Reverse engineering, also called back engineering, is the process by which a human-made object is deconstructed to reveal its designs, architecture, or to extract knowledge from the object.
US B-29

TUPOLEV TU-4
Copying the hole on the left wing

Objective: Reach
Target: Demographic

Objective: Incremental Reach
Target: Demographic
The cost of reaching 60% of an audience 4 times

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Tv (Idx)</th>
<th>Digital (Idx)</th>
</tr>
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<tbody>
<tr>
<td>15+ yo</td>
<td>100</td>
<td>242 - 592</td>
</tr>
<tr>
<td>25-54 yo</td>
<td>130</td>
<td>140 - 350</td>
</tr>
<tr>
<td>15-34 yo</td>
<td>205</td>
<td>92 - 230</td>
</tr>
</tbody>
</table>

Considering
- Display standard vs Pre-roll 15” no skip
- Adserving & tech costs
- In-target drop
Objective: Incremental Reach  
Target: Demographic

The different cost between media is relevant
DRAMA
Less Attention
Information overload has increased consumers confusion over the last three decades.
Less Audience

Audience fragmentation has reduced the mediatic weight of any mass media communication.
Interest based planning

If we plan on **behavioural** target only, planning results go way beyond expectations
The cost of reaching a given amount of interested people

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<tr>
<th></th>
<th>Tv (Idx)</th>
<th>Digital (Idx)</th>
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<tbody>
<tr>
<td>Sport (11M)</td>
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<tr>
<td>Cooking (12M)</td>
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</table>

Considering:
- Display standard vs Pre-roll 15” no skip
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<table>
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Just to be Purple Clear
Industry process for Video Advertising

1. **Client** wants to reach as many people as possible, spending as little as possible in production and media

2. **Creative agency** creates one/two long emotional video(s) and eventually few cuts

3. **Media agency** builds the most efficient plan for a specific socio-demo target audience with available assets

4. **Results** are optimized in terms of cost

One – size fits all creative (or two, or three… anyway few content) designed for a demographic audience with low intent/attitude focus.

**We efficiently reach a lot of people without being really effective.**
**Purple process for Video Advertising**

1. **Client** asks for a deep consumer analysis hoping to design prospect/buyer personas.

2. **Media agency** creates audience maps cutting audience into small niches that have deep and clear interests.

3. **Creative agency** produce many small content tailored around niches since the beginning.

4. **Results** are optimized in terms of effectiveness.

Many creative assets are distributed across interested audience.

**Same cost, double result (for instance, ITBx2)**
Industry process

Reverse Funnel Approach
Reverse Funnel Approach

Indie/Rock/R&B
Art
Fashion
Sport
Rap
Tattoo
Dev Hynes
Musician, Producer
London / New York

Mabel McVey
Musician, Fashion Blogger (Stella McCarty)
Malaga / Stockholm / London

Kareem Abdul-Jabbar
Basketball player and coach, Actor
Los Angeles

Stormzy
Rapper
UK

Petra Collins
Artist, Photographer, Model, Director
Toronto

Snoop Dogg
Rapper, Actor, Producer
West Coast

My Way