



CROSS-MEDIA ROI OPTIMIZATION

Increase ROI and Market Share on a Shrinking Media Budget

The Client

Top-three import automaker

The Challenge

Arm a global brand with actionable data to avoid significant market share erosion and increase sales during a global recession.

Gauge consumer awareness, perceptions and competitor positioning to identify the right cross-media mix and advertising spend, uncover new audience segments, and increase ROI on a shrinking media budget.

The Results

Our survey solution enabled the client to optimize their cross-media advertising program, reduce their ad spend by \$10 million dollars and see a significant uptick in their sales as a result. As a result of our attitudinal data and recommendations, our client was better positioned for the rapid media experimentation and adaptation demanded by today's changing media and economic environment.

How Does a Leading Automaker Rebound in the Midst of a Global Economic Downturn?

Our client, a top-three import automaker, asked us to help identify the right cross-media mix and spend to prevent further erosion of market share during the global recession. Our survey solution gauged consumer awareness and brand perception of their brand and enabled the client to optimize their cross-media advertising program. As a result reduced their ad spend by \$10 million dollars while enjoying a significant uptick in their sales as a result.

The Background

For the past five years, this leading auto manufacturer has relied on Symphony Advanced Media to deliver key insights to inform their multi-channel media spend. Working in close collaboration with our client, our recommendations were deeply integrated into the client's media strategy program.

Recently, our client was tasked with three new model launches and four key sales events. Like most industries in recent years, the auto industry has been hit hard by the global recession. In the face of a soft market and protracted sales slump, our client needed to identify the right media allocation and spend to prevent further erosion of their market share.

The Goal

As consumer auto purchases began to rebound in the second half of 2009, our client sought to increase their market share through substantial cross-media allocations—TV, print, radio, cinema, mobile and online—all while on a tighter budget than ever before. They asked us to develop the analytical framework to create accountability for advertising spends by measuring campaign effectiveness and to improve ROI through advertising efficiency.

What We Did

SymphonyAM developed a survey instrument to capture data on consumer attitudes about our client's ad campaigns. This survey collected responses from actual consumers reached by the online campaign media plans, and measured campaign impact through a control/exposed comparison of consumers who had seen the advertising in each media channel.

Using sophisticated predictive analytics, we incorporated sales data to identify drivers of performance and model scenarios. Reporting was delivered via weekly updates, mid-campaign optimization recommendations and post-campaign analysis of ROI and best practices across multiple campaigns.



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Our Recommendations and Findings

To help our top-three automaker improve ROI on their cross-media investments to prevent market share loss in a tough economic environment, we developed a survey to gauge consumer awareness and perception. Our insights uncovered some surprising results.

New Model Launches

- Departing from past reliance on expensive TV launch campaigns, the client reduced their TV budget and instead used a mix of TV, print, online streaming video, and cinema. We validated this approach with positive results including increased awareness and higher campaign efficiency.
- By optimizing ad creative in all channels, the client saw higher levels of ad recognition, likeability and positive ad perceptions
- As they shifted their budget from TV to print and increased focus on one audience segment, they uncovered an unexpected ideal audience target and were able to define which competitors gave up market share and were most vulnerable to launch messaging

Sales Events

Comparing current quarterly sales events with historical measures from prior sales events, we:

- Validated the client's promotional media mix, especially the use of online video, which improved lower funnel metrics more than online non-video ads
- Advised how to reduce spend by \$10 million for a single event while achieving the same impact on consumer share of consideration
- Alerted the client to a media plan problem — declining reach of 0-6 month intenders — in time to remedy it
- Focused special attention on lower funnel consideration and shopping intentions, as well as geographical region deep dives

The Results

Armed with actionable proof points, the client was better positioned for the rapid media experimentation and adaptation demanded by today's changing media and economic environment as a result of our attitudinal data and recommendations, the client reduced their media spend, shifted media allocation, optimized creative, and uncovered new audience demographics to drive sales and increase market share during a tough economic environment.

What We Can Do For You

If you need to evaluate the ROI of your marketing and media investments, we can help:

1. Determine impact and ROI within the purchase funnel
2. Determine optimal advertising spend, media mix, timing, and placements
3. Uncover consideration drivers
4. Analyze impact on auto-intender and media segments, and define ideal target audience profile
5. Recommend creative executions for each media channel
6. Measure influence on brand/vehicle competitive position and loyalty/retention

Our innovative measurement solutions and platforms, expertise in cross-media measurement and unparalleled client services will help you validate your most challenging media investments.

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