

# EMPIRE STATE OF ADVERTISING

ADWEEK BRANDED

**NY** NEW YORK  
INTERCONNECT

# CONNECT WITH THE MOST IMPORTANT AUDIENCE IN THE WORLD



**T**he Big Apple. Gotham. The city so nice, they named it twice. Empire city. The island at the center of the world. The city that never sleeps. The city of dreams. The capital of the world.

There's a reason New York has more nicknames than just about any other place. It is the most powerful market in the U.S., with more people, more spending power and, well, more of just about everything.

But let's get one thing clear: New York is more than just Manhattan and it's bigger than New York City. The New York market is a massive metropolitan area that stretches from the tip of Long Island in the east to the Delaware Water Gap in the west, up the Hudson Valley and all the way down through south New Jersey. It's not only the most populous region—with upwards of 20 million people per census estimates—but also the largest metropolitan area in the world by urban landmass.

It is by far the most financially important as well. Industries from Wall Street to Madison Avenue to Silicon Alley to



New York has the largest foreign-born population of any metropolitan area in the world.



New York has 8 of the top 10 zip codes by median housing price.



About 1 in every 3 users of mass transit in the U.S. and two-thirds of the rail riders are in New York.

Broadway power an economy that is roughly the size of the entire gross domestic product of South Korea.

Simply put, the New York area is larger, more diverse and more affluent.

The numbers don't lie.

Spending power? The New York DMA's effective buying income is tops in the nation, and 46 percent higher than Los Angeles, which is second, per Claritas, and in 2019, New York consumers are expected to spend some \$609 billion, rising to nearly \$700 billion by 2024.

Household income? It's 31 percent higher in the New York DMA than the national average, according to Claritas. In fact, the New York metro area is home to seven of the 25 wealthiest counties in the U.S. by median household income, per census data.



On a typical weekday, commuters double Manhattan's population from 1.6 million to 3.1 million.



# SO, WHAT DOES IT TAKE FOR A BRAND TO CONNECT WITH THESE CRITICAL CONSUMERS?

The truth is, reaching a market this large and diverse takes a new kind of toolkit. The days of hitting commuters with full page ads in the paper or billboards on the turnpike are long past. A few ads on the local top TV show won't cut it either. You need a data-driven platform that can get you ad impressions wherever your audiences are—on any screen, at any time. And you need to drive data and insights across all your channels to make the

most informed media decisions that provide a clear ROI.

In other words, you need to approach New York with a multiplatform campaign that is

as diverse as the population you're reaching. This includes:

**Linear TV:** As much as TV viewing has changed, linear programming remains critical to your media mix, especially via premium content. Data-infused media plans and conversion analytics are now available that allow planners to have an accurate picture of linear ROI.

**Addressable TV:** Every media buyer's dream is to reach only the people who are interested in their product. Addressable TV lets brands deliver ads to the specific households they want to reach, reducing waste and maximizing budget. Not only can ads be targeted to households that meet certain targeting criteria, they can zero in on precise households based on past purchasing or viewing behavior. The result: greater attribution and more direct messaging.

**On-demand viewing:** Viewers don't need to watch video in their living

rooms and they certainly don't need to abide by the programming schedule. A brand's message can be delivered via video-on-demand (VOD) on set-top boxes. It can arrive through OTT live streaming services as people tune in on their TV or tablet. Or they can turn to a full episode player on their mobile device through a publisher's website or app. Essentially, audiences decide where and when to consume content because they can. As long as inventory is available everywhere, audiences will be watching everywhere.

**IP targeting:** With tens of millions of devices in the New York metro area, there are plenty of ways to reach people no matter where they are, in or out of the house. Brands can amplify the impact of their message with addressable digital campaigns that reach the same targets based on a variety of criteria like IP address, household address, etc.

**Local news:** Remember that even in a global city, all issues are local. The story that's important to Long Island might not be of interest to a viewer in the Bronx. And everyone wants to know the local weather and traffic. So, brands can look for trusted hyper-local solutions as well.

Ultimately, it all comes down to this: New York is huge, diverse and important. It helps to have a guide that can let your brand make sense of its complexity—a partner that can find, target and deliver the audience you need. That's what it takes to connect with the most important audience in the world.



Pinball was banned in New York City until 1978.



New York City's famous yellow taxis were originally red and green.

# THE PEOPLE YOU MEET WALKING DOWN THE STREET

New York's consumers are unique, unpredictable and entirely targetable. Just like these folks.

## BOXER DAD

You'll find this entrepreneur at the Fair Lawn dog park in the morning and working the heavy bag at a Paterson gym at night. That's right. He has a boxer and he is a boxer. He's also a dad of toddler twins.

### REACH HIM WITH:

Linear TV ads served up during the evening's boxing schedule.

## REALITY BRO

Bushwick's newest resident moved to the city right after graduation and is living with five of his buddies as he tries to kickstart his culinary career. He's not your typical post-grad though. His college girlfriend got him hooked on *Real Housewives*, and he streams the show religiously every week.

### REACH HIM WITH:

IP targeting that picks up his second-screen viewing during the show.



