

A SURVEY ON **SALES IMPACT ON FMCG BRANDS OF OOH IN THE MEDIA MIX**

THE
WHY HOW
SURVEY

WHY AND HOW

OUT-OF-HOME ADVERTISING WORKS

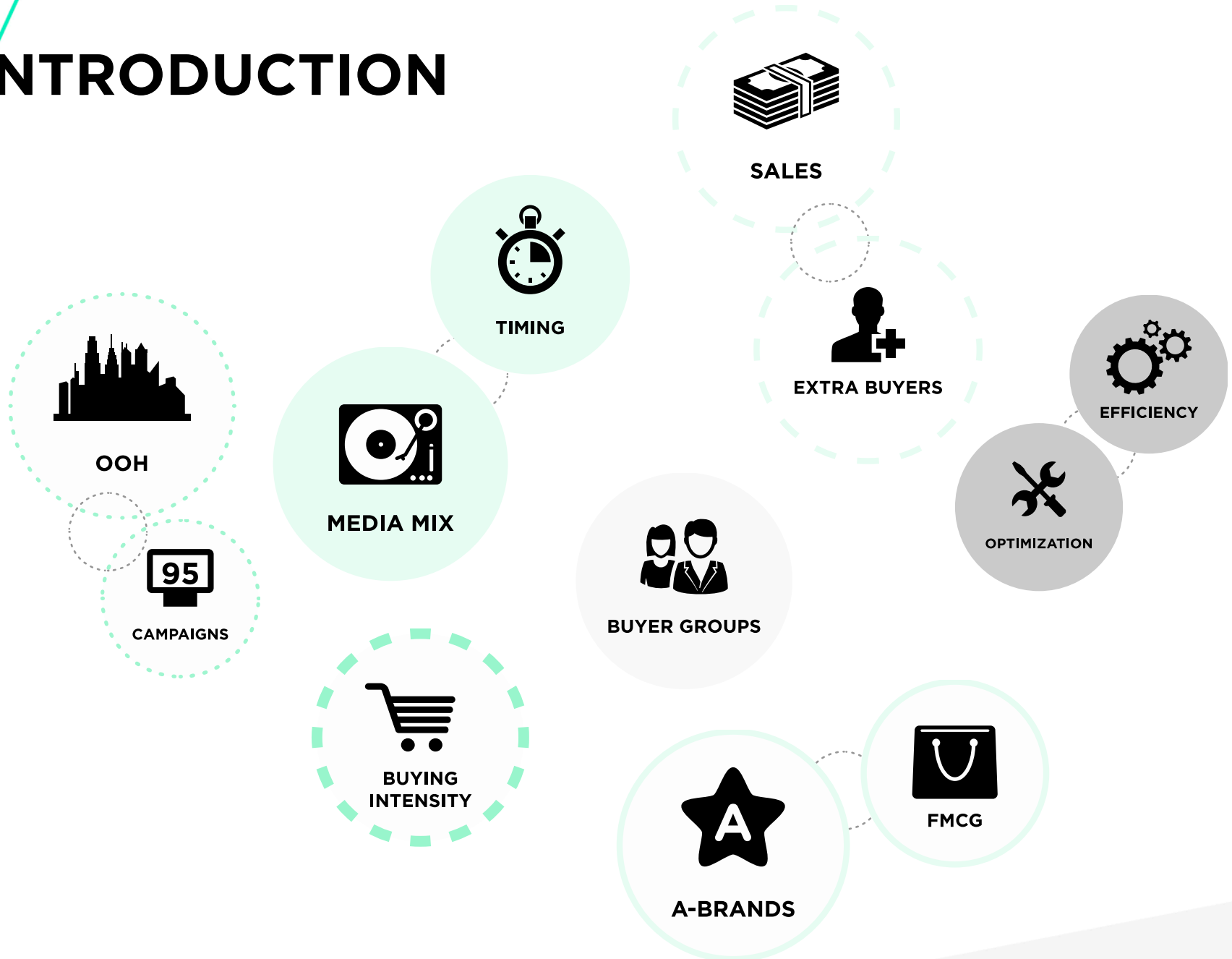


1

SETTING **THE SCENE**



INTRODUCTION



THE STARTING POINT

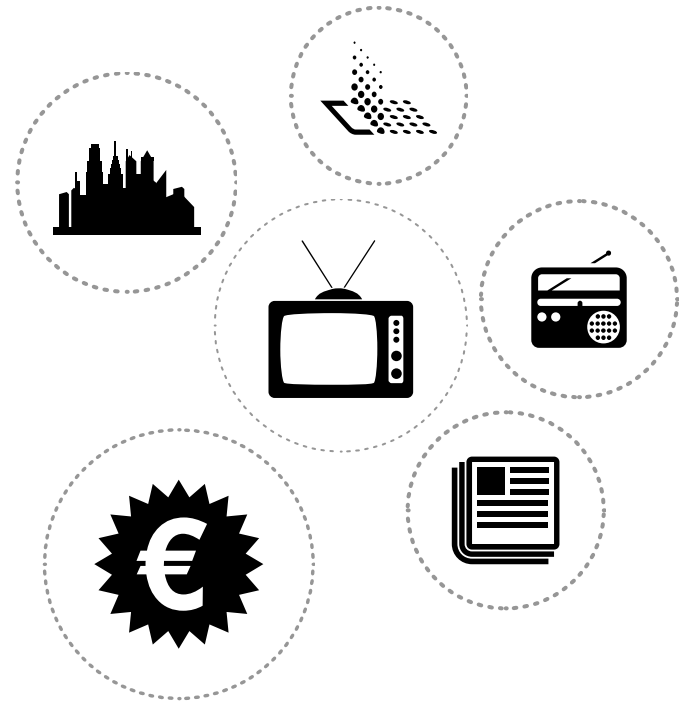
CONSUMER BEHAVIOR



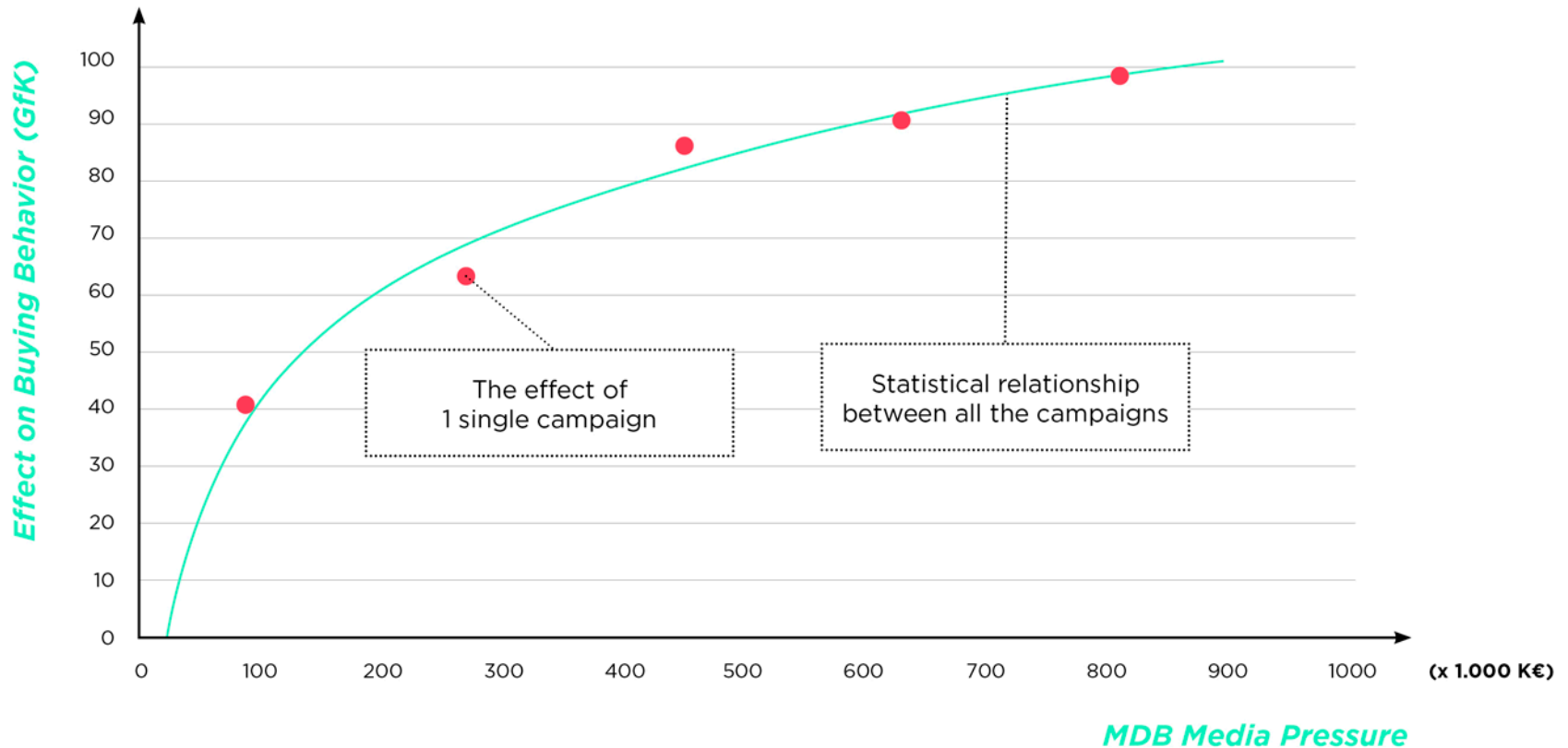
ConsumerScan



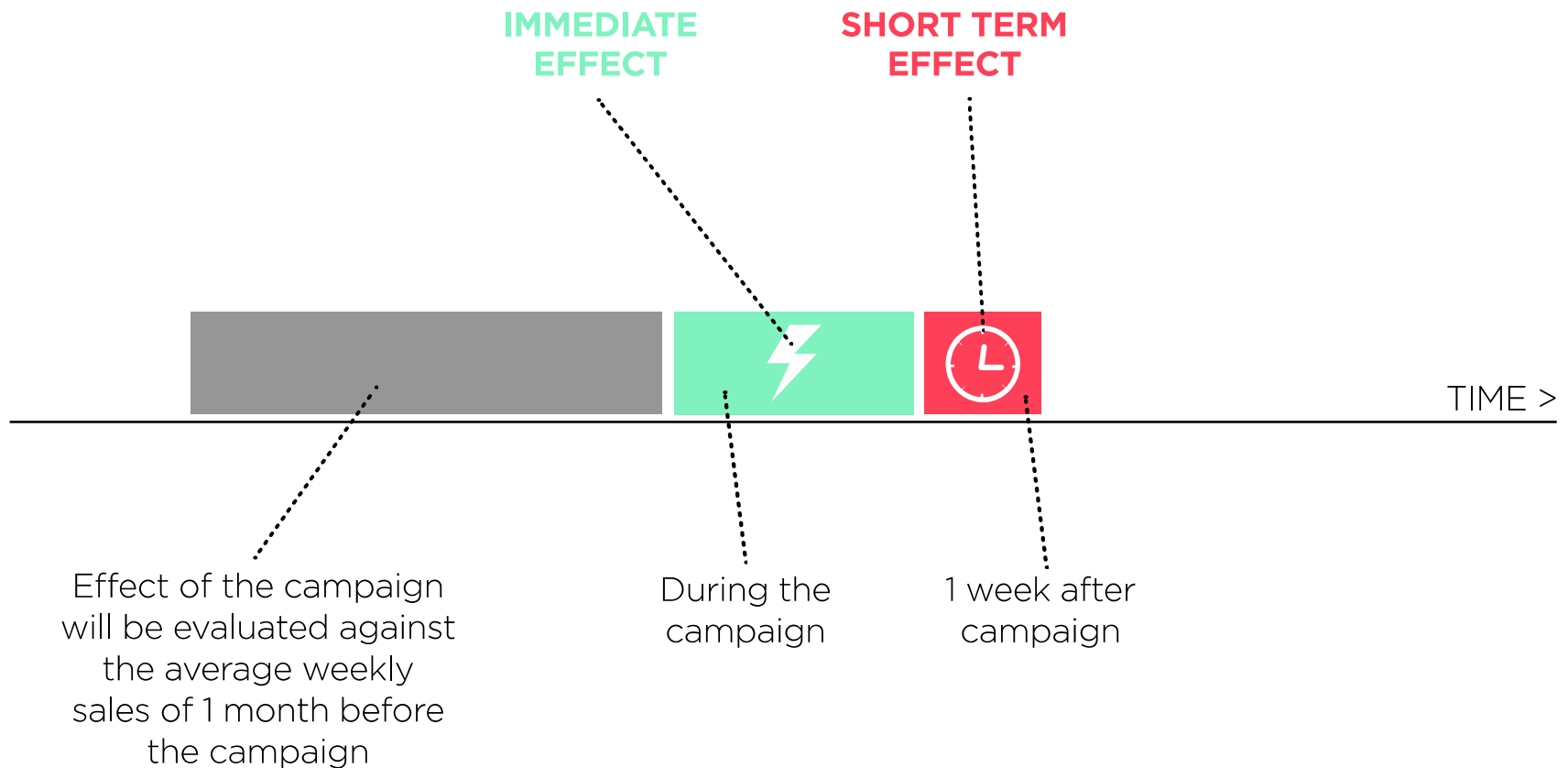
MDB MEDIA SPENDINGS



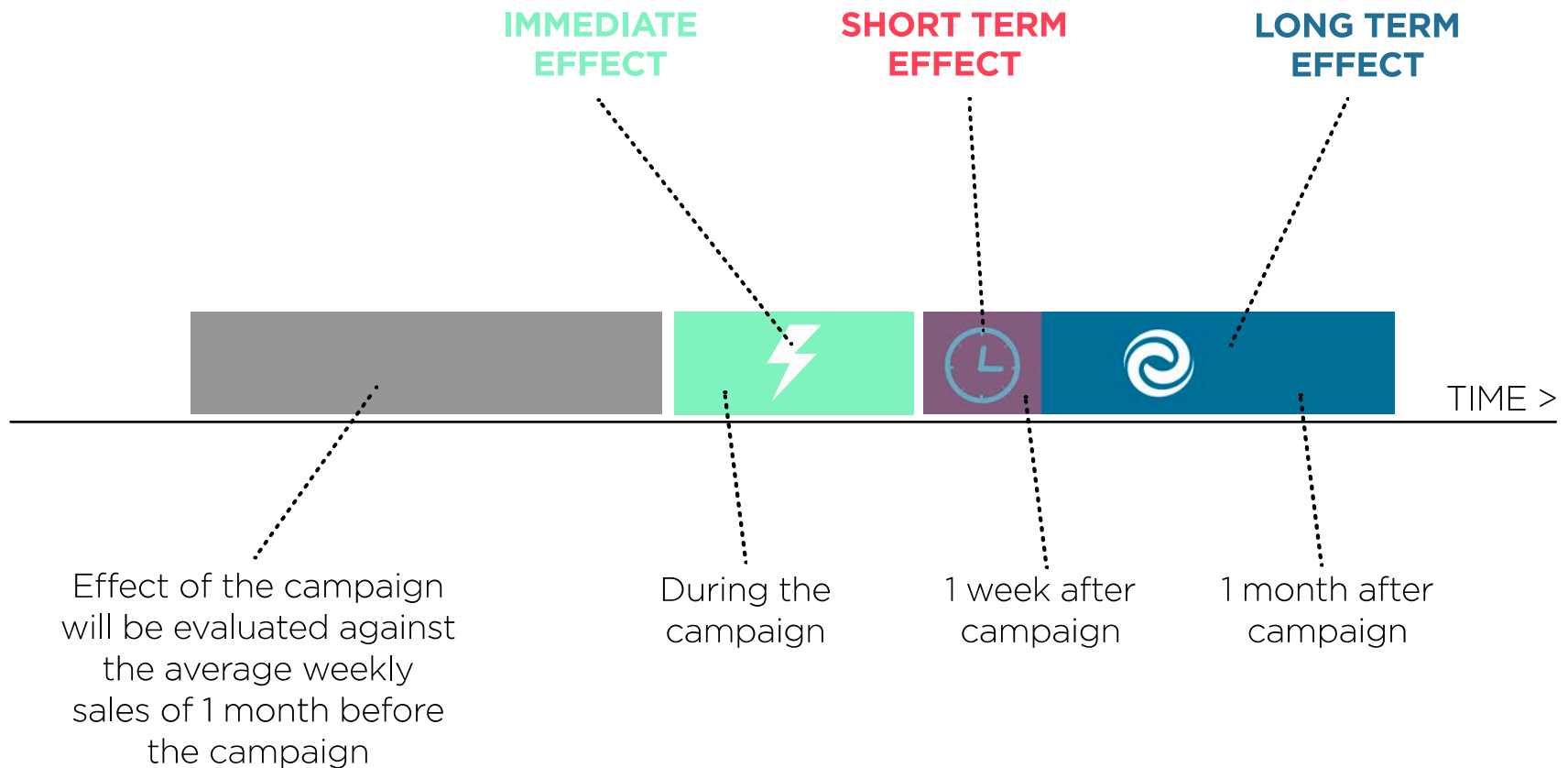
WHAT WE EXACTLY DID



MEASUREMENTS



MEASUREMENTS



KEY PERFORMANCE INDICATORS



WEEKLY SALES VALUE

Euro sold per week



BUYING INTENSITY

Category value of the brand
buyers versus average buyer



EXTRA BUYERS

The number of
