



Mid-funnel campaign results go beyond awareness to 'Intent' with Audience-based TV campaign

Challenge

TV AD CAMPAIGN: Raise awareness and intent for travelers to visit Australia.

WHERE WE ALWAYS START: Who is the best TV audience?*

Adults 25+ considering vacation abroad in the next 12 months

OR Any Trip with a Foreign Destination

AND \$3K+ on International travel in the last 12 months

OR \$100K+ HH income

(Un)Surprising Results:

Mid-funnel, audience-based TV campaign created impact for destination brand.

+18% Increase in Travel Intent

+17% Increase in Affinity

+ 7.5% Increase in Favorability

How Centriply Scales

Activate across 67 local systems,
on 48 networks,
track 11,402,488 impressions delivered in-flight,
that's 120% beyond plan,
then create a post-campaign study with Kantar

Specs:

Audience: A25+, considering vacation in 12m,
+ \$3K budget or \$100K+ HHI or any Foreign Trip

Locations/markets: 67 Local Systems

Flight length: 12 weeks

Impression Goal: 9M

"Growth among these metrics is mainly attributed to the **multitude of high performing linear TV networks**, which generated likelihood of traveling to Australia in the next 12 months and evoking positive feelings toward the destination."

-Kantar Analysis

Post-campaign:

Partnered with Kantar to provide brand lift study

Brand Metrics	HHI \$100,000 or more	
	Ctrl (%)	Δ
Unaided Brand Awareness (First Mention)	5	-2.1
Unaided Brand Awareness (Any Mention)	8	1.8
Aided Awareness	89	3.4
Brand Favorability	77	7.5 ▲
Travel Intent	49	18.9 ▲
Message Association	46	-5.1
Affinity	60	16.7 ▲

Brand Metrics	45+ Year Olds	
	Δ	
Unaided Brand Awareness (First Mention)	1.2	
Unaided Brand Awareness (Any Mention)	0.5	
Aided Awareness	3.5 ▲	
Brand Favorability	2.6	
Travel Intent	14.2 ▲	
Message Association	-5.0	
Affinity	9.4 ▲	

OUTSTANDING RESULTS IN AWARENESS, INTENT AND AFFINITY