

CASE STUDY

ComScore TV Heat Map Application



SITUATION

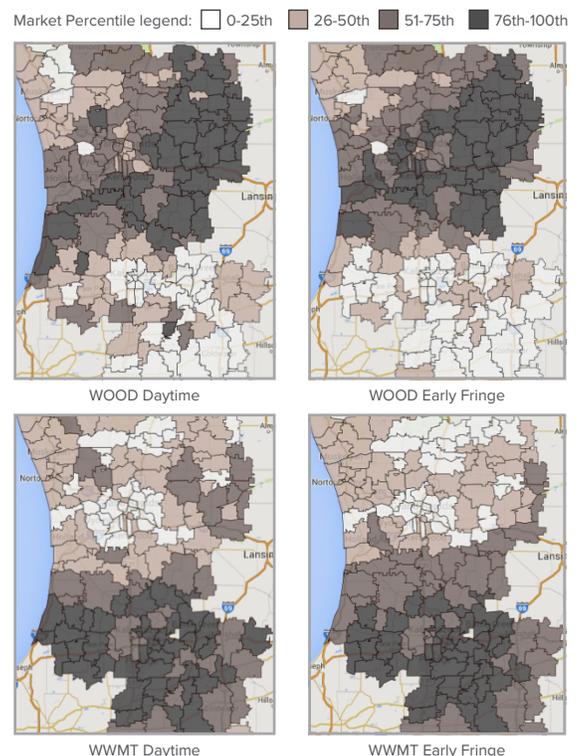
Cooper-Smith serves as the media agency for a national telecommunications company whose service area covers a somewhat fragmented geographic footprint. Detailed, highly segmented market data and insight is essential for the agency to effectively and efficiently invest client resources in media.

For years, Nielsen has been a respected information and measurement resource for marketing agencies, providing market research and data about what people watch, listen to and buy. Of the 210 television DMAs measured by Nielsen, several of them include multiple and distinct metro areas spread over a large geographic area. For example; Flint-Saginaw-Bay City, Waco-Temple-Bryan, Grand Rapids-Kalamazoo-Battle Creek are multi-city DMAs.

Goal: Develop an intricate, custom plan to efficiently target the service area with mass media (TV) with minimal waste.

CHALLENGE

Even in this digital age, television remains the most impactful way to reach a large audience and to drive response rates. However, in many cases, our client's service area only covers part of these multi-city DMAs, so there can be a lot of waste. For example, they serve Kalamazoo, but not Grand Rapids. They serve Saginaw but not Flint, etc. The challenge is that TV ratings reflect the entire DMA, and the station that shows the highest ratings overall, might not have the highest ratings in the service area. Cooper-Smith wanted to place our client's ads on stations and programs most viewed by consumers in the service area. While county ratings had been considered in developing media plans, the samples sizes were often too small to be statistically accurate. Additional information was needed to formulate a more granular approach to reaching our target audience.



STRATEGY

Cooper-Smith was an early adopter of Rentrak/comScore TV ratings. ComScore TV uses set top data from cable companies in each DMA to measure ratings. As a result, their sample size is substantially larger than Nielsen and they are able to offer additional insights not available elsewhere. One of the features available to users of comScore TV is heat maps. It is a tool that highlights the areas of highest viewership within a DMA for each station and time period.

Working with the client, Cooper-Smith identified five test markets, including Grand Rapids-Kalamazoo, where call volume was lagging behind the other markets that they served. Our Media Intelligence team (strategy and planning) pulled comScore TV Heat maps for every station and daypart in these 5 DMAs. The maps were then compared to the client's service areas and recommendations were made as to what stations and dayparts would be the most targeted and effective.

EXECUTION

The Media Investment (negotiating and buying) team at Cooper-Smith shifted their TV buys in each DMA based on the planners' guidance from the heat map study. Budgets remained the same overall, but money was shifted between stations as well as dayparts. In Grand Rapids, WOTV, a small ABC affiliate based in Battle Creek, had been left off of previous buys based on their low overall ratings. However, as a result of the heat map study, a few spots were shifted from the highly rated WOOD-TV to buy a more significant schedule of lower-priced spots on WOTV. Similar shifts happened in all five of the test DMAs.

RESULTS

Over a 4-week period, the five test markets saw an increase in call volume over the previous four weeks that was 58% higher than the markets in which no shifts had been made (147% vs. 89%). The decision was made to apply the heat map analysis to all DMAs and adjust TV buys accordingly. The comScore heat map technology provided our team with the granular information needed to be successful. But the strategy, execution and analysis of the data required the experienced, dedicated and analytical team at Cooper-Smith.

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