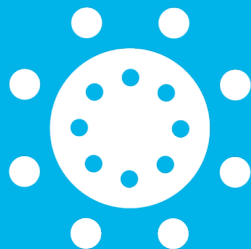case studies.

CONCENTRIC

Summary of business results.

An automotive company **reduced investment by 60%** and **exceeded sales.**

A broadcasting company **generated $7M in incremental profit.**

A technology company **delivered double-digit growth.**

A wireless provider forecasted with **2.3% error, two years in advance**.

A streaming provider found the **"sweet spot" of investment** to achieve **growth targets**.

Automotive Company.

How do we successfully launch a new product?

Chief Research Officer needed to evaluate the ROI of content during a car launch.
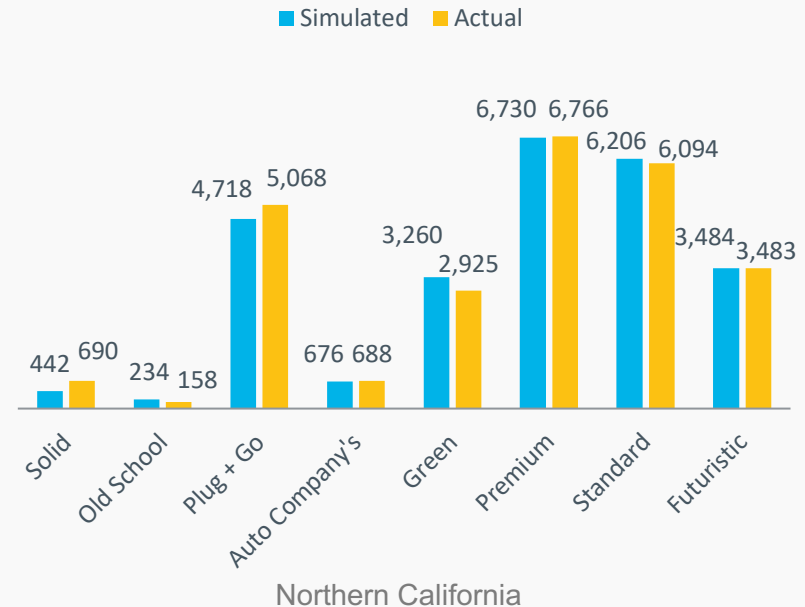
- The automotive company wanted to launch a hydrogen fuel cell vehicle, while electric car sales are growing.

- They wanted to introduce a new category of vehicles (based on hydrogen batteries) in addition to introducing a new sedan.

Concentric Market® combined data sources and forecasted their launch with 1% error.

DATA SOURCES

- Polk competitive
- Kantar marketing plan
- MavenMagnet imagery study
- Consumer engagement study
- Consumer journey study
- EPA sources
- Design center costs
- GfK research
- BCG study of alt-fuel vehicles

ACCURACY

Legend: Simulated (blue), Actual (yellow)

| Category	Simulated	Actual
Solid	442	690
Old School	234	158
Plug + Go	4,718	5,068
Auto Company's	676	688
Green	3,260	2,925
Premium	6,730	6,766
Standard	6,206	6,094
Futuristic	3,484	3,483

Northern California

The automotive company reduced investment by 60%, while exceeding the launch targets.

Concentric Market® is chosen to design, activate, and measure a "content-led" strategy versus a traditional TV campaign.

