

A woman with dark hair in a ponytail, wearing a dark jacket, is shown in profile, looking at shelves of products in a grocery store. The background is slightly blurred, showing more shelves and products. The image is overlaid with a dark blue diagonal shape on the left and a light blue diagonal shape on the right.

## Case Study Corner

# Consumer Packaged Goods (CPG) Category

Brand success stories highlighted through  
real-world multiscreen TV case studies

# 10 CPG category 'real world' case studies showcasing how multiscreen TV drives business outcomes across the funnel



## Upper Funnel Outcomes Awareness

Multiscreen TV campaigns that **expand reach** and drive **brand recall** against a brand's best customer prospects\*

*Sampling* of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



## Mid-to-Lower Funnel Outcomes Action

Multiscreen TV campaigns that *increase the likelihood* the intended audience will be **motivated to act**\*

*Sampling* of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



## Full-Funnel Outcomes Awareness + Action

Multiscreen TV campaigns that **expand reach** and drive **brand recall** while also increasing the likelihood that the intended audience will be **motivated to act**\*

*Sampling* of full-funnel outcomes:

- ▶ Reach → Brand Recall → Conversion Rates → Sales → Optimizations → Cost Efficiencies

\*based on campaign KPIs

# Upper Funnel Case Studies



## How Multiscreen TV drives Awareness

### Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects

#### *Sampling* of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



# A CPG brand optimized a more evenly distributed reach and exposure

## Challenge

- ▶ A CPG brand sought to attain incremental reach against viewers lightly exposed to the national campaign and to better manage impression & frequency distribution

## Solution

- ▶ 4 week national + addressable media campaign
  - ▶ By leveraging addressable technology, the brand was able to optimize TV reach and more evenly distribute impressions and exposure

## Target Segment

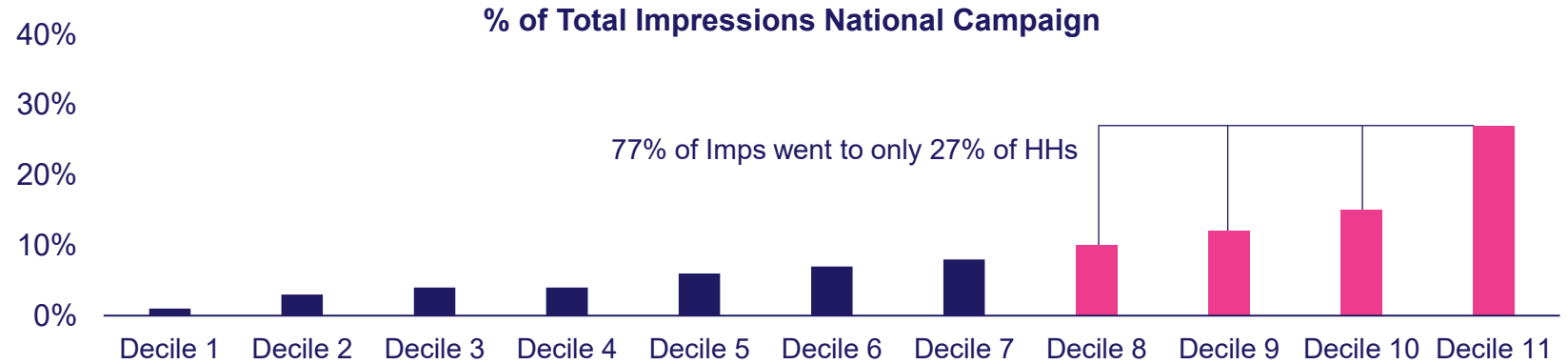
- ▶ A18+ unreached or lightly reached by national campaign

