



Duracell Powers
Advertising Efficiencies
Across Platforms

DURACELL



The Setup



As the leader in the primary battery market in North America, Duracell products are at the heart of devices that connect, protect, and simplify the lives of their consumers. Since its inception in the early 1940s, the company has become an iconic personal power brand, trusted for compact and longer-lasting batteries. In partnership with their advertising agency, Mediacom, Duracell needed an infrastructure that could more strategically uncover ways to optimize their media spend across channels.

VideoAmp worked with the brand to create a hybrid solution that satisfied two needs: capture market share by identifying audiences beyond age and gender to reach incrementally, and create a measurement baseline to test the efficacy of multiple strategies within the VideoAmp platform. This test and learn approach afforded the brand and agency an opportunity to better understand how their media strategy was performing, and what

optimizations could be made across their linear and digital buys. Measurement was extended beyond linear to digital partners including ViacomCBS, Discovery, FOX, CW, Amazon, YouTube and Facebook, providing a more accurate representation of partner performance.

"We initially sought out VideoAmp to provide additional measurement & insights across TV and Digital. As we evolved our approach together, we've uncovered audiences and strategies that enable us to optimize our buys and unlock cost savings across screens.

The greatest value VideoAmp provides are the insights and recommendations they share with us; they are easily digestible and immediately actionable for our team to make regular optimizations and improve performance. But beyond this strategic rigor and day-to-day service, VideoAmp also brings forth new, value-driven opportunities for us to participate in quarter over quarter, like Upfront Planning Analyses, YouTube Measurement, and Facebook Attribution."

— Pablo Rayo
Media Director, Mediacom (Duracell)



The Partnership

Goals

Uncover incremental audiences beyond traditional demos to extend reach across channels.

Increase advertising efficiencies and identify TV to digital overlap by measuring more partners across platforms.

Capture market share by understanding competitor strategy and whitespace.

Approach

Build advanced audiences based on attributes such as gaming and parents of children, using VideoAmp's commingled TV viewership data.

Optimize targeting parameters and cross-channel strategies to seize competitive whitespace and increase incremental reach.

Leverage effectiveness of linear and digital media on maximizing advanced audience reach & business impact with a test and learn approach within the VideoAmp platform.

Partnership Results

Sustained media efficiencies QoQ with a reduction in TV to digital overlap, and unlocked cost savings on digital by activating custom optimization segments.

Generated an incremental reach baseline against Advanced Audiences for all measured digital partners, including Amazon in a first-to-market measurement pilot.

Leveraged offline sales data to better understand cross-screen impact on business outcomes.