



# Halo CMM

## Community Town Hall

Halo Townhall Starting Soon...

October 2 2024



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# Today's Agenda



## WHAT'S UP @ HALO

### | [Halo Progression](#)

Matt Green (Director, Global Media & Measurement, WFA) to share the recent progress and future ambitions for the WFA's Halo Cross Media Measurement program.

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## PILOT UPDATE

### | [Progress to Launch ISBA's Origin Program UK](#)

Martin Lawson (Product Lead, Origin) to provide an update on the exciting progress being made by Origin in the UK, as they progress into live Beta trials involving 35 advertisers. Origin is the first formal prototype of the Halo framework.

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## HELLO HALO

### | [Voice of Advertisers](#)

Sarah Mansfield (VP Global Media, Unilever) to talk about advertiser expectations from Halo and local prototypes (Origin/UK and now also Aquila/US), and how she would like to see the work scale to other markets.

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## GET THE TECH

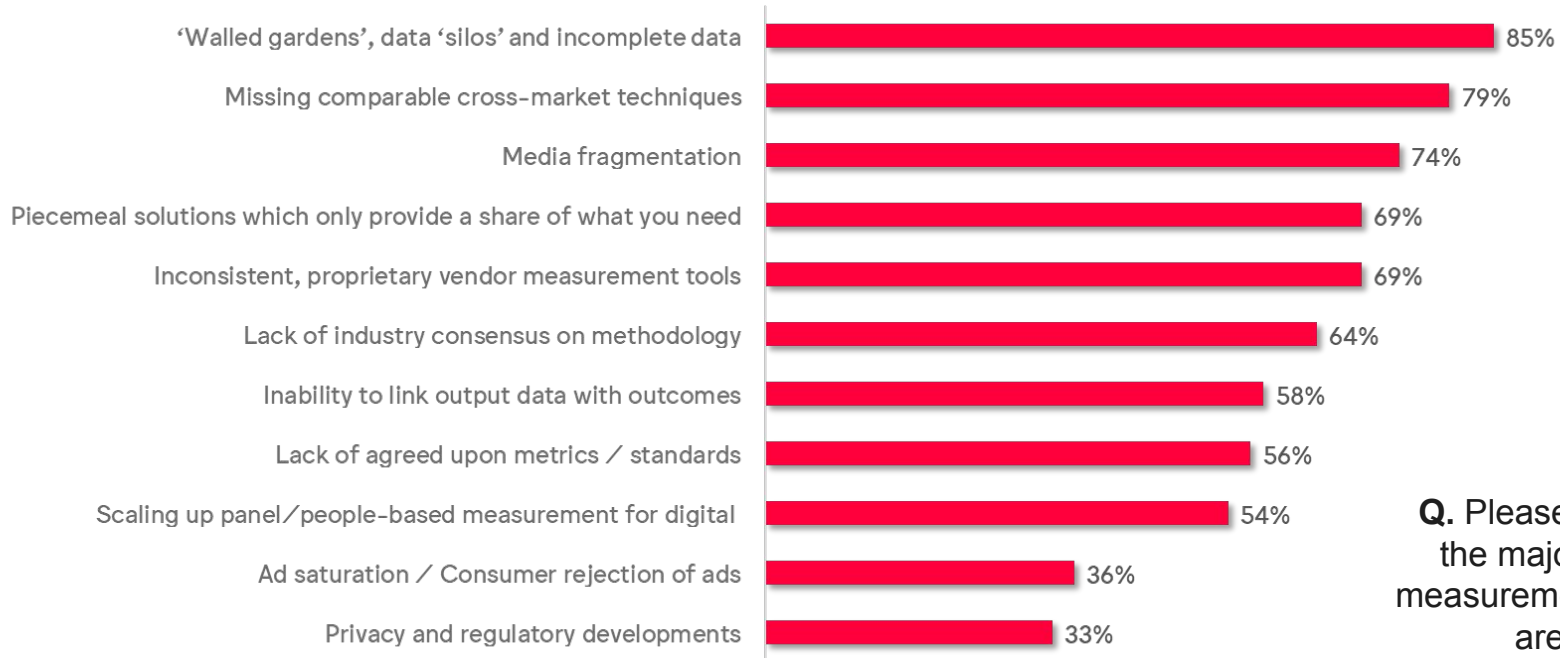
### | [How do 'Panels'-'VID Models'-'1P Data'-'Privacy Technologies' All Work Together](#)

Andrew Bradford (Cross-Media Measurement Product Lead, Kantar) will provide an outline of how single-source cross media data is leveraged using Halo's Privacy Enhancing Technologies, to produce VID models that bring 1P media data to life, while maintaining strong privacy controls.

