

Buy & Why

Delivering Media Effectiveness Across the World

What people buy, and why

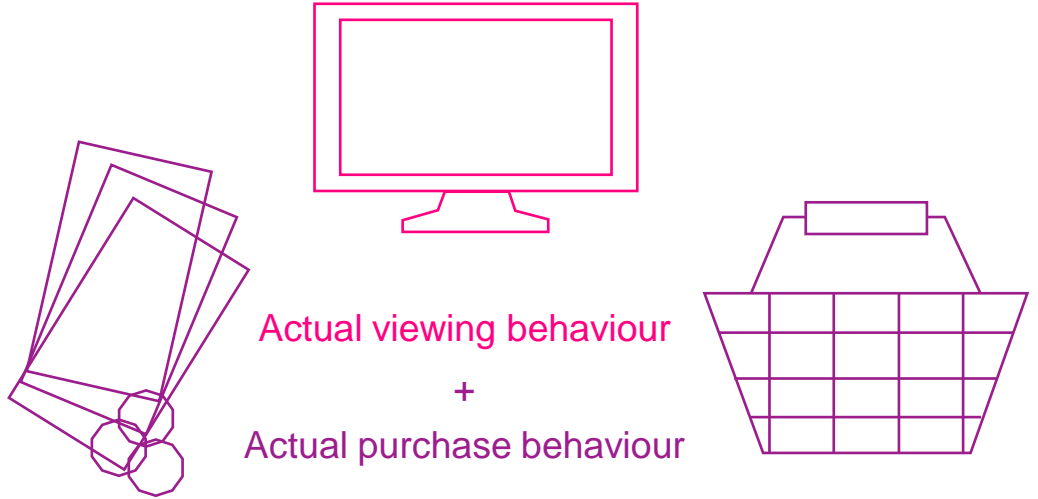
Advertisers need to know how

effective their marketing

investment is in

generating **sales** and brand

loyalty

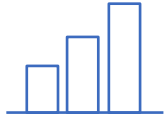


The benefits



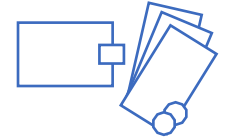
Plan based on
consumer behaviour

Learn if the impact
attracted new shoppers or
increased loyalty



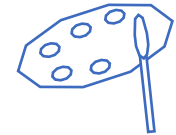
Assess a campaign's
ROI and the actual sales
uplift

Know the target's gaps
and conversion
opportunities



Measure the actual
impact campaigns have
on shopper behaviour

Paints a holistic picture of
campaign evolution and
effectiveness



Delivering media effectiveness

- Argentina
- Australia
- Austria
- Belgium
- Bosnia & Herzegovina
- Bolivia
- Brazil
- Bulgaria
- Chile
- China
- Costa Rica
- Colombia
- Croatia
- Czech Republic
- Denmark
- Ecuador
- El Salvador
- France
- Germany
- Greece
- Guatemala
- Honduras
- Hungary
- India
- Indonesia
- Ireland
- Italy
- Japan
- Kazakhstan
- Kenya
- Malaysia

- Mexico
- Netherlands
- Nicaragua
- Nigeria
- Norway
- Panama
- Peru
- Philippines
- Poland
- Portugal
- Russia
- Romania
- Saudi Arabia
- Serbia
- Slovakia
- Spain
- South Africa
- South Korea
- Sweden
- Taiwan
- Thailand
- Turkey
- UK
- Ukraine
- USA
- Venezuela
- Vietnam

- Angola
- Argentina
- Bangladesh
- Brazil
- Canada
- Chile
- China
- Costa Rica
- Colombia
- Denmark
- Ecuador
- Egypt
- Estonia
- Finland
- Georgia
- Guatemala
- Hong Kong
- India
- Iceland
- Israel
- Kazakhstan
- Kenya
- Latvia
- Lithuania
- Malaysia
- Mexico
- Mongolia
- Netherlands
- New Zealand
- Nigeria
- Norway
- Panama
- Pakistan
- Peru
- Philippines
- Paraguay
- Russia
- Romania
- Singapore
- Slovakia
- Spain
- South Africa
- South Korea
- Sri Lanka
- Switzerland
- Switzerland
- Turkey
- UAE
- UK
- Uruguay
- Vietnam
- Zambia



