

Serving up
Advanced TV and
incrementality

Subway wanted to understand its incremental reach potential when it came to TV.

Here's what we did.

Media consumption shift

Canadian viewing habits have shifted throughout the last 18 months.

- 27.7 million digital viewers in Canada in 2021
- 124% increase in connected TV ad opportunities
- Paid TV households will drop below the 8 million mark for the first time in Canada

Reach & frequency

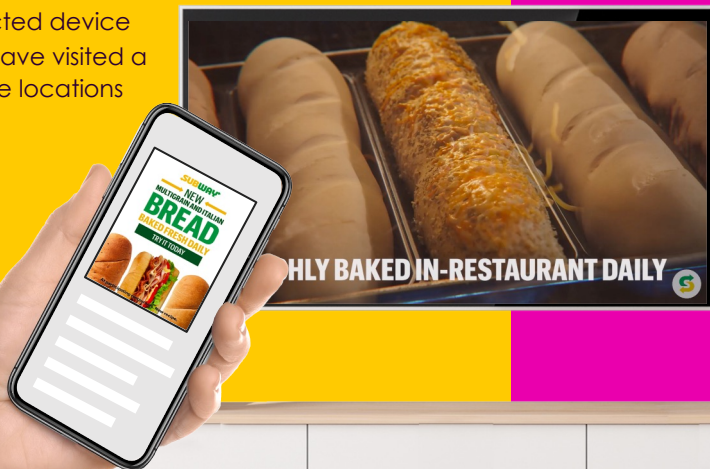
Difficulty managing reach and frequency to linear and new incremental audiences.

Fragmentation

Fragmentation across apps, devices, and platforms has created a challenge for marketers to reach and measure target audiences in a unified way.

We generated household-level viewership insights for Subway such as:

- ▶ # households exposed to Subway linear TV campaign
- ▶ Overlap # of households that had been exposed on both linear and digital
- ▶ Historic data from collected device ID's of consumers who have visited a Subway and competitive locations



And then we activated on connected TV and mobile channels to:

- ▶ Drive reach and deliver incrementality
- ▶ Increase frequency to consumers under-exposed to linear TV ads
- ▶ Deliver Subway digital messaging to Canadians exposed to competitor TV advertising
- ▶ Target users watching specific shows across the following verticals: Food & Entertainment, Business, Lifestyle, News.

Order's up!

11.5%

Our Advanced TV campaign increased Subway's linear TV reach by an incremental 11.5%

46%

46% were exclusively reached via connected TV

3.4X

We identified light TV viewers on linear TV and increased their message frequency by 3.4x with connected TV

RESULTS