

Case Study

Global Soft Drink Brand



TV + Digital Campaign Drives Powerful Results and Insights

Objective

A global soft drink brand sought to promote the debut of its new custom bottles with a cross channel advertising campaign aimed at loyal customers and competitor purchasers in time for the bottle's summer release.

Approach

The brand worked with Viant® to execute and measure the impact of 80+ TV commercials as well as digital ads over a period of three months.

The TV ad campaign consisted of 5-second TV spots with a variety of creatives for each specific network or program. 5-second spots pose a major challenge for brands as most measurement solutions can't capture viewing data that is less than 15 seconds. Leveraging Viant's TV measurement solution, the client was able to capture this data, successfully tying it back to exposure and ad completion.

Viant's TV solution captures second-by-second viewing behavior across 12MM connected televisions by leveraging automatic content recognition (ACR) technology from its partnerships with leading smart TV manufacturers. Once this viewer data is collected, it is then linked back to individuals in the Viant Advertising Cloud.

Results

Cross Channel Reach and Frequency

The campaign reached over 26M individuals digitally, as well as 28% of Viant's TV universe. On average, households saw roughly eight TV or digital ads throughout the campaign.

TV + Digital Drives Success

While the client's TV investment was significantly greater than the digital campaign investment, digital drove 49% incremental reach on top of TV, speaking to the success of a combined TV + digital strategy.

Improved Targeting & Deep Audience Insights

Viant helped the client better reach their target audience by building customized lookalike audiences based on demographic information, as well as psychographic data like personality traits, lifestyles, and media habits. Going a step further, Viant also delivered deep audience insights on who were the most engaged audience groups through an A/B test comparing the exposed audiences to an unexposed control group.

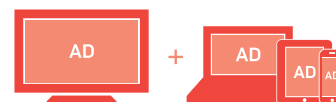
Campaign Results



Viant Measures
5-Second
TV Spots



Digital Drives
49%
Incremental Reach
on top of TV



Reached People with
8
TV or Digital Ads
on Average