“What’s Up! @Halo”



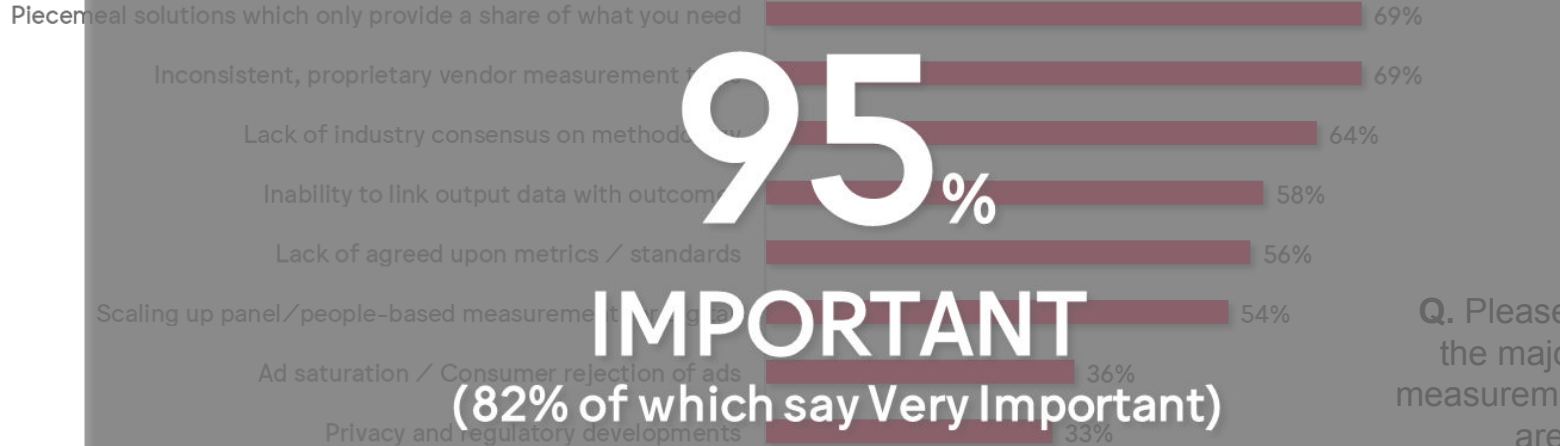
# Your major CMM challenges...A reminder of why we're doing this work...



**Q.** Please indicate what the major cross-media measurement challenges are that you face.

# Your major CMM challenges...A reminder of why we're doing this work...

How important do you think an industry-supported consensus-driven approach to cross-media reach and frequency measurement might be in addressing current industry challenges?



Q. Please indicate what the major cross-media measurement challenges are that you face.

# Halo

## Trust

Privacy by design  
Transparent methodology



## Credibility

Not for profit  
Neutral  
Advertiser-driven



## Scalability

Standard methodology  
Applicable across markets  
Flexibility to accommodate  
market nuance



## Working hand in glove with local markets



**Phil Smith**  
Director General,  
ISBA

“

We've always known that for accountable UK cross media measurement to succeed, it will need to be as part of a global solution. Halo's drive for common components has turbocharged our local effort and, alongside the advertiser imperative, is the key to the progress we have made.

”



# Exciting progress for the first live prototype of Halo...

campaign MY ACCOUNT

LATEST > CREATIVE WORK > TOP BRANDS & AGENCIES > EXPERIENCES > THE KNOWLEDGE


TRENDING: [FEATURES & ANALYSIS](#) [THE A LIST](#) [SCHOOL REPORTS](#) [MARKET REPORTS](#)

Beau Jackson | September 24, 2024 How long? | 2-3 minutes

## ISBA starts beta trials of Origin cross-media measurement platform

Beta trials to involve 30 advertisers including L'Oréal, NatWest and PepsiCo

[Twitter](#)  
[Facebook](#)  
[LinkedIn](#)




*Origin: beta stage of trialling the platform follows successful alpha trials in 2023 (Image: Getty)*

ISBA has entered the beta testing stage of its Origin cross-media measurement platform.

Following successful alpha trials in the second half of 2023, this next stage will involve 35 advertisers testing campaign data across YouTube, Meta and linear TV.

The purpose of the beta trials are to help develop features of the Origin product and improve the user experience.

PA

ISBA 

# And new milestones for ANA, with launch of Aquila...



*Aquila has engaged with two organizations to support this initiative:*




- 1. Aquila has contracted with Kantar Media to build a single source cross-media calibration audience panel in the United States. The panel will be used for calibration purposes and as a core component of the service.*
- 2. Aquila is working with Accenture on an upfront phase of planning for the rollout of the CMM solution and the definition of its technology requirements.*



The screenshot shows the ANA website's press release page. At the top left is the ANA logo with the tagline "DRIVING GROWTH". To the right are navigation links for Membership, Events, Resources, Committees, and Training. Below the navigation is a breadcrumb trail: Home / About the ANA / Press Releases. The main heading is "ANA Reaches New Milestone in Cross-Media Measurement Initiative". Below the heading is the sub-heading "The ANA Establishes a New Entity with Partners to Operationalize and Execute a CMM System". The text of the press release begins with "New York, N.Y. (June 12, 2024) — The Association of National Advertisers (ANA) announced today significant progress and new milestones reached in its desire for a Cross-Media Measurement (CMM) solution. Improving advertiser decision-making for its members by enabling unduplicated reach and frequency at the campaign level is a strategic priority for the ANA." The text continues to describe the establishment of Aquila, its purpose, and its leadership coalition. At the bottom right of the page are logos for ANA, ISBA, and WFA.



