

# Track it. Measure it. Optimize it.

An Agency's Guide to Building a  
Successful Campaign



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**INNOCEAN**  
WORLDWIDE

# Innocean Worldwide Canada

We're named after a belief, not a founder.

It's a belief that there is an ocean's worth of innovation to explore.

*Connected locally, globally diverse*

Our creativity, flexibility, and speed have propelled the success of our two founding clients, Hyundai and Kia, providing us with a solid track record. Our brand reach has since grown to include clients in a number of key sectors in Canada and Globally.

Innocean Worldwide has 23 offices in 19 countries with  
1,986 employees and \$3B in media billings.

# Client Relationships

*We're proud to say we've never lost a client!*

We opened in 2010 with our founding clients, Hyundai and Kia, and continue to gain momentum with several key clients acquisitions



**KIA MOTORS**

**8 YEAR RELATIONSHIP**



**HYUNDAI**

**8 YEAR RELATIONSHIP**



**GENESIS**

**2 YEAR RELATIONSHIP**



**2 YEAR RELATIONSHIP**

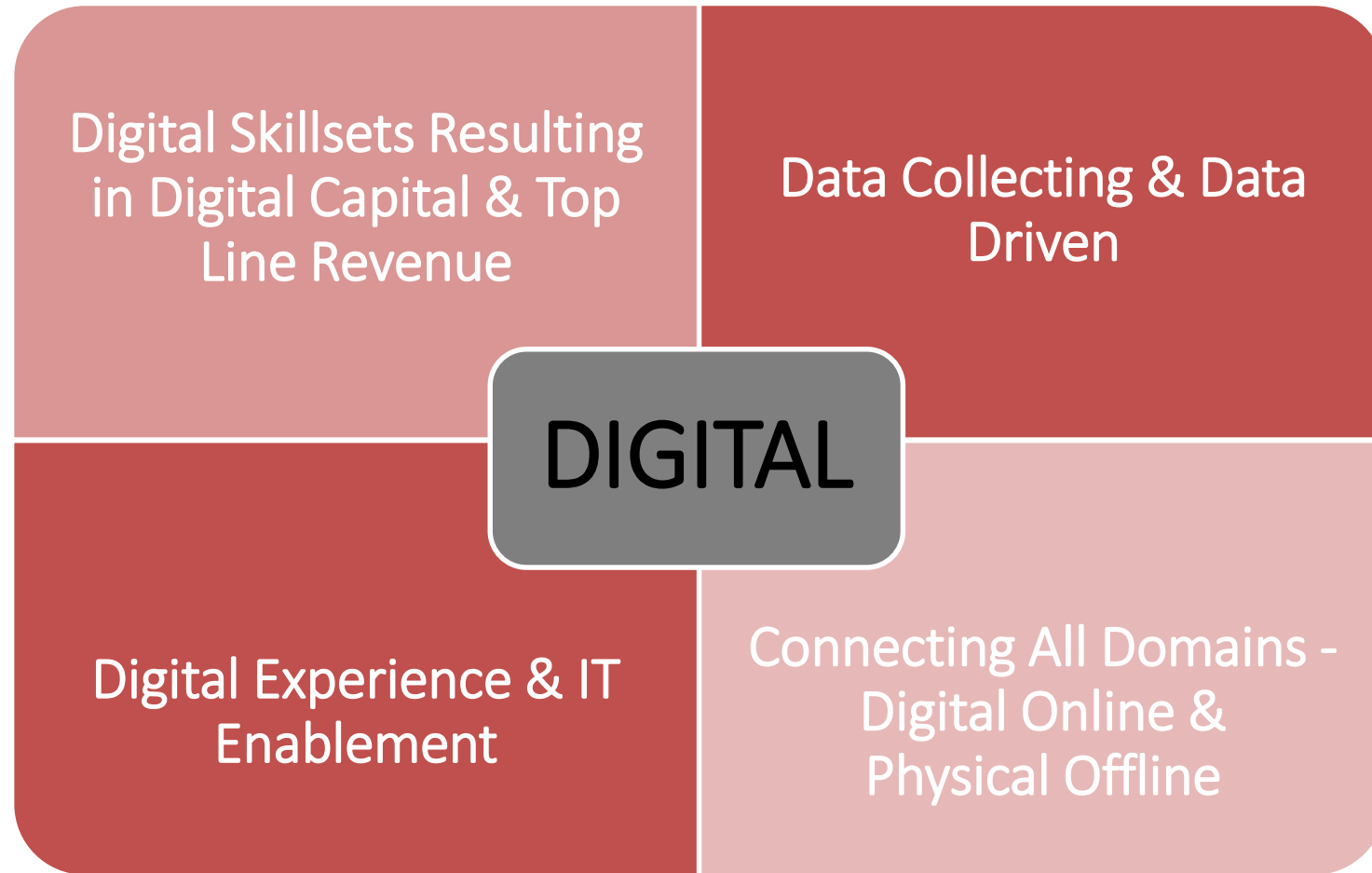


**2 YEAR RELATIONSHIP**



**3 YEAR RELATIONSHIP**

# Digital Innovation Labs



# Volkswagen – Path to Data-Driven Analytics



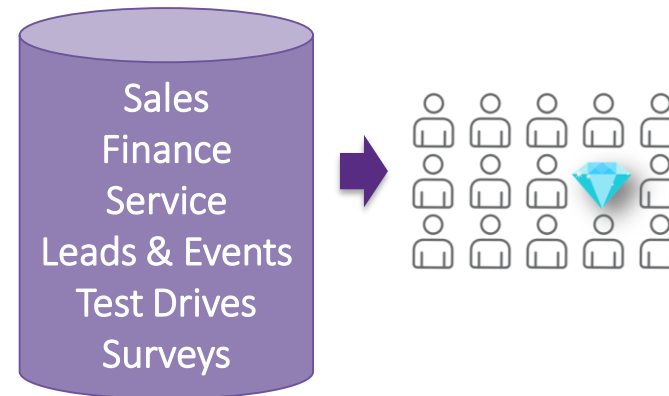
# Challenges

## Budget Constraints



Where should the \$ go?

