

QUANTIFYING MEDIA PREFERENCES BY TARGET AUDIENCE

QUESTION ANSWERED

- “How are media consumption patterns among new buyers and brand switchers different?”

INSIGHT REVEALED

- Two audiences have highly differentiated TV programming preferences
- Audience-based growth strategies require audience-based media plans

ACTION TAKEN

- Client now buying TV media based on two distinct audience-based growth strategies: existing buyers/brand switchers and new buyers

Television Programming Reach

