

Case Study: Employing Split Creative to Promote Consecutively Scheduled Programs

► Executive Summary

After Simulmedia had proven its capacity to increase reach to a target audience in promoting a new program's debut, a niche cable network returned to promote the same program's second season premiere. The network provided a split copy creative promoting the returning program along with its schedule lead out.

Using our proprietary Simulmedia Audience Engine, we packaged off-network television inventory to deliver split-creative promotional spots to the network's target audience in our national inventory footprint. Simulmedia's media schedule to promote the two programs delivered incremental, cost-efficient reach and confirmed the value of advertising and targeting effectiveness.

► Goal

Promote the Season 2 premiere of a network cable series and its schedule lead-out to a relevant audience using a split creative. Analyze efficacy of split creative promotions in driving viewership to consecutively scheduled programs.

► Strategy

Using the Simulmedia Audience Engine, predict receptive audience, track campaign conversion to consecutively scheduled programs.

► Execution

Package and sell targeted television advertising to provide incremental reach. We delivered one invoice and accompanying post logs to the client along with post campaign analysis.

► Result

Simulmedia delivered unique total and target audience reach incremental to the network's national off-network schedule. 98,461 incremental viewers tuned into the show's Season 2 premiere and its lead out program as a result of Simulmedia's schedule.

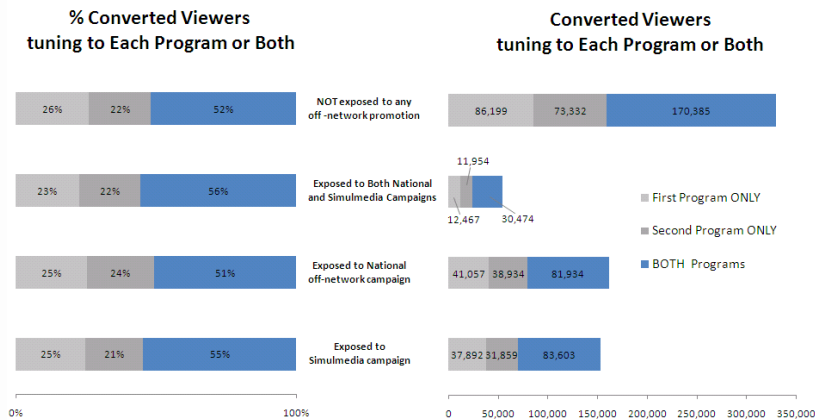
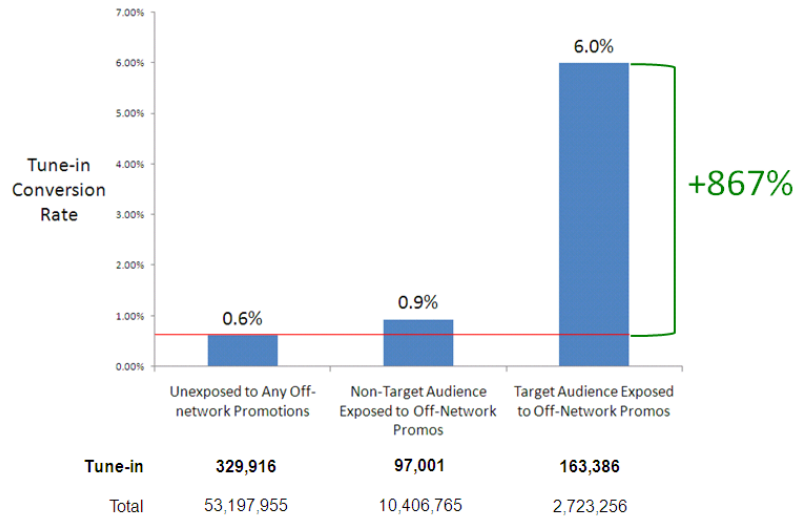
The average conversion rate across all viewers was 2.0% with an overall cost per viewer of \$0.65. Conversion rate for viewers in the receptive target audience was 6.0%.

Simulmedia's audience targeted media schedule increased the impact of the split creative. Of the people exposed to off-network media and converted to program viewer, a higher proportion of those exposed to Simulmedia's schedule tuned in into both the Season 2 premiere and its lead out program.

Charts and Conclusion ►

► Charts: Audience Conversion & Split Creative Impact

+867% Increased conversion for Target Audience exposed to Off-Network promos



► Conclusion

The chief factor determining promotional campaign performance was unduplicated and incremental reach into the program's target audience. The split creative changed the nature of schedule tune-in only for Simulmedia targeted schedules.

We recommend employing split creatives in instances of well defined, effectively targeted audiences – a core capability of Simulmedia's Audience Engine.

► 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.