



CONTINENTAL OUTDOOR MEDIA – ROMItrack

COLGATE – EVENT EVALUATION ANALYSIS



CONTINENTAL
OUTDOORMEDIA

AGENDA

1 Business Question & Solution

2 Scope

4 Volume drivers

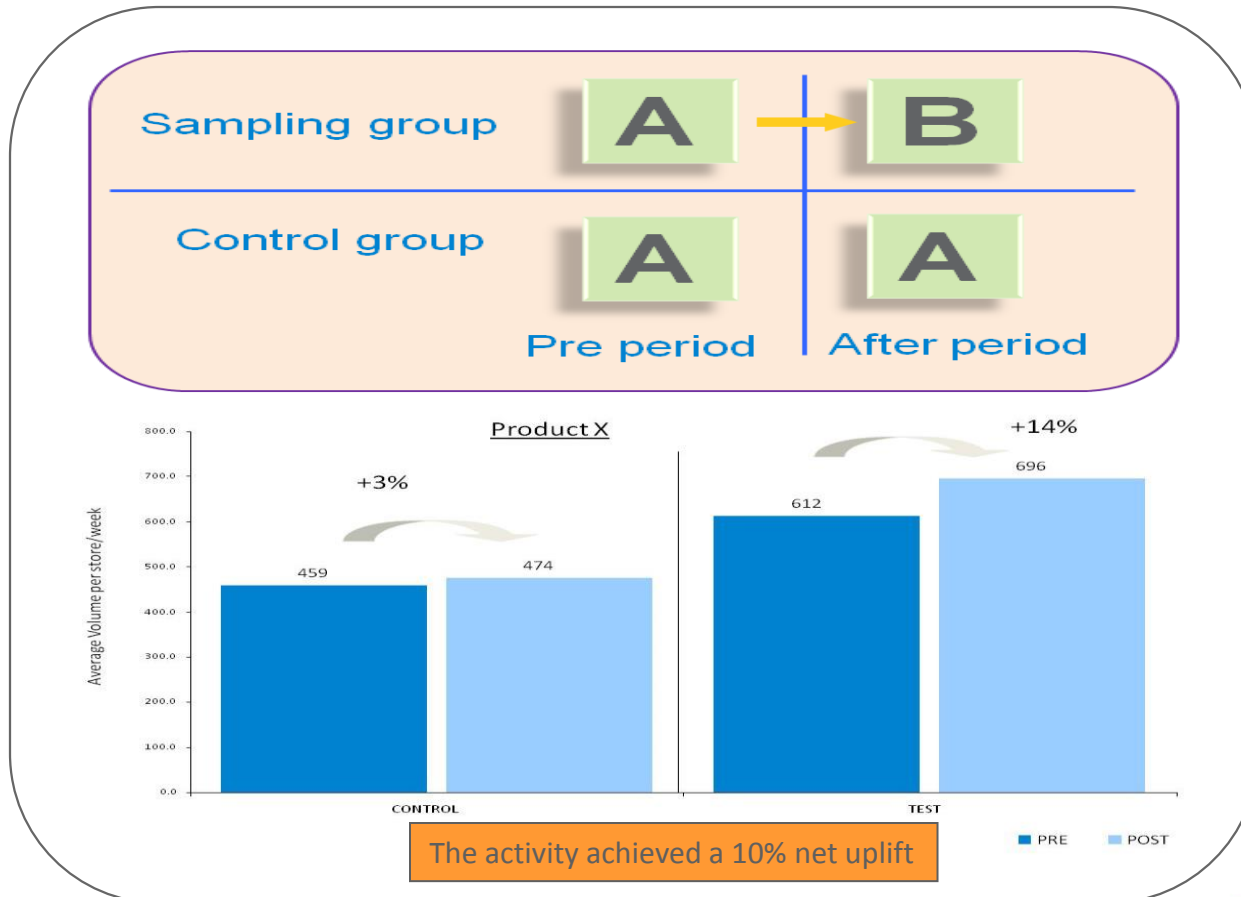
5 Results & Insights

6 Summary of findings

BUSINESS QUESTIONS

- How efficient was the GrandPa Billboard campaign in Soshanguve, GP?
- How much of product sales increased during and after the campaign?
- What is the ROI?

