



Pizza Franchise

Topping up brand awareness with Advanced TV

A Canadian pizza franchise with a focus on ethical and sustainable products wanted to build brand awareness, drive online sales and increase deliveries in Ontario.

Here's what MiQ did.

Discover how we did it

CA CASE STUDY

What was the order?

- The overarching goal for the pizza franchise was to increase brand awareness and drive online/delivery orders within Ontario.
- They wanted their message to focus on their commitment to sustainable and ethical dining -- targeting audiences with similar interests in Ontario.
- Additionally, the brand wanted to augment their current digital video campaign to drive more clicks-to-site, and increase their video completion rate (VCR).

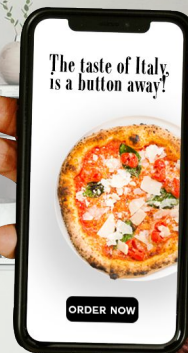
MiQ recommended our Advanced TV solution. A cross-channel media approach that bridges the gap between TV advertising and digital.

GOALS



Here's how we sliced our Advanced TV solution to meet their goals:

- ▶ MiQ ran **connected TV ads** targeted to households in Ontario that were in **close proximity to the restaurant locations**.
 - We used our data/analytics partner, Environics Analytics to reach people who had shown **interest in ethical dining and sustainable brands**.
 - We also leveraged our partnership with Unacast to reach people who had been to the **brand's restaurant in the last 90 days**.
- ▶ We then **retargeted mobile devices within households** that were shown the brand's connected TV ad.
- ▶ Our team also delivered mobile ads to households that had seen competitor linear TV ads, to ensure the brand remained top-of-mind.



We leveraged existing video and display creative to save time and costs, and allow for quick activation of the campaign.

The overall conversion results can't be topped!

8.55%

vs.

1.5%

8.55% increased CVR (conversion rate) when using a cross-channel approach in comparison to 1.5% CVR with a single channel -- resulting in a **5.7X increase.**

96%

Completion rate on connected TV vs. 90% goal

87%

Completion rate of pre-roll digital video vs KPI of 70%

0.24%

CTR on the mobile retargeting vs KPI of 0.10%

RESULTS

