



# Travel Brand Case Study

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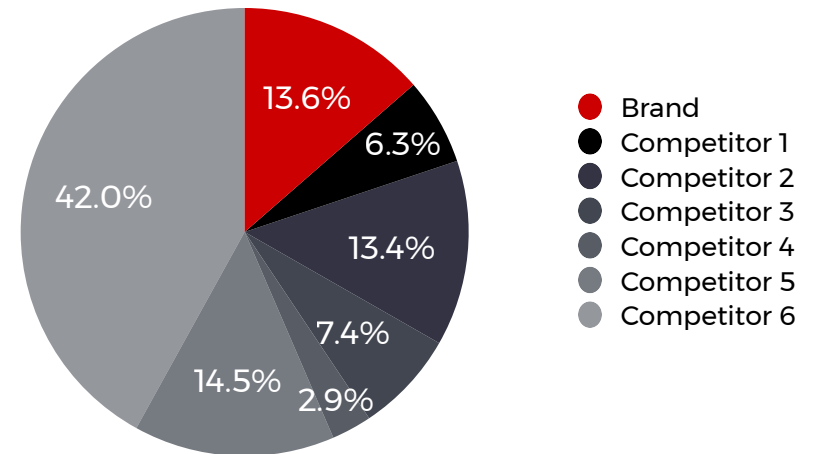
# 01

## The Challenge.

### Reaching Premium TV Audiences on Mobile

A major travel site had a healthy TV ad budget but was nonetheless being outspent by two of its top competitors by as much as 3X. The travel site needed a way to more cost-effectively compete for share of voice and improve brand recall given the sizable TV ad spend of its competitors.

### Brand's TV Spend compared to Competitors

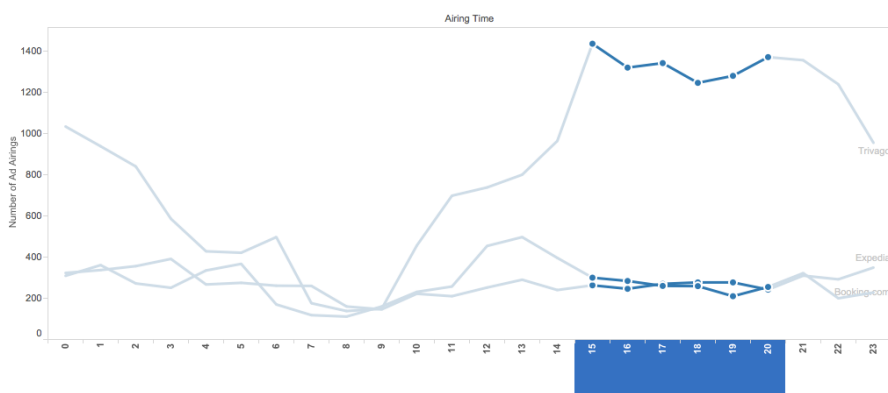


# 02

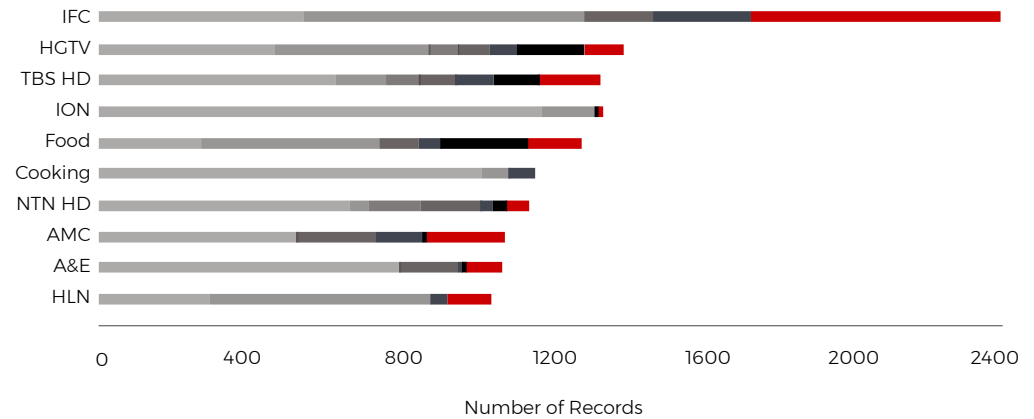
## Analysis.

The competitor's high TV spend included heavy spending during prime time, as informed by Alphonso Insights.. Its TV effect is evident in high aided awareness, as measured by a ComScore study. Meanwhile, the travel brand's own aided awareness was lower than most of its peers. It could mitigate that brand advantage with cost-effective reach and frequency on digital video that complemented its TV advertising.

