

GLOBAL ALCOHOL MANUFACTURER UNCOVERS \$3B IN POTENTIAL PROFIT VIA MARKETING BUDGET REALLOCATION



THE CAMPAIGN DETAILS

ADVERTISER: *Global Alcohol Manufacturer*

SOLUTION: *Nielsen Marketing ROI*

GOAL: *Optimize marketing spend across vehicles -- particularly TV*

SUMMARY: *Recommended reallocation of media spend and improvement of creative*

RESULTS: *Near-term changes were made to the client's media flighting with spend reallocation between TV and online video; In the long term, client made significant investments per Nielsen recommendation to develop a Super Bowl creative*

MARKETING TIP:

Continuous flighting means more on-air weeks to build cumulative lagged impact of television on consumer purchase behavior

LEARN HOW A GLOBAL ALCOHOL MANUFACTURER IMPROVED THEIR MARKETING

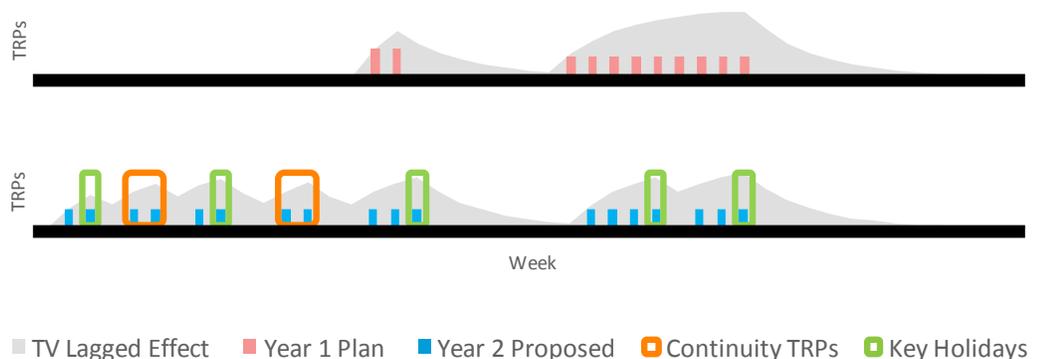
The manufacturer had been losing to competitors in the past few years and were looking to understand the key drivers of its business and optimize its marketing spend going forward.

Insights were leveraged from Nielsen's marketing mix modeling and TV creative optimization solutions, to inform four key areas: 1) improve creative content (+\$800MM profit); 2) maximize TV presence (+\$300M profit); 3) amplify campaign with digital (+\$600MM profit); and 4) disrupt in-store (\$2.2MM profit).

The client worked with their agency in making changes to its media plans, focusing on buying more weeks on-air at lower weights and allocating 80-85% of video media to TV in their next annual media plan. In addition, per Nielsen's recommendation, client developed copy to launch a new campaign during the subsequent Super Bowl.

MAXIMIZE TV IMPACT BY ENSURING CONTINUOUS MESSAGING PRIOR TO KEY SEASONAL PEAKS

Year 1 Plan vs. Year 2 Proposed TV Weekly Flighting





KEY BENEFITS

1.

Optimize flight plan (e.g., weeks on air, weights) to maximize TV impact with same level of spend

2.

Prioritize digital spend during the holidays to expand reach efficiently through an integrated video media plan

3.

Focus on new creatives to drive breakthrough and enhance campaign resonance in the market



THE RESULTS

1.

With the same spend, 16% increase in potential volume and lift in ROI

2.

With just 25% increase in spend for online video, client's potential opportunity was +160% in incremental volume

3.

Creative copy improvements were put into place to develop new copy for a Super Bowl launch, which would also result in significant increases in trade support

WHY NIELSEN MARKETING ROI?

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