# We've begun to think carefully about the Halo roadmap ahead...

2023 →	2024 →	2025 →
		
<b>Code Availability</b>	<b>Code Fit &amp; Finish</b>	<b>Support &amp; Scaling</b>
Making the first version of the complete code available to markets for implementation and trials	Continue to refine the code and features to test and secure computational efficiency and code stability	Building the support infrastructure for a fully launched market enabling adoption and scale across data providers and users

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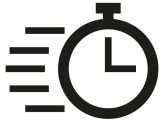
# Projects for 2025 will, at least, include the following...



SCALED DATA **ACCESS** | To grow the number of users, Halo must be able to deliver data in a way that enables the use of existing tools.



DATA **ONBOARDING** | To grow the amount of data available, Halo will need to reduce the cost (and increase the ease) of integrations.



COMPUTE **EFFICIENCY** | To deliver the value of 'always-on' measurement, report turnaround must be reduced.

# Recent Origin, Aquila and Halo events...



## Your panel...



**Gerry D'Angelo**  
Former VP Global Media



**Sorin Patilinet**  
Senior Director, Global Marketing Effectiveness, Mars



**Maggie Burke**  
Global Director of Client Councils and Industry Initiatives, Meta



**Bill Tucker**  
Group EVP, ANA



**Phil Smith**  
Director General, ISBA



KANTAR MEDIA

ISBA



# “Progress to Launch”



Origin

I S B A





Origin

[originmediameasurement.com](https://originmediameasurement.com)

A hand in a blue suit sleeve holds a smartphone. The phone screen displays the Origin logo, which is a white mountain range inside a blue circle. The background is a blurred office setting with computer monitors.

# Origin

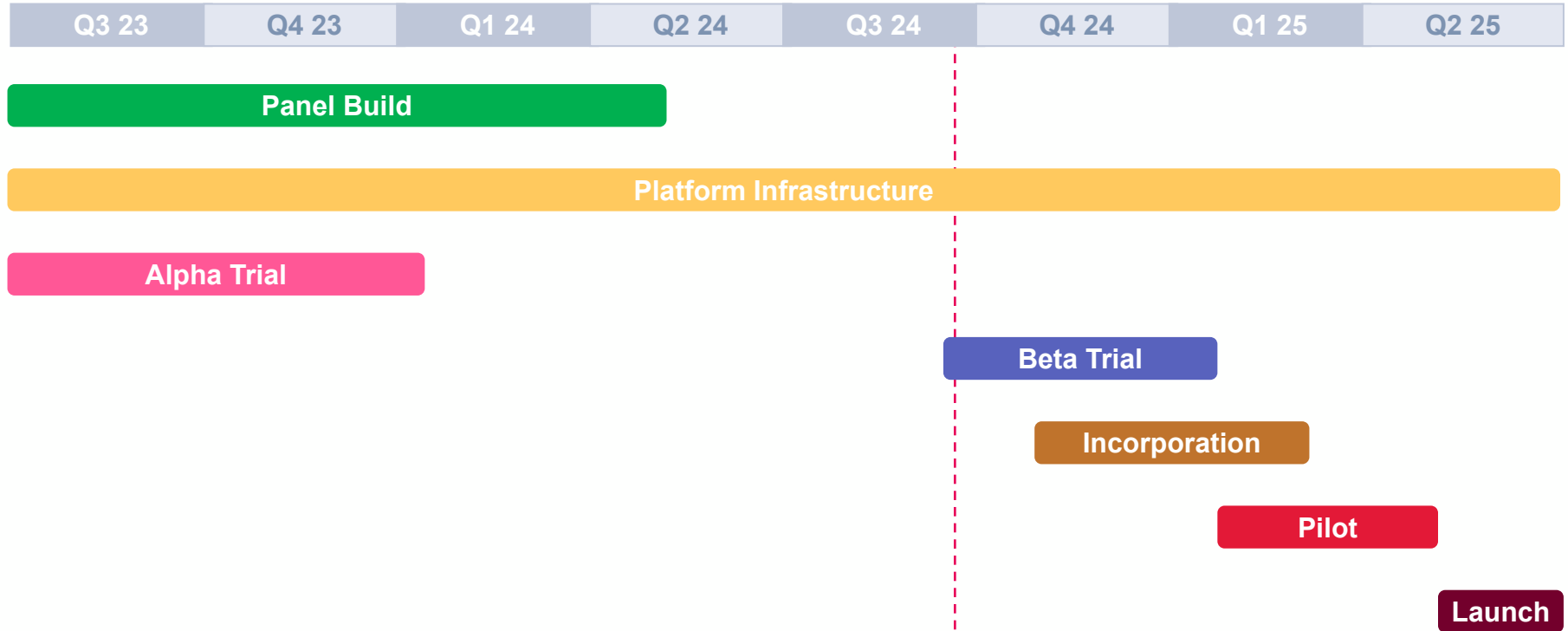
**WFA Halo CMM Town Hall  
October 2024**

