

Case Study

Audience Guaranteed

Channel Factory enables Bulldog to **replicate TV buying model on YouTube CTV** with verified Nielsen data.

The Ask

Bulldog came to Channel Factory to drive awareness and consideration of their deodorant range amongst Men 18-34. The brand was keen to align YouTube CTV activity with their existing linear TV and VOD plans.

We mirrored the linear TV trading model so Bulldog only paid for impressions verified by Nielsen as having delivered to their target.

Our Approach

Bulldog was able to align their AV plans, reporting on reach, frequency and ratings whilst delivering free 'bonus views' from users out of target and others co-viewing on CTV.

Our leading contextual ViewIQ tech optimised alignment to key IAB categories the target audience watch, mitigating for misattributed users, whilst delivering to a brand suitable, 'Fit for CTV' schedule.

-90%

Cost per reach point vs linear TV (estimated)

100%

In target paid impressions on TV screens*



The Impact

We delivered an impressive low cost per reach point and 81% in-demo efficiency.

- **1.8M+ 18-34 Men reached** - 25% of UK M18-34 population*
- **+48% 'bonus' impressions** from unknown or co-viewing audiences*
- **89% VCR** - above benchmarks
- **6.1% brand lift** in awareness

81

Gross Rating Points*

5.3%+

Higher attention than YouTube benchmarks

2x

More cost effective CPRP compared to BVOD's CPRP from the campaign

*Data sourced by Nielsen

