

RE-ALLOCATING MEDIA INVESTMENT TO GENERATE HIGHER INCREMENTAL REVENUE GAINS

QUESTION ANSWERED

- “How effective was our in-season television advertising at impacting sales?”

INSIGHT REVEALED

- Quantified sales were 60% higher among consumers exposed to television advertising
- Identified opportunity to increase penetration among non-exposed consumers and realize \$14 million in incremental revenue

ACTION TAKEN

- Together, the client and agency revised media buy to achieve greater exposure among more category and brand buyers

