

Campaign overview



Approach

Mixture of media channels, informed by media consumption data, drove wide reach

Drove cost savings through bulk bookings

Introduced new channels to the media mix including connected TV and Cinema

Channel SOV

Total Spend: £664,779.23

Irrelevant & Sensitive

■ TV, VOD & Cinema ■ Audio ■ OOH ■ Print

Summary of Results

	KPI	Planned	Delivered	Difference
All Adults (Broadcast only)	Reach	98.73%	99.46%	+0.73%
	Frequency	27.14	49.80	+22.06
All Adults (inc. Digital)	Reach	N/A	99.73%	N/A
	Frequency	N/A	68.85	N/A
TV	TVRs	1,561.63	1,307.73	-16.28%
VOD	Impressions	4,077,161	4,407,218	+8.10%
Cinema	Admissions	600,000	721,833	+20.31%
Audio	Impacts/ Impressions	45.6 million	46.2 million	+1.41%
OOH	Overshow	Irrelevant & Sensitive		+102.42%
Print	KPI	Rate Card	Media Cost	Difference
	Value	Irrelevant & Sensitive		-47.43%

03/05/21 – 30/09/21