

Case Study: TV as Targetable as the Web for Destination Tourism

► Objective

A State Tourism Office sought an efficient way to target audiences most likely to respond favorably to specific destination advertisements across a National footprint. They and their agency partnered with an RFI-Enabled cable provider and Simulmedia to take advantage of advances in television advertising addressability, delivery methods and tracking in order to find and reach niche audience segments that are more receptive to advertising for different destinations within the state.

► Challenge

Although New York is the #1 feeder of this state's tourism, it is challenging to know, let alone efficiently reach, specific destination target audiences with television advertising.

► Strategy

Although the State Tourism Office knows the demographic skews of their destination visitors, they could not know differences in television viewing patterns - until now. To find "hand-raisers," the client and their agency used an RFI-Enabled cable provider's interactivity measures to collect zip codes of respondents to a run-of-schedule Request for Information (RFI) campaign for two different destinations. Simulmedia coupled the zip codes of respondents with set top box viewing data and processed it using the proprietary Simulmedia Audience Engine to create audience segments for each destination. Simulmedia then packaged television media from its national inventory footprint to reach custom segments comprised of travel intending hand-raisers and their look-a-likes.

► Tactics

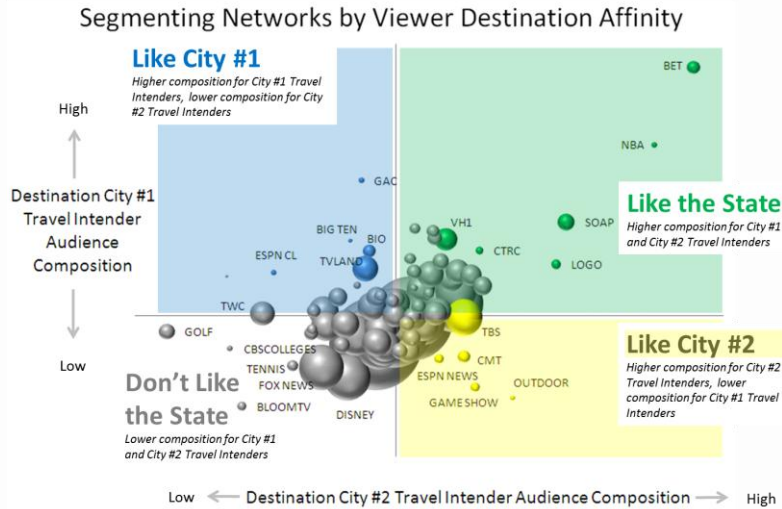
Simulmedia placed a Run of Schedule test campaign on the cable provider's footprint on behalf of the state tourism office with an accompanying RFI ad unit. Rates of interactivity with City #1 and City #2 RFI ad units were measured by zip code. Simulmedia's Audience Engine modeled nuanced audience segments for each destination based on viewing behaviors of those zip codes where we found a high level of response to the RFI ads. Simulmedia packaged television inventory across a National footprint for the state tourism office's next campaign.

Charts ►

► Charts: Different Audiences Watch TV Differently

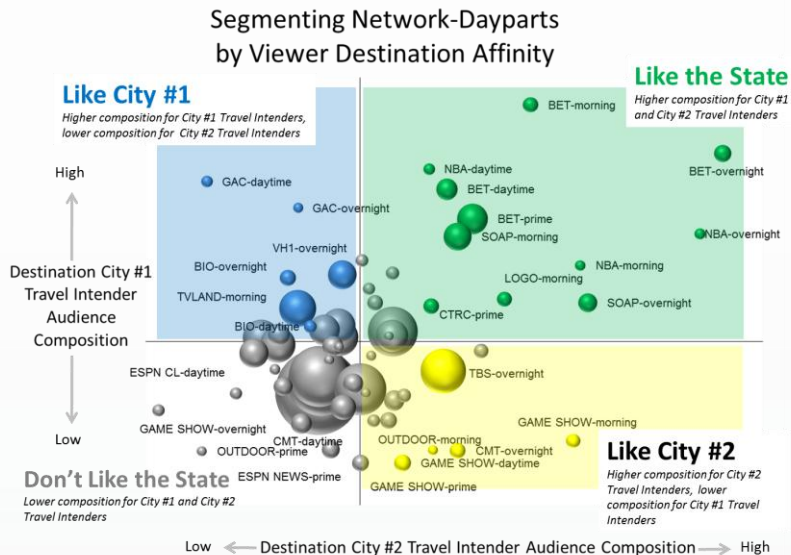
Simulmedia found responses clustered in tight knots of zip codes. Different zip codes responded to different destinations within the state. We were able to determine television viewing behavior of those audiences and predict which networks would contain the largest proportion of hand-raisers.

Destination Audiences watch different Networks



We drilled into daypart by network viewing behavior. This allowed us to target our mass reach television package at efficient prices.

Destination Audiences watch Networks at Different Times



Next Steps & About Simulmedia ►

▶ **Next Steps**

Simulmedia will use the audience models they created to package television advertising that targets consumers based on their viewing behavior across National footprint.

If you are interested in employing web techniques on television to collect groups of your target audiences and retarget them across a National footprint, contact:

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▶ **Privacy**

Simulmedia helps TV companies and advertisers schedule and deliver more relevant TV ads. The company licenses anonymous consumer data from a number of different sources – - including anonymous set-top box viewing data from television system operators, like cable and satellite providers — to better predict the types of ads TV viewers might prefer based upon the program, network, day, time of day or geography in which the ads are shown.

Simulmedia places the highest value on the protection of viewers' personal privacy and thus does not collect, store or use any personal information.

▶ **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.