

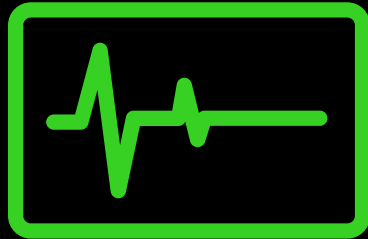


Understanding the Business Impact of Mass Advertising

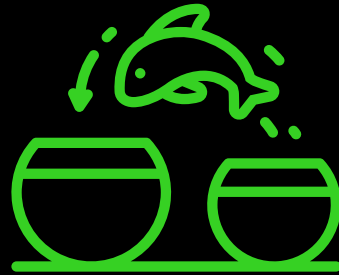
Shauna Houlton
Director, Consumer Insights

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Over The Past Few Years We've Worked With A Number of DTC Brands



Digital Growth
Had Stalled



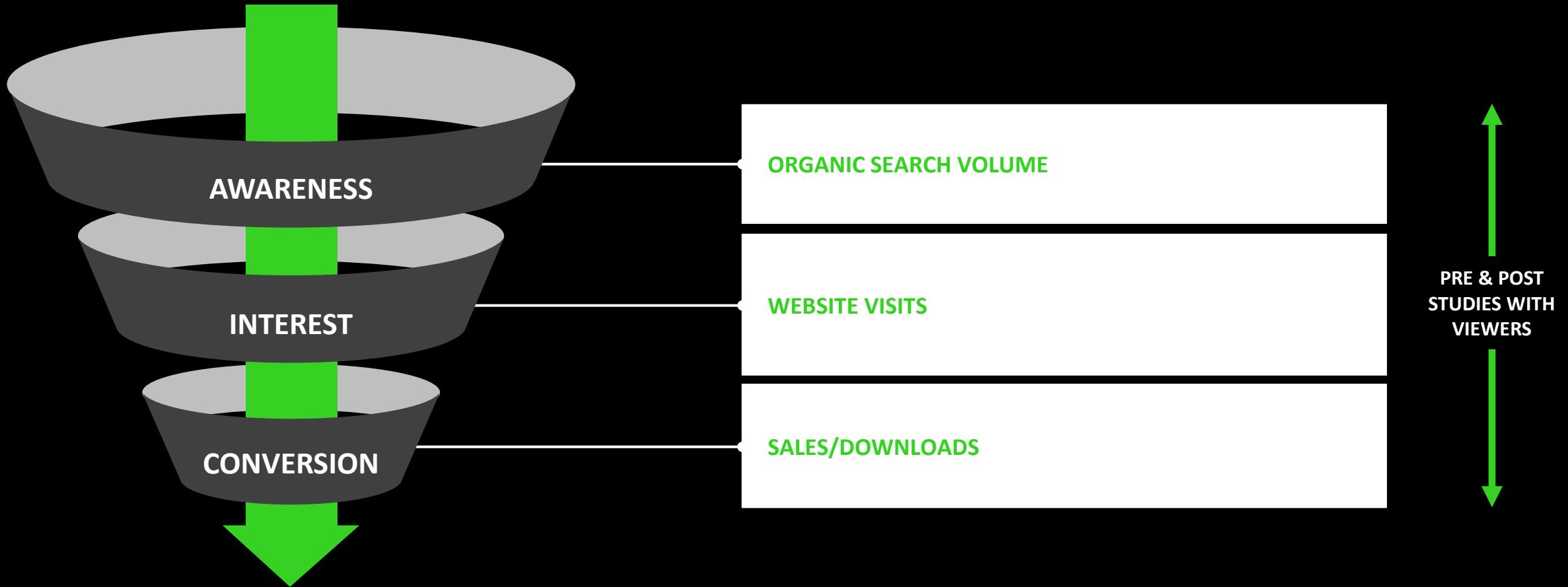
Ready to Take Their
Brand to the Next Level



