

OPTIMISE YOUR MARKETING INVESTMENT

WITH THE HELP OF INDUSTRY EXPERTS



Do you want to improve your revenues and bottom line?
Do you want to deploy a proven strategy that delivers a positive ROI ?
Contact us to hear more and see how we can help
A methodology that has proven results



INTRODUCTION

Marketing is one of the key levers of profitable organic growth within a company.

Intangible assets, among which brands play a key role, now contribute 84% of the market value of businesses; in the 1970s, in contrast, 80% was accounted for by tangible assets.

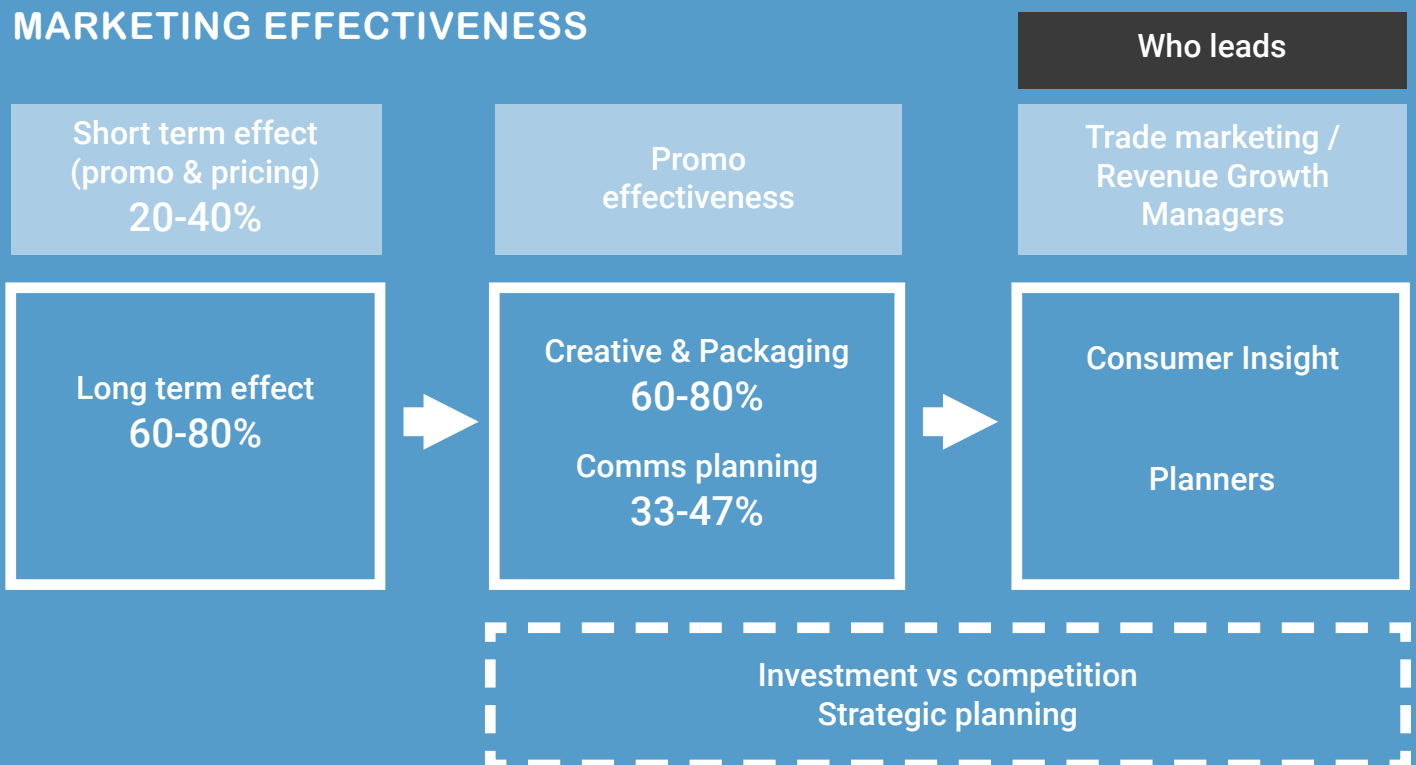
Since marketing is the engine of business growth, companies require to combine creativity with best-in-class marketing effectiveness strategy in order to succeed.

Senior leaders continue to believe in the power of brands and are in control of long-term

marketing objectives for their business. Nevertheless, they are not measuring their strengths on a consistent basis and as a result, the skill of brandbuilding, a fundamental creator of value, has been declining. In turn, the effectiveness of creativity is diminishing, which means that businesses are not performing to their potential

Below is the view of EFF-E MARKETING CONSULTANCY on how the marketing effectiveness (or better said, the business effectiveness) ecosystem works:

MARKETING EFFECTIVENESS



THIS VIEW COMBINES SHORT & LONG-TERM EFFECTS

SHORT-TERM EFFECTS

Mainly promotions and price management

- For promotions, the objective is to improve ROI by analysing depth and width of promotions, optimising last three feet or last click solutions (in the case of ecommerce/etail) to come up with a set of golden rules that can be applied going forward.
- Price management is looking to optimise either sales, market share or profit, depending on company objective

LONG-TERM EFFECTS

Are divided into two subcategories:

- **Creativity and packaging** – creativity is potentially the most important part of the mix, depending on the category (level of consumer involvement, degree of maturity) and competitive context or potential for disruption. It can be measured by live testing, qual, online quant or neuroscience
- **Comms planning** – it is unlikely that even the most creative campaign in the world will turn a wrong strategy into a commercial success. That is why a solid decision support system must be put in place, together with a solid strategy (positioning, differentiation, objectives, consistency...) , proper training, benchmarking and case studies

Of course, all the above have to be founded on solid strategic planning (overall investment by brand, by country, by region; brand and portfolio strategy,..) as well as competitive assessment.

