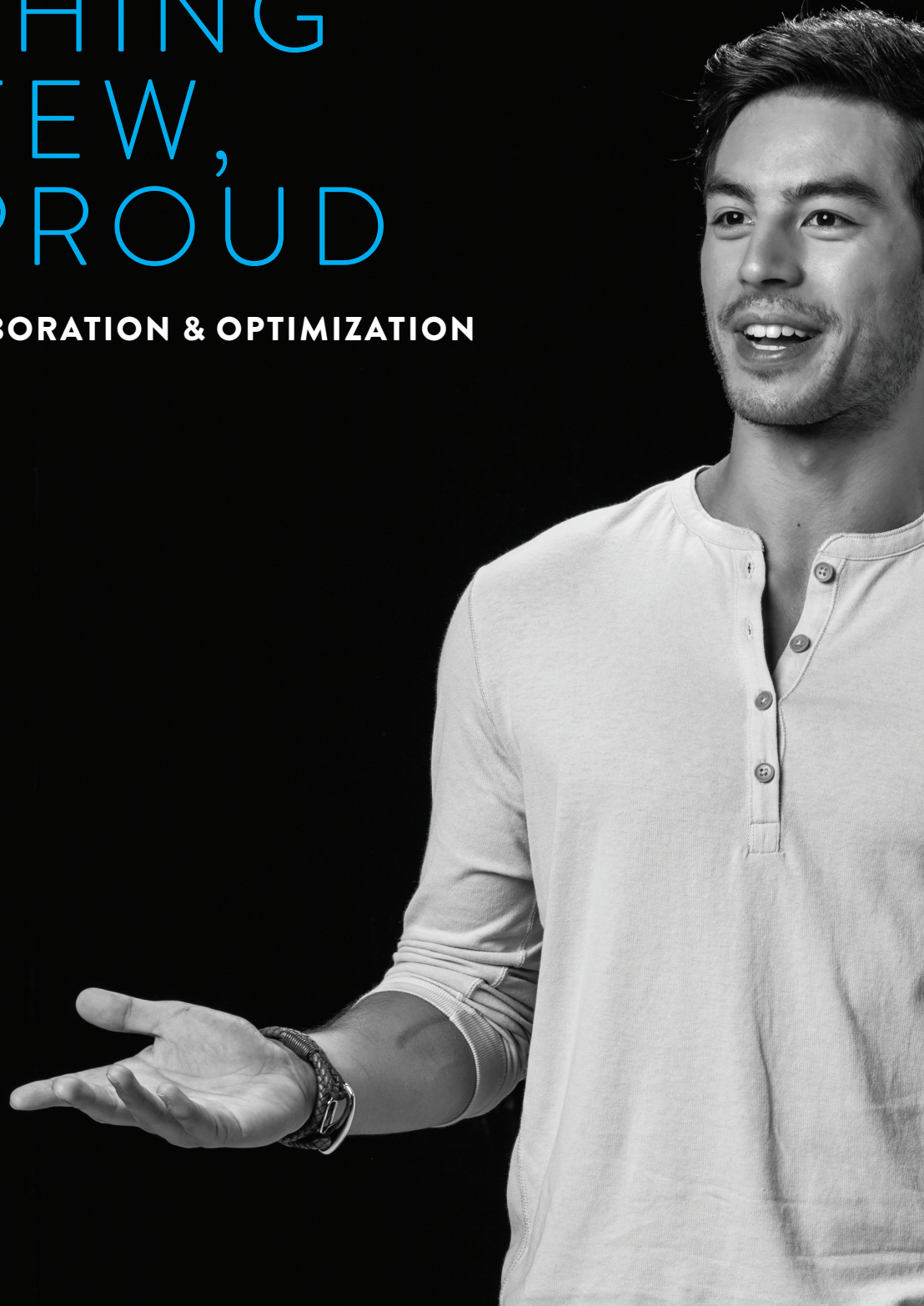




REACHING THE FEW, THE PROUD

CAMPAIGN COLLABORATION & OPTIMIZATION
MINDSHARE



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AN UNCOMMON SENSE
OF THE CONSUMER™



ADVERTISER: UNITED STATES MARINE CORPS



OBJECTIVE: MAINTAIN HISTORIC LEVELS OF AWARENESS AMONG THE PROSPECT MARKET WHILE ALSO MANAGING GOVERNMENT SEQUESTRATION BUDGET CUTS



MEDIA PLAN: COMPLEMENT LINEAR TV PROGRAMMING WITH ONLINE VIDEO PLATFORMS TO REACH THE ELUSIVE M18-24 AUDIENCE



SOLUTION: NIELSEN DIGITAL AD RATINGS™

INDUSTRY:

Brand marketers need to understand if their campaigns are effectively reaching their desired audiences online, just as they do on traditional media. While this is true for all advertising, it is especially critical for products and services focused on very specific segments of the population (e.g., men ages 18-24). Historically, measuring campaign audiences accurately and quickly enough to take action has been difficult online. Breakthrough measurement science innovation is providing digital marketers with currency-quality campaign measurement—Nielsen Digital Ad Ratings—that enables them to optimize audience delivery in real-time and drive higher ROI.