buying households

BUYER GROUPS



'A BRAND' LOVERS

A-brands
>70% in units

Importance of
brand equity

STRENGTH



SWITCHERS

A-brands
40-69% in units

Large battle field
for A-brands

OPPORTUNITY



'PRIVATE LABEL' LOVERS

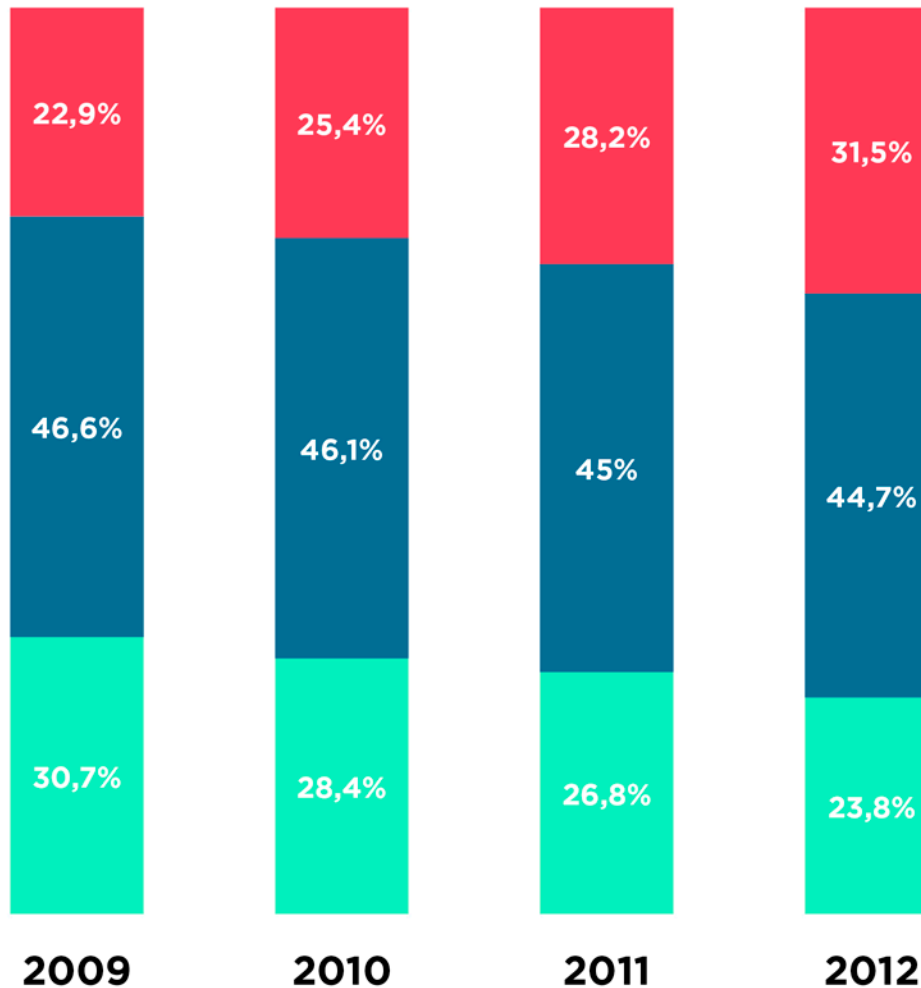
A-brands
<40% in units

High loyalty to
hard discount

THREAT

FMCG SPENDINGS PER BUYER GROUP

Value systematically flows from A-brand lovers through switchers towards PL Lovers



PRIVATE LABEL LOVERS



SWITCHERS



A BRAND LOVERS



AXE.



belVita



Coca-Cola



Danone

Cometto

DANONE

Lipton
Ice Tea



evian



FERMETTE

LEO

HARIBO



Duvel



Kleenex



NESCAFÉ



nutella

Minute Maid



Ricola



Materne
Bedankt vruchten !



