

REACH BROADLY,

TARGET PRECISELY

LOCAL ADVERTISING FOR NATIONAL BRANDS

Guide / HD Channels Guide to change view 10:56a / 51°F

Today 10/19	6:00p	6:30p	7:00p	7:30p	8:00p	8:30p
835	The Closer		The Closer		The Closer	
836	Law & Order: Criminal Intent		Law & Order: Criminal Intent		Marriage Boot Camp: Re	
837	Say Yes to t	Say Yes to t	Say Yes to t	Say Yes to t	90 Day Fiancé: Before th	
838	<u>My Lottery</u>	My Lottery	My Lottery	My Lottery	My Lottery	My Lotter
839	Diners, Driv	Diners, Driv	Diners, Driv	Diners, Driv	Diners, Driv	Diners, D

My Lottery Dream Home - A Family Fortune
REPEAT (2/2/18) S3 Ep14 - After thinking his scratch-off only won him a couple hundred bucks, a man scans his card to find out it carries a worth of \$750,000, so the fa...
6:00 - 6:30p
838 HGTVD
TV-G HD CC

COMCAST
SPOTLIGHT®

LOCAL ADVERTISING REACHING MISSED AUDIENCES

FAST FACTS¹

17

The average Comcast household watches 17 ad-insertable cable networks monthly.

14%

The top five cable networks account for just 14% of linear viewing time in Comcast households.

67%

Two-thirds of cable viewing occurs outside of primetime in Comcast households.



TV accounts for **80% of time spent with video** and 43% of daily media time among U.S. adults.²

● TV ● Other video ● Other media

Using TV to Reach Audiences

U.S. adults spend an average of 5 hours 57 minutes watching television each day,² making it a powerful advertising platform that brands can use to reach desired audiences.

However, advertisers must think strategically – and locally – to unlock TV’s full potential.

National Campaign Limitations

Many national brands focus on delivering video advertising on a broad scale, striving to reach audiences coast to coast with one national campaign strategy.

Despite television’s extensive reach and popularity, a national ad campaign may overlook large segments of an advertiser’s audience in specific geographies.

To achieve the most effective reach among prospective customers, advertisers must use data to understand their audience, consider how viewing habits vary within local markets, and align ad strategies with viewing behaviors.

Expanding Reach with Local Advertising

A successful campaign begins with data. No longer limited to simple demographic data, companies can now use geographic information to deliver messaging only within their most important markets, and consumer data to further refine their desired audiences based on insights like shopping behavior.

In fine-tuning their target audiences and markets, brands can reduce the volume of ads delivered to viewers who are unlikely to become customers, attaining those impressions from potential clients instead. The result is reduced ad waste, greater reach among likely patrons, and overall more efficient use of ad spend.

¹ Source: Comcast internal viewership data, Q2 2018, Q4 2017. ² Source: “The Nielsen Total Audience Report.” Nielsen, Q1 2018.

Case Study: Missed Reach³




Comcast Spotlight analyzed the results of a quick service restaurant brand's national TV campaign that ran more than 900 spots across 24 networks. We used data from Scarborough to identify the brand's recent and likely customers based on Mosaic segments. Using the Mosaic segments along with aggregate, anonymized set-top box data, we determined campaign performance among this audience within the Comcast footprint.

We found that nearly a third of the ideal audience across Comcast households never saw the ads. Additionally, we found that the ads aired on only four of the top 10 networks among the target audience. The brand could have reached its missed target audience by working with Comcast Spotlight and strategically advertising on the other six networks in the top 10.

Comcast Spotlight also analyzed results specific to Boston and Chicago, two markets of particular importance to this brand. The campaign missed 29% of the target audience in Chicago and 33% in Boston.

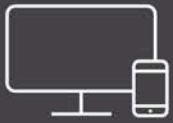
This highlights another missed opportunity: tailoring strategy based on local market trends. The campaign missed six of the top 10 networks for the target audience in Chicago, and five of the top 10 in Boston. Notably, some of the largest-reaching networks among the target audience are local ones like NBC Sports, which are accessible through localized ad buys. A local strategy could have enabled the brand to reallocate its national-level spending to such city-specific ad placements, thereby maximizing reach to desired audiences.

TOP NETWORKS IN HOUSEHOLDS WITH TARGET AUDIENCE

 National 31% of target missed			 Chicago 26% of target missed			 Boston 30% of target missed		
Network	Reach Rank	Index	Network	Reach Rank	Index	Network	Reach Rank	Index
ESPN	1	110	TBS	1	113	TNT	1	101
TBS	2	116	ESPN	2	111	TBS	2	106
TNT	3	100	TNT	3	102	ESPN	3	113
FRFM	4	120	FRFM	4	126	FRFM	4	113
FX	5	104	NBCS CH	5	131	USA	5	99
HGTV	6	125	AMC	6	116	FX	6	101
CNN	7	111	HGTV	7	125	HGTV	7	110
AMC	8	105	USA	8	106	AMC	8	104
USA	9	97	FX	9	114	E!	9	108
HIST	10	110	CNN	10	124	NBCS BO	10	122

Highlighted networks were NOT nationally purchased by the QSR brand

³ Source: Comcast internal STB viewership data, calendar Q4 2017.



Filling in the Gaps

Simply adding more national networks overlooks the unique viewership of each market. By investing in local markets instead, advertisers can fill in these reach gaps in a cost-efficient manner.

At Comcast Spotlight, we use data and analytics to gain market-level insights and find audiences wherever and whenever they're watching video content. We can help you take a local, data-based approach to media planning. We'll deliver your messaging to the largest possible portion of your target audience, while minimizing ad waste to attain maximum ROI. By using insights to inform strategy, advertisers find real opportunities to supplement their national campaigns at the local level and drive success.

For more information, please visit
www.ComcastSpotlight.com
or call 888.877.9799



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