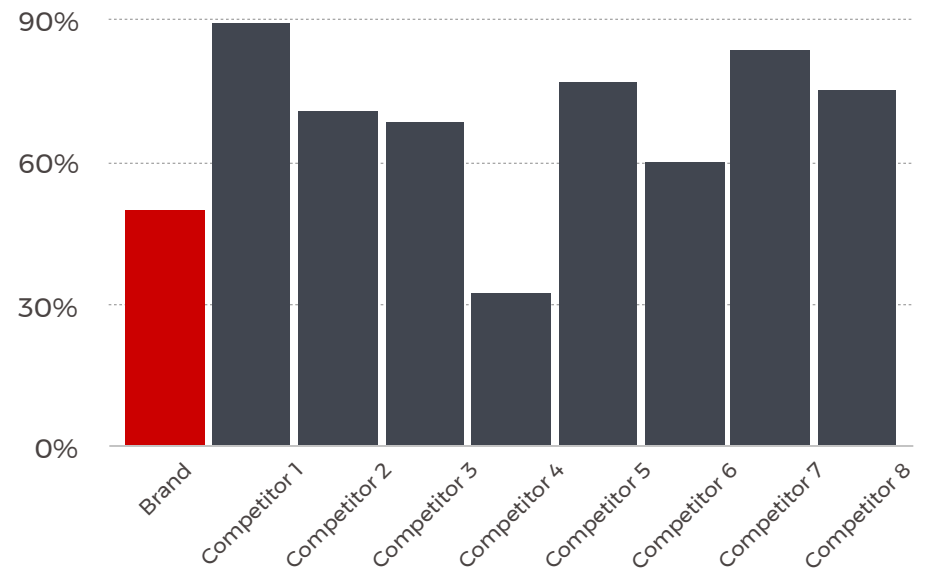
### Ad Airings



### Top Networks Where Competitors Ads Are Airing



### Aided Awareness of Brand vs. Competitors



# 03

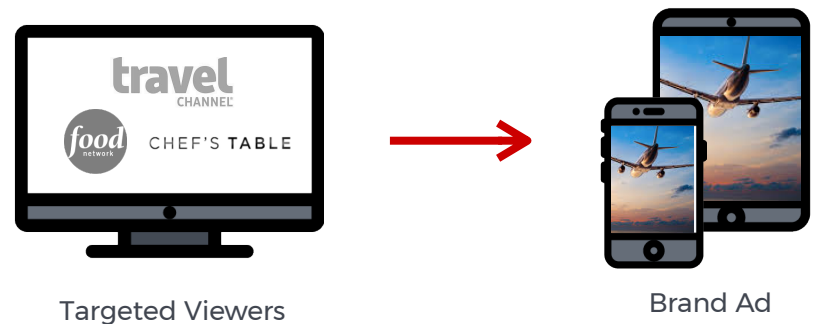
## The Plan.

Alphonso enabled the brand to increase frequency by complementing its TV spots and also increase reach by targeting viewers watching Travel friendly content such as the Travel Channel, Food Network, and Netflix Chef's Table. Viewers were targeted with video and interstitial ads on mobile and tablet devices to drive brand awareness.

### (Increase Reach) COMPLEMENT



### (Increase Frequency) CONTENT (Travel-friendly)



# 04

## Results.



11.4%

Lift in Campaign Message Association

7.5%

Lift in Mobile Ad Recall

1.9%

Lift in Purchase Intent

### Video

	Video Impressions	Completion Rate
Complement	4.57M	73%
Content	5.90M	74%

### Interstitial

	Impressions	Click Through Rate
Complement	3.80M	6.3%
Content	3.81M	6.4%

Benchmark : Avg VCR : 60%.

# 05

## Insights.

- Campaign had high VCR of **73%** and **74%** for the Complement and Content tactics, respectively
- Alphonso generated lift of **11.3%** for campaign message association
- Campaign further resulted in mobile ad recall lift of **7.5%**
- **Next:** Alphonso can continue to build higher share-of-voice (SOV) among key travel-friendly TV audiences by retargeting viewers of those channels
- **Next:** Experiment with an aggressive conquering tactic for the next campaign, especially targeting the top competitor. This would close the gap for brand awareness metrics with other travel providers, utilizing video to drive brand preference.
- **Next:** Benchmark next campaign's brand metrics against results from this campaign to evaluate gains or losses in brand equity

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