60



Combined purchase
and TV panels



52

Delivering media effectiveness



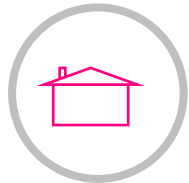
Accelerate an uplift in sales of Schweppes Tonic Water

By reaching the target consumer group

(tonic water buyers who buy brands but not Schweppes) through TV.



TV panel
(PeopleMeter)

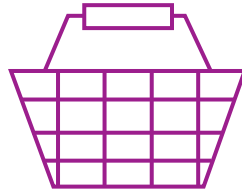


4,800
homes



12,000
individuals 4+

Purchase
panel



12,000
homes



8,000
individuals 15+

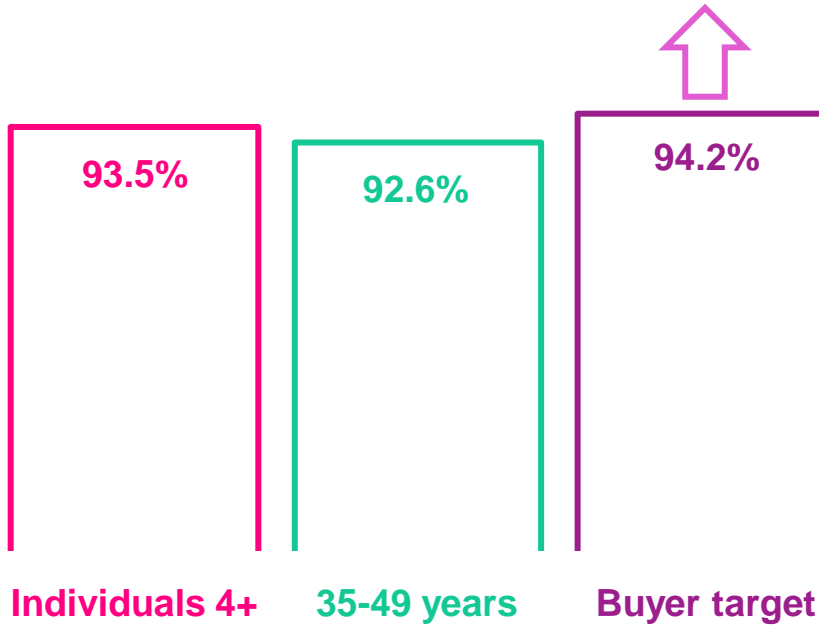
How powerful is TV in attracting the audience for Schweppes tonic water?

How powerful is TV in attracting the **appropriate** audience for Schweppes tonic water?

How effective is TV in the path to purchase/buying decision?

Targeting by Atres Media

%Reach



Indice
rating
up to
102

How powerful is TV (Atres media) in attracting the audience for Schweppes tonic water?

How powerful is TV (Atres media) in attracting **the appropriate** audience for Schweppes tonic water?

Target on consumer profile generates more value for the Schweppes brand than the socio-demographic



Value 2015 €4 million

Profit December (2015 vs 2014) €1million+

Profit purchase target (15 vs 14) €300.000 (31%)

Profit socio-demographic target (15 vs 14) €8.000 (0,8%)

Delivering media effectiveness

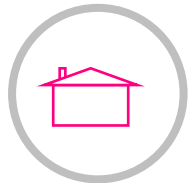


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To showcase the effectiveness Astro Pay-TV channels in reaching FMCG consumers



TV panel
(Return path data)

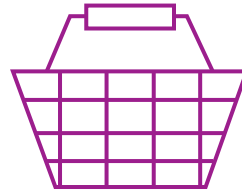


3,500
homes



13,000
individuals 4+

Purchase
panel



1,400
homes



8,000
individuals 15+

What are the best channels, dayparts, programs for reaching buyers (or non-buyers) of particular bands or categories.



