



# Reach relevant audiences through addressable TV



**54%**

Uplift in brand familiarity

**32%**

Increase in brand opinion

**+13%**

Increase in consideration for respondents aged 25-40

## Challenge

Established in 1997, Greenfields, the number 1 largest farm in Indonesia, produces high-quality pasteurised and UHT milk that meets the world's international standards.

Producing over 97 thousand tonnes of fresh milk each year, Greenfields supplies dairy products across Indonesia and the wider Asia region.

The brand wanted to reach an audience of primary homemakers in Indonesia who were identified as moms and young female adults aged 25–40.

As viewership of free-to-air (FTA) TV is low among the target audience's age group, Greenfields needed to find another way to effectively engage them through the big screen.

## Approach

Finecast worked with Wavemaker to create a bespoke addressable TV solution for the target audience of moms and young female adults across Indonesia.

The audience pool was determined using Finecast Audience Planner and a list of postal codes where moms and young adult females are highly populated was extracted.

To measure the success of this campaign and track efforts back to business results, Finecast created a bespoke control vs. exposed brand uplift study powered by Kantar Profiles.

# Results

The campaign was very effective in enabling Greenfields to reach their target audiences to drive positive brand opinion and grow their customer base.

The campaign has delivered over 13m impressions with 91% completion rate on a 15s creative.

The results of the brand lift study were also positive with a 54% uplift in Brand Familiarity and a 32% uplift in Positive Brand Opinion.

6 out of 10 respondents stated 'Taste and Freshness' as the strongest selling point of Greenfields' product.

Respondents aged 25-40 who had seen the ad were more likely to consider Greenfields as the only milk that they would choose (+13%).



**Finecast's advanced targeting capabilities helped Greenfields reach relevant viewers in Indonesia with minimal ad spend wastage. We were also able to draw actionable audience insights that can be applied to future campaigns.**

Tenne Gunawan, SBM, PT Greenfields Dairy Indonesia



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



Independent brand uplift study powered by Kantar Profiles



Advanced segment data for accurate customer targeting