

LOCAL AS A SERVICE (LAAS): NATIONAL BRANDS, LOCAL ACTIVATION

#2 in Laas Report Series



SEPTEMBER 2018



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EXECUTIVE SUMMARY

This report is the second in our new LaaS report series. BIA uses the label "Local as a Service" (LaaS) to designate to the landscape of companies that exist to connect national brands to local consumers at scale leveraging technology, platforms, data, and automation.

In this report, we highlight several presentations from LaaS solution providers in our BIA Local Impact LaaS workshop conducted in Los Angeles on July 12, 2018.

The case studies from the workshop included examples from three categories: Auto, Home Improvement, and Restaurants.

In each case, national brands created the marketing goals and objectives but relied heavily on LaaS platform implementation and support to leverage local retailers. These platforms are designed to leverage both technology and data to bring *local relevance and engagement at scale* to brands in executions that offer efficiency, return on investment, and help create unique brand equity by building local personalities for major brands.

The challenges undertaken in the case studies we share in this report include:

- Harnessing the full power of retail advertising investment to drive business results
- Create brand engagement with segments who are philanthropically-minded
- Leverage experiential marketing to foster community engagement in local events
- Drive lift in month-over-month same store sales
- Increase productivity of local marketing spending
- Increase promotion redemptions
- Drive lift in paid search traffic
- Drive lift in pay-per-click performance marketing
- Lead momentum increase

The results, as detailed in the respective case studies, are all very encouraging for the role LaaS platforms can play to help brands plan, activate, engage, and earn positive returns on their local marketing initiatives.

LOCAL AS A SERVICE CASE STUDIES

The rise of local marketing automation, aka, "through channel marketing automation," has reshaped the ecosystem for brands, agencies, local affiliates, and both digital and traditional media. This Local as a Service (LaaS) report draws from presentations made during a workshop BIA Advisory Services hosted at its Local Impact: Los Angeles conference. Unless otherwise noted, the case studies and related profile information comes from each company.

Our goal in sharing these case studies is to educate brand marketers, their agencies, as well as local retailers and sellers about the specific kinds of campaign and economic goals that can be achieved by working with LaaS platform solutions. In our workshop we featured top executives from Ansira, Surefire Local, and Field Day.



Andy Arnold
Chief Revenue Officer,
Ansira



Shashi Bellamkonda
Chief Marketing Officer,
Surefire Local



Alex Nocifera
Founder & CEO, Field Day

Ansira: Andy Arnold shares his perspective of "brand to local" and the importance of engaging in successful local marketing. Andy shares his experiences successfully launching initiatives for auto manufacturers, including marketing automation services. *Auto Case Study: Subaru.*

- **Field Day:** Alexi Nocifera describes the opportunity he sees for brands trying to localize consumer engagement. Alexi will explain how brands can discover local sales and marketing opportunities, active campaigns to drive sales and traffic and share a success story from the first curated network of Brand Ambassadors that programmatically activates local marketing initiatives across the US. *QSR Case Studies: Pei Wei, Coffee Bean and Tea Leaf*
- **Surefire Local:** Shashi Bellamkonda from Surefire Local understands the ins and outs of business automation and offers actionable strategies during this workshop. Recently honored as a Washington DC Top 100 Tech Titan, Shashi brings a tremendous understanding of local marketing and has a proven track record helping companies implement the right technology and tools. *Home Services Cast Study: Large Window Replacement*

Ansira



ansira

Andy Arnold
Chief Revenue Officer, Ansira
www.ansira.com

Company Profile

We got our start by helping national brands reach customers through focusing on relationships with retail partners, franchisees, bottlers, and dealers.

Over the years, we've continued to transform ahead of market – orchestrating data, analytics, technology and experiences at all levels across the entire marketing ecosystem through cutting-edge services and technology.

Today, the connectivity between Brand and Local Marketing remains the cornerstone of everything we do.

