

Case Study

Media Tracking & Value Compensation • Financial Services

Background

A regional bank had extensive and complicated advertising schedules on several area television stations. Its schedule involved a mix of fixed timeslots, floating placements, digital programming and various sponsorships. Bank employees had noticed old and outdated advertisements running in some instances, and also saw their ads running in unapproved timeslots. With such a full and complicated media plan, the bank was unable to track and verify that its advertising was running according to the approved schedule.

The client asked Altyris to review its advertising schedules and work with the television stations to improve scheduling and correct mistakes to ensure that it receive full value from its television advertising allocation.

Analysis and Teamwork

Our media team performed a comprehensive review of the client's run history for each station and found serious errors in advertising placements and run times. Our team worked with the television stations to identify the problems they uncovered and to gain full compensation for our client. In addition, we structured a strict reporting plan that made it impossible for similar problems to occur in the future.

New contracts were negotiated and new schedules were developed to reallocate the client's advertising for increased exposure and higher value. The new schedules provided significant free advertising to compensate our client for lost advertising exposure due to the stations' errors.

Results

The client experienced a 20% increase in market exposure with a 24% reduction in cost-per-point. Negotiated free placements yielded an approximate 15% increase in advertising value. The tracking procedure put in place by our team continuously identifies incorrectly placed advertisements, providing the client with higher-than-negotiated returns from its negotiated advertising schedule.