

Case Study:

MEDIACOM



"It is one of the most valuable tools we have and we can't function without it. There is no other product that even comes close"

WARREN RAVINSKY, HEAD OF DIGITAL & ACCOUNT DIRECTOR
COCA-COLA COMPANY, SOUTH AFRICA

A top-down view of a wooden desk. In the top right, a portion of a silver laptop is visible, showing keys like 'esc', '1', '2', '3', 'tab', 'q', 'w', 'e', 'a', 's', 'd', 'z', 'x', 'c', 'fn', 'control', and 'option'. Below the laptop, a pair of black-rimmed glasses lies horizontally. To the right of the glasses is a white ceramic cup filled with dark coffee. In the bottom right corner, the top edge of a tablet is visible. In the top center, there is a small cluster of light-colored, round, fleshy-leaved plants. The entire image has a semi-transparent purple overlay.

MediaCom Drives Better Planning Capabilities on a Global Scale Using GlobalWebIndex

MediaCom is one of the world's leading media agencies, with a core focus on content and connections. The company prides itself in not only knowing how to put content to work in the most effective way, but in using specialist tools and skills to get the most out of their clients' communications systems. Looking for a solution that would provide deeper insights into the 'connected consumer', MediaCom turned to **GlobalWebIndex** to explore its audience profiling capabilities.



Building a More Cost-Effective Strategy Through Audience Profiling

MediaCom's existing audience planning tools were unable to provide the level of detail they needed, both within digital channels and across some of the agency's key territories. Using GlobalWebIndex, they were able to gather data around their online audience in more granular detail, while also acquiring further insights into specific markets such as South Africa. This data is central to MediaCom's strategic planning process (20|20 Connections) which is built on a foundation of detailed audience profiling.

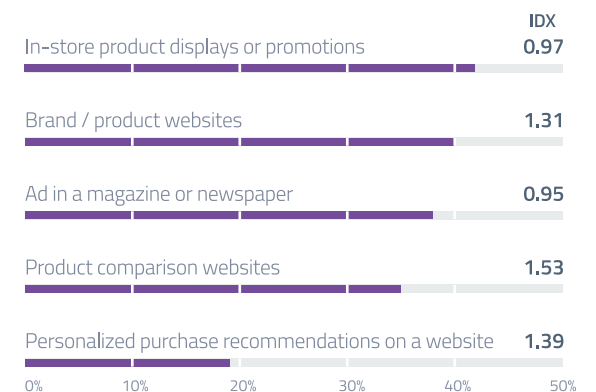
"I believe it's one of the best digital data sources available."

KEAGAN ROGERS, DIGITAL LEAD, MEDIACOM SOUTH AFRICA

Keagan explains how the GlobalWebIndex platform is "the first port of call when developing a digital approach" for key clients like Coca-Cola and Audi. "Once I get briefed by client or my account lead I will analyze the audience and their consumption habits through the platform", he says. "When I have an understanding of who the audience is and how they are behaving, I look at the numbers." Looking specifically at how much spend to allocate to which channels, Keagan outlines how the platform gives him "insights into the numbers and a reference point for what amount to invest based on the users on each of these platforms."

Brand Discovery Among Affluent Car Buyers in South Africa

% who say they discover new brands or products via the following



Question: In which of the following ways are you most likely to find out about new brands, products, or services? /// **Source:** GlobalWebIndex Q2 2016 - Q3 2015 /// **Base:** Car Buyers in South Africa aged 16-64 from the top income quartile



Better Insights Providing a More Competitive Advantage

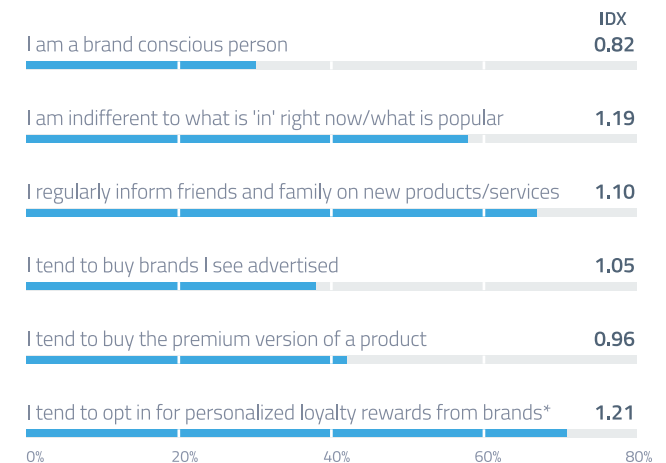
Whether for short data runs or a deeper dive into audience insights, the GlobalWebIndex platform has given the MediaCom team a deeper understanding of their digital audiences. The agency leverages this to gain a competitive advantage and meet its clients' needs. "In a market where digital marketing is becoming more prevalent, it is extremely valuable in giving solid feedback to briefs," says Keagan. "In the tools presentation of a pitch, GWI is a tool that captures attention, particularly that of those interested in digital."