What Ansira Does

Ansira orchestrates Brand2Local experiences that strengthen customer relationships by delivering transparency, accessibility, accountability and local relevance.

Ansira's "Channel Partner Empowerment" data-driven marketing solution, provides a platform to equip, inform, activate, monitor and measure channel partners to deliver better local marketing.

Ansira's goal for its clients is to deliver long-term profitability by create and strengthen customer relationships at the national and local levels.

As Figure 1 illustrates, Ansira supports both brand-to-consumer and brand-to-channel marketing and engagement solutions. We'll focus on the latter approach in this case study.

Figure 1. Ansira's Brand to Local Market Orchestration



Source: Ansira, presented at BIA Local Impact, Los Angeles, July 2018

Ansira Case Study: Subaru

Working with its client, Subaru, Ansira addressed three challenges the brand wanted to take on its marketing programs:

- Challenge 1: Harness the full power of retailer advertising investment to drive business results.
- Challenge 2: Have Subaru retailers support philanthropic causes in their local markets and create the "Share the Love" event.
- Challenge 3: Subaru needed experiential marketing to celebrate their most enthusiastic owners.

Challenge #1: Retailer Advertising to Drive Business Results

Figure 2 highlights the solution set Ansira and Subaru adopted for meeting this challenge. This included providing incentives, supporting local dealer flexibility but with an emphasis on using efficient digital media outlets in their media mix, then weighted at 43 percent of the mix. Subaru retailers were further empowered to leverage other marketing assets to drive higher conversions.

Ansira's brand-to-channel program with Subaru supported campaign goals as shown by results including 216 percent increase in U.S. market share and 79 months of consecutive growth. To help drive the local retailer participation in the brand-to-channel program, Subaru reimbursed local retailers \$1.5 billion over the life of the program.

Figure 2: Harness Retailer Advertising to Drive Results



Source: Ansira, presented at BIA Local Impact, Los Angeles, July 2018

Challenge #2: Subaru Retailers Supporting Local Philanthropy

Subaru wanted to engage with its customers by linking philanthropy to its brand and customer experience. To do this more powerfully than with just a national campaign, Subaru wanted to offer support that would provide local retailers with capabilities to manage philanthropic events and support including the Subaru "Share the Love" event.

Figure 3 highlights the solution and results of this campaign. Ansira created a retailer cause marketing support infrastructure that provided Subaru retailers with web-based event management support, event registration, vetting of charities, collecting marketing assets and documents for co-marketing, automation of co-venture agreements, coordinating point-of-sale materials, and comprehensive reporting and retailer support.

