



Addressable TV creates incremental reach among a younger audience



24%

Uplift in brand consideration

26%

Uplift in positive opinion

24%

Uplift in likelihood to recommend

Challenge

Boonthavorn is a leading home improvement retail chain in Thailand that caters for all your household needs from home appliances to hardware. Younger audiences who are setting up their home or renovating for the future are a prime audience for Boonthavorn. However, these audiences are becoming harder to reach especially on traditional linear TV as they prefer to watch their favourite programs through streaming platforms.

In Thailand, TV ads are still the primary platform for generating positive opinions of brands, but the environment is increasingly fragmented.

For Boonthavorn's new campaign, showcasing that it has everything needed to "Live your way", it needed an innovative way to maximise awareness among its core audience.

Approach

Boonthavorn partnered with Finecast to gain a single point of access to the entire addressable TV ecosystem. The goal of the campaign was then to add incremental reach to the linear TV plan to combat any declining reach. GroupM tools were used in a two-stage process:

1. The reach and frequency goals were mapped by Wavemaker using mScreen, which calculated the allocation of investment to maximise the specific goals.

2. Using Finecast Audience Planner, powered by Experian data, a bespoke segment was built consisting of people aged 20-49 who were likely to spend on housing, household goods and services, leisure and recreation. Audience Planner then identified 189 postcodes in Bangkok and urban areas with those with a new house, who love to decorate their house and have their own style.

Results

The shift in viewing behaviours among younger audiences toward streaming their favourite show was validated by the successful outcomes of the campaign.

To understand the effect of the campaign on brand metrics, Finecast partnered with Kantar Lightspeed to conduct a brand lift study using control vs. exposed study methodology.

The campaign had a significant uplift in consideration towards choosing Boonthavorn as a homeware brand with an uplift of 24%. This was observed particularly for 20-49-year-olds.

There was an increase in brand reputation – positive opinion rose by 26% and likelihood to recommend increased by 24%.

There was also a 45% uplift in Boonthavorn being perceived as a brand that represents respondents' own style, suggesting successful campaign message delivery.



Our campaign was built to target people that were consumers aged 20-49 who were likely to spend on housing, household goods and services, leisure and recreation. Finecast demonstrated through planning that they could effectively reach this audience and we are very pleased with the campaign outcomes.

Sittichai Tayanuwat, Managing Director, Boonthavorn Ceramic Co.,Ltd.



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



Independent brand uplift study powered by Kantar Profiles



Advanced segment data for accurate customer targeting