



## Success Story

# Direct Line Group

DLG partnered with Finecast to drive cost-effective incremental reach and determine their optimal total TV mix



**6.2%**

Incremental reach on Finecast vs. linear TV for adults aged 16-34

**22%**

Savings when using Finecast for incr. reach in adults aged 16-34

**4-22x**

More cost-effective using Finecast vs. major social platforms for incr. reach

## Background

Direct Line Group (DLG) is a leading insurance provider in the UK, representing a range of well known and cutting-edge brands like Direct Line, Churchill, and Green Flag.

While TV remains the most effective advertising medium for both long-term brand building and short-term sales activation for DLG, the way it is accessed and viewed is evolving rapidly, which has been further accelerated by the global Covid pandemic.

## Challenge

As this evolution is leading to more fragmented experiences for both consumers and brands, DLG is constantly striving to stay ahead of the curve and have been working with Finecast to maximise the power of fragmentation in TV.

To ensure it is done cost-effectively, DLG wanted to determine the optimal advertising mix across their total TV investment in linear and non-linear TV.

## Approach

DLG partnered with Mediacom and Finecast to test out an innovative approach for measuring audience reach and frequency across linear and non-linear TV.

The test utilised Finecast & Audience Project integration with TechEdge/BARB and used independent third-party data for analysing the combined audience reach across linear broadcast TV and Finecast.

This approach allowed the team to determine the incremental reach on broadcaster VOD via Finecast, understand how the cost per reach point evolves at different stages of a campaign, and, through further analysis, benchmark these results against social media platforms.



# Results

DLG drove incremental reach on Finecast, reaching an additional **3.2% of all adults** (on top of 70% in linear) and **additional 6.2% of adults aged 16-34** (on top of 49% in linear). It was also important to understand whether this incremental reach cost more or less than simply extending the campaign on linear TV.

The test confirmed the initial hypothesis that Finecast would deliver broadcaster VOD that was more cost-effective at driving reach when spending high volumes on linear TV. For all adults, that happened when the linear campaign reached 60% of the audience (at 1+ frequency), equating to savings of 5.4%.

More importantly, **broadcaster VOD planned and bought via Finecast was more cost-effective from day one for adults aged 16-34, equating to savings of 22.3%** – however, linear TV remained important in achieving scale for this audience.



In addition to this, DLG benchmarked Finecast against major social media platforms. When accounting for differences in attention and viewability, broadcaster VOD planned and bought via Finecast was between **4-22 times more cost-effective than social platforms** in achieving incremental reach.

The study highlighted the value of a total TV approach adopted by DLG, helping the team to maximise the return on their investment, and will help drive further innovation in planning and investment as TV continues to evolve.

**“ We partnered with Finecast to generate a market-leading understanding of how to use TV in the ‘new normal’ digital age. By doing so we have developed and equipped ourselves with a planning USP which will inform our future investment decisions. ”**

Sam Taylor, Head of Group Commercial/Performance Marketing, DLG

## Our solutions

Finecast is 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](#)

## TV

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

AudienceProject 

 techedge

 **BARB**  
BROADCASTERS' AUDIENCE RESEARCH BOARD

Total TV – reach & frequency analysis across linear and non-linear TV, based on data from Audience Project and BARB