Figure 3. Philanthropic Support



Source: Ansira, presented at BIA Local Impact, Los Angeles, July 2018

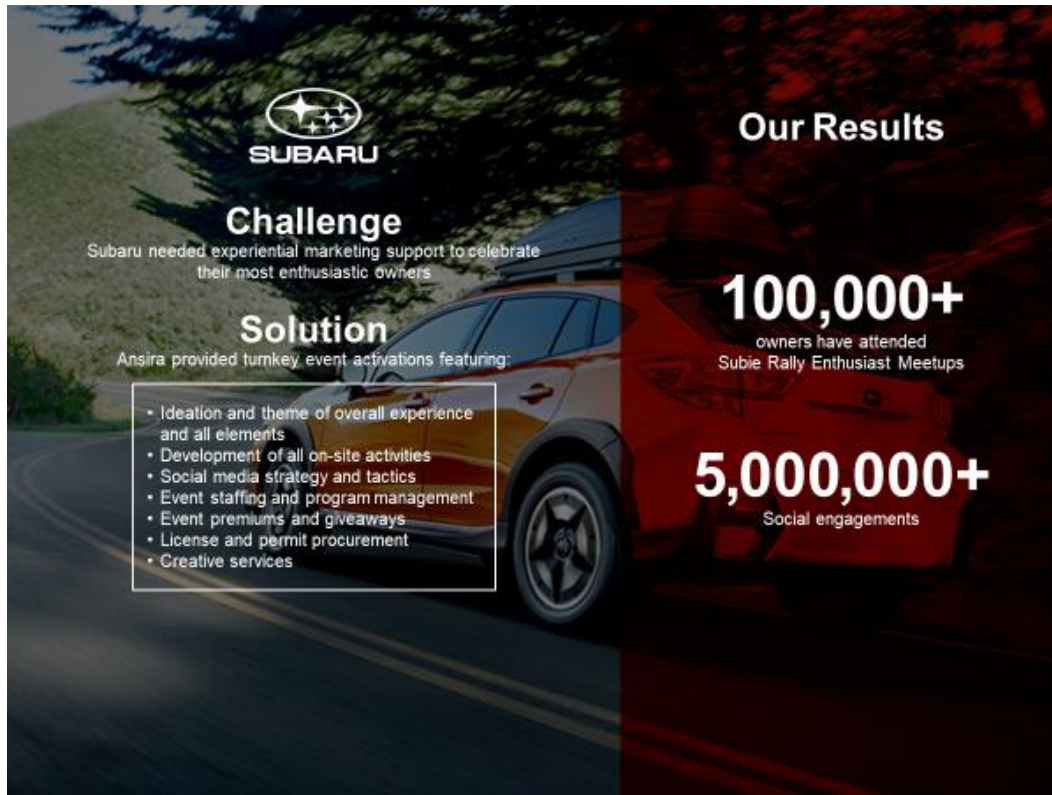
Challenge #3: Experiential Marketing for Enthusiastic Owners

Figure 4 highlights the final challenge we'll examine in this case study. Here, Subaru wanted to provide an experience for its most enthusiastic owners to further engage this critical segment with the brand.

Ansira teamed with Subaru to roll-out a platform solution for local retailers that supported turnkey event activations. This ranged from helping with basic ideation and developing themes for what the overall experience would be, and the constituent elements. The experience included both on-site activities and social media strategy and tactics. Other operational elements such as event management and staffing, premiums and giveaways, permits and licenses and other creative services rounded out the package.

The campaign results included activating over 100 thousand Subaru owners who attended "Subie Rally Enthusiast Meetups," and more than 5 million social engagements.

Figure 4. Enthusiastic Owners



Source: Ansira, presented at BIA Local Impact, Los Angeles, July 2018

Field Day



Alex Nocifera
Founder/CEO, Field Day
<http://fielddayapp.io/>

Company Profile

Field Day was founded in 2015 to provide brands with the tools and talent to drive field marketing results. Field Day is the first enterprise solution for brands to streamline field marketing at scale with the needed data, process, platform and talent pool to activate local grassroots outreach campaigns.

The key pain points challenging brands that Field Day decided to address include centrally structuring their local marketing initiatives to not only activate more efficiently and effectively, but truly attribute their impact on same-store-sales. Field Day's platform offers brands the ability to enable visibility, accountability, and measurability into each unique local market to drive in-store traffic and sales.

Field Day's data, tools, and analytics enable a brand to discover local opportunities, activate internal staff or brand ambassadors for local marketing campaigns, and measure all this directly to sales. Brand ambassadors are sourced through the first programmatic marketplace for brands to leverage curated representation at a local level.

What Field Day Does

Enterprise marketers can benefit from leveraging Field Day's curated community of brand ambassadors for local activations anywhere anytime nationwide. All without the painful logistics of recruiting, training, managing, and measuring results are onerous. Field Day provides the platform and a data-driven approach to activating feet on the street for disrupting grassroots marketing.

The local grassroots aspect marketing is an important distinction for what Field Day does. According to data Field Day cites:

- \$4 trillion of total commerce is transacted inside brick and mortar stores annually in the U.S.
- This equates to 90 percent of all commerce happening in physical locations.

