



I didn't know TV could do that!

centriply

Presented By:

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Audience-based Multiscreen
TV+CTV Ad Campaign
**Specialized Healthcare
Treatment Facilities**

Goal: Create media impact that increases inquiries/appointments

Audience Strategy:

1. First, **Identify neighborhoods** near treatment centers (multiple markets)
2. + **HHs containing M45+**
3. + **with ED** condition** (18.4% of US men*)

NOTE: We recommended adding men 35-40, to increase prospects by 5%, and primes younger men to remember treatment options when they need it. It also aligns well for posting campaign performance against Nielsen ratings.

INITIAL REVIEW: the ED condition occurs evenly throughout the population across markets, with no geographic areas of concentration. So, considering the out-of-network cost of the treatment, we applied a HH Income of \$100K to the audiences around treatment facilities, and planned schedules against M35+ who can afford it.

Media Plan:

Four Phase, Seven Month Campaign

CLIENT GOAL: Prospects taking action, by phone or website.

Focusing media weight within the access area can provide breakthrough frequency for messaging that is condition focused, unlike commonly purchased services or items.

**American Journal of Medicine, 2017

**Skydeo > Optimize for TV > Condition Graph > Disease Propensity by Type > Erectile Disfunction

Individuals likely to have Impotence caused by Erectile Disfunction. -Optimized for TV segment using Skydeo Household Graph for CTV, linear, Video and OTT. Frequent refresh rates, deterministic and ready to target.

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MARKET ANALYSIS: MINNEAPOLIS

Male 35+ with ED Condition
HHI of \$100K+

Total DMA 559,560 Cable TV Households
34 Cable, 2 DBS, 1 Telco system available

Tactics: Find Audience

Step 1:

Applying a **25-mile radius** around the clinic address focuses coverage to areas where patients can easily drive to appointments. The system with the highest concentration indexes at 157 which means 1.57 times more value than the market average to your media budget.

To reduce wasted impressions, systems with **50% or more ON TARGET** were considered.

Total: 230 ZIP Codes for both Minneapolis and Dallas locations.

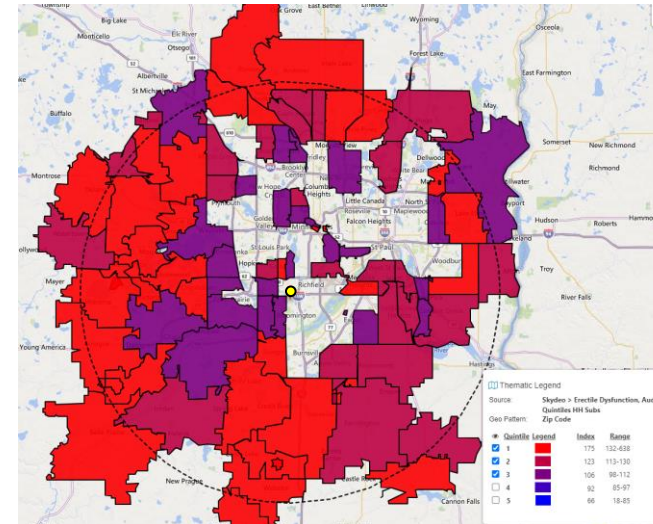
Step 2:

Created custom audience of HHs with M35+ with ED and then applied HHI\$100K.

HH income added due to insurance not covering the procedure and several \$800 sessions being required. There are 217,233 'Audience HHs' within 25 miles, which is **86% ON TARGET** (within 25 miles) to the location.

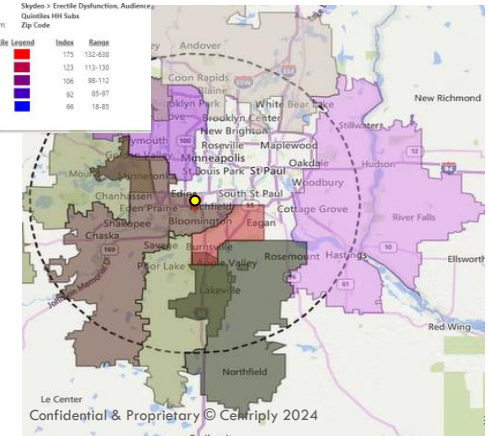
Step 3:

Matching more prospects to increase frequency means placing spots in dayparts and TV networks that appeal to Men 35+ during office hours and evening while switchboard services were available.



