

Building a custom audience to effectively reach cat owners who care



70%

of exposed group are likely to purchase Royal Canin

>80%

of the exposed group had a positive emotional response to the ad

79%

of the exposed group are likely to consider Royal Canin

Challenge

Royal Canin has over 50 years of experience in improving pet health through nutrition and remains on the cutting edge by collaborating with leading scientific, veterinary and behavioural experts.

With a 23%* increase in UK pet ownership in 2021, there was a significant opportunity for Royal Canin to establish itself as the pet food brand of choice.

Royal Canin wanted to find cat owners who care, those who understand that the cat's diet directly impacts its health and wellbeing.

The brand needed to develop an effective targeting strategy to deliver its most compelling audio-visual message.

Approach

Royal Canin worked with Finecast to build a custom audience of new and existing cat parents.

Starting with YouGov data, Finecast identified these households and mapped them to 3rd party data segmentations from partners including Acxiom and Experian to further finesse the audience around lifestyle, life stage and affluence. Mastercard aggregated and anonymised transactional data was then overlaid to identify those areas which purchased pet food (around 40% of UK households).

Using Finecast's All Screen product, Royal Canin was able to reach its bespoke audience while they watched TV on all screen sizes.

To measure this campaign's success, Finecast created a brand uplift study, powered by Kantar Profiles, especially for Royal Canin.

Results

Finecast partnered with Kantar to understand the effect of the campaign on brand metrics via a control vs. exposed study methodology. The campaign demonstrated the power of targeted, addressable TV, achieving a variety of positive results including:

- 74% of the exposed group were likely to purchase Royal Canin versus only 33% of the control group.
- 78% of exposed viewers are likely to consider Royal Canin compared to 34.6% of the control group.
- 38% of the exposed group would recommend Royal Canin to others, while only 8% of the control group said the same.
- 80% of the exposed group believes that Royal Canin offers great value for money versus 41% of the control group.
- Following the Finecast campaign, 14% say they made an online purchase and a further 9% say they made a purchase in-store.
- Finecast exposed respondents were around 4 times more likely to be Royal Canine promoters after seeing the ad than the control group.



By using Finecast's custom targeting and single access point to addressable TV, we have been able to maximise our client's budget and efficiency through the incremental reach of cat owners that care. The premium environment of TV provided Royal Canin with the most engaging platform for their creative.

Marine Heng, Media Planner, Mediacom

 ALL SCREEN

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

KANTAR

Independent brand uplift study powered by Kantar Profiles



acxiom.
Personicx®



Advanced segment data for accurate customer targeting