

VIZIO HITS THE SPOT, DRIVING INCREMENTAL SALES FOR A BEVERAGE BRAND

Home Screen Sponsorship
Drives Significant
Incremental Sales

OBJECTIVE:

Households are exposed to thousands of ads daily, but how many actually break through and create a sales impact? Likely just a few! Advertisers have many methods of getting in front of their buyers. Creating a lasting impression that drives return on ad spend (ROAS) requires tight collaboration between brands and publishers. Thirsting for impactful engagement—and incremental sales lift—one major beverage brand turned to VIZIO, the connected TV (CTV) advertising platform.



STRATEGY:

The client aimed to introduce an emerging juice brand to Hispanic audiences. They reached out to VIZIO because of the platform's opportunities to reach users cohesively throughout their viewing journey. VIZIO, fizzing with ideas, recommended a refreshing angle to their client - connect with audiences as part of their content discovery journey with a themed Home Screen sponsorship. Would reaching audiences as they savor their couch time motivate them to buy?

NCS Sales Effect studies inform how key elements of the campaign worked like creative, frequency, audience, etc. The insights are actionable and used to create short and long-term advertising strategies.

RESULTS:



To find out, VIZIO turned to NCS to deliver sales outcome reporting. We were able to confirm through a **Sales Effect** study that the campaign did, indeed, pop. Exposed households spent **21%** more on the brand's bevs than the average household. Of note, Home Screen sponsorship drove a gulp-worthy **82%** of the total incremental sales generated by the campaign. Sip, sip, hooray!

Rob Leon
Associate Director
Media Insights &
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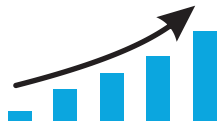
NCS measurement doesn't just reveal the campaign's results; it delves into the underlying reasons behind them. In a recent collaboration with a beverage brand, we discovered that our Home Screen sponsorship drove a remarkable **82% of the incremental sales**. These invaluable insights empower us to craft even more impactful strategies for our clients.

SALES EFFECT DISCOVERIES:

1

THE VIZIO HOME SCREEN SPONSORSHIP DROVE THE MOST INCREMENTAL SALES

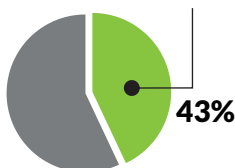
This ad format contributed **82%** of the campaign's total incremental sales.



2

VIZIO DELIVERED NEW BUYERS

A refreshing **43%** of purchasers were new or reinvigorated brand buyers.



3

CTV ADS CREATE A POWERFUL HALO EFFECT

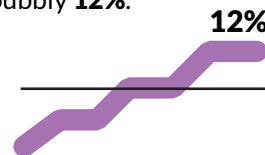
Households exposed to the campaign spent **21%** more than the average US household across the brand's total product line.



4

VIZIO OUTPERFORMED NCS NORMS

Campaign return on ad spend (ROAS) exceeded NCS CTV norms by a bubbly **12%**.



MARKETING TIPS

- ★ **Brands working with platforms and publishers are wise to take advantage of their exclusive ad units and unique features.** In this case, VIZIO's Home Screen sponsorship provided a high impact destination for an advertiser to stoke sales.
- ★ **Consider using an NCS Sales Effect Study to validate your campaign's performance.** You'll understand what strategies generated incremental sales and be better able to incorporate them into future campaign planning, making you a more vital partner to your clients.

DISCOVER YOUR CAMPAIGN'S IMPACT:
START MEASURING TODAY.

FOR MORE INFORMATION

<https://ncsolutions.com/solutions/measure/>



NCS is now part of Circana!