The reduced budget was reallocated to non-traditional media with a targeted messaging profile that activated high propensity buyers and the strongest influencers.
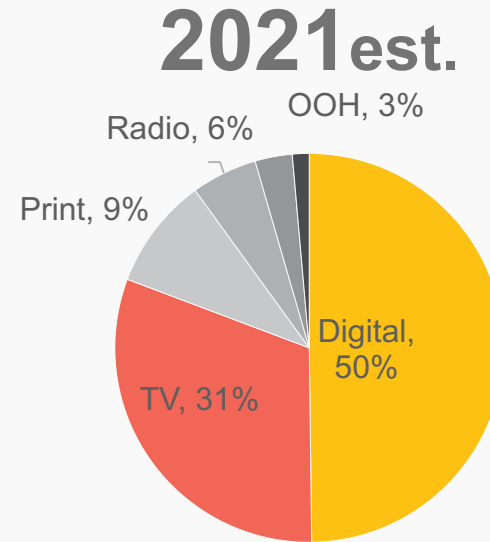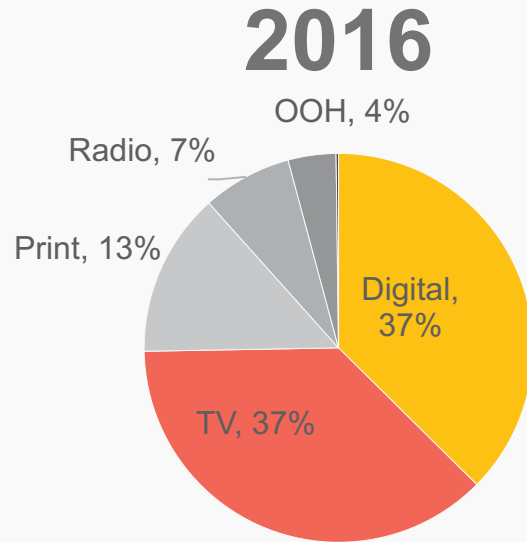
MARKETING PLAN OPTIMIZATION

Legend:
- TV
- Online
- Radio
- Outdoor
- Newspaper
- Magazine
- PR
- Owned Content

Traditional   Content-led
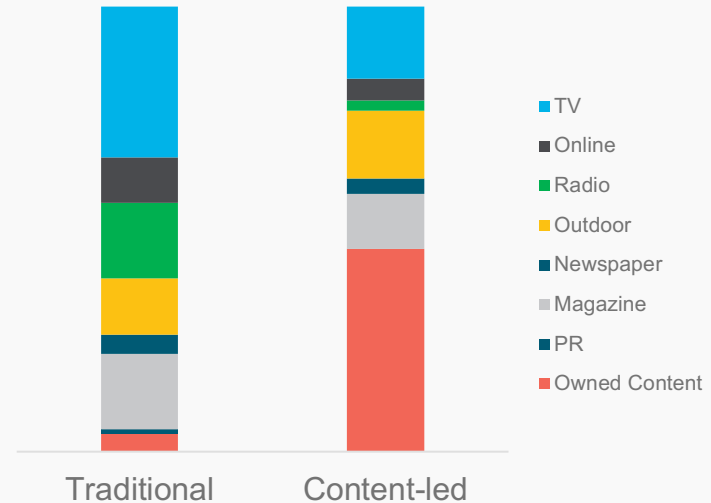
Broadcasting Company.

How do we produce TV shows with maximum ROI?

CFO needed a better signal on show production as a way to increase revenue.

2016

OOH, 4%
Radio, 7%
Print, 13%
Digital, 37%
TV, 37%

2021est.

OOH, 3%
Radio, 6%
Print, 9%
Digital, 50%
TV, 31%

TV is losing market share to digital. The CFO was looking for ways to develop content in order to win back share that had moved online.

Concentric Market® attributed the contribution of different factors to the success of the shows.

DATA SOURCES

ATTRIBUTION TO VIEWERSHIP

- Cast influence measures
- Nielsen ratings
- Nielsen persona index
- Historical cost and investment
- Focus group results
- In-house surveys
- Program ranking analysis

The broadcasting company generated $7M using Concentric Market®.

Deploy Concentric Market® to forecast new programming ideas on a weekly basis.

- A show launched with 42% higher ratings than its predecessor.

- Newscast ratings in one market increased 3 ratings points.

Ad sales teams were able to explain how show would impact advertisers' sales.

Technology Company.

How do we forecast the ROI of a video game?

VP of interactive entertainment needed to make a business case for continued investment in gaming.

