

Multiscreening as a way of reaching a consumer – idea and possibilities

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Abstract

Marketers are trying to meet the new challenges of targeting consumer who flick through the screen. Using the multiscreening brands being able to connect with clients wherever they are, on any screen.

Author of the article focuses on presenting the idea of multiscreening, areas of its activities and the possibilities of its application in the field of marketing communications. By analyzing secondary research conducted by national and international research organizations in 2012–2015, the author indicates the visible trends in multiscreening in the context of consumer preferences and behavior. Referring to examples of Polish and foreign multiscreening campaigns, the author present opportunities offered by multiscreening marketing campaigns pointing to unused areas of the Polish company.

Paper type: review article

Keywords: multiscreening, marketing communication, a way of reaching a consumer

Introduction

There is a tendency among consumers to use multiple communication screens at the same time. This phenomenon is called multiscreening. These behaviors will increase, which is due to the increase in the number of users of modern mobile devices, as well as more frequent simultaneous use by consumers of many sources. Multiscreening opened up new possibilities in the field of marketing communications. First of all, it has expanded advertising space, redefined the message, and

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activated a potential customer who voluntarily participates in the purchase process (Inboundlab, 2014).

The phenomenon of multiscreening provides greater opportunities for communication and building relationships with customers. It gives new light, both in the world of advertising, as well as a completely new model for television consumption. Recipients are able to obtain the content, which they are interested in, get familiar with the specific offerings, share their opinions, get an extra discount or win awards (Adweek, 2012).

In the literature, there are few publications that present the issue multiscreening in a general way. More information about this issue may be derived from the comments by experts in the field of marketing and e-commerce in professional journals and on websites. The article tries to present ideas and opportunities of multiscreening in the area of marketing communication activities based on the available publications, press releases and the Internet and the research results.

The aim of the study was to systematize the area of operation of multiscreening in the context of planning of promotional campaigns aimed at different segments of consumers.

1. Concept and evolution of multiscreening

Multiscreen (or written Multi-screen) comes from English and is composed of the terms multi (multiple) and screen. General means that (several) different screens or terminals for one or during an activity are used. Screen is here representative of device with a fixed screen (Nagel, 2012). Microsoft used this term in the study *What's On Their Screens. What's On Their Minds* from the year 2010. The first mention in the world about multiscreening appeared in 2010 in, among others, the article of Louderback (2010) or mentioned before Microsoft study *What's On Their Screens. What's on their Minds* (2010). Wider and deeper analysis studies were completed only in 2012 and 2013 by, among others, Google and Microsoft. In Poland, the first study was conducted in March 2013 by the IRCenter and Mobiu (2013).

In the early publications and reports multiscreening concept was identified with the second screen (Tokan & Mattila, 2011). Attempts to separate these two concepts were made, pointing to television as the main screen in the definition of multiscreening – including. Reddy (2014, p. 11) in the report *Understanding the Consumer Activities and Moods while Watching Cricket and Exploring the Advertisement Effectiveness on Television*, wrote: “Any digital device that enables the user to interact with the content on first screen in some manner and that is used alongside the first screen is called as a ‘Second Screen.’ It is also referred to as a companion device very often (...). Multi-screening as a term is used when an extra screen is used alongside a television (Google, 2012). The terms second screen and multi-

screen are very similar to each other and are closely related.” The studies include divided opinions among others, in the results of Google in 2012 and in a report published a year later, *World Internet Project* (2013) related to the interaction between other than TV mobile devices and specifying such activities as multiscreening. By analyzing ways to define multiscreening, it very often does not refer only to interaction of television with other mobile devices, but also for further action among other devices. Nagel and Fischer (2013) also do not treat multiscreening only as the interaction between TV and another mobile device.

In Polish literature one can meet defining of multiscreening as “simultaneous use of at least two of the following devices: television, laptop, smartphone and tablet” (Sznajder, 2014, p. 138). Most of the studies conducted in 2012–2015 treated, however, the television screen as the first one, and show the behavior of consumers interacting with it, wherein other possibilities to connect mobile devices are also analyzed (Google, 2012; Microsoft, 2013; Hupa, 2014).

