



84.51°

PET FOOD BRAND EXPERIENCES UPLIFT AFTER TELEVISION CAMPAIGN

Background

A well-known pet nutrition company was looking to gain incremental sales through increasing household penetration and driving complementary purchases to pet food. The company had never advertised on television and had to make a big investment not only on the media buy but also to produce the spot. Since it had a very specific target audience, it weighed its options and moved forward with an addressable TV campaign test in two markets to understand the impact on sales and weigh the opportunity to increase overall working media budgets. The pet nutrition company advertised a six-week campaign through a major satellite provider's addressable TV option in two major markets for one of its dog treat brands. To quantify the sales impact delivered from households that were exposed to the campaign, it commissioned a test and control analytical measurement program that attributed those exposed to offline sales.

TARGET AUDIENCE

35-65+ women that own dogs and live within five miles of distributed product stores.

BUSINESS QUESTIONS

- Did consumer communication bring them into the store and drive incremental purchases for the product and category?
- Did the pet food brand capture new consumers?
- Were the consumers already loyal or was share stolen from competitors?
- Who were the shoppers that purchased the pet food brand product?

WHY 84.51°

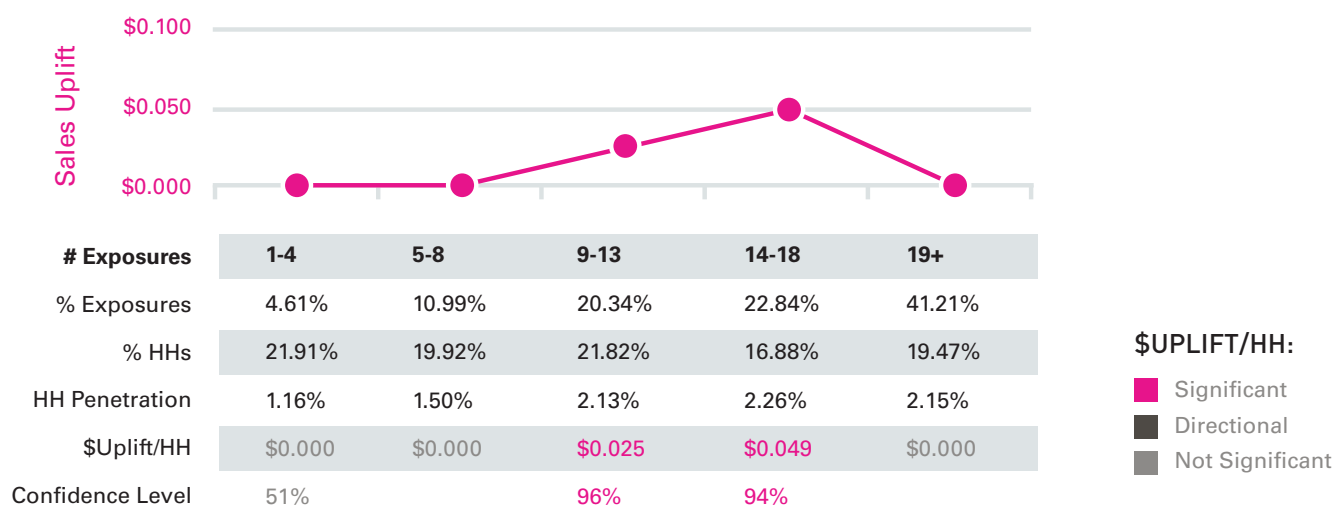
84.51° has in-store sales data for 62MM households and the satellite provider has viewing data for 8MM households—combined data streams created a matched panel of more than 1.5MM households with both exposure data and purchase data, providing a closed-loop, single source view of the customer.

METHODOLOGY

DEVELOPING CONTROL

A control household was identified for each exposed household, and the strongest matches were identified by a combination of attributes—brand spend, category spend, total store shopping behavior, demographics, online activity, etc. Each exposed customer was matched to a control based on behavior in the 52

SALES UPLIFT BY EXPOSURE FREQUENCY



weeks prior to the exposed customer's first exposure, and exposed households that did not have a strong control match were removed from the analysis as outliers.

