the exposure as the logo appears on screen, which is then used to calculate the MVP.

Sponsor Media Value (SMV)

METHODOLOGY FAQs

1. WHAT IS SPONSOR MEDIA VALUE (SMV)?

SMV is the monetary value that a brand receives for an exposure in organic content.

SMV = 100% Media Value x MVP x Duration Factor (Video only)

2. AN EXAMPLE OF 100% MEDIA VALUE, MVP, AND SPONSOR MEDIA VALUE

**All numbers are for illustrative purposes only*

Kansas City Chiefs - HyVee Pylons

100% Media Value

Estimated Impressions: 265,000

Engagements: 80,000

Instagram CPM / CPE

100% Media Value = \$28,700

MVP

Size	Significant deduction
Visibility	No deduction
Clarity	No deduction
Prominence	Moderate deduction
Placement	Moderate deduction
SOV	Slight deduction due to State Farm

MVP = 39%

Sponsor Media Value

\$28,700 x 39% = \$11,193