## SOCCER CEO

She's on the train by 7 a.m., into the office at 8 a.m., and analyzing leveraged buy-outs all day. Weekends are jam-packed driving her kids' travel soccer team, which she coaches, from game to game. There's an office to run, a household to schedule and goals to be scored. You can bet that if it can't be ordered online or delivered, she's not shopping.

### REACH HER WITH:

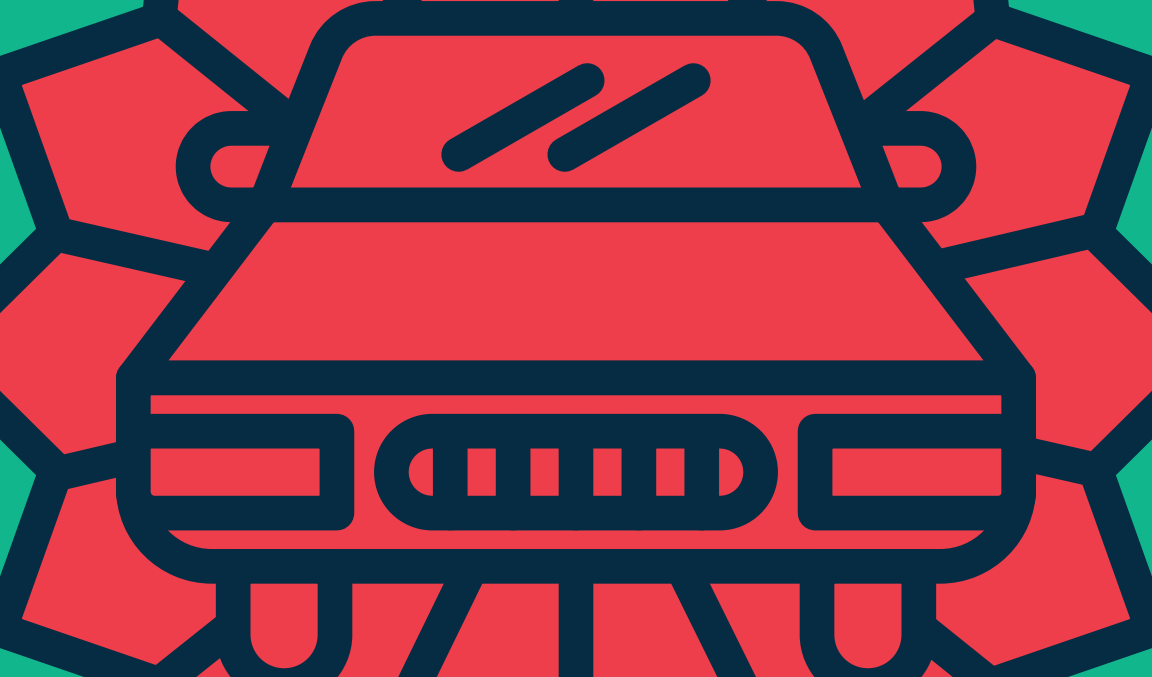
A campaign that promotes your brand as she's livestreaming the morning news during her long commute.

## STUDENT GRANDMOTHER

This Long Island native decided to pursue her doctorate in microbiology after a three-decade-long career in the advertising industry. She's also a devoted grandmother and is happy to spend her weekends babysitting her young grandchildren as she's putting the finishing touches on her thesis.

### REACH HER WITH:

Addressable media, even if they're coming in during a Saturday cartoon binge.



## CASE STUDY

# WHO SAYS NEW YORKERS DON'T DRIVE?

### SITUATION

A leading auto manufacturer needed to raise brand awareness—and sales—for a line of vehicles targeted to the New York market. But why waste impressions on people who aren't in the market for a new ride? Or why try to sell a sports car to someone in the market for a minivan?

### SOLUTION

Households were identified by their likelihood to purchase a new vehicle. Using addressable TV, different commercials were delivered to different households based on the target segment. Then, using IP targeting, pre-roll video and display were delivered to the same household segments to amplify the impact of the TV campaign.

### RESULTS

The 3-month campaign zoomed over the finish line, targeting almost a million households with 15.5 million TV impressions and 3.6 million digital impressions. TV and digital exposure resulted in the highest conversion rate, with in an astounding 131 percent incremental sales lift and an ROI of \$10.46 for every dollar spent.

Case study information provided by NY Interconnect.