This is particularly important in the context of those who do not have a TV and use other mobile devices at the same time or switch from one to the other. In Poland, the group in 2015 comprised 4.1%, i.e. approximately 550 thousand households, which are mainly people under 30 years of age (PAP, 2015).

As part of the article the author will refer to the multiscreening mainly as the interaction between television and other devices, while indicating there other opportunities to interact as a chance for further development of activities within marketing communication using muliscreening in the context of emerging trends and changes in user behavior.

2. Areas of multiscreening activity – preferences and behavior of consumers

The moment of particular development of multiscreening is not accidental. As demonstrated by the results of the research conducted, inter alia, by IRCenter and Mobiu *Multiscreening in Poland* in 2013, IAB Poland *TV + Web = better together* in 2014. Polish statistical multiscreening users are mainly people aged 19–30 years, women (60%) (*Multiscreening w Polsce*, 2013), especially Millenium generation. For this group, the screen is a type of content delivery mechanism. They require full transmedia, contact with the brand in one medium and continuing interaction in a second, without unnecessary repetition, which could discourage for further communication (Gruszka, 2015). Hence, one screen is not enough, their attention is scattered. They expect that message at the same time will provide both information and good entertainment. They appreciate the useful content and unique information, they also value the opportunity to express their opinion, involvement in what they see and hear.

As demonstrated by a recent study IRCenter in 2015, consumers who most often use the second screen to both the recipient and the religious music stations – usually buy products or services online while watching television, and people interested in the sport, reach for the phones when commercials are broadcast.

The basis for the development of multiscreening has included the phenomenon of frequent use, while watching TV, of other mobile devices to obtain information not related to or associated with the program being watched. This allowed us to isolate three main forms of multiscreening – meshing, stacking and shifting. Figure 1 is a graphical representation of definition, based on the example of the use of particular forms.

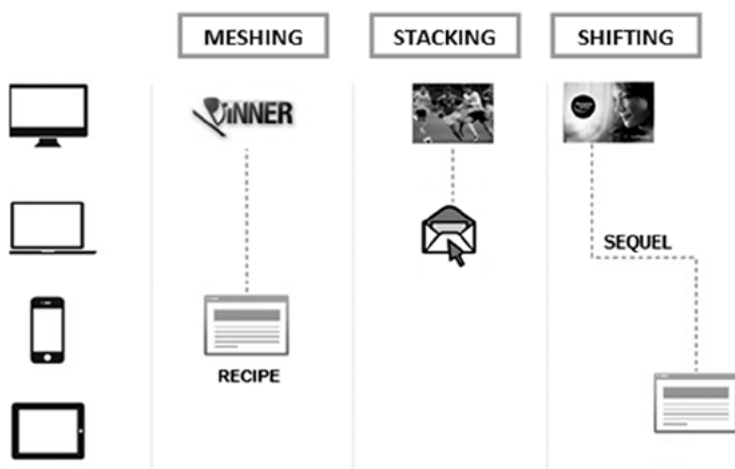


Figure 1. *Forms of multiscreening activities.*

Source: based on Brügger, 2014.

Meshing and stacking are names of simultaneous mutiscreening. Meshing is understood as the time spent on the simultaneous use of TV and other devices, with related activities (Hatalska, 2014). Stacking means the time spent on the simultaneous use of TV and other devices, with unrelated activities. Shifting is the time spent on the use of sequential devices in search of the same content.

Figure 2 presents a summary list of using of forms of mutiscreening. The test results are derived from a report by Millward Brown *AdReaction* (2014) which was carried out in 30 countries.²

² They surveyed more than 17,000 consumers across 37 countries, averaging 500 interviews per country.

