



THE WORLD
AUDIENCES
SUMMIT 2015

Delivering ROI

The Activia Story

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KANTAR WLT[®]RLDPANEL





MEASURING MEDIA EFFICIENCY



CHALLENGES

- ♪ High penetration category within Brazilian Households
- ♪ Low consumption frequency compared to other countries
- ♪ The challenge: leverage category consumption within frequent buyers

MULTIMEDIA

FREE TO AIR TV
PAY TV
SOCIAL MEDIA /
ONLINE VIDEO

FILMS 15' E 30'

JAN TO MARCH 2014



TARGET

PRIMARY
WOMEN
AB +45

SECONDARY
WOMEN +18

FMCG PURCHASE
LARGEST
HOUSEHOLD PANEL IN
BRAZIL: 11,000+ HHs
KANTAR WORLD PANEL

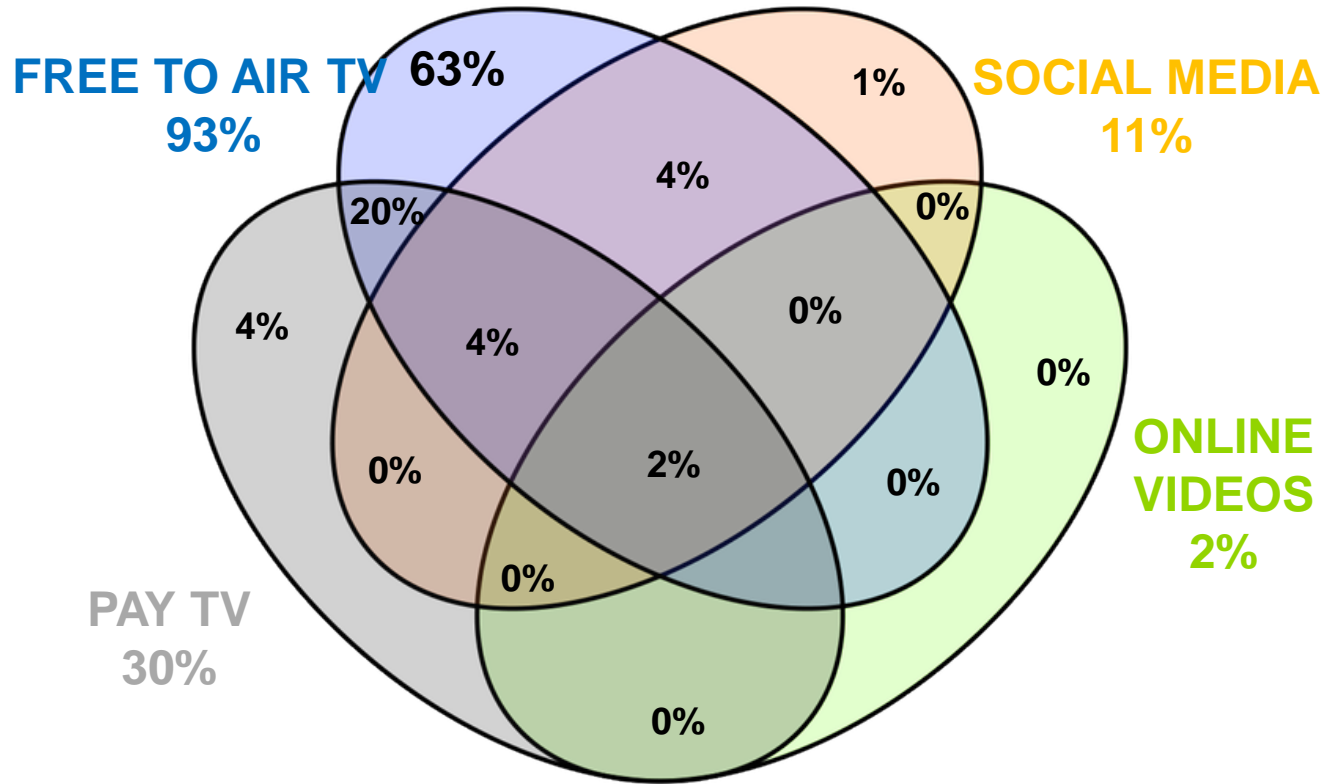
ROI

TV MEASUREMENT
RECOGNISED CURRENCY
IN BRAZIL: 6,000+ HHs
IBOPE
media

KANTAR WORLD PANEL

Symphony
THE WORLD
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'ACTIVIA 10 ANOS' IS MASSIVE



TOTAL UNIVERSE
 HH exposed %
 HH exposed and
 purchased

TOTAL EXPOSED: 97%
NON EXPOSED: 3%



1

TARGET

DID THE CAMPAIGN
REACH AND
CONVERT MY
TARGET
SHOPPERS?