## Identify Opportunities In A Strategic And Scientific Way

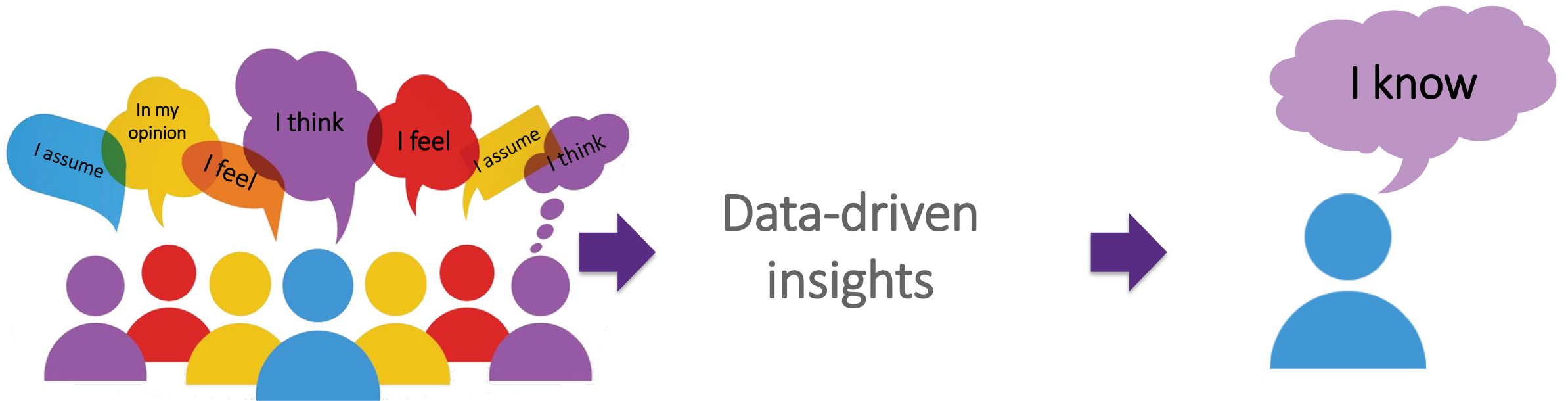


Where is the opportunity?

## Disruption To The Traditional Approach



# Data-Driven Transition



# Slowdown in Sales Pace in Quebec

Attention Needed - Golf Family



# Segmentation: Identifying Target Audiences

100K

Sales Records

2

Years

65K

New Sales

2

Major Markets

23K

CPO Sales

8

Volkswagen Models

10K

Used Sales

11

Competitive Model Sets



ENVIRONICS  
ANALYTICS



PRIZM5



PRIZM5 QC



DemoStats



SocialValues



Opticks  
Powered by Vividata



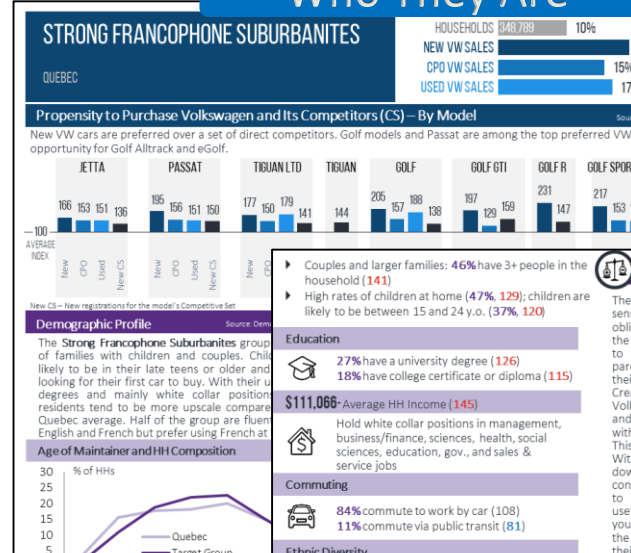
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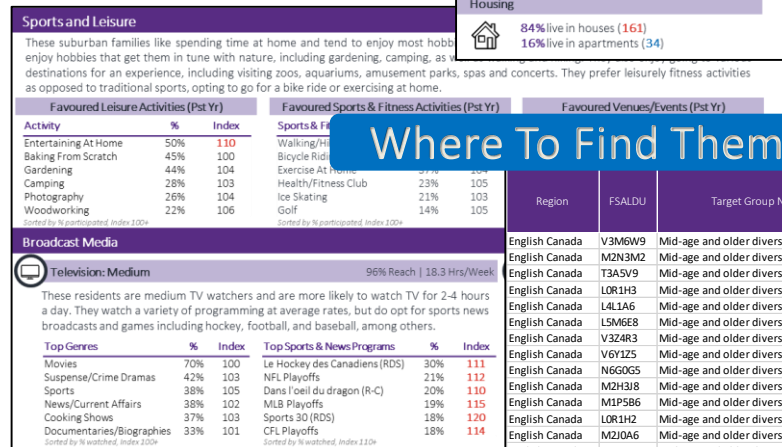
# Personification of Key Segments

- Demographics
- Geography
- Social Values
- Sports and Leisure
- Top Retailers
- Traditional Media Behaviours
- Social Media Behaviours