Female 20-49 demographic



Kelas Sebelah
Rasa Nusantara



Rob the Robot
Rob the Robot [TWICE?]



Tajwid
Rasa Halal Orient Taiwan



Traveller
Legend of Mi Yue



Sunsilk purchaser



(L) Bisnes Awani
Buletin Awani Headlines



Betul Ke Bohong?
Karoot Homedia X SR2
Maharaja Lawak Mega 2016
Sembang Tehtarik



Salam Muslim
Tazkirah Annur



Yuna Bintang Di Langit

Delivering media effectiveness

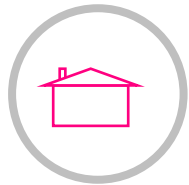


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How can I optimise my media mix to build a more efficient marketing campaign and generate an uplift in sales?



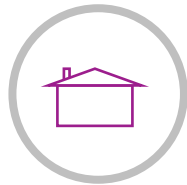
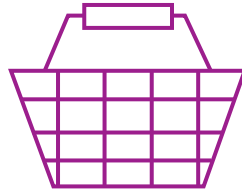
TV Panel
(DIB6)



6060
homes



Purchase
panel



11,500
homes



What is the reach
of each media?

What is the effect of each
media in isolation?

What is the reach of each media?

Open TV is massive, followed by Pay TV, while online gets to 11%



Campaign total reach

93%

Open TV
91%

54,6%

26,1%

1,1%

Pay TV

31,9%

4,5%

5,8%

0,2%



Radio

3,2%

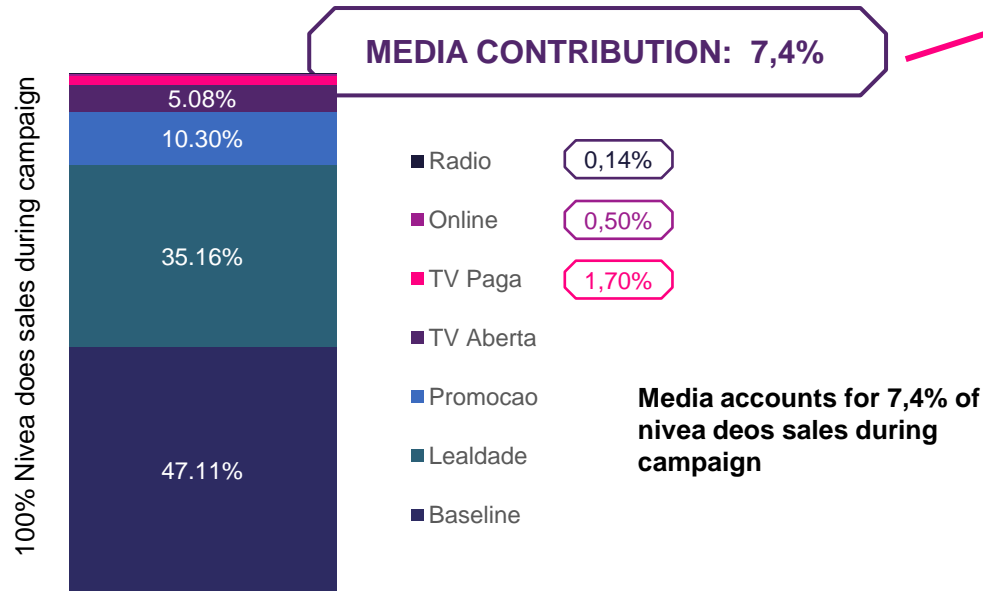
Digital

11,2%

0,7%

Reach Total Kantar Worldpanel Brasil 11,300 Households

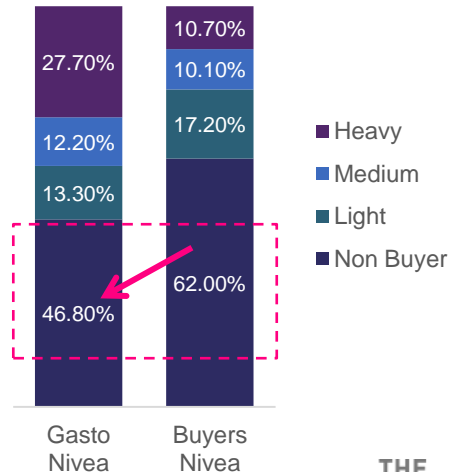
What is the effect of the communication on purchase behaviour? What is the effect of every media separately?