BUSINESS SOLUTION



SCOPE

Target Brand

- Colgate (Colgate Palmolive)

Competitors

- Aquafresh (GlaxoSmithKline)
- Sensodyne (GlaxoSmithKline)
- Mentadent (Unilever)
- Pepsodent (Unilever)

Market Breakdowns

- Pick n Pay
- Shoprite
- Checkers
- Clicks

Test/Control Areas

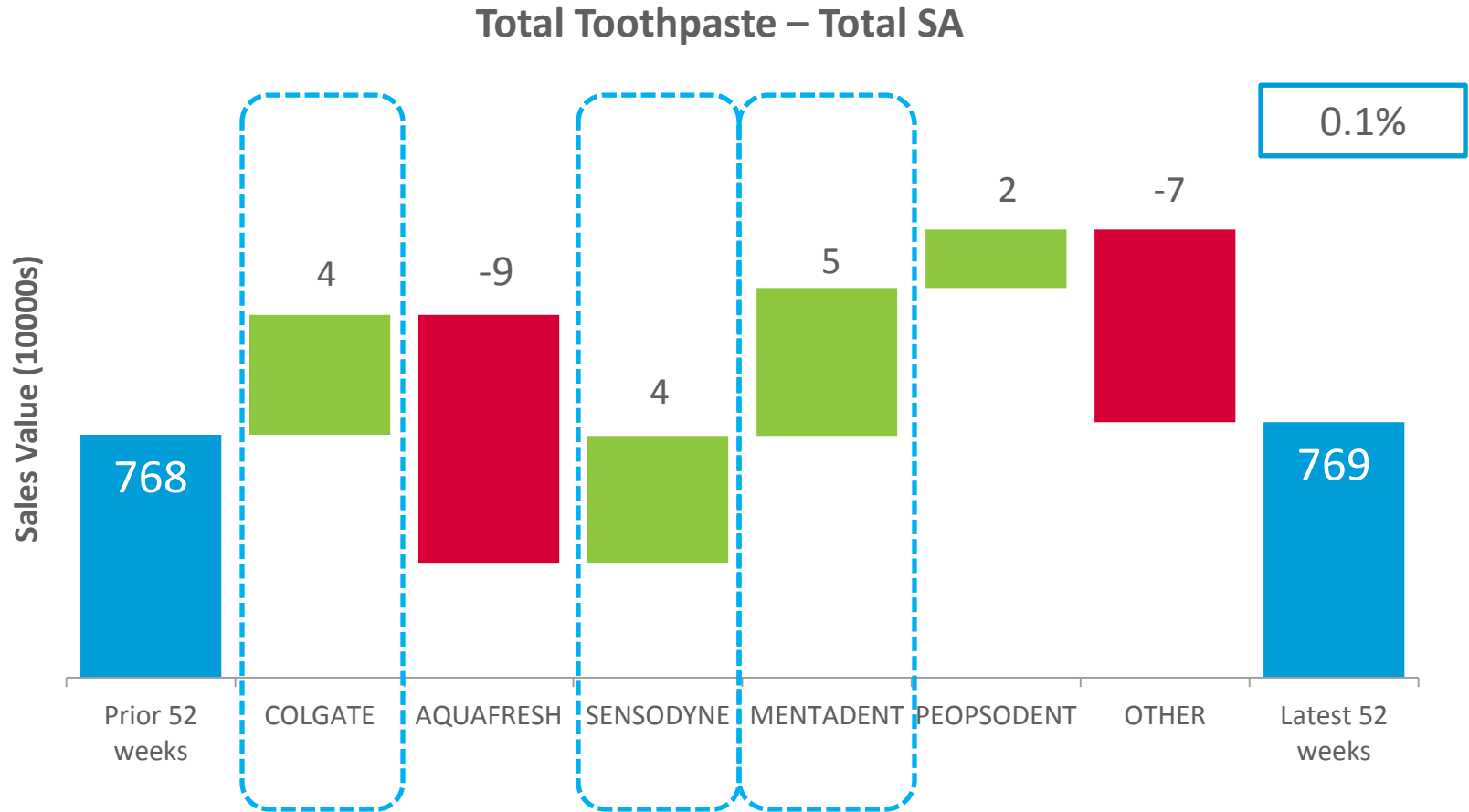
- Test: Soshanguve, Gauteng
- Control: Daveyton, Gauteng

