

OTT Media

CHALLENGE

An established direct to consumer personal care brand with a heavy brick and mortar retail presence was looking for opportunities to reach new audiences. They had a strong presence with linear TV and Radio campaign in addition to the marketplace for multiple years. But the brand wanted to further cement this with people they weren't reaching on national cable.

SOLUTION

Bluewater recommended an expansion into OTT media to take advantage of the rapidly growing viewership on these platforms and to reach the cord cutters. We designed a test strategy that included a broad reach across multiple platforms. By going broad, we were able to create cost efficiencies and mimic the broader reach of linear TV which had worked well for this brand. Due to the amount of noise in the channel from multiple media types and wide retail availability, the decision was made to test by switching dollar for dollar spend on national cable to OTT for 2 weeks.

RESULTS

The OTT test proved to be a strong replacement for linear TV, continuing to drive both web and retail sales. After 2 weeks of all OTT media, all major KPIs held flat or improved compared to the previous period with Linear TV:

- Sessions to the website improved 21.3%
- Sales to online platforms improved 10.8%
- All Sales including retail improved 6.3%

This gave the brand confidence that OTT was a good addition to its current linear strategy and a way to expand into the future. We then added OTT to the overall media mix and continue to successful air this blend.

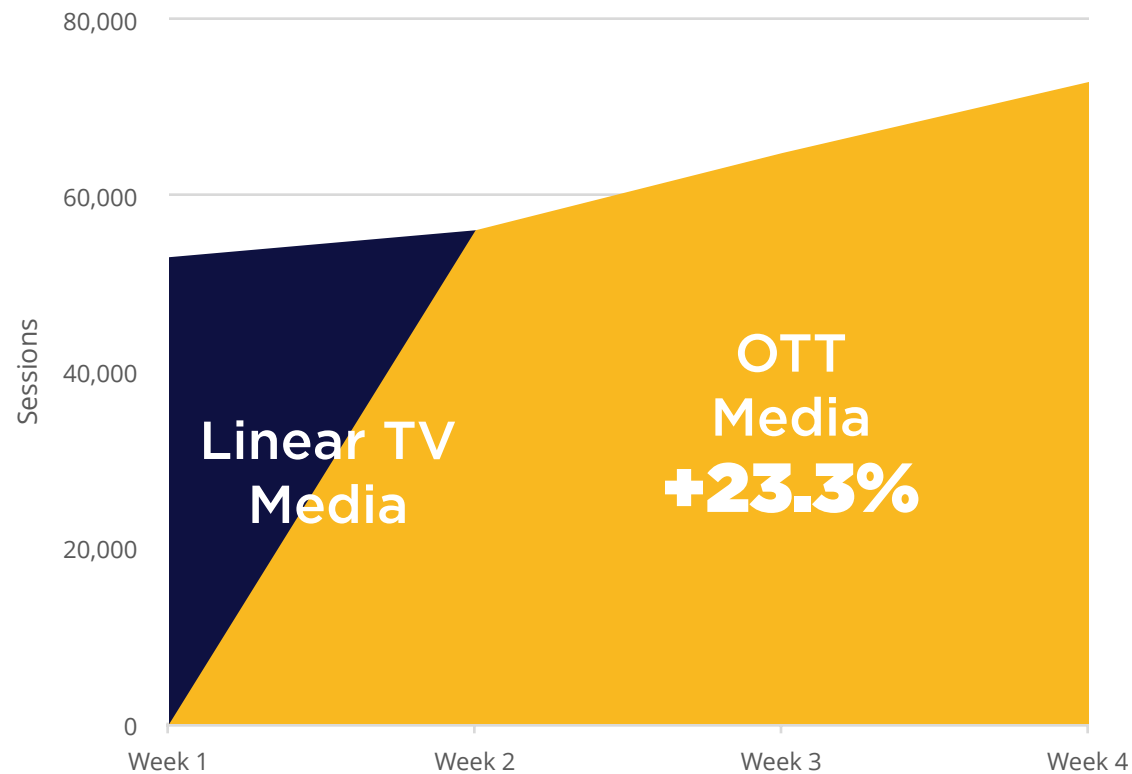
SERVICES PROVIDED

- Media planning, management and optimization.
- Response tracking, setup and attribution.
- Sales tracking across all channels and detailed analysis.

case study

OTT Driven KPI Improvements

OTT Media



Online Sales
+10.8%

All Sales
+6.3%

case study