

Sparkling ICE

Problem

How does Sparkling ICE position itself as a brand leader in the sparkling beverage category?

Solution

Create a campaign with market-specific strategies that play on the strengths of OOH in each targeted market.

Background

The popularity of Sparkling ICE started growing and over-selling many nationally competitive soft drinks in several key demos. Having engaged with new media buying agency, Sparkling ICE was poised to boldly position themselves as a brand leader in the sparkling beverage category. Rather than replicate their previous OOH campaign, the team was challenged with developing market-specific strategies that played on the strengths of OOH in each market. A tight budget, multiple markets, and client-directed OOH preferences based on past plans presented an opportunity for the team to step in and strategically plan and skillfully execute a fresh OOH plan that put the product front and center in the marketplace.

One of the key strategies was to meet strong reach goals while being mindful of keeping format sizes as consistent as possible. Having a smaller budget to cover 9 markets proved a challenge in meeting reach goals. Strategic format selection, in-depth ratings analysis against the demo, and skilled negotiations were deployed to successfully satisfy both reach and budget parameters.

Objective

The primary objective of the Sparkling ICE Flavor Up campaign was to build brand and product awareness through the use of strong reach OOH formats across 10 top DMAs. Key Sparkling ICE call-outs included:

- A love of transit media
- Vertical media not favorable due to creative layout
- Standardized formats across all markets favorable
- Added value is desired

Sparkling ICE's core audience segment was defined as A25-54 with a slight skew towards female consumers. In addition to reaching this core audience, it was important to ensure that the client's local marketing teams and local distributors felt supported in their respective market.

Campaign creative would also be a consideration when evaluating placement. Colorful, bold images featuring a "flavor hero" would highlight the brand's key message of "The Bold Side of Water." Media that took in to consideration the need for multiplicity along with strong, large format visuals was an important factor to the campaign.



Strategy

Ten major markets, a defined demographic target, high reach goals and a tight, dedicated budget called for savvy strategic and tactical planning. With reach as the primary objective, transit formats were the immediate media of choice. And, while the team certainly planned to develop an OOH media campaign that addressed the client's objectives, it also wanted to use its expertise to create a market specific plan that captured the uniqueness of each market's OOH strengths.

Quintile mapping was pulled to determine the geo-hot zones where the target resided. This metric allowed for the team to view static media within the core geo-zones. Markets were prioritized and overall budget was weighted by market priority level.

Once media formats were selected, Telmar runs were pulled to substantiate the most effective reach media against the target. Impressions and Frequency were also key analytics used in both media format and site selection. Markets were then sorted by transit only, bulletin only and transit/bulletin categories based on market knowledge, market experience, and Telmar metrics. The resulting plan yielded a strong assortment of high reaching media that provided tactical targeting of the core demographic.

Next steps involved client review. While on the cusp of approvals, a slight shift occurred. Sparkling ICE opted to move forward with market rides to see first-hand the media under consideration. On-sight inspection was a valuable tool in OOH planning as it allows for both objective and subjective assessment of the space. Market Rides (7) were immediately set-up and conducted over a 10 day period.

These market rides allowed us to share with the client/agency the nuances and inventory specific to each market beyond the guardrails of the reach goal. This led to significant and impactful changes to the initial plan around:

- Digital Inventory – initially considered not as desirable, it was clear in several markets that Digital Bulletins would be an enhancement to the market plan; it also allowed for conversation around the myriad of creative ways to use digital advertising (i.e. rotate each “flavor hero”) and the importance of it in commuter-based markets
- Impact Inventory – while keeping the reach objective at the forefront of planning, market rides captured the need for a boost of higher-impact, landmark inventory
- Defined Location List – all proposed inventory was ridden along with alternate options through the market; units were approved or cut and new units were noted as replacements/additions
- Market Priority – Houston market was dropped to add more budget to remaining markets

The results from the market ride led to a phase 2 planning effort to combine reach and impact media within all markets and within current budget. A few noteworthy additions to the plan included NYC Brand Train, San Francisco Station Domination and Miami Wrapped Trding higher-cost, impact media within the same budget, the team was tasked with including production costs in the total budget as well. Clearly a challenge that needed to be met with strong negotiation skill and exper-



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Plan Details

Markets: New York, Los Angeles, Chicago, Miami, Philadelphia, Phoenix, San Francisco, Dallas, Seattle

Flight Dates: May 2016 - August 2016

OOH Formats Used: Wrapped Double Decker Buses, Wrapped Hampton Jitneys, Rail 2-sheets, Brand Train, Solar Recycling Kiosks, Taxi Tops, Taxi Door Wraps, Digital Bulletins, Static Bulletins, Transit Kings, Station Domination, Wrapped Trolleys

Target Audience: A25-54

Budget: Budget initially was set to cover media only. As final negotiations were wrapping up, client informed us that budget now needed to include media + production. Through strong negation tactics and strategic fighting, we were able to meet the revised media and production directive.

