



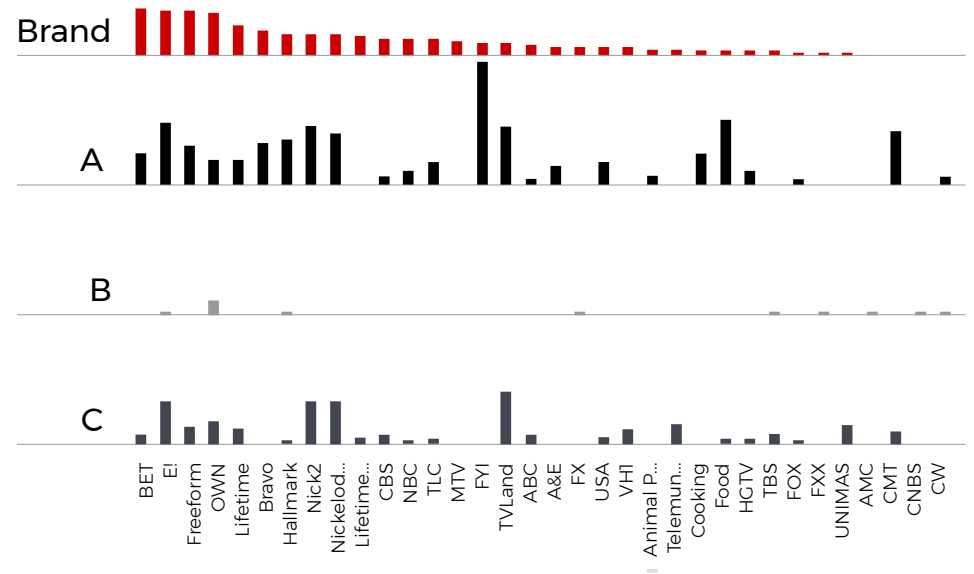
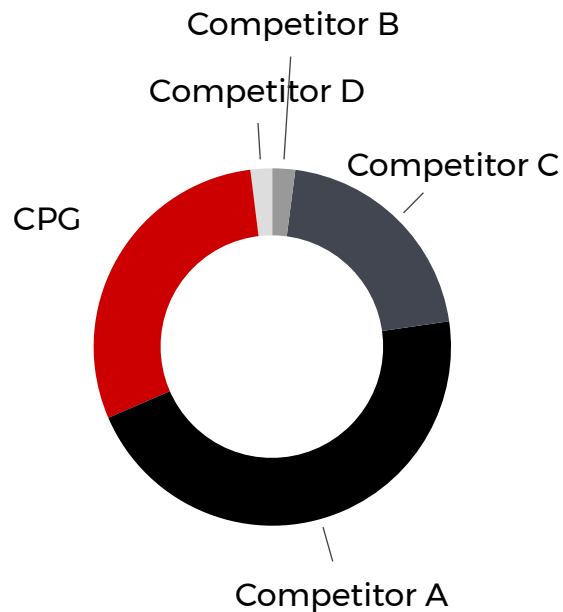
CPG Brand Case Study

alphonso.tv

01

The Challenge.

A CPG Brand was being outspent by its largest competitor (Competitor A) on TV, especially for its specific target audience. Competitor A advertised heavily on the Food Network, FYI Network, the Cooking Channel, and other female-skewing network like Hallmark and Bravo. Staying top-of-mind for this core audience required more effective reach and frequency for the CPG Brand.