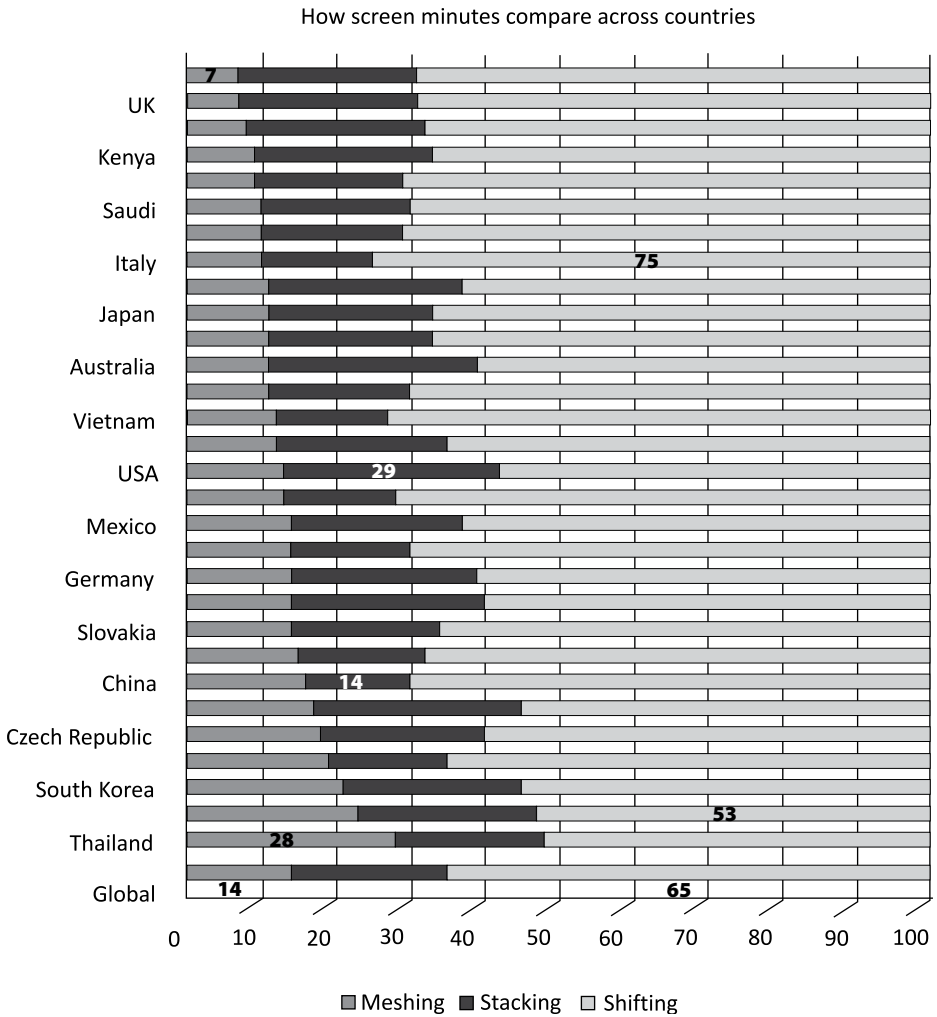


Figure 2. *How screen minutes compare across countries (%)*.

Source: based on Millward Brown, 2014, p. 10.

As the results show, meshing and stacking behaviors vary significantly by country. Thailand meshes the most globally, and the Italians the least. Research conducted by UPC Poland 2014, indicate a cell phone and laptop, as the most widely used screen – 69% declared that they are talking on the phone, 67% use a computer, 66% receive text messages, 25% use a tablet and 16% commented on the forum agenda (Hatalaska, 2014).

Among the most commonly used tools within the shifting in Poland is laptop (25%), then the phone (21%) and tablet (15%), which is a different trend than pre-

senting globally – 37% select phone, 25% laptop, and 14% tablet (Millward Brown, 2014).

