

Addressable Digital Campaign Provides More Votes for Reality Singing TV Show

Targeted ads create more awareness and impressions for NBC's "The Voice"

The Challenge

a4 Media was retained to deliver an effective digital advertising campaign that would drive Cox's Contour 2 (C2) voting for NBC's "The Voice" by utilizing voice-activated voting through the C2 remote. The client also wanted to generate awareness for the current season of the show.

The Approach

a4 ran an addressable digital campaign for two concurrent weeks in the spring of 2018 that delivered ads to targeted C2 households within the Cox footprint. Ads were served across a variety of arts, entertainment, shopping, dining, news and other relevant websites. ROS cross-channel spots promoted the opportunity to vote for contestants on "The Voice" through the audience's remote.

The Results

There were **1,270,661** impressions from the campaign, as well as **2,680** clicks and a 0.21% CTR. The static campaign CTR was above the company average of 0.08%. The ROS cross channel campaign delivered 4,635 spots and over \$50K in incremental value.

The campaign ultimately resulted in **364,000** votes from C2 users, with **26,800** unique C2 set-top boxes voting. These results indicate a successful campaign that met its goal of show awareness – which delivered more impressions and increased the amount of votes.

IMPRESSIONS



CLICKS