## Results

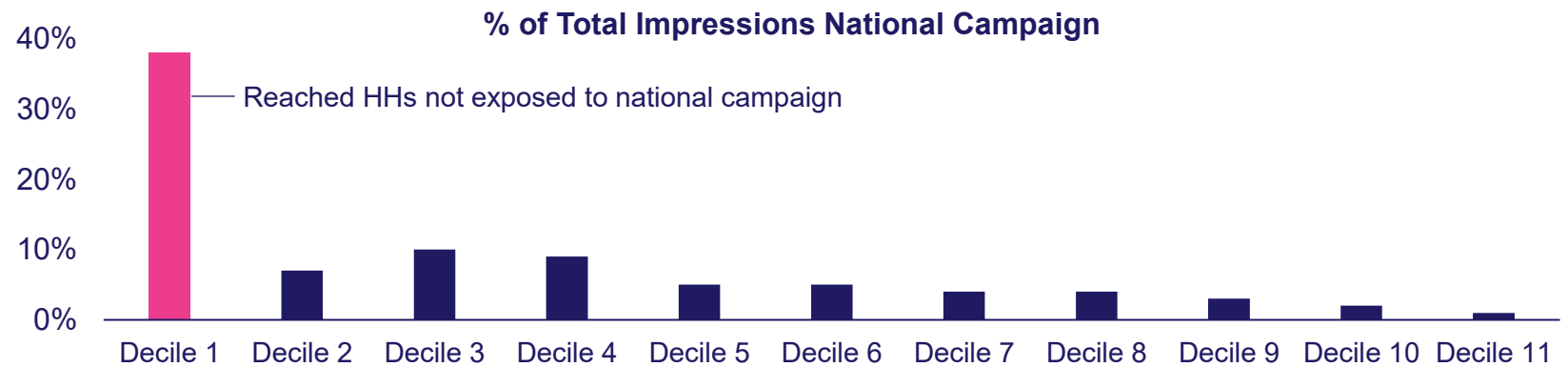
- ▶ The addressable campaign reached the brand's audience not exposed or underexposed to the national campaign, increasing the brand's total reach from 67% to 77%

## Company / Platform

- ▶ DIRECTV Set-top-box data



After the original national campaign only reached 67% of the target audience, with 77% of the impressions going to only 27% of the HHs, the integration of addressable technology allowed the brand to evenly distribute impressions and exposure. This increased the brands total reach from 67% to 77%



Source: DIRECTV, Case Study: *Addressable CPG*. \*Q1'20 campaign flight.





# A multi-brand CPG efficiently augmented their **strategic target's reach** across a large portfolio of brands

## Challenge

- ▶ The agency of a leading CPG brand needed to efficiently allocate spend and maximize reach across all its upfront commitments, while overcoming a legacy system of manually allocating TV units across each brand

## Solution

- ▶ By leveraging data-driven linear TV planning and optimization, a multi-brand CPG was able to:
  - ▶ Automate quarterly optimizations and allocations against their schedule of upfront inventory
  - ▶ Achieve deep granularity and maximum efficiency against strategic targets (ST) across the entire brand family
  - ▶ Maximize the outcome for each brand's target within a demo-based portfolio

## Target Segment

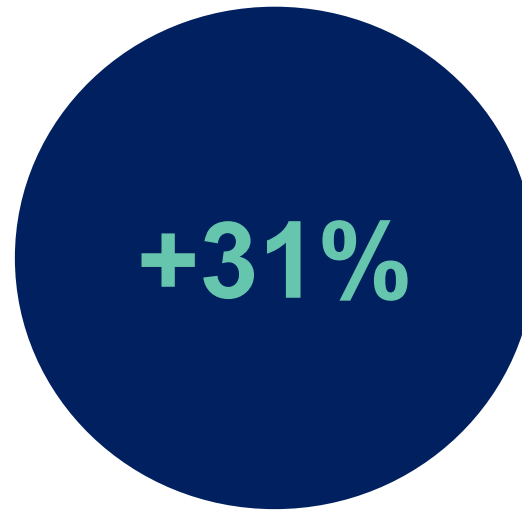
- ▶ CPG Strategic Target\*

## Results

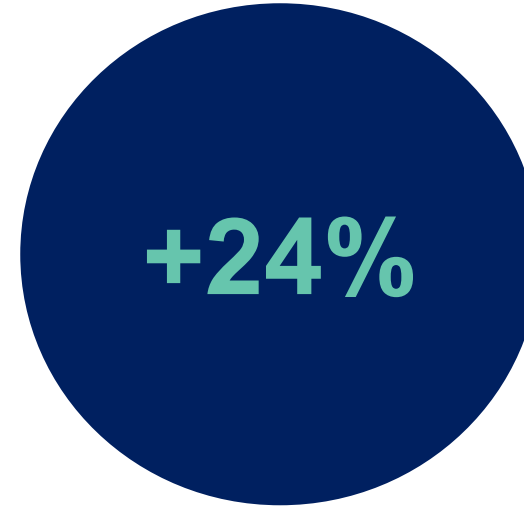
- ▶ Campaign efficiency increased while demo and **strategic reach increased**

