

# Impact & Precision

Find New Unique Audiences



## Introduction

# The situation

**A leading beverage company tasked our media agency partner with driving sales for its energy drink line.**

The energy drinks market has always been fiercely competitive. This is mainly because the market is somewhat niche and the drinks are relatively expensive compared to most non-alcoholic products in the beverage category. In addition to this, growing market share for an established brand comes with its own set of challenges.

## Section one

# The challenge

**While Millennials and Generation Z are typical consumers for energy drinks, recent advertising campaigns aimed at these groups hadn't resonated with the audience, and Brand A was steadily losing market share to its competitor.**

The agency needed to understand whether the initial target group was indeed still the primary target market and whether there were additional, untapped consumer groups that could help grow Brand A's market share.

What was more, targeting Millennials and Generation Z is very challenging and typically requires a larger than usual budget since their media consumption is extremely fragmented and attention spans are short. So several ad formats needed to be created in order to achieve awareness and motivate intent to purchase, adding additional creative costs to reaching this elusive target audience.

## Section two

# The solution

**After conducting some top line distribution analysis, Brand A was able to identify particular geographic regions where they were losing market share.**

Brand stewards wanted to understand who the consumers were in these areas in terms of their psychographics and demographics. Using TelmarHelixa's Insights and Statistics, Brand A's agency prepared an in-depth analysis that included standard demographic analysis as well as:

- Geographic distribution and consumption analysis
- Advanced segmentation of current consumers as well as the competitors consumers
- Detailed advanced statistical analysis of energy drink consumers psychographics, behaviors and attitudes

By using leading statistical segmentation tools from TelmarHelixa, the agency was able to identify a new consumer segment for Brand A. Just like the initial target group, lifestyle heavily influenced their behavior.

This new consumer group also seeks out products that offer an energy boost for long periods of time. The insight was that this audience skewed a bit older and was not the stereotypical energy drinker.

These consumers were predominantly choosing energy drinks that compete against Brand A and were identified as long distance drivers who were purchasing energy drinks to stay awake and alert during their long driving shifts.

From a media strategy and targeting perspective, this consumer segment was much easier to reach than the Millennial and Generation Z's which resulted in an overall reduction in media budget. They could easily be targeted with more traditional media types because they are mainly found driving on highways, listening to the radio, and stopping at rest stops and gas stations.



## Section three

# The results

Since this new consumer segment was very different from the typical Millennial and Generation Z target group, the agency proposed a specific, targeted media campaign.

The creative messaging was also revised based on the psychographic segmentation and focusing on the specific pain points of long distance drivers.

Based on applying sophisticated segmentation techniques using TelmarHelixa solutions, over a 12-month period, Brand A experienced:



# 20%

increase in brand awareness

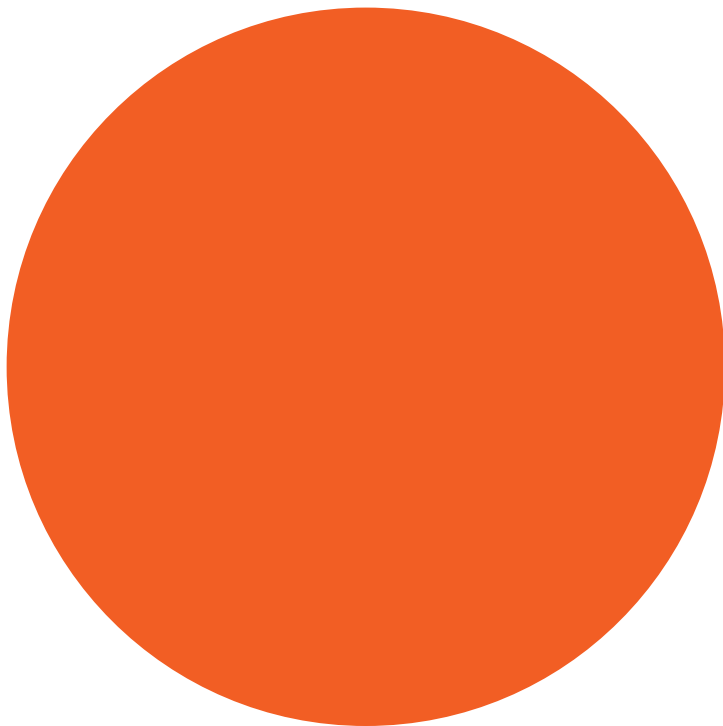
# 8%

increase in sales

## Section four

# Supercharge media campaigns through game-changing audience insights

Every meaningful insight you gather from working with your consumer data can help build a deeper, more intuitive understanding of the audience you are targeting. With the right tools, and by analyzing data in specific ways, media agency professionals like you have the ability to quickly and efficiently uncover markets and strategic insights that would have been difficult to find otherwise.



TelmarHelixa solutions used in this use case include:

# Insights

Need actionable answers about your audience, fast? TelmarHelixa solutions allow you to uncover insights from multiple data sources, including your first-party data, with simple drag-and-drop functionality. No coding skills required. Power more effective campaigns with TelmarHelixa's Insights.