"GWI has helped both Digital Strategists and traditional Strategists immensely. The market reports also provide valuable insight to agency employees as a whole."

For MediaCom South Africa, the most powerful parts of the data set are its scale and its ability to go beyond traditional measures to understand the thoughts and feelings of the digital audience. With the ability to explore consumer perceptions in minute detail, the team can develop more accurate personas that drive better results. Keagan explains that this strength lies in "the amount of questions that are asked and how audiences can be built on more than just demographics."

Self Perceptions Among Affluent Females in South Africa

% who somewhat agree or strongly agree with the following statements



*(Since Q4 2012)

Question: To what extent do you agree/disagree with the statements below on your perception of yourself? /// **Source:** GlobalWebIndex Q4 2015-Q3 2016 /// **Base:** South African females aged 18-64 from the top income quartile

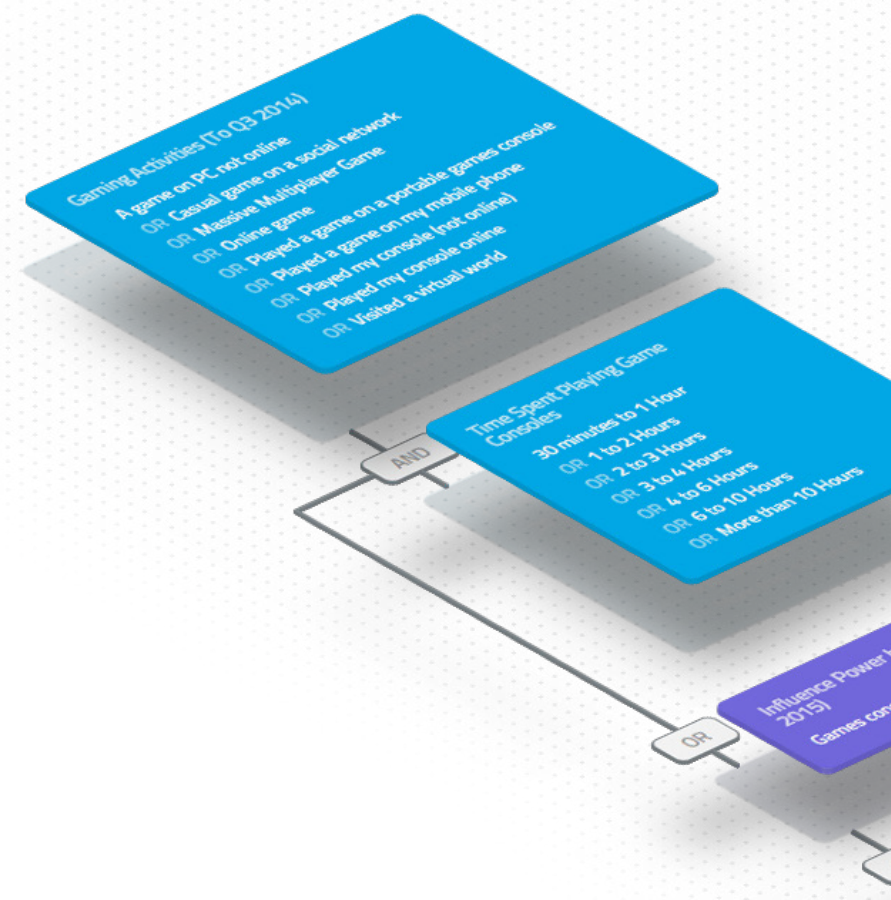
Spreading the Message of Audience Profiling on a Global Scale

The GlobalWebIndex platform has proven extremely useful in helping the MediaCom team to adapt to a rapidly-changing landscape and audience. "It's a powerful tool that provides insight into an increasingly difficult to understand audience," says Keagan Rogers. The positive impact of GWI's in-depth audience profiling is spreading fast across MediaCom's global organization, with many of their offices now using the platform to gain better consumer insights, including their London headquarters.

Allan Dickenson,
Senior Digital Media
Planner at MediaCom
London explains:

"The benefit of GWI is that it's a single source data resource which spans many markets across the world, especially markets such as Asia and the Middle East which we are starting to do more work on."

Ensuring the audience reports are distributed throughout the agency on a quarterly basis has helped the team to stay on top of important trends that are shaping both their audience and the marketplace.

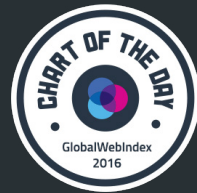




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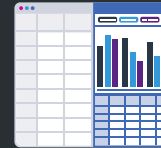
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