## Company / Platform

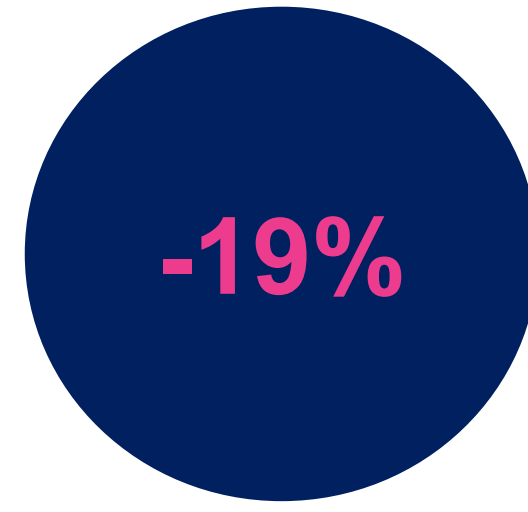
- ▶ Amobee / Data-driven linear



Increase in **Demo Reach**  
Across All Brands



Improvement in  
**Strategic Target Reach**



Reduction in  
**Strategic Target eCPM**

Source: Amobee, Case Study: *Major Agency Augments Multi-Brand Reach with Data Driven Linear*. \*Strategic targets varied according to brand, Beyond age and gender, targets leveraged data such as purchase history, family situation, location, pet ownership and household income.



Category:

Consumer Packaged Goods (CPG)



# A CPG brand worked with LiveRamp to identify new audiences and increase campaign reach

## Challenge

- ▶ A major CPG brand was experiencing diminishing offline sales for HH's exposed to ads 10+ times. This highlighted a need to reach new HHs and minimize waste

## Measurement Innovation

- ▶ LiveRamp helped the brand identify opportunities to adjust spend and increase campaign reach
- ▶ This was done by suppressing heavily exposed homes across CTV and OTT. Those impressions were redirected to CTV households with little to no linear exposure to drive incremental reach

## Target Segment

- ▶ All households

## Learnings

- ▶ The CPG brand was able to drive incremental reach with unique HH reach increasing by 176% for the OTT/CTV campaign
- ▶ Through this analysis, they were able to determine their ROAS and what was driving it – ROAS was 86%, mostly driven by light/med TV HHs that were previously challenging to reach

## Company / Platform

- ▶ LiveRamp, Data Plus Math (D+M) / Linear TV, OTT, Connected TV (CTV)

## Campaign Results



*More Reach*

**+176%**

increase in unique HH reach



*More Efficient*

**86%**

ROAS

Source: LiveRamp, CPG brand case study. Campaign time period: Q1 – Q2 '21.

This information is exclusively provided to VAB members and qualified marketers.

Category:

Consumer Packaged Goods (CPG)



# DIRECTV's addressable campaign successfully expanded the brand's reach beyond its national presence in College Football

## Challenge

- ▶ Drive incremental reach of the brand's target beyond their existing national presence in College Football