This tendency also remains among the neighbouring countries. In Romania, 79% of consumers declare the use of the smartphone while watching TV, in Russia (60%) and slightly less in Hungary 51% of respondents (*Ponad połowa Polaków...*, 2015).³

In the case of shifting in Romania, smartphone is selected by 31% of consumers, 28% selects a laptop, and 16% the tablet, Russia – 22% smartphone, 28% laptop, 15% tablet, and in Hungary – 28% smartphone, 17% laptop, 15% tablet (Millward Brown, 2014).

The changes in the context of main screen depending of the country are also observed (Kemp, 2014). Among other things, report of a study conducted by Millward Brown in the first quarter of 2014 shows that more and more consumers are turning to smartphone or tablet, which becomes their first screen, the dependence is dictated by time of day (Figure 3).

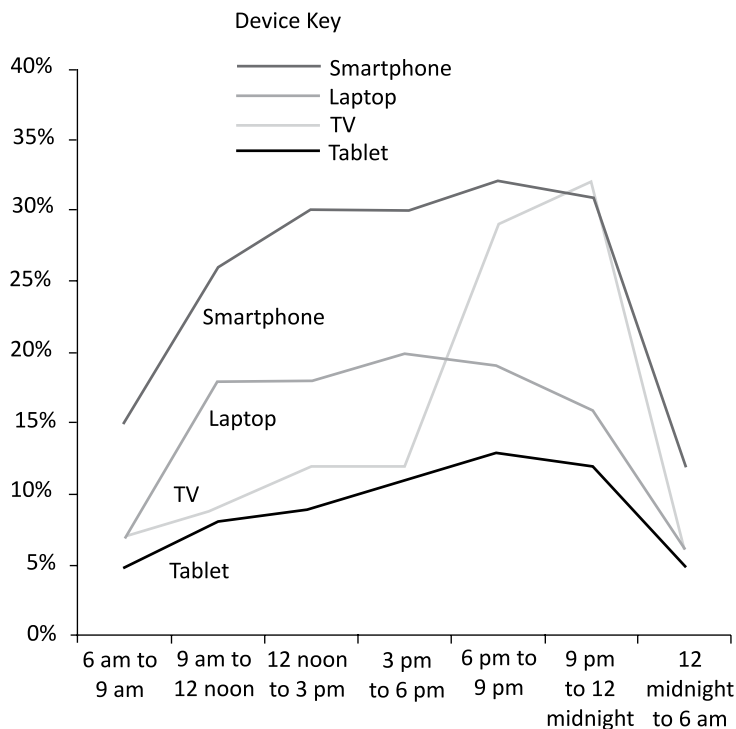


Figure 3. Screen use during the day.

Source: Millward Brown, 2014, p. 11.

³ CAWI research was conducted on groups of 5 thousand consumers (after 1 km² of each market) by MEC Analytics & Insight in Poland, the Czech Republic, Romania, Hungary, and Russia.

Moreover, in Asian countries TV online has been viewed more often by computer or other mobile device (26% of the population) than the stationary television (14% of the population) (Kemp, 2014). This is confirmed by international research results from the second quarter of 2014 Global Web Index (Mander, 2014), which indicates the percentage of watching TV on mobile devices in the world – 36% people in Europe using mobiles while watching TV, in Asian is 67%, 62% in Africa and the Middle East, 39% in Nord America and 53% in Latin America.

This is relevant information in the context of planned communication activities. Among respondents from USA, those that begin a task on television most commonly gravitate to a telephone (35%), next by a laptop (21%) or tablet (13%). That what begins on a telephone most commonly shifts to a laptop (23%) or television (20%) rather a tablet (9%). When they beginning on a tablet continue to a laptop (9%), TVs (7%) and Smartphone (7%).

Knowing what is the main screen, it is worth considering when users reach it. In Poland, most consumers use a second screen while watching a movie 92% or TV series 81% (Hupa, 2014). Furthermore, according to Global Web Index (Mander, 2014) people while watching TV primarily communicate with their friends (60%), they read information (50%), play games (43%), looking for a product that would want to buy online or making purchases online (41%). 31% look for information about the contents referring to what is watched, 15% share opinion on what to watch on social media, 10% shall interact with messages watched on TV (Mander, 2014).