Needed Help & a Framework
to Understand Growth

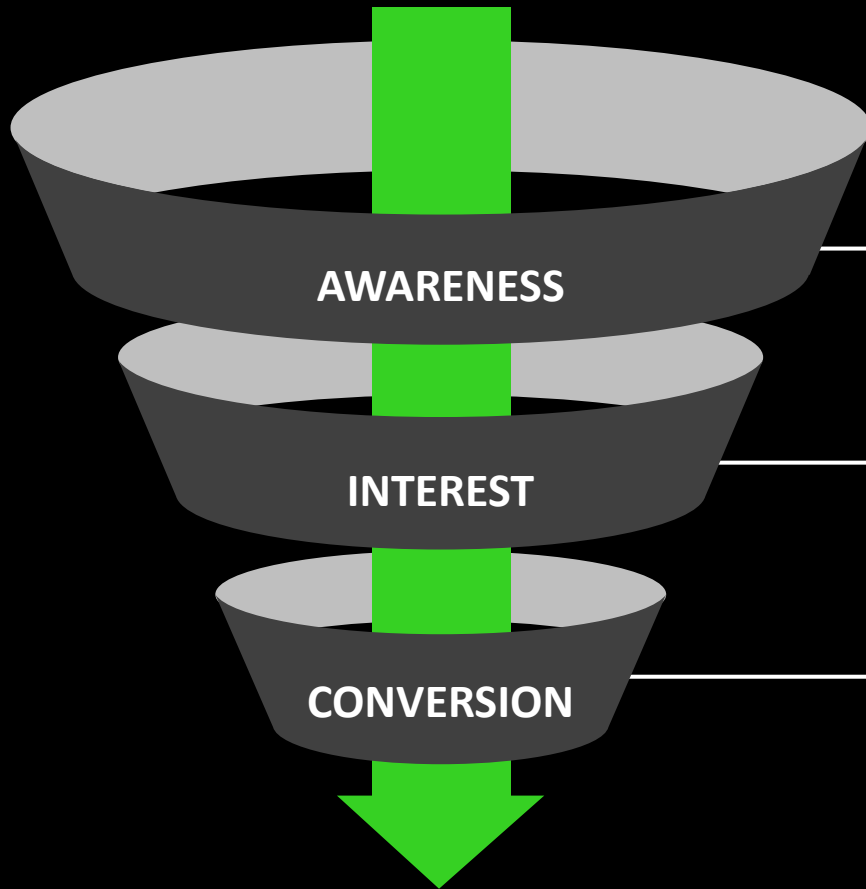
The Testing Framework

Non-Sample & Sample-Based Metrics



The Pattern of a Mass Reach Campaign

Predictable Flow Through the Funnel



ORGANIC SEARCH VOLUME

- Begins to rise immediately and boosts 1-2 weeks in
- Conservative guidance on increase is 30% but we've seen it as high as 100%

WEBSITE VISITS

- Approximately 1 week after you see the OSV boost you will see website activity increase
- Conservative guidance on increase is 30% but we've seen it as high as 50%

SALES/DOWNLOADS

- Depending on the product we have seen sales increase +100%
- We've also seen conversions triple

↑
PRE & POST
STUDY RESULTS
CONSISTENT

Exposed group more likely to have:

- Visited the website
- Converted

↓

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- **Case Study #1**
- **Starting From Almost Zero**
- Introducing a New Loyalty Program

The Goals

Introduce | Engage | Convert



Introduce the Brand
to Canadians



Drive Brand
Awareness



Deliver Conversions



Keep the
Budget Tight

Understanding the Impact of Mass Advertising

8 Week Multiplatform Campaign

Weeks 1-4

10 sec closed captioning

3 Conventional markets

46 GRPs Vancouver

75.6 GRPs Calgary

28 GRPs Ontario

Weeks 5-6

30 second spot

8 stations aligned to TV
markets

Weeks 7-8

banner ads

geo-targeted to align
with TV & radio

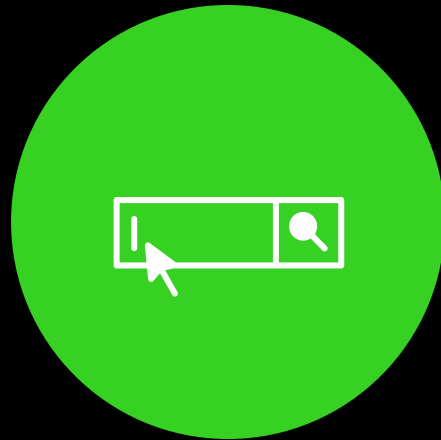
addition of 1 digital only
market

Key Findings

Each Medium Delivered Against Their Benefits



Campaign delivered against the full funnel and delivered a 3:1 ROI



Played at both the top and the bottom of the funnel

3X increase in organic search

Drove conversions



Radio leaned into its role as information medium

Drove homepage visits 3X



Digital accelerated conversions

No increase in card linking in digital only market

- **Case Study #2**
- **Managing Environment Change**
- A Story of Stabilization in Fintech

