

RE-ALLOCATING MEDIA INVESTMENT BY TARGET AUDIENCE EXPOSURE, RESPONSE

QUESTION ANSWERED

- “Why did our :15s-heavy TV campaign targeting new buyers underperform?”

INSIGHT REVEALED

- :30s -heavy campaign drives 6X more new buyer trial
- Media allocation was misaligned to strategy

ACTION TAKEN

- Client re-allocated media spend from :15s to :30s to align with observed purchase response
- New media plan currently in execution

Incremental Increase in Number of New Buyers