## Solution

- ▶ 3-week addressable campaign

## Target

- ▶ Custom audience minus HHs that watched over 20 minutes of College Football

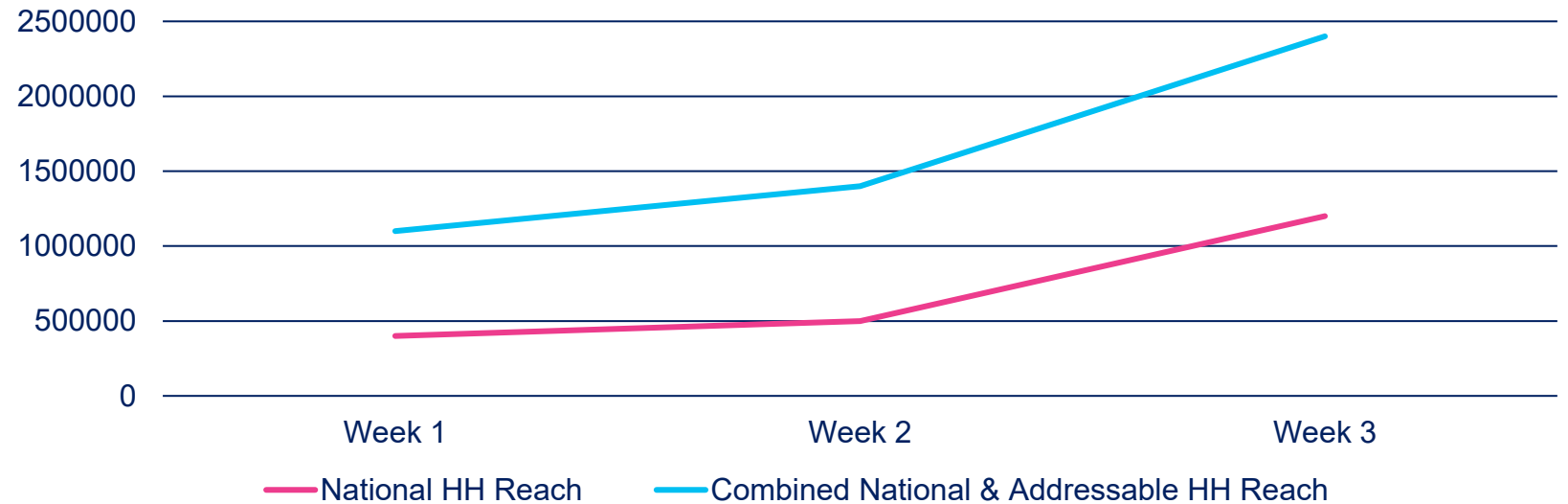
## Results

- ▶ The Addressable campaign was largely incremental of the National campaign, highlighting the effectiveness of the target creation
- ▶ Only 1% of the brand's linear campaign impressions were delivered to the Addressable target indicating that the campaign was successful at reaching untapped HHs

## Company / Platform

- ▶ DIRECTV / Linear TV

### Reach build over 3 weeks



**+72%**

**HH Reach Increase**  
(Combined National & Addressable vs. National)

**+6652%**

**Target HH Reach Increase**  
(Combined National & Addressable vs. National)

Source: DIRECTV Advertising, Case study: *Addressable Precision Targeting: Beverage CPG case study*. 4Q'22. Incremental reach within DIRECTV footprint.

**DIRECTV**  
ADVERTISING

Category:

Consumer Packaged Goods (CPG)



# DIRECTV effectively redistributed impressions to Light and Medium TV viewers, increasing overall reach for a CPG brand

## Challenge

- ▶ DIRECTV wanted to suppress Heavy TV Viewers from the addressable campaign to increase frequency and reach among Light and Medium TV Viewers

