

Smart Targeting – our process for identifying the most effective BTL media touchpoints

haygarth

What

Do we want to achieve with this campaign?

Who

are the consumers, what are they like?

Where

are they located?

When

is the best time to interact?

How

best to engage?

- Built on multiple data points from sources such as *Kantar Target Group Index* and *Mosaic* geodemographic analysis



- Overlaid with our extensive database of prime retail and experiential locations across the UK