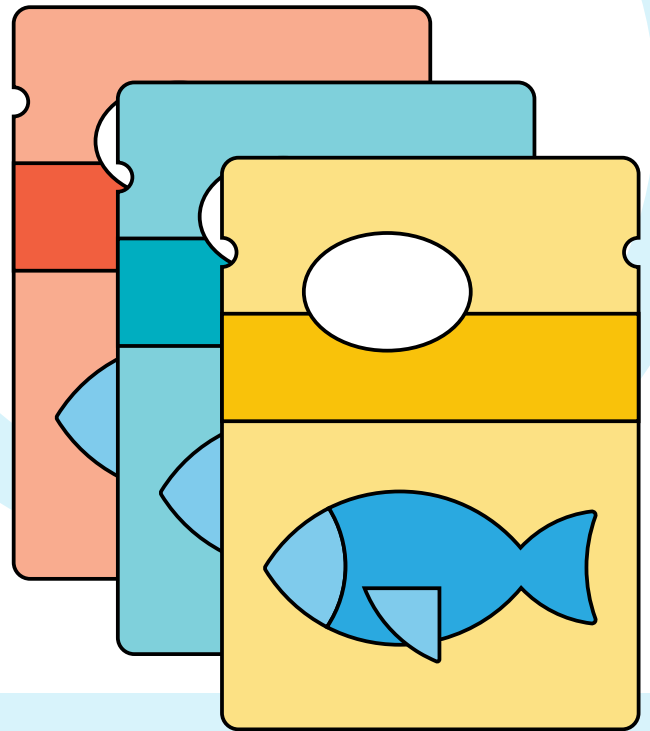


DISH MEDIA THINKS OUTSIDE THE CAN TO REACH A HEALTHY SNACK AUDIENCE

Is “tuna” synonymous with “snack”?

At first glance, perhaps not—but that didn’t stop this savvy tuna brand (and their purchase-based targeting partner), from making it snackable with creative targeting.

Together with DISH Media and NCSolutions, the tuna brand set out to create a cross-platform campaign running on linear TV, DISH and Over-The-Top (OTT) that would grow its recently-launched product line using a purchase-based approach. And it worked. In fact, it worked so well, the brand used the same targeted, addressable approach for future campaigns to continue to drive incrementality by reaching the right buyers.



THE GOAL:

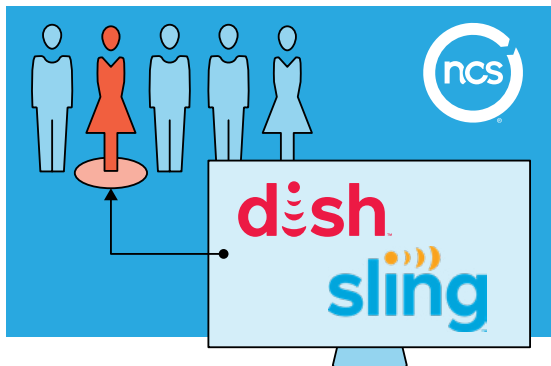
Win new buyers from healthy snacking categories; measure how advertising impacts purchasing.

THE STRATEGY:

Build off the learnings of their prior campaign by delivering an addressable TV campaign on DISH Network to an NCSolutions purchase-based audience.

THE CHALLENGE:

Conquesting new buyers requires more impressions and therefore higher spend than increasing loyalty among existing buyers.



A CONTINUOUS GROWTH STRATEGY

To reach a new audience on DISH and Sling that goes beyond canned tuna buyers, the brand activated an NCS target composed of purchasers of convenient meals and snacks but NOT the brand’s pouches. This audience included buyers of shelf-stable protein, yogurt, snack/meal bars, nuts, dips and string cheese. The strategy worked, without poaching buyers from their other sub-brands. The collaboration between the brand, DISH and NCS allowed the brand to measure their campaigns and adjust their strategy based on these learnings.

Reaching an addressable, purchase-based audience with DISH Media that was already buying convenient, protein-rich snacks proved to be a winning strategy. And by making continuous adjustments based on our learnings, we were able to grow the line and brand at large.



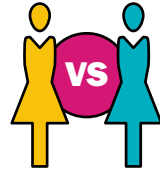
Jose Moreira
Sr. Manager,
Advanced TV Analytics
DISH Media

THE RESULTS:



6.6%

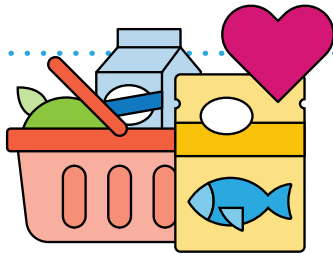
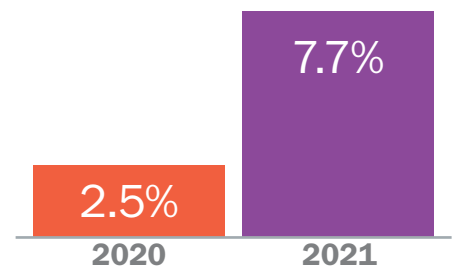
INCREMENTAL SALES
LIFT FOR THE TOTAL
TUNA BRAND



57%

OF INCREMENTAL SALES
WERE FROM BUYERS
WHO HAD PURCHASED
COMPETITIVE BRANDS
IN THE CATEGORY.

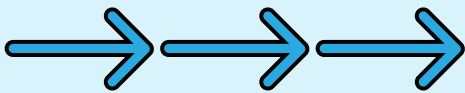
THE SUB-BRAND
**INCREASED SHARE OF
TOTAL BRAND SALES BY
MORE THAN 3X**
FROM 2020 TO 2021



Previous buyers of the tuna brand's new line were highly responsive to the campaign messaging:

THEY CONTRIBUTED TO 27% OF THE INCREMENTAL SALES, WHILE ONLY MAKING UP 3% OF THE EXPOSED HOUSEHOLDS.

Next Steps and Future Recommendations



Building off the success and learnings of the 2021 campaign, the DISH Media and NCS teams recommended a longer flight that spreads out the impressions for future activations—to more efficiently reach repeat buyers.

Given that the tuna brand is now top of mind for consumers in their healthy snacking, the DISH and NCS teams advised them to continue with the targeting strategy that had proved so effective, while adding in previous brand buyers.

Jennifer Pizzurro
Sr. Manager,
Client Consulting
NCSolutions



Congrats to DISH Media for their success in using purchase-based targets to conquest new buyers for the tuna brand. We look forward to continued collaboration in strategic use of audiences and campaign measurement.