

CASE STUDY

INSURING SUCCESS: MEASURING BRAND LIFT AND OPTIMIZING AD FREQUENCY FOR MAXIMUM IMPACT

OBJECTIVE

The campaign aimed to integrate digital audio advertising into a comprehensive multimedia strategy, enhancing brand metrics while assessing the impact across different audio content types.

STRATEGY & EXECUTION

- **Targeting Approach:** Focused on Adults 25-54 across target geographies in Ontario, utilizing demographic-based targeting to align with the client's core consumer base.
- **Frequency Capping:** Initial absence of frequency capping allowed for data-driven insights, with subsequent adjustments suggested by brand lift studies indicating optimal ad frequency ranges.
- **Brand Lift Study:** Conducted in partnership with LoopMe, using an online survey to measure Ad Recall, Brand Awareness, and Brand Favourability. The study particularly focused on differentiating the impact among various audio channels such as Canadian Podcasts, Non-Canadian Podcasts, and Connected Radio.

RESULTS

- **Delivery:** Over 11 million impressions were delivered successfully across the different audio channels
- **Brand Lift Study Outcomes**
 - Overall uplifts of 9% in brand awareness and 2.9% in brand favourability were achieved.
 - Ad Recall saw a 2.1% uplift across all platforms, with Connected Radio particularly excelling.
 - Both Connected Radio and Canadian Podcasts demonstrated a strong capability in enhancing brand awareness.
- **Frequency Insights:** The study identified that the 4-6 digital audio ad frequency range was most effective, optimizing engagement without causing ad fatigue. Keeping in mind that this range was in addition to existing frequency built through other media types in the 360-degree multimedia campaign.

CONCLUSION

The campaign showcased the power of targeted digital audio channels and strategic ad frequency in enhancing key brand metrics. Detailed insights from the live brand lift study not only proved the value of the chosen strategy but also outlined a clear path for future multimedia advertising efforts and the power of including digital audio within them.

Client

National Insurance Co

Industry

Insurance

Campaign Period

7 weeks

Audio Channels

Connected Radio, Podcast, Canadian Podcast

Activation Type

Programmatic Guaranteed

