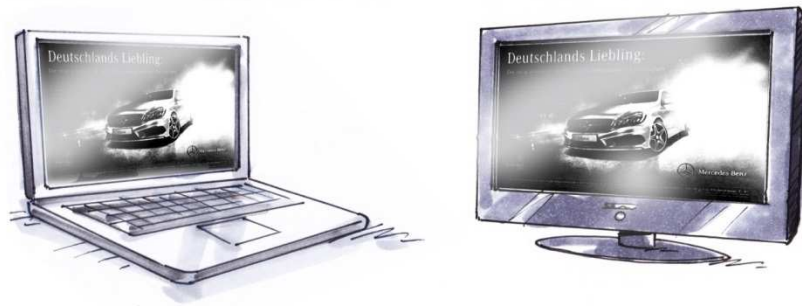


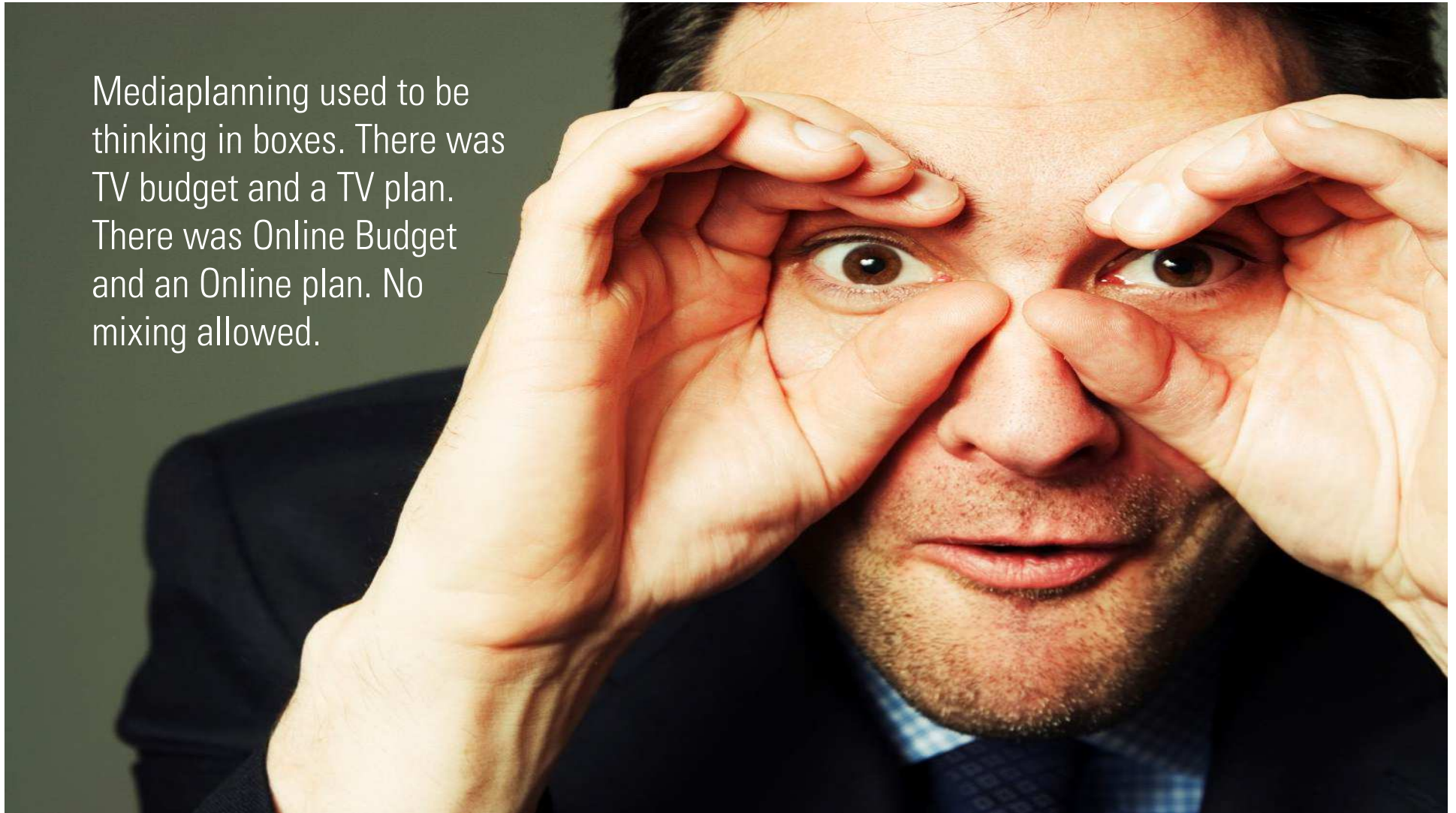
Boosting multiscreen planning i.e. C&A Wardrobe Campaign



SCREENS
iNTEGRATOR



Mediaplanning used to be thinking in boxes. There was TV budget and a TV plan. There was Online Budget and an Online plan. No mixing allowed.





