



# CONTINENTAL OUTDOOR MEDIA – ROMItrack

ALLSOME RICE – CONTROL / TEST STORE ANALYSIS

# AGENDA

1 Business Question & Solution

2 Scope

4 Volume drivers

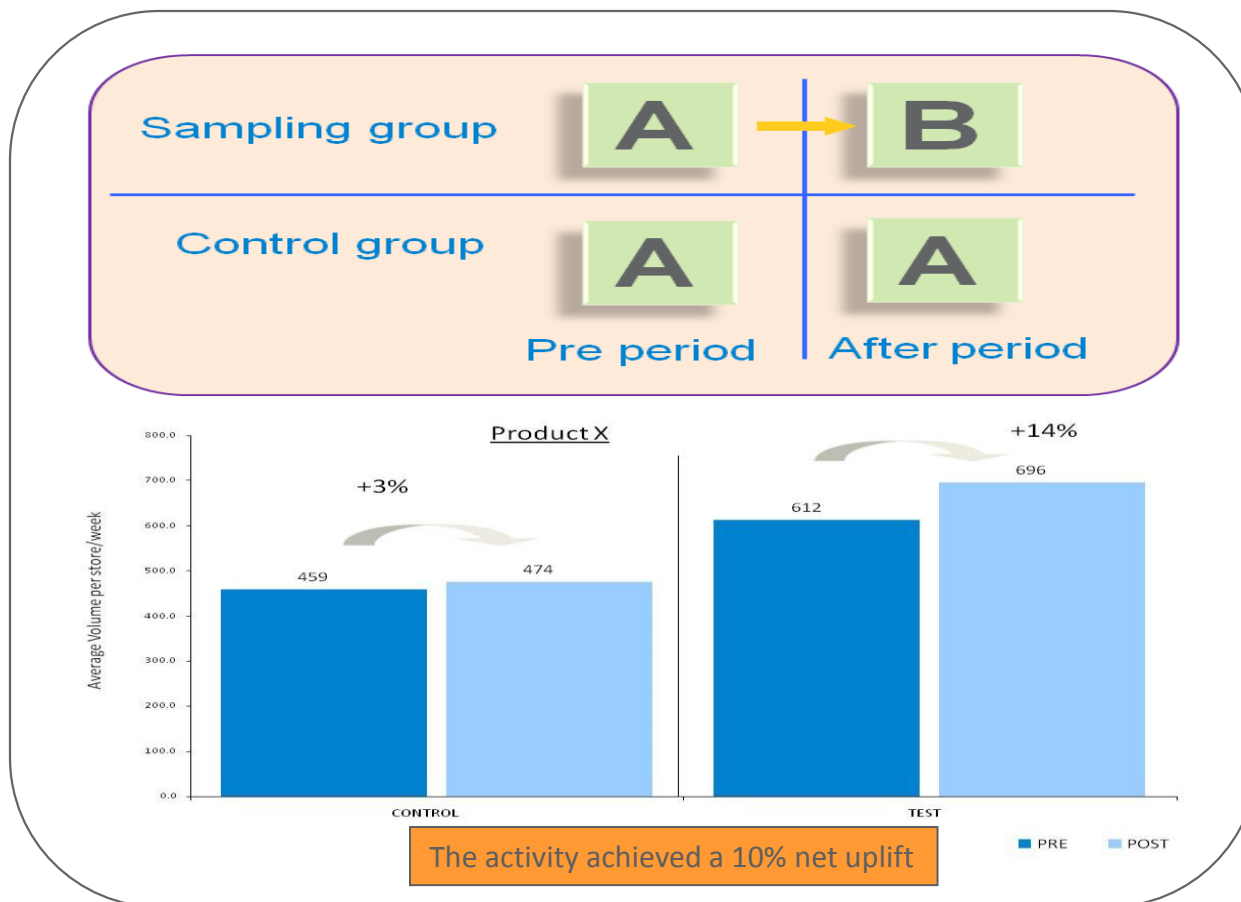
5 Results & Insights

6 Summary of findings

# BUSINESS QUESTIONS

- How efficient was the Allsome Rice Billboard campaign in Motherwell?
- Did product sales increase during and after the campaign, and why?

