



## Chief Media Executes a Tiered Marketing Campaign to Develop a Seamless Customer Experience

### CHALLENGE

#### ENTER THE MEDIA LANDSCAPE

Chief Media was tasked with developing a media campaign for a breakthrough optical product.

### STRATEGY

Chief Media implemented a three-pronged strategy to achieve campaign objectives:

#### PHASE 1: TV & RADIO

The campaign started via Facebook with minimal budget, using it as a "focus group" to analyze:



AUDIENCE SEGMENTATION



VISUAL AND CONTEXTUAL MESSAGING



DEMOGRAPHICS



ENGAGEMENT  
(LIKES, COMMENTS,  
SHARES)

#### PHASE 2: DIGITAL

A larger digital campaign was added to the media mix, which included:

- ✓ BANNER DISPLAY
- ✓ PAID SEARCH
- ✓ AFFILIATE MARKETING

#### PHASE 3: DRTV

Once goals were achieved in the digital space, we parlayed our learnings into a successful direct response TV campaign, continually increasing weekly budgets

**30%** on average, steadily reaching benchmarks and building a retail footprint.

### RESULTS

FIRST 8 WEEKS OF FACEBOOK CAMPAIGN SHOWED PROMISING RESULTS

**6%**

Click thru rate, exceeding the optical industry average of 2%

**\$88,000**

generated in revenue

Cost per order improved over

**300%**

Held an average Media Efficiency Ratio of

**1.71**

Today, the brand does **8 figures**

annually, uses a mix of TV and Digital and is in over

**20,000** retail stores