

## Case Study

# PrimeLocation & Sky AdSmart

Reaching the UK's wealthiest households through precision targeting



## Background

Operated by the Zoopla Property Group, PrimeLocation.com is a leading UK property portal attracting over 5 million visitors per month.

PrimeLocation primarily addresses the upper and middle property markets with listings from over 16,000 estate agent branches including high-end estate agents such as Knight Frank, Savills, Hamptons International and Strutt & Parker.

By using Sky AdSmart PrimeLocation were able to target the UK's wealthiest executive classes and maximise campaign impact.

In creating an aspirational advert featuring luxurious properties, PrimeLocation combined the power of TV advertising with increased targeting precision to ensure maximum resonance amongst core prospects.

## Objectives

- Reach a highly targeted audience identified as being the core Prime Location customer.
- Maximise campaign efficiency by only reaching those customers who are more likely to visit Prime Location.
- Increase site and brand consideration for PrimeLocation amongst the target.
- Position PrimeLocation as the number one web portal for upmarket property searches.

## The Audience

Using Experian's Mosaic classification groups, PrimeLocation targeted 'Alpha Territory' households - the most exclusive consumer group in the UK.

Niche targeting of this nature removes the uncertainty associated with traditional demographic audiences and increases the efficiency at reaching core prospects.

Experian's UK Mosaic consumer classification is defined by over 400 different data elements from a number of authoritative sources including:

- ONS' annual Expenditure and Family Survey
- University of Essex's British Household Panel Survey (BHPS).
- Research Now's online panel of 350,000 consumers.
- YouGov's specialist survey of 66,000 consumers and their financial behaviour.
- GfK NOP's Financial Research survey of 60,000 consumers and their personal finance characteristics.

- Kantar's Target Group Index survey of 25,000 adults consumption of products, brands and media.
- Experian Hitwise's online competitor intelligence of 8 million internet users.

## Alpha Territory



- Global power brokers
- Voices of authority
- Business class
- Serious money

Representing less than 4% of UK households, Alpha Territory homes contain the most wealthy and influential individuals in the UK. They have risen to positions of power in the private and public sectors, whether as owners of their own businesses, as bankers in the city, as senior managers in industry or as top lawyers, surgeons or civil servants.

Research based on the Alpha Territory group shows that these viewers are more likely to be in the market for new property over the next year compared to standard ABC1 audience and highlights the added value this audience brings to estate agents and property related businesses.

*Likelihood to buy/sell/rent property within the next year*



'Linear' ABC1Homes



Sky AdSmart Alpha Territory Homes

## Campaign Delivery

A truly aspirational advert, the creative spoke directly to “battling belligerent boardroom warriors”, and communicated the rewarding nature of owning high-end properties.

The campaign ran across October and November and delivered over 1.5 million household impressions.



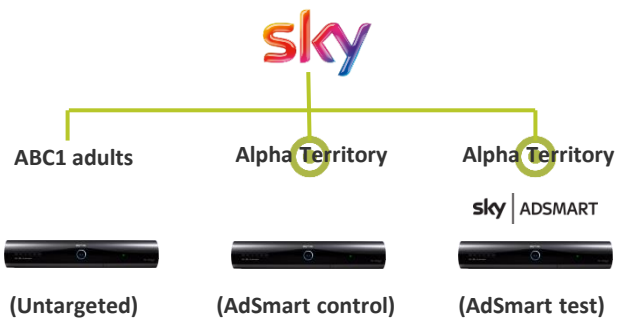
## Campaign Evaluation

The Sky AdSmart campaign successfully drove KPI's by boosting **campaign cut-through**, increasing **brand prominence & positivity** and maximised **creative impact**.

### Research solution

In order to evaluate the success of the campaign Sky appointed the research agency BDRC Continental to conduct web survey interviews amongst different sets of Sky customers.

Based on household characteristics and campaign exposure, respondents were classified into three groups.