## Solution

- ▶ National + Addressable media campaign

## Target

- ▶ A25-54 Light & Medium TV Viewers

## Flight Duration

- ▶ 5-weeks

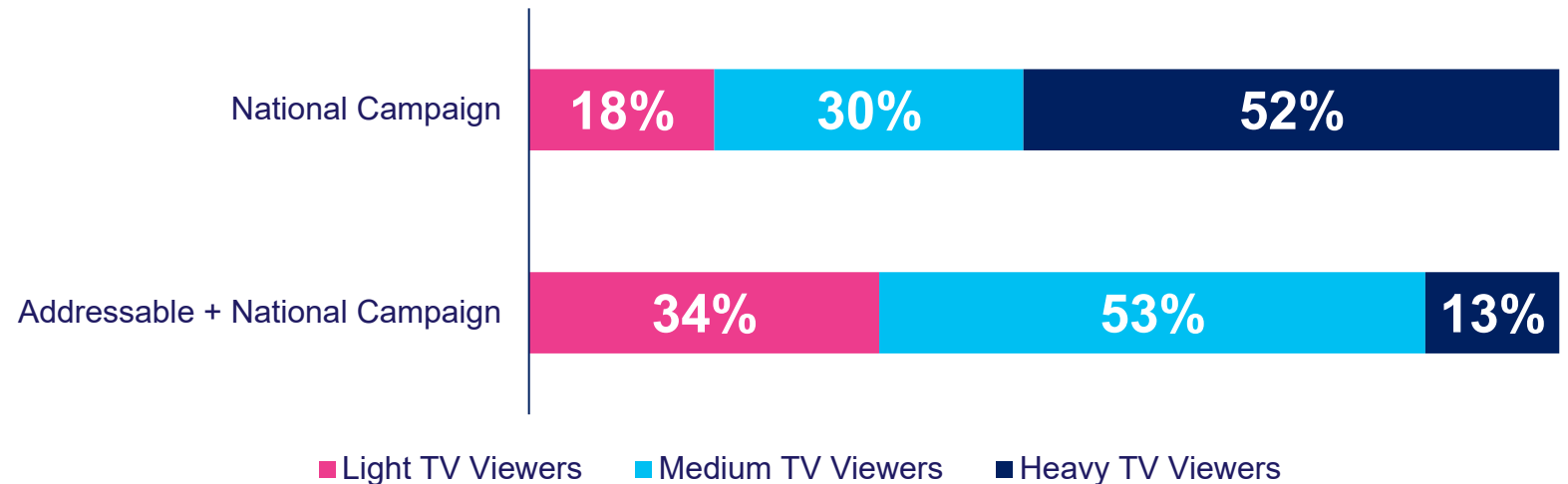
## Results

- ▶ The Addressable campaign successfully redistributed impressions towards the Light & Medium TV viewers helping offset the National Campaign's imbalance.
- ▶ The CPG brand shifted the weight of Light & Medium impressions from 48% for National to 87% for National + Addressable.
- ▶ Increased overall reach from 73% to 89% for the CPG brand.

## Company / Platform

- ▶ DIRECTV / Linear TV

### % of total impressions delivered by target



# +450%

## Weekly Frequency Lift

Light & Medium TV Viewers  
(Addressable & National vs. National Campaign)

# +22%

## Overall Reach Lift

(Addressable & National vs. National Campaign)

Source: DIRECTV Advertising, Case study: *Addressable Reach & Frequency Optimization: CPG case study*. 4Q'22. Incremental reach within DIRECTV footprint.

**DIRECTV**  
ADVERTISING

Category:

Consumer Packaged Goods (CPG)



LiveRamp partnered with a CPG brand to increase their cross-screen **effectiveness** by suppressing overexposed audiences

### Challenge

- ▶ A major CPG brand was experiencing diminishing returns in offline sales lift once consumers were exposed past a frequency of 10. The overexposure represented 15 MM HHs per quarter, highlighting a need to optimize media spend in order to mitigate sizable waste

### Audience Measurement Innovation

- ▶ The brand worked with LiveRamp in order to identify actionable areas to redirect linear TV overexposure (see footnote for more details\*):
  - ▶ Built & activated audiences to suppress digital exposure across OTT impressions for households heavily exposed to linear ads
  - ▶ Inversely, those OTT impressions were redirected to households with less or no linear ad exposure

### Target Segment

- ▶ All households

### Learnings

- ▶ Suppressing overexposed linear audiences led to more effective cross-screen outcomes across OTT/CTV (see charts on the right side)

### Company / Viewing Source / Media Type

- ▶ LiveRamp, Data Plus Math (D+M) / ACR, Ad Log Integration / National Linear TV, OTT



**+176%**

*Increase in Unique HH Reach  
for the OTT Platform*



**+86%**

*Increase in ROAS\*\*  
for the OTT platform*

Mostly sourced from Light / Medium TV  
Households that were previously harder to reach

Source: LiveRamp, Case study: *How a Major CPG Brand Increased Cross-Screen Effectiveness by Suppressing Overexposed Linear Audiences*. Campaign time period: 2Q 2021. Advanced TV Measurement: Data Plus Math. \*Innovation Detail: Combining ad exposures from ACR data via Inscope partnership and ad logs integration with OTT publishers resolved to **RampID** & **HHID**, custom segment creation activated on OTT based on HHs exposed to a previous quarter's brand national linear TV campaign schedule with 10+ ad frequency from STB data via Comscore partnership, and x-screen projection scaling methodology. \*\*Return on ad spend.





# A CPG brand utilized EDO's BBP metric to evaluate how its own brand health had an impact on its competitors

## Challenge

- ▶ A CPG brand wanted to know how its brand health impacts its own and competitors' advertising results

## Measurement Innovation

- ▶ EDO's Behavioral Brand Power (BBP) is a real-time brand health metric built on proprietary Share of Search (SoS) and Share of Voice (SoV) data
- ▶ BBP allows a brand to quantify its consumer interest (SoS) relative to its ad visibility in the marketplace (SoV)