OVERVIEW:

In defending U.S. interests on a daily basis at home and abroad, the United States Marine Corps (USMC) is no stranger to challenges.

In terms of their marketing, they continually face one very daunting challenge: effectively communicating with prospects, including men aged 18-24. A notoriously difficult segment to reach, this demographic is known for being light TV viewers and constitutes only five percent of the U.S. online population¹.

Further complicating matters are general reductions in government budgets, exacerbated by the heightened attention to spending in the wake of the 2013 sequestration. Marketing for the USMC, much like the Marines themselves, needs to run lean and mean.

Mindshare Atlanta, Marine Corps Recruiting Command's media agency, stepped up to the challenge and developed a multi-platform solution in Q3-Q4 2013 to maintain awareness of the Marine Corps, with a 30 percent reduction in budget year over year.

Challenged to creatively maximize USMC recruitment dollars, the Mindshare team placed a strong emphasis on digital, using online video to complement the TV portion of the campaign. Their hope was that the precision marketing of digital would pay off in the form of big audiences and little waste. They set specific goals: 95 digital gross rating points (GRPs) of men aged 18-24, with at least 22 percent of impressions hitting the mark (the industry norm achieved through precision marketing).

To determine whether it was working, and how they could improve on the fly if necessary, they used Nielsen Digital Ad Ratings to measure audience delivery throughout the campaign.

¹Nielsen NetView, June 2013.



SOLUTION

Delivering data faster and with more precision than any other solution in-market, Nielsen Digital Ad Ratings measures the audience of online advertising, providing TV-comparable reach, frequency, and GRP metrics. Daily reporting as well as collaboration between media buyers and sellers opens the door to in-flight optimization and guarantees on-target percentage rates.

With the added insights of Nielsen Digital Ad Ratings, media buyers and sellers can monitor and optimize audience metrics of their digital campaigns. Media sellers have two options: 1) opt-in to see data for the portion of an existing campaign running on their site, or 2) tag a campaign themselves to more closely monitor their performance.

Digital Ad Ratings is part of Nielsen's ad effectiveness suite that offers consistent, integrated measurement of reach, resonance, and reaction. The Nielsen ad effectiveness vision is to deliver answers to advertising's fundamental effectiveness questions across all screens and devices; commercial and program; paid, owned, and earned, globally.

INSIGHTS/ FINDINGS:

For the USMC campaign, Mindshare chose to work with four different video ad platforms, including demand-side platform TubeMogul. In addition to the 22% on-target benchmark, Mindshare had individual GRP goals for each partner—TubeMogul was tasked to serve 27 GRPs. To ensure these goals were being met, Mindshare closely followed the performance of each distributor using Nielsen Digital Ad Ratings. Mindshare developed insights from the data and worked directly with the publishers to adjust the media plan in flight.

Mindshare's use of Nielsen Digital Ad Ratings data allowed them to identify areas for optimization across all their media partners to ensure the campaign reached its measurement goals. For example, by the end of Q3, the data revealed that TubeMogul had an impressive 21.9% on-target delivery, but had only served 8.29 GRPs, a bit under pace if they were to serve 27 GRPs in total². With this knowledge, TubeMogul took action to optimize delivery. Closing out the campaign, TubeMogul achieved 28.58 men 18-24 GRPs and a 29.22% on-target rate, which exceeded both goals (Figure 1). This helped the campaign to achieve a cumulative total of 101.22 GRPs for men 18-24 and 22.1% on-target impressions, surpassing all campaign benchmarks³ (Figure 2).