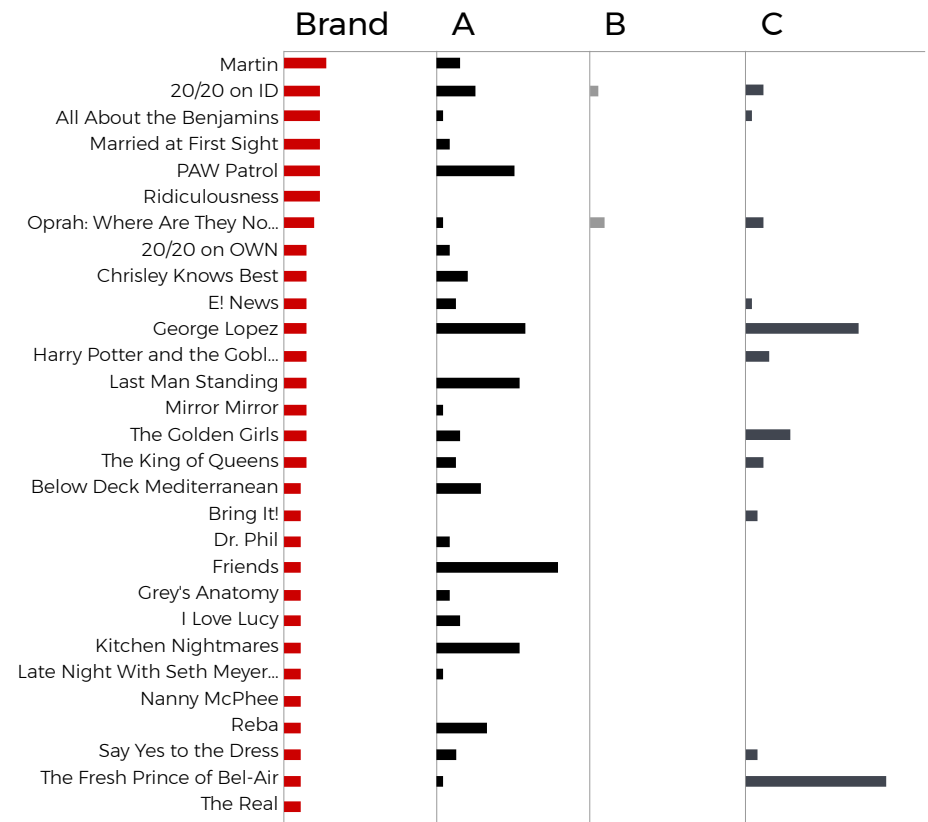


02

Analysis.

Competitor A's ads aired mostly on sitcom, food, and reality shows

- CPG Brand ads aired on sitcom, family & talk shows
- Competitor A aired the majority of TV ads on food shows, syndicated sitcoms, and reality shows
- Competitor C also aired on syndicated sitcoms George Lopez and The Fresh Prince



03

The Plan.

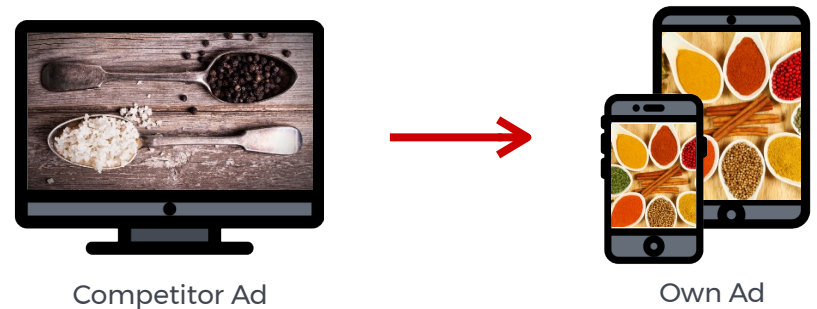
Complementing TV with Targeted Digital Video

Despite not being the biggest spender on TV, Alphonso enabled the CPG brand to (1) increase frequency by complementing audiences exposed to its own brand's TV ads with video ads, (2) increase reach by conquering audiences that saw competitor TV ads, and (3) further increase reach by targeting audiences that were watching select prime time shows.

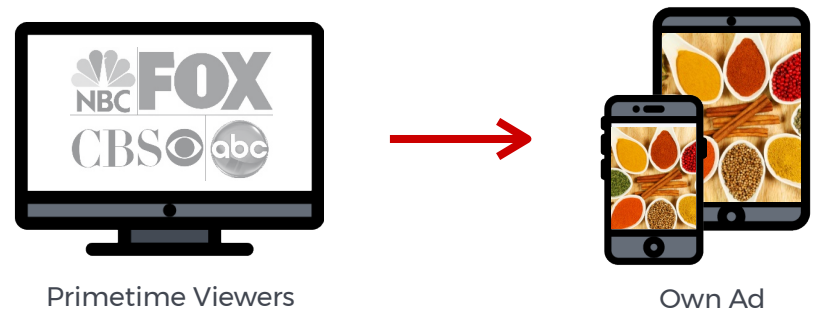
(Increase Reach) Complement



(Increase Frequency) Conquest



(Increase Frequency) Content (Prime Time)



04

Results.

Impact of Targeted Digital Video

79% Video completion rate

10.2M Video impressions

1.2% CTR



8.8%

Lift in Purchase Intent

7.3%

Lift in Likelihood to Recommend

05

Insights.



Driving Consideration for CPG Brand through Mobile and Tablet Delivery.



The campaign generated 8.8% lift in purchase intent and an increase of 7.3% in likelihood to recommend.



Alphonso reached audiences for the CPG Brand during **lunch time** and **prime time** to complement the daytime TV schedule.



Alphonso can help build higher share of voice on under-invested TV networks on mobile, by showing ads to specific network audiences - in this case the Food Network, FYI Network, the Cooking Channel, Hallmark and Bravo



Next: Understand offline sales impact through Closed Loop Attribution, measuring in-store sales of audiences exposed to TV advertising

Contact Alphonso
to learn more.

Email
sales@alphonso.tv

Silicon Valley
321 Castro Street
Mountain View, CA 94041

NYC
315 W 36th Street
New York, NY 10018