



centriply

What can Targeted TV,
do for educational
organizations?

A TV campaign's effective
targeting leads to a
34% increased research intent
and favorability.

Connections Academy
KANTAR MILLWARD BROWN
2018



Targeted TV campaign lifts brand metrics +34% for Connections Academy in 11 states.

WHAT WAS THE INSIGHT?

Millward Brown confirmed KPIs: TV exposure directly impacted brand awareness, favorability and intention to research after using a Targeted TV campaign consisting of audience-driven, location-based commercials in 11 states.

GOAL, STRATEGY, TACTICS:

- The goal of the campaign was achieved. **+28% increase** brand awareness, **+34 % increase** in favorability and **30% increase** in intent to research.
- Plan had a **high frequency strategy**: Targeted TV successfully attained average of **8.5**.
- Automated, data driven, activation tactics were used across **6,582 ZIP Codes** then measured for attribution.



Sampling Details

Who

F25-54 from AZ, CA, CO, GA, MA, MI, MN, NV, PA, SC, UT
Control = 1,126 Exposed = 1,698

When

Representative of survey data from 7/13/18 – 8/24/18

Where

Ignite Network Panel, from states where zone targeted TV media occurred

A Targeted TV campaign showed Connections Academy TV performance they had not seen before.

The Centriply TV initiative significantly grew Brand Awareness of Connections Academy *

Continue to build Awareness of Connections Academy with future branding efforts. Females became more favorable of the online school and likely to research Connections Academy online as a result of the advertising.

Connections Academy Awareness was enhanced in 11 states *

Continue TV advertising to Residents from all these states due to stronger agreement with Brand Attributes.

Medium to heavy amounts of exposure were key in building Awareness, Favorability, and Research Intent *

Oxygen, LMN, OWN, and the Cooking channel were the top four TV networks for Awareness, also drove Research Intent the highest.

*SOURCE
KANTAR MILLWARD BROWN

For more information contact:
Rich Kaufman
P: 212-983-2357 C: 917-806-5924
Rich.Kaufman@centriply.com



centriply

BUSINESS SUCCESS



Targeted TV campaign averaged +34% gain across 10 KPIs

The Advanced TV campaign effectively built Brand Awareness of Connections Academy and encouraged the Overall Audience to research more about the online schooling program

- Campaign exposure led to greater Favorability and Association of the “Bring School to Life” tagline with Connections Academy



KANTAR MillWARD BROWN

**TV audience segmentation
and location analysis
for Targeted TV campaign.**





The TV campaign wildly surpassed five benchmarks of general TV Market Norms with brands at comparable Awareness levels

Females ages 25-44 became more Brand Aware, surprisingly the younger segment (25-34) was the most affected by the advertising.

Brand Metrics	25 to 34		35 to 44		45 to 54	
	Ctrl	Δ	Ctrl	Δ	Ctrl	Δ
Aided Awareness	42%	12.4	47%	9.3	46%	1.1
TV Ad Awareness	27%	8.9	23%	13.0	25%	6.7
Message Association	8%	5.3	7%	3.9	3%	3.3
Brand Favorability	22%	11.5	23%	6.3	21%	4.5
Research Intent	19%	10.9	21%	3.1	13%	2.3
Brand Attributes						
Is a leading online tuition free public school for students in K-12th grade	26%	8.2	25%	6.2	23%	3.9
Has high parent satisfaction	21%	12.5	22%	5.5	17%	3.4
Employs highly qualified and caring teachers	21%	12.2	22%	4.8	17%	5.2
Allows for personalization	27%	10.9	28%	1.2	22%	4.1
Provides unique and diverse opportunities to prepare students for future success	28%	9.9	27%	4.1	20%	6.8
Sample Size	440	751	365	529	321	418

KANTAR MillWARD BROWN

■ significant increase at 90% confidence
■ significant increase at 80% confidence
■ significant decrease at 90% confidence

Each age group expressed stronger agreement with multiple Brand Attribute statements



Awareness grew among mothers with children across varying ages.