NIVEA



Tropicana
PURE PREMIUM

Senseo
Philips

Vittel

Signal



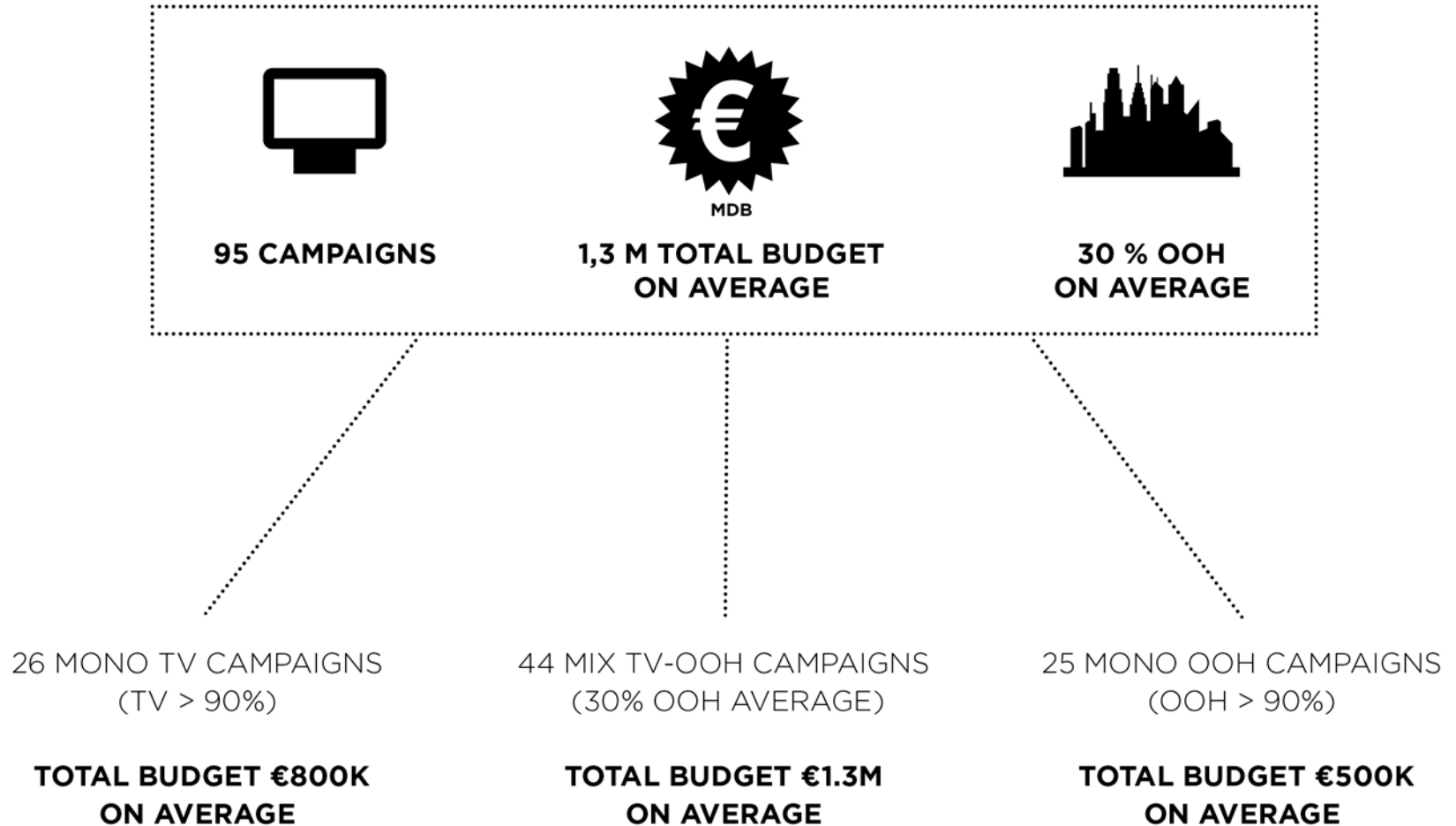
mentos



Gillette

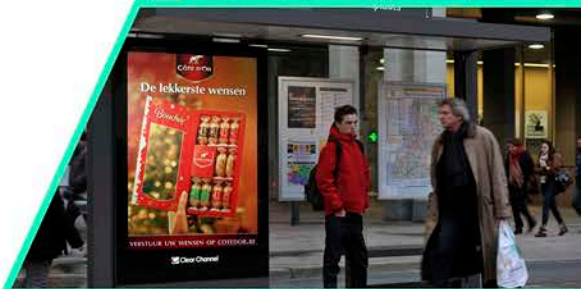


OVERVIEW OF THE CAMPAIGNS



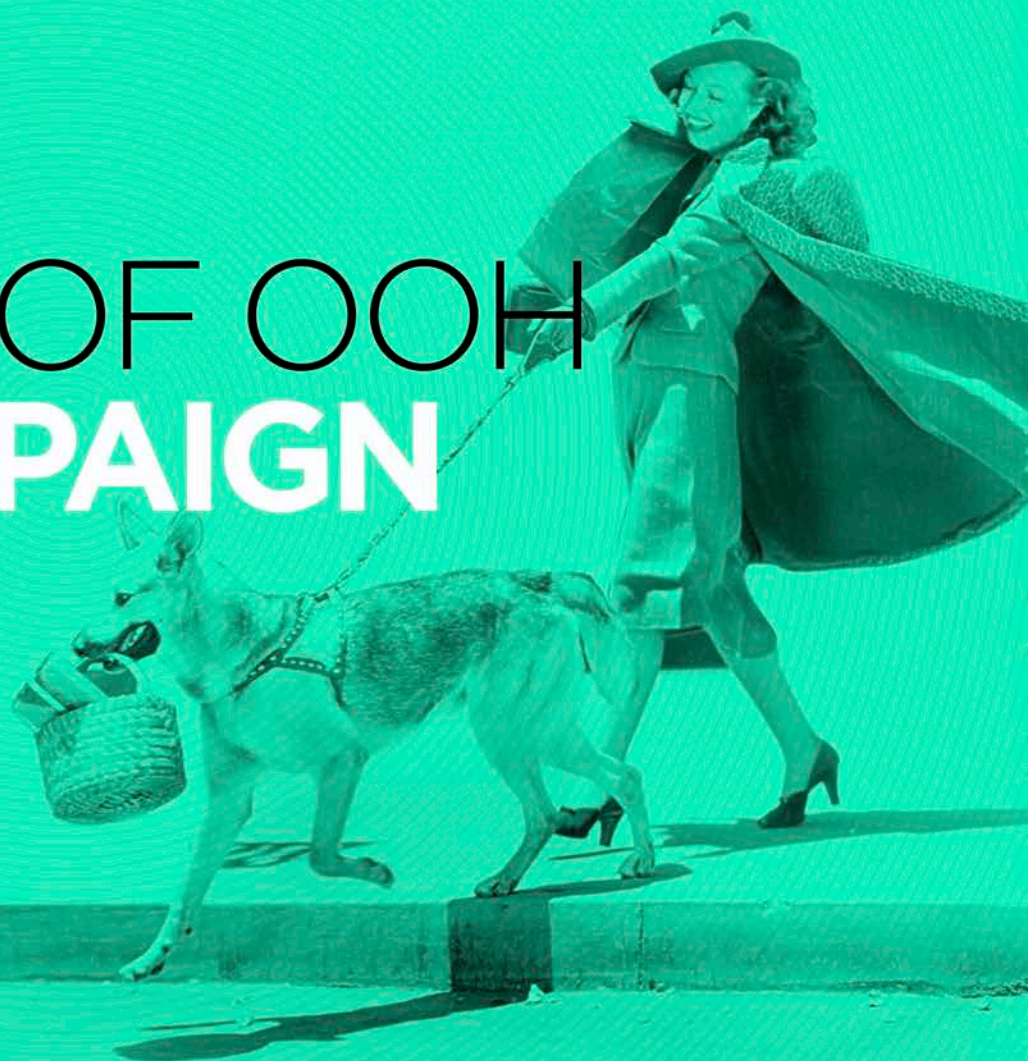
OVERVIEW OF THE CAMPAIGNS

DISTRIBUTION OF OOH CAMPAIGN VALUES



2

EFFECTS OF OOH IN A CAMPAIGN



SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

EFFECTS ON
BUYING INTENSITY

IMMEDIATE
EFFECT

(DURING)



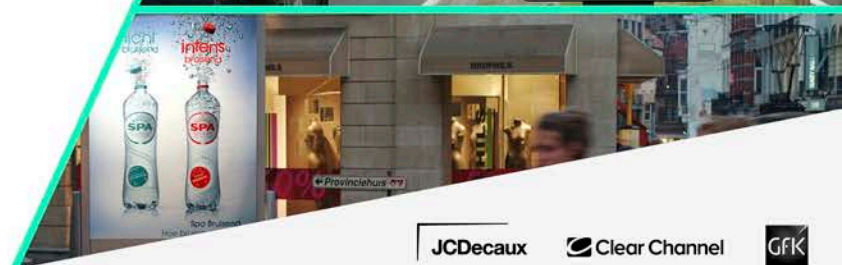
+23%

WEEKLY
SALES



€300.000

(OOH BUDGET IN THE MIX)



JCDecaux

Clear Channel

GfK

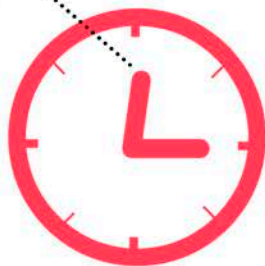
SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

EFFECTS ON
BUYING INTENSITY

SHORT
TERM
EFFECT

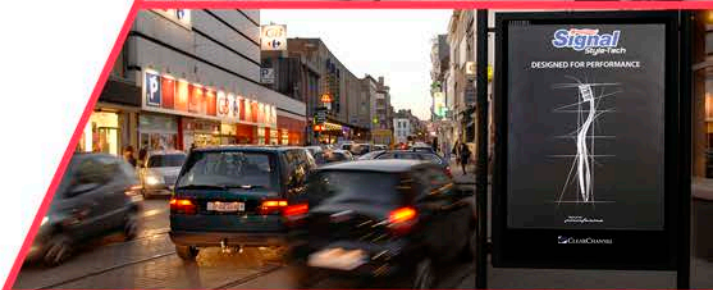
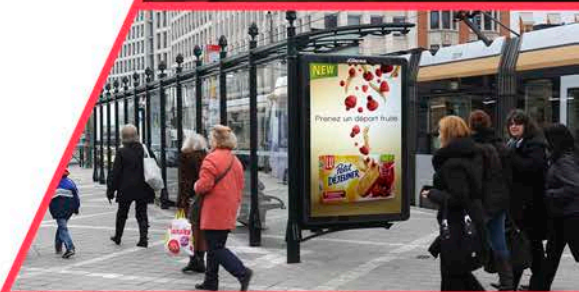
(1 WEEK AFTER)



+36%
WEEKLY
SALES



