



\$4.9MM

In Incremental Retail Sales Driven For Major Yogurt Brand Using Buyergraphic Audiences On TNT's TargetingNOW Platform

TV CAMPAIGN DETAILS

NETWORK: TNT

CATEGORY: Yogurt

BRAND: Major Yogurt Brand

TV HH REACH: 22.5%

CAMPAIGN LENGTH: 4 Months

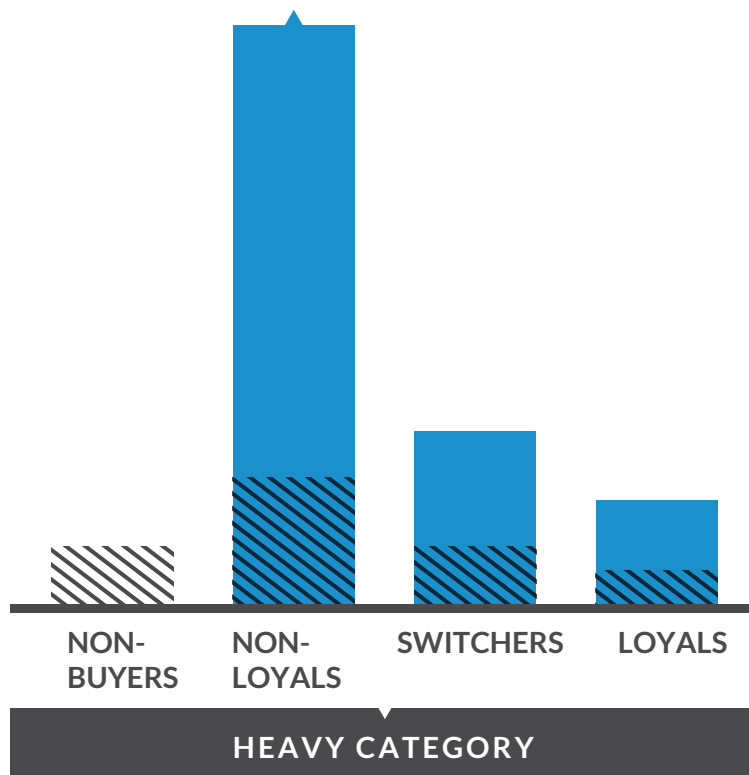
GOAL: Optimize commercial schedule to reach category buyers and drive incremental sales

A major yogurt brand approached Turner with interest in a media schedule that would be targeted toward their category buyer, rather than on the traditional age/sex demographics. TargetingNOW is one of Turner's audience targeting solutions that optimizes against a secondary target audience within an existing media plan. Turner uses an in-house, proprietary model called CAE (Competitive Audience Estimation) in order to optimize the schedule. CAE is a predictive model that ingests a variety of data sets and builds 30 minute impression level estimates against the target - it is the most granular audience estimation tool in the industry.

This yogurt brand's TargetingNOW schedule ran on TNT and used NCS data to develop their secondary target audience. NCS then measured the results of this campaign to determine whether goals were achieved. As a result of the TargetingNOW campaign, the yogurt brand achieved a 4% sales lift, resulting in a total of \$4.9million in incremental retail sales.



