

Success Story

Isuzu

Finecast's innovative targeting delivers strong results in all key brand metrics



75%

Are likely to purchase Isuzu

84%

Feel positive about the ad

59%

Searched for more information online

Background

From the day they were founded in 1916 in Japan, and when they started Isuzu UK in 1987 to import and distribute the legendary Trooper model, Isuzu have always been about what their customers need and want. At Isuzu they only make commercial vehicles, and they *are* the pick-up professionals.

Challenge

Isuzu had several challenges to address. Firstly, how to make a lot of noise with the launch while working with a budget that wouldn't allow for mass targeting at scale. Secondly, how to stand out and resonate with customers in the very comms-crowded pick-up market. And finally, how to cut through with audiences when the auto purchase journey grows increasingly more digital, and audiences are being hounded to convert.

Approach

Using precision targeting capabilities, Finecast were able to build fully bespoke audience

segments for Isuzu's Do-ers audience and deliver 100% of their impressions in what is the most impactful and engaging environment – the TV screen.

Using YouGov's panel data Finecast identified the target audience combining different psychographic statements, before mapping to our 3rd party data segmentations. This was then supplemented with Experian Auto data, built around those who are likely to own Sports Utility Vehicles and Light Commercial Vehicles.

Without a deterministic identifier that allows to track the ad exposure at ID level to action, Finecast needed a framework to measure success of this campaign and track efforts back to business results. Finecast worked closely with Mediacom and Isuzu to create a bespoke, control vs. exposed brand uplift study powered by Kantar Profiles. This was executed with a self-declared panel methodology, where panelists are asked "Opportunity-To-See" (OTS) media consumption questions to screen for the right participants. Once screened, a combination of Brand Awareness and Ad Recall was utilised to define control vs exposed viewers. Analysis of uplifts among those exposed to the campaign was then undertaken.



Results

The campaign achieved positive results overall; the ad successfully targeted an audience who are more likely to purchase from the brand. This highlights a decrease in wastage as the ad was displayed to fewer people unlikely to engage with Isuzu.

Additionally, the ad really resonated with people and the key messages were well understood. Exposed groups showed uplifts across all brand metrics tested, including:

- A positive emotional response from over 83% of exposed users
- The number of respondents likely to recommend the brand more than tripled between the control and exposed groups
- 74.6% of the exposed audience were likely to consider Isuzu compared to 28.3% of the control group
- Purchase intent more than doubled between the control and exposed groups.



In terms of positive calls to action after seeing the ad, 17% visited a dealership, 37% spoke to family and friends and 59% searched for more information online.

The custom questions demonstrated that Isuzu was able to drive positive brand sentiment and association with 'tough', 'capable', 'authentic' and 'trusted', as well as convey key attributes about the D-Max including safety systems and durability.

“ We are delighted with the performance of the All-New Isuzu D-Max launch campaign ‘Driven to do’ using Finecast. With the objective of cutting through the noise in the market and having a much smaller budget than our competitors, the addressable commercial enabled us to reach our target audiences whilst driving brand awareness for Isuzu and our All-New D-Max. This approach proved both highly effective and impactful.”

George Wallis, Head of Marketing, Isuzu

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



Demographic data segments for qualifying target audience



Advanced segment data for accurate customer targeting



Independent brand uplift study