Results

Provide quantifiable results (i.e. sales increase, website or social traffic increase, consumer response to specific offer or promotion) and any custom research that was conducted. Include any press features that support the success of the campaign.

- Sparkling ICE saw a sizeable year-over-year sales lift in several key markets: Phoenix (12%), Seattle (10%), Los Angeles, (7%) and San Francisco (7%) Source: IRI – Multi Outlet – TYD 2016

- Added value negotiations yielded \$593,423 worth of guaranteed and space-available media and production. Additional added-value through override is expected to continue after contract end date. Bonus space included 4 months of 1 Full Page ad in Hampton Magazine.



Testimonials

The client's local marketing teams along with the local distributors have shared positive comments on the quality of locations secured for the 2016 plan in comparison to previous years' campaigns. Market rides provided the client with a personal investment and connection to the OOH Media posting in their respective market.

Additional Information

The final plan was a success on many levels:

- High reach against targeted demo
 - Targeted and broad-reach Transit secured
 - Impact inventory secured
 - Hyper-targeted Bulletin locations secured
 - Media and Production dollars negotiated to meet total campaign budget
 - Negotiated guaranteed and Space Available added-value
- Per the agency and client:
- Overall location of Bulletins in units exceeded performance of prior years
 - Sparkling ICE was pleased with tactical choices made in each market, playing to that market's strengths
 - Strong blend of hard-working and eye-catching tactics



Audience Metrics

Additional Relevant metrics: Because the team used several unaudited formats, it was tasked by Sparkling ICE with creating a comparable audited media to measure metrics. The team evaluated Geopath audited options to determine what combination and/or quantity would best meet the unaudited media's metrics. For example, Ultra Super Kings were input at 2:1 as a substitute for 1 Full Wrapped Double Decker Buses. All media that was assigned substitutes was clearly noted, documented and defined for the client. When allotments or timing shifted, the unaudited media formula carried through.

		COMBINED WEEKS A18+			COMBINED WEEKS A25-54		
	Timing	Imp	Reach	Freq	Imp	Reach	Freq
NEW YORK							
PAID MEDIA	4 and 8 weeks	152,602,451	63.6%	15.2	95,035,193	67.9%	16.2
PAID + BONUS MEDIA	4 and 8 weeks	153,114,120	63.7%	15.2	95,196,169	68.0%	16.2
LOS ANGELES							
PAID MEDIA	8 weeks	95,172,268	61.1%	13.9	59,651,355	65.3%	14.5
CHICAGO							
PAID MEDIA	6 and 8 weeks	148,889,633	88.3%	23.2	94,201,858	90.9%	25.7
PAID + BONUS MEDIA	2 and 6 weeks	162,890,059	88.7%	24.5	103,037,050	91.2%	27.2
MIAMI							
PAID MEDIA	5, 7 and 8 weeks	34,127,756	54.7%	11.4	20,705,818	60.4%	12.0
PAID + BONUS MEDIA	8 weeks	49,235,004	65.9%	15.5	30,055,537	71.6%	16.7
PHILADELPHIA							
PAID MEDIA	4 and 8 weeks	17,977,836	30.7%	12.0	10,765,507	33.9%	12.4
PHOENIX							
PAID MEDIA	4 and 8 weeks	33,920,283	52.3%	19.2	22,393,746	59.5%	20.6
SAN FRANCISCO							
PAID MEDIA	4, 6 and 8 weeks	37,894,215	89.4%	11.3	24,045,084	92.4%	12.3
PAID + BONUS MEDIA	6 and 8 weeks	45,187,652	90.4%	13.3	28,640,940	93.2%	14.6
DALLAS							
PAID MEDIA	8 weeks	44,857,081	59.0%	14.8	29,384,115	62.8%	15.5
SEATTLE							