# Over 50 funding stakeholders involved in building Origin





# The panel build is complete, Beta trial has started



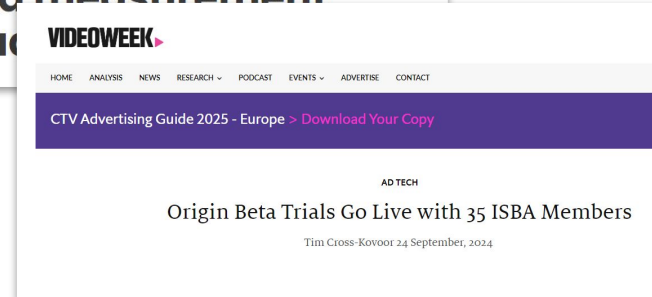
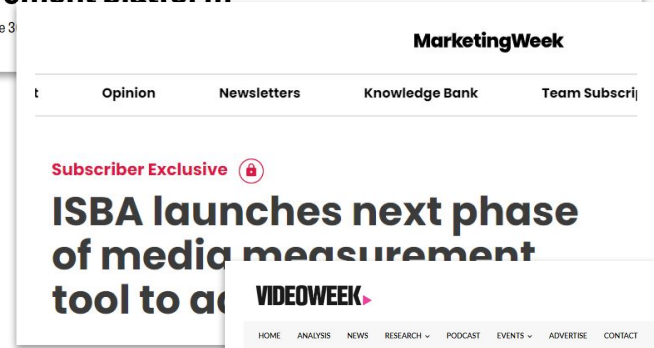
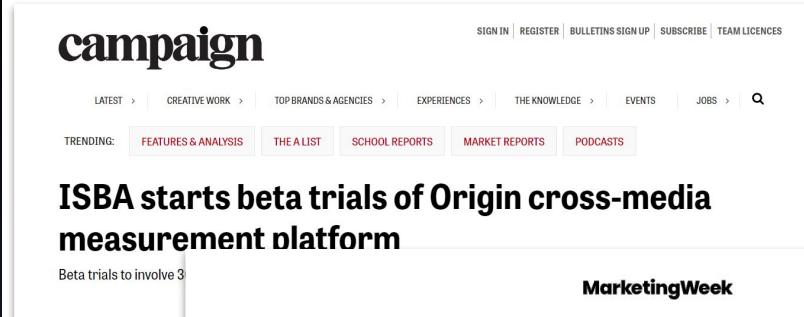


# Beta Trials have launched!

Origin has formally announced Beta Trials and is now onboarding trialists to the platform for Beta testing.

Trialists will be onboarded across October & November

Users will be invited to use the platform and provide feedback on functionality, usability and feature-level improvements.



# Participants will be onboarded across Oct-Nov



The advertisers involved are responsible for over **£3 billion** of annual media investment



# The Beta Trial is an opportunity to capture insights from our end users to inform the future of Origin



## What is the Beta Trial?

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- 35+ advertisers & agencies
- Real deduplicated campaign data



## What happens during the trial?

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- Feedback captured
- New product features
- UX improvements



## What are the benefits of participation?

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- Access to campaign data ahead of the market
- Shape future requirements