50% Of Incremental Retail Sales Driven by Non-Loyal Buyers



% of Exposed Households

Contribution to Total Campaign Response



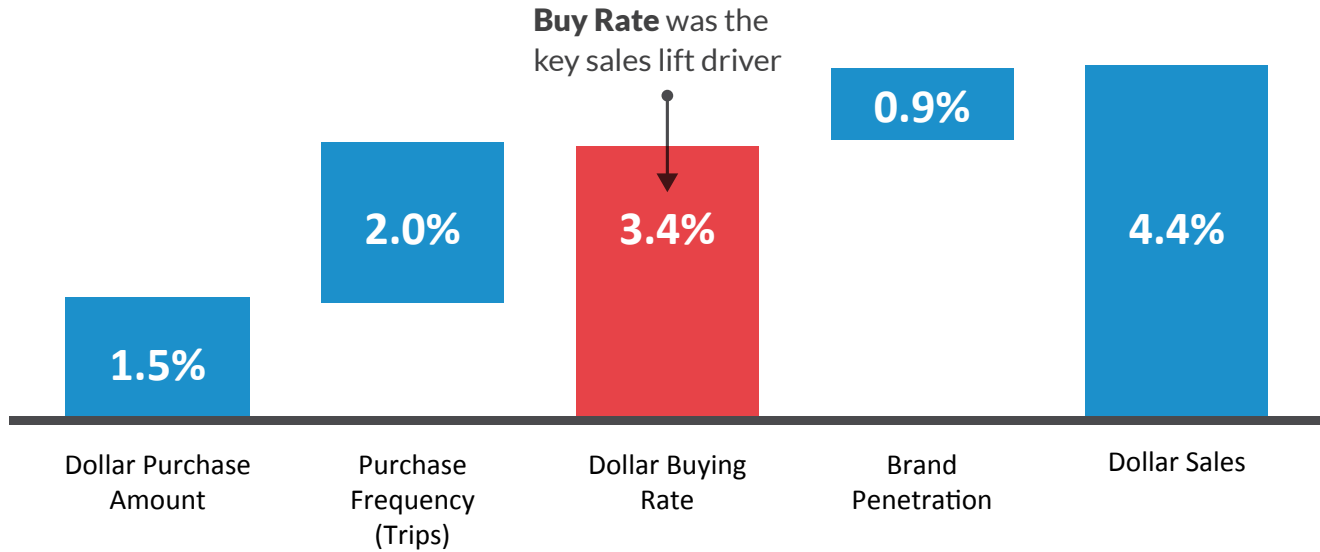
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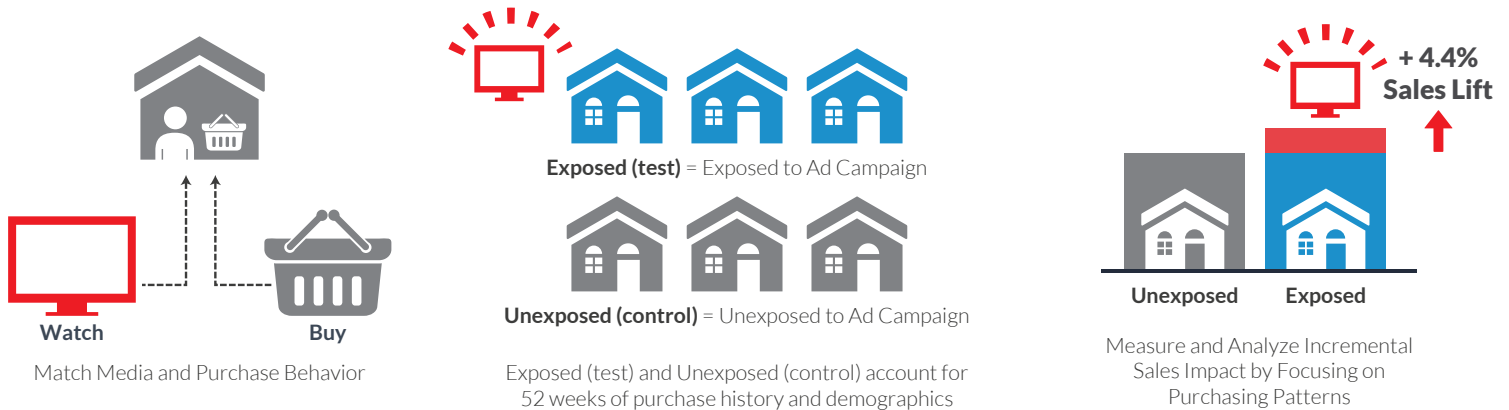


Sales Drivers

% Difference - Exposed vs. Unexposed



METHOD & RESULTS



NCS SALES EFFECT

NCS has produced over 2,000 studies for packaged goods companies, TV networks and digital channel partners. The goal of each study is to determine what type of incremental sales lift a brand's national advertising campaign achieved. Additional metrics include: Volume Sales Drivers, Return on Ad Spend (ROAS), Halo Contribution, Competitive Brand Share Shift, Response by Consumer Segment, Demographic groups and Tactical executions.

Any questions? Get in touch: Hello@NCSolutions.com

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