Research IAB Poland (2014) show that Polish consumers primarily, when watching TV, use the Internet (31%), send text messages (27%), talk on the phone (23%), use social media (16%), play games (13%) or use the application (11%). These results show some directions, the media through which multiscreening has the best chance of getting the message to consumers. The company IRC in the third round of the study of multiscreening in Poland in 2015 decided to take a look at what changes have occurred with regard to activities performed on the phone while watching TV (Table 1).

It turns out that communication with friends using social networking sites are the most frequently performed activities, which has not undergone greater change in the last three years. Interest in games has increased in 2014 and now remains at the same level. Looking for information about what is on the screen declined in 2014 for information about brands on the first screen, but in 2015 regained the interest again. No change about commenting on the first screen, which is located at the lower border of the most frequently performed activities.

When planning a marketing campaign using multiscreening it is also important what actions users perform on various mobile devices.

Therefore advertising agency Mindshare Poland decided to learn about this (*Multiscreening – polski internauta i wiele kanałów*, 2014). The research shows that the official duties are mainly operated by a computer – stationary (61%) or laptop

(59%). To seek information on the Web – a laptop (85%), but also a smartphone (60%) and tablet (55%); we play, we learn, we watch videos and do online shopping mainly on laptops. To listen to music we usually choose laptops (67%) and smartphones (58%).⁴

Table 1 *Activities performed on the phone while watching TV*

	2013	2014		2015	
Communication with friends	1	2	↓	1	↑
Use social media	2	1	↑	2	↓
Planning	5	3	↑	3	↔
Search for information on the first screen	4	6	↓	4	↑
Listen to music	6	5	↑	5	↔
Buy products on the first screen	8	8	↔	6	↑
Looking for information about brands no the first screen	3	4	↓	6	↓
Comment the first screen	7	7	↔	7	↔

Source: *Multiscreening 2015, czyli co telewizorze robią w sieci*, 2015.

The presented study shows the changes and trends in multiscreening and becomes an additional way to increase the effectiveness of marketing campaigns.

3. Multiscreening in the marketing campaigns – possibilities of use

As shown above, the research of leading ad agencies conducted, 75% of advertisers are running multiscreen ad campaigns, and 2/3 plan to do the same before the year is out.

The data confirms the report from the Association of National Advertisers and Nielsen (Wegert, 2014). In that study, 72% declared increase their integrated multiscreen campaign budgets from 26% to 100% by 2016.

⁴ The study by advertising agency Mindshare Poland was conducted in June 2014 with CAWI. The sample is approx. 500 of Internet users aged 15–54. Internet users were asked about the use of the following devices: TV, laptop, smartphone, desktop computer, tablet, game console and reader for e-books.

A closer look at how companies currently use the potential of multiscreening in marketing campaigns, give an answer what possibility can give that form of campaign. Table 2 shows examples of multiscreening in Poland and Table 3 foreign examples of multiscreening.

Table 2 *Examples of multiscreening campaigns in Poland*

Name of the campagne	Way of multiscreening use
4FUN (2013)	Action encouraging to take “selfie” and send it through applications APP 4FUN TV during the program. This allowed the participants to display their images live. Information about the campaign was advertised both on television during the program, as well as on Youtube channel (<i>Zostań gwiazdą telewizji...</i> , 2013).
MARKETING INVESTMENT GROUP – 50 STYLE (2014)	Company Marketing Investment Group has released a mobile application, through which one could vote for their favorite’s Got Talent. Participant of the program, which through the application of viewers gathered the most votes, will receive 5,000 PLN for shopping in 50 style. The spots with the participation of Tomasz Frankowski and his family are issued on Player.pl also on the platform in front of the biggest hits of TVN (Kłosowski, 2014).
COMPANY SIZEER AND TVN (2015)	For the duration of the programs of <i>You Can Dance</i> and <i>Kuba Wojewódzki</i> , the company Sizeer and TVN launched a social TV applications, the aim of which was to enable viewers to express opinions and vote for their favorite dancers from the <i>You Can Dance</i> and the best teams that competed in the show of Kuba Wojewódzki (<i>Ogólnopolska kampania #SneakerOn...</i> , 2015).