€300.000
(OOH BUDGET IN THE MIX)



JCDecaux

Clear Channel

GfK

SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

EFFECTS ON
BUYING INTENSITY

LONG
TERM
EFFECT

(4 WEEKS AFTER)



+20%
WEEKLY
SALES



€300.000

(OOH BUDGET IN THE MIX)



SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

EFFECTS ON
BUYING INTENSITY

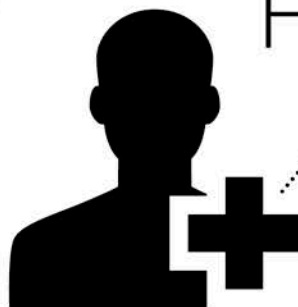
IMMEDIATE
EFFECT

(DURING)



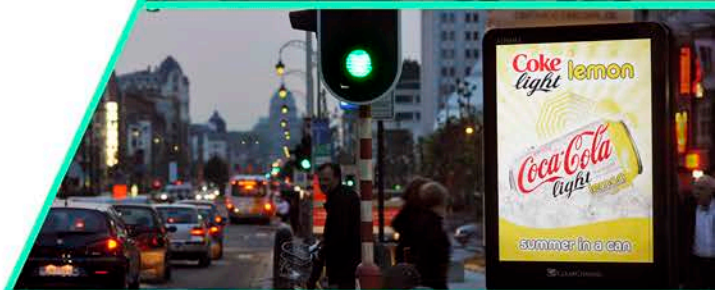
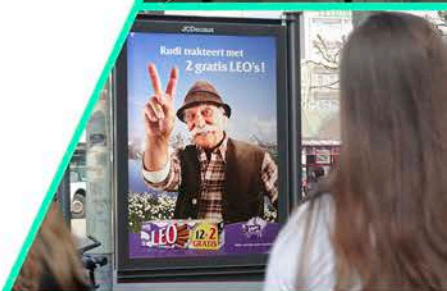
+8%

BUYING
HOUSE-
HOLDS



€300.000

(OOH BUDGET IN THE MIX)



JCDecaux

Clear Channel

GfK

SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

EFFECTS ON
BUYING INTENSITY

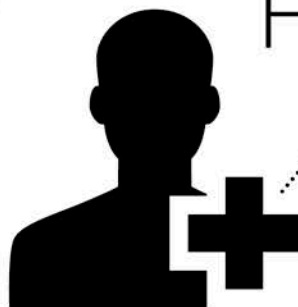
**SHORT
TERM
EFFECT**

(1 WEEK AFTER)



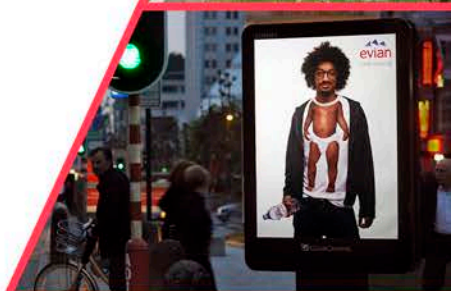
+17%

BUYING
HOUSE-
HOLDS



€300.000

(OOH BUDGET IN THE MIX)