The Goals

Grow | Understand | Protect



Digital growth
had stalled



Needed to understand the
impact of mass advertising
in order to develop a long
term growth plan



Wanted to capitalize
on a CERB boost they
were seeing

Discrete Platform Flighting to Understand Impact

6 Week TV & Radio Campaign

Weeks 1-6

National TV campaign 15
second graphic spot

103 GRPs English Canada

Weeks 2-6

Radio test in 1 market

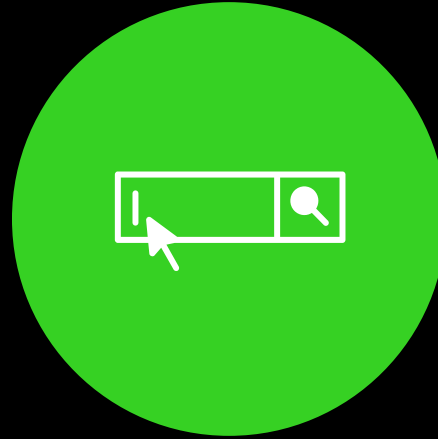
30 second spot

Key Findings

Driving Business While Protecting It



Product ownership was 7X higher for those exposed to the TV creative & 6X higher for those exposed to the Radio vs the non-exposed group



50% increase on organic search
30% increase on website visits after 2 weeks on air
Drove conversions



The introduction of CERB had caused significant increases on all metrics but those metrics were dropping quickly when the campaign started

Not only did their campaign lift metrics overall, conversion tripled over the course of their campaign saving them from a pit

- **Case Study #3**
- **Establish a Baseline**
- Bringing a Growing Consumer Brand Mass

The Goals

Grow | Understand | Establish Baseline



Solid understanding
of digital returns



Felt they were
ready for mass



Needed to understand the
impact of mass advertising
in order to develop a long
term growth plan

Understanding the Impact of Mass Advertising

4 Week TV & Radio Campaign

Weeks 1-4

National TV campaign

15 Second brandsell spot

126 GRPs English Canada

Weeks 1-2

Radio test in 1 market

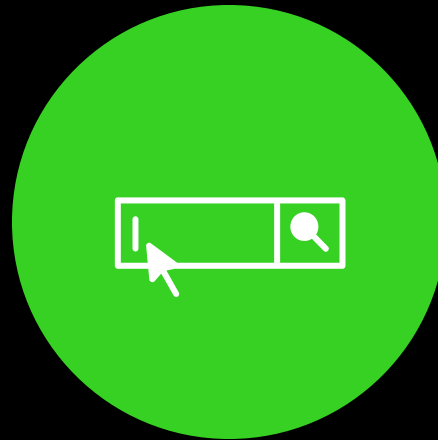
30 second spot

Key Findings

Developing a Baseline For the Full Funnel



60% increase in sales



80% increase in
organic search volume



85% increase in
website visits

- **Case Study #4**
- **Managing Environment Change**
- Reigniting Consumer Interest During COVID-19

The Goals

Remind Consumers | Reignite Interest



Digital company in the birthday party space



Business had taken a hard hit due to COVID lockdown



Needed a catalyst to re-engage consumers

Understanding the Impact of Mass Advertising

4 Week TV & Radio Campaign

**4 Week
TV Campaign**

National TV campaign

Focused on Kid/Preschool Networks

15 sec Graphic spot on Kids Networks

15 sec BB on Preschool Networks
40.7 GRPs English Canada

**3 Week
Radio Campaign**

Radio ran in 1 Western market

30 second spot

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Key Findings

Developing a Baseline For the Full Funnel



Conversions were up 48% across the campaign and 60% by the end of the campaign
(email submissions & party bookings)



Website visits were up 37% across the campaign and up 60% by the end of the campaign



Those who were exposed to the creative reported higher awareness (2X) as well as higher intent to host a party

Thank You!



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