

CPG CASE STUDY

Beverage Company Uses Performance TV to Boost Its ROI

CLIENT CHALLENGE:

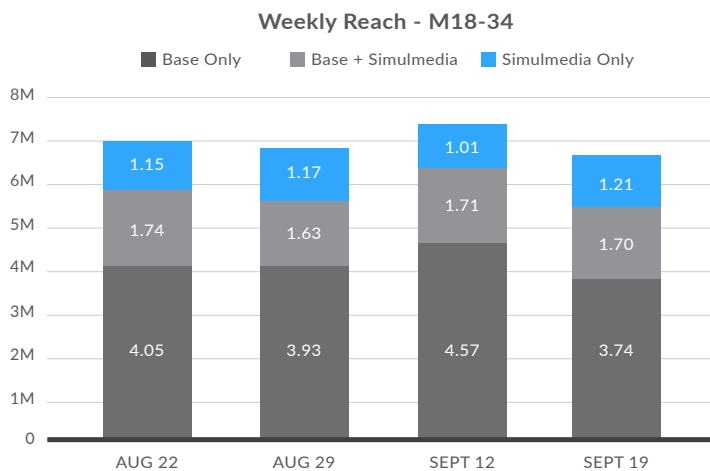
This global beverage company spends heavily in contextual advertising and wanted to find a cost-efficient complement to reach more of their target audience across the rest of national TV.

SIMULMEDIA SOLUTION:

Using our VAMOS platform, we created a complex lookalike target based on age, gender, viewing behavior, and a combination of 20 MRI attributes. After forecasting where to find them on TV, we added 25 networks to the base campaign.

PERFORMANCE GUARANTEE:

Simulmedia guaranteed that the Performance TV schedule would add cost-efficient, unduplicated reach to the base campaign, and yield a higher ROI that would serve to boost the overall ROI of the beverage company's TV ad spend.¹



RESULTS:

Simulmedia met its guarantees, added a powerful complement to the beverage company's base plan, and increased the campaign's ROI.

¹The results were subject to analysis by the client's third-party measurement partner.

**Better Targeting.
Better Results:**

20%
increased weekly reach

55%
lower cost-per-point

27%
higher ROI

CONTACT

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