2

A ROLE FOR EVERY MEDIA

WHAT WAS THE
CONTRIBUTION OF
EACH MEDIA TO
KPIs?

3

SATURATION & EFFICIENCY

IS THERE
OPPORTUNITY
FOR
OPTIMIZATION?



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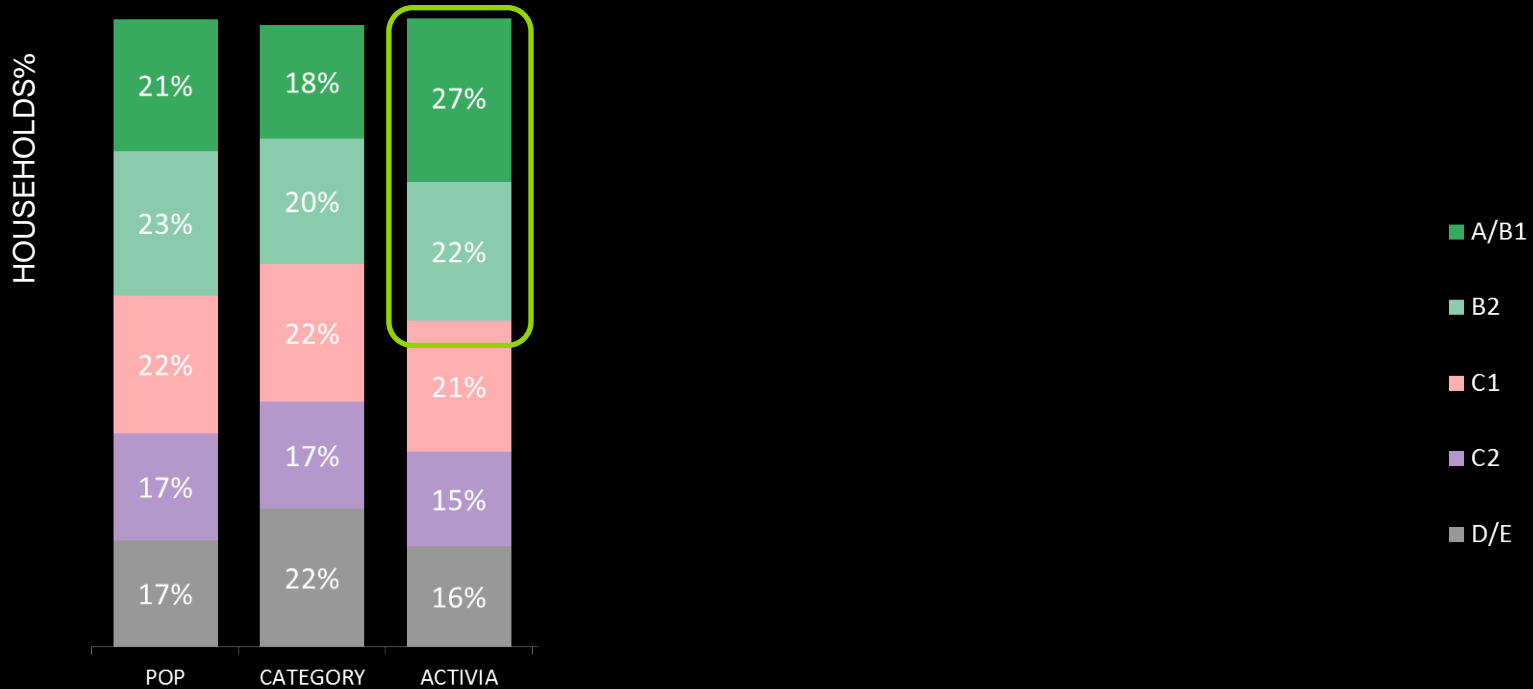
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SATURATION & EFFICIENCY

IS THERE
OPPORTUNITY
FOR
OPTIMIZATION?