1,786 M

1,092 M

846 M

All-in-one Platform

Gamer Platform

Family Fun Platform
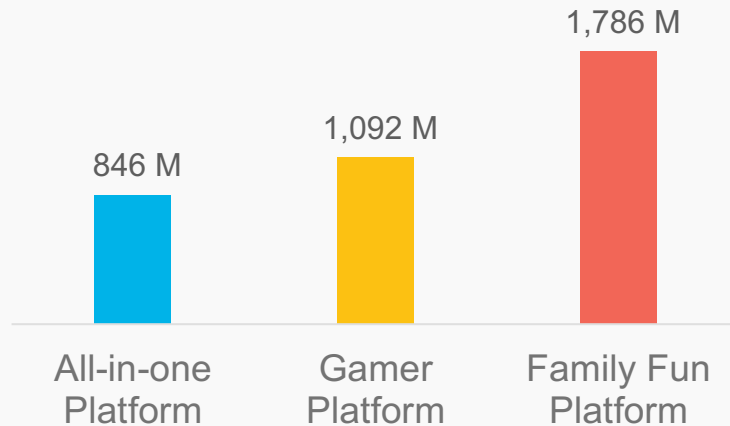
The new technology company CEO did not see game development as a priority.

The VP of interactive entertainment needed to make a business case for continued investing in gaming.

By optimizing software and services, the technology company's studios became a profit center.

The team used Concentric Market® to model out the category dynamics and justify the investment in the gaming business unit.
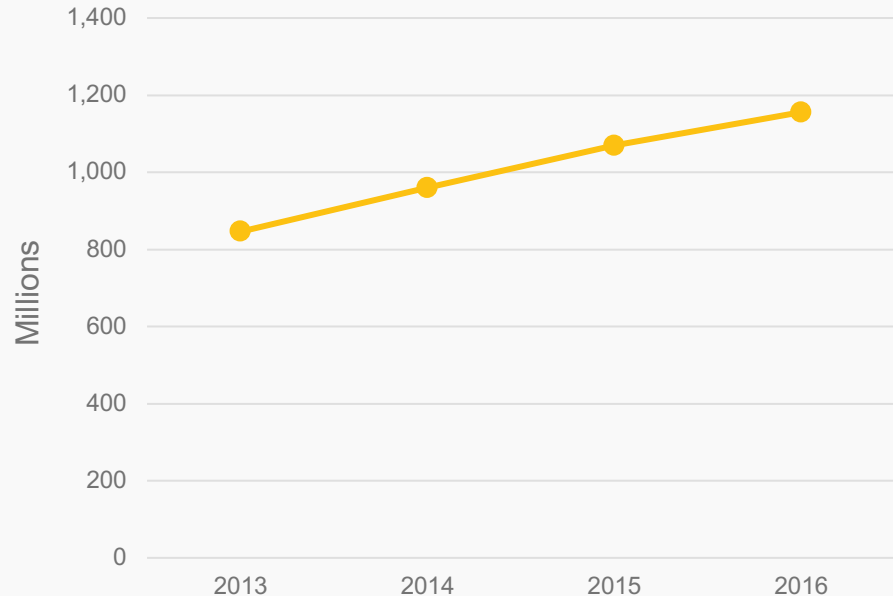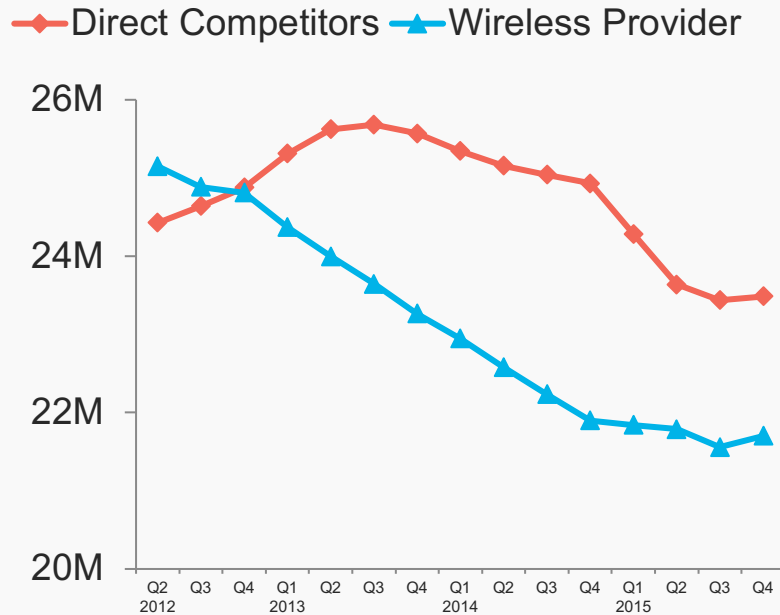
Wireless Provider.