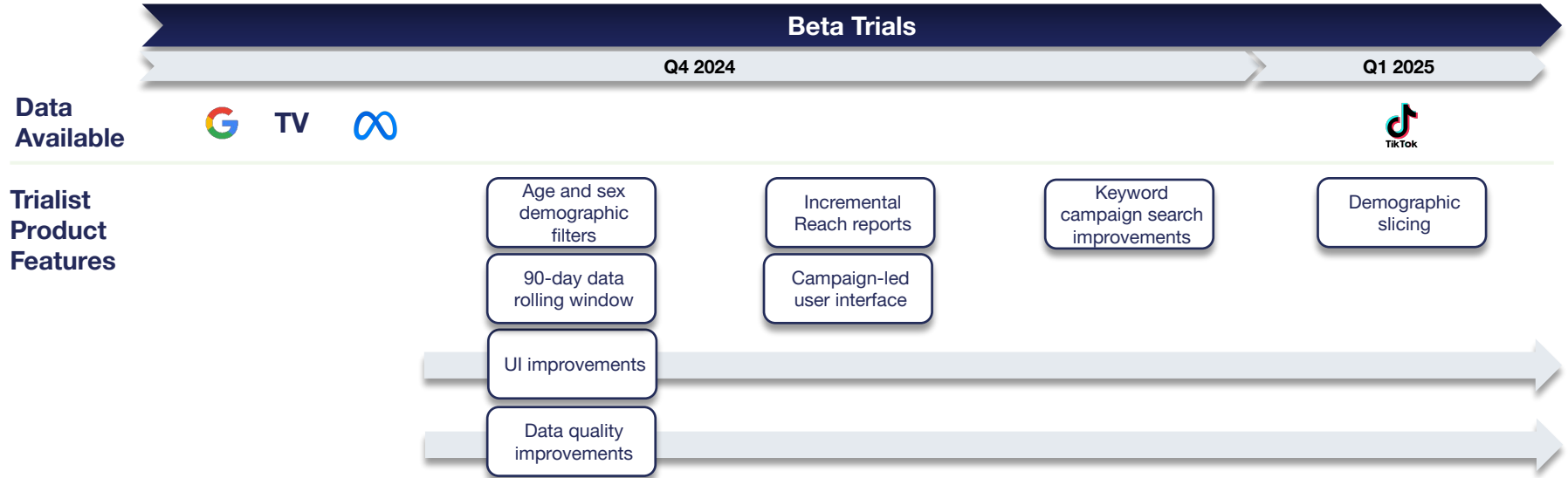
## What the Beta Trial is NOT

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- The Beta Trial is not the launch of Origin.
- The service is still in development

**Trialists are advised to refrain from using Beta reports to inform media budget allocation decisions at this stage.**

# New features will be released throughout Beta, plus TikTok inventory available towards end of trial



# Feedback will be gathered in three different ways



**1. Self-Guided Tests**

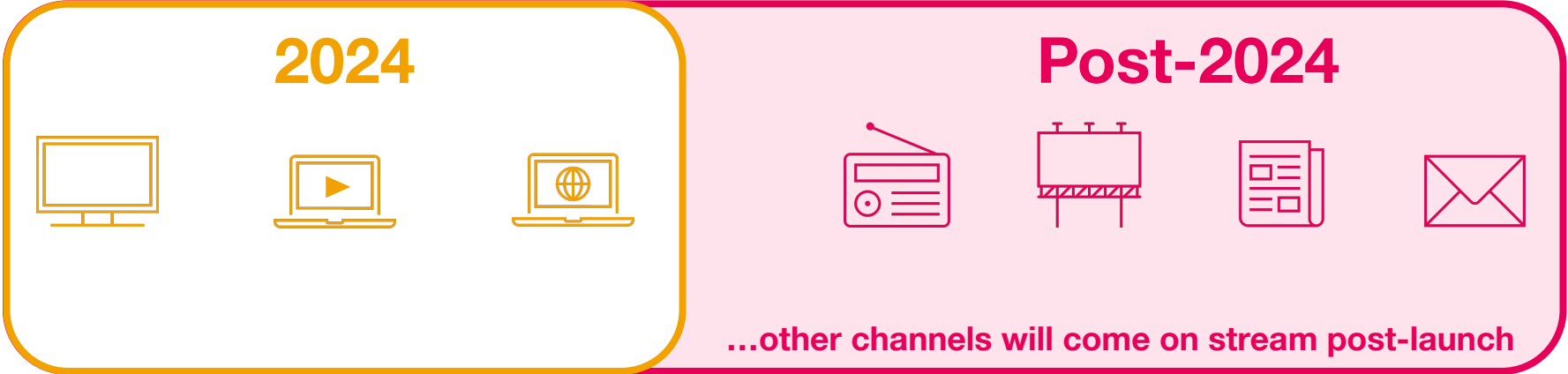


**2. Live Tests**



**3. Desirability Studies**

# TV, Digital Video & Digital Display will be measured at launch in 2024...



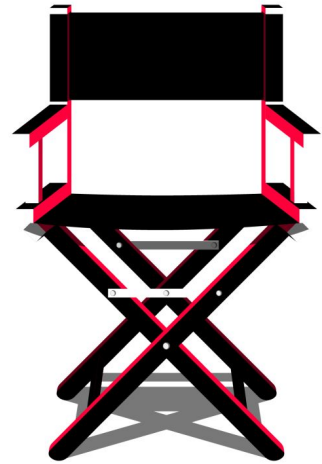
**71%**

UK media spend

**90+%**

UK media spend

“Hello Halo”





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# Hello Halo!



**Sarah Mansfield**

VP Global Media

Sarah Mansfield leads Unilever's Global Media Operations function and is Head of Global Media for Ice Cream.