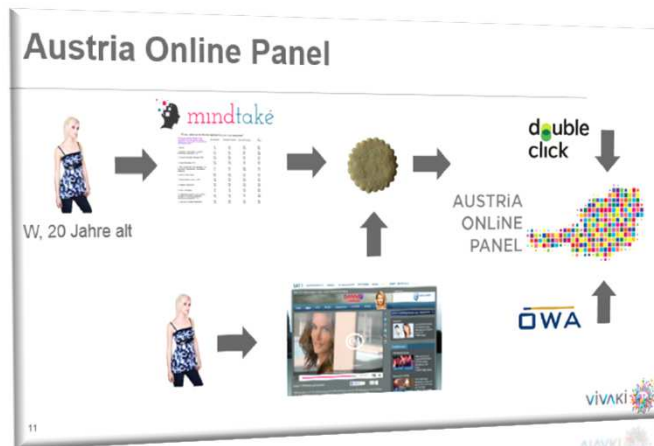
Online Video / TVC Planning fuels the necessity to broaden the view. The question remaining when it comes to OV / TVC planning:

„How do I split the budget and what are the effects on overall performance?“

First Step: „Mature“ Digital Campaign Planning

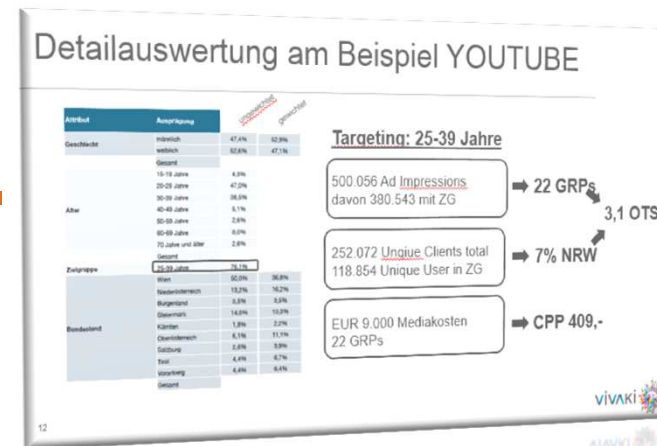
Proprietary online panel to identify target group through a combination of cookie- and panel-data ...

1.



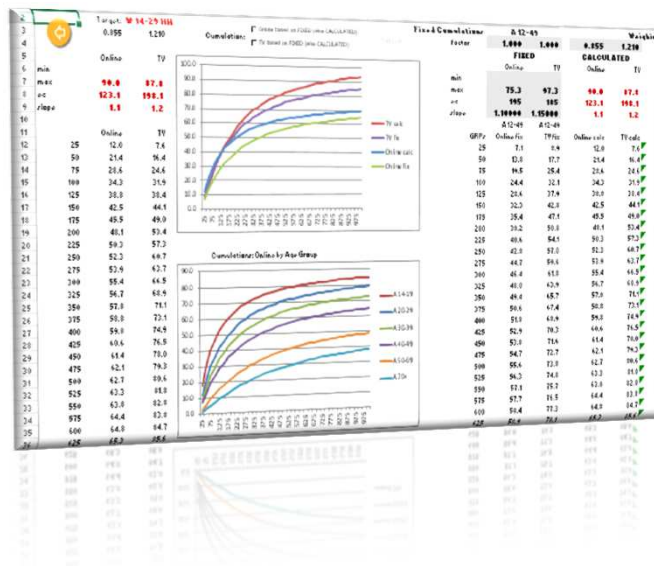
... for reach evaluation of every online campaign, to build a **performance data-base** for each target group, which allows us to ...

2.