MAIN BRAND TARGET WAS REACHED AND CONVERTED

ACTIVIA IS FOCUSED ON HIGHER CLASSES



MAIN BRAND TARGET WAS REACHED AND CONVERTED

ACTIVIA IS FOCUSED ON OLDER HOUSEWIVES





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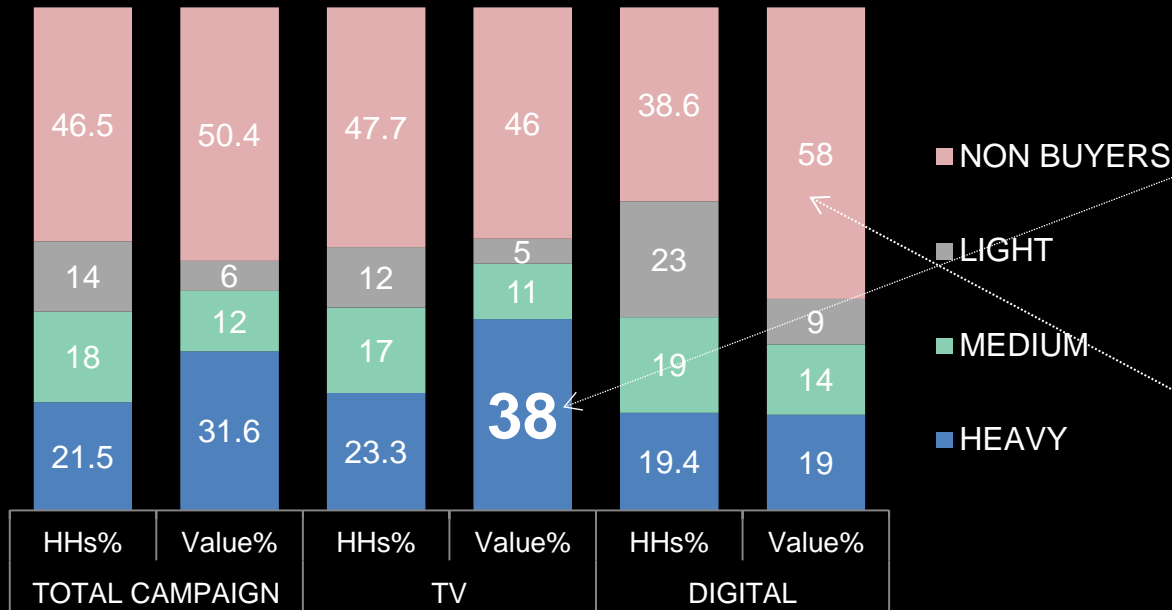
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SATURATION & EFFICIENCY

IS THERE
OPPORTUNITY
FOR
OPTIMIZATION?

DIFFERENT MEDIA HAVE DIFFERENT ROLES

TV IS MORE EFFICIENT IN CONVERTING ACTIVIA HEAVY BUYERS



TV DROVE VALUE THROUGH LOYALTY: MAIN CAMPAIGN OBJECTIVE!

