



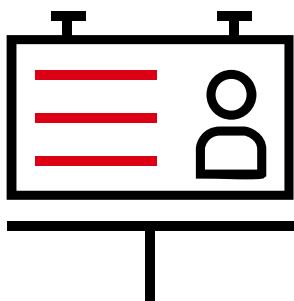
GET THE MOST OUT OF YOUR MARKETING INVESTMENTS

NIELSEN MARKETING MIX MODELING

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Eastern Europe & Med
Feb 2019

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**“HALF OF MY ADVERTISING SPEND
IS WASTED; I JUST DON’T KNOW
WHICH HALF.”**

JOHN WANAMAKER – A PIONEER IN MARKETING

MEDIA LANDSCAPE

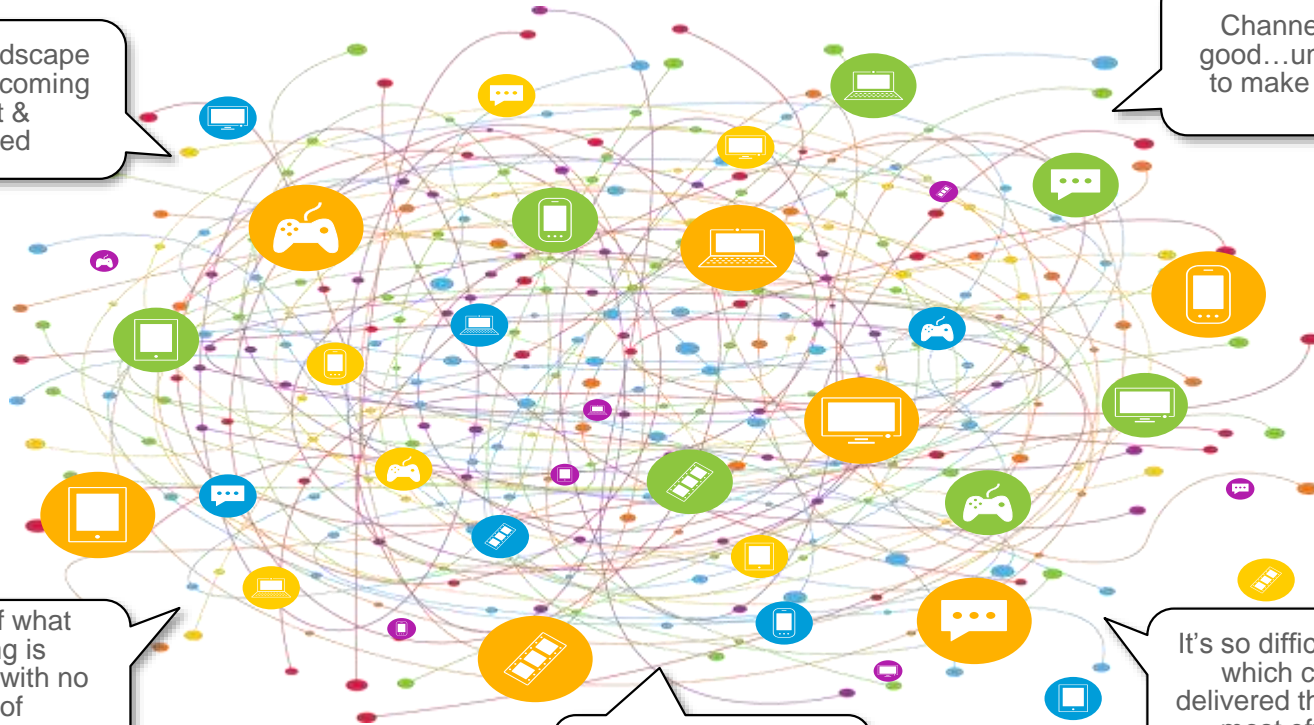
The media landscape is definitely becoming more vast & complicated

Channel choice is good...until you have to make the choice!