MODELING TECHNIQUE

An analysis of covariance (ANCOVA) technique adjusted for the differences in the campaign period to get a true incremental uplift.

SIGNIFICANCE TESTING

Statistical significance was achieved through a combination of both scale (households that are exposed and measureable) and magnitude (the incremental uplift of the exposed over the control group). Significance was reported at three levels—significant (greater than 90 percent confidence), directional (less than 90 percent but greater than 80 percent confidence) and not significant (less than 80 percent confidence).

Households between 25-34 years old were the most responsive to the campaign

SUMMARY OF INSIGHTS

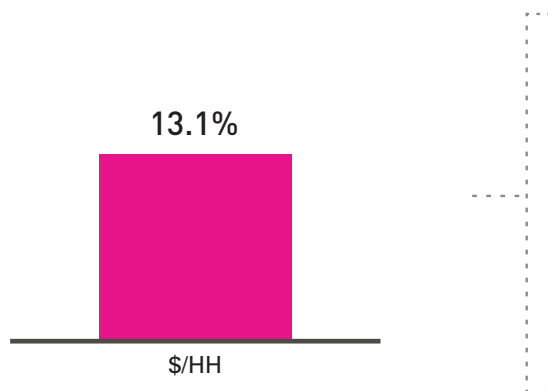
The campaign was successful, drove new buyers to the brand, and it experienced a 13.1 percent uplift, which was influenced by an increase in household penetration and dollar spend per household.

The campaign also increased sustainability for existing buyers who were more likely to repeat, and 14 to 18 exposures per household created the optimal exposure frequency throughout the brand campaign for both the brand and category.

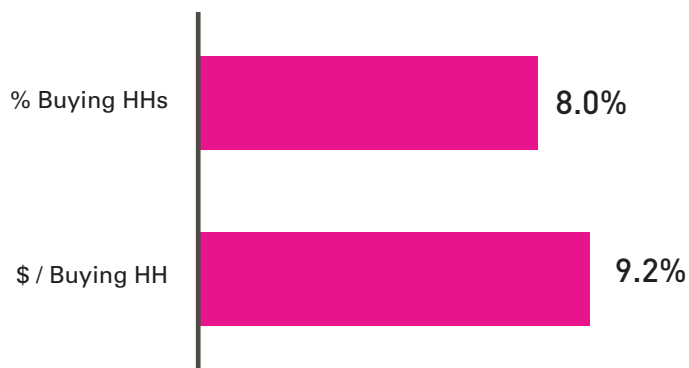
The campaign accomplished reaching its target audience and contributed additional learnings about the consumers purchasing the product:

- Exposed households were composed mainly of consumers that were 45 years of age or older, contained two to three members and earned between \$50-99K.
- Households between 25-34 years old were most responsive to the campaign. Exposed households that purchased the brand were more likely to be budget shoppers and shoppers that valued convenience at home.
- The campaign reached a large number of very price sensitive (27 percent HH; 165 index) and price sensitive households (44 percent HH; 84 index).

% UPLIFT (ALL EXPOSED HHS)



% UPLIFT BREAKDOWN



NEXT STEPS

Since the first run at a television campaign for this established brand was a success and increased incremental sales and drove new buyers to the brand, these are recommendations for next steps:

- Continue to support television campaigns in the future since the invested advertising dollars provided the brand increases in overall sales, penetration and spend per buyer.
- Maximize campaign through specific targeting and frequency variables.
- Optimize campaign with precision-based targeting to increase relevancy, and consider targeting customer groups in order to accurately reach a target population that will be more likely to engage with the brand.
- Fine tune messaging to target specific buyers, specifically median income households that are on a budget.
- Tailor execution to deliver 14-18 exposures per household if the brand decides to run another six-week campaign.

BUYER FLOW

Control Exposed