Source: based on multiscreening campaigns.

As the Polish examples show, the main way to keep the interaction is to use the application through which you can make or see comment, make a choice, vote, have an impact on what you see on the second screen. The messages are directed primarily to young adults, teenagers, especially those who like groups, which have an impact on what is happening around them. It is a way that can have a chance to reach those segments of the marketing message.

The foreign campaign is a mix of creative hashtags, follow-up social conversation, interaction with a different mobile and using a storytelling. That show it is still has many possibilities to create a good, creative and consistent campaign with visible effects.

Table 3 Foreign examples of multiscreening

Name of the campagne	Way of multiscreening use
<p>NIKE GREATNESS "FIND YOUR GREATNESS" (2012)</p>	<p>This Olympics ambush multiscreening campaign under the slogan "Find your greatness," debuted with the brand's usual inspirational television spots, and encouraged folks to share their achievements with the hashtag #findyourgreatness. "The ads then spring boarded into a series of digital missions that users were encouraged to complete, then share their achievements with friends via a website and social streams (<i>4 Inspiring Multi-Screen Campaigns</i>, 2013). "After the one-minute television showcase, Nike's Youtube channel was bombarded with visitors" (Portwood-Stacer's, 2013).</p>
<p>THE WALKING DEAD (2013)</p>	<p>Viewers can watch episodes online in black and white, reminiscenced of the graphic novel, tweet questions to recap show "The Talking Dead," and killed zombies online with fellow fans (<i>4 Inspiring Multi-Screen Campaigns</i>, 2013). Viewers Cannes demonstrate engagement across all screens and through a variety of channels including TV, online games, Facebook, live trivia, polls and exclusive online videos (White, 2013).</p>
<p>COCA-COLA SUPER BOWL'S MIRAGE BIG GAME AD CAMPAIGN (2013)</p>	<p>The campaign starts with a TV ad that kicks off a story 3 teams competing for an iced Coke bottle in the middle of the desert. That story is in fact a game that unfolds over 3 stages (pre, during and post Super Bowl game), and plays out simultaneously across the small screen and the social Web, as TV viewers get to choose how the story ends by voting for their favourite team on the campaign site and the brand's social media channels (<i>Social TV - a (welcome)...</i>, 2013).</p>
<p>MICROSOFT MULISCREENING STORYTELLING (2014)</p>	<p>In 2014 Microsoft present cased a few case study campaign case by multiscreen brand stories. Among them was a campaign for Lexus that promoted its Web-based extreme sports series, "Ride With the Other Me" The Microsoft create that campaign for Ford, Unilever and P&G (Wegert, 2014).</p>

Source: based on multiscreening campaigns.

Conclusions

Research shows that the campaign has delivered the expected results must be broadcast at the right time, at the appropriate mobile device and integrated with the tasks most frequently performed. Currently, multiscreening campaigns targeted at people aged 19–30, have the greatest chance of achieving results. Companies must expect that more and more people will use several screen at once, hence the time to generate interest in the campaign on one screen will be shortened more.

The presented possibilities of multiscreening show that there are still a lot of actions that companies will be able to take in the coming years to draw the attention of multiscreening users. You might also consider whether the definition of

multiscreening based only on interaction between the TV screen and other mobile devices should not be extended. The basis to refresh the definition is increasingly common phenomenon of the use of devices for which there is the opportunity to watch programs broadcast on TV screens, non-TV. As demonstrated in the results, there is an increase in the percentage of people willing to reach for smartphones which do not have or use television. Marketers should keep this in mind while making further marketing campaigns using multicreening. Proper use of the opportunities of multiscreening can ensure getting the message and build a long relationship with a potential client.

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