# BUSINESS SOLUTION



# SCOPE

## Target brand:

- Allsome

## Competitors:

- Own brands
- Tastic
- Spekko
- Sasko

## Campaign Test Period:

- Start date: 01 October 2013
- Mid campaign date: 31 December 2013
- End date: 31 March 2014

## Test Area:

- Motherwell (EC)– 10km radius

## Control Area:

- Tsakane (GP) – 10km radius

## Market Breakdowns:

- Pick n Pay
- Shoprite
- Checkers

# STORE LOCATIONS

CHAIN	NAME	STORE_TYPE	RETAILER
Pick n Pay	Picknpay Penford (Penford Centre, Uitenhage)	Pick n Pay Super	Uitenhage EC
Pick n Pay	Picknpay Cleary Park + Liquor	Pick n Pay Super	Cleary Park EC
Pick n Pay	Pnp Family New Brighton Port Elizabeth	Pick n Pay Family	New Brighton EC
Pick n Pay	Picknpay Uitenhage Cbd ( Eastern Cape )	Pick And Pay	PICKNPAY UITENHAGE CBD ( EASTERN CAPE )
Pick n Pay	Uitenhage EC	Pick n Pay Super	Uitenhage EC
Shoprite	Shoprite Motherwell	Shoprite	Motherwell EC
Shoprite	Shoprite Despatch	Shoprite	Despatch EC
Shoprite	Shoprite Bethelsdorp EC	Shoprite	Bethalsdorp EC
Shoprite	Shoprite Uitenhage	Shoprite	Uitenhage EC
Shoprite	Shoprite Ziyabuya Makwenkwe Street Kwadwesi E/Cape	Shoprite	Ziyabuya EC
Shoprite	Uitenhage EC	Checkers	Uitenhage EC
Shoprite	Shoprite New Brighton Plaza	Shoprite	SHP
Shoprite	Shoprite Liquorshop Kwanobuhle	Shoprite	Shoprite LiquorShop Kwanobuhle
Shoprite	Shoprite Liquorshop Ziyabuya	Shoprite	Shoprite LiquorShop Ziyabuya
Shoprite	Shoprite Daku Rd Ibayi Cnr Arx&Marongo	Shoprite	SHOPRITE DAKU RD IBAYI CNR ARX&MARONGO
Shoprite	Shoprite Kwanobuhle EC	Shoprite	Shoprite Kwanobuhle EC
Shoprite	Shoprite Daku EC	Shoprite	Shoprite Daku EC

