



# Programmatic – bridging the online and offline gap

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Channel proposition

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Compiled by Polly Freeman – Senior Planning Executive

# Case study: ROI for online activity

To support Carling with their national campaign 'Great British Moments' i2c helped Molson Coors plan, implement and evaluate an online programmatic campaign

## Building brand advocacy amongst Sainsbury's shoppers



### Insights:

Carling had seen sales decline during 'off season' periods, outside of seasonal events like the football season.

To promote during 'Great British Moments', e.g. Bank Holidays, i2c identified programmatic as a means to build brand advocacy amongst Sainsbury's shoppers at home to support in-store and on pack promotions.

## Our strategy was to raise awareness



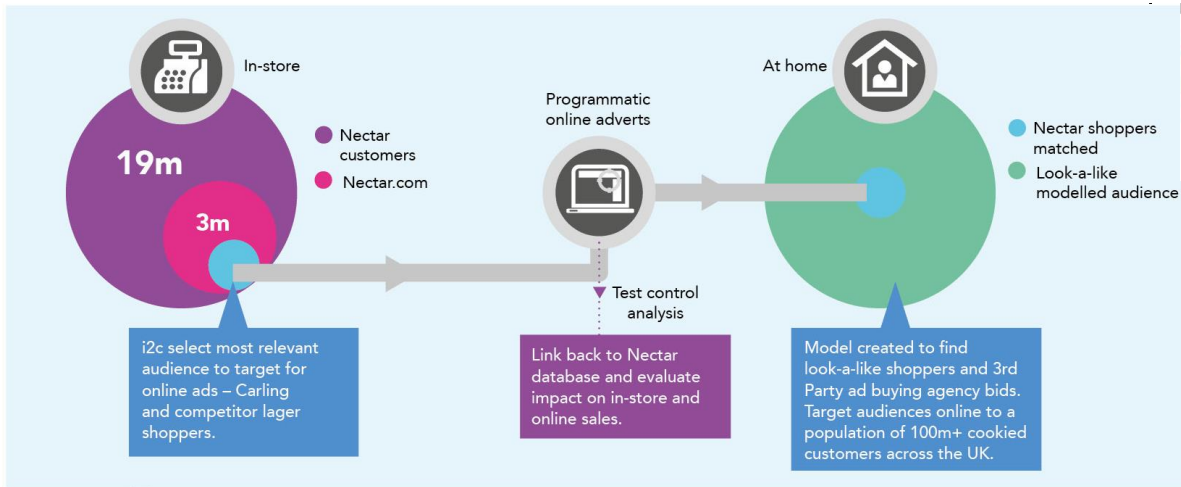
**Raise** awareness of on pack and support non-seasonal sales of Carling

**Drive** incremental aisle visits among existing and new shoppers, to increase promotional effectiveness and generate maximum sales uplifts

**Re-engage** lapsed shoppers with the brand and drive back into the category

## Our strategy was to raise awareness

## Positive results gained...



SALES UPLIFT  
**19%**  
OVERALL

REACH  
**721k**  
HOUSEHOLDS

ACHIEVING  
**4.1**  
ROI

## Award Winning

i2c have been recognised for it's first to market Programmatic proposition, which allows brands to target online adverts and measure the success through offline sales; A truly integrated approach.

The Drum Digital Trading Awards have award winning i2c in 3 categories;

- Best use of performance
- Best attributed solution
- Most effective use of Data



insight to communication

# Programmatic, the i2c way

i2c delivers highly personalised & efficient digital advertising, meeting both brand and shopper marketing needs of General Mills

## Why i2c?

i2c programmatic proposition offers digital advertising using 1<sup>st</sup> party data (Nectar data) to deliver your campaign to the right audience, increasing ROI

i2c's enables brands to connect online activity with offline sales. This offers true online ROI for your campaigns, which is not possible through any other agency



## How does it work?

i2c selects Nectar shoppers based on objectives

Target shoppers are 'modeled' to increase reach

Adverts served across whitelisted sites relevant to target shoppers



Full evaluation vs. a control group

## Benefits of using i2c

The award-winning\* proposition offers you;

- First to market on and offline campaign integration and performance analysis
- The capability to reach actual Sainsbury's shoppers. Ensuring your campaign is in front of the most relevant audience
- The opportunity to scale up Programmatic targeting to achieve a national representative
- The chance to support category growth in Sainsbury's by encouraging incremental shoppers to purchase

## Creative opportunities:

Test how impactful fully branded vs. Sainsbury's tagged artwork is with your customers through customer level evaluation



\*Awarded 'Most effective use of Data' at The Drum Digital Trading Awards 2016

