Success Story
Sweaty Betty

Finecast delivers campaign effectiveness and uplift

+10%
likely to visit website in next month

+8%
likely to visit store in the next month

+11%
NPS score (promotion)

Background

Founded in 1998, Sweaty Betty is a British retailer specialising in women's activewear, shaking up the activewear market for over 20 years. Designed by women for women, their goal is to make women feel powerful and amazing from studio to street with the best fit and fabric.

Challenge

In 2020 Sweaty Betty looked to TV for the very first time to scale brand awareness beyond their loyal fan base while ensuring this was reaching a relevant audience -- women with an interest in sport and fitness. This was paired with paid social, email and online video.

The secondary focus of the campaign was on supporting sales growth, adopting a more direct response approach by offering the viewer a discount by using an onscreen code (20% off the power leggings featured in the ad).

Approach

Sweaty Betty partnered with Finecast to identify and reach their target group via addressable TV advertising. The TV creative was product-focused, showcasing Sweaty Betty's power leggings.

Their venture into TV was aimed at building brand awareness. They targeted females who made health-conscious lifestyle choices using a tailored approach driven by data with a specific focus on 'Upmarket female fitness enthusiasts. Segments also included "New Year's Resolution 2020" and "Do more exercise or improve my fitness."

Following the campaign, we spoke to 700 women in the UK with a self-professed interest in sport and fitness through an online survey. We used a test and control methodology – based on recent Broadcaster Video on Demand (BVOD) player and online video usage to create matched groups* of women potentially exposed to the TV campaign as well as those not likely to have been exposed. We also broke this down further into matched groups of those exposed to TV, online video and both channels to explore the incremental impact.

Results

45% of those aware of Sweaty Betty in the research felt they would expect to see the brand advertise on TV, and the TV campaign had a strong impact.

Key positive differences can be seen across brand perception measures and also awareness of the product featured in the TV campaign.

% Difference between test and control groups:

- +5% Prompted brand awareness
- +3% Purchase intent
- +6% Brand I love
- +7% Mentioned the brand to someone they know in the last 3 weeks
- +10% Likely to visit website in next month
- +8% Likely to visit store in the next month
- +11% NPS score (promotion)

We also looked at the incremental impact of TV and online video and found that those potentially exposed to the creative via both channels have higher future consideration, suggesting a positive incremental impact of pairing the addressable campaign with online video.

Looking at the TV impact on creative from an addressable angle, we found a positive correlation between how relevant people found the ad and how appealing they found it. Those who found the ad relevant were over 20x as likely to find the ad appealing compared to those who didn't feel it was relevant to them.

> ❝ **Our first ever TV campaign run through Finecast delivered on its promise of building brand awareness and positive consideration. We'll definitely be looking to include addressable TV in our future campaigns.**
>
> Rebecca Stone, Head of Brand Marketing, Sweaty Betty

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

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

YouGov — Demographic data segments for qualifying target audience

experian. CACI EVER VIGILANT — Advanced segment data for accurate customer targeting

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