



## Toyota's hybrids on the road to success with TF1, Zenith & nugg.ad

Video campaign increases awareness & purchase intent for Toyota's hybrid cars

To increase brand awareness for the newly launched, extended hybrid car range of Toyota, Zenith Optimedia ran two targeted video campaigns within the premium network of TF1 Publicité. The first campaign addressed users with high income planning to buy a car. The second one targeted high income LOHAS\*. The two targeted campaigns, compared to a non-targeted flight, were an overall success: +39% more awareness among car buyers and +48% more purchase intent among LOHAS.

### THE CAMPAIGN

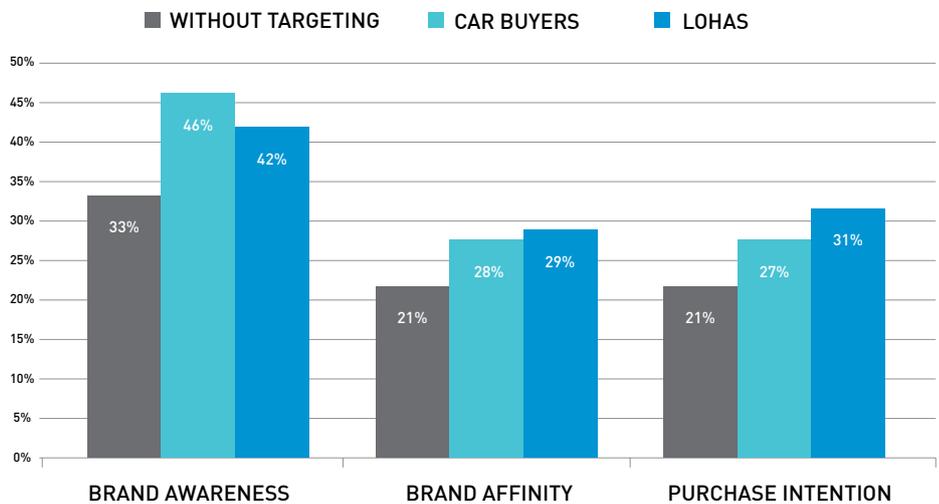
Based on Zenith Optimedia's recommendation, a video campaign for two different audiences was run at the same time - both chosen from the 80 nugg.ad targeting segments. One part of the video-only campaign was delivered to LOHAS, aged 25-64 with high incomes and the other one to car buyers, aged 25-64 with high incomes. Pre-roll, mid-roll and post-roll spots were displayed for 4 weeks, totalling more than 2 mio. ad impressions.

### MEASUREMENT

To measure the brand impact and to evaluate the effectiveness of nugg.ad's targeting, nugg.ad Brand Engagement Measurement was deployed among two different kinds of users - those with targeted campaign contact and those without targeted campaign contact. The non-targeted flight was run as a RON campaign within the TF1 network.

### RESULT

The evaluation showed, that nugg.ad targeting was the ideal basis to significantly improve awareness, affinity and purchase intent in both target groups: Among affluent car buyers, awareness was increased by +39% and affinity by +33%, compared to the flight without targeting. Among LOHAS with high incomes, purchase intention was raised by +48% and affinity by +38% in comparison to the non-targeted flight.



\* Users who belong to the target group typology "Lifestyle of Health and Sustainability"



## CONCLUSION

Addressing two relevant target groups based on TF1 premium video inventory was thereby the ideal setup to substantially **optimise all branding KPIs**. In addition, the Brand Engagement measurement was an easy way for Zenith and Toyota to measure the real brand impact & targeting effect among the audience and to gain further insights about both target groups.



		CONTROL GROUP WITHOUT TARGETING	WITH nugg.ad TARGETING
TARGET GROUP A) CAR BUYERS high income, aged 25-64	BRAND AWARENESS	X	+39%
	BRAND AFFINITY	X	+33%
	PURCHASE INTENTION	X	+28%
TARGET GROUP B) LOHAS high income, aged 25-64	BRAND AWARENESS	X	+27%
	BRAND AFFINITY	X	+38%
	PURCHASE INTENTION	X	+48%
CAMPAIGN GOAL	Increase brand awareness in two target groups		
nugg.ad PRODUCTS	nugg.ad Predictive Behavioral Targeting nugg.ad Brand Engagement Measurement		
CAMPAIGN	Premium video formats (pre-roll, mid-roll, post-roll) 4 weeks, 2 mio. Als in the TF1 premium network		

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