JCDecaux

Clear Channel

GfK

SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

EFFECTS ON
BUYING INTENSITY

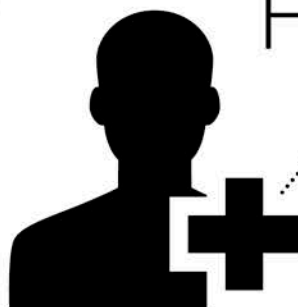
**LONG
TERM
EFFECT**

(4 WEEKS AFTER)



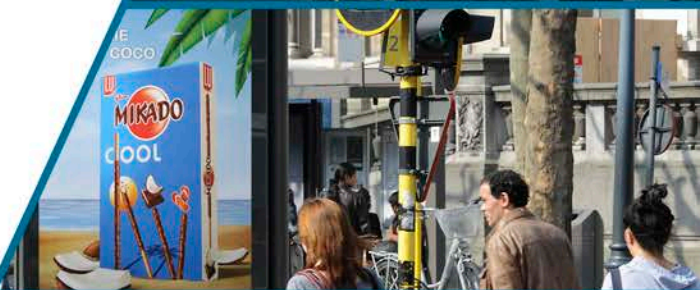
+8%

**BUYING
HOUSE-
HOLDS**



€300.000

(OOH BUDGET IN THE MIX)



JCDecaux

Clear Channel

GfK

SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

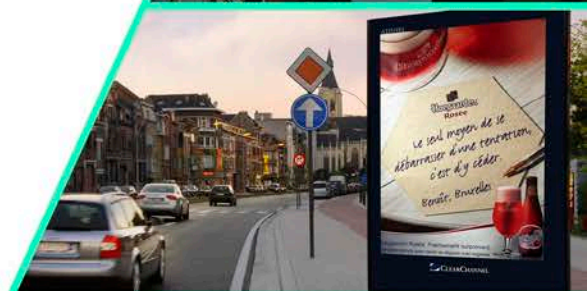
EFFECTS ON
BUYING INTENSITY

**IMMEDIATE
EFFECT**
(DURING)



+13%
INTENSITY

€300.000
(OOH BUDGET IN THE MIX)



JCDecaux

Clear Channel

GfK

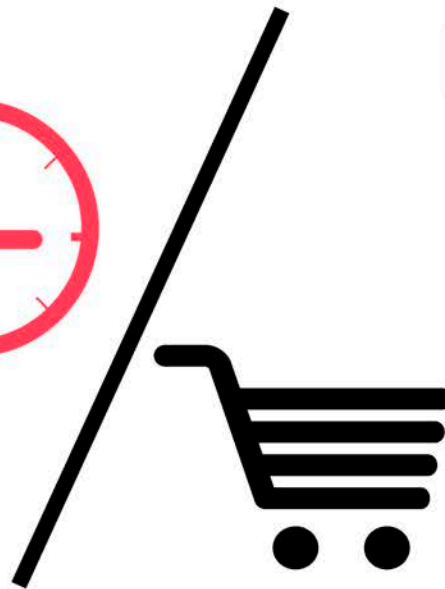
SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

EFFECTS ON
BUYING INTENSITY

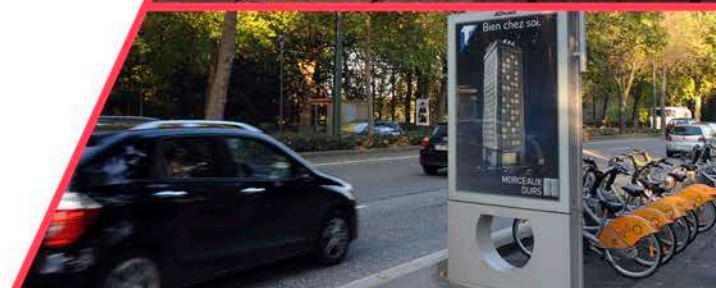
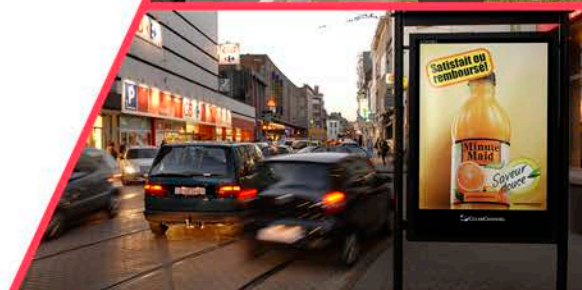
**SHORT
TERM
EFFECT**

(1 WEEK AFTER)



+14%
INTENSITY

€300.000
(OOH BUDGET IN THE MIX)



JCDecaux

Clear Channel

GfK

SALES EFFECTS

EFFECTS ON
EXTRA BUYERS

EFFECTS ON
BUYING INTENSITY

**LONG
TERM
EFFECT**

(4 WEEKS AFTER)



+7%
INTENSITY

€300.000

(OOH BUDGET IN THE MIX)



JCDecaux

Clear Channel

GfK

EFFECTS OF OOH IN A CAMPAIGN WRAP UP



23%

WEEKLY SALES



36%

WEEKLY SALES



20%

WEEKLY SALES



8%

EXTRA BUYERS

17%

EXTRA BUYERS

8%

EXTRA BUYERS



13%

BUYING INTENSITY

14%

BUYING INTENSITY

7%

BUYING INTENSITY

€300.000

(OOH BUDGET IN THE MIX)