- Drive more business value from all your data sources
- Create more sophisticated segmentation strategies
- Take your marketing strategy to the next level

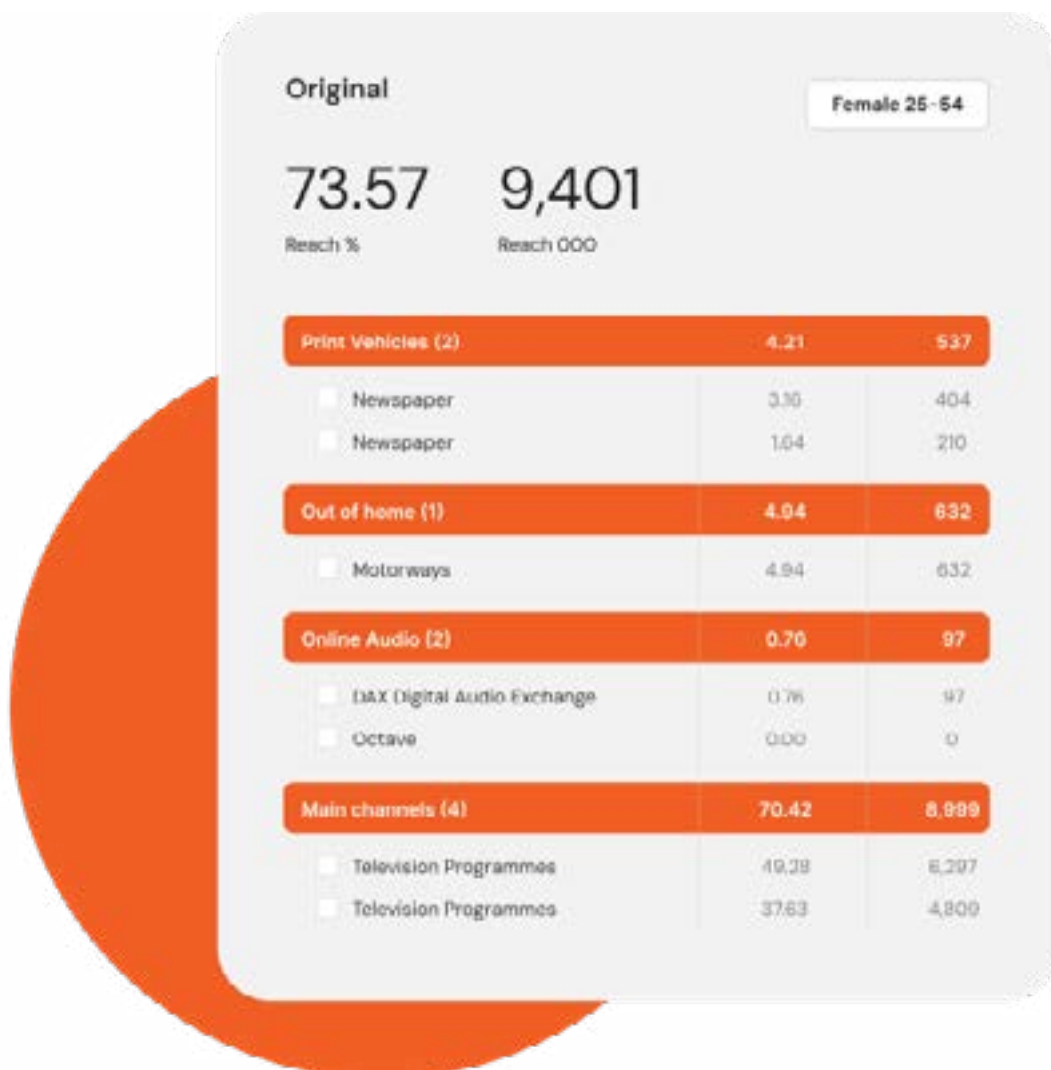




# Statistics

In an era where media channels proliferate and data sources converge, the need to deliver compelling campaign results has never been more critical. TelmarHelixa's Statistics facilitates a range of easy-to-use approaches that produce actionable results.

- Unlock more meaningful insights through advanced audience segmentation
- Discover unique profiles by uncovering hidden patterns
- Develop focused business opportunities by exploring complex data relationships





## Conclusion

# 7 reasons marketers choose TelmarHelixa solutions over other media planning tools



### 1. Select and combine only the data sets most relevant to your campaign goals

Since TelmarHelixa is a data-neutral platform, clients are free to combine any data sets they have access to. Our data agnostic / data neutral solutions allow you to combine any number of data sets to find meaningful and strategic insights.



### 2. Discover quality insights, faster

TelmarHelixa solutions enable you to find the relevant data, quickly. TelmarHelixa Insights can handle multiple large databases without much impact on speed or performance. Both brand marketers and agency professionals can load their proprietary data into the TelmarHelixa solution for in-depth analysis.



### 3. Save time

Working across many different surveys is typically time consuming. But TelmarHelixa's easy-to-use Insights and Statistics packages with built in visualizations help you get the analytics you need to create successful campaigns.



### 4. Collaborate more efficiently

Because you can load data from multiple sources without the assistance of a third-party, TelmarHelixa solutions make it easier for brand marketers and advertisers to collaborate effectively with agencies – and vice-versa.



### 5. Deliver better results

The TelmarHelixa team can provide expert guidance on how to continually improve and enhance how clients look at different data sources in order to improve their campaigns.



### 6. Leverage solutions that incorporate extensive industry experience

Many TelmarHelixa solutions have been designed and refined in conjunction with industry experts to specifically meet the challenges of next generation media planning and insights challenges.



### 7. Export presentation visuals easily

TelmarHelixa's advanced Insights and Statistics solutions help make data analyzation, interpretations, and visualizations both easier and faster.

# Deliver on advertising's classic formula for success

Go beyond simple demographics and create a winning media plan using deeper audience insights.

[Request your innovation tour](#)