## CASE STUDY

# WHAT TIME IS IT? SHOWTIME!

### SITUATION

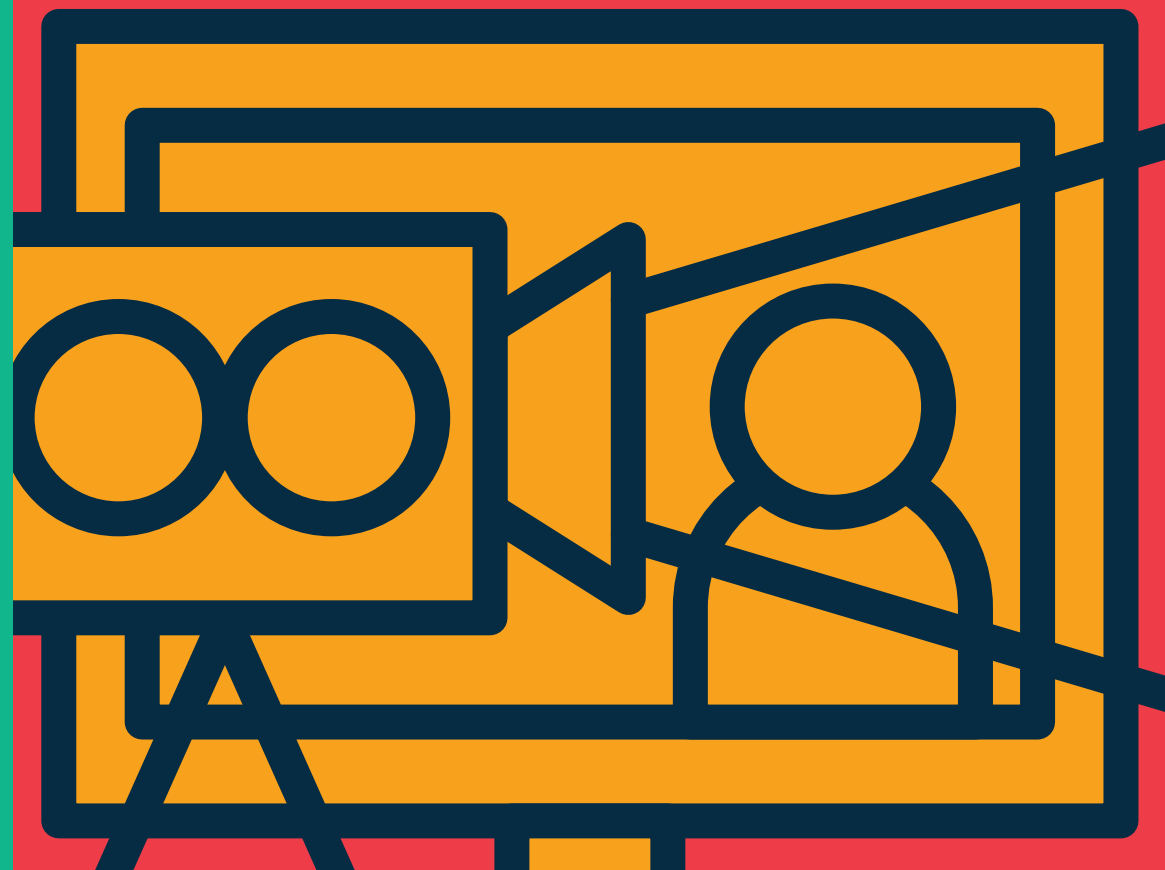
Every TV show wants to keep its viewer base. So, a network launched a campaign to drive viewership of two episodes of one of its competitive reality programs.

### SOLUTION

Set-top box data helped identify loyal viewers in the target demographic: women 26-55 who previously tuned in to two or more episodes per month of the target program. Via addressable TV, tune-in ads were then shown only to the targeted households.

### RESULTS

Those who were targeted with the campaign were 27 percent more likely to have tuned in to the first episode, and 32 percent more likely to have tuned in to the second. 1.7 million impressions were served in this Q3 2018 campaign.





## CASE STUDY

# TARGETING IS THE BEST MEDICINE

### SITUATION

A prescription drug provider had a new product and wanted to make sure those who could benefit knew it was available, with the ultimate goal of driving conversions.

### SOLUTION

Different audience segments were identified, including those who were symptomatic, those who might be treating the condition with an over-the-counter medication, and those who had the condition but were using a competitive prescription. Different creatives were then shown to the target households via Addressable TV.

### RESULTS

With 7 million TV impressions, the Q2 2018 campaign converted 900 patients. Moreover, its projected incremental revenue reached \$664K, and patients who hadn't used the drug before and saw an ad had an 18 percent lift compared to the people who didn't see the ad.

## ABOUT NEW YORK INTERCONNECT (NYI)



Looking to reach New York?

NYI is a joint venture between Altice USA, Charter and Comcast that connects brands to 17+ million customers, 32+ million devices and 6.4+ million households in the nation's #1 market.

Audience One is NYI's cutting-edge, data-driven platform that allows advertisers to capture impressions whenever and wherever audiences are watching. It includes linear TV, addressable TV, Video Now (OTT/VOD/live streaming), IP targeting and local news (News 12 and NY1). Advertisers can benefit from data and attribution insights across the platform, as well as informed media strategies and ROI reporting. All in one easy ad buy.

That's pretty impressive, even by New York standards.

Discover how NYI can reach the New York audiences you're looking for.  
[www.nyinterconnect.com](http://www.nyinterconnect.com)



PRODUCED BY  
**ADWEEK** BRANDED

IN COLLABORATION WITH

**NYI** NEW YORK  
INTERCONNECT

[www.nyinterconnect.com](http://www.nyinterconnect.com)