

## Impactful Impressions:

How Hendrick's Gin used Samba TV's Brand Sync and measurement solutions alongside On-Device Research to drive brand awareness, interest and intent to purchase.

Hendrick's, known for its unusual approach to the craft, taste and experience of gin, launched Neptunia - its latest unique flavour, inspired by the bold possibility of the sea and the sensory delights of the coast.

### Objectives

1. Drive awareness of Hendrick's limited edition tittle during the scorching summer months.
2. Increase favourability for the iconic Hendrick's brand among premium gin drinks.

### Strategy

Hendrick's and Dentsu collaborated with Samba TV to utilise the company's first-party TV viewership data from 100% opted-in households to inform an impactful omniscreen targeting strategy.

Viewers exposed to the Hendrick's linear TV ad were identified and retargeted on their mapped digital devices with the Neptunia Gin creative to build frequency, familiarity and brand favourability.



## Solution

Using ACR (Automatic Content Recognition) technology embedded at chip-set level in smart TVs, Samba TV's viewership data can help advertisers understand what content and ads viewers have been exposed to on the TV.

This data is used to target digital devices connected to the same household IP address the smart TV is connected to, bridging the gap between linear TV and digital, and enabling deduplicated reach and frequency measurement.



“ Samba TV's powerful platform again delivered for Hendrick's this summer - we were delighted with the results we saw off the back of retargeting from our main TV campaign with additional product variations. Samba TV again proved themselves a brilliant media partner to Dentsu, delivering exceptional servicing at all times throughout the campaign.

- Max Kelvin, AV Director, Dentsu X

## Results

Conducted by Samba TV  
& On Device Research  
(ODR)

**15.3M**

UK households  
exposed to both the  
TV & Digital ads

**+15%**

lift in brand  
awareness among  
gin drinkers

(2.7 x above ODR norms)

**+71%**

of target audience  
responded  
positively to  
campaign

**+54%**

of key audiences  
exposed to the  
campaign tried gin or  
visited the website