Too much of what we're doing is experimental with no science of measurement

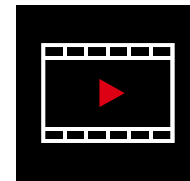
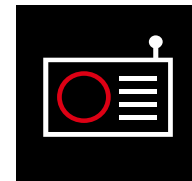
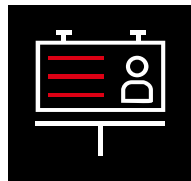
I'm increasingly having to justify every \$ spend

It's so difficult knowing which channels delivered the message most effectively



DID YOU KNOW THAT...

FMCG | Return on investment per media type



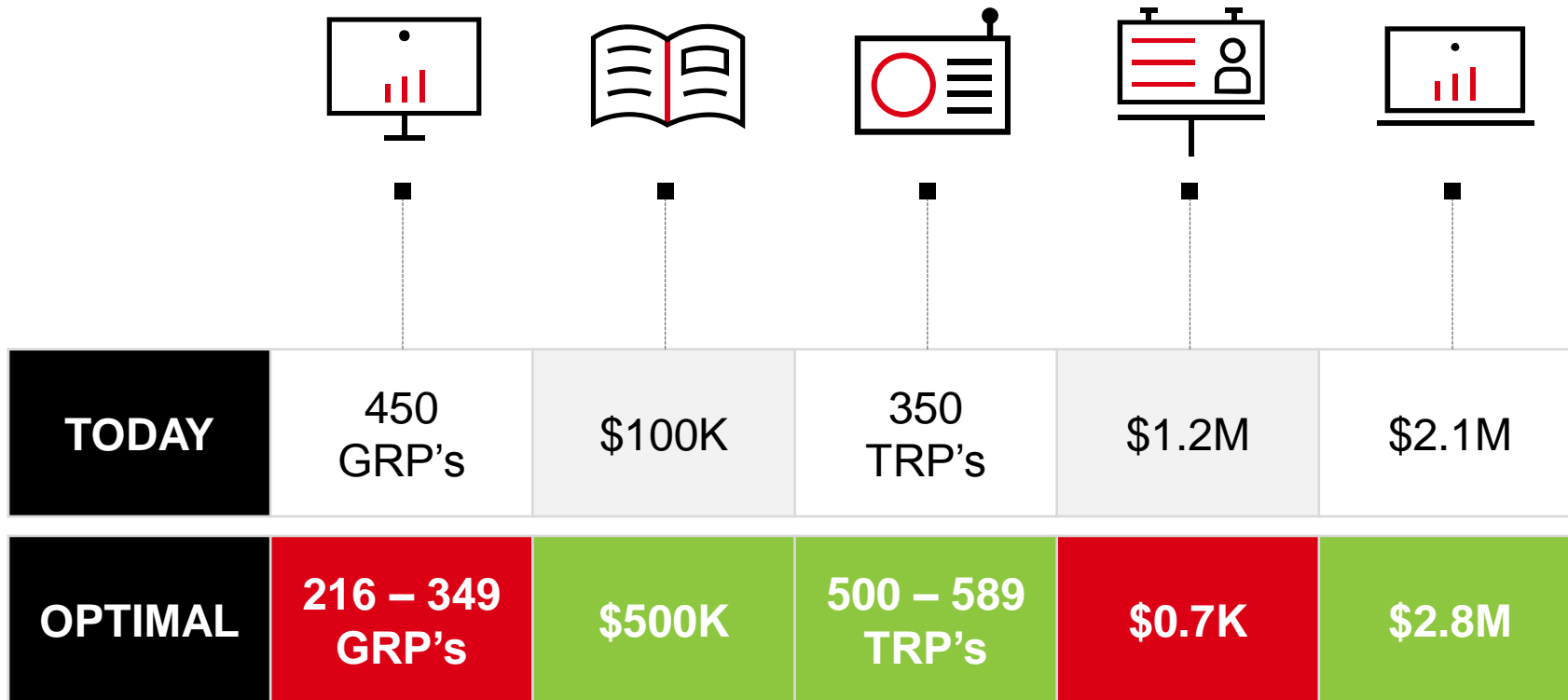
Europe

Global

*Measured on incremental sales through store. Short Term Impact within 6 months of fighting.
Efficiency = Sales Incremental Revenue Generated by Media / Actual Spend
Efficiency of 1 is breakeven*

WHAT IF YOU KNEW **WHERE** TO INVEST ?