3

SPEND MORE
GET MORE

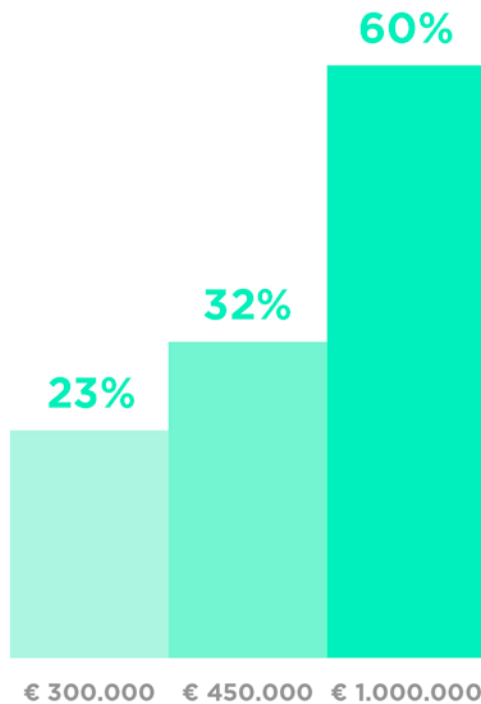


SPEND MORE, GET MORE

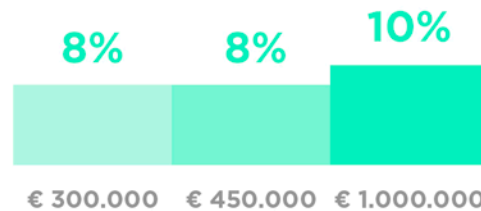
⚡ IMMEDIATE EFFECT

Increasing the budget » immediate effect on sales

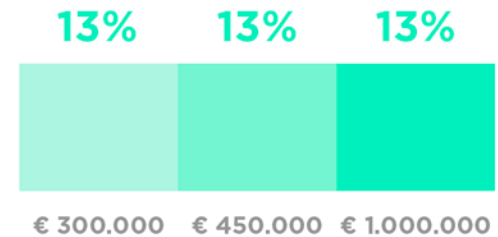
WEEKLY SALES



EXTRA BUYERS



BUYING INTENSITY

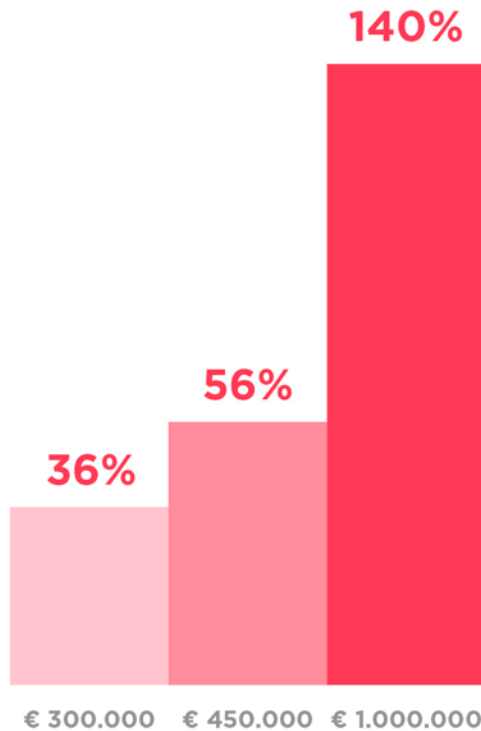


SPEND MORE, GET MORE

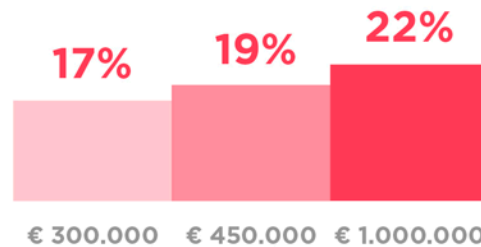
🕒 SHORT TERM EFFECT

Increasing the budget » short term effect on sales

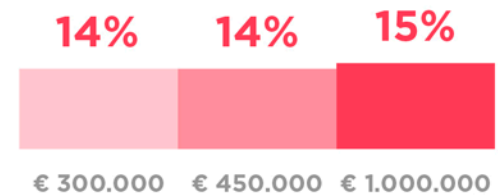
WEEKLY SALES



EXTRA BUYERS



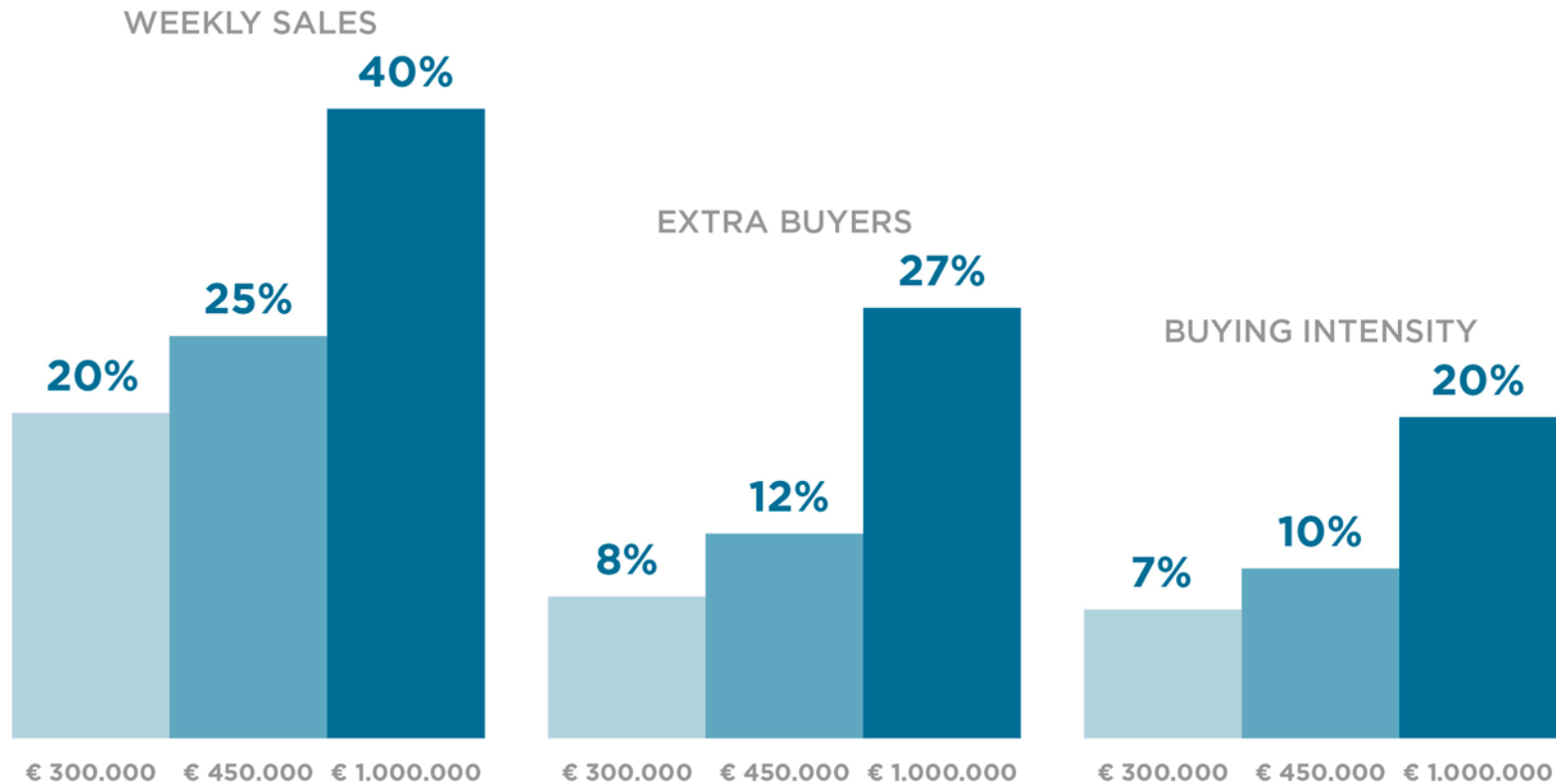
BUYING INTENSITY



SPEND MORE, GET MORE

LONG TERM EFFECT

Increasing the budget » long term effect on sales penetration and intensity



4

STOP SWITCHING **TO PRIVATE LABELS**



STOP SWITCHING TO PRIVATE LABELS



'A BRAND' LOVERS

Basket is composed out of
> 70% A brands in units



SWITCHERS

Basket is composed out of
40-69% A brands in units



'PRIVATE LABEL' LOVERS

Basket is composed out of
>60% PL in units

HH
in %Total HH pop

20%

43%

37%

€% in total FMCG

24%

45%

31%

A-brands 67%

20%

A-brands Battle field

32%

15%

PL OM 17%

3%

9%

5%

PL HD 16%

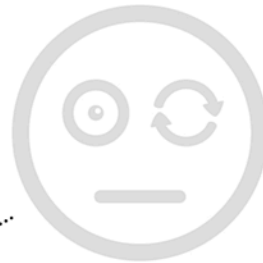
1%

4%

11%

STOP SWITCHING TO PRIVATE LABELS

OOH CAN STOP SWITCHERS TO BECOME PL LOVERS



+20%
WEEKLY SALES



+32%
WEEKLY SALES



+22%
WEEKLY SALES



+13%
EXTRA BUYERS

+18%
EXTRA BUYERS

+8%
EXTRA BUYERS

€300.000
(OOH BUDGET IN THE MIX)

STOP SWITCHING TO PRIVATE LABELS

OOH CAN INTENSIFY A-BRAND LOVERS



+30%
WEEKLY SALES



+40%
WEEKLY SALES



+36%
WEEKLY SALES



+26%
EXTRA BUYERS

+35%
EXTRA BUYERS

+17%
EXTRA BUYERS

€300.000
(OOH BUDGET IN THE MIX)

STOP SWITCHING TO PRIVATE LABELS

OOH CAN PULL PL-LOVERS BACK TO A-BRAND LOVERS



Hard to reach group: they are not confronted with brands in a hard discount retailer. So, they need to be reached via media.



