MiQ | the gym group | MERKLE a dentsu company

UK CASE STUDY

Beyond the barbell:

Leveraging MiQ's **TV Intelligence & Connected Audiences** to boost awareness for The Gym Group

Here is how MiQ used its TV Intelligence and Connected Audiences solutions to drive effective awareness and consideration for The Gym Group across connected TV and audio channels.

Discover how we did it

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Our two business objectives:

- To drive local awareness and consideration amongst The Gym Group's target audience (18-45 year olds), demonstrating their unbeatable value for money and emphasising a users proximity to their nearest gym
- To steal share of voice from low-price gym competitors

GOALS



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- Using MiQ's **Connected Audiences**, the most diverse and accurate audience dataset in market, we activated cookieless audience strategies overlapped with demographic, behavioural, movement and financial datasets to reach the highest indexing postcodes against the target audience.
- With our **TV intelligence platform,** we were able to analyse key competitors' linear TV behaviour in order to steal share of voice from their campaign. This meant that we got a complete view on what channels, categories and locations indexed highest against The Gym Group target audience, whilst finding underexposed postcodes of key competitors' linear activity.
- Our team then activated across connected TV and audio channels, leveraging dynamic TV creative that included a map of a users nearest gym.
- We ran an ODR (On Device Research) study, measuring cross-channel brand uplift across metrics such as purchase intent and awareness.

SOLUTIONS



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We leveraged dynamic TV creatives, which enabled a map of a users nearest The Gym Group locations to be pulled into the creative, driving local brand awareness.

1



2



CREATIVES

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MiQ's campaign, leveraging its **TV Intelligence** and **Connected Audiences** solutions, delivered effective, local awareness and consideration for The Gym Group - driving notable uplifts across brand metrics, **aligning to the client's initial goals!**

FOOTFALL



6% AVG UPLIFT

ACROSS 11 GYM GROUP LOCATIONS

AWARENESS



6% UPLIFT

IN PROMPTED AWARENESS

'GOOD VALUE FOR MONEY' CONSIDERATION



15% UPLIFT

IN THOSE WHO BELIEVE SEE THE GYM GROUP AS 'GOOD VALUE FOR MONEY'

VIEW/LISTEN THROUGH RATE



96% CTV

VS 90% BENCHMARK

97% AUDIO

VS 95% BENCHMARK

RESULTS

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64% OF RESPONDENTS

SAID ‘THE GYM GROUP HAS GREAT PRICES’ VS A 50% BENCHMARK…EMPHASISING THE SUCCESS IN DRIVING EFFECTIVE BRAND AWARENESS FOR THE GYM GROUPS’ UNBEATABLE VALUE FOR MONEY.

RESULTS

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UK TESTIMONIAL

"With this campaign, demonstrating clear success in driving local brand awareness and consideration was absolutely crucial - and that's exactly what MiQ did.

Not only did we see significant uplifts in brand metrics but we also saw marked increases in footfall across a range of The Gym Group locations.

The campaign delivered significantly on its objectives, emphasising the role in which MiQ's innovative solutions, data strategies and expertise played in driving tangible results for the The Gym Group."



Sean Martin
Senior Digital & Performance Marketing Manager
The Gym Group

TESTIMONIAL