# 10KM RADIUS AROUND TEST & CONTROL AREA

Motherwell – test area



7322

**NEW**

**ALLSOME**  
Making Life Easier

LONG GRAIN  
PARBOILED RICE  
WHITE AND FLUFFY

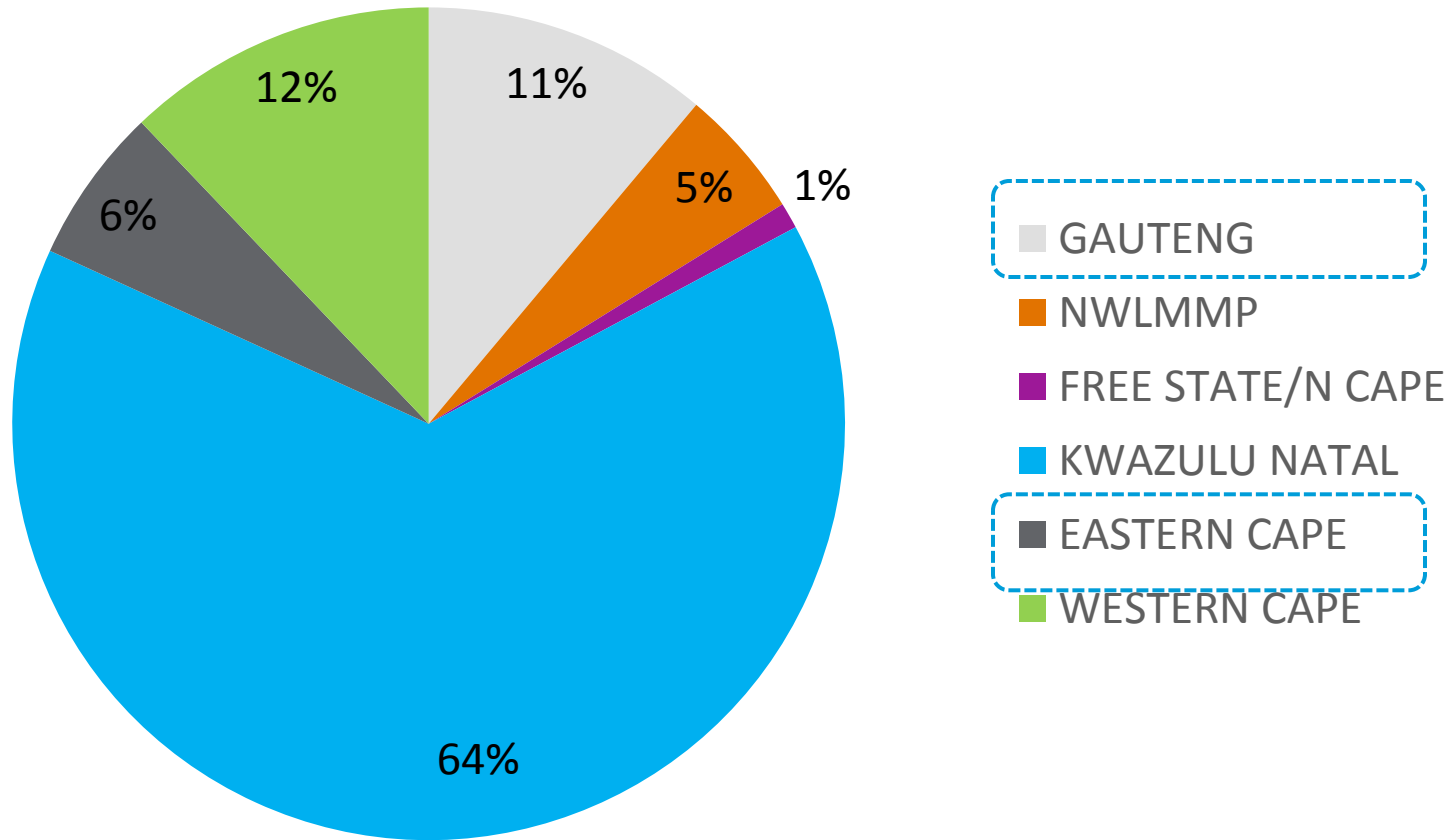
**THE BEGINNING OF  
A GOOD THING**



09/10/2013 14:12

# ALLSOME RICE SALES BY REGION

Majority of Allsome rice sales going through KZN. Test stores are in **Eastern Cape** while Control Stores are in **Gauteng**



NWLPMP = Northwest/Limpopo/Mpumalanga



# AVERAGE PRICE BY REGION

Allsome Rice 2kg having an average price of R16 across all regions

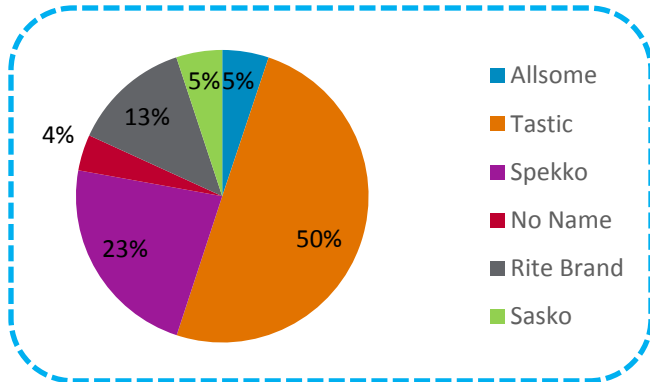
	Allsome	Tastic	Spekko	No Name	Ritebrand	Housebrand
Gauteng	15.9	26.0	23.9	17.3	17.3	18.1
NWLPMP	12.6	26.0	24.2	17.4	17.5	18.4
Free State	12.7	26.4	24.1	17.5	17.5	18.5
KZN	16.1	25.5	24.1	17.4	17.0	17.4
Eastern Cape	16.6	27.1	22.7	17.1	-	-
Western Cape	16.0	26.5	24.1	17.3	17.5	18.3