+60%
WEEKLY SALES



+70%
WEEKLY SALES



+18%
WEEKLY SALES



+30%
EXTRA BUYERS

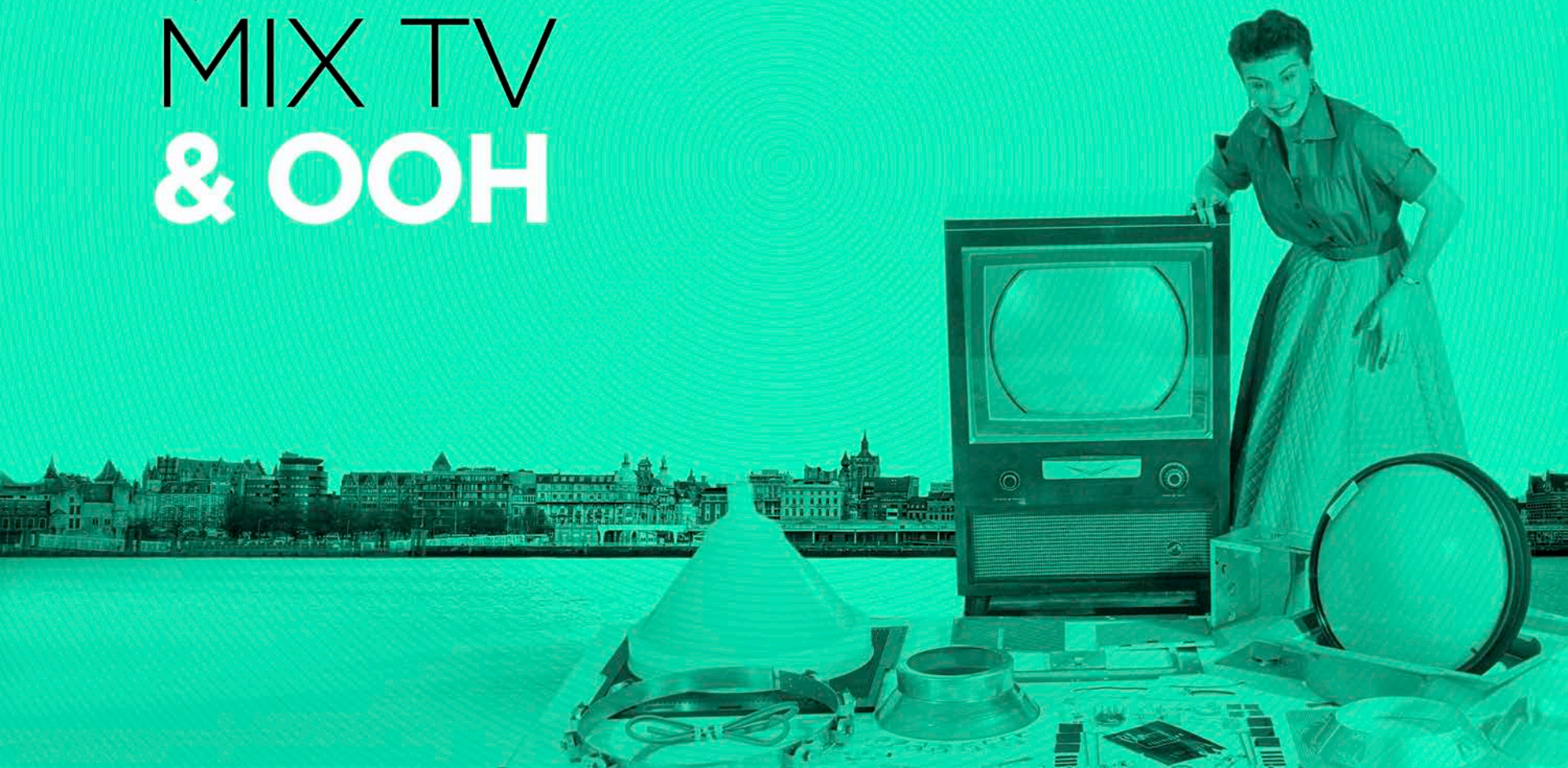
+35%
EXTRA BUYERS

+18%
EXTRA BUYERS

€300.000
(OOH BUDGET IN THE MIX)

5

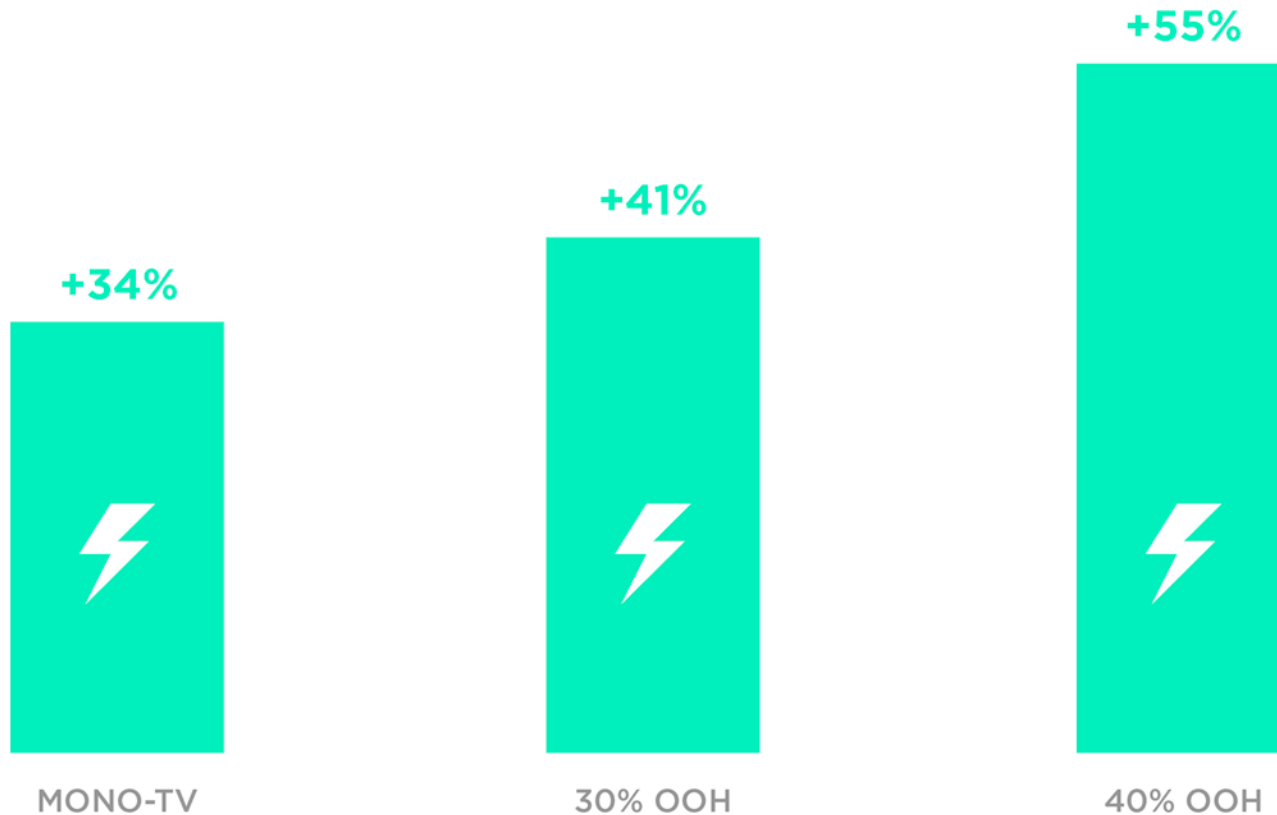
MIX TV & OOH



IMMEDIATE EFFECT OF OOH IN THE MIX



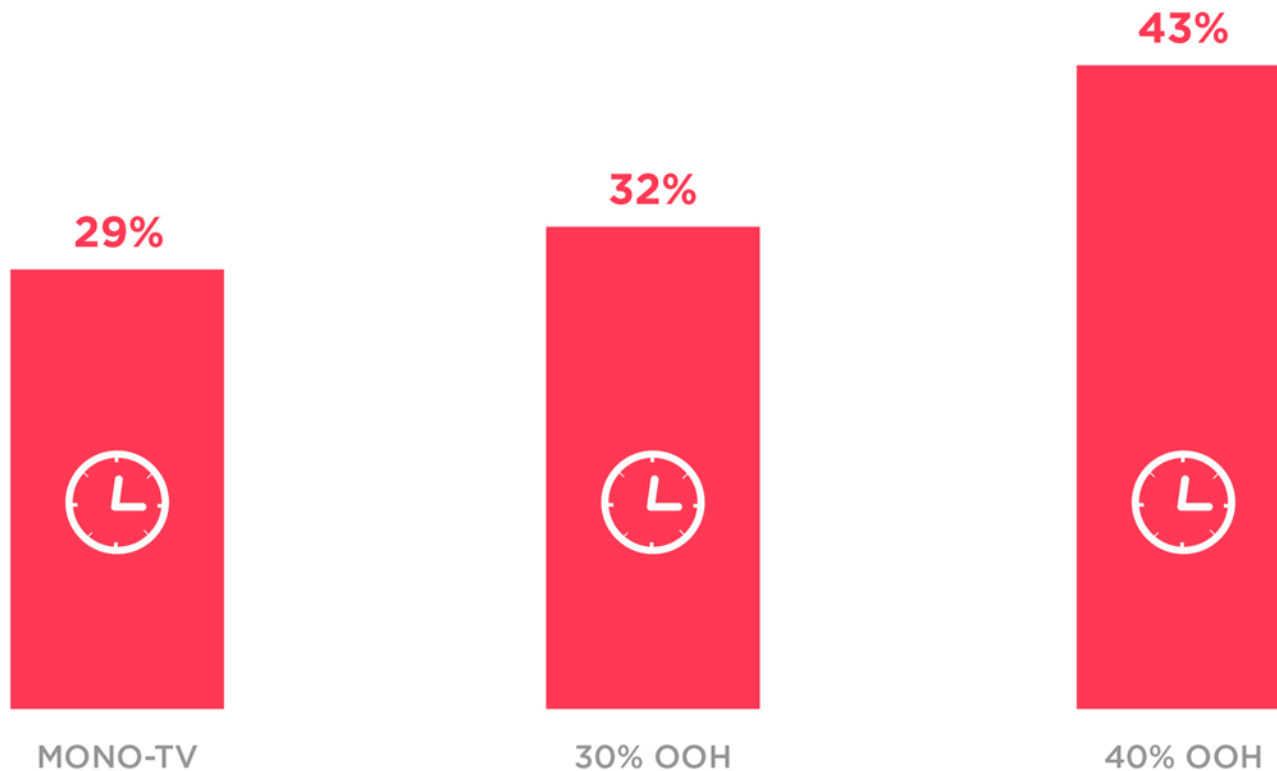
40% OF OOH IN THE MIX >> SIGNIFICANT IMMEDIATE SALES UPLIFT



