

Success Story

Hillarys

Finecast delivers campaign effectiveness and brand uplift across key metrics



70%

Of exposed are likely to purchase Hillarys in the future

72%

Of exposed are likely to consider Hillarys

62%

Took action after seeing the ad

Background

Hillarys are the UK's leading made-to-measure window specialists, producing blinds, curtains and shutters for more than 50 years.

They operate across the UK and Ireland, with a local in-home service that helps customers find the right product for their home.

Challenge

The objective of the campaign was to position Hillarys as good value for money and drive brand awareness and consideration with their target audiences. Hillarys were looking to access affluent women over the age of 35 to drive their brand messaging.

Using Finecast's sophisticated targeting capabilities and the Finecast All Screen product, Hillarys were able to create a bespoke audience and reach them across all screens.

Approach

To find this audience Finecast utilised a YouGov panel to identify people who were classified as being the social grade ABC1, female gender and over 35 years old. Through YouGov Finecast were then able to compare this sample to 3rd party segmentation built around life stage and lifestyle from Experian and Acxiom. Through a series of data validations, the segments were selected which were most similar to the ABC1 35+ female audience. Through the activation of this audience, Finecast aligned the strategy with Hillarys linear TV campaign.

To measure success of this campaign and track efforts back to business results, Finecast worked closely with MediaCom and Hillarys to create a bespoke brand uplift study powered by Kantar Profiles. This was executed with a self-declared panel methodology who were asked "Opportunity-To-See" (OTS) media consumption questions to screen for the right respondents. The survey was conducted by Finecast with a sample size of 600 respondents (300 exposed and 300 control). Once screened, a combination of Brand Awareness and Ad Recall was utilised to define control vs exposed viewers.



Results

The campaign was very effective in enabling Hillarys to reach their target audiences and drive consideration and brand awareness. Additionally, the ad resonated with the audiences and the key messages were well understood.

The campaign achieved positive results overall, with exposed groups showing uplifts vs. control across all metrics tested, including:

- A positive emotional response from over 77% of the exposed group for both ads
- 70% of the exposed viewers are “likely” to purchase Hillarys compared to 45% in the control group
- Exposed respondents were 3x more likely than the control group to recommend Hillarys
- A 22%-point increase between the control and exposed for those likely to consider Hillarys
- 84% aided brand awareness for the exposed group versus 65% for the control group
- 62% took action after seeing the ad, including discussing with family or friends and searching for more information online.



In addition to improvements in key brand metrics, the custom questions demonstrate uplifts for those who believe Hillarys are both high quality and value for money. 81% of exposed agreed that Hillarys has high-quality products, 79% agreed that Hillarys has a high-quality service and 60% agreed that Hillarys are good value for money.

These results demonstrate that the targeted audience were engaged with the ads and that targeting the ad to a defined audience with Finecast and viewing in a relevant, high-quality environment has a much bigger impact on brand metrics.

“ Using Finecast, we were able to target the right customer with our creative – reducing wastage and ensuring only the relevant consumers were exposed. The uplift study also helped to reaffirm the creative decisions we had made and gave us the confidence to invest further into video-on-demand platforms in order to change the perception of the brand. ”

Chris McKay, Head of Brand Engagement, Hillarys

Our solutions

Finecast is the UK’s leading addressable TV business, helping brands address premium, big-screen viewers as they fragment across an expanding universe of TV platforms.

Our solutions enable advertisers to precision target viewers across multiple on demand, linear and live streaming TV environments, whilst helping advertisers address hard-to-reach TV viewers through a single access point, with standardised and independent measurement.

Want to find out more? [Get in touch here](#)

ALL-SCREEN



Finecast’s product delivering the most premium addressable TV inventory across all screens

KANTAR

Independent brand uplift study powered by Kantar Profiles



Advanced segment data for accurate customer targeting