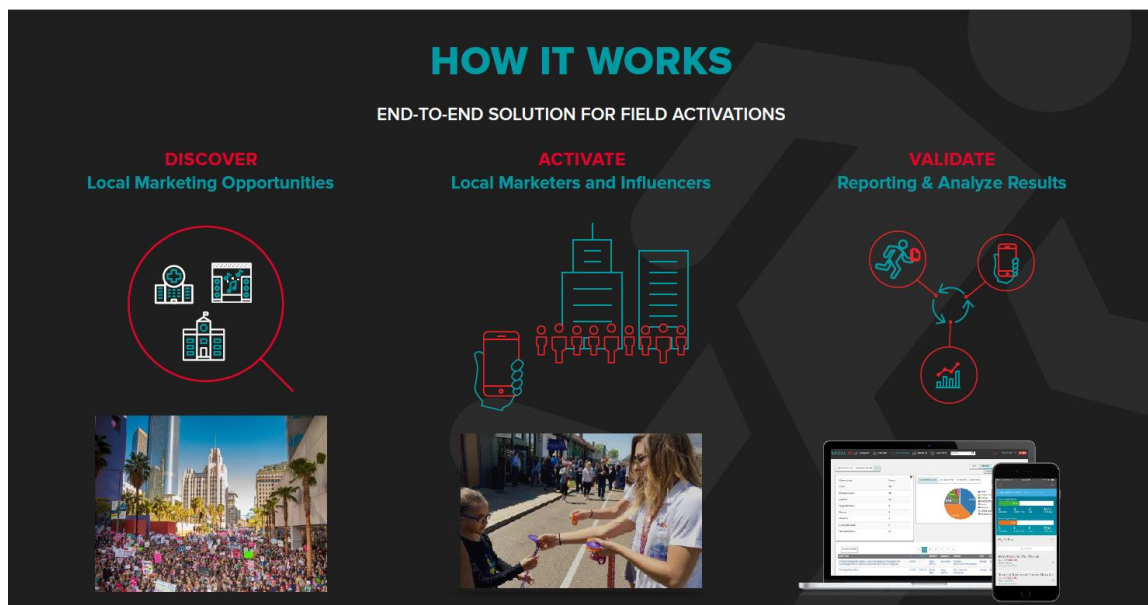
- And it's local. Field Day says that 80 percent of consumer budgets are spent within 10-20 miles of consumers' homes.
- And the tie-in from Search to consumer engagements is very strong. Of all local searches conducted, 82 percent result in follow-ups such as in-store visits, phone calls, and actual purchases.

Field Day's view of why local marketing for enterprises is so complex rests on five key factors:

- Unit-level inefficiencies
- Location-specific considerations
- Decentralized and unorganized
- Poor and inconsistent executions
- Digital dilution and measurability

How it Works

Figure 5. Field Day's End-to-End Solution for Local Activations



Source: Field Day, presented at BIA Local Impact, Los Angeles, July 2018

Case Studies

We're highlighting two restaurant case studies from Field Day, Pei Wei and The Coffee Bean and Tea Leaf.

Figure 6. Field Day Case Studies



Source: Field Day, presented at BIA Local Impact, Los Angeles, July 2018

Case Study: Pei Wei

Pei Wei's objectives were to drive catering sales and to direct B2B outreach. Using its methodology of activating local grassroots campaigns, Field Day helped Pei Wei achieve significant progress in its two key goals.

- *Month-over-Month (M/M) Same Store Sales (SSS)*: The campaign delivered a nine percent lift in same store sales.
- *Local Restaurant Marketing (LRM)*: Based on campaign goals, the LRM spending led to a 200 percent increase in productivity.

Case Study: The Coffee Bean and Tea Leaf

In this case study for the Coffee Bean and Tea Leaf, the objectives were to canvas local businesses with promotions with the goal of increasing same store sales.

- *Promotions:* The Field Day campaign led to 11.5 percent lift in average promotion redemptions.
- *Same Store Sales:* When compared to a control store, Field Day's campaign led to a 22 percent sales lift.

