

CASE STUDY

Sheehy and a national quick service restaurant (QSR) chain extended the reach of their broadcast TV buy to viewers in regional DMAs by leveraging Connected TV through The Trade Desk

Agency:

Sheehy

Advertiser:

National QSR Chain

Method:

Connected TV (CTV)

Brief

- Extend broadcast TV buy to find new prospects in regional DMAs
- Align video-branding ads with premium television content
- Maintain a video completion rate (VCR) of 80 percent or above

Approach

- Activated CTV deals from the Publisher Management Platform (PMP), including always-on deals with DIRECTV Now and Sling TV
- Monitored pacing and performance in real time with The Trade Desk's self-service UI

Results

- Extended reach of their TV buy from broadcast TV to cord-cutter audiences
- Served ads across premium TV content while successfully scaling budget in regional DMAs
- Achieved an average VCR of 95 percent

Extending traditional broadcast TV buy to find new QSR prospects

Sheehy wanted to help its client, a national QSR chain, reach new audiences in regional DMAs. While the QSR chain's broadcast TV advertising was still reaching plenty of viewers, the chain was missing out on valuable prospects who did not have a traditional cable subscription.

In order to reach these viewers, Sheehy knew that its client had to supplement its traditional broadcast buy with CTV. Using this new channel, Sheehy's goal was to align its client's ads with premium CTV content while achieving a VCR of 80 percent or above.

Activating Connected TV (CTV) through The Trade Desk platform to reach new viewers

Sheehy activated CTV through The Trade Desk platform and focused its video ads across sports, national network, and live-streaming television content, including DIRECTV Now and Sling TV content. The Trade Desk's self-serve UI allowed them to discover, set up, and target specific CTV deals in just a few simple steps.

CTV was the perfect complement to the broadcast TV buy; not only was the advertiser extending its reach to a new and distinct audience, but it was also aligning video ads with premium, live-streaming television content.

Furthermore, Sheehy delivered the entire budget—in both the top ten DMAs and the mid-tier markets—without sacrificing quality content or performance. Throughout the campaign, VCRs averaged 95 percent across premium CTV inventory.

“Connected TV is a natural extension to our broadcast buys, allowing us to extend reach to viewers who don't have traditional cable subscriptions, run alongside premium television content, and achieve our completion rate goals.”

-Shelby Nichols
EVP/Director of Media Services

