



Brewing up brilliance for Taylors of Harrogate

Goodstuff[®]





THE AUDIENCE CONNECTION PLATFORM

News UK

CNN

The Guardian

Reach

Mail METRO MEDIA



DOW JONES

The Telegraph



INDEPENDENT



MEDIAHUIS

THE STANDARD 

DC THOMSON
MEDIA

The Washington Post

l'HUFFPOST

People Inc.

Newsweek

ourmedia

TimeOut

BuzzFeed

netmums

THE STYLIST
GROUP

PLANETSPORT®

The Sporting News
EST 1886

GRV MEDIA

CARWOW

mumsnet

Delivering human connections at scale

Reaching 86% of the UK online population, who return frequently

43.9 MILLION



87%

of our monthly
audience

VISIT WEEKLY

56%

of our monthly
audience

VISIT DAILY

Platform scale, delivered at pace

Reaching huge swathes of the UK population in 24 hours



							
DAILY REACH OF UK POPULATION	42.3m	33.9m	29.4m	23.7m	23.5m	18.6m	11.5m
% DAILY REACH OF UK POPULATION	76%	61%	53%	43%	42%	34%	21%
% WEEKLY REACH OF UK POPULATION	87%	78%	80%	60%	66%	68%	36%

Shared principles; a common currency

**INDUSTRY
STANDARD**

**PRIVACY &
COMPLIANCE**

**FUTURE
PROOF**

Goodstuff²

UKOM



Taylors partnership

The big opportunity

Taylors of Harrogate wanted to reach and measure **premium audiences at scale** with an extremely high level of precision, providing **invaluable insights** for future activity.

Objectives

1. Gain understanding of the core behaviours of Taylors customers to reach key audiences elsewhere on the platform
2. Drive incremental sales for Taylors 'masterbrand' and featured 'coffee bags' product range
3. Produce engaging, benchmark-beating desktop and mobile formats across Display (masterbrand) and Video (coffee bags)

Solution

Ozone used a multi-layered solution by combining our **unique targeting capability** with a **bespoke measurement framework** and **Studiozone's creative excellence**, working in partnership with Taylors and their agency, Goodstuff.



Maximising the Connection Advantage for Taylors of Harrogate Coffee

HUMAN CONNECTIONS AT SCALE

Reach 80% of coffee and tea drinkers at scale through Ozone's single, first-party data view of users across premium environments



LIVING AUDIENCE INTELLIGENCE

Discover highest indexing behaviours of the core audience via cross-publisher measurement, using insight to drive campaign effectiveness



CONTEXT RESPONSIVE CREATIVE

Serve highly impactful and engaging display formats, built free of charge by Ozone's in-house design team, Studiozone

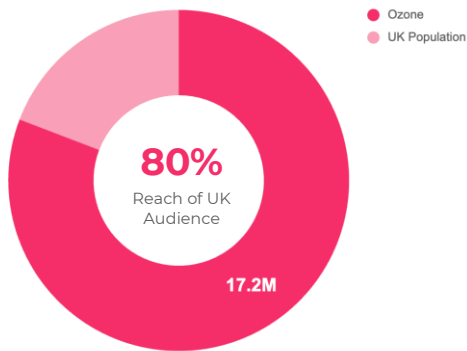
Ozone's Brew Crew

Using Ipsos iris, we identified reach to 80% of the UK's hot beverage audience – the 'Brew Crew' – and applied 35+ ABC1 demographics to highlight our core audience reach.

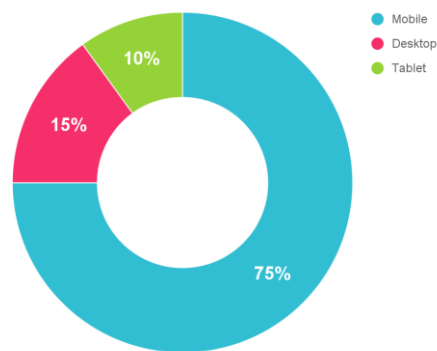
We then discovered the highest indexing behaviours of the core audience across Ozone such as Cricket, Air Travel and Fashion.