NWLPMP = Northwest/Limpopo/Mpumalanga

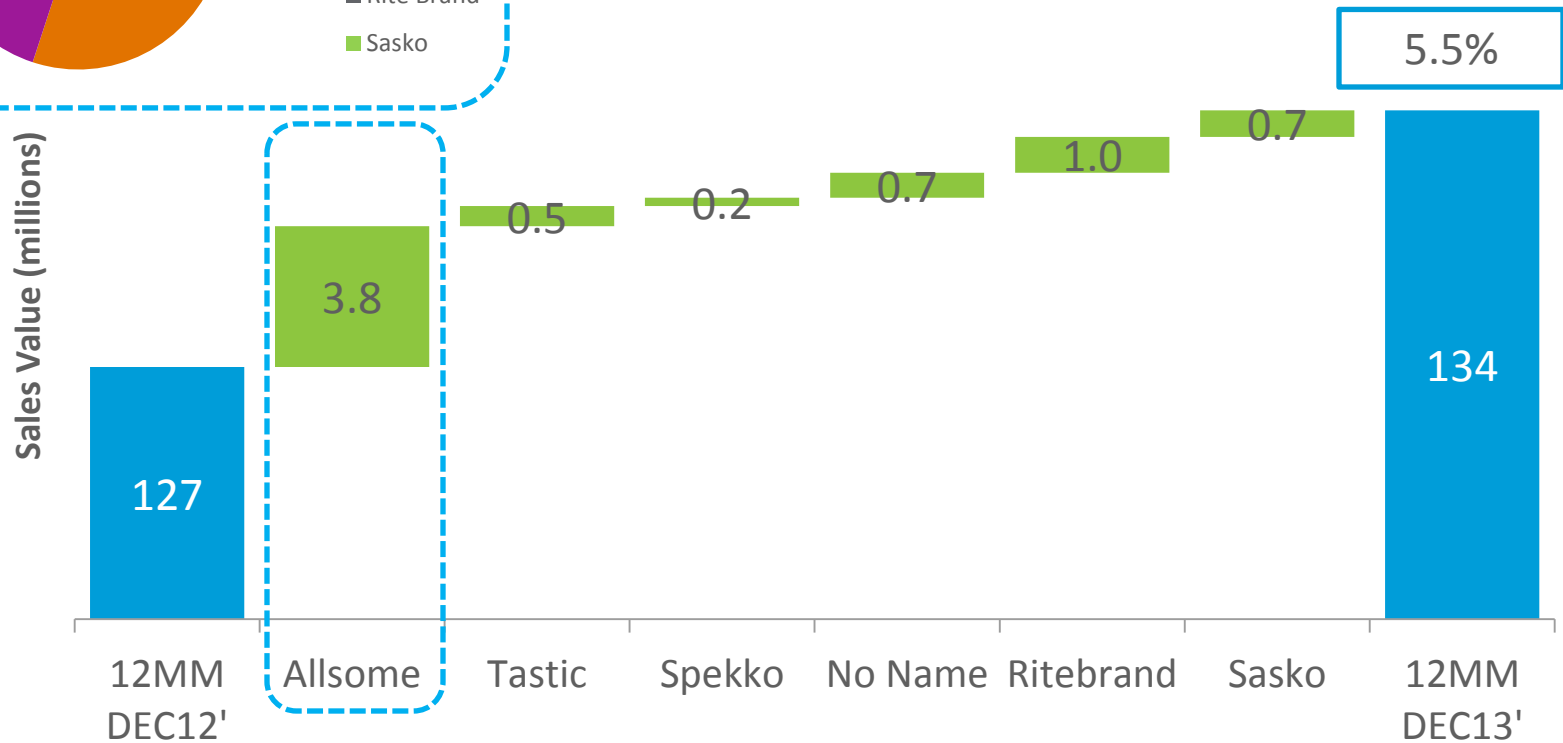
Table data - Latest 6 months of data

# CATEGORY VOLUME DRIVERS – TOTAL SA

Total category growing YOY with all the main items in the market contributing positively to the sales growth. Allsome was launched in September 2013 and only contributing 5% among the top brands in Modern Trade