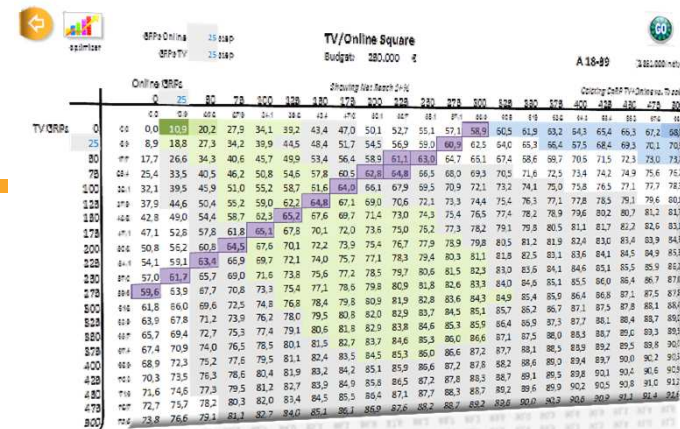


SCREENS
INTEGRATOR

3.

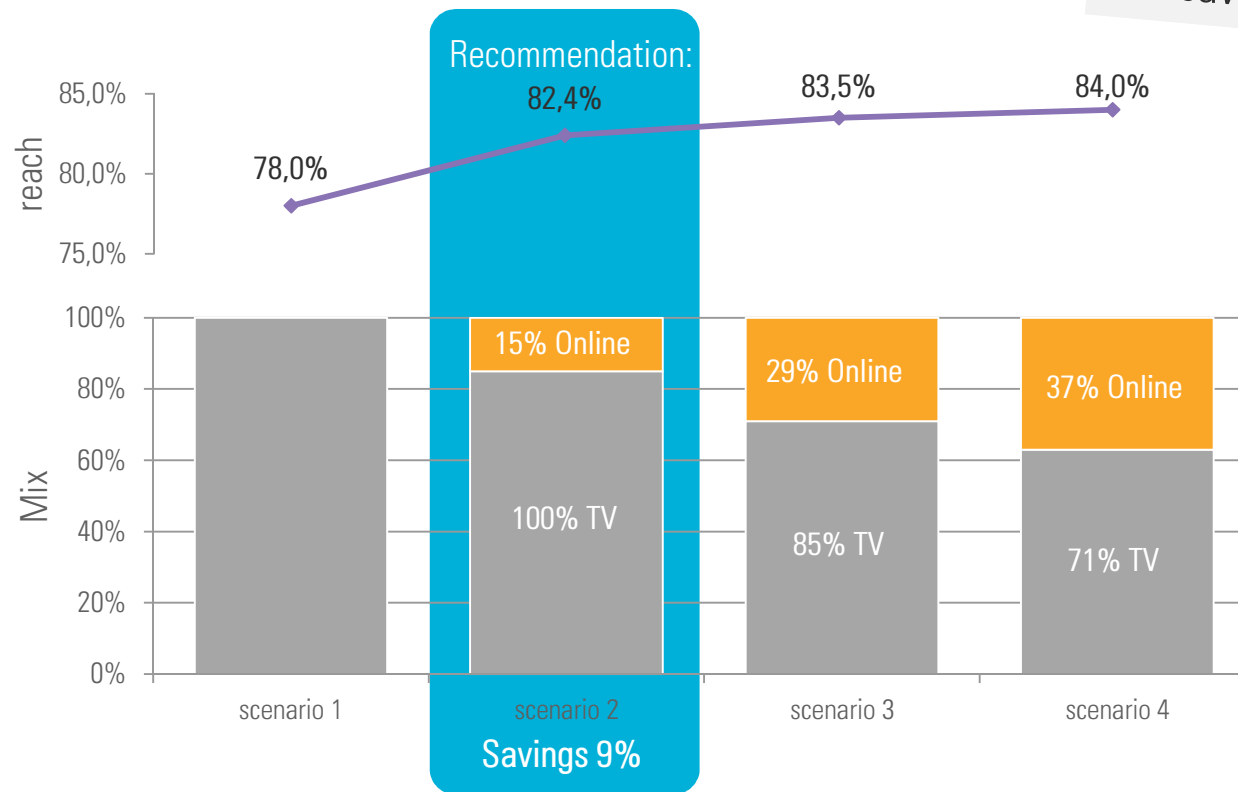


4.