DIGITAL BRINGS COMPETITORS AND NEW BUYERS



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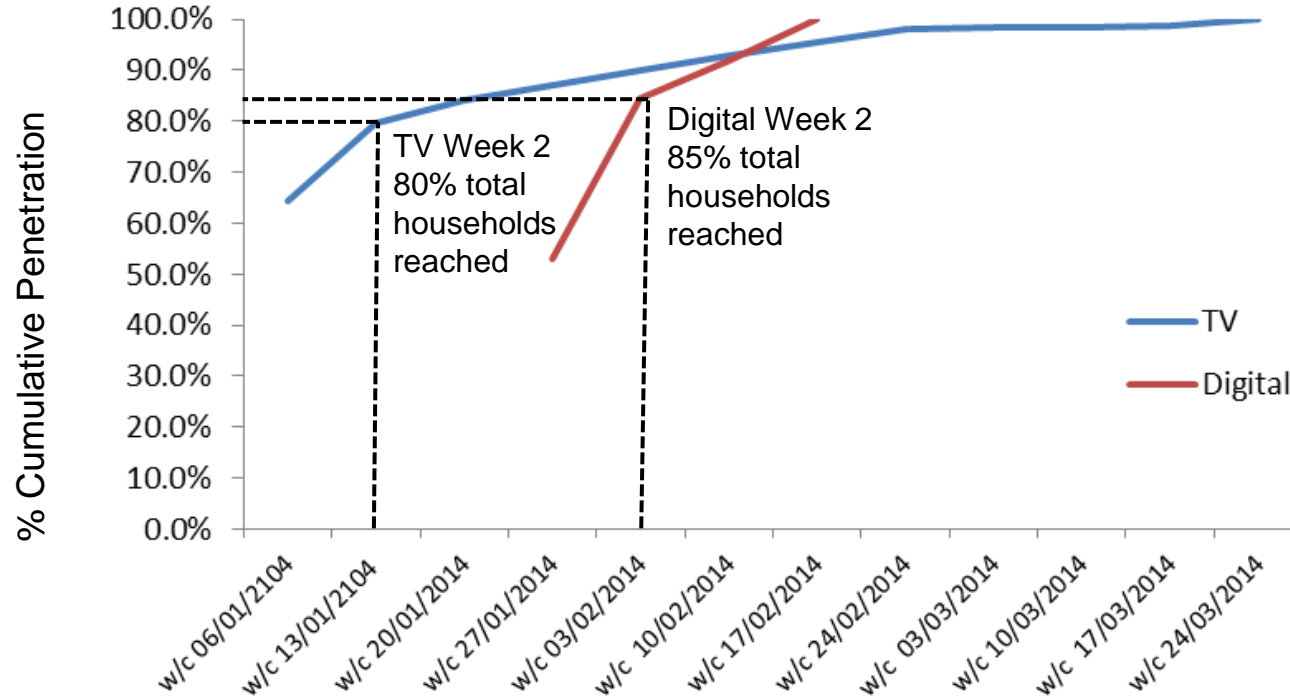
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SATURATION & EFFICIENCY

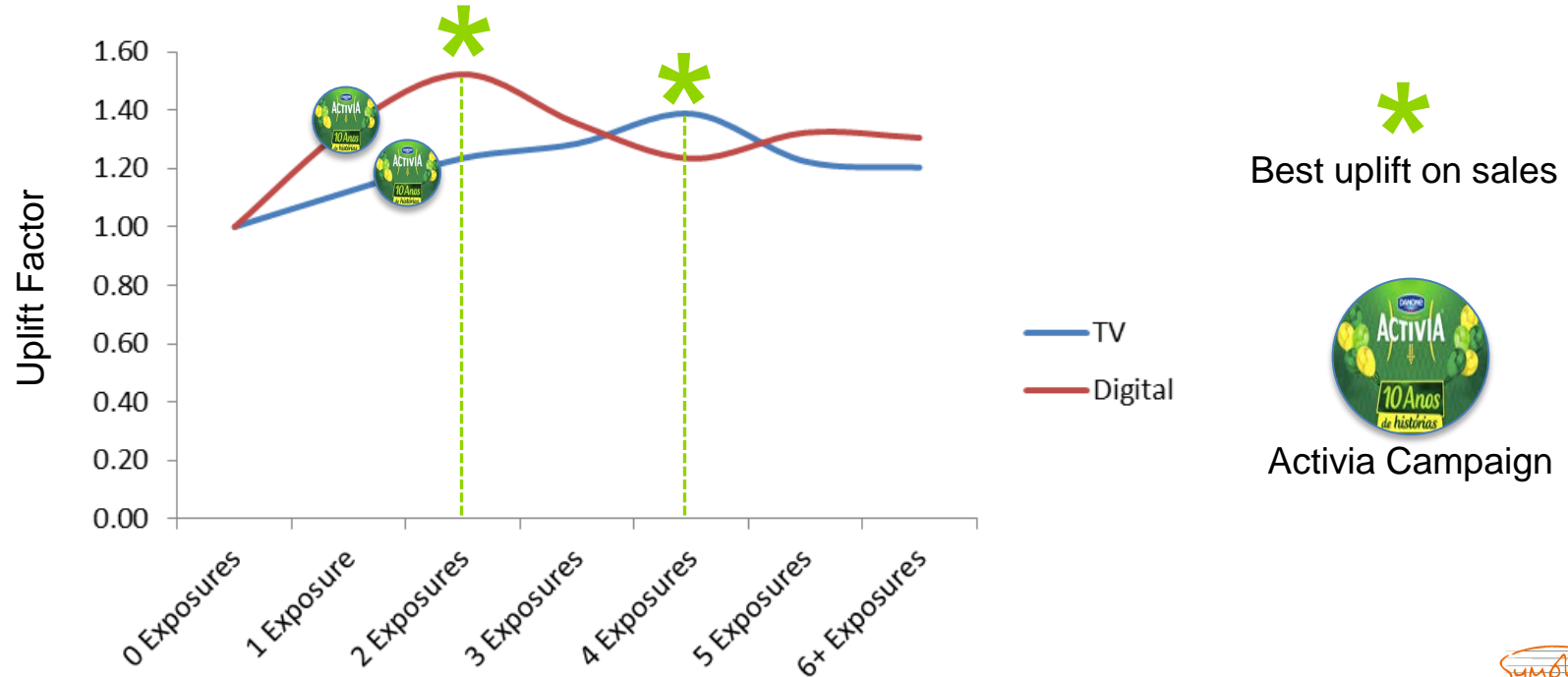
IS THERE
OPPORTUNITY
FOR
OPTIMIZATION?