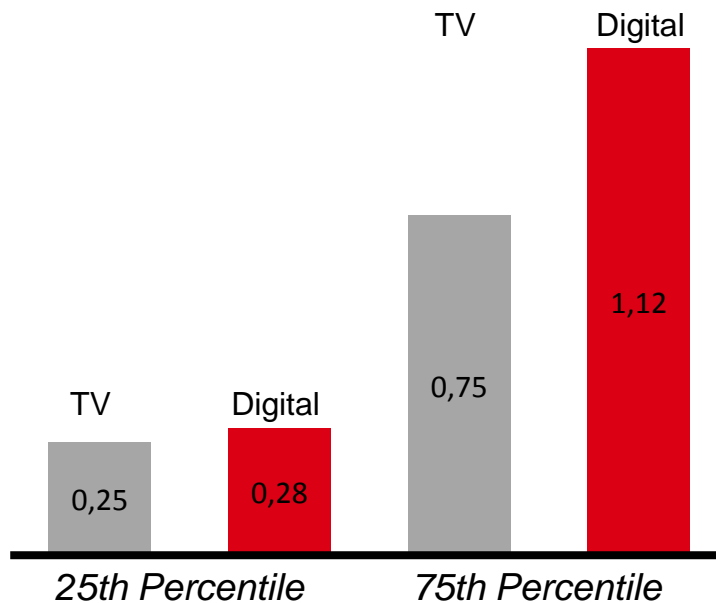
To get the most out of your media investments



DIGITAL EFFICIENCY IS KEY

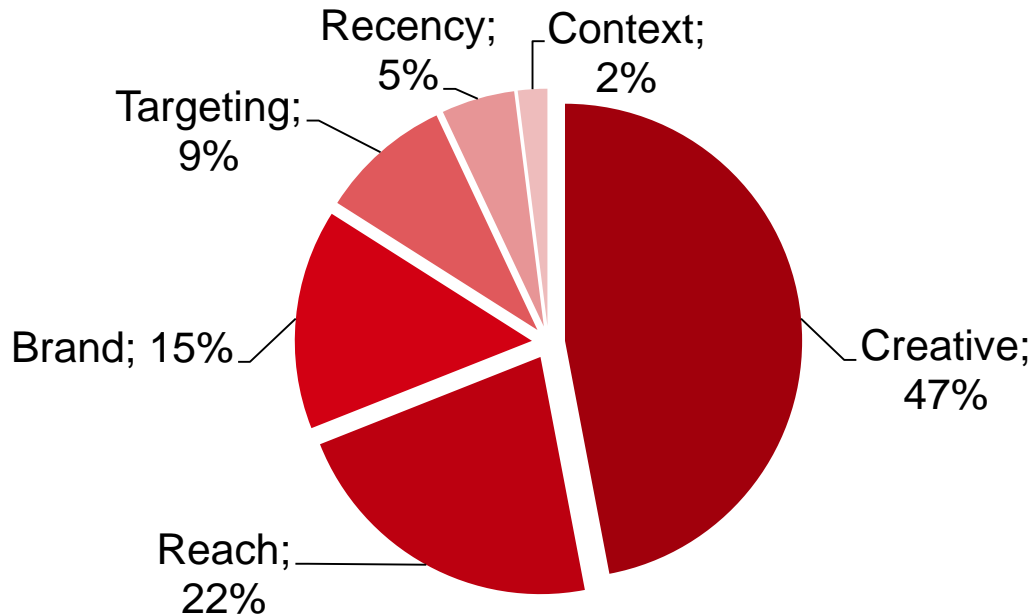
Strong digital campaigns can outperform strong TV campaigns by +50%.