Campaign Period

- 01 April 2014 – 30 June 2014

CATEGORY VOLUME DRIVERS

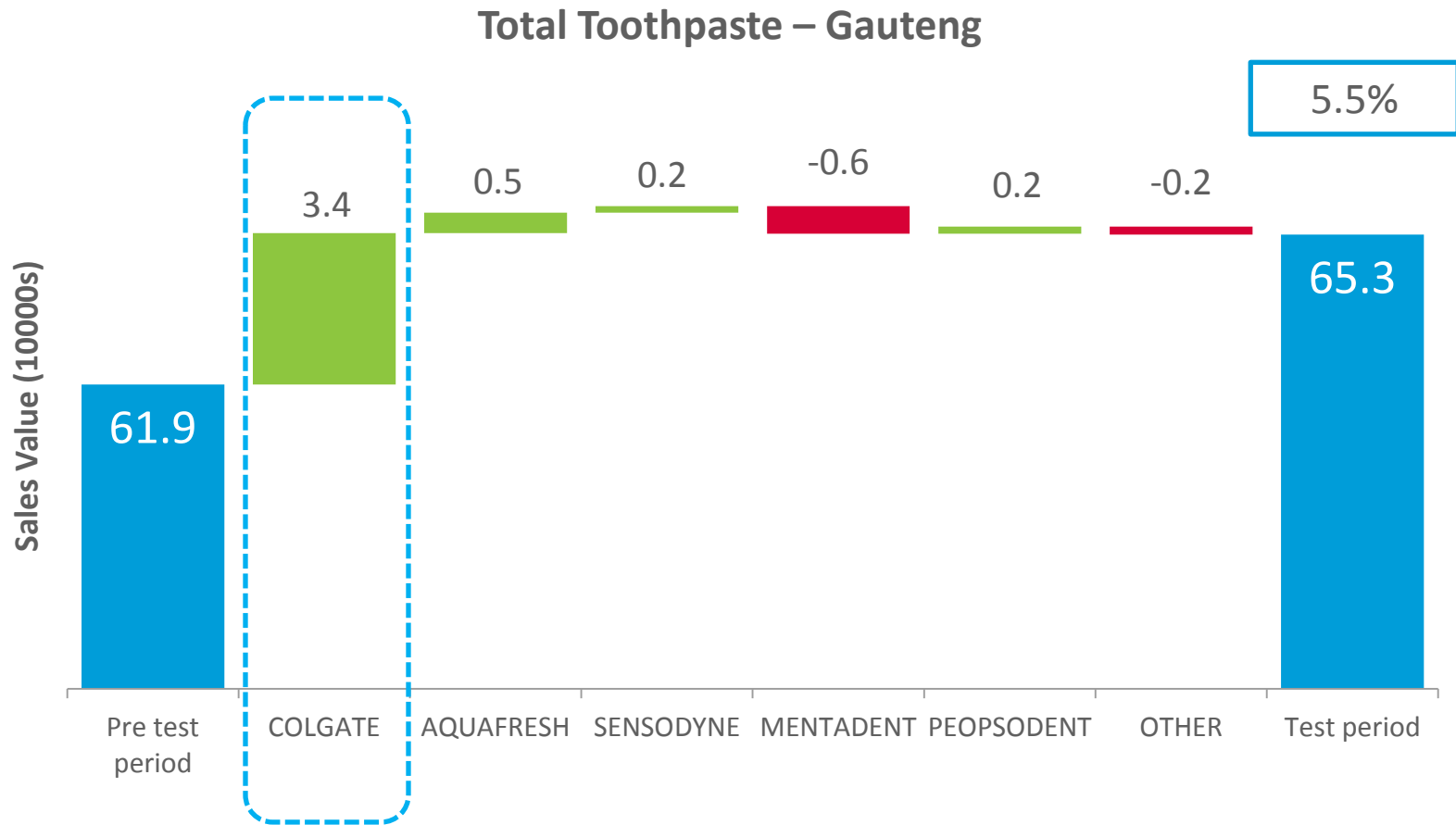
Total category increase by 0.1% with most of sales volume driven by MENTADENT, COLGATE and SENSODYNE