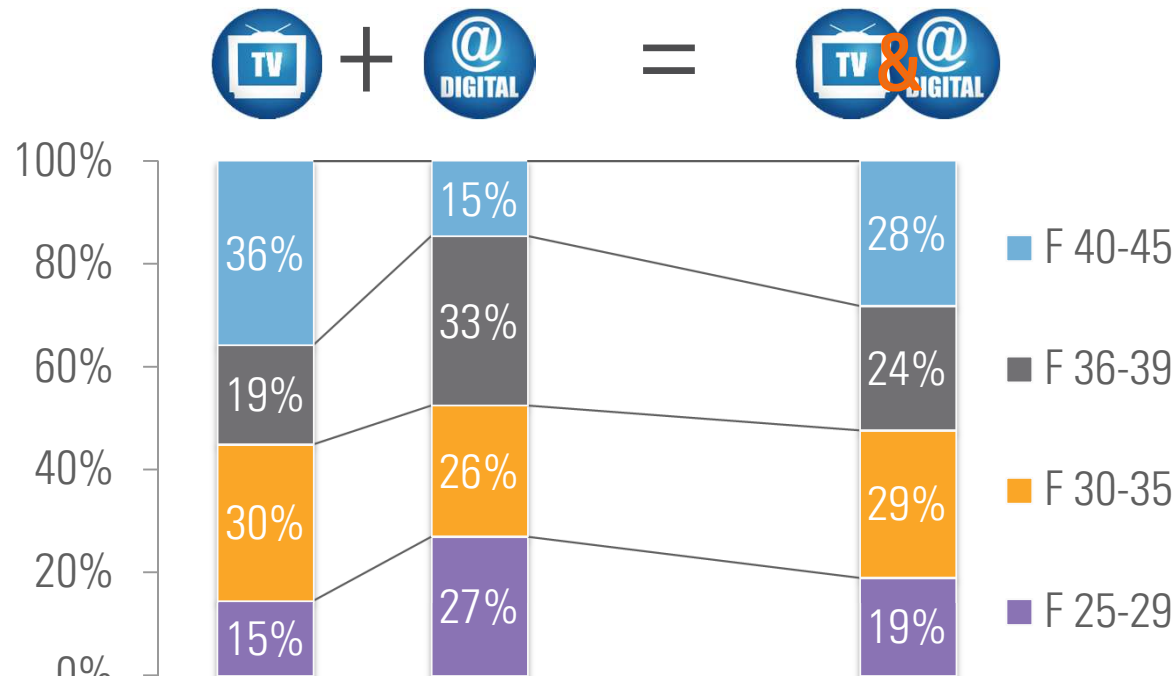


RESULT 1: client net reach optimisation

OV increase net reach & savings vs. TV mono!



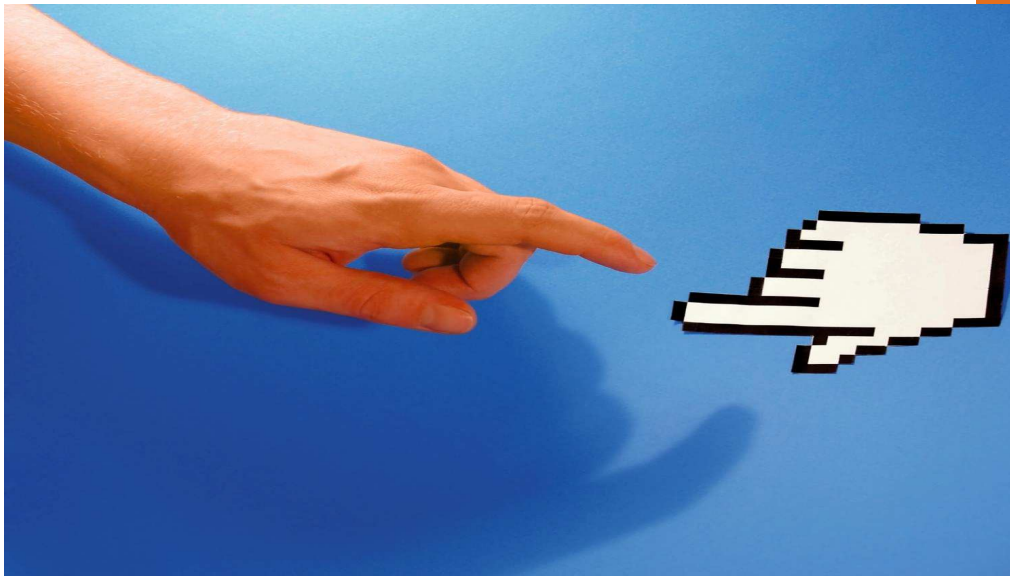
RESULT 2: contact distribution optimisation



Optimal distribution of TV contacts in the C & A core target group due TV & Online integration for the "Wardrobe" campaign in September 2013

- Mix: 68% TV und 32% Print
- **Equal share of contacts** in target (graphic)
- ADDITIONAL 4% net reach vs. TV-Mono (60.000 additional reached persons)
- EUR 11.000 savings vs. TV-Mono campaign

Two worlds combined



Multiscreen Analysis Tool

JOINT Net reach for TV/Online campaigns

savings due efficient media mix

Contact optimisation in target group

Optimisation and postbuy analyses