SHORT TERM EFFECT OF OOH IN THE MIX



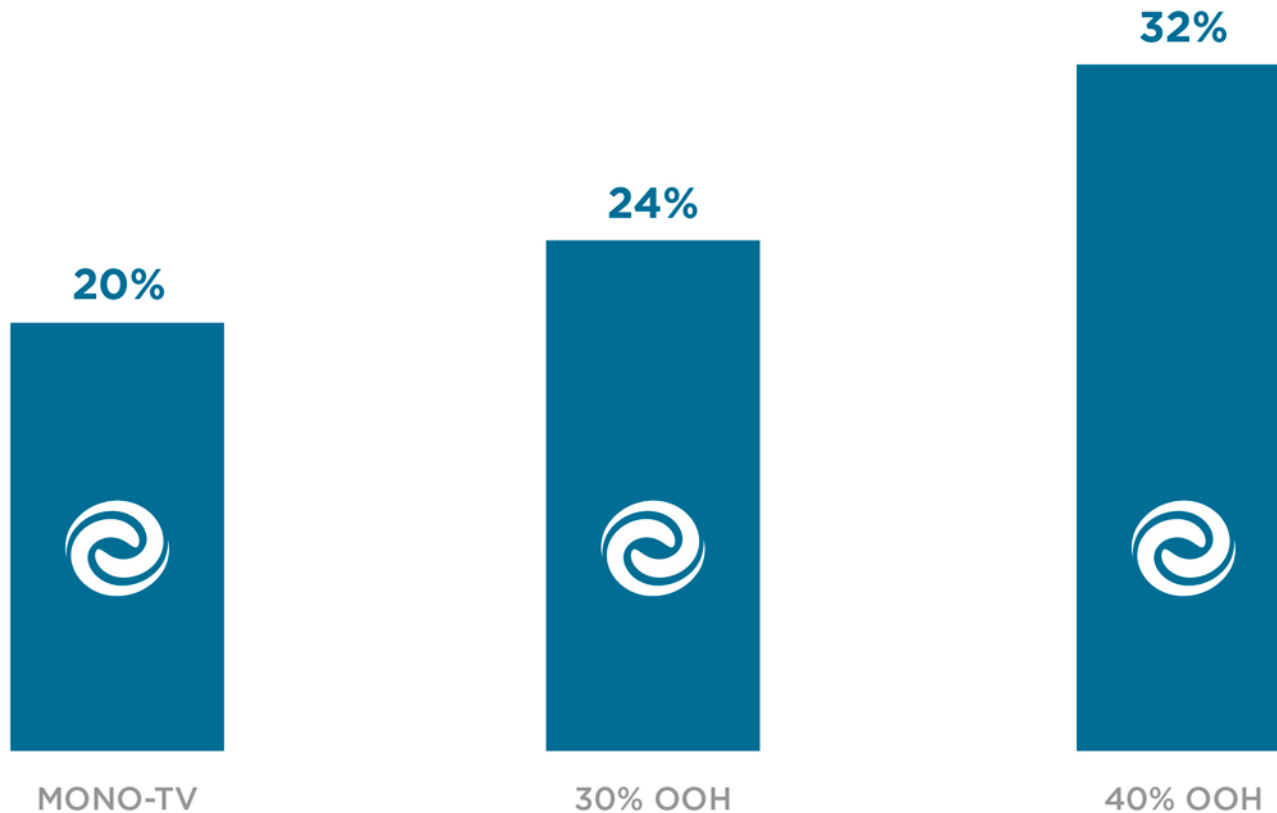
40% OF OOH IN THE MIX >> SIGNIFICANT SHORT TERM SALES UPLIFT



LONG TERM EFFECT OF OOH IN THE MIX



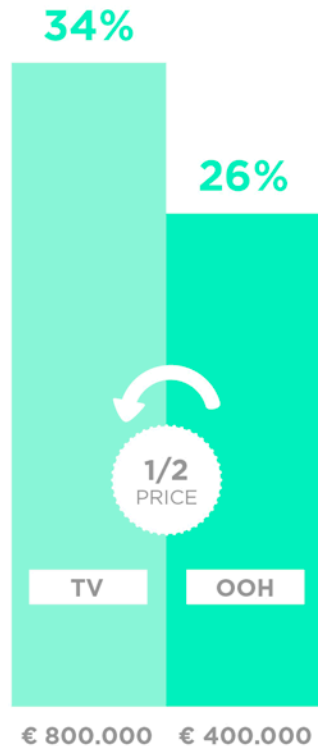
40% OF OOH IN THE MIX >> SIGNIFICANT LONG TERM SALES UPLIFT



MONO TV VS MONO OOH



MONO OOH >> MORE SHORT & LONG TERM SALES
FOR HALF THE BUDGET IN OOH




IMMEDIATE EFFECT



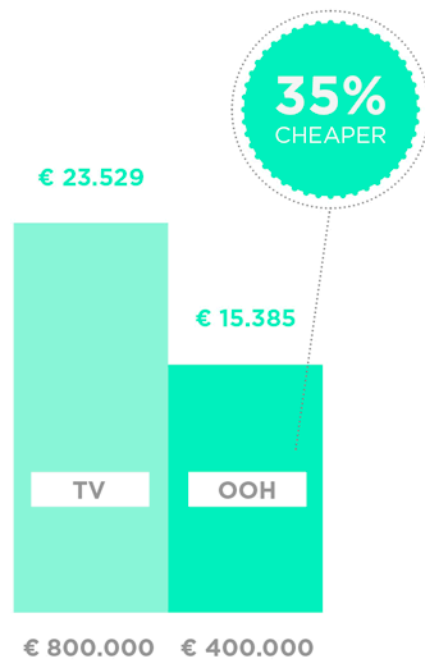

SHORT TERM EFFECT



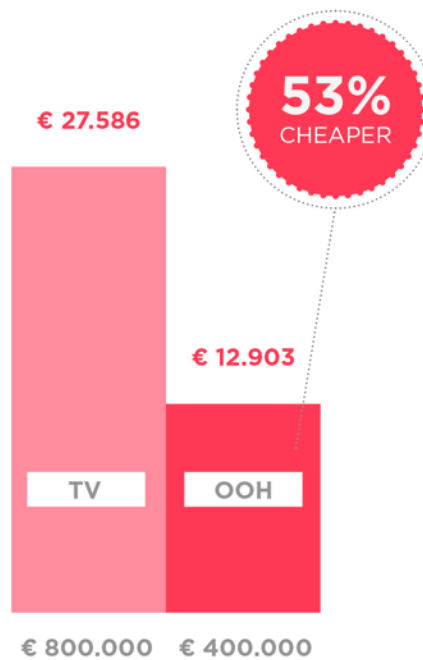

LONG TERM EFFECT

MONO TV VS MONO OOH

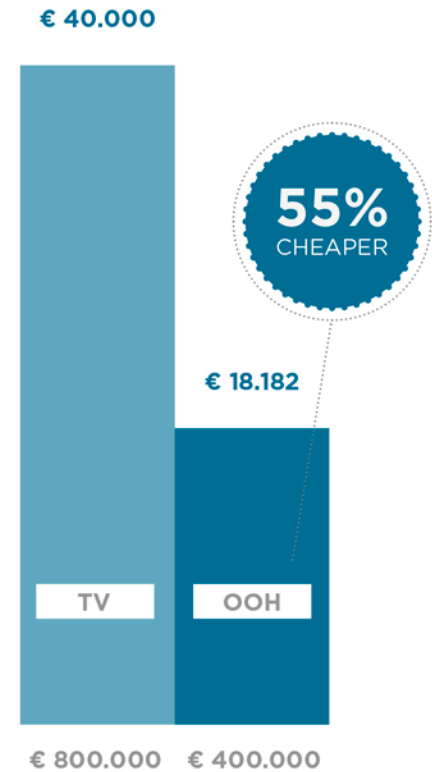
COST PER % SALES UPLIFT




IMMEDIATE EFFECT




SHORT TERM EFFECT




LONG TERM EFFECT

6

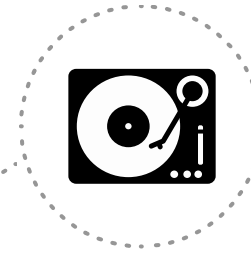
KEY TAKE AWAYS



KEY TAKE AWAYS



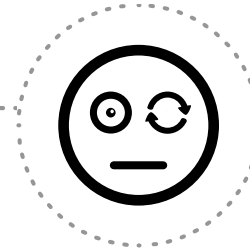
OOH **boosts** your sales immediately!
And has a long term effect too



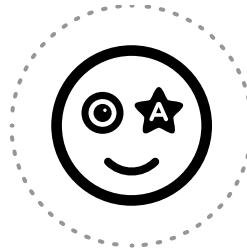
OOH adds value to the **media mix**.
Better results with a mix TV-OOH than Mono-TV.
Ideally mix with 40% OOH.



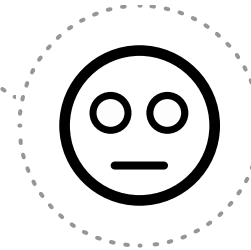
Small budget? » Get OOH!



Embrace Switchers and stop switching
to private labels? » Get OOH!



Making **extra business** in existing clients
(A-brand lovers) » Get OOH!



Concerned with **Private label lovers**?
» Get OOH!

TIME TO
CELEBRATE