Latest 52 weeks up to June 14'

CATEGORY VOL. DRIVERS – PRE VS TEST PERIOD

Total category increase by 5.5% with most of sales volume driven by COLGATE



Pre Test period: Jan – Mar 13'
Test period: Apr – Jun 14'

IMPACT OF OUTDOOR CAMPAIGN



1407-02

Gauteng – Erasmus – Hebron

Situated in front of the Erasmus bus terminus on the Main road.



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2022-02

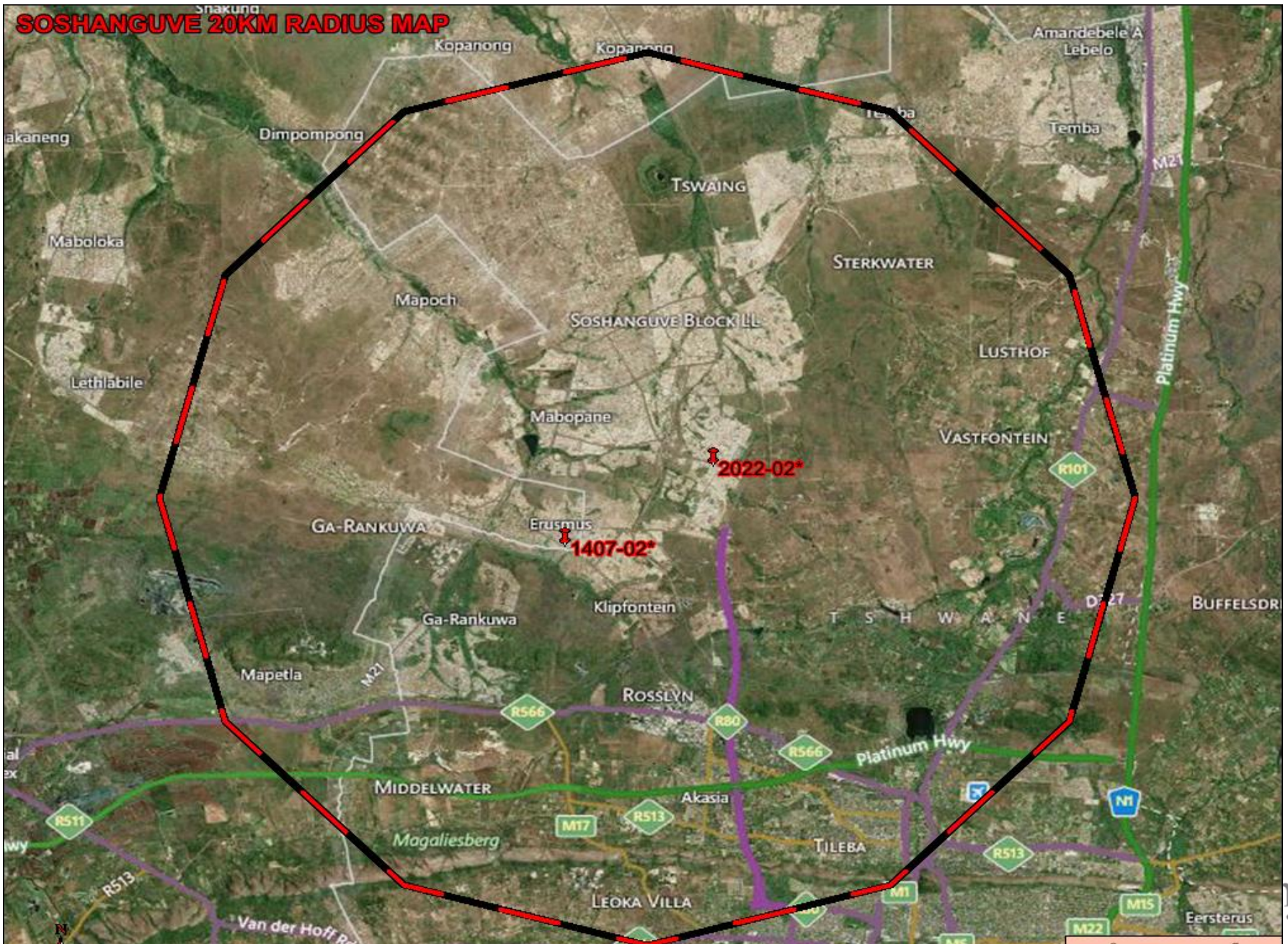
Gauteng – Soshanguve

At section K AT Soshanguve-Mabopane main road next to sub-station.