## Target Segment

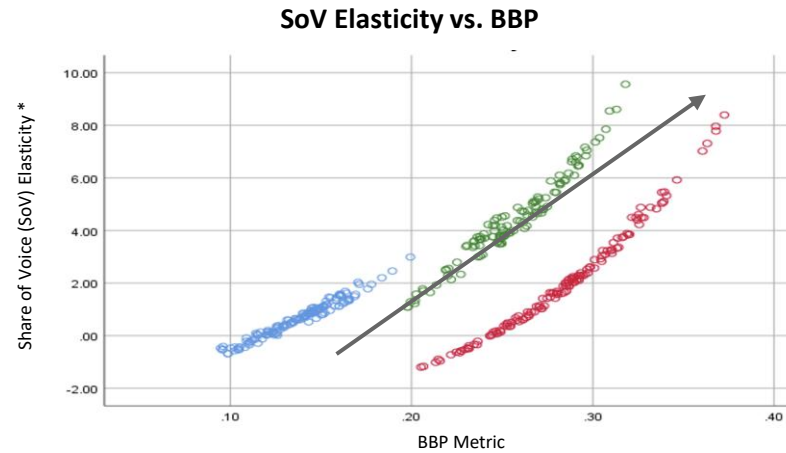
- ▶ P2+

## Learnings

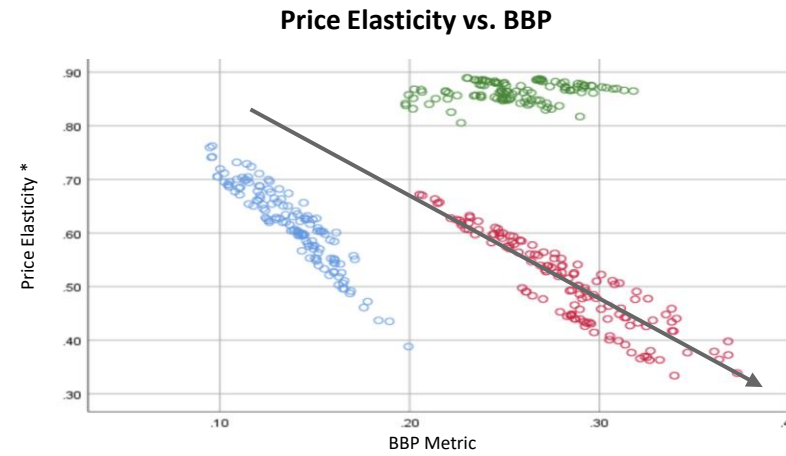
- ▶ A five-year campaign with 237 billion imps illustrated that BBP is a strong measure and tracker of brand health
- ▶ Higher BBP insulates marketers to price competition and amplifies sensitivity to changes in media weight. Marketers who invest in their advertising generate positive ripple effects for the brand

## Company / Viewing Source / Media Type

- ▶ EDO, Inc. / ACR, Google API / National Linear TV



As *BBP* increases, a brand's sensitivity to Share of Voice increases – enabling greater consumer engagement impact from its media investment



As *BBP* increases, a brand's sensitivity to price changes decreases – which makes the advertiser more immune to price fluctuations

Source: EDO, Inc.. Campaign time period: March 2017 to March 2022.

\* Price Elasticity is a measure of Share of Revenue's sensitivity to a change in Price Per Unit

\* SoV Elasticity is a measure of Share of Revenue's sensitivity to a change in Share of Voice



# Mid-To-Lower Funnel Case Studies



## How Multiscreen TV drives Action

### Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, sign-up for a subscription, make a booking, etc.)

### **Sampling of 'action-based' outcomes that can be measured:**

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



A carbonated beverage advertiser utilized 605's attribution solution to **connect sales with viewership** of co-branded integrated programming

**Challenge**

- ▶ A beverage brand sought to understand the impact of two campaigns – an ad campaign for their carbonated beverage, and a product integration on a sub-brand
- ▶ Specifically, they wanted to know the impact on 3 KPIs: Purchase Frequency, Conversions, Total Sales

**Measurement Innovation**

- ▶ 605's attribution solutions leveraged 605 viewership/tune-in data, third party sales data and the client's first-party digital data to measure the effectiveness of the brand's cross-platform campaign compared to a "Matched Control"

**Target Segment**

- ▶ Customers who have previously made a purchase from the beverage brand (carbonated beverage brand target)
- ▶ Customers who have previously made a purchase of one specific beverage flavor from the beverage brand (sub-brand target)

**Learnings**

- ▶ The brand was able to see lifts vs. the 'matched control' for each platform individually, allowing them to more effectively allocate spend
- ▶ The brand was able to see the relative impact on their core KPIs for the ad campaign vs. the product integration allowing for more informed strategy decisions in future

**Company / Viewing Source / Media Type**

- ▶ 605 / Automated Content Recognition (ACR), Set-Top Box / Linear TV (Large Entertainment Network), Digital (Large Entertainment Network's digital platform)

