

Precision targeting generates incremental sales for a perennial holiday favourite



+3.3%

Uplift in sales
vs. control

c. £350k

Incremental sales
revenue

+2.8%

Uplift in customers
vs. control

Challenge

The Chocolate Orange category has experienced a surge in interest from both consumers and competitors, resulting in an influx of new products to the market. Despite this, the brand performance of Terry's Chocolate Orange (TCO) has remained steady, though the company is heavily reliant on two key periods – Christmas and Easter – to drive sales. Over the Christmas period of 2022, TCO aimed to defend its share of voice (SOV) and protect its brand equity as the original Chocolate Orange brand.

While advertising in Q4 is often challenging, in 2022 this was more true than ever due to the World Cup increasing TV prices. Despite this, it was a crucial time for TCO to generate incremental reach, drive awareness and increase purchase consideration. Finecast played an essential role in achieving this goal, as well as improving their SOV during the key sales period around Christmastime.

Approach

Finecast built a custom audience using data from a variety of partners. First, YouGov data identified households with children. Then, this data was mapped to our 3rd party data segmentations from leading providers Experian and Acxiom to select the highest indexing segments for the audiences. We also used aggregated and anonymised data from Acxiom and Mastercard to identify geographies matching our target audience, alongside purchase data from Nectar to identify families that are seasonal gift-givers and chocolate purchasers from Sainsbury's.

To measure success, Finecast teamed up with LiveRamp to securely create robust a control vs. exposed sales uplift study using Tesco Clubcard sales data accessed via Dunnhumby. This study could then show the incremental value of campaign targeting through Finecast, above and beyond any other campaign activity.

Finecast was able to clearly demonstrate the impact the campaign had on consumer purchasing behaviour by using supermarket data for both audience targeting and measurement.

Results

The Terry's Chocolate Orange campaign performed strongly in terms of both sales and customer lift across the campaign measurement period.

- **Sales uplift was +3.3%** vs. control. This equates to **c£350k in incremental revenue** across the measurement period.
- This spend uplift was driven by a **customer uplift of +2.83%**, equating to an **incremental c. 121k customers** purchasing the brand during the measurement period.

- Terry's **strongly outperformed** the chocolate aisle in terms of **relative spend and customers** during the campaign period.
- **Share of aisle peaked at around 8%** during the campaign period.

This campaign shows how impactful precision targeting can be, and how Finecast's single point of access to the total TV ecosystem benefitted Terry's during a particularly competitive time. What will a Finecast campaign achieve for your brand?



Our addressable TV campaign reached a targeted and receptive audience during the crowded Q4 period. It also gave us valuable measurement data that will help us plan future campaigns.

Lorene Decam, Senior Marketing Manager – Terry's UK



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



Independent sales uplift study powered by LiveRamp and Tesco/Dunnhumby data



Advanced segment data for accurate customer targeting