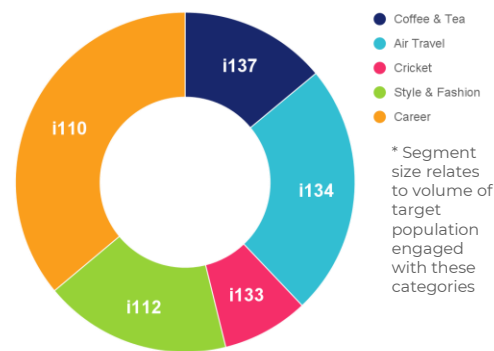
Audience Reach



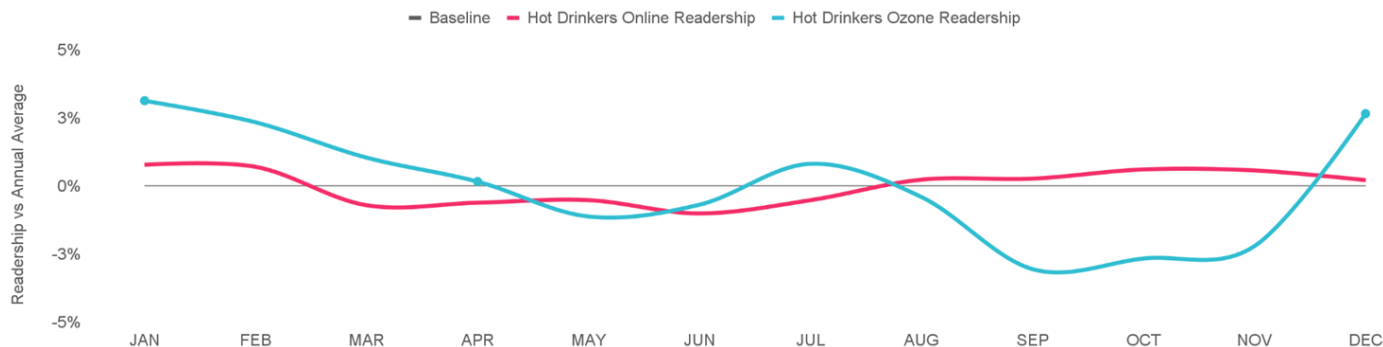
Devices



Highest Indexing Behaviours



Seasonality



Bespoke measurement framework

Designed to tell the full story of the campaign's impact

1

Ozone custom brand study

Regression algorithm to analyse brand lift across full-funnel activity

2

Custom format lift study

Isolated the contribution of individual formats to overall brand lift

3

Circana in-store sales

Robust test vs. control methodology to prove link between campaigns and in-store sales uplift

