

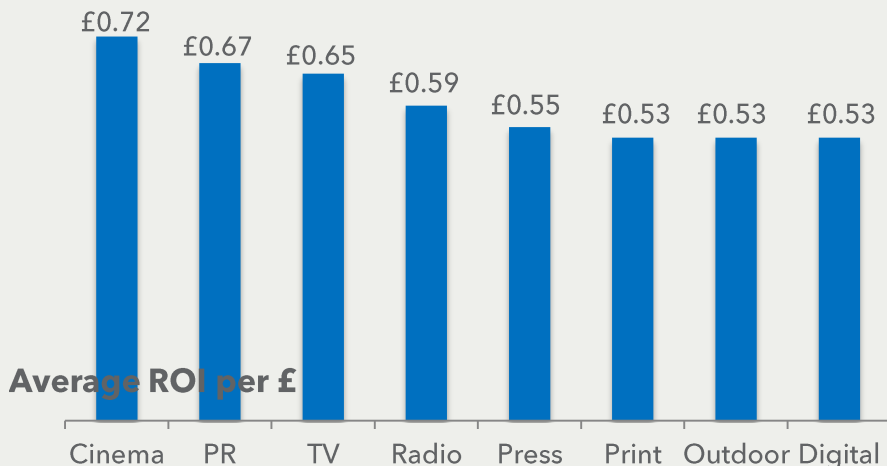
THE BIG QUESTION

How can I make the most of digital media investments to grow my brand?

IRI DIGITAL MEDIA STUDY – October 2017

Digital media is still new, evolving and can be inefficient

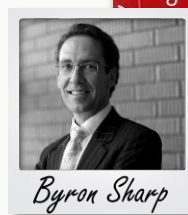
IRI Media ROI Benchmarks 2012-16



Only 53p in every £ invested in digital media is recovered in sales.

Source: IRI benchmarks based on aggregating outputs from all analytical media and sales uplift projects carried out for clients over the period

- ▶ **The key to driving brand growth** is to increase penetration by making more people aware of the brand and stimulating demand...
- ▶ **... by making it front of mind** particularly **for light and new buyers** (where there is the biggest growth opportunity). This is key to improve digital media efficiency and effectiveness.



THE BIG QUESTION

How can I make the most of digital media investments to grow my brand?

Digital Media - what should brand owners do?



Focus digital where there is the BIGGEST OPPORTUNITY.



Maximise physical distribution and eliminate obstacles to purchase.



Focus on light and new buyers if using loyalty information and promotional offers.

OPTIMISATION OF SPEND IS IMPERATIVE TO AVOID WASTED INVESTMENT AND IMPROVE ROI.

- Selection of media
- Evaluation of success

PINPOINT WHERE THE OPPORTUNITY IS GREATEST

IRI can help:

Purchased Brand Targeting: A simple index based on *distribution-controlled store level sales* data to identify areas where your brand share and penetration is *under indexing* compared with your physical distribution. These are the areas to focus on light and new buyers and maximise digital media efficiency.

Digital Active: A test and control based evaluation of ROI for a specific digital activity.

Media Modelling: Econometric modelling allows you to compare the short-term impact on sales of any chosen media activity or group of activities.

Please contact your IRI contact (or email uk.marketing@iriworldwide.com) to find out more about IRI's Media study and the products which can help improve your return on digital media investment