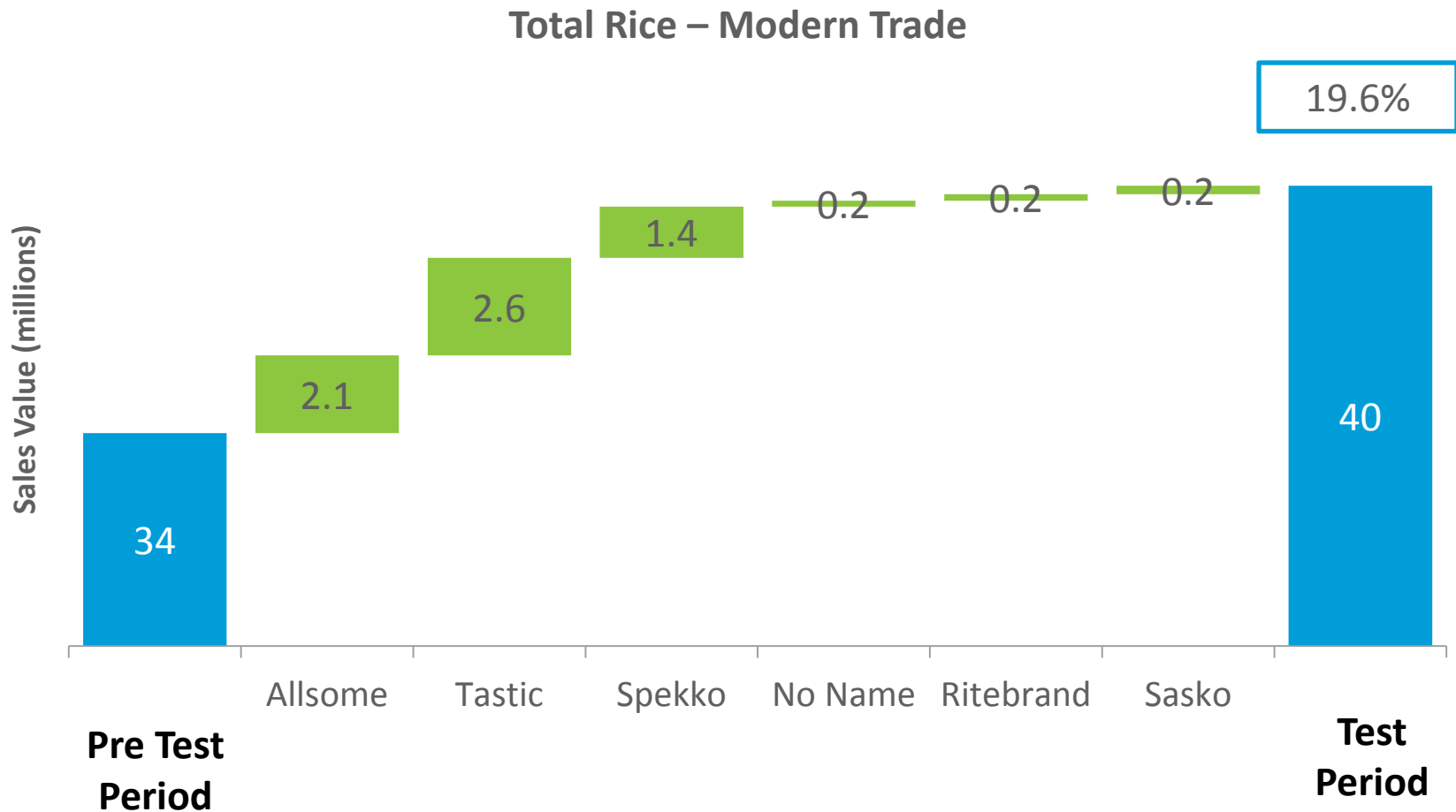
Total Rice – Modern Trade



Pie chart data – latest 6 months of data\*\*

# CATEGORY VOLUME DRIVERS – TOTAL SA

19.6% increase in volume for total defined rice category. Mainly driven by Allsome, Tastic and Spekko



Total Rice\* = Items included in SCOPE

# DATA WATCH-OUTS

- Brand is new and lacks good distribution
- Stores have very sporadic sales, change a huge amount each week
  - i.e. very few stores sell every week
  - Has not settled into a regular “run rate”
- Rate of Sale is very low
  - i.e. Some stores sell only 1-2 packs of Allsome per week

# IMPACT OF OUTDOOR CAMPAIGN

# SIZE OF BUSINESS IS A KEY INDICATOR OF ROI POTENTIAL

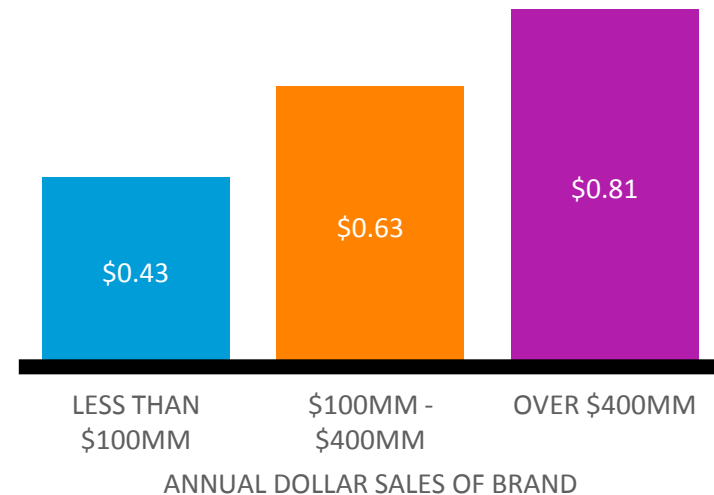
From an ROI perspective, one of the most important, and predictable, factors for a brand is dollar sales. Consider the following hypothetical example:

	SALES	AD SPEND	AD LIFT
SMALL BRAND	\$50,000	\$5,000	10%
LARGE BRAND	\$200,000	\$5,000	5%

	AD-DRIVEN SALES INCREASE	MARGIN	AD-DRIVEN PROFIT
SMALL BRAND	\$5,000	30%	\$1,500
LARGE BRAND	\$10,000	30%	\$3,000

	AD-DRIVEN PROFIT/SPEND	SHORT-TERM ROI
SMALL BRAND	\$1,500/\$5,000	<b>\$0.30</b>
LARGE BRAND	\$3,000/\$5,000	<b>\$0.60</b>