EUROPE | ROI Benchmarks | TV & Digital | 2015 - 2017



CREATIVE REMAINS KING

Global | % Sales Contribution by advertising element



MARKETING MIX - BUSINESS CHALLENGE

The big questions to better performance

INCREMENTAL SALES

How much sales were generated due to media investments? What is Client's **dependency** on media?

ROI

Can Client brands achieve better results **spending less** or **reallocating** their budget in media channels? Which campaigns are the most effective to meet my target?

MEDIA MIX

What **type of media** should I choose for the best support of Client brands TV commercials?

SATURATION

How many GRP/week should I use for Client brands?
Can I reduce number of GRP to increase ROI and minimize sales loss?

MEDIA PLAN

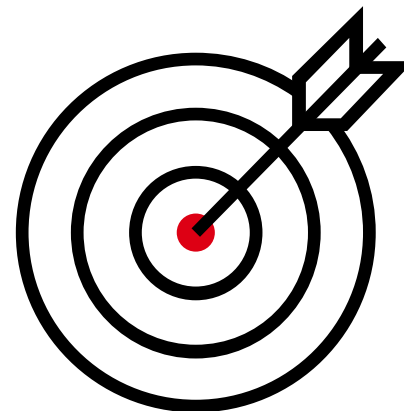
What **media plan** is optimal? Should I use burst, pulse or drip **laydown types**?

MARKETING MIX – KEY CONCEPTS



EFFECTIVENESS

Incremental revenue per
unit of execution
(GRP, TRP, Impressions, \$\$,...)



EFFICIENCY

Return on investment (ROI)

CASE STUDY

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CAMPAIGNS PER DRIVER



TV

- Campaign 1
- Campaign 2
- Campaign 3
- Campaign 4
- Campaign 5
- Campaign 6
- Campaign 7
- Campaign 8

No of Campaigns: 8



Social Media

- Campaign 1
- Campaign 2
- Campaign 3
- Campaign 4
- Campaign 5
- Campaign 6
- Campaign 7
- Campaign 8
- Campaign 9

No of Campaigns: 9



Online

- Campaign 1
- Campaign 2
- Campaign 3
- Campaign 4
- Campaign 5
- Campaign 6
- Campaign 7

