

Success Story Kikkoman

Finecast's delivers strong brand uplift results across key metrics



86%

Of exposed feel positive about the ad

81%

Of exposed likely to purchase Kikkoman in the future

85%

Of exposed likely to consider Kikkoman

Background

Founded in 1917, Kikkoman have been delighting consumers around the globe with their delicious range of sauces.

Soy sauce is one of the most widely consumed food ingredients that is used across the world and the UK is a competitive market for these products.

Challenge

Kikkoman wished to drive awareness and sales in the soy sauce category amongst sauce lovers and increase their consideration against other Soy Sauce brands.

Using precision targeting capabilities, Finecast were able to build fully bespoke audience segments for Kikkoman's audience and deliver 100% of their impressions in what is the most impactful and engaging environment – the TV screen.

Approach

Through Finecast targeting we created a bespoke Nectar segment which used Sainsbury's data to build a segmentation of those who shop across soy sauce products. This segmentation was utilised alongside data from Experian and Acxiom, who were identified through YouGov as being 45+ and having adventurous food taste or using cooking sauces frequently.

Finecast can reach a new level of audience data for FMCG brands through a partnership with Nectar, powered by Liveramp. Individual level [offline and online Sainsbury's] transactions captured by the Nectar card are classified into audience segments [by Sainsbury's] and then statistically modelled to the full postcode level [by Liveramp's data science team] for Finecast campaign activation.

To measure success of this campaign and track efforts back to business results, Finecast worked closely with Wavemaker and Kikkoman to create a bespoke, control vs. exposed brand uplift study powered by Kantar Profiles.



Results

The campaign achieved positive results overall, with exposed respondents showing uplifts vs. control across all metrics tested, including:

- A positive emotional response to the ad from over 85% of the exposed group
- 85% of the exposed were likely to consider Kikkoman compared to 55% of the control group
- The exposed audience were 3.6x more likely to recommend Kikkoman than the control group
- 81% of the exposed group were likely to purchase Kikkoman
- A 25%-point increase in aided brand awareness

In terms of positive calls to action after seeing the ad 22% visited a store, 18% made a purchase in-store, 28% spoke to family and friends and 48% searched for more information online. This could be attributed to the fact the Finecast ad reached a relevant audience, likely to already have an interest in soy sauce.



In addition to improvements in key brand metrics, the custom questions identified that 55% of the exposed audience find Kikkoman appealing. This was a 10%-point uplift from the control.

The key message take away from the ad was that the soy sauce can be used in a variety of ways. This message was received equally by the control and exposed group. Additionally, there were positive uplifts in those who took away that the sauce adds more flavour, is 'good/great' and of 'quality.'

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Finecast proved to be a highly valuable support for our traditional TV led campaign, helping us to reach some valuable audiences we might otherwise have missed with a TV only strategy.

Tomoki Kawai, Sales & Marketing Manager, Kikkoman Trading Europe

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

KANTAR

Independent brand uplift study powered by Kantar Profiles



Advanced segment data for accurate customer targeting

