



## CROSS-SCREEN APPROACH

*Reaching the consumer the right way has become increasingly difficult as individuals use more and more devices to consume information and make purchases. At Federated Media, our digital-first, cross-screen approach reaches consumers on the right device on any given day at any given moment with content that matters.*

### ***What is our Cross-Screen Approach?***

Federated Media's cross-screen campaigns reach individual targets across online channels and traditional television, providing multiple exposures through multiple methods. We work with brands to tap into our owned network of broadcast stations, online content creation and native distribution during the same campaign.

### ***Brand Benefits***

- Reach consumers on multiple devices with content that is contextually relevant, increasing consumer engagement
- Leverage the individual strengths of television and digital, while providing multiple exposures
- Improve awareness and persuasion metrics, like brand favorability and purchase consideration
- Provide in-depth insights usually only available with independent brand studies to provide stronger creative, refined targeting and greater ROI
- Product or brand attributes resonate with different geos across different screens, allowing for refined audience insights

## CASE STUDY

# Cross Screen in Action

Federated Media launched a cross-screen campaign with a Fortune 50 automaker to maximize awareness and consideration, targeting purchase intenders. We leveraged lifestyle content (developed by content creators) and standard digital banners (brand-created) across digital platforms and our broadcast network. In order to evaluate the power of multiple exposures, we employed a third-party market research firm to monitor the results compared to an audience with only a single exposure.

### Results

- The campaign successfully improved awareness and persuasion metrics among the brand's in-market target audience of females over 25 years old with a household income of \$100,000 or more.
- All brand perceptions, such as "high quality" and "technologically advanced," improved with connected-screen exposure.
- Exposure to both digital and television outperformed individual exposures.
- The campaign efficiently identified and targeted purchase intenders.

**56%** lift in undidated awareness

**31%** lift in message association

**27%** lift in brand favorability

**26%** lift in purchase intent

**34%** lift in perception of brand being "technologically advanced"

Among target audience of females +25 years old with household income of >\$100K

