



New-to-TV brand, Sweet Freedom, enjoys the taste of success with Addressable TV



47%

Of viewers are Sweet Freedom promoters

84%

Of viewers are likely to buy Sweet Freedom

28% pt

Uplift in aided brand awareness

Challenge

Sugar is often viewed as harmful to our health, but despite this, demand for refined sugar in the UK is still high at around 1.7 million tonnes per year*. While people who seek to live healthier lifestyles search for sugar alternatives, sadly, these alternatives are often as unhealthy or worse than the sugar they replace.

Where can consumers turn when they want to limit the amount of refined sugar in their diet, avoid unhealthy chemical substitutes, *and* enjoy sweet treats? Sweet Freedom offers a solution.

Sweet Freedom, a natural fruit syrups brand, wanted to grow brand awareness and consideration while introducing potential new customers to their products. They offer a versatile product range, so standing out in a competitive market would be key to their success.

To achieve their goals, Sweet Freedom chose to collaborate with Finecast. This partnership enabled them to create customized shopping segments and reach their target audience through broadcast video on demand (BVOD) platforms using a single point of access. They started their TV advertising campaign in specific regions where their products are available and supported it with a social media campaign to maximise its effectiveness.

Approach

Sweet Freedom worked with Finecast to create a custom audience. First, YouGov panel data identified audiences with interests in snacks like Nutella and Cadbury, who report a monthly spend on snack foods from £30.

These segments were mapped to 3rd party data segmentations from partners including Nectar, Acxiom and Experian. This process allowed for a more refined targeting of the audience based on factors like their snack buying habits (i.e., buyers of chocolate, confectionery, or naturally healthy snacks), shopping habits, and consumer view propensities.

After constructing the custom audience, Finecast efficiently distributed Sweet Freedom's creative content through a comprehensive audio-visual (AV) strategy. The approach aimed to optimize spend across various video platforms and achieve maximum coverage among the intended target audience.

Results

Together with Sweet Freedom, Finecast developed a personalised brand outcome survey that was then conducted and evaluated by Kantar Profiles. The campaign results for Sweet Freedom demonstrated remarkable improvements among the Exposed Group including:

- **Aided Brand Awareness** increased from **21% to 49%** (an **increase of 28PP**)
- **84%** of the exposed viewers are **“likely” to use Sweet Freedom**, compared to only 55% in the control group (an **increase of 29PP**)

- **47%** of the exposed viewers are **Sweet Freedom promoters** compared to only 9% in the control group (**38PP increase**)
- **Sweet Freedom outperformed all Food & Drink category benchmarks on key metrics**

Finecast's data intelligence and planning frameworks delivered Sweet Freedom's creative to a targeted and receptive audience, therefore this campaign yielded fantastic results for this up-and-coming brand. What results will a Finecast campaign achieve for your brand?



“ This was Sweet Freedom's first step into TV advertising, so it was important for us to put our message in front of the right audience to amplify our brand exposure. Finecast's data-driven approach played a vital role in helping us achieve this goal. The boost to our web traffic and positive uplift in brand perception, means TV will continue to have a place in our future growth strategy.

Nadine Maggi, Managing Director, Sweet Freedom

● ALL SCREEN



YouGov acxiom.

KANTAR

Finecast's product delivering the most premium broadcaster VOD inventory across all screens

Advanced segment data for accurate customer targeting

Independent brand uplift study powered by Kantar Profiles