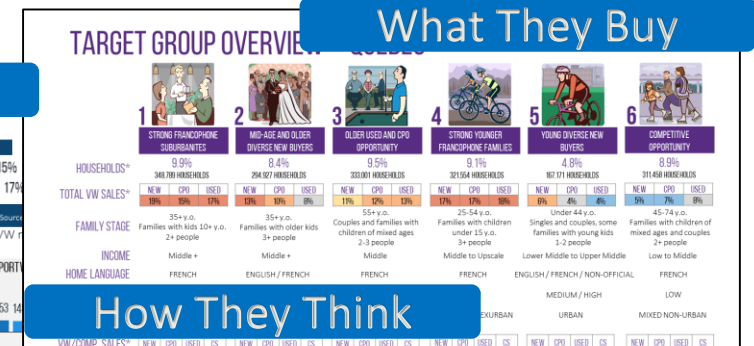
## Who They Are



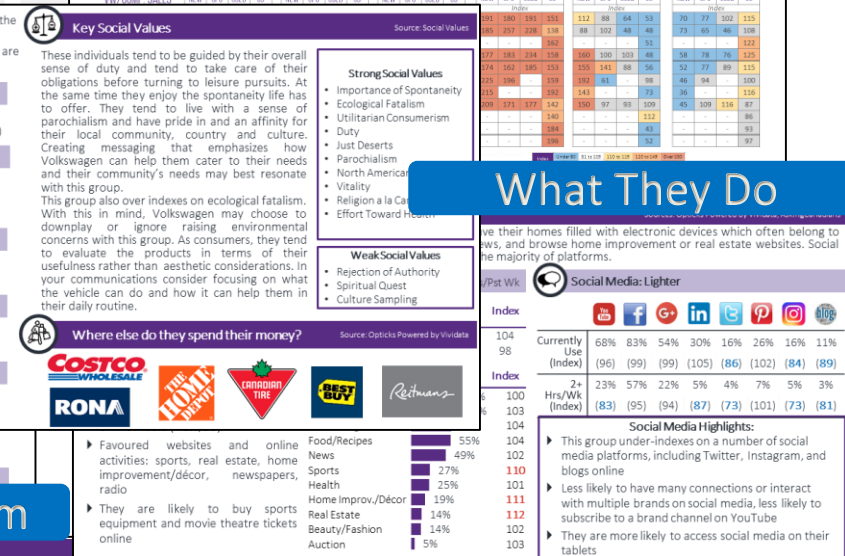
## What They Like



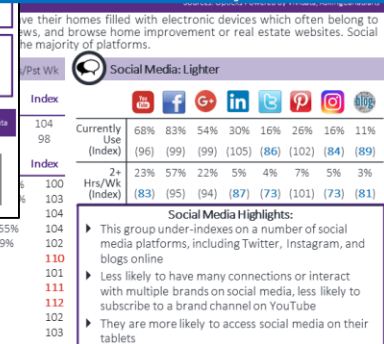
## What They Buy



## How They Think



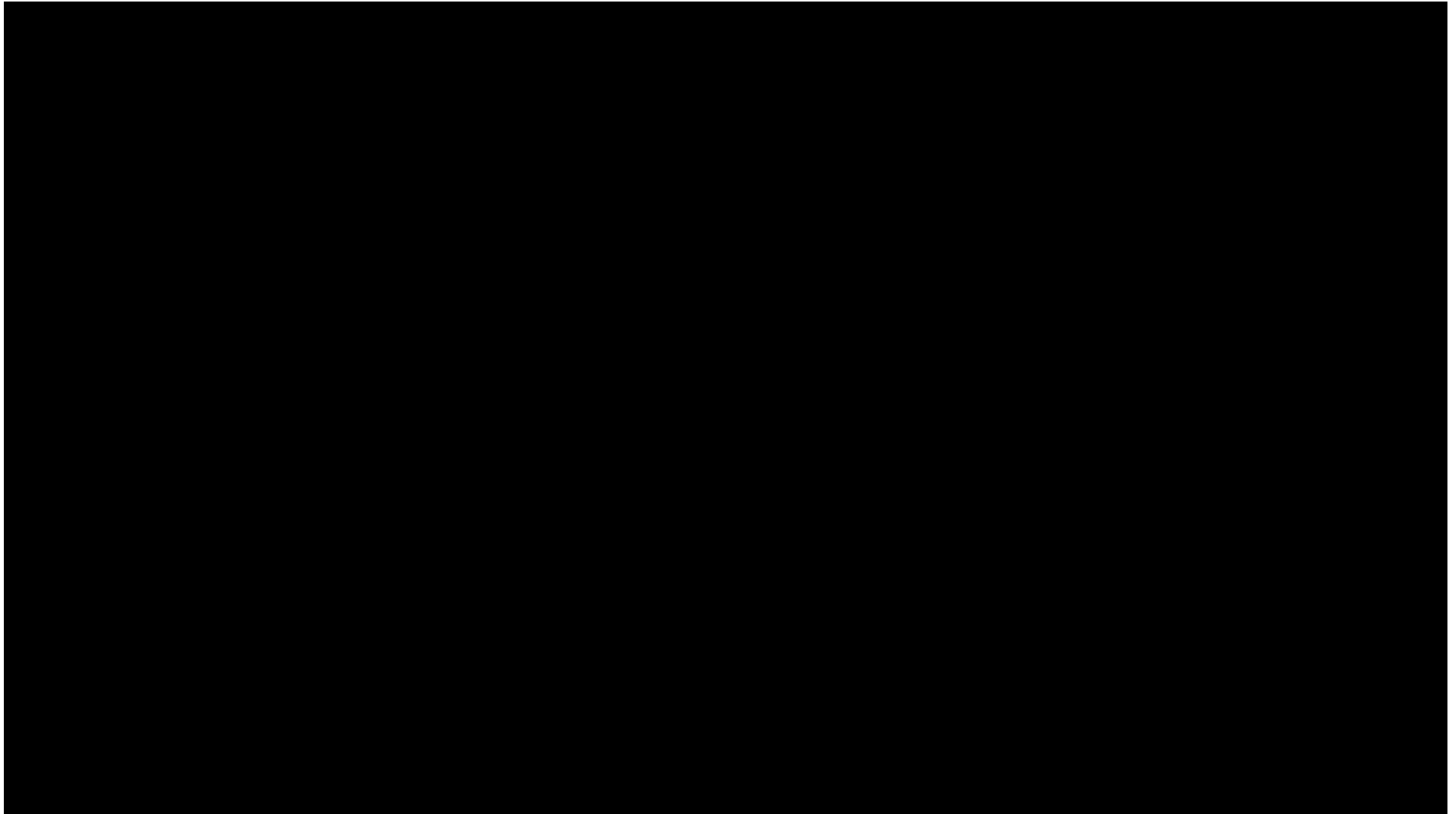
## What They Do



# Music Education in English Canada

- Last year, the theme was “foodies” in Quebec
- Data suggests that music education is a strong theme in English Canada
- Volkswagen Partnered with MusiCounts, a charity that puts musical instruments into the hands of kids who need them most
- VW Golfs were filled with instruments and delivered to schools

# Volkswagen Partners with MusiCounts



# 4Motion Search Videos

- The purpose of campaign was to create search videos to educate customers on what 4motion is in both the English and French markets
- Casting selection was influenced from personas analyzed by Environics Analytics that pointed to a strong South Asian demographic
- This was a very different approach than what VW has used in the past

# 4Motion Video



# Key Takeaways

- **Future agencies will have to rely more on personas**
  - Your messaging and story may be great but if you miss the design queues to help the targeting, it's a miss
- **Digital requirements and proliferation of media channels**
  - Follow the consumer through their journey. Attribution and mixed media modelling will assist in the optimization
- **Never lose sight that we still have to sell**
  - No matter the widget, it still needs to be taken off the shelf

# Questions?



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