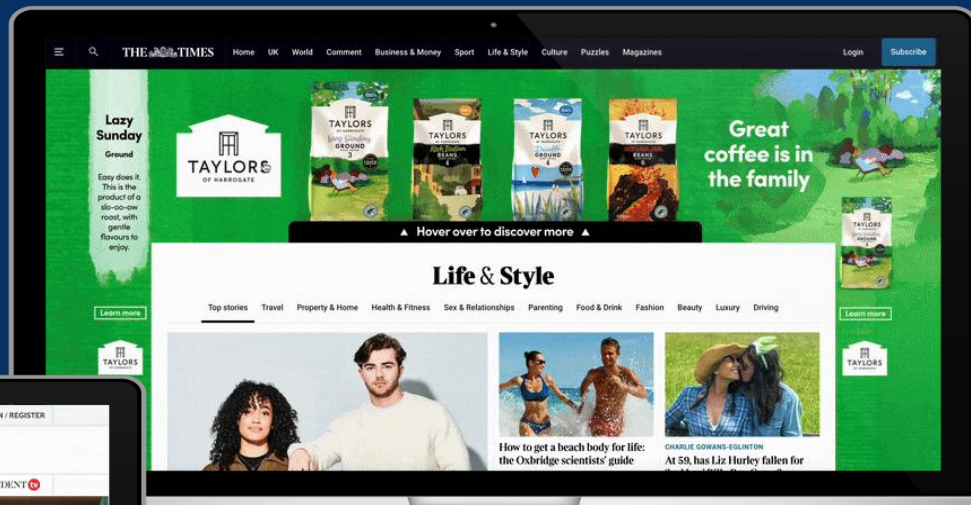
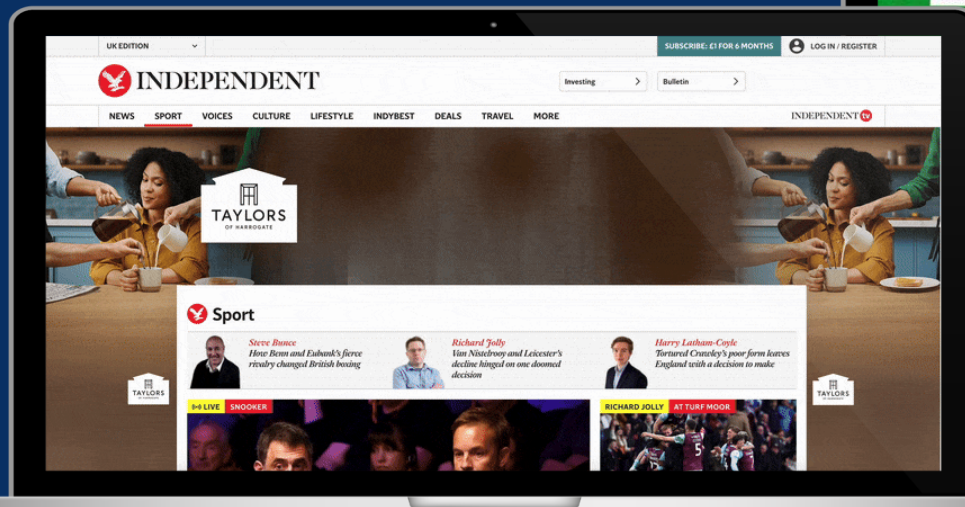
4

Attention measurement

Using Lumen to show correlation between attention and brand lift

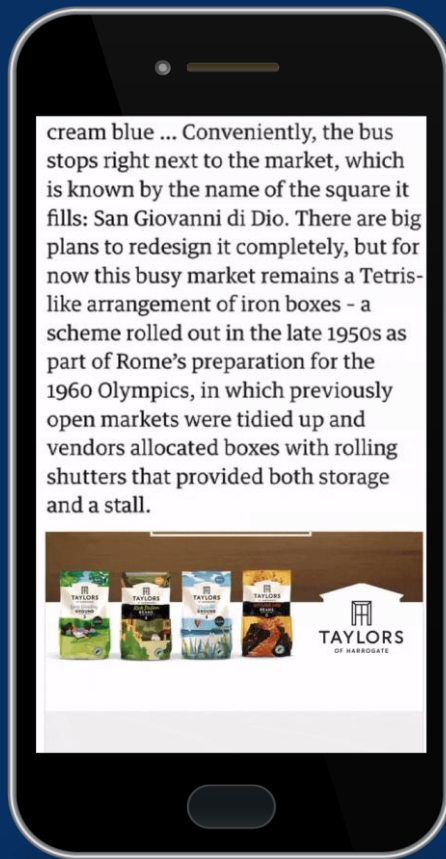
Skins

Reactive, engaging and awareness boosting



Interscroller

Seamlessly
viewed
on mobile



Don't just take my word for it...

...Goodstuff loved the creative

“ I just wanted to say a **big thank you** for how great your whole team have been across the Taylor's campaign set up, with a special thank you to your brilliant in-house creative studio team. With limited assets the team produced a wide-range of formats that look amazing and help to bring the campaign to life to support our strategy.

We don't always receive this level of creative support from partners and rarely to this quality – so thank you! ”

Ella Basra

Digital Director – Goodstuff



Taylor's of Harrogate

Don't just take our word for it...

...Taylors loved the partnership



“

Ozone has been a great addition to our channel mix. They provided valuable creative support and advice in the lead-up to the campaign activity going live, whilst ensuring that placements were optimised throughout the activity to deliver against our audience objectives. Sound insights were shared post-campaign to understand opportunities for future optimisations to get the most out of our digital display activity in the future.”

Jack Scott-Paul

Senior Brand Manager – Taylors Coffee



Thank you

Goodstuff²

