

# FINDING THE RIGHT MARKETING MIX TO INCREASE CAMPAIGN REACH

Traditional and digital media landscapes are ever-changing. New media and communication networks are emerging, and adaptation rates vary greatly by local market, as well as by the type of consumer. That makes determining the proper platforms to reach your customer a much bigger challenge. Scarborough offers the ability to quickly analyze media preferences, so you can create the proper mix of both traditional and non-traditional vehicles for a media buy.

**THE CHALLENGE**

An advertising agency was creating a media plan for a local auto dealer. The plan was to use traditional media for the overall reach and frequency strategy, but also to determine if digital and social media should be used to increase brand awareness and loyalty. Getting the proper mix and dollar allocation was the key to keeping within the client’s budget.

**APPLYING OUR INSIGHTS**

Focusing on potential new car purchasers, the agency began with an analysis of the media quintiles Scarborough provides. They were able to quickly determine if potential customers were more likely to be heavy newspaper readers, television viewers or radio listeners...and allocated their budget accordingly. They found potential consumers were also heavy commuters, so the agency incorporated billboards into the mix on the most traveled roads. Their quintile analysis also showed heavy exposure to mall media. So incorporating digital displays and a promotion at the top local mall would offer an additional touch point.

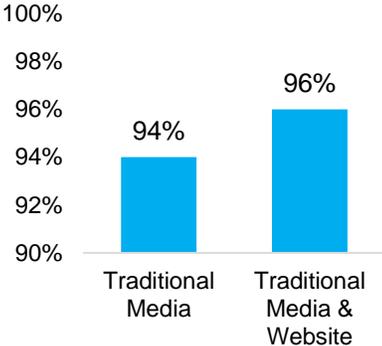
After analyzing the internet and social media habits of their consumers, it was clear that digital would be a key factor. The agency incorporated the websites of traditional media to add incremental reach and exposure. Scarborough also showed that the potential car buyers were likely to use their smart phones for automotive information and social networking, so the agency was able to build a case for incorporating a social plan – and the appropriate budget – to help build brand awareness at a grass roots level.

**CROSS-PLATFORM MEDIA ANALYSIS**

**THE RESULTS**

An efficient media plan was put together that utilized traditional media for mass reach and frequency. The buyers also incorporated a digital plan that successfully delivered targeted messaging, promotions and branding. With the proper budget allocation, they were able to achieve their campaign goals.

**MEDIA BEHAVIORS OF POTENTIAL NEW CAR BUYERS IN MARKET**



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