



Chief Media Awarded Business for a Revolutionary, First to Market Male Testosterone Product

CHALLENGE

TWO GENERATIONS

Chief Media was first tasked with generating product awareness and retail sales through a hybrid campaign, then later producing a successful campaign for the next generation of the product through DRTV.

STRATEGY

Chief Media custom built a hybrid- DRTV campaign with a limited budget to garner awareness and retail sales.

THE PLAN

By combining psychographic data and media data, we determined the best stations and dayparts for maximum reach. We tested 3 calls to action:

DRIVE TO WEB **CALL CENTER** **DRIVE TO RETAIL**



CONTINUUM TECHNOLOGY

- ✓ Given the offer being a free trial, looking at front end metrics wasn't enough, so we applied our Continuum technology
- ✓ The Continuum software was adapted to effectively track lifetime value for the client, taking into consideration returns, declines, attrition rates, etc.
- ✓ Campaign was optimized by measuring response to the "where to buy" page

RESULTS

DRIVE TO WEB

Showed strong response and an improved CPO at around **\$45**

CALL CENTER

Strong response, but conversion was low, resulting in a CPO around **\$65**

DRIVE TO RETAIL

Retail grew steadily over the years, even as new products entered the category with Chief's ability to track lifetime value

A NEW GENERATION

RECOMMENDED DRTV SUBSCRIPTION MODEL AND NEW RESPONSE VEHICLE

A new to the market and highly successful response vehicle was tested in the same media schedule:



SMS

Saw an increase in response and a CPO of **\$15** in week 1

Budgets have scaled roughly **10-20%** through the use of SMS with an average CPO of **\$9**

For over 6 months, the client has been able to successfully add revenue to its bottom-line through the addition of the **D2C channel**