



## Case study

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### Telenacion

#### **Issue:**

A major television network wanted to measure advertising effectiveness during a particular show geared towards Hispanics.

#### **Action:**

TeleNacional was used to gather advertising awareness levels of specific sponsors and which methods of the advertising campaign were most effective for driving Hispanic viewership. The television network was able to pin point which methods were successful for motivating Hispanic viewers and re-focus their advertising efforts to yield more viewers.