



## TITLE OF CASE STUDY: **International DelightCoffeeHouse Inspirations Skinny**

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### **Business Objective**

To create awareness and trial for new International Delight CoffeeHouse Inspirations Skinny

### **Marketing Strategy and Big Idea**

Marketing Strategy: Extend brand reach across multiple platforms (TV, Print, Digital) to build awareness among the target audience of health-conscious females interested in lifestyle topics (entertainment, fashion, food)

Big Idea: Measure and optimize the brand impact and brand-building effectiveness of the digital campaign to maximize user awareness and effective media spend

### **Campaign Development and Execution**

Creative:

TV: :05stags were added to existing :30s cable spots, which supported the core CoffeeHouse Inspirations line, to help generate awareness and drive trial for the new CoffeeHouse Inspirations Skinny sub-line. The TV spotsreachedthe target audienceduring relevant programming and dayparts.

Print: Like her coffee withInternational Delight, magazines are part of the target’s everyday routine. FP4C’s were purchased in high-reach titles, reflective of her pleasures and interests.

Online: A mix of standard IAB ads were run, as well as high impact formats such as sponsorships and video. Ads were both RON and targeted to relevant content channels and behaviors.

A range of online creative executions were used to drive both general product awareness and specific product features, such as creative featuring the new product’s lower calorie content appearing next to “lifestyle” content and creative featuring the ability to cook with the product appearing next to “recipes” content.

Media: To reach the target audience of health conscious females, the digital campaign was run on:

People.com – To reach a highly engaged female audience interested in “lifestyle” content

WeightWatchers.com – To reach a health and weight conscious audience

YuMe – LeverageYuMe’s network to reach the target audience through high impact video ads

GlamMedia – To reach a highly engaged female audience

## **Research Story**

What if brand advertisers could boost the return on their advertising investment by hundreds of thousands of dollars by making in-market adjustments to their digital advertising campaigns? Horizon Media and International Delight did just that, leveraging real-time Brand Lift metrics provided by Vizu Corporation to measure and optimize the brand impact of their digital awareness campaign.

Brand Lift is defined as the percentage increase in the primary marketing objective of a brand advertising campaign. Brand Lift can take several forms in practice, and is most often used by brand marketers to measure the extent to which their advertising has shifted consumer perception against one of the key purchase funnel metrics. For example, advertisers use Brand Lift metrics to measure the effectiveness of their advertising in driving consumer Awareness, Attitudes, Favorability, Purchase Intent, and Preference. While metrics such as click-through rates are appropriate for measuring the effectiveness of direct response advertising campaigns, this metric is irrelevant to brand advertising and quite often misleading. While various measurements of “engagement” provide interesting progress metrics, the performance metrics advertisers are looking for are those related to Brand Lift – an attitudinal metric that cannot simply be observed through behavior.

Horizon Media and International Delight turned to Vizu Corporation for the real-time data needed to optimize Brand Lift for the campaign. Vizu's Brand Advertising Effectiveness Platform allows advertisers and their partners in the digital media ecosystem to collaborate around optimizing Brand Lift metrics, moving their target audience through the purchase funnel, from building awareness to creating intent and preference. Vizu's technology employs a survey-based, concurrent test and control methodology. Vizu's ad tags, which are appended to the creative for the campaign, track which consumers have been exposed to the advertising, in addition to the number of times they've been exposed, where they've been exposed, and to which creative executions they have been exposed. Consumers are randomly assigned to a control or exposed group, and then randomly sampled to receive a survey intercept that poses a question focused on the primary marketing objective of the campaign. In this case, consumers in the footprint of the campaign were asked, “Which of the following products have you seen advertised online in the last 30 days?” The difference in awareness between the control and exposed group indicated the lift in the primary brand objective, awareness, driven by the advertising campaign. Horizon Media and International Delights were able to view the increased awareness driven by the campaign, as well as the performance of the creatives, placements, and frequency levels driving that lift – in real-time via Vizu's web-based analytics dashboard.

The campaign launched to a strong start – after three weeks in the marketplace, the International Delight campaign was driving 23.3% Brand Lift against the awareness objective. That said, Horizon Media and International Delight wanted to ensure they generated the maximum return from their advertising spend, and using the Vizu analytics dashboard identified opportunities to further boost that return.

## **Research Contribution to Campaign Development and Execution**

Horizon Media and International Delight used Vizu's platform to answer three key questions related to the campaign – what ads to run, where to run them, and how often to run them. Using Vizu's online analytics dashboard, they were able to analyze:

Frequency: Is the campaign more effective at driving Brand Lift, and meeting its objective of driving consumer awareness, at certain frequency levels (2 exposures vs. 10+ exposures)?

Site and Targeting Performance: Do some sites and/or targeting segments drive more Brand Lift than others, indicating that the campaign is resonating more with one audience than another?

Creative Performance: Is the target audience responding more favorably to certain creative executions over others, or in other words, are certain creative units more effective at driving awareness than others?

After comparing Brand Lift performance across all exposure frequencies, creative units, targeting segments, and site placements, Horizon Media identified some creative units and targeting segments that were driving less Brand Lift than others. After identifying the lowest performing creative units and targeting segments, Horizon Media and International Delight reallocated those impressions to the best performing creative units and targeting segments. Specifically, Horizon Media reallocated the following:

- GlamMedia: Family & Moms 728x90 impressions to the 160x600 and 300x250 units; Living & Wellness 728x90 impressions to the 160x600 and 300x250 units
- People.com: Smart Shopper impressions to the News Channel Media with Targeting to Body Watch placements
- Weight Watchers: Food & Recipes Success Stories 300x250 impressions to the 160x600 unit

### Results – Marketplace Effectiveness

By making these changes, Horizon Media and International Delight were able to increase Brand Lift from 23.3% to 31.1% as a result of the optimization.

### Research Contribution to Marketplace Effectiveness

Optimization efforts had the following effects:

- **34.4% increase** in brand lift, from 23.2% - 31.1%
- **34% increase** in effective media spend, totaling over \$100,000 over the life of the campaign
- **25% increase** in the number of people impacted per \$100 spent, from 4 people to 5 people

