

Success Story

Grief Encounter

Finecast's Addressable TV drives successful brand effectiveness campaign



83%

Took an action as a result of seeing the ad

82%

Are likely to use Grief Encounter

46%

Would recommend Grief Encounter

Background

Grief Encounter is a charity in the UK that has been providing free, professional and specialist bereavement support services for over 15 years. Their mission is to give every child and young person access to the best possible support following the death of someone close.

Challenge

Grief Encounter wished to drive brand awareness and consideration for their services and to a broad audience without specific parameters as grief is an emotional state in a point in time that can't be planned out unlike other targeting parameters.

They turned to Finecast to maximise the effectiveness of their campaign.

Approach

Addressable TV planned and activated through Finecast enabled Grief Encounter to reach their audiences through a single point of access to all of the broadcasters in the addressable TV ecosystem, regardless of how viewers are connecting.

To measure success of this campaign and track efforts back to business results Finecast worked closely with Grief Encounter to create a bespoke measurement study powered by Kantar Profiles to prove the impact the campaigns had on the brand.

This was executed with a self-declared panel methodology who are asked "Opportunity-To-See" (OTS) media consumption questions to screen for the right respondents. Once screened through, a combination of Brand Awareness and Ad Recall was utilised to define control vs exposed viewers.



Results

The campaign results were strong and demonstrated that addressable TV delivered on positive brand health metrics. Increasing the awareness of the charity has improved the knowledge people have of the charity and its services with 53% of those exposed describe Grief Encounter as making a difference. In addition to the positive impact on brand metrics, an impressive 83% of the exposed audience went on to take action as a result of seeing the ad.

Other key highlights include:

- 63% of the exposed group say that they think they need the charities services, versus 37% of the unexposed group
- 61% of exposed feel positive about the ad vs 17% in the control group
- “No action” was selected by only 17% of the exposed group, highlighting that the majority wanted to find out more
- 82% of the exposed viewers are likely to use Grief Encounter compared to 46% in the control group
- 46% of the exposed viewers would recommend Grief Encounter versus only 12% in the control group.



We also captured some of the more ‘qualitative’ responses, which demonstrate the emotional response from those who saw the creative, including:

- Good that children don't have to grieve alone, sad topic and good to know there are charities willing to help.
- I am happy that theirs is an organisation that can help to the individual who are in grief.
- This ad really makes you think about the lives of children who have lost a parent or someone very close to them.



We were so pleased with the results of the addressable TV campaign run through Finecast. The results clearly demonstrated a positive impact on our brand health metrics.

Richard Fogelman, CEO, Grief Encounter

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 quality inventory across the big screen



Independent brand uplift study powered by Kantar Profiles

