

CASE STUDY



SCORING A HOLIDAY TOUCHDOWN

How GumGum's In-Image Ads Drove Real-Time Brand Lift

INDUSTRY

Sports fans are connected and passionate: 41% of all TV-related Tweets are about sports programming, although sports accounts for only 1.3% of all TV programming¹. Marketers who can connect to sports fans have a captive audience. For sports such as football, which compete with the holiday shopping season for attention, it's crucial to deliver the right message in the right environment at the right time. Relevant and timely brand metrics are key – getting these only after the campaign ends, or not at all, will leave marketers sitting on the sidelines for another year.

OVERVIEW

A major consumer electronics manufacturer was promoting their LED TV product line. Through prior research they knew the seasonality for TVs was during the NFL season, which coincides with the holiday shopping season. The consumer electronics manufacturer teamed up with GumGum, an in-image advertising platform, to promote their TVs to avid football fans – males 18-49 who watch football and researched TVs online in the past 6 months. GumGum put together an in-image campaign to reach this key audience with animated and static ads overlaid on football images across its platform. Both sides wanted real-time brand lift metrics to prove in-image ads' impact on purchase intent.

COMPANY:

GumGum

CAMPAIGN:

Market new TVs to avid football fans

OBJECTIVE:

Purchase Intent

SOLUTION:

Nielsen Online Brand Effect



GumGum's in-image ads were overlaid on top of existing images on football related sites

1. Nielsen's State of the Media: 2012 Year in Sports

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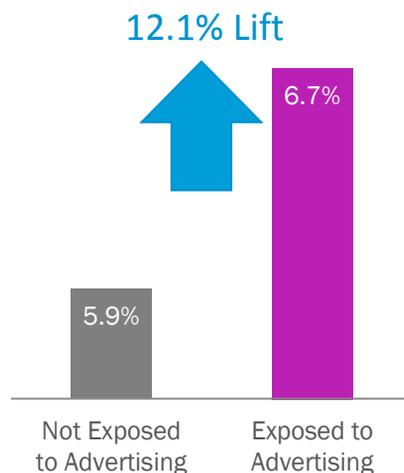
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INSIGHTS/FINDINGS

GumGum used Nielsen Online Brand Effect to maximize ROI for the major consumer electronics manufacturer by measuring and optimizing brand lift in purchase intent while the campaign was still running. Specifically, they were able to:

- Review the in-image campaign's creative, frequency and lifetime performance in real-time
- Identify the top performing creative, a custom animated unit that drove brand lift that was over 4.5X the campaign average
- Identify the most effective ad exposure frequency – 3 exposures drove 5X the campaign average lift – highlighting the opportunity to implement a frequency cap
- Drive an overall 12.1% brand lift in purchase intent among those who were exposed to the campaign

Purchase Intent Brand Lift



SOLUTION

Nielsen Online Brand Effect, measuring resonance as part of Nielsen's 3Rs framework—Reach, Resonance, and Reaction—is the first real-time enterprise technology platform that allows advertisers to collaborate with their digital media ecosystem around optimizing brand lift metrics.

Using an intuitive, web-based dashboard, GumGum, and the major consumer electronics manufacturer were able to get a real-time understanding of the brand building effectiveness of their in-image campaign, and its performance against their primary marketing objective – purchase intent. The performance of key campaign elements driving overall brand lift – creative, site and frequency – were also highlighted, providing opportunities to improve performance in-flight and across campaigns.



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CONCLUSION

Tapping into sports fans while they actively consume content they care about can be an effective way of connecting your brand with a passionate and engaged audience. This is a particularly winning play with sports such as football, which overlaps with the holiday shopping season. However, it's important to break through the competition by presenting the right message at the right time. In this study, the major consumer electronics manufacturer used GumGum's in-image ads, which overlays ads on top of contextually relevant images, to impact their key audience and drive brand lift in purchase-intent.

To ensure that advertisers are getting the most out of their campaigns and driving the desired result of brand lift, they need the ability to measure the effectiveness of their campaign, and each element of the campaign. They also need these metrics in real-time, to give them the opportunity to course-correct while the campaign is still in-market and holiday shopping is still going in full force.

In the absence of this key data, millions of dollars can be wasted by advertisers spending in the wrong places or on the wrong creative executions. Advertisers and their partners in the digital media ecosystem need to use true measurement techniques to precisely assess and optimize the effectiveness of their advertising campaigns.

“The performance of this campaign demonstrates the significant impact in-image advertising can have on brand lift. Our ability to measure and respond to real-time brand metrics contributed to the success of the campaign and resulted in our being included on additional buys.

Tony Winders,
SVP Marketing, GumGum”



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KEY TAKEAWAYS:

- Passionate audiences, such as sports fans, can be an untapped yet receptive brand marketing audience
- In-image ads can be an effective branding medium, but you must use relevant, real-time metrics to ensure it is driving the desired result – brand lift
- Ideal frequency levels for brand lift can vary by objective and should be monitored and modified to increase ad effectiveness

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