MiQ | HAVAS | UK TV

UK CASE STUDY

The power of video

Leveraging MiQ's *TV Intelligence* and *Connected Audiences* to boost Linear TV viewership for UKTV

UKTV wanted to increase awareness of their content and linear viewership of new titles.

Here's how MiQ delivered an increase of 256% in linear TV viewership - resulting in Channel W's most successful linear launch of the year!

Discover how we did it

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UKTV's two business objectives:

- Increase awareness for UKTV's content
- Increase linear viewership of new UKTV titles

MiQ's strategy:

- Leverage the power of video to engineer a geo-contextual strategy using its solutions to ensure creative is delivered to the right users consuming contextually relevant content across YouTube and CTV

GOALS

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Geo-contextual custom data sets
MiQ used its **Connected Audiences** solution, the most diverse and accurate audience dataset in market, to build custom data sets of various online and offline behaviours to find UKTV's target audience.

- This was done through a postcode scoring system and custom bidding scripts, fuelling the geo-contextual strategy.

Viewing Habits
Then, we leveraged MiQ's innovative **TV Intelligence** solution to analyse the viewing habits of over 2m CTV devices in the UK, enabling us to segment every postcode in the UK into Heavy, Medium, Light and lapsed users with the goal of targeting the latter (millennials that weren't consuming UKTV linear content).

Youtube custom channel list
To ensure contextual relevance to this audience, we utilised MiQ's unique **YouTube Channel Recommender** to identify the most relevant channels and videos aligning with 'Gemma & Gorka'.

SOLUTIONS

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UK **CASE STUDY**

The results demonstrated how MiQ's targeting approach, leveraging its **TV Intelligence** and **Connected Audiences** solutions, drove a higher VTR than benchmark, but more importantly cost effective attention (low aCPM) to successfully drove an increase of Linear TV viewership.

For 15" Trueview

17%

For 30" Trueview

87%

Youtube VTR results above benchmark!

Average play time

88%

Average view time

38%

Average play/view time in seconds vs benchmark

134%

APM (Attention per 1000 impressions) score vs benchmark

Score = 3,755

RESULTS

'Gemma and Gorka: Life Behind The Lens' launched to a consolidated audience of **223k**, an increase of **256% vs slot**, ranking as the **channel W's most successful linear launch of the year!**

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UK TESTIMONIAL

MiQ's Advanced TV strategy transformed our campaign for W's *'Gemma and Gorka: Life Behind the Lens'* programmes campaign achieving outstanding results by seamlessly blending technology and insights.

Their innovative approach elevated our viewership, setting a new benchmark for success in future campaigns.

Agnieszka Maugeri
Marketing Manager
UKTV

TESTIMONIAL