- A test group of Alpha Territory viewers who were served the AdSmart creative.
- A demographically matched Alpha Territory control group who were not served the AdSmart creative.
- A less targeted group comprised of ABC1 households

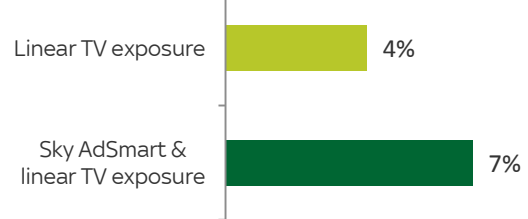
1200 online interviews were conducted amongst the three Sky customer groups over a one week period.

Samples were matched across a range of measures to ensure an unbiased comparability between groups.

## Results

Despite having previously run traditional linear activity, the Sky AdSmart campaign succeeded in boosting campaign cut through with prompted advertising recall increasing for those exposed to the Sky AdSmart advertising.

Increasing campaign cut through: % recall Prime Location advert

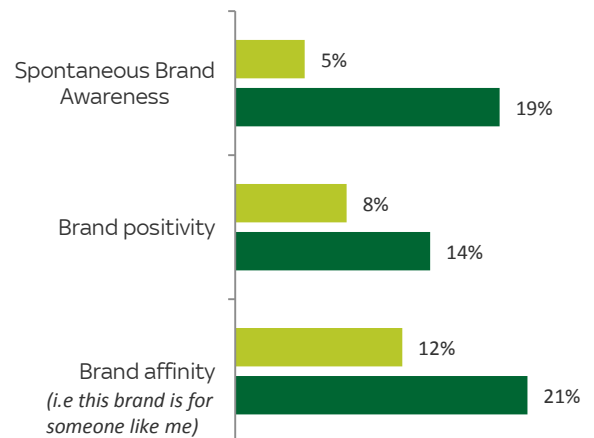


More importantly, the Sky AdSmart activity positively impacted on several key brand measures.

The campaign brought the website more **front of mind**, drove **positive sentiment** towards the PrimeLocation brand and increased **brand affinity** (i.e. persuaded viewers that PrimeLocation is for 'someone like them').

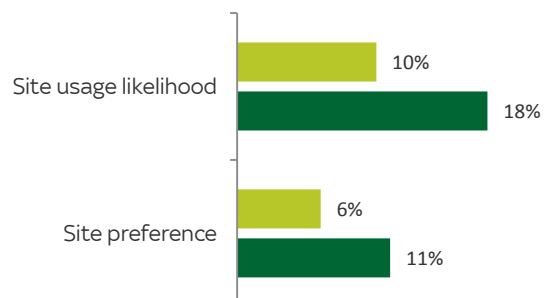
Evidence for positive brand impact amongst Sky AdSmart viewers

- Alpha Territory Control group
- Alpha Territory Sky Adsmart viewers (ad recallers)



The Sky AdSmart campaign was successful in increasing **site usage likelihood** as viewers claimed they would be more likely to use Prime Location in the future. Importantly Sky AdSmart viewers who recalled the advert also had higher **site preference**.

Site usage & preference



## Audience Testing

The research study also set out to explore if Alpha Territory viewers responded differently to the advertising compared to the more traditional audience of ABC1 adults (PrimeLocation's normal TV buying audience).

As we know, Alpha Territory individuals are more likely to be in the market for new property and so by targeting this audience PrimeLocation were more likely to reach potential new users.

