How did Pay TV advertising impact sales?

BIG W Toy Sale case study

MCN
MultiChannelNetwork

The challenge: Measure the impact of Pay TV advertising on both online and in store sales

ⓘ The annual June toy sale is the most important promotional period of the year for Big W – one of Australia's leading discount department stores

ⓘ Big W had no idea whether its increase in investment on Pay TV was delivering any value or financial returns

Approach ①

➡ **MCN and Quantium worked with Big W and its media agency, Carat, to determine the questions we wanted to answer from this study**

➡ **Sales data from the Woolworths' data and viewing data from the Foxtel panel was then linked at an aggregate level**

➡ **Sales from the households exposed to Big W's ads were then compared against the group of households that were not exposed to those ads**

➡ **Both the exposed and unexposed household groups were re-weighted to ensure that both groups were representative of each other**

➡ **Uplift and the subsequent ROI was then calculated by comparing the two groups**

Findings ②

✓ BIG W customers who viewed the advertisement on Pay TV spent 22% more on toys than the control group

✓ Time of day of viewing had a significant impact on the sales uplift, with daytime viewing providing a much stronger uplift than prime time viewing

✓ Existing heavy toy buyers and young families accounted for the majority of sales and responded very well to the Pay TV campaign

✓ Big W experienced a 'halo' effect, with the campaign driving an additional uplift in other categories beyond toys

Actions ③

✓ The insights allowed BIG W to make more informed decisions regarding media mix, targeting, and tactics for its 2016 toy sale in order to increase the effectiveness of its Pay TV budget

✓ The depth of the insights provided have encouraged Carat, Big W's media agency to continue to buy dynamically on MCN in order to reach its target audience more effectively

BIGW

TOTAL TOY DOMINATION 2

For further support contact @ Lawrence.puang@quantium.com.au 📞 (02) 9292 6417

QUANTIUM