

Schwartz journey to real-time seasonal targeting with Starcom Mediavest Group

Challenges & Goals

As one of the world's largest producers of herbs, spices, seasonings and flavourings, Schwartz has a range of products across its various lines which are tied to particular seasonal trends and occasions.

In the summer of 2015, the company was keen to promote Grill Mates, a selection of products associated with the summer season, especially BBQs.

With the British weather becoming increasingly unpredictable, Schwartz were keen to develop a series of Facebook ads, which could be deployed during periods of sunny weather to capitalise on the potential demand.

MediaMath's relationship with Schwartz began in 2012 in partnership with Starcom Mediavest Group's (SMG) Paid Social team, which is one of the largest in the UK totalling 27 team members. Collectively they manage 50+ brands globally, across Facebook, LinkedIn, Twitter, Tumblr, Snapchat and Instagram.

With the aim of creating an automated system integrated with a weather API, MediaMath, Starcom Mediavest Group and Schwartz created and delivered a responsive and highly targeted Facebook ad campaign.

The goals of this approach included:

- Provide a platform through which to advertise Schwartz's new range of specialist spices
- Allow Schwartz to target core customers 'in the moment' in response to seasonal changes
- Create weather responsive ads for specific conditions in real-time
- Ensure greater precision across all targeting

Solutions

In order to fulfil Schwartz's requirements Starcom Mediavest Group created a platform which streamlined the way in which the spice brand was able to push out ads for its Grill Mates range of products. By using an automated approach, Schwartz were able to put ads live instantly and pause them outside of working hours, depending on the current state of the weather.

By using the weather strategy in MediaMath Social, Schwartz was able to base their activation on real-time conditions through weather API, it was subsequently able to deliver the BBQ-relevant message to specific audience segments where the highest level of impact would be achieved.

This approach was far more effective than using a weather forecast, as the weather API updates every 15 minutes, adding additional real-time flavour.

“Through innovative integration of the weather and Facebook API, we were able to deliver an automated responsive campaign. By delivering ads when most relevant, we were able to drive strong engagement rates.”

Paul Kasamias,
Head of Biddable, UK.

Results

The creation of a highly responsive weather strategy allowed for a far greater level of complex targeting to be built into Schwartz's campaign activity.

The creation of a weather strategy allowed for a greater level of complexity targeting to be built into the campaigns for even greater ad relevance. This approach allowed Schwartz to use different threshold weather triggers for a variety of cities to define what their optimum temperature for a BBQ was as the ideal temperature for London will no doubt differ to Edinburgh. This is a far more reliable method than manual activation, when the temperature was forecast as BBQ-perfect.

For the promotion of Grill Mates this was highly effective to incentivising sales at the optimum moment.

The results of the campaign highlighted a strong correlation between the activation of Schwartz's ads and the average maximum temperature. Over the course of the campaign the average view rate of ads was 28.35%, which was notably higher than Schwartz's 24.41% benchmark.

About SMG

SMG Paid Social Ads is a division of Starcom Mediavest Group. Starcom Mediavest Group is the Human Experience Company with a dream to grow their clients' business by transforming human behaviour through uplifting, meaningful human experiences. The SMG Paid Social Ads department manage an extensive and diverse portfolio across 30 countries in 19 different languages including automotive, technology, finance, FMCG and travel sectors. SMG Paid Social Ads have been recognised for their market leading search proposition by The Drum Social Buzz Awards across categories such as Innovation.