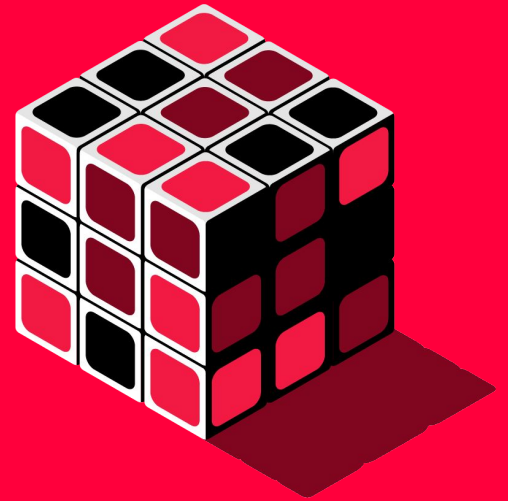
Responsibilities include agency relationships, trading, programmatic and ad tech stack, global e-commerce and performance media, Global Ice Cream Media planning and execution.

Sarah is passionate about the role media can play in bringing about positive societal change and champions the WFA and ISBA industry solutions to Cross Media Measurement, media carbon measurement through Ad Net Zero, and media inclusion and diversity.

She is proud to be awarded Drum Digital Trading Leader and was honoured as a Female Icon of the advertising industry by Cosmopolitan.



# “Halo at Work”



# KANTAR MEDIA

How do..

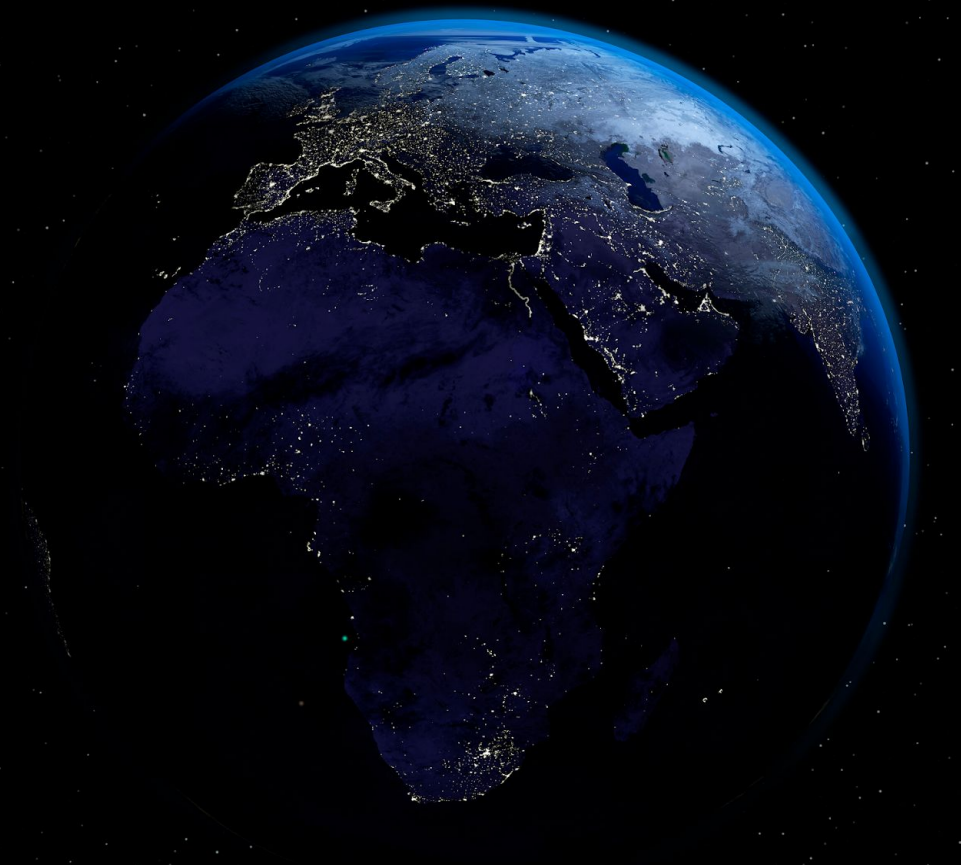
'Panels'

'VID Models'

'1P Data'

