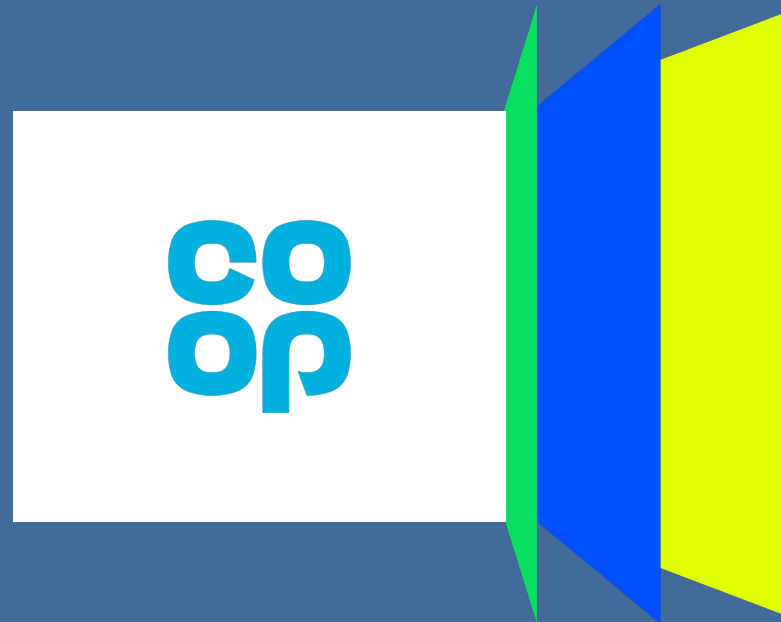


Industry: Retail



# Co-op's CTV campaign connects with community-minded customers

## Challenge

Co-op was looking to identify and reach relevant audiences to increase brand awareness, using high-impact video formats to drive their 'giving back to the community' message in a connected TV campaign. For this connected TV campaign, their primary goals were increased reach, completion rate, and brand lift.

Quantcast

## Solution

Co-op and Carat leveraged Quantcast's Interest-Based Audiences (IBA) to build and find their desired audience. Co-op used a predetermined list of keywords for this CTV campaign, to reach family-oriented shoppers who care about giving back and supporting local charities, vendors, and organizations, with their emotive and inspiring video advert. To evaluate success, Co-op used Brand Lift Live by Quantcast™, asking: "Do you recall seeing an ad for Co-op on a streaming device in the last 7 days?"

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### Key results

**15%** Lift in ad recall

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## Results

The campaign delivered impressive results and reached the desired campaign goals. The response to their Brand Lift Live question was very positive with a 15% lift in the audience recalling the ad. With this campaign, Co-op was able to reach and attract in-market audiences at scale and more clearly understand the nuances and gain insights between audiences across seasons to empower effective advertising.

“Quantcast CTV revolutionized the way we understood brand impact in real time. Getting immediate feedback on a campaign is a real advantage of connected TV compared to linear, and Co-op was really happy with the brand recall survey results. CTV offers incrementality, which is key, especially in the face of TV inflation. Co-op efficiently achieved mass reach and impactful frequency with the added bonus of brand uplift.”

Rebecca Cusack  
AV Account Director  
Carat