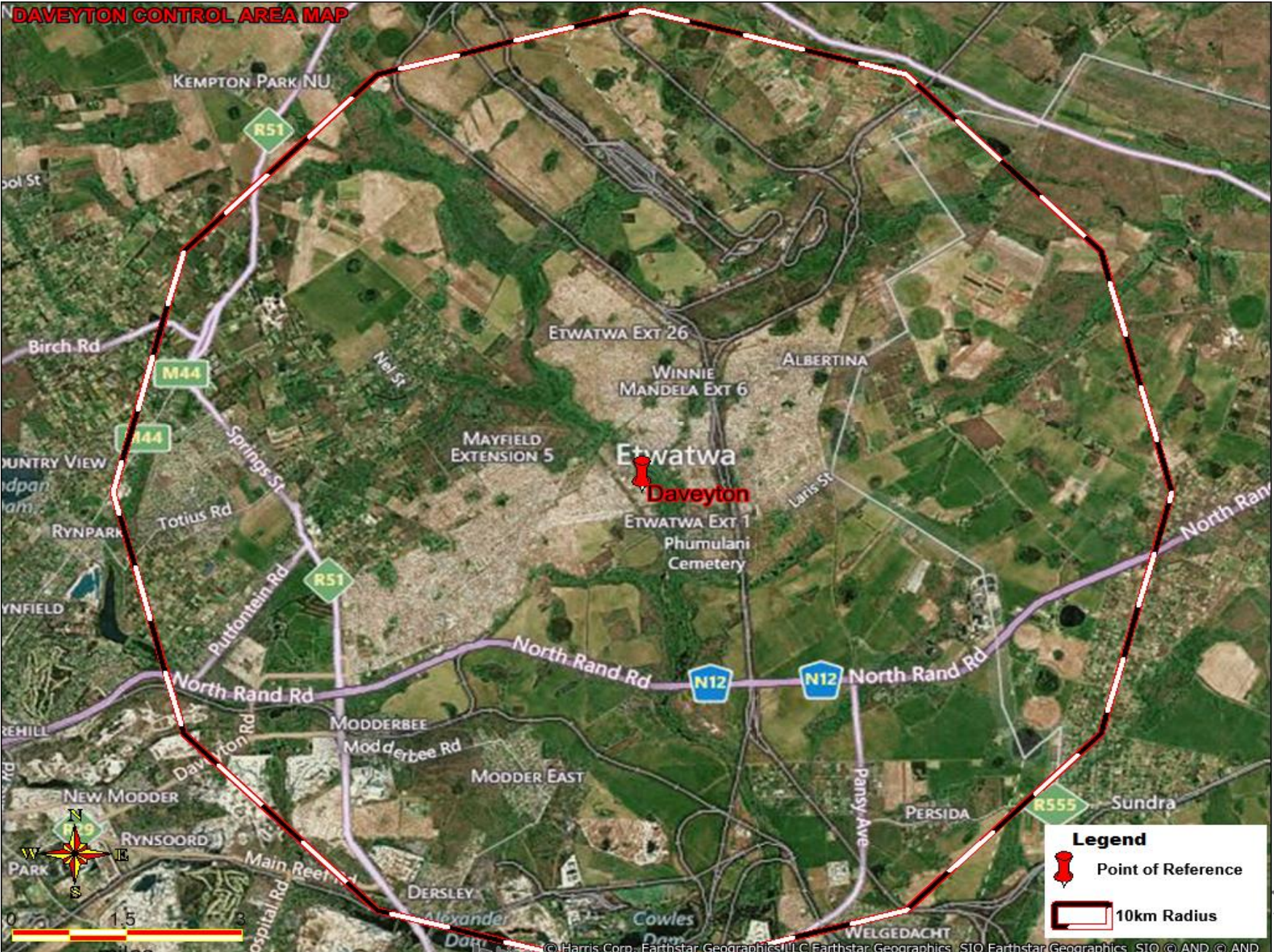


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TEST AREA: SOSHANGUVE

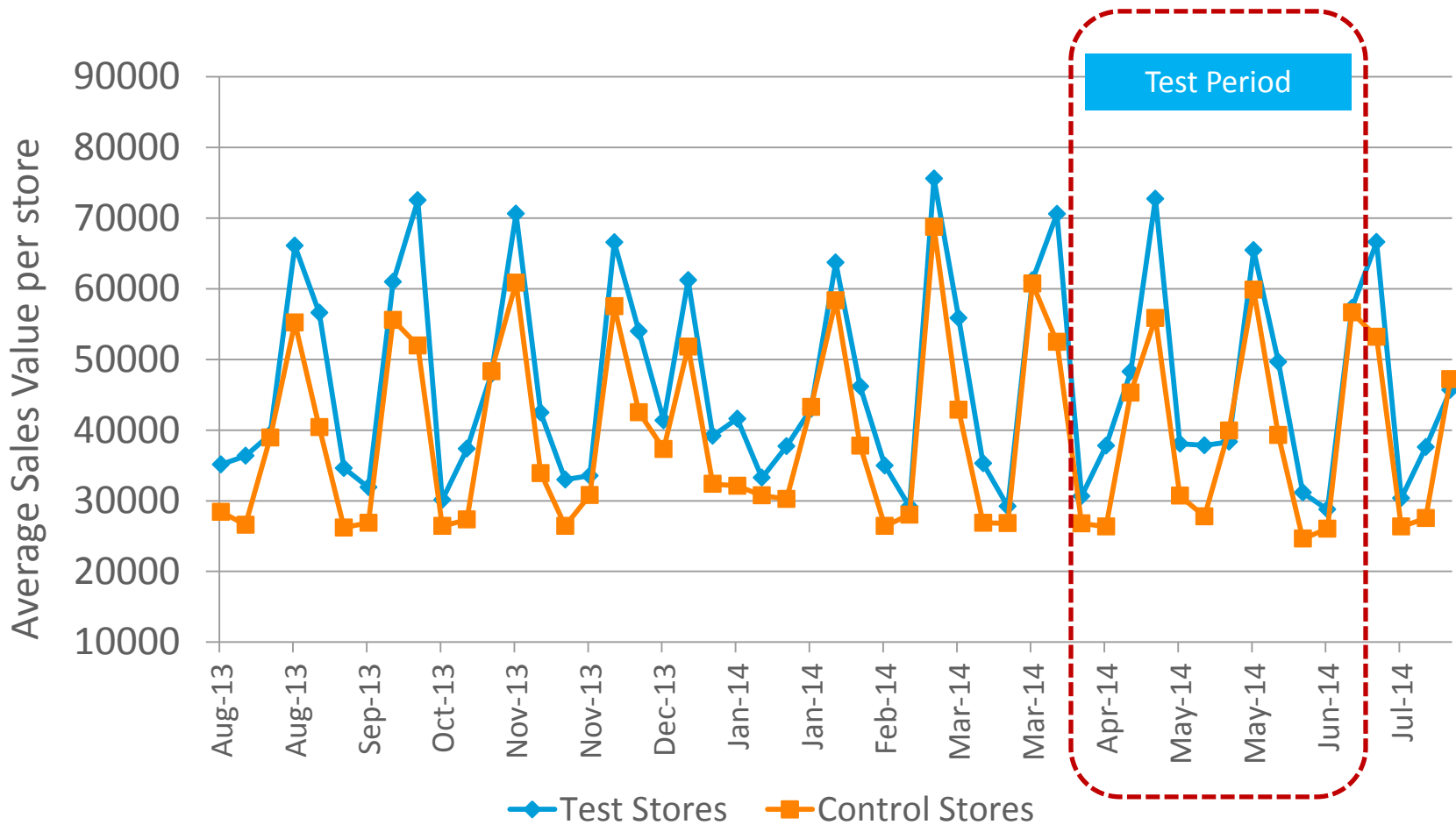


CONTROL AREA: DAVEYTON/ETWATWA



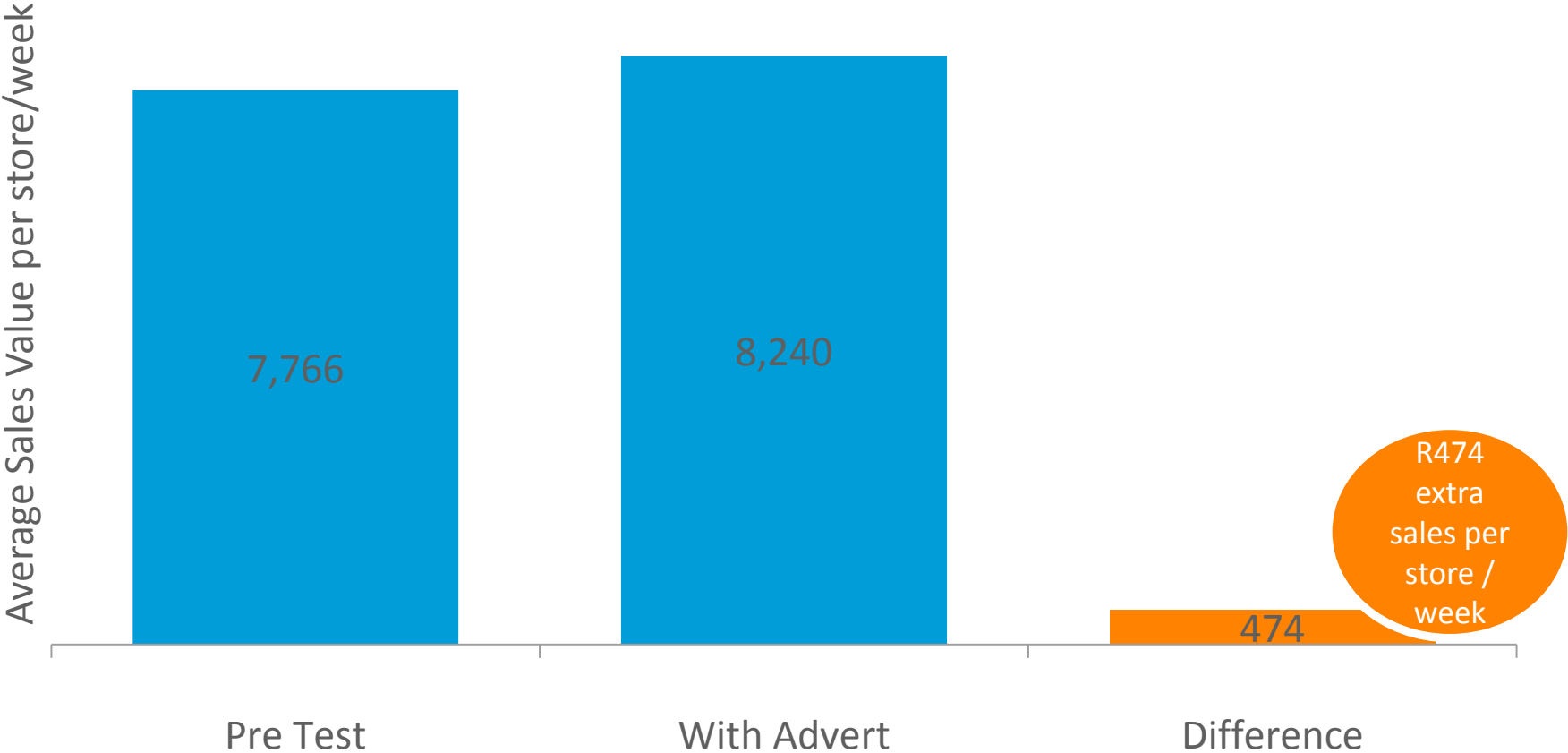
STORE MATCHING – TOTAL TOOTHPASTE

Toothpaste category seeing an **uplift of 2.0%** during the campaign period



TEST SALES MINUS CONTROL SALES

With an uplift of 3.7%, stores making an additional R474 per week during Test Period