COVERAGE OF EXPOSED HHs TAKES PLACE QUITE QUICKLY

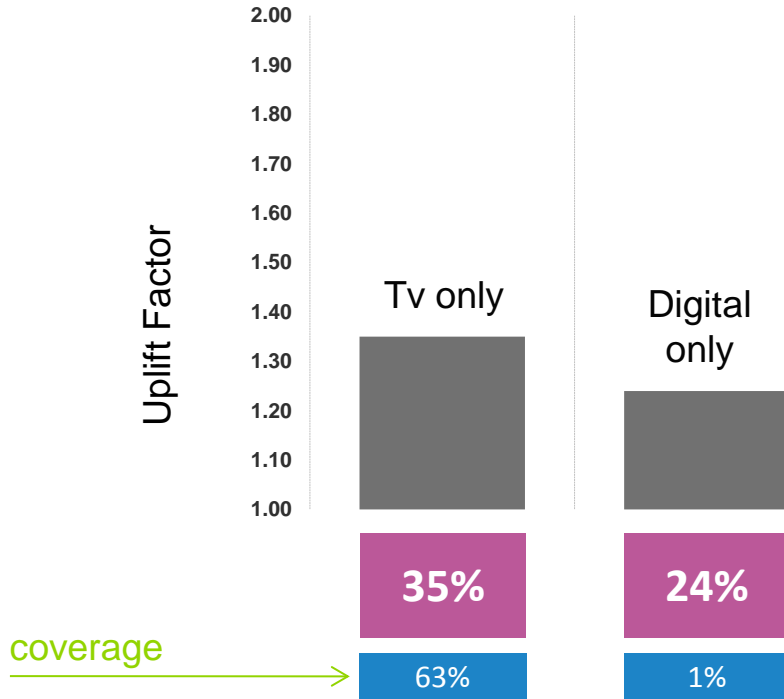
WAS IT SATURATED?



MESSAGE REINFORCEMENT IS NEEDED



LEVERAGING MEDIA RESULTS THROUGH SYNERGY



CONCLUSIONS



1

TARGET

MAIN BRAND
TARGET IS
REACHED AND
CONVERTED

2

A ROLE FOR EVERY MEDIA

TV WAS THE MOST
EFFECTIVE
TOWARDS
CAMPAIGN
OBJECTIVES

3

SATURATION & EFFICIENCY

OPPORTUNITY TO
EXPLOIT SINERGY
BETWEEN TV &
DIGITAL

“The consumer mix model analysis was key to recognise the role TV played during the campaign and that will influence our future campaign strategy”

Paola Toscano
Strategy & Insights
Danone Brazil





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