Open TV brings in 70% of media return

KANTAR

Penetration increases 4,2% during campaign period



And digital concentrates value from heavy buyers, with opportunity to bring more value through non buyers...

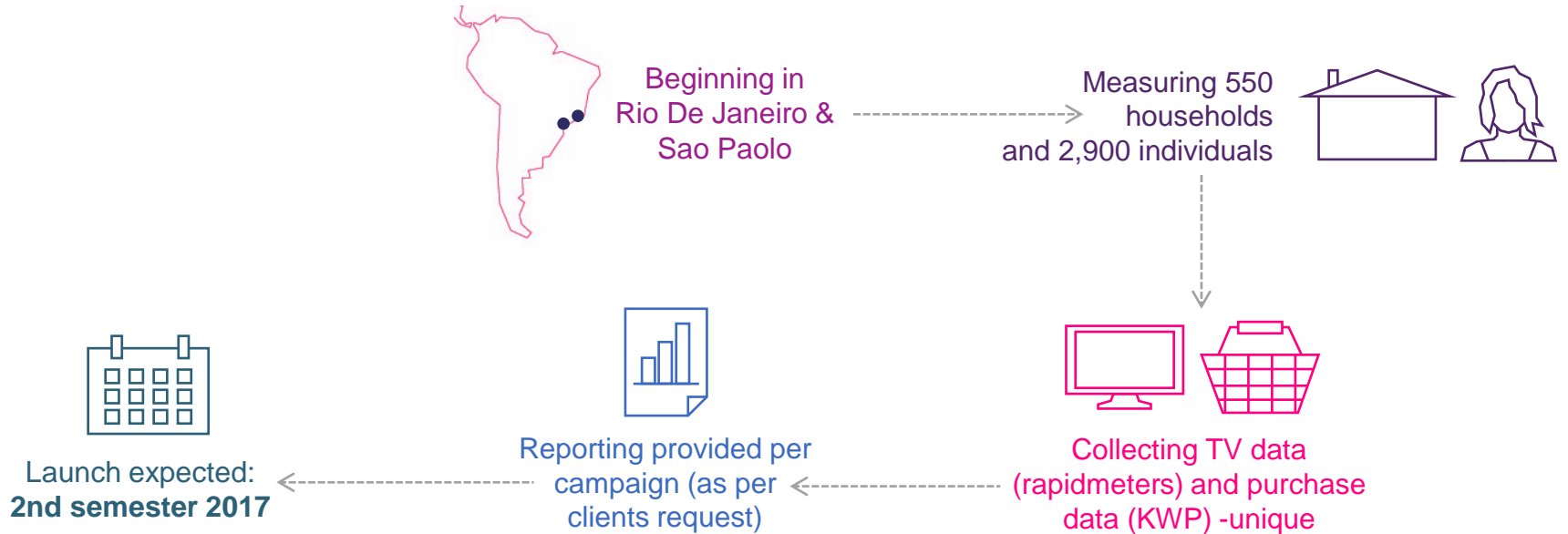
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The next frontier: single source



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Single-source “Buy & Why” panel



Into the future

- Bringing together the best of Kantar (and third parties) for the benefit of our clients
- comScore partnership to measure digital
- Opportunities to support programmatic to add consumer profiles
- Sales & Brand Response: also measure the brand effectiveness impact of each campaign: ROI in Sales and in Brand equity

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ON AIR

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