

# Brand consideration soars within Haven's custom-made audience



**16%**

Increase in booking intent amongst Exposed Group vs. Control

**>70%**

Of Exposed Group likely to consider booking with Haven

**30%**

Of the Exposed audience claimed they visited the Haven website after viewing their ad

## Challenge

Over the past few years, the camping and caravan holiday industry has been supported by the rise of staycations across the UK. The results of the EU referendum, devaluation of the pound, and travel challenges posed by the COVID-19 pandemic have contributed to an increased demand for visits to British towns from tourists within the UK.\*

To capitalise on this surge in localised tourism, Haven holiday parks added Finecast to their strategic plan. They hoped to increase sales at their holiday parks, as well as reach a more affluent audience, thereby increasing the booking value of each holiday. They recognised that Finecast's audience targeting capabilities would give them the best opportunity to achieve this goal.

## Approach

To achieve Haven's campaign goals, Finecast started by building a custom audience. First, YouGov panel data helped identify a target audience between the ages of 25 – 44 who were in specific social grades (B, C1, C2, DE), and either had children under 18 in the household or were interested in UK holiday destinations.

These segments were then mapped to 3<sup>rd</sup> party data segmentations from partners including Acxiom and Experian to further finesse the audience around lifestyle, life stage and affluence.

Finally, aggregated and anonymised transactional data from Mastercard was overlaid to identify segments with an interest in summer domestic travel and holiday domestic travel.

Once the custom audience was built, Haven's ad was delivered to their audience in what is the most impactful and engaging environment – the TV screen.

# Results

Finecast works with our clients to create customised brand outcome surveys which are then administered and measured by Kantar Profiles. The results of Haven's campaign showed impressive uplifts amongst the Exposed Group including:

- Haven shared the **largest spontaneous brand awareness (28%)**
- **Aided brand awareness** of Haven was measured at **90%**
- There was a **17% uplift (89.3%) in positive response to the ad**

- **Intent to use Haven was 16% higher (71.3%)**
- **Consideration of Haven** as viewers' holiday destination of choice **was 18% higher**
- In terms of positive calls to action after seeing the ad, **30% visited the Haven website** after viewing the ad, and **a further 5% booked online.**

These strong results demonstrate how powerful it is when brands get their message in front of the right audience via the most effective advertising medium available. Doesn't your brand deserve to be on TV?



**Haven were extremely happy with the campaign. The brand uplift results showed just how much of an impact Finecast had on the success of the campaign.”**

Sarah Chapman – Chief Customer Officer, Haven



Finecast's flagship product delivering the most premium broadcaster VOD inventory on the big TV screen



Advanced segment data for accurate customer targeting