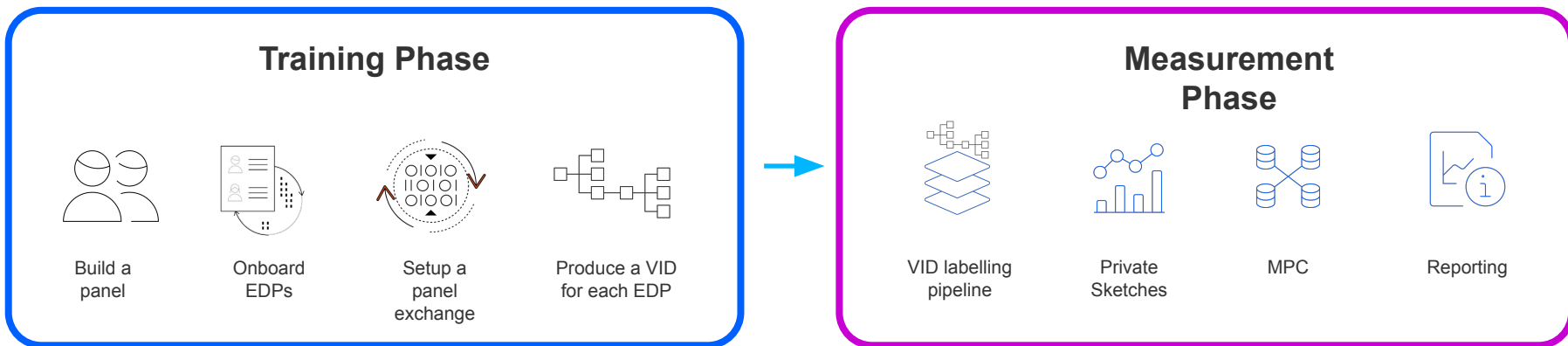
'Privacy Technologies'