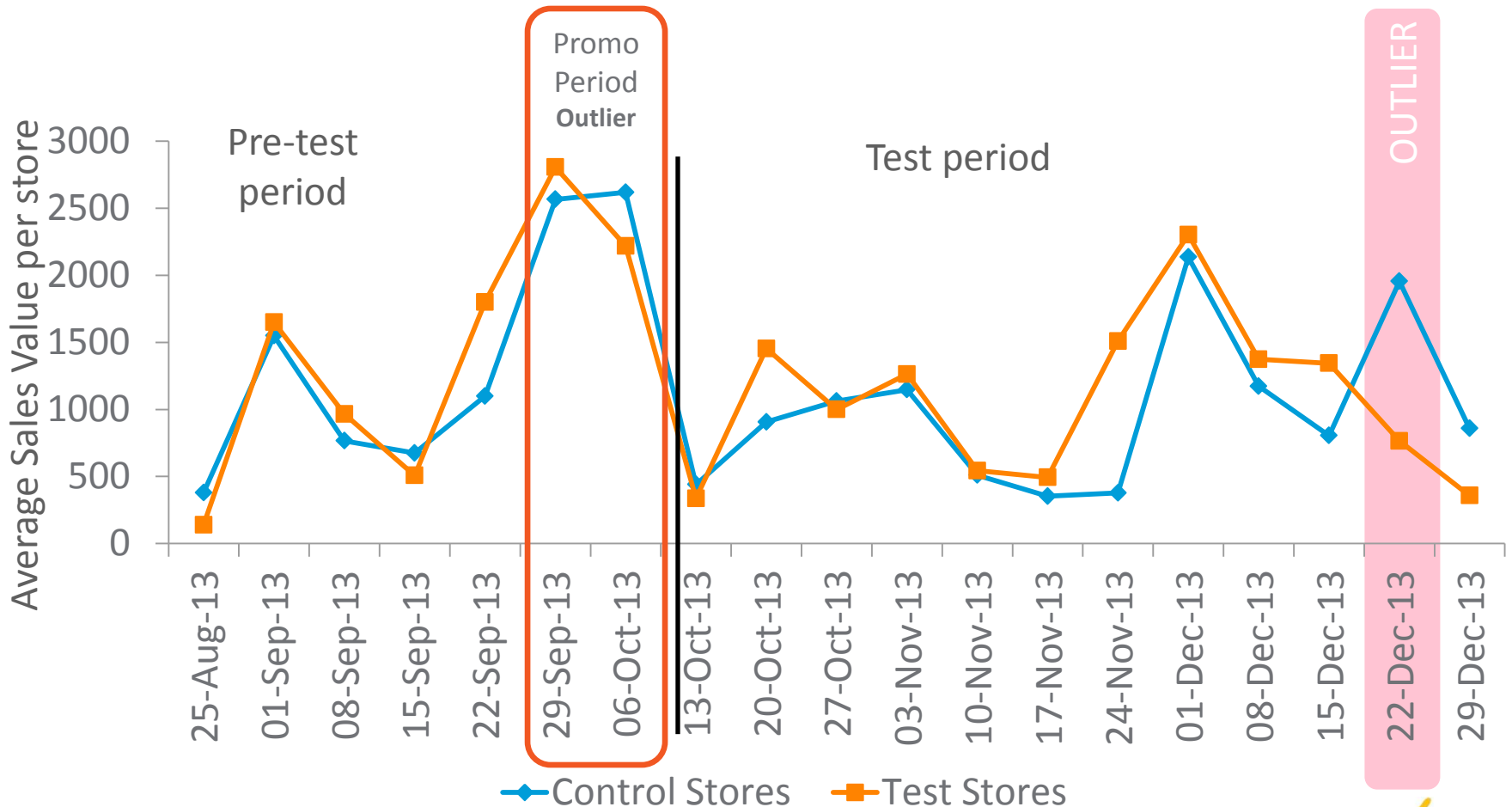
Nielsen Normative Marketing ROI by size of Brand



In this example, both brands **spent the same** amount on advertising, and even though we “stacked the deck” by **assigning the Small Brand a greater percentage sales lift** (10% vs. 5%), the Large Brand realized a greater ROI on its advertising investment. A large brand has the **ability to leverage fixed costs of advertising across its existing business**. This example illustrates how ROI for a large brand can exceed that of a smaller brand, even when the percentage sales lift generated is greater for the smaller brand.

