

## Case Study

# Montblanc

Finecast's Addressable TV drives successful brand effectiveness campaign



**75%**

Are more likely to use Montblanc

**78%**

are "likely" to consider Montblanc

**82%**

Felt positive about the brand

## Background

Montblanc is one of the world's leading luxury accessory brands, with three core values at its heart; timelessness, luxury and craftsmanship – hallmarks that the fragrance collection celebrate in luxurious style. With scents full of adventure and freedom, that reveal a refined masculinity.

## Challenge

Montblanc wanted to understand the impact of TV on brand health metrics during their key retail period. Addressable TV was a perfectly suited channel for this campaign. It enabled Montblanc to deliver their evocative creative using an innovative, data targeting solution that would reach high value audiences with precision in a broadcast environment.

## Approach

The new precision TV data capability as planned and activated through Finecast allowed Finecast to access Montblanc audiences in an addressable broadcast approach that meant reaching Montblanc's specific audience through quality emotive storytelling (Finecast targeted aforementioned audiences with precision in 100% broadcast environment, across the entire UK TV ecosystem).

Finecast also worked closely with MediaCom team and the client to create a bespoke brand uplift study that could track efforts back to business results.

A Brand effectiveness study powered by Kantar Profiles was used for measurement. This was executed with a self-declared panel methodology who are asked "Opportunity-To-See" (OTS) media consumption questions to screen for the right respondents. Once screened through, a combination of Brand Awareness and Ad Recall was utilised to define control vs exposed viewers.



# Results

The campaign results were very positive. The aided brand awareness for Montblanc with the exposed respondents is higher than any of the competitor brands.

After seeing the advert, 33% searched for more information online at a later time, 31% discussed it with friends or family and 28% searched for more information online immediately.

In terms of purchase intent, 75% of the exposed viewers were “much” or “a little” more likely to use Montblanc as a preferred men’s fragrance in the future, compared to 37% in the control group which equates to a 38-percentage point uplift.

For brand consideration, 78% of the exposed viewers were “likely” to consider Montblanc



compared to 37% in the control group – a 42-percentage point uplift.

For emotional response, 83% of exposed respondents felt positive about the ad vs 49% in control group.

In terms of brand recommendation, 37% of the exposed viewers were Montblanc promoters versus only 8.3% in the control group.

**“ The addressable TV campaign run through Finecast clearly demonstrated a positive impact on our brand health metrics. We will be looking to include addressable TV in our future campaigns.**

Fabien Callens, Marketing Director, Kenneth Green Associates

## 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](#)



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



Advanced segment data for accurate customer targeting



Independent brand uplift study powered by Kantar Profiles