CARBONATED BEVERAGE BRAND (ADS)					
PLATFORM:	LINEAR		DIGITAL		ANY (LINEAR + DIGITAL)**
RESULTS:	LIFT vs. control	INDEX	LIFT vs. control	INDEX	LIFT
Purchase Frequency	22%	122	58%	122	20.9%
Conversions	22%	112	6%	73	22.0%
Total Sales	11%	140	3%	101	11.1%

SUB-BRAND (PRODUCT PROGRAM INTEGRATION)			
PLATFORM:	ANY (LINEAR + DIGITAL)**		
LIFT PER EXPOSURE: vs. control	ANY	PREMIER EPISODE	5+
Purchase Frequency	34%	41%	51%
Conversions	38%	37%	42%
Total Sales	15%	30%	89%

Source: 605, Case study: Campaign for Carbonated Beverage Brand, Sales. Campaign dates: 2/7/2021 – 4/11/2021. \*\*Matched Control = match each "exposed" HH to similar unexposed HH. \*\*\*Any (Linear + Digital)" is any exposure to the ad on Linear or Digital. A viewer could have seen both, but they were exposed on at least one platform during the campaign period.

Category:

Consumer Packaged Goods (CPG)



# A CPG brand implemented contextually relevant binge ads, leading to **incremental sales** growth

## Challenge

- ▶ A CPG brand sought to increase sales by creating real connections with engaged viewers across connected TV, desktop and mobile

## Solution

- ▶ Hulu's in-house creative team, Greenhouse, worked with the brand to create sequential Binge Ads. The contextually and situationally-relevant messages appeared during viewers' binge-watching session
- ▶ Campaign delivered & measured in collaboration with Hulu, a CPG sales partner and a data connectivity platform

