



PUBLICIS
H E A L T H · M E D I A · G R O U P

ALLERGY

Changing the media mix to
drive business impact

THE CHALLENGE



Client asked... *“am I spending my media in the right way?”*

INSIGHT

Our key audience segment, women 25-49, is a very dynamic and diverse group in their media usage. Through the Connections Planning process, we uncovered the right moments to engage with them, and that means expanding beyond the traditional TV-heavy media mix.

Mothers are multi-dimensional, and their media consumption patterns require media diversity. Smartphones, tablets, streaming TV and video on-demand are changing the rules of engagement. There is a heavy reliance on digital for healthcare decisions. Yet, they still find time for magazines and some TV.

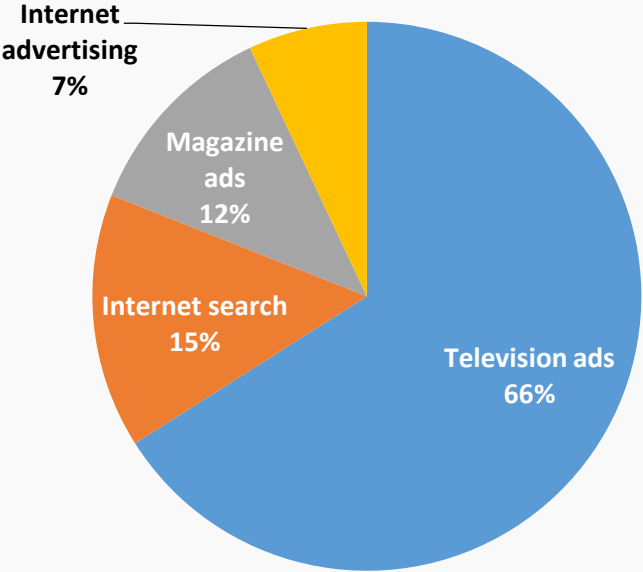
SOLUTION

There is a critical need to diversify the media plan to fit how our customers are engaging with media. Through the use of Media Mix modeling informed by audience behavior, syndicated research, and ROI projections, what was once a TV-heavy media plan was transformed into a plan with true multi-media touch-points; digital efforts including video and mobile were dialed up along with paid search, with strategic use and timing of print and TV to coincide with seasonality and to provide scale.

USING CONNECTIONS PLANNING TO CHANGE THE MIX



PRE-TRANSITION BUDGET



POST-TRANSITION BUDGET