Field Day notes that LRM is a common term used in the restaurant category for the budgeting and functioning of brands' local marketing efforts. Some brands will also use the term "Local Store Marketing" (LSM).

Overall though – most operators of stores have a fixed budget at the store level, which is typically called LSM or LRM – and that budget typically ranges from 1-3% of gross store sales.

So, if a store does \$1 million that year, it'll allocate 1-3 percent of that revenue to local marketing. With certain large brands that have a high density of units in major markets, they will pool these funds to buy TV, radio and print in those DMAs to get better economies of scale.

Surefire Local



Shashi Bellamkonda
Chief Marketing Officer, Surefire Local
www.surefirelocal.com

Company Profile

Surefire Local multiplies your marketing efforts by helping you see and strengthen all your online activities from a single platform - so you can finally get the kind of quality leads you really want.

What Surefire Local Does

Surefire Local provide a marketing cloud platform solution to provide an effective digital marketing strategy for its clients that integrate multiple touchpoints, as Figure 7 illustrates.

Figure 7. Surefire Local's Marketing Cloud



Source: Surefire Local, presented at BIA Local Impact, Los Angeles, July 2018

Case Study: Large Window Replacement Company

Working with a large window replacement company, Surefire Local's approach was to integrate corporate content and advertising with local advertising across various channels including Facebook, Instagram, Twitter, Google+, Pinterest, and LinkedIn. Surefire Local's market cloud platform integrates its clients' corporate brand assets, policies and business rules across social media, directories and reviews with its local affiliates.



Source: Surefire Local, presented at BIA Local Impact, Los Angeles, July 2018

The case study Surefire Local shared at our Los Angeles LaaS workshop featuring its window replacement client was successful enough that Google was encouraged to feature it as a success story.

We highlight the campaign results in Figure 8.

- *Paid Search:* The campaign drove a nearly 200 percent increase in paid search traffic.
- *PPC:* Pay-Per-Click leads increased by 86 percent.
- *Lead Momentum:* In the campaign's first month, the campaign achieved a 79 percent increase in leads generated.

Figure 8. Surefire Local Case Study: Large Window Replacement Company

Google Featured this Case Study: Large Replacement Window Company



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Source: Surefire Local, presented at BIA Local Impact, Los Angeles, July 2018

ABOUT THE AUTHOR



RICK DUCEY
Managing Director
BIA Advisory Services

Rick Ducey is managing director, leading BIA's strategy consulting practice. Ducey also serves as practice lead and adviser to an affiliated investment banking firm, BIA Capital Strategies. He assists clients with their business planning and revenue models, strategic research, market assessment, and designing and implementing strategies for leveraging video media assets and inventory in local markets.

Ducey is a sought-out expert for his coverage and analysis of how disruptive technologies, emerging competition, shifting consumer demographics and media usage trends drive changes in the media ecosystem. He also co-founded SpectraRep, the leading provider of alert and warning datacasting solutions, applications, and systems primarily for public sector clients.

Prior to BIA, Ducey was senior vice president of NAB's Research and Information Group. Ducey was recognized in academia as the 2011 Shapiro Fellow at George Washington University, where he teaches entrepreneurship in new media. He has also taught on the faculties of Michigan State University, George Mason University and the University of Maryland. Ducey received his B.A. from the University of Massachusetts at Amherst, M.S. from Syracuse University, and Ph.D. from Michigan State University.

ABOUT BIA ADVISORY SERVICES

BIA is the leading research and advisory firm focused on the advertising and marketing marketplace. We deliver research, forecasts, analysis, competitive intelligence and market strategies produced by our team of analysts, strategists, economists, data scientists and digital and traditional media industry experts.

Our proven advisory services and consulting methods put our clients in the best possible position to compete and stand out in today's multiplatform, interactive world.

We are pleased to announce our Programmatic Program that features a series of papers and webinars that will help our clients understand the potential of programmatic.

We also publish an advertising intelligence platform, [BIA ADVantage](#). Contact us today for more details: info@bia.com.

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