MINNEAPOLIS ABOVE:
Yellow point is location, black dotted line is 25-mile radius. ZIP Codes within the 25-mile radius in red have higher concentration audience segment.

AT RIGHT: Seven systems can be used to cover the high indexing ZIP Codes in Minneapolis.



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MARKET ANALYSIS:

DALLAS

Male 35+ with ED Condition

HHI of \$100K+

Total DMA 901,495 Cable TV Households

33 Cable, 2 DBS systems available

Tactics: Find Audience

Step 1:

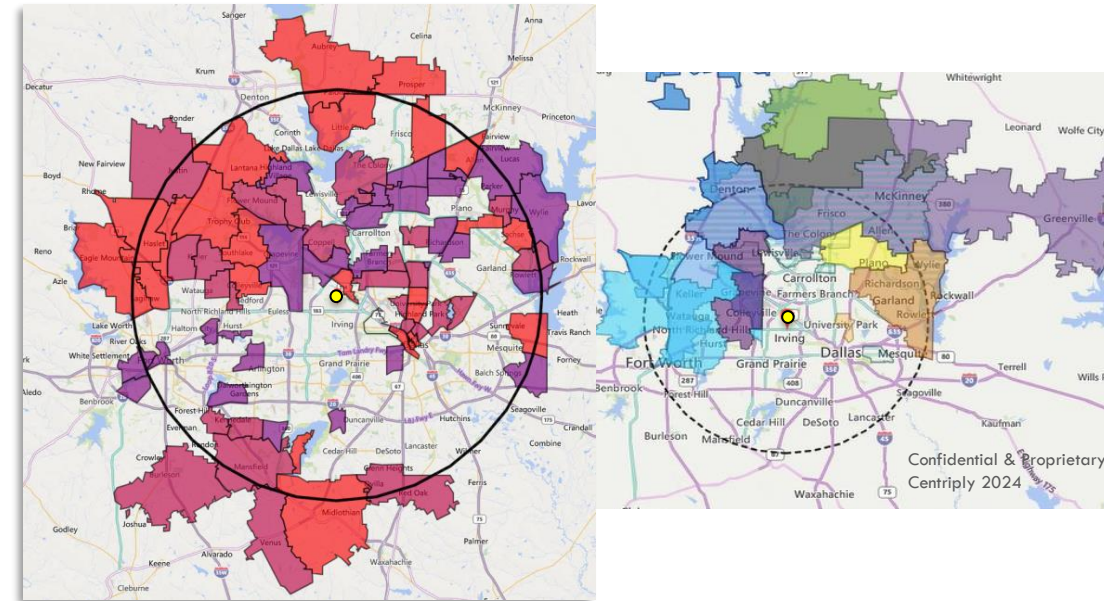
Applying a **25-mile radius** around the clinic address focuses coverage to areas where patients can easily drive to appointments. The system with the highest concentration indexes at **294** which means **almost 3 times more value** than the market average to your media budget. Total: 230 ZIP Codes for both locations. ZIP Code list imported for CTV was only ZIPs within the cable system footprints.

Step 2:

Created custom audience of HHs with M35+ with ED and then applied HHI\$100K. HH income added due to insurance not covering the procedure and several \$800 sessions being required. There are 200,174 'Audience Households' within 25 miles, which is **79% ON TARGET** (within 25 miles) to the location.

Step 3:

Matching more prospects to increase frequency means placing spots in dayparts and TV networks that appeal to Men 35+ during office hours and evening to work with switchboard services.



DALLAS ABOVE LEFT : Yellow point is facility location; black dotted line is 25-mile radius.
ZIP Codes of higher prospect audience segment concentration areas in red.

