

Analytics in Action

Media Planning & Optimization

Client : A Global Leader in Consumer Durables

Business Situation :

A Global Consumer durables giant was making its entry in India. Though the brand is a global leader, it hardly had any equity in India. The client had out-spent its competitors for two years with a single minded communication to drive its equity without making much of an impact with consumers. The market share remained in single digits and a distant third.

The Task :

To develop an optimal media strategy to improve the brand equity of the client.

The Analysis :

Our quantitative analysis showed that despite high spends in media the brand had very little awareness. The reason for this were many:

- The primary driver medium was print which was expensive and had low reach among the target
- The copy - both print and Television - was large which reduced the overall exposure of the brand
- The scheduling followed was drip strategy which didn't give an initial impetus to the brand
- There was very little use of Outdoor and Point-of-sale (POS) which led to a disconnect with the consumers at the POS

The Recommendation :

The first task was to improve awareness of the brand. The equity could be built only after consumers were aware of the brand. To tackle this, smaller copies just focusing on the branding were suggested to be introduced. This helped in increasing the frequency with a focused exposure of the brand leading to higher visibility and awareness of the brand.

We recommended that the primary medium to be shifted to TV with strategic use of print to create additional impact. This helped in :

- Differentiating from competition, who were primarily

print driven.

- Increased visibility because of better reach and cost efficiency of Television as a medium.

A combined pulsing strategy of scheduling was recommended. This with the short duration copies took the SOV of the brand to extremely high levels which helped in establishing the brand.

POS was effectively used for selling features. Outdoor was recommended to improve the overall branding visibility.

The Result:

- The brand achieved a 80% spontaneous awareness in 3 months of the campaign (up from 48%).
- All the key Brand health scores – Top-of-mind (TOM), Spontaneous and Awareness - recorded more than 100% increase.
- The strategy was continued in subsequent years with fine tuning after every burst. At the end of two years the brand had the highest TOM and became a leader in the largest category it operated in.

Marketelligent's expertise in Media

- **Senior Management team with extensive industry experience in Brand Management and Media Planning**
- **Expertise in quantitative optimization of media spends across channels so as to maximize Sales/revenues**

Contact us at info@marketelligent.com for a risk-free evaluation

www.marketelligent.com

About Marketelligent

Marketelligent provides data analytics-based consulting and outsourcing services that help you make smarter business decisions. The firm is backed by senior professionals with experience across Consumer focused

industries - Retail Banking, Consumer Packaged Goods, Consumer Retail, Telecom and Media. We offer an affordable global delivery model leveraging the best of domain expertise and analytic capabilities.

Management Team -



Roy Cherian - CEO

MBA – IIM Ahmedabad

- Over 18 years experience in Marketing, Advertising and Media Industry, a significant part in the Food and Consumer Packaged Goods industry
- Headed Marketing Services, Marketing Operations and the Chocolate and Confectionary business of Nestle India
- Pioneering work in Media and Marketing Mix Optimization



Anunay Gupta, PhD - COO & Head of Analytics

MBA – NYU Stern School of Business

- Over 11 years of international experience in Consumer Finance and Retail Banking
- Set up offshore Analytics capability for Citigroup. Managed \$145B portfolio for Citigroup US Cards. Leadership role in American Express Risk management
- Extensive experience in analytics, advanced modeling and predictive techniques



Issac Mathew - Head of Client Services

MBA – IIM Kolkata

- Over 10 years of experience in Information Technology Consulting in Retail, CPG, Supply Chain and ERP
- Part of the Cognizant US team which managed clients like Wal-Mart, 7-Eleven, Ace Hardware, AC Nielsen and HE Butt
- Head of the Business Intelligence practice at PricewaterhouseCoopers, Southern India

Our Clients -

L'ORÉAL

Microsoft



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