

## **Case Study: DCM for DFS**

DCM used both the TouchPoints diary data and the Channel Planner to help build a case for the use of cinema as part of a connected consumer journey for the DFS audience.



# Using TouchPoints to target the DFS Audience *with cinema*

## Background

DFS has built its brand incredibly successfully over the past 47 years by primarily reaching a heavy viewing TV audience. In its quest to become the first £1bn furniture company in the UK, DFS identified the need to reach a wider audience - those highly valuable light TV viewers with a lot of purchasing power.

## Idea

DCM wanted to prove cinema's worth beyond its immersive nature and great storytelling abilities. We wanted to show that part of cinema's unique proposition was also its distinctive and valuable audience.

## Plan

DCM's Insight team used TouchPoints data to build the 'DFS Audience'. These people adhered to several different criteria that DFS were looking for, including a combination of lifestyle statements and consumer preferences.

The media habits section of TouchPoints was used to prove the DFS audience strongly indexed against cinema going when compared to other media channels.

Using the TouchPoints Channel Planner, we were able to show that cinema delivered unique and incremental reach for the DFS Audience over and above TV.

Using the Diary, Emoticons function, we could show that the DFS Audience were also more alert and positive in the cinema environment, meaning any exposure here naturally fell on more receptive ears.



## Campaign Details



Sector	Retail
Target audience	Proxy 'DFS Audience'
TouchPoints data used	Media frequencies Attitudinal statements Channel Planner Diary - Emoticons
Media agency	Mediacom

## Results

Having identified the presence of the DFS Audience in cinema, DFS bought an AGP film package, reaching a cross-section of cinema's valuable audience. The campaign partnered with Mobsta (mobile display specialists) to deliver a truly synced mobile campaign. A geo-fence was applied to cinemas and a DFS ad was then retargeted to exposed cinemagoers' phones within 24 hours of their visit.

The cinema and mobile campaign performed really strongly on both hard and soft metrics, with exposed cinemagoers 37% more likely to say they had 'heard good things about' DFS.

Exposed respondents were also twice as likely to visit a DFS store vs non-exposed.

By using TouchPoints data, we were able to prove cinema's worth to DFS' media mix and deliver a well targeted campaign which efficiently and effectively reached the DFS Audience.

"Cinema has proven to be an effective channel within our communications mix, delivering on financial return and brand scores. Our mobile geo-fencing helped ensure a connected consumer journey"

**Nick Ashworth**, *Head of Media, DFS*