ABOVE RIGHT: 10 Systems shown within the 25-mile radius have higher concentration audience segment.

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MINNEAPOLIS STREAMING MARKET ANALYSIS

Campaigns can be flexible
by layering the same audience segments across CTV and more*.

Additional layers of alternative TV sources can be considered and coordinated:

Ad-Supported CTV

(Streaming)

Specialty Regional Networks

(Sports and News)

100% NON SKIPPABLE

**FRAUD PROTECTION
BY ORACLE MOAT**

CTV Network Options

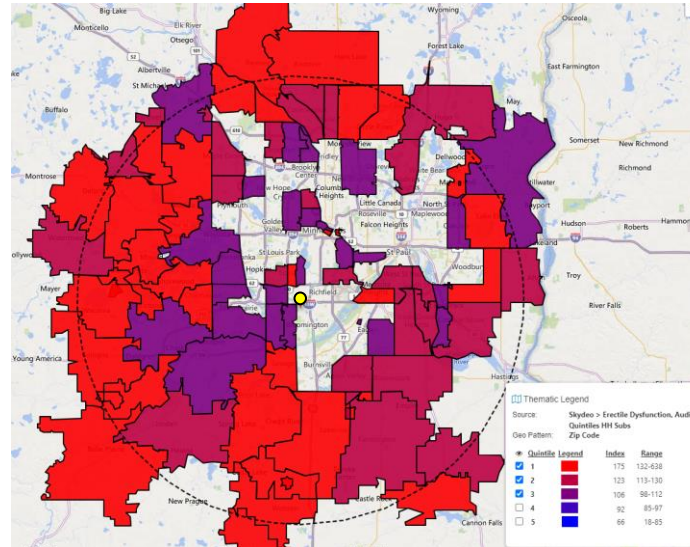
CTV Super Premium with Netflix Package



CTV Super Value Package

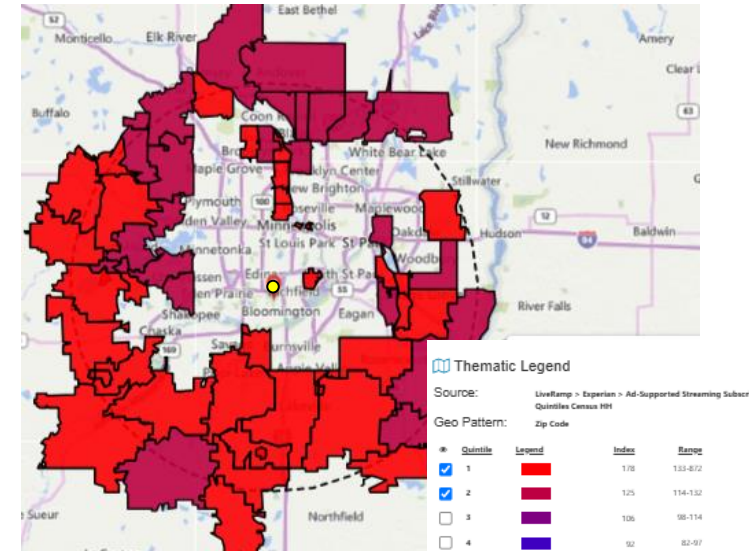


MINNEAPOLIS AUDIENCE SEGMENT BELOW : Yellow point is location, 25-mile radius. ZIP Codes within the 25-mile radius in red have higher concentration of audience segment.



MINNEAPOLIS AD-SUPPORTED CTV VIEWERS:

Shown; High indexing ZIP Codes in Minneapolis for ad-supported streaming subscribers. *Audience count will vary.*