Women with children younger than two years old expressed the strongest intent to investigate more about the school after exposure

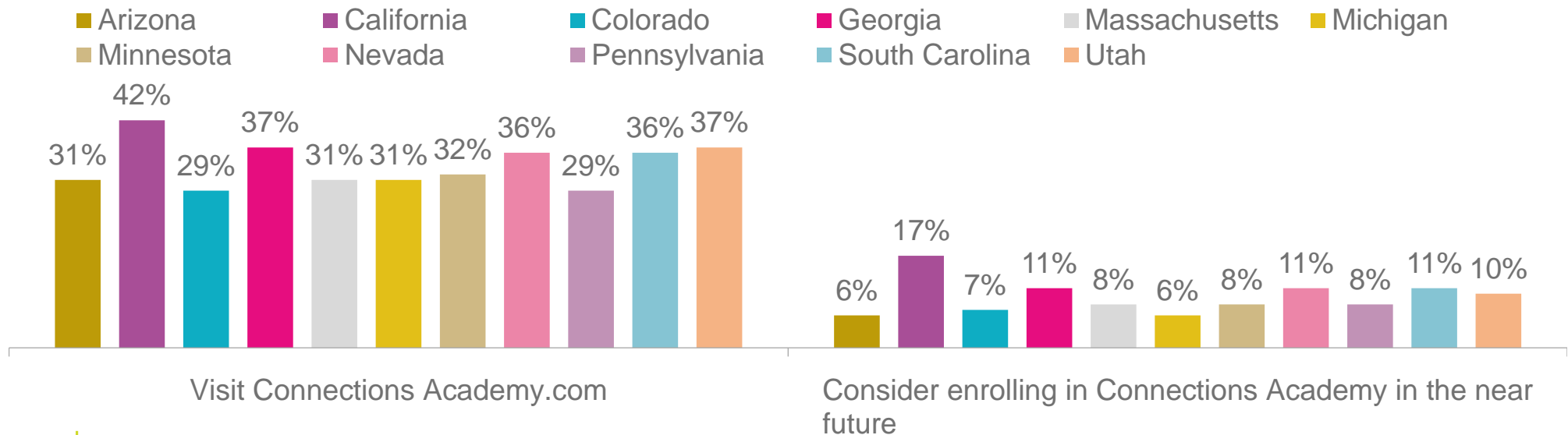
Brand Metrics	Younger than 2 years old		2 to 4 years old		5 to 8 years old		9 to 11 years old		12 to 17 years old	
	Ctrl	Δ	Ctrl	Δ	Ctrl	Δ	Ctrl	Δ	Ctrl	Δ
Aided Awareness	45%	11.3	47%	12.4	50%	12.5	53%	5.2	53%	6.9
TV Ad Awareness	29%	12.1	26%	11.9	34%	4.1	31%	9.3	28%	11.9
Message Association	12%	0.5	5%	7.7	9%	3.4	8%	6.0	5%	5.1
Brand Favorability	23%	13.0	24%	9.5	27%	10.5	25%	7.2	26%	10.6
Research Intent	24%	12.5	26%	2.2	27%	8.4	27%	1.6	25%	6.7
Brand Attributes										
Is a leading online tuition free public school for students in K-12th grade	29%	9.8	30%	6.7	32%	8.8	30%	7.3	27%	9.6
Has high parent satisfaction	26%	7.0	26%	8.3	28%	9.1	25%	5.6	23%	10.8
Employs highly qualified and caring teachers	27%	8.3	24%	8.8	27%	10.1	25%	8.4	22%	13.0
Allows for personalization	28%	6.0	31%	9.6	35%	6.9	33%	5.6	29%	8.2
Provides unique and diverse opportunities to prepare students for future success	29%	10.5	32%	6.6	36%	7.2	33%	5.9	27%	11.7
Sample Size	128	221	193	362	218	402	164	313	270	412



After exposure, Californians expressed the highest intent to visit the school website and consider enrolling a child in Connections Academy in the future.

California and Nevada residents were the number 1 and 3 most motivated markets to take these actions.

EXPOSURE → ACTIONS



KANTAR MillWARD BROWN

For more information contact: Rich Kaufman
P: 212-983-2357 C: 917-806-5924 Rich.Kaufman@centriply.com

Q: As a result of seeing the advertisement about Connections Academy, what following actions would you take?

What educational marketers want to achieve, Targeted TV can do:

KPI MEASUREMENT: Tied into location, media weight and web traffic

HEAVY FREQUENCY: Concentrated TV impressions create breakthrough awareness in noisy markets

INCREASE: In brand awareness, value and course selection

DRIVE: Achieve offline impact among audience segments with effective network placement

TV MEDIA EXECUTION: Simple and transparent to inventory with spot by spot reconciliation

