

The challenge

The largest player on the soluble cocoa market in Spain needed to understand the impact of changing its seasonal media investment from isolated campaigns in time to an always on strategy. Impact had to be considered in terms of both Sales and Brand Image.

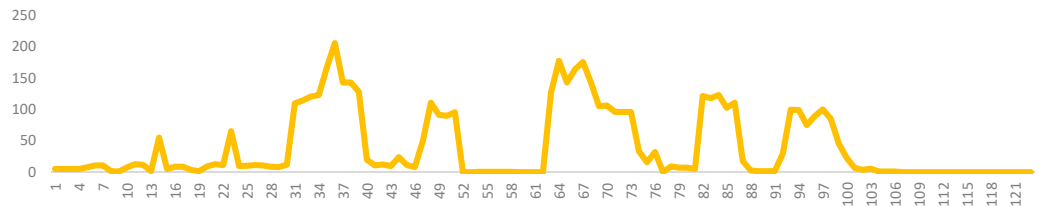
Model calibration

Model was calibrated using the KPI Items sold, resulting in a 91,9% of accuracy for explaining Total Sales, and 85,24% for Global Sales.

Diagnosis – Brand 1 (Client' Brand)

In a period of 124 weeks the brand performed 5 different campaigns. In between these periods there were several weeks of no presence in media.

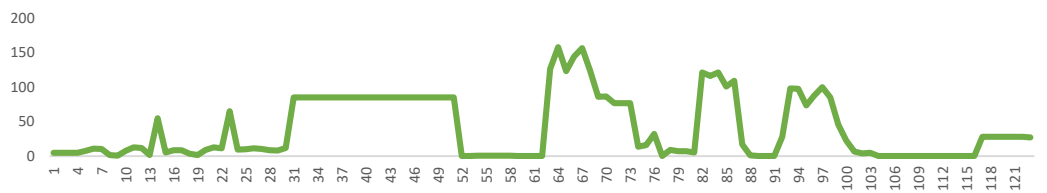
Original media investment over time (thousands)



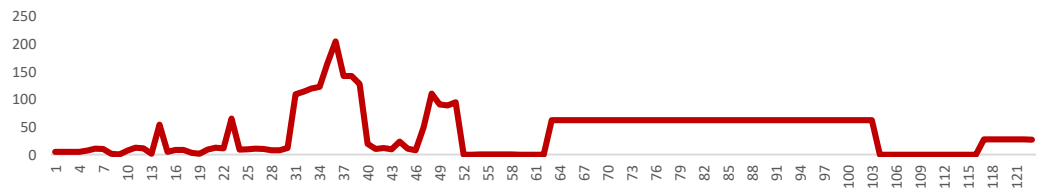
What-if scenarios – Always on campaigns for two periods

Two different scenarios were considered for creating two new campaigns. In order to isolate the always on effect when constructing these scenarios, both total media investment and media mix was kept as in the original marketing plan.

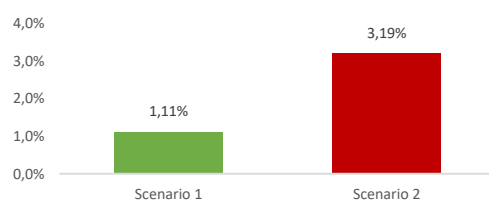
Scenario 1: Always on from weeks 31 to 52. € (thousands)



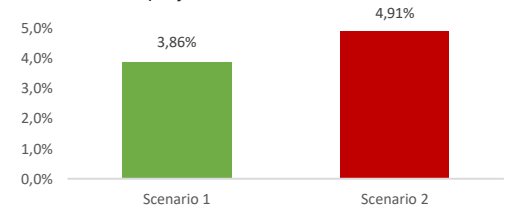
Scenario 2: Always on from weeks 64 to 103. € (thousands)



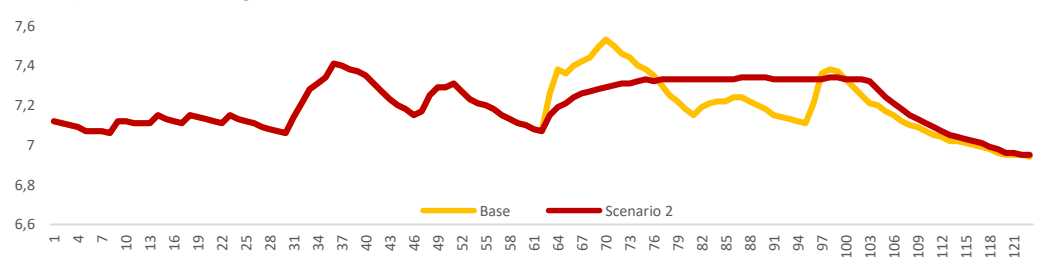
Sales increase



Brand Equity increase



Impact in Brand Image of Scenario 2 vs Base



Results

The proposed always on strategy offers a potential increase in Sales between 1%-3% and 4-5% in Brand Equity. This strategy works differently depending on the size of the reallocation, but it clearly points out that there is room for improvement by being "always" on the market.

Case Study

"Always on" media strategy impact for the largest soluble cocoa brand in Spain.

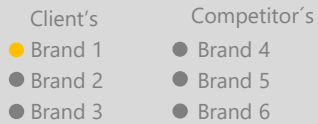


Market delimitation

Target: Spanish household decision maker with children under 12 y/o.

Period modelled: Jan '17 – May '19.

Brands considered (6)



Purchase drivers (7)

- Price
- Quality
- Natural
- Health
- Nutrition
- Product for kids
- Taste

Customer segments (2)

- Household decision maker
- Children

Touchpoints (14)

Focus has been made on TV by considering two dimensions: length of ad block and ad position

- TV – 1st – Short
- TV – Rest – Short
- TV – 2nd-5th – Short
- TV – Last – Short
- TV – 1st – Long
- TV – Rest – Long
- TV – 2nd-5th – Long
- TV – Last – Long

- Digital Social
- Digital Display
- Digital Video
- Radio
- OHH
- Cinema