No of Campaigns: 7



Print/Search

- Campaign 1
- Campaign 2
- Campaign 3
- Campaign 4

No of Campaigns: 4



MARKET CONTEXT

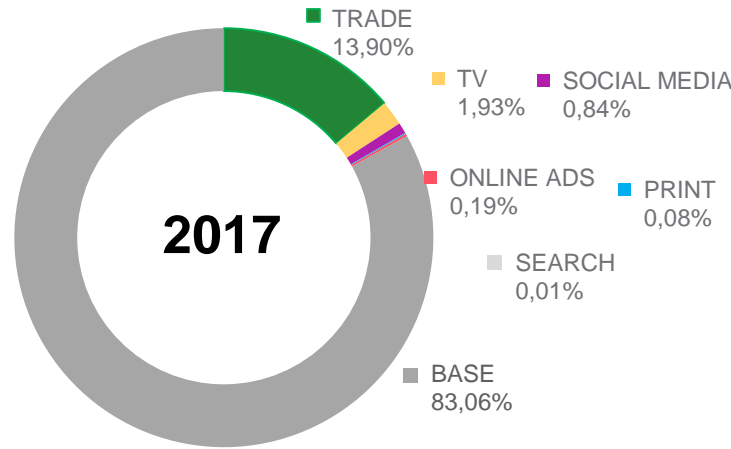
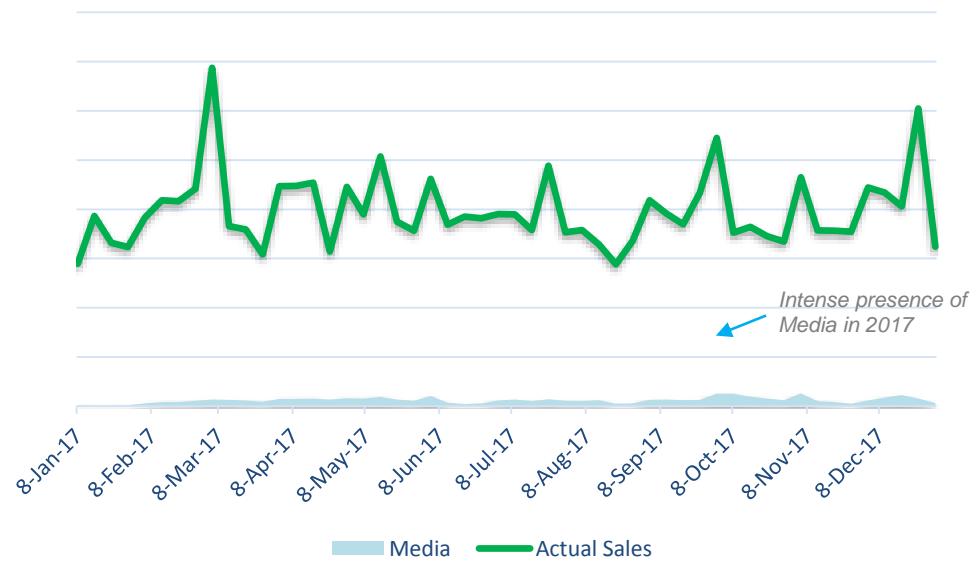
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BASE VS INCREMENTAL OVERVIEW

Media activity has important presence during 2017 and contributes ~3% to Total Brand Sales. 1.93% is produced by TV Campaigns while Social Media follow in terms of % contribution (0.84%)

BRAND | Greece



Volume Contribution %		
	Europe	Greece
TV	5,7%	7,5%
Digital	1,5%	2%

TOPLINE ROI SUMMARY FOR TARGET BRAND

TV holds the 63% of Total Media contribution while it also records the highest percentage in terms of investment (78%); Social Media follow

Media	Spend ['000€]	% of Spend	% of Sales in KG	ROI
TV	xxx	78%	63%	1,0
Print	xxx	3%	3%	1,3
Online Ads	xxx	4%	6%	1,9
Social Media	xxx	15%	28%	2,3
Search	xxx	0.32%	0.27%	1,0
TOTAL MEDIA	xxx			1,2



$$ROI = \frac{\text{Incremental Value}}{\text{Spending}}$$

Also called EFFICIENCY

Ratio Digital/TV ROI	
Europe	Greece
2,3	3,2



Online Ads & Social Media work well in terms of ROI



Total Media ROI is 1.2 something that indicates good efficiency level



MEDIA RESULTS

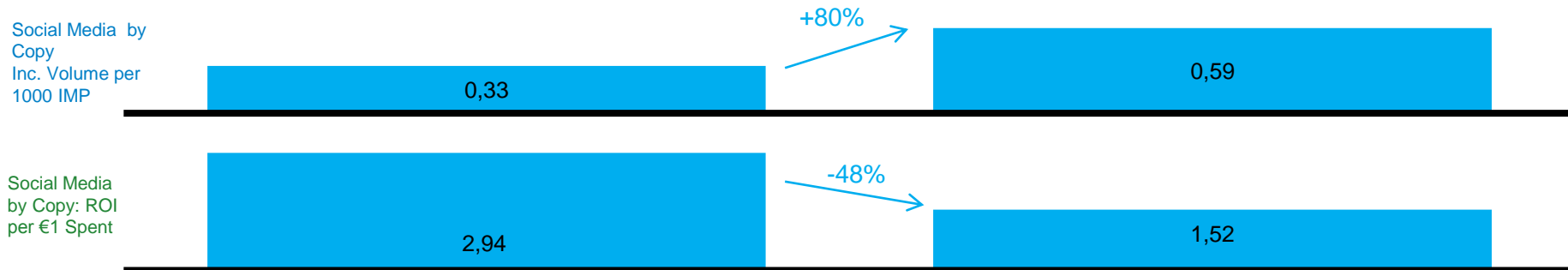
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SOCIAL MEDIA PERFORMANCE (2)

