



centriply

WHERE
ADVANCED TV,
TARGETED MEDIA PLANNING,
& DATA DRIVEN EXECUTION
MEET



Severe weather drives TV advertising plan, provides major impact on media value



Severe weather triggered Targeted TV can drive sales

CHALLENGE

Tap into audience awareness due to weather conditions

Access weather triggers from NOAA

Tie to location and media delivery

Buy time quickly at CPM threshold, skimming the inventory pool for efficiency

MARKETER BENEFIT

Use a Targeted TV campaign to increase sales of emergency light bulbs sold at Hardware and Home Store Retailers, as weather conditions develop around the country.

INSIGHTS

Weather impacts consumer behavior. Recent experiences and forecasts create elevated awareness. Audiences are more receptive to purchase for 2 days before and 10 days after a weather alert or event.



Targeted TV produces eye popping impression values 39 times greater than the average

SOLUTION

Maximize TV impressions in triggered areas for 10 days after alert/event.

RESULTS

When commercial placement is pre-planned and rolled out as weather triggers occur, a 4 week Targeted TV plan reaches areas that contain an average of 39 times more HHs looking for solutions/products than an area where there is no alert.

Extend reach to alert areas at the most valuable point of action for 10 days after the "Alert" cycle.

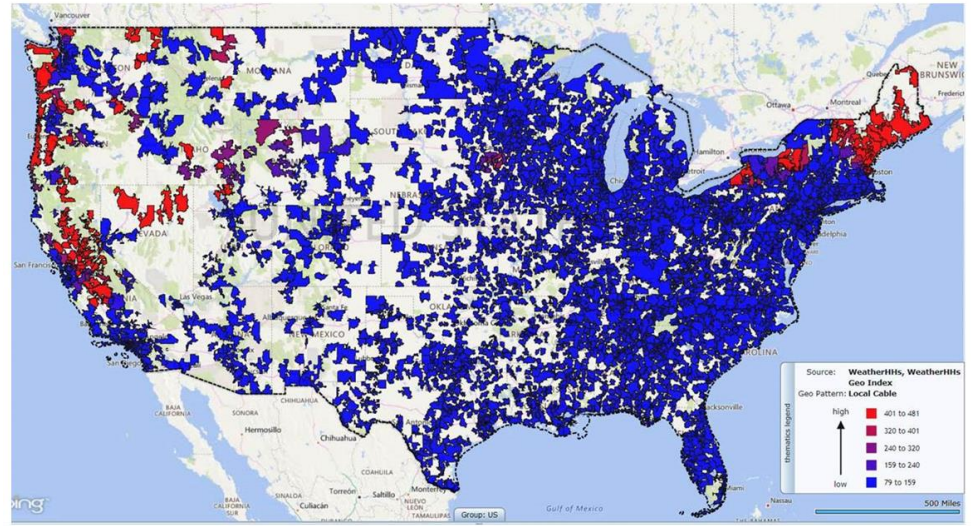
Opportunity to measure sales lift geographically for pre/post campaign studies.

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A “Severe Weather -Trigger TV Plan” strengthens impression value to the target audience.

Day 1, Alert Trigger: Snow Storm



2,356 ZIP codes “Under Alert” on Feb. 14, 2017, were located within 3,000 cable systems

SCENARIO: February 14, 2017 there were 2,356 ZIP codes “Under Alert.” In the map, top right, they were located in 216 cable systems marked in red.

At right, the lower map shows the cable systems that met the target CPM in red. A 10 day flight would cover 4M out of 6M HHs “Under Alert” with 50 TRPs.

TACTICAL CONSIDERATION:

A pre-approved media plan can be rolled out at the time of the first trigger. Keeping brand awareness high during a critical time.

INSIGHT:

Even in summer months a power “brown out” can be considered a trigger.



DAY 2-10: 216 cable systems “Under Alert” would have been considered for effectiveness. Track percentage of sales in these areas.

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TV ads delivered: locations by week, Oct 5-Nov. 2

NATIONAL VIEW

Week 1: Media delivery can be tracked around store locations within alert areas.