FIGURE 1: CAMPAIGN GRPS FOR QUARTERS 3 AND 4

MALE 18-24

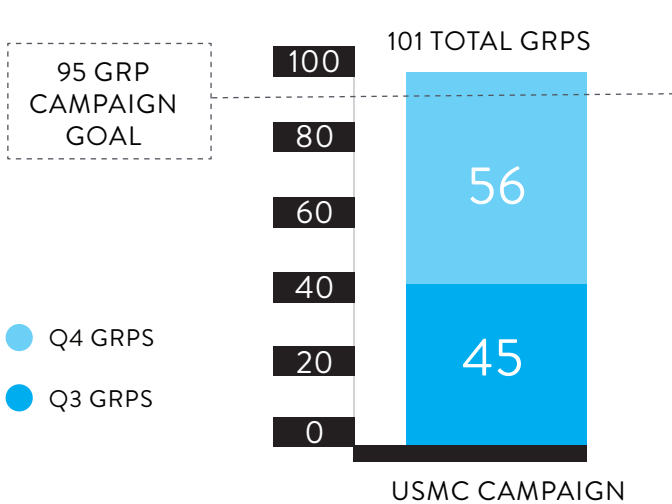
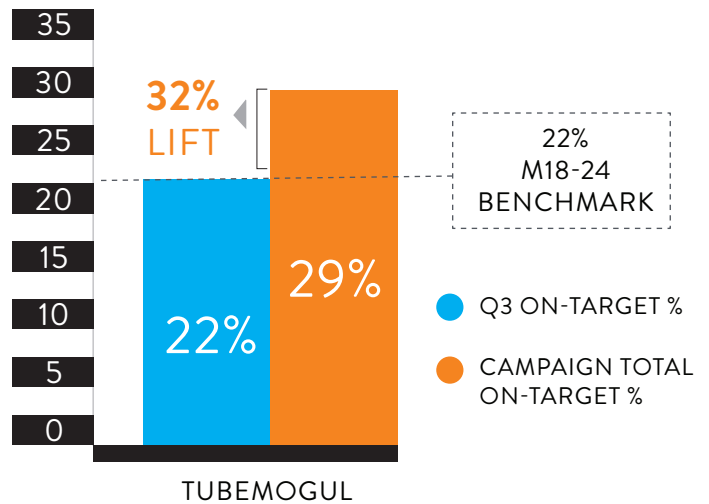


FIGURE 2: ON-TARGET % FOR QUARTER 3 AND TOTAL CAMPAIGN

MALE 18-24



Source: Nielsen Ad Ratings 8/19/13 – 9/30/13, 10/1/13 – 12/24/13

Source: Nielsen Ad Ratings 8/19/13 – 9/30/13, 8/19/13 – 12/24/13

²Nielsen Digital Ad Ratings 8/19/13 – 9/30/13

³Nielsen Digital Ad Ratings 8/19/13 – 12/24/13

CONCLUSION:

The rapidly growing digital ad market offers new fronts in advertisers' ongoing fight to reach the right consumers—however, it also presents an entirely new set of challenges for measurement and quantifying ROI. Nielsen Digital Ad Ratings conveniently arms marketers with the insights they need to understand this fragmented online space and make well-informed decisions on effectively reaching key demographics.

Mindshare jumped into the fray to help the USMC navigate the digital realm and hit their campaign goals. For this campaign, the battle was really won in Q4 2013, with on-target percentage improving from 18 percent to 22 percent⁴. This success was particularly due to Mindshare's effective collaboration with their media partners. To reach campaign goals, Mindshare rallied the troops, holding weekly conversations with the publishers to optimize reach in flight. At the end of the campaign, the 22 percent benchmark for men 18-24 was surpassed and the 95 GRP goal was exceeded by over six percent. By using Nielsen Digital Ad Ratings, the publishers were able to adjust their media plans and ultimately beat campaign expectations.

KEY TAKEAWAYS:

- The rise of the digital ad market has given marketers more options than ever in developing media plans. This presents new challenges for measurement and quantifying ROI.
- Nielsen Digital Ad Ratings offers actionable data daily so improvements can be made quickly while a campaign is in flight, making the most of every impression.
- Narrowly focused audiences are particularly challenging to reach online. This makes strategic partnerships between agencies and publishers even more essential for campaign success.

⁴Nielsen Digital Ad Ratings 8/19/13 - 9/30/13, 8/19/13 - 12/24/13

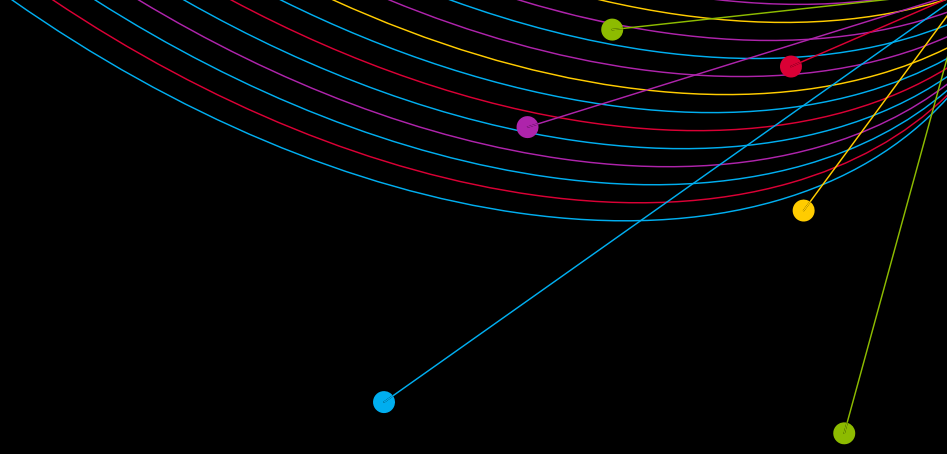
Nielsen Online Campaign Ratings was renamed Nielsen Digital Ad Ratings - February 2015

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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