*Subject to review and recommendation

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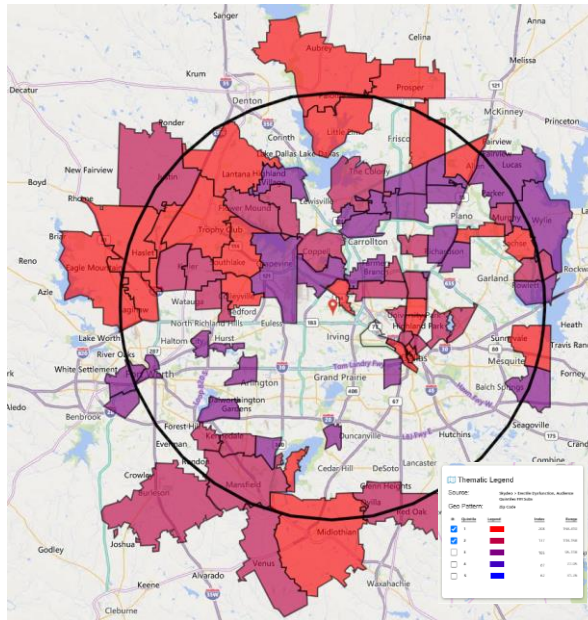
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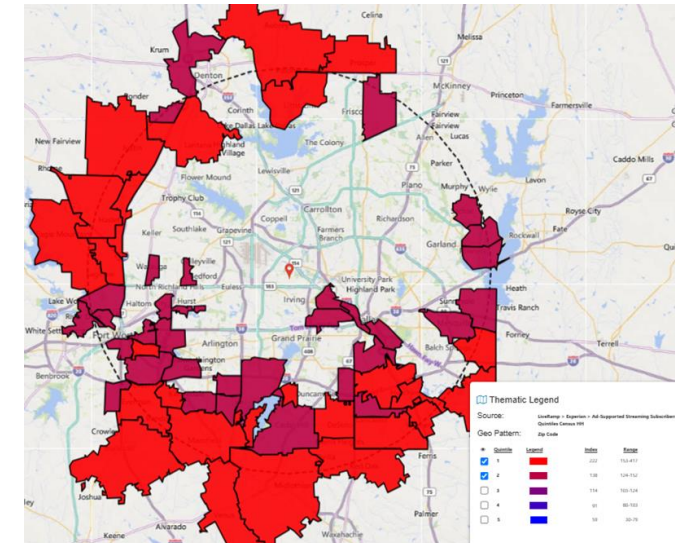


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COMBINED MARKET PLAN:

Combined Minneapolis and Dallas monthly local CTV & cable campaign

Cable HH UE	M35+ UE	M35+ Imps	CABLE BUDGET	CPM
507,322	342,026	817,112	\$40,000	\$48.95

PREMIUM CTV (TV Screens, no mobile)

Monthly Budget Level: \$5,000 Per Market

IMPS:148,577 \$34 CPM 4 weeks

Ad-supported MINN CTV HHs: 107,445

Ad-supported DALL CTV HHs: 481,841

MARKET	M35+ Imp %
Minn	65%
Dall	35%

*Universe counts, prices and availability are subject to change due to different Nielsen demos, fluctuating demand, and date of purchase.

MEDIA AND MEDICAL INSIGHT: TV WATCHING

Men who watched three or more hours of TV per day were much more likely to have erectile dysfunction than men who watched less than an hour per day. And men with erectile dysfunction were less likely to have done vigorous physical activity in the previous 30 days than other men.

*American Journal of Medicine, 2017

TWO-LOCATION CAMPAIGN

CAMPAIGN PLAN: **Four phase campaign across 7 months**

MEDIA NOTES:

Market conditions noted that Minneapolis market is less expensive than the Dallas market, that means more impressions are achievable with same budget.

After first phase review to rebalance impression levels.

PHASE 2: Increase systems, and CTV

PHASE 3: Include Local Broadcast

PHASE 4: Optimize all

FOR THE FUTURE:

Using a focused campaign builds the foundation for future expansion to more media providers. Once brand awareness is achieved, expanding into more CTV, FAST Channels and possibly Satellite should be included. Regional sports and news networks can be added to the campaign.

OTHER POSSIBILITIES:

Client supplies a list of billing ZIP Codes from the current location to be used to direct TV coverage (no PII).

Changing the HH income level to +\$75K

Match ZIPs to mailing or print campaigns

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Thank You!

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