Centriply Analysis: US HHs Under National Weather Alert with Media Coverage				
October Weekly	Total HHs Under Alert	Cable TV HHs Covered	Alert Audience HHs Covered	Index Against Whole U.S.
10/5/2017	290,000	856,000	165,000	7,800
10/12/2017	1,750,000	2,200,000	1,000,000	3,200
10/19/2017	810,000	2,400,000	300,000	1,900
10/26/2017	1,980,000	3,000,000	1,340,000	2,700
				3,900

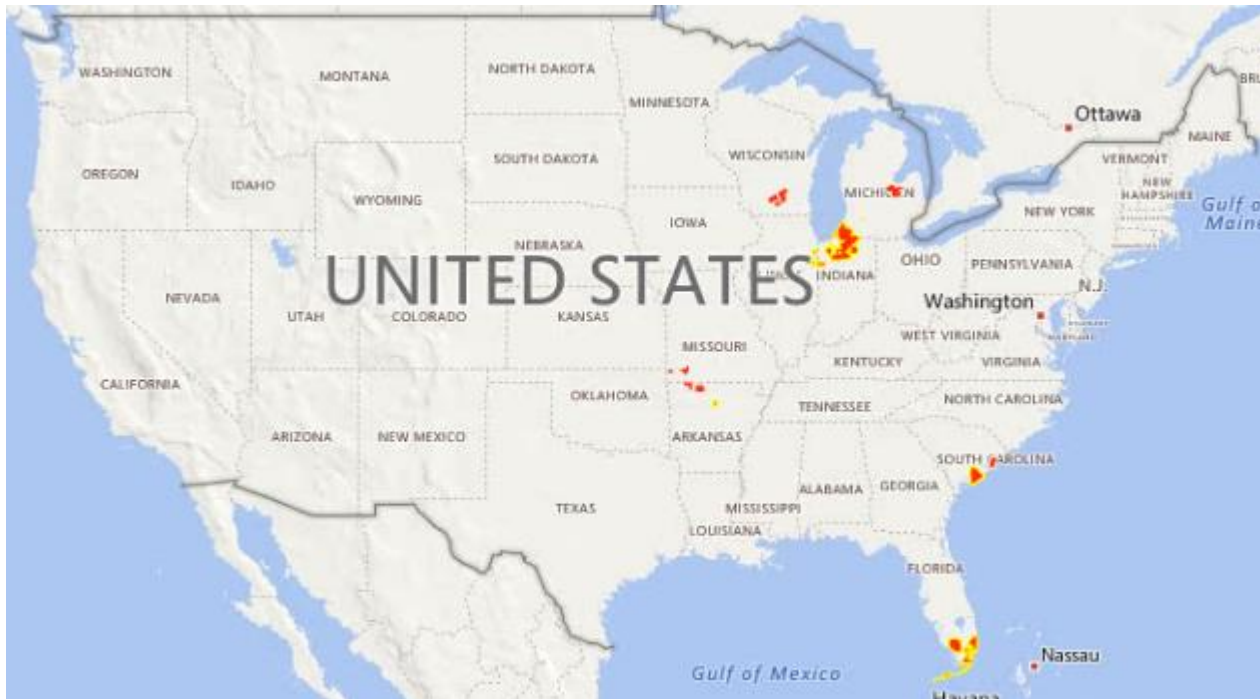
INSIGHT: Red areas contain average of **78 times** more HHs considering a purchase, than an area where there is no alert.



TV ads delivered: locations by week, Oct 5-Nov. 2

NATIONAL VIEW

Week 2: Media delivery can be tracked around store locations within alert areas.



Centriply Analysis: US HHs Under National Weather Alert with Media Coverage				
October Weekly	Total HHs Under Alert	Cable TV HHs Covered	Alert Audience HHs Covered	Index Against Whole U.S.
10/5/2017	290,000	856,000	165,000	7,800
10/12/2017	1,750,000	2,200,000	1,000,000	3,200
10/19/2017	810,000	2,400,000	300,000	1,900
10/26/2017	1,980,000	3,000,000	1,340,000	2,700
				3,900

INSIGHT: Red areas contain average of **32 times** more HHs considering a purchase, than an area where there is no alert.



