

Success Story

BMW UK

Finecast drives cost savings and incremental reach



£126k

in cost savings vs
adults aged 18-34

29%

uplift in purchase
intent

3%

incremental reach
vs ABC1 18+

Background

There is an industry-wide focus on alternatively fuelled vehicles with Plug-in Hybrid Electric Vehicles (PHEVs) a steppingstone for consumers to make a greener choice. Due to the incredibly competitive market for EVs the challenge was two-fold; We needed to get more people to consider a hybrid vehicle and make them choose BMW first when buying a new PHEV car.

Challenge

In an increasingly fragmented TV landscape, and a competitive autos market, BMW wanted to maximise the reach on their campaign in the most cost-efficient way to raise awareness and consideration amongst “hybrid/electric intenders” and increase test drives of BMW plug in hybrid electric vehicles. They wanted to understand if using Finecast achieved buying efficiencies and drove brand uplift.

Using Finecast’s sophisticated targeting capabilities and the Finecast Total TV product, BMW were able to create a “hybrid intenders” audience and deliver 100% of

their impressions in what is the most impactful and engaging environment – the TV screen.

Approach

Finecast Total TV is a measurement solution for brands who are running across addressable and linear and provides post campaign data and insights into:

- Incremental reach of TV campaigns
- Impact of additional spend to ensure cost effectiveness
- Frequency of which a campaign is shown to an audience

Total TV enables brands to plan more strategically, better manage budgets and ensure cost efficiency and effectiveness of campaigns.

To measure the success of this campaign, BMW utilised Finecast & Audience Project’s integration with TechEdge/BARB and used independent third-party data to analyse the combined audience reach across linear TV and Finecast. Finecast and Wavemaker also ran a Brand Uplift Study, powered by Kantar, to measure whether this cost-effective reach drove uplifts in brand awareness and other brand metrics such as consideration.



Results

BMW drove incremental reach via Finecast, reaching an additional 3% of all ABC1 adults (853k) and an additional 4.1% of adults aged 18-34 (526k).

Addressable TV planned and bought via Finecast was more cost-effective from day one for adults aged 18-34, equating to savings of £126k and £15k for ABC1 Adults.

A brand uplift study enabled Finecast to link targeted ad exposure back to business results by measuring uplift across brand metrics including intent, consideration, recommendation and action. The study was designed to show the incremental value of targeting on Finecast above and beyond any other campaign activity.

Spontaneous brand awareness for Hybrid automotive brands increased by +12 percentage points in the Finecast exposed group. Additional metrics included:

- +29% point uplift for purchase intent
- +31% point uplift for consideration
- +29% point uplift for emotional response



In terms of calls to action, 31% discussed with friends / family, 49% searched for more information online and 10% visited a store.

The study highlighted the value of a total TV approach adopted by BMW, helping the team to maximise the return on their investment, and will help drive further innovation in planning and investment as their TV campaigns continue to evolve.



TV is the strongest channel for BMW to drive leads and enquiries and replicating this in a more targeted environment is the reason why Finecast has become indispensable for our VOD plans.

Fiona Jones, Brand Communications Manager, BMW UK

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 inventory on the big TV screen



Independent brand uplift study powered by Kantar Profiles



Total TV – reach & frequency analysis across linear and non-linear TV, based on data from Audience Project and BARB