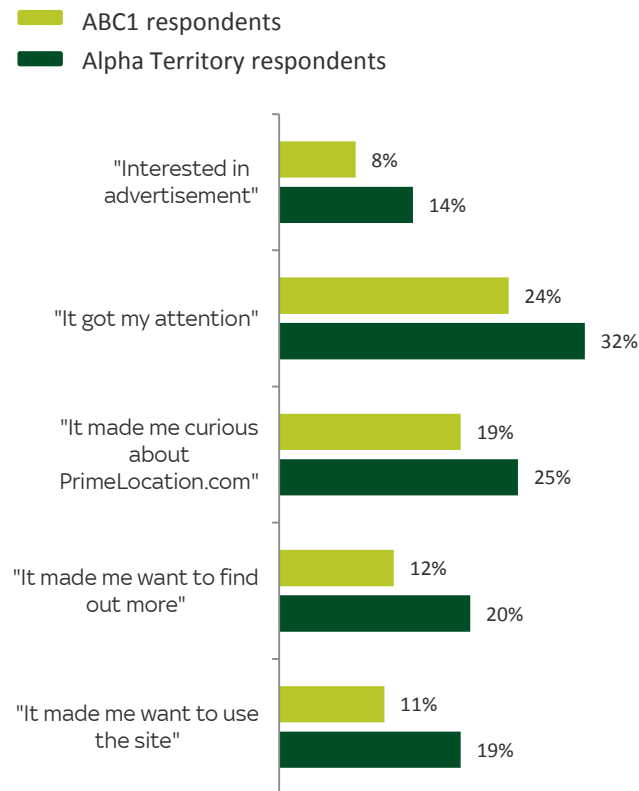
Results showed that the advertising message resonated more strongly with this group and as a result had a greater impact on brand measures.

### Reactions to advertisement

The creative generated higher levels of **interest**, sparked higher levels of **curiosity** and was more likely to grab **attention** amongst an Alpha Territory group compared to an ABC1 audience



Reactions to advertisement: ABC1 adults v Alpha Territory



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### Brand perceptions

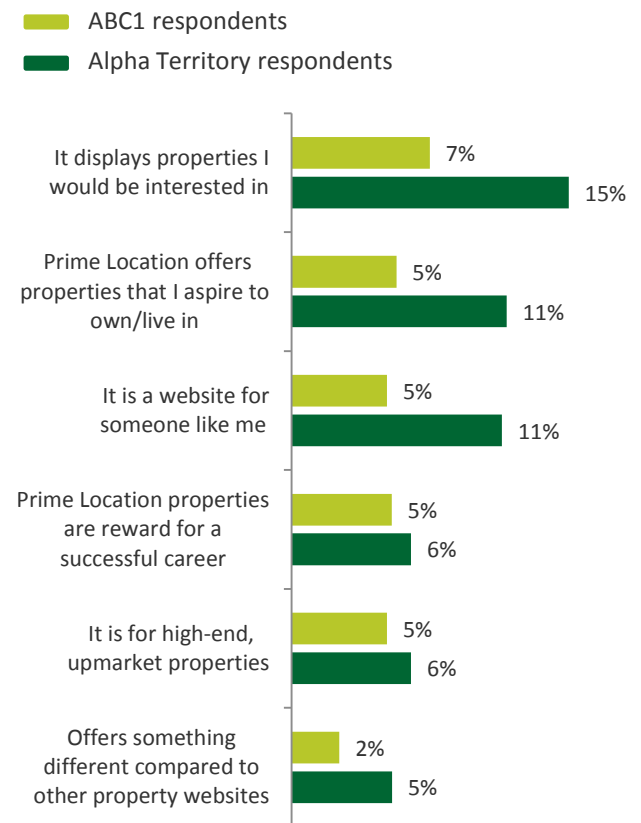
We also saw significant differences between Alpha Territory and ABC1s when it came to positive brand perceptions.

This indicates the advertising was successful in shifting perceptions but also points to the added benefit that niche targeting brings to a brand like PrimeLocation

Those in Alpha Territory homes were significantly more likely to **aspire** to own the properties offered by PrimeLocation and feel that the website is for someone like them; clear evidence that Alpha Territory homes are the right target audience.

**With the right audience and relevant messaging, targeted TV advertising is very effective in shifting key brand metrics**

Agreement with Brand Perceptions: ABC1 Adults v Alpha Territory



## Campaign Success

Following the success of the campaign, PrimeLocation have included Sky AdSmart as a central pillar of their 2014 media activity

“Charlotte Harper, Marketing Director, Zoopla, said: “These results are strong and provide hard evidence of what we strongly suspected, namely that using Sky AdSmart would be a great targeted strategy for a high-end brand like PrimeLocation”