## Target Segment

- ▶ W25-49

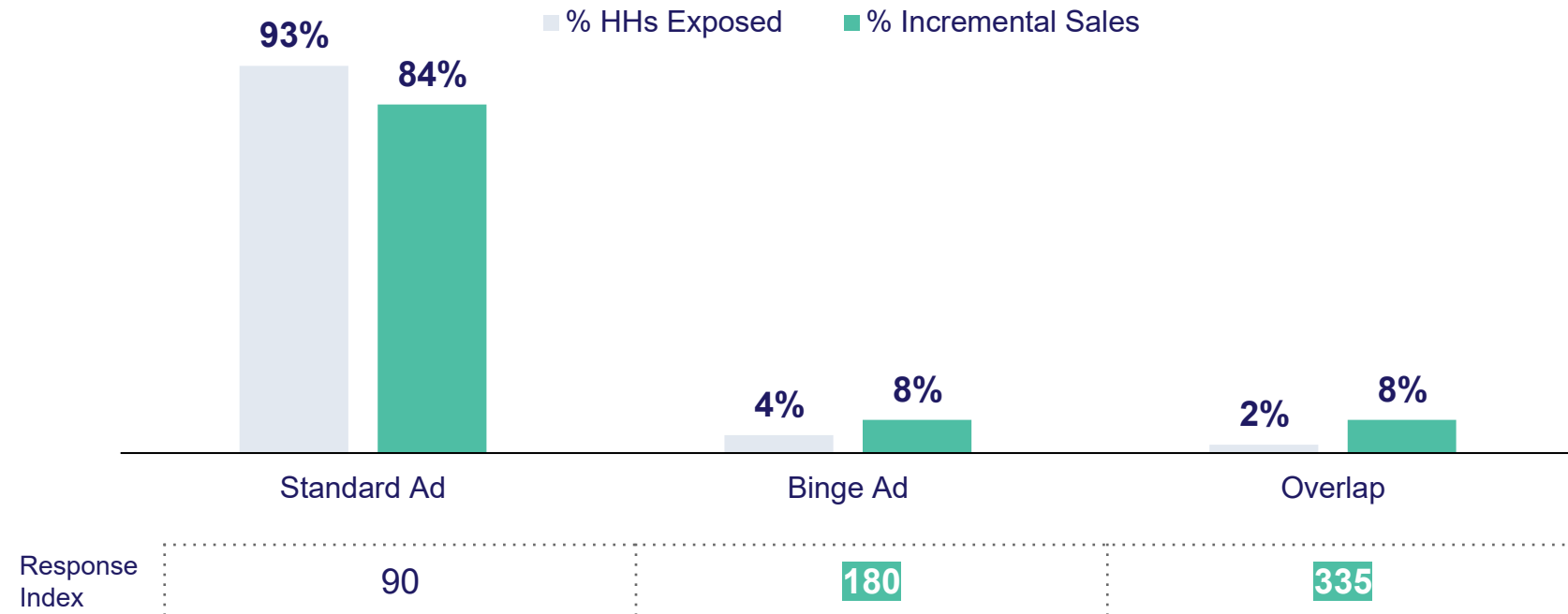
## Results

- ▶ Those *only* exposed to the Binge Ad were highly responsive to the campaign but those exposed to *both* the Binge and Standard Ad drove the **highest response rate**, likely due to increased frequency

## Company / Platform / Media Type

- ▶ Hulu / Streaming + Multiscreen / Connected TV (CTV), Desktop, Mobile

## Rate of Exposure-to-Incremental Sales



●/● Response Index (Campaign Response / Households)

Source: Hulu, *Binge Ad Case Study*, Q1 2020. Campaign length: 3 months; Binge Ad ran 1 month.



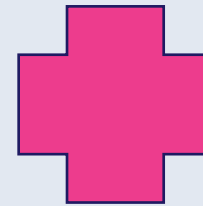
# How Multiscreen TV drives Full-Funnel Outcomes



## Case Studies

### Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects



### Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., visit a website, download an app, sign-up for a subscription, make a purchase, etc.)



Category:

Consumer Packaged Goods (CPG)



A CTV campaign drove significant **awareness, website traffic** and **cost efficiencies** for a sweepstakes-driven promotional plan collectively across five consumer goods brands

### Challenge

- ▶ An agency connected with five popular consumer brands to build a campaign with a goal of increasing awareness and better position their products in front of customers
- ▶ The agency sought to build awareness and strategic positioning through promotions and sweepstakes by leveraging CTV to target specific audiences and brick and mortar locations.

### Solution

- ▶ Stirista enabled CTV to effectively target new audiences and drive site traffic
- ▶ In addition to attribution reporting and conversion lift, Stirista also placed a VIG pixel on the campaign landing page to track site traffic and meet agency and client goals

### Target Segment

- ▶ Millennial mothers around selected brick and mortar locations to highlight the campaign sweepstakes, coupons for products and recipes.

### Results

- ▶ The campaign delivered most impressions in only one month along with a **97% viewer completion rate**
- ▶ The CTV ad was seen over **1.8 million times**, secured a **\$8.58 cost per website visitor** and was responsible for **15.8% of all site traffic**

### Company / Platform

- ▶ Stirista / CTV



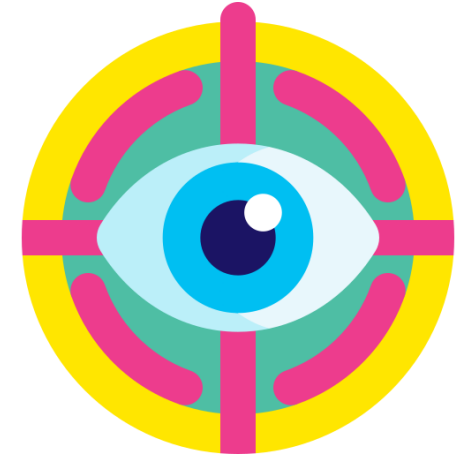
**15.8%**

Campaign-reached  
site visitors



**\$8.58**

Cost per website  
visitor



**97%**

Viewer completion  
rate

Source: Stirista, Stirista's CTV Ad Drove 15.8% of Website Traffic for a Sweepstakes Campaign, Case Study. March 2023.



# Want more? VAB has a wealth of case studies across additional categories



Automotive



Business-to-Business (B2B)



Entertainment & Tune-In



Financial Services & Insurance



Health, Wellness & Beauty



Home



Pharmaceuticals



Restaurants



Retail



Technology



Travel

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# Want more? VAB also has case studies organized across multiscreen TV platforms including linear TV and streaming / CTV



Stream On



How can a convergent TV strategy drive business results for my brand?



Proven Strategies & Tactics In Audience-Based TV Buying



Opportunities in VOD Addressable



Q1 '22 Today's Innovations in Measurement



Q2 '22 Today's Innovations in Measurement



Q3 '22 Today's Innovations in Measurement



Q4 '22 Today's Innovations in Measurement

Access more case studies at [www.thevab.com](http://www.thevab.com)

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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