

NIELSEN REVEALS THE SECRET INGREDIENTS FOR DRIVING GROWTH FOR FOOD BASE BRAND

SITUATION

There's nothing better than a cooked-all-day taste in your favorite meals. That's why this prepared foods company knew they were onto something when they introduced a new food base product that adds big flavor without taking all day.

But the product had an awareness problem. Boosting household penetration would require a big marketing push, but getting approval for a larger budget wasn't going to be easy.

CHALLENGE

The company knew they had a superior product that should have been selling much faster. Segmentation and other underlying consumer data revealed the product had a loyalty rate over 90%, but less than a 5% household penetration rate.

Marketers at the company knew they weren't going to increase market share based on loyalty alone, and wanted to launch a media campaign to fast track brand growth. But as a traditionally food service-oriented business, the company hadn't invested much in consumer marketing. In fact, it was outspent as much as 17 times by competitors. To justify a larger marketing budget, the team would need to prove that every dollar spent drove the maximum impact.

GOAL

Prove the case for consumer marketing and that a test-and-learn approach can fuel product awareness, consideration and sales.

SOLUTION

The company turned to Nielsen and its Campaign Lift solution to help them plan, execute and measure a limited media test to quantify the impact on sales. Campaign Lift measures sales lift driven by advertising through a single-source approach that connects campaign exposure to brand sales.



TESTIMONIAL

"As a company that wasn't used to consumer marketing, we knew we couldn't just ask for budget to roll out a national media campaign. We would need to financially prove out our theory first. Nielsen was instrumental to our success. Not only were they able to customize their Campaign Lift solution to meet our testing requirements, but they provided us with a breadth and depth of understanding into just how much consumer marketing and awareness could really drive our business. We couldn't be more ecstatic about the results."

**VP of Marketing,
Prepared Foods Company**

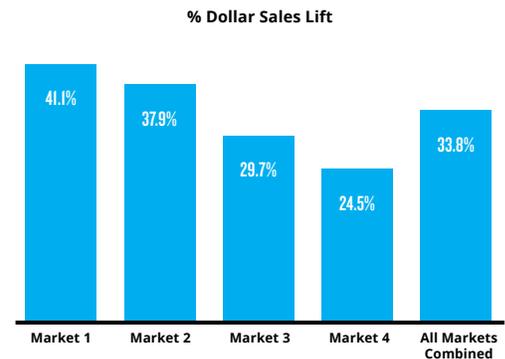
The test campaign, which consisted of TV, digital, social media and in-store tactics, was executed in eight markets (four test and four control), plus one heavy up test market over a 12-week period. Markets were chosen based on their category and brand development indices (CDI/BDI) to ensure low, average and high markets were represented in the test. Stores in the markets where the advertisements aired (the test group) were then compared to stores from similar markets (the control group) where the advertisements weren't aired to calculate the impact on sales.

KEY INSIGHTS

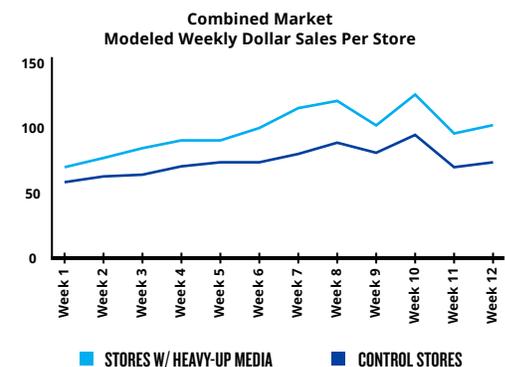
Nielsen's Campaign Lift analysis revealed that the marketing campaign was highly effective at generating measurable awareness and sales growth for the food base product. Specifically, the results showed:

- **Sales in the test markets were significantly higher than sales in the control markets.** Not only did stores in the test markets outsell stores in the control markets every week of the test, but low, average and high CDI/BDI markets all performed well. In fact, the sales lifts driven by the campaign ranked in the top 5% of all time (based on Nielsen historical norms for similar types of media activity).
- **Higher frequency levels led to higher results.** While the heavy up test market experienced the highest level of sales lift, this finding ultimately helped the team fine-tune frequency and reach levels and avoid overspending. Since lower spend levels had a significant impact across all test markets, the team realized they didn't have to spend more to sustain growth.
- **The message was resonating.** Brand perception metrics increased in the test markets, proving that the advertising resonated with target consumers and influenced their decision to purchase. In fact, the response to the campaign exceeded expectations and drove out-of-stocks in the test markets.
- **The strong sales lift was sustained.** The media effect did not diminish at the end of the campaign, but rather continued to drive a lift in sales over the course of several months.

MEDIA POSITIVELY IMPACTED UNITS & DOLLARS OF THE FOOD BASE PRODUCT



TEST STORES OUTSOLD CONTROL STORES EVERY WEEK OF THE TEST



RESULTS

With Nielsen Campaign Lift, the team was able to prove that consumer marketing can rapidly grow awareness and sales of the product. The test campaign not only drove a **34% sales lift** and a **50% increase in household penetration**, but also gave the team the evidence they needed to roll out the campaign nationally. The full national campaign proved to be even more successful, generating a **57% sales lift**.

Moreover, the findings helped the prepared foods company improve collaboration with retailers. Sharing the results of the Campaign Lift analysis ahead of the national campaign ensured retailers were able to order sufficient quantities of the product ahead of time and avoid costly out-of-stocks.