

Case Study: Awareness & Launch Make Effective Partners for Promoting Tune-In

► Executive Summary

A cable network approached us to promote a series premiere. They were interested in buying television advertising that could provide targeted incremental reach. At the same time, they wanted to understand the impact of dividing their promotional campaign into an initial Awareness flight three weeks before the premiere and a Launch in the days leading to the premiere.

Using the Simulmedia Audience Engine, we packaged off-network television inventory to deliver 30-second promotional spots to the network's target audience in our national inventory footprint. Upon completion of the campaign, we confirmed our delivery of reach, frequency & conversion across both the Awareness and Launch flights. Although there were two flights, we implemented the campaign as a single order and provided one invoice.

► Goal

Promote the premiere of a network cable series to a relevant audience over two phases of the potential viewer lifecycle. Analyze efficacy of both flights.

► Strategy

Using the Simulmedia Audience Engine, predict receptive audience, track Awareness and Launch flights separately for holistic analysis.

► Execution

Package and sell targeted television advertising to provide incremental reach. Although there were two flights, we implemented the campaign as a single order and provided one invoice and post log.

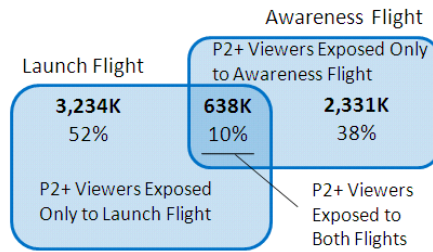
► Result

Simulmedia delivered unique reach across both the Awareness and Launch flights of the campaign. Audience duplication between flights was low - 10% of all viewers exposed to either flight saw impressions from both.

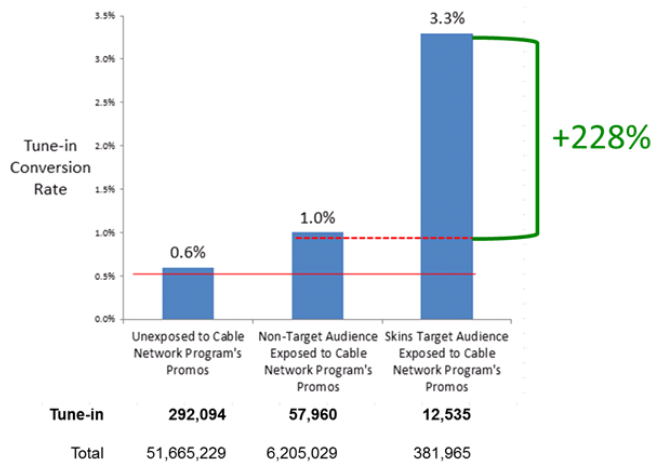
The average conversion rate across all viewers was 1.1% with an overall cost per viewer of \$1.07. Conversion rate for viewers in the receptive target audience was 3.3%. Cost-efficiency drove the overall plan. Overall frequency across both phases remained low at 1.41.

Charts and Conclusion ►

► Charts: Flight Reach & Audience Conversion



+228% Increased conversion for Target Audience exposed to Cable Network Program's promos



► Conclusion

The Awareness flight of the cable network promotional campaign delivered as much conversion performance as the Launch flight. The chief factor determining both flights' performance was their unduplicated reach into the program's target audience.

We recommend employing this two-pronged, complimentary approach, if only because it affords a marketer additional opportunities to reach their target audience.

Looking at past campaigns there is no definitive winner in the Awareness vs. Launch debate, but in all cases Simulmedia reaches more audience across flights, maintaining low frequency levels, and as a consequence, delivers more converted viewers.

► About Simulmedia

Simulmedia is made up of media veterans, technologists and scientists. Our team holds a variety of patents in advertising, audience segmentation and social media technologies. We are venture backed by Avalon Ventures, Union Square Ventures and Time Warner Investments. We believe in the power of television.