**..all work together**



Andrew Bradford  
Andrew.Bradford@kantar.com

# Roles within a highly federated architecture

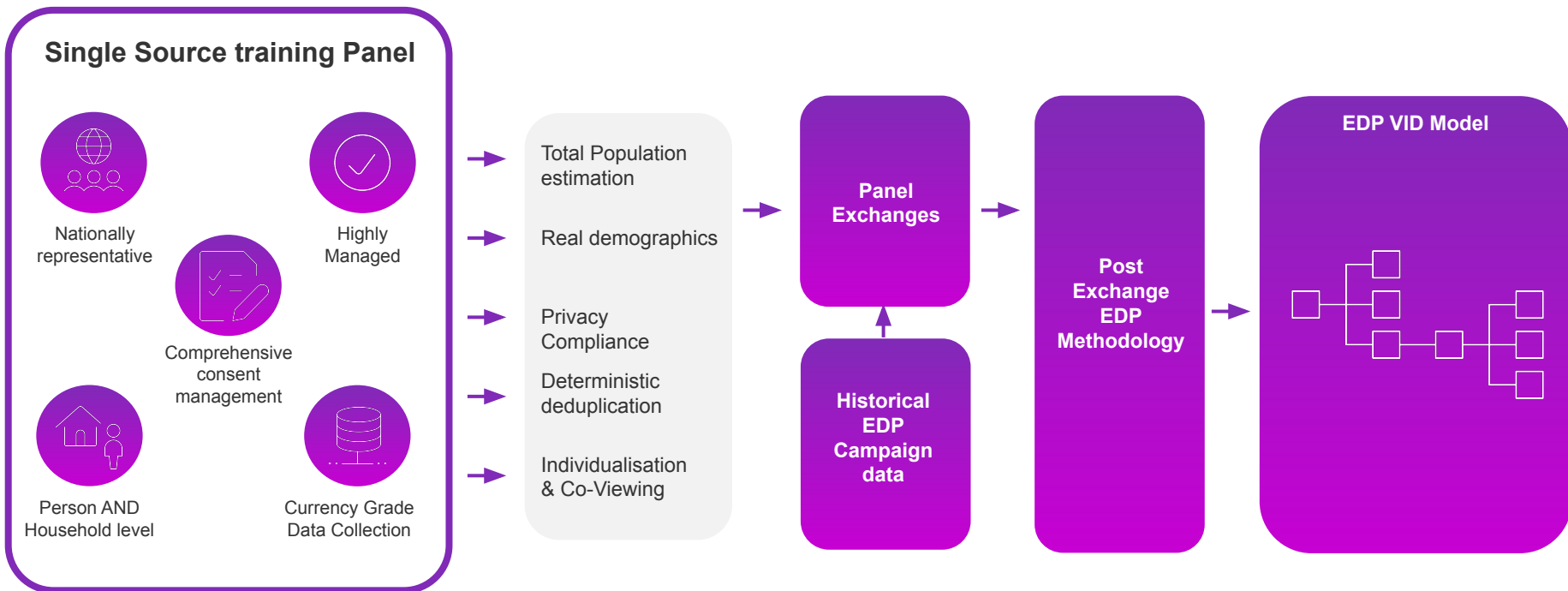


**KANTAR MEDIA**  
On behalf of Origin & Aquila

 | **Origin**            **ANA AQUILA**

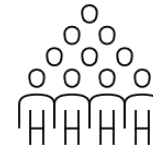
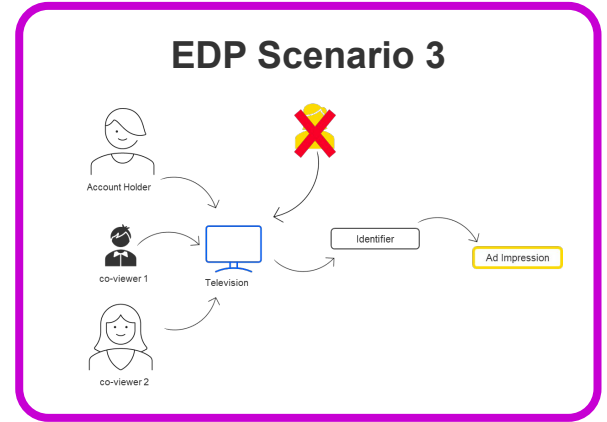
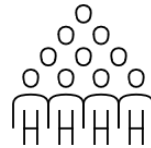
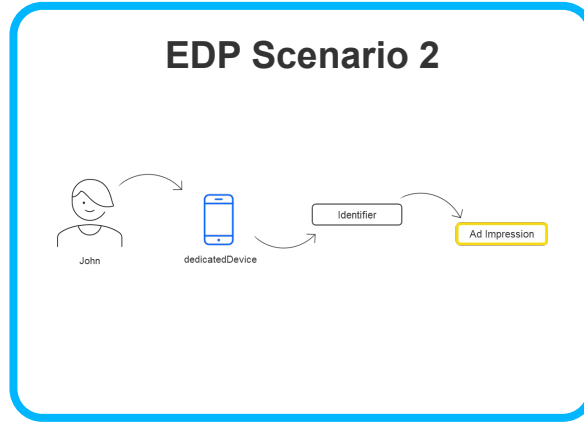
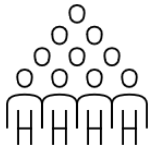
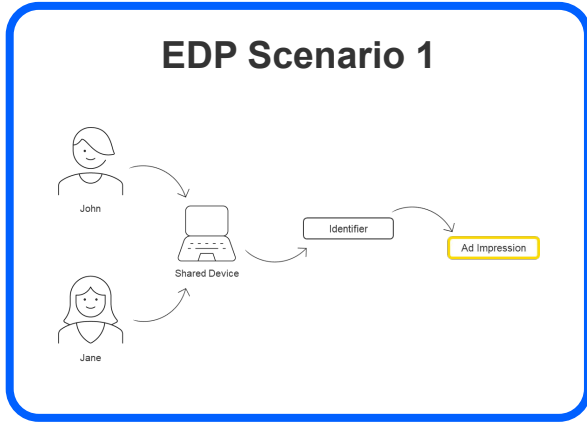
# People Powered Measurement

The importance of a high quality continuous measurement panel



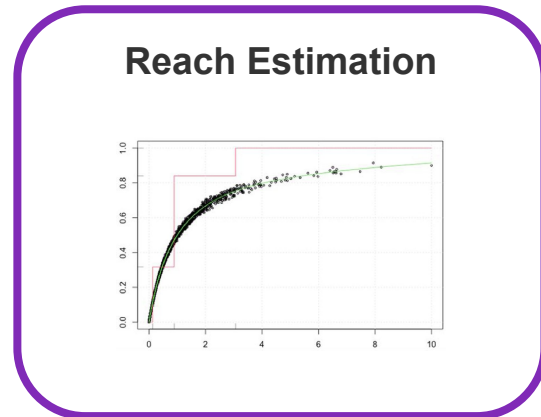
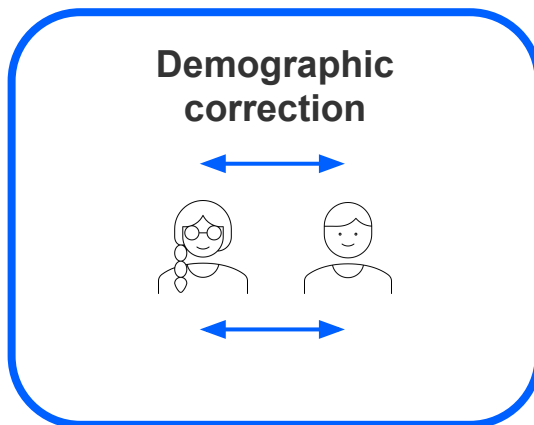
# The panel Exchange is not the tricky part

The Post Exchange data refinement methodology relies heavily on people powered measurement



# The Virtual ID model

- A Virtual ID model is a decision tree
- It *corrects* rather than *assigns* demographic profiles
- It has a unique design for each EDP
- It's the result of a corpus of historical campaigns in which campaign demos claimed by each EDP is compared to the actual demographics from the panel.... we can build a demo correction model
- The VID model deployed with Origin and Aquila will be adapted from the Original HALO model. This is Local and Global working together.





# Q&A

For a complete introduction see: [The Halo Cross-Media Measurement Framework](#)