

## Success Story

# Aperol

**Finecast's innovative targeting delivers strong results across sales and key brand metrics**



**5%**

Indicative uplift in off-trade sales

**3%**

Indicative increase in customer base

**37%**

Uplift in Purchase Intent

## Background

Aperol's beloved and unique bittersweet taste and vibrant orange colour derive from a secret and original recipe, that has remained unchanged since 1919. They have been serving up spritzes since then and have become a quintessential summer drink in the UK.

## Challenge

Aperol were looking to recruit new customers and retain existing in the highly competitive drinks market and drive incremental sales revenue. To do this they needed to increase awareness and consideration of Aperol amongst their 'Social Connectors' audience and they were keen to understand if Addressable TV was the right approach to reach this audience in a premium advertising environment.

## Approach

Using Finecast's sophisticated targeting capabilities and the Finecast All Screen product, Aperol were able to utilise a bespoke

Social Connectors audience and also a Nectar Spirits segment to address customers who are likely to be buying the Aperol product and reach them across all screens.

A Nectar audience is based on transactional data collected from the Nectar loyalty scheme; the largest in the UK, boasting a panel of 5 million customers. Each transaction is attributed to an opted-in Nectar cardholder, which captures point of sale information both in-store and online.

Finecast can reach a new level of audience data for FMCG brands through a partnership with Nectar, powered by Liveramp. Individual level [offline and online Sainsbury's] transactions captured by the Nectar card are classified into audience segments [by Sainsbury's] and then statistically modelled to the full postcode level [by Liveramp's data science team] for Finecast campaign activation.

A closed loop, independent sales study, using Nectar data, enabled Finecast to link targeted ad exposure back to business results by measuring uplift in sales and return on ad spend. The study was designed to show the incremental value of targeting on Finecast above and beyond any other campaign activity.



# Results

The campaign was very effective in enabling Aperol to reach their target audiences to drive incremental sales and grow their customer base. The campaign saw an indicative 5% increase in total spend vs. regions not exposed to Finecast activity, with a 10% indicative lift in spend in the SE region. Additionally, Aperol grew share of aisle (wine & spirits) across the campaign period.



The campaign achieved positive brand health metrics overall, with exposed groups showing significant uplifts across all metrics tested, including:

- 8%-point uplift in Spontaneous Brand Awareness
- 38%-point uplift in Brand Consideration
- 28%-point uplift in Brand Recommendation
- 33%-point uplift in Emotional Response to the ad
- 37%-point uplift in Purchase Intent

In terms of claimed action after seeing the ad, 15% purchased in-store, 15% purchased online, 49% searched for more information online and 32% discussed with family or friends.

The custom questions demonstrated that Aperol was able to convey key attributes about the brand as being a 'unique' and 'authentic' brand, as well as drive positive brand sentiment with exposed agreeing to phrases 'is good for social moments' and 'is becoming more popular'.



***Our addressable TV campaign was a great success and really helped us deliver on our campaign objectives. Finecast helped us deliver our message to the right audience. This, coupled with high quality TV environment, resulted in incremental sales and significant uplifts across all brand health metrics.***

**Stuart Ayre, Marketing Manager FMCG, Campari**

## 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 broadcaster VOD inventory across all screens

### KANTAR

Independent brand uplift study powered by Kantar Profiles



Independent sales uplift study powered by LiveRamp & Nectar data



Advanced segment data for accurate customer targeting

