

# ATHENA II

## SCOPE

Optimize reach with Athena - 2 waves of a large single-source study among Flemish, 16-54 yo.

### WAVE I:

What did you **watch** yesterday?

On average, how **frequent** do you watch on this **platform**?

### WAVE II:

What is your **platform exposure**?

What is the **impact** of **campaigns**?

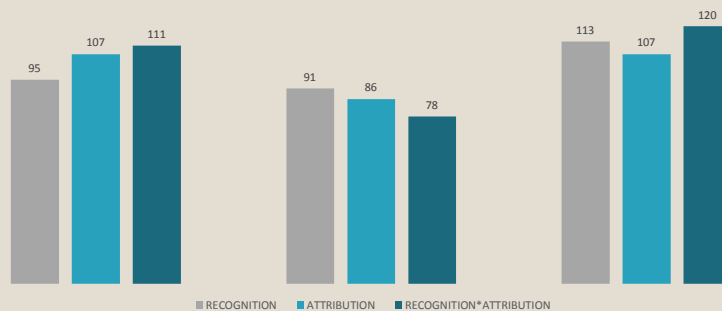
## RESULT WAVE I - 8% INCREMENTAL REACH

With our online video network we reach 8% extra viewers after 2 weeks.



## RESULT WAVE II - LEVERAGE CAMPAIGN IMPACT WITH 20%

Campaign memorization is highest when exposed to the ad on tv & online.



## RESULT WAVE II - INCREASE BRAND IMPACT WITH 40%

Uplift in brand image and brand consideration is highest when exposed to the ad on tv & online.