Facebook VS. YouTube: YouTube is more effective from Facebook but due to higher CPP has lower ROI



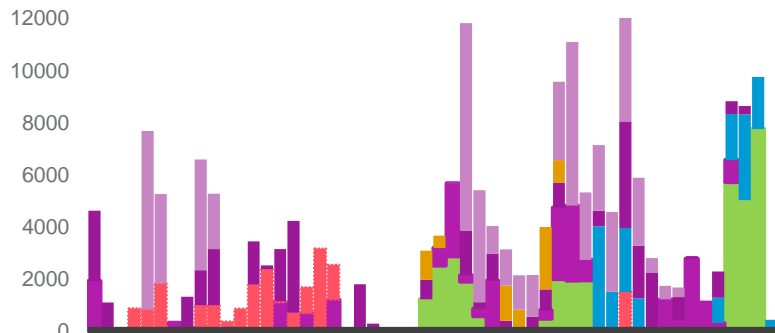
	Facebook	YouTube
CPP in '000	xxx	xxx
Impressions	70,903,972	19,174,246
'000€ Spend	xxx	xxx
Active Weeks	47	27

OPTIMIZED SOCIAL MEDIA IMPRESSIONS

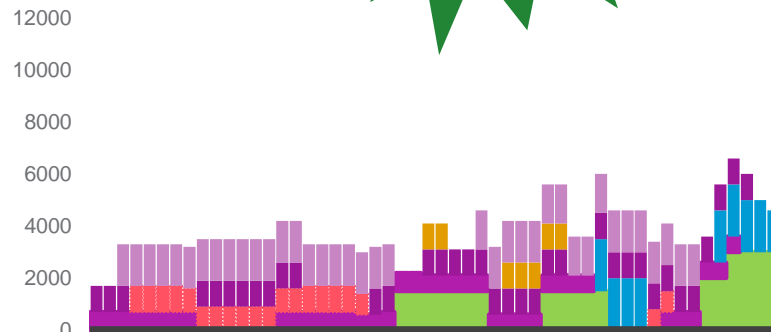
Social Media fighting strategy in 2017 was not the optimal. By spreading the flighting strategy- in terms of weeks aired - Incremental Revenues can be improved by 28% (+ € 126K)

GREECE, BRAND CY2017

€198 212	Cost	€198 100
47 weeks	Duration	52 weeks
€2.26	ROI	€2.96



Current Flighting Pattern



Optimized Flighting Pattern

A white icon of an eye with a central pupil and two concentric circles, enclosed within four white corner brackets. The background is a 3D grid of red hexagonal prisms of varying heights.

WHAT DO I NEED TO DO?

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SUMMARY & ACTION STEPS



MECHANIC [BRAND MECHANICS]



RECOMENDATIONS [BRAND SUMMARY & ACTION STEPS]



REVENUE OPPORTUNITY

TV



TV is an important volume driver for Target Brand. “ Campaign 1” creative worked well and lead to high efficiency level. Execute Campaign GRPs at the optimal range by following a continuous strategic plan to achieve higher ROI.