TV ads delivered: locations by week, Oct 5-Nov. 2

NATIONAL VIEW

Week 3: Media delivery can be tracked around store locations within alert areas.



Centriply Analysis: US HHs Under National Weather Alert with Media Coverage				
October Weekly	Total HHs Under Alert	Cable TV HHs Covered	Alert Audience HHs Covered	Index Against Whole U.S.
10/5/2017	290,000	856,000	165,000	7,800
10/12/2017	1,750,000	2,200,000	1,000,000	3,200
10/19/2017	810,000	2,400,000	300,000	1,900
10/26/2017	1,980,000	3,000,000	1,340,000	2,700
				3,900

INSIGHT: Red areas contain average of **19 times** more HHs considering a purchase, than an area where there is no alert.



TV ads delivered: locations by week, Oct 5-Nov. 2

NATIONAL VIEW

Week 4: Media delivery can be tracked around store locations within alert areas.



Centriply Analysis: US HHs Under National Weather Alert with Media Coverage

October Weekly	Total HHs Under Alert	Cable TV HHs Covered	Alert Audience HHs Covered	Index Against Whole U.S.
10/5/2017	290,000	856,000	165,000	7,800
10/12/2017	1,750,000	2,200,000	1,000,000	3,200
10/19/2017	810,000	2,400,000	300,000	1,900
10/26/2017	1,980,000	3,000,000	1,340,000	2,700
				3,900

INSIGHT: Red areas contain an average of **27 times** more HHs considering a purchase, than an area where there is no alert.

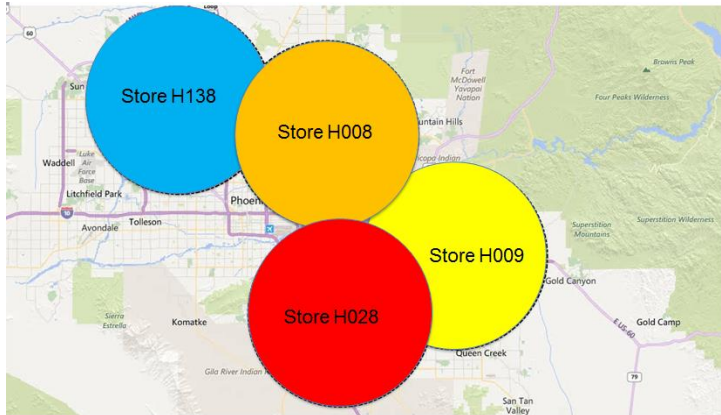
CONCLUSION: 39 times more TV HHs considering a purchase in those areas over 1 month



“Weather Trigger” provides media impact on sales

BENEFIT:

Day 2-10 Sales data can be tracked around store locations within alert areas to drive future plans.



Sample KPI Performance Reports

Test Universe = +23%				Control Universe = +4%			
HH Universe	Pre-Test Target Value	Post-Test Target Value	Performance	HH Universe	Pre-Test Target Value	Post-Test Target Value	Performance
3,139,088	3,700	4,556	23%	3,139,445	2,130	2,215	4%

Week Number	Store Number	Market	Total Sales 2014	Total Sales 2015	Total Sales % Change
1	H008	Phoenix	\$ 9,536	\$ 11,405	19.6%
1	H009	Phoenix	\$ 12,558	\$ 12,667	0.9%
1	H028	Phoenix	\$ 17,515	\$ 22,498	28.5%
1	H183	Phoenix	\$ 10,460	\$ 8,538	-18.4%



This approach will make a difference in your TV campaigns:



Unique Value Proposition

Focus TV weight where it will have the greatest target impression value

Focus TV weight where it will have the greatest impact on business outcomes

Benchmark your custom universe for client KPIs

With pre-approved plans, budgets and flights make the buying process is as simple as saying “yes.”



Benefits to Advertisers

Alleviate marketer pain point: cross-media target integration

Audience segmentation at scale

Automation at scale

Significantly increase media impact to the target

locations/audiences

Media investment aligned with data-supported business goals