What is the ROI of our rebranding effort?

The research team needed to provide a subscribership forecast to the branding team.

Legend: Direct Competitors, Wireless Provider

Shrinking subscribership led the executive team to rebranding.

The research team needed a forecast about the ROI of rebranding on particular positions.

15

Concentric Market® combined diverse data-sources to produce a forecast with 6% error.

- Interbrand Q-naire
- WoM - NEXT Survey
- Moniweb WoM
- Eurostat Database
- Mobile/Wireline DB
- Mercato Consumer
- IPSOS Immagine
- Laovoro Mobile
- Maovoro Wireline
- MAXUS Analisi

Concentric Market® identified that the wireless provider will grow from 21M to 31.8M subscribers, mostly by subsuming the subscribership of its subsidiary (10M).

	32	30
	2017 Forecast	2017 Actual

Streaming Provider.

How many original shows should we produce by 2018?

CIO needed to determine the investment needed to produce original content over five years.

- In 2014, the streaming provider had a large portfolio of shows and movies, but was not sure how much original content they needed to produce to continue growing their subscribership.

- They wanted to find the **"sweet spot"** of original content.

Concentric Market® produced a subscribership forecast within 3% error.

DATA SOURCES

- Viewership data
- Subscribership data
- Focus groups about UI
- Social tracking
- Brand tracking
- Media investment
- Financial planning report

FORECAST
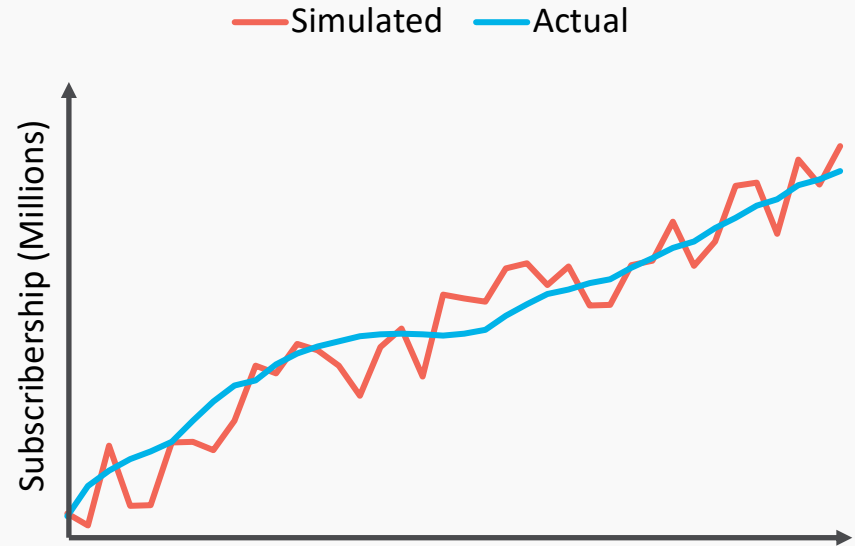
In 2014, Concentric forecasted that the streaming provider needs 80 shows by 2018. They are at 70.

The in-house data science team deployed Concentric Market® to forecast subscribership growth based on different levels of content investment and competitive scenarios.

Subscriber growth was tied to increasing subscriptions rate to ensure investments met ROI goals.

■ US subscribers   ■ International subscribers

Millions

100
80
60
40
20
0

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 Q3