

Delivering Unique Audience Reach

Challenge

To identify active sports audiences who are current or potential energy sports drinker within the client's briefed **target audience of 18-34, males**. Subsequently, target these highly relevant group of audience to increase awareness of the client's product.

Primary KPI: Unique Views

Secondary KPI: 70% In-Target Reach, 80% Viewability

Boost awareness with 30 secs and 15 secs TVC of client's beverage product, guaranteeing unique views through our access on YT via our Xaxis View product.

Strategy

From our Livepanel data, we identified potentials who fit the following criteria:

- Plays Outdoor sports (Football, Basketball, Tennis, Cricket, Swimming, etc.)
- Does running (At least 5km per run)
- Gym & Aerobics
- At least once a week
- >30 mins*

Re-contacted these potentials for client's brand specific consumers and identified them within [m]Insights

Utilized various [m]Insights tools such as:

- Segment overlaps with the re-contacted Livepanel data for highly relevant interest segments to target such as Art & Entertainment, Travel, Tech & Computing, Movies etc.
- Lookalike modelling were built off the re-contacted Livepanel data to search for audiences with similar attributes to further grow the targeting pool
- Custom segments were also built to then combine both the LAL audiences and highly relevant interest segments for much more effective targeting

Results

114% more unique views for 30s TVC

153% more unique views for 15s TVC

than client KPIs

90% Average viewability

82% Average in-target reach

**Total value savings of
INR 1,222,840**