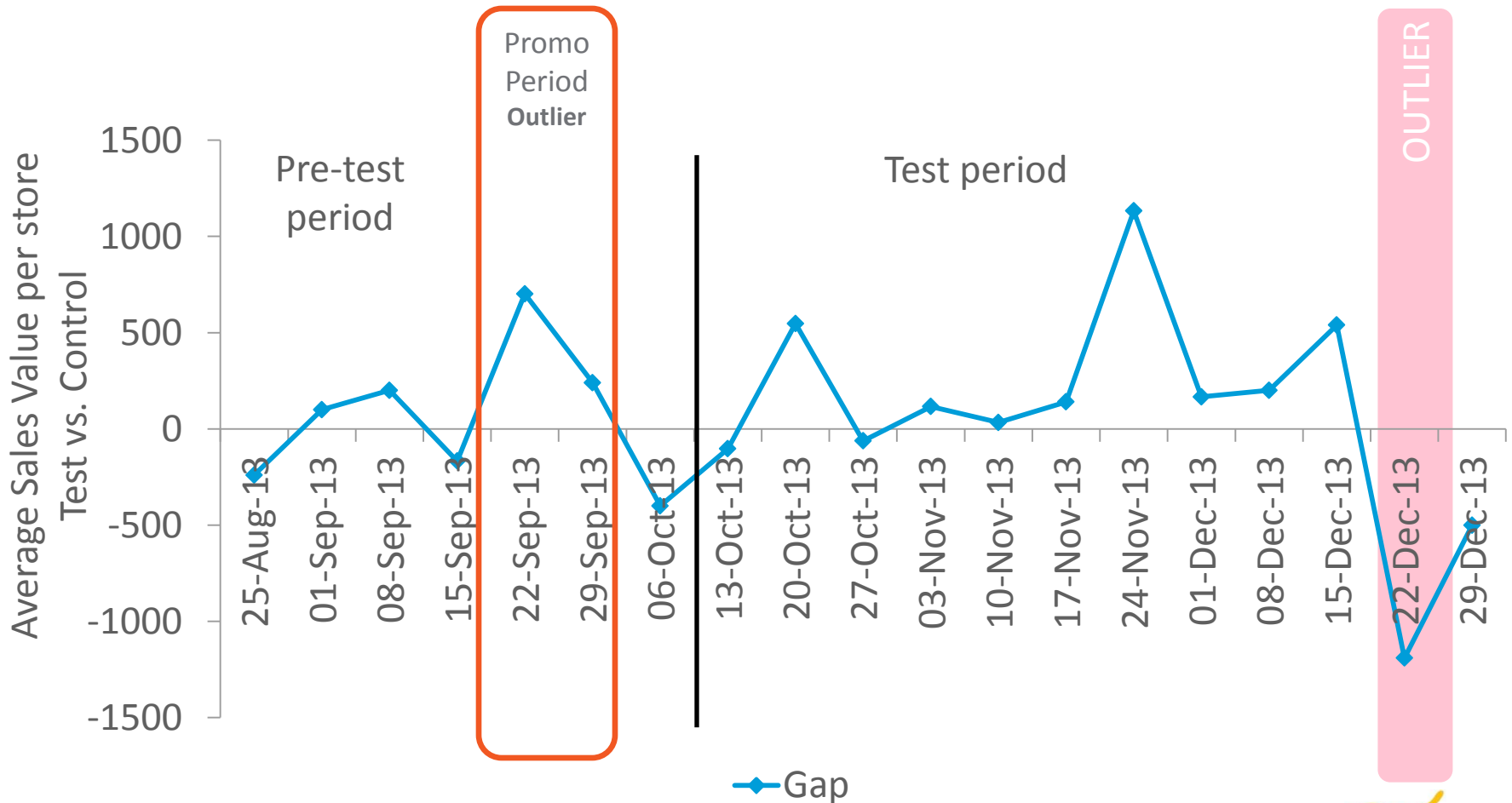
# STORE MATCHING – TOTAL ALLSOME

Close match of test and control stores during pre-test period.  
Since Test starts, sales of test stores grow vs. control.



# TEST VS. CONTROL GAP – TOTAL ALLSOME

Close match of test and control stores during pre-test period.  
Since Test starts, sales of test stores grow vs. control.