Understanding the impact of outdoor media on sales

Advertised Brand Name	COLGATE		
Manufacturer	<i>Colgate Palmolive</i>		
Type of Advertising	<i>Billboard</i>		
Location of Advertising	<i>Soshanguve, Gauteng</i>		
Store Selection Criteria	<i>Pick n Pay, Shoprite, Checkers, Clicks - 20km radius</i>		
Date of Execution	<i>Start</i>	<i>Apr 2014</i>	<i>End Jun 2014</i>

Investment	Sales Uplift	Revenue Generated	Return on Investment (ROI)
<i>R9,000</i>	<i>3.7%</i>	<i>R204,768</i>	<i>R22.80</i>

Above Expected

Expected

Below Expected

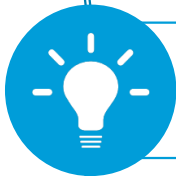
SUMMARY



In **Gauteng**, during campaign period, Toothpaste grows by 5.5% with most sales growth driven majorly by Colgate



3.7% uplift realized by Colgate with Toothpaste having 2.0% uplift during the campaign period



During campaign period, Colgate grows 2% ahead of the category



An additional **R474 value per store per week** realized in stores exposed to the billboard campaign execution



Executions seeing ROI of **R22.80**

BENCHMARK DATABASE

Brand	Location	Spend	Uplift	Revenue	ROI	Brand Share	Brand Size (M Rand per year)
Ariel	Tzaneen & Mokopane	R117k	48%	R220k	R1.88	19% (3 mnths)	R442
Grandpa	Soshanguve	R41.1k	3.5%	R83k	R2.02	39%	R0.5
Allsome	Motherwell	R58.5k	19%	R73.6k	R1.26	2.8% (5 mnths)	R73 (Projected)
Huggies	Tzaneen	R59.2k	32%	R935k	R15.80	36%	R1099
Halls	Thohoyandou	R78K	12.8%	R82.7K	R1.06	7%	R244
Colgate	Soshanguve	R9k	3.7%	R205	R22.90	49%	R684