

MAKE YOUR MEDIA BUDGET WORK FOR YOU

Media options – from traditional to digital to social – are continuing to grow and evolve at a record pace. Changes in the ways consumers are engaging with media are also making it more challenging to determine the right media for the right group. And a CPP in a market is no longer the only or the most effective way to determine advertising placement. You have to look at the potential target group to quantify the efficiency of the placement, as well as the reach.

THE CHALLENGE

An advertising agency created a media plan for a local auto dealer that incorporated traditional, digital, and social media based on the evaluation of their target group. They also wanted to reach Hispanic consumers – and the market was split between both Spanish- and English-Dominant speakers. The media buyer needed to establish the proper vehicles that would deliver potential car buyers, as well as launch a brand awareness and loyalty campaign. With multiple target groups, efficiency was critical in staying within their budget.

APPLYING OUR INSIGHTS

The media buyer used Scarborough to profile the traditional media habits of their consumer groups to find the top stations in the market for broadcast, cable and radio. By also looking at the index, the buyer was able to narrow the stations down to the ones that delivered the greatest reach, as well as the ones that were the most efficient in serving up potential consumers.

The separate profiles of the Spanish- and English-Dominant Hispanics allowed the buyer to understand which of their current stations would deliver these target groups, as well as the additional stations they would need to buy.

Since digital was going to be a key component of the campaign, the buyer was able to see which station and newspaper websites would deliver incremental reach, helping in the negotiating for traditional/digital packages. The buyer also placed billboards on the roads that were shown to be most frequently traveled by the target consumers.

MEDIA BUYING AND SELLING

We found that social media was used at different levels by the buyers' distinct target groups. And many of the potential consumers were likely to recommend products and companies via social media. By understanding their habits, the buyer selected which social media vehicles should be purchased for the brand awareness and loyalty campaigns.

THE RESULTS

The advertising buy produced the greatest reach and frequency in delivering the dealer's potential car buyers. By incorporating media that were most efficient among the target group, the buyer stayed well within budget. Within a few weeks of the campaign, the client not only saw increased traffic at the dealership, but more customers who were more qualified...and sales rose quickly. The client also saw increased traffic and comments on their websites, showing an increase in overall brand awareness.

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