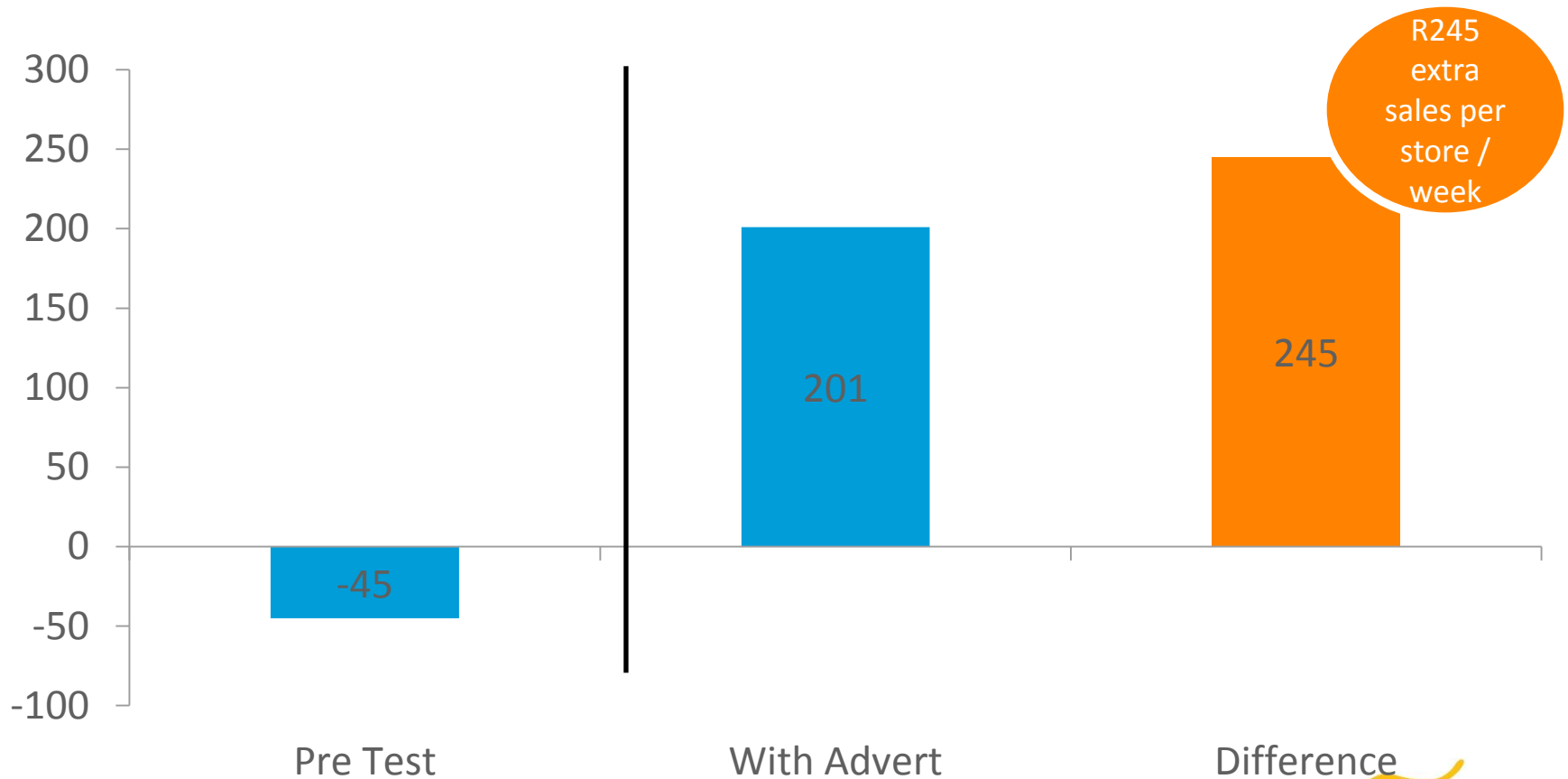


# TEST SALES MINUS CONTROL SALES

During the pre-test period (before advert) the control stores we very similar to the test stores.

When the advert starts, the test stores overtake the control stores

\*\*Please note, calculated excluding outlier weeks



# Understanding the impact of outdoor media on sales

Advertised Brand Name	<b>Allsome Rice</b>		
Manufacturer	<b>Willowton</b>		
Type of Advertising	<b>Billboard</b>		
Location of Advertising	<b>Motherwell, Eastern Cape – 10km radius</b>		
Store Selection Criteria	<b>Pick n Pay, Shoprite, Checkers in 10km radius</b>		
Date of Execution	<b>Start</b>	<b>Oct 2013</b>	<b>End</b>
			<b>Dec 2013</b>

Investment (half for 3 months)	Sales Uplift	Revenue Generated	Return on Investment (ROI) (First 3 months)
<b>R58,500</b>	<b>19%</b>	<b>R73,590</b>	<b>R1.26</b>

*Please note Total Investment is R117k*

Benchmark for Similar Execution	<b>R0.71</b>
Source of Benchmark	<b>SA Outdoor Food</b>

<b>Above Expected</b>	<b>Expected</b>	<b>Below Expected</b>
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# SUMMARY

- New Brand, Allsome has driven growth within the rice category
- Test vs. Control stores see a **positive impact** in Test Area (Motherwell, Eastern Cape)
- This is a large **19% uplift** per store /week
- This equates to **R245 per store/week** additional sales
- Which yields an interim (based on 3 months) **ROI of R1.26**
- Allsome have to market their product aggressively to grow market share, particularly with Category Captainty i.e. Tastic drives the category.