

# BRANDVERGE DELIVERS STRATEGIC NEW MEDIA MIX FOR DTC FEMCARE BUSINESS

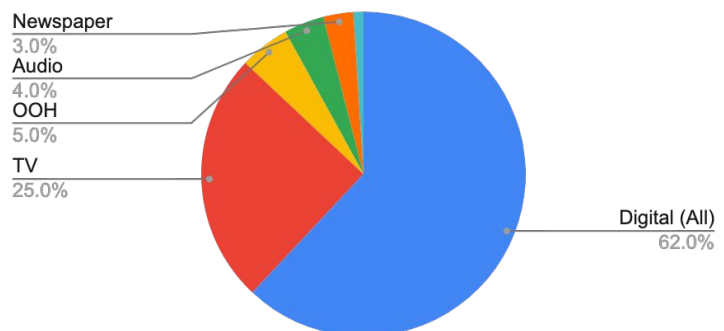
## Challenge

BrandVerge's client, a DTC FemCare business, is committed to changing views around menstrual health and bladder leaks, as well as breaking stigmas that stand in the way. As more and more women look into alternatives to traditional feminine hygiene products, BrandVerge was brought in to provide strategic evaluation of their media mix to prepare for a large-scale launch in 2023.

## Solution

BrandVerge compiled key performance indicators across each stage of their marketing funnel, mapping year over year changes against consistent datasets to determine areas of opportunity. Specific focus was placed on awareness, consideration and conversions, as these funnels are where the bulk of their paid media is concentrated.

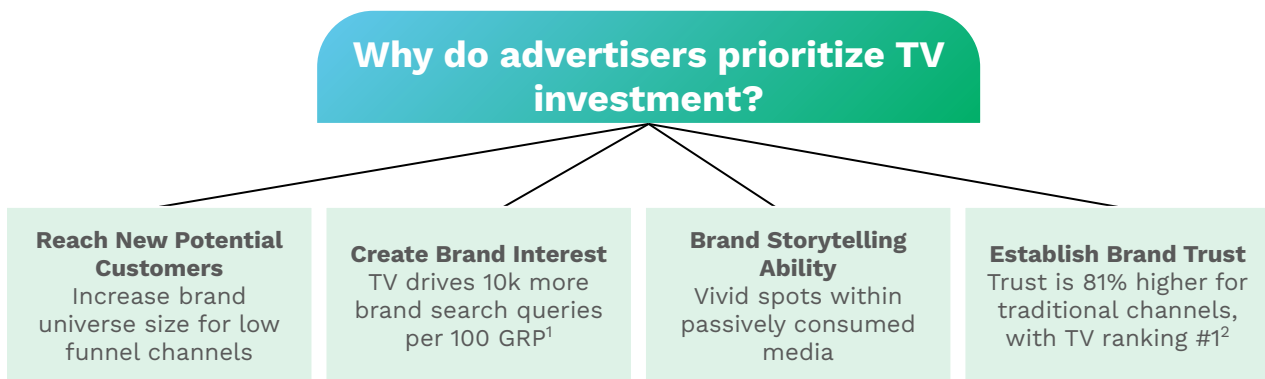
### Avg. Budget Mix - Global Advertisers



From these datasets, BrandVerge was able to take away three key findings. First, to drive customer volume by increasing brand awareness investment. The brand had a significant opportunity to pull new customers into the category and position themselves as the leading brand. Secondly, the new customer volume driven into the category along with a few tactical optimizations would drive efficiency across the brand's lower funnel media channels. Lastly, the business could combine marketing efforts across all sub-products and brands to create a halo and achieve an incremental boost to awareness.

From their findings, BrandVerge looked further into the company's media spend and found that while global advertisers spend approximately 25% of their total advertising budget on TV and 65% across all digital media channels, BrandVerge's client was spending just 4% of total projected budget on TV in 2022, while 56% was aimed towards Facebook alone.

While the client's existing approach was effective for building DTC revenue, it would not do as well to support key shifts the business was planning to make in order to achieve growth goals. BrandVerge was able to work with the client to demonstrate how an awareness-based media plan would reach new potential customers and drive new demand for low funnel channels. An awareness-based plan would also allow for brand storytelling through vivid spots within passively consumed media. These mass-reach media channels also help to establish brand trust, as trust is 81% higher for traditional channels, with TV ranking #1.



From there, BrandVerge was able to consolidate their findings and recommend four new media mix options for their revised media mix for the brand's 2H 2022. Two options with a more diversified channel mix that increased awareness allocation significantly (95% and 39%), and two that cut budgets strategically to maintain forecasted session and revenue goals.

## Results

The brand used the analysis and recommended scenarios built by BrandVerge to implement a TV heavy up test to assess real world impact on the business. The brand increased TV investment by almost **70%** over a short period of time and compared period over period changes to sessions and traffic. The test was a success, proving that increasing investment allocated to brand awareness will boost volume and efficiency down the marketing funnel. The brand saw significant increases to branded search demand alongside increased organic and direct traffic to the DTC website. Additionally, retargeting pools across highly efficient media channels swelled by **33%** after the TV heavy up, improving overall conversion potential for the brand. Overall, the project completed by BrandVerge empowered their client with the information needed to understand and test an entirely new media investment strategy that would support the brand's larger goals in 2023.

<sup>1</sup>Park, T. P. & Google Research. (2015, September). *TV IMPACT ON SEARCH: Analysis on how search reacts to TV campaigns*. Dentsu Aegis Network.

<sup>2</sup>Southgate, D., & Bubani, G. (2021, April 29). *Trust In Media*. Kantar. Retrieved May 25, 2022