+ €148K

SOCIAL MEDIA



Facebook has strong ROI performance (€2.94) while also You Tube generates good return on investment (€1.52). Continuity strategy will drive higher ROI. Parallel On Air activity with other Media means can boost Total Media performance.



+ €126K

Online Ads



OLV is more effective vs. Banners; spreading the activity during the year and monitor cost per point to drive cost efficiencies where possible. Use Online Ads as complimentary to TV to further boost Medias positive effect on brand.



+ €32K

PRINT & SEARCH



Continue to support brands growth by maintain Prints' and Search support. Consider of combining Print activity with other key activities (Media or not) and slightly increase the Investment for Search.





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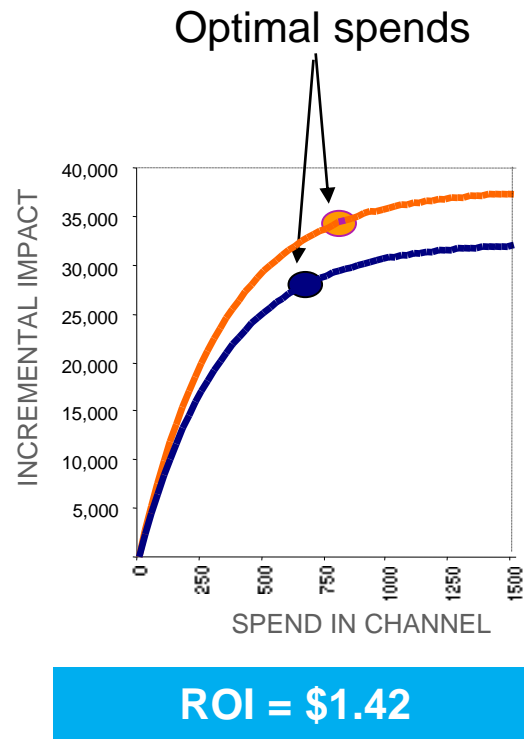
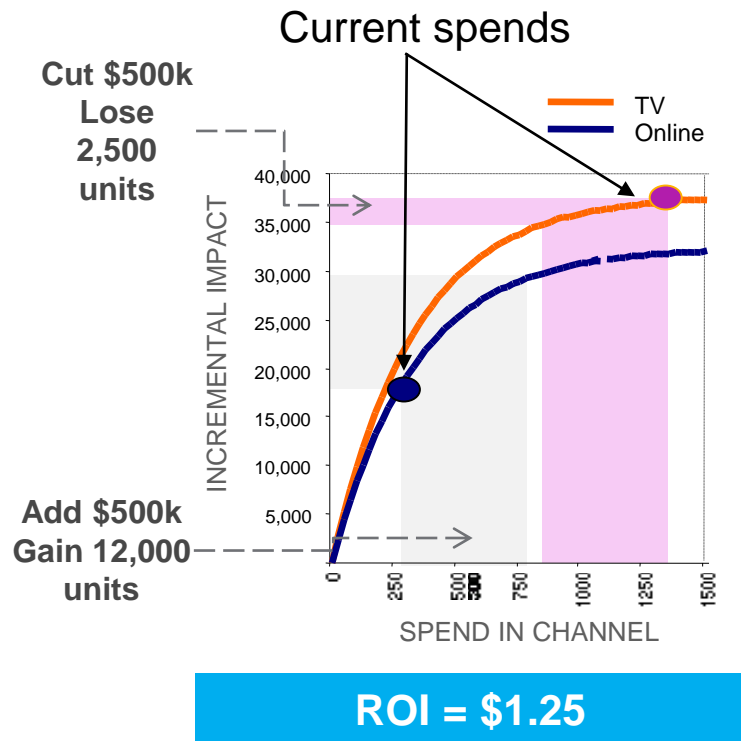
APPENDIX

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MEDIA BUDGET OPTIMIZATION

Increase ROI at no additional expense





nielsen

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THE SCIENCE BEHIND WHAT'S NEXT™

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