

Success Story

Treasury Wines

Finecast's innovative targeting using Nectar360 data delivers strong results



33%

Greater likelihood of those exposed to ad to consider the Wolf Bass brand

41%

Greater likelihood of those exposed to ad to purchase the Wolf Bass brand

21%

Went on to purchase a Wolf Bass wine either in store or online

Background

Treasury Wine Estates (TWE) is one of the world's largest wine companies. Listed on the Australian Securities Exchange, it's the custodian of a portfolio of premium wine brands from some of the most iconic winemaking regions around the globe.

Challenge

Among TWE's brands is Wolf Blass, an Australian label established in 1966 that today is one of the most successful and awarded wineries in the world. Through a multi-channel campaign, TWE wanted to promote the Wolf Blass brand to ABC1 wine drinkers aged 35 to 54.

Approach

Always keen to innovate in order to improve brand health metrics and sales, TWE partnered with Finecast to reach their target consumers. As soon as data became available from Sainsbury's Nectar card loyalty scheme (the largest of its kind in the UK), Finecast built a bespoke audience for TWE that incorporated relevant Sainsbury's data segments coupled with YouGov targeting.

The team identified viewers who were also foodies, indulgent foodies and consumers of drinks, nibbles, ready-to-eat meals and wine. Over a period of six weeks in November and December, Wolf Blass ads were shown to these groups as they watched addressable TV.

By combining the new precision targeting capabilities with this addressable broadcast approach, TWE could reach their specific audience through quality emotive storytelling in a 100% broadcast environment, across the entire UK TV ecosystem, using TV screens only.



Results

To understand if targeting an addressable audience using Nectar data offered benefits over previous approaches, Finecast and TWE worked closely with MediaCom to create a bespoke brand uplift study – the third such study to be conducted for the Wolf Blass brand.

The study aimed to find how targeting audiences using YouGov and Nectar Data in an addressable environment affected brand health metrics, and whether adding Nectar segments to the existing YouGov targeting strategy delivered greater impact than using YouGov data alone.

The results exceeded expectations. In terms of emotional response, an impressive 84% of those people exposed to the ad felt positively about it.



Meanwhile, the addition of Nectar data produced gains in both purchase intent and brand consideration that surpassed the previous two brand uplift studies.

Exposed viewers were 33% more likely to consider Wolf Blass than the control group, and they were 41% more likely to purchase the brand. In fact, 21% of people did go on to purchase Wolf Blass wine in store or online after having seen the ad messaging.

“ We are delighted with the performance of the Wolf Blass – Here’s to the campaign that aired last Christmas using Finecast to innovatively target consumers. With the objective of recruiting into the wine category, digital played a huge part in our 2020 marketing plans. The VOD commercial enabled us to reach audiences, analyse customer behaviour and track purchases in a highly effective and impactful way.

Chantal McDowell, Brand Manager, Treasury Wine Estate

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



Demographic data segments for qualifying target audience