EFF-E MARKETING CONSULTANCY

Can help you improve on all these key levers, in collaboration with our strategic partner: Pointlogic, a Nielsen company.

By deploying our program, you will improve your topline growth by better utilising your marketing resources, which will result in a better financial and market performance.



WE HELP YOU IMPROVE YOUR MARKETING EFFECTIVENESS

20% of your touchpoints typically deliver 80% of your business impact. While some Marketing Mix Modelling (ex: econometrics) can work in high media spend categories (or industries) to optimize Marketing ROI, in categories that depend primarily on visibility (displays, POS, outlet styling, value-added packaging...), activation (events, promotions, sponsorships,...) and professional programs and PR (brand ambassadors,

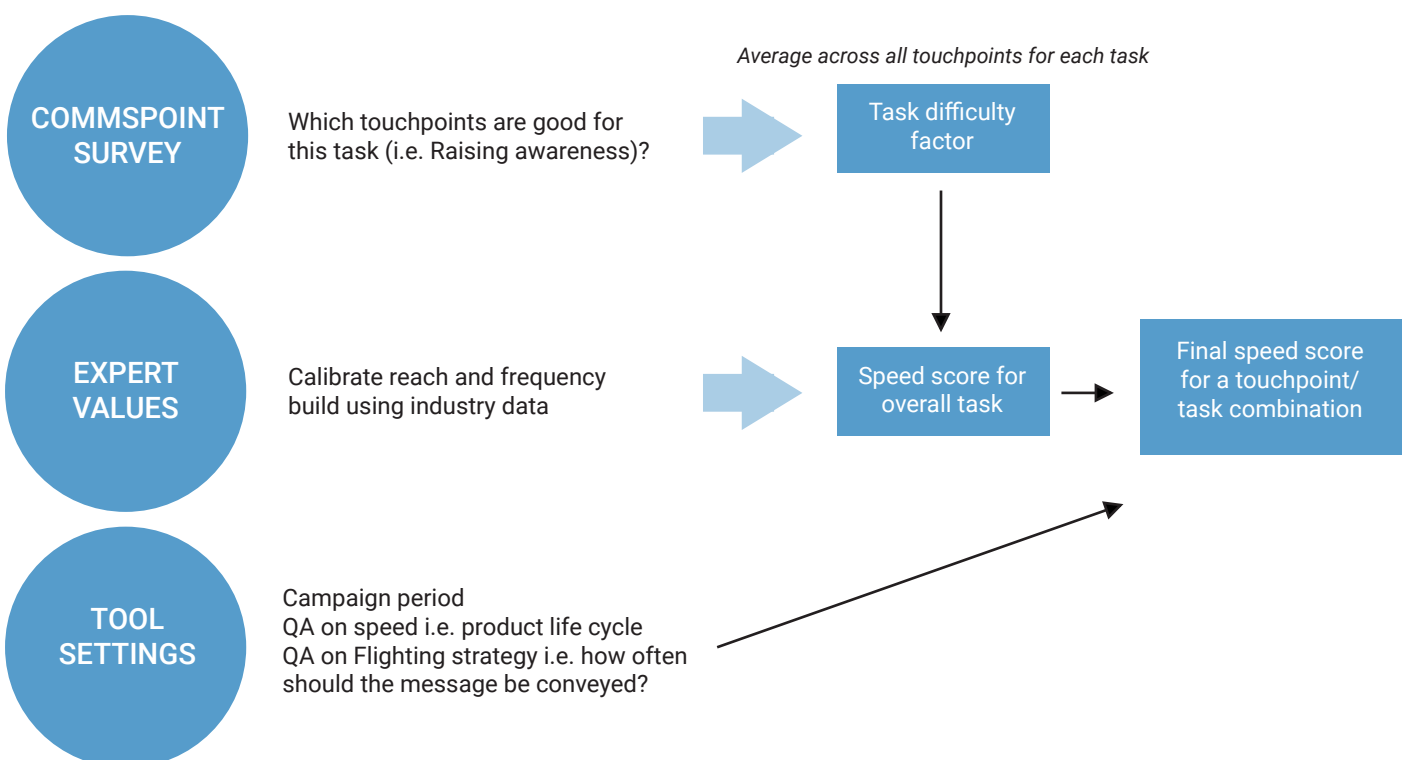
influencers, public relations,...) like the alcoholic beverage industry or pharma, marketers need to find the common currency between media and non-media touchpoints in order to optimize A&P spend. Only by understanding which touchpoints are best activated you will get the best return on investment (ROI).

Brand health performance monitoring is usually easily achieved, but companies

lack clear quantitative guidelines & benchmarks regarding effectiveness and relative efficiency of different touchpoints. This is typically due to lack of data, especially in the on-trade channel.

EFF-E and POINTLOGIC offer you a clear understanding of which touchpoints – and the degrees amongst them – can influence the factors that build brand equity.

COMMSPOINT SPEED MODEL



With more than 12,000 active software installations across the global, Commspoint by Pointlogic is an industry leading ROI platform that helps media owners, advertisers and their agencies optimize their marketing effectiveness.

210 clients (80 US / 130 International)

Commspoint is used by the bigger ad spending agencies or brands in the world

TESTIMONIALS

“ I appreciate Pointlogic in their service and professionalism in working with Carlsberg China. The pointlogic team is very supportive and helpful, and this is a great tool for us to measure the campaign ROI. ”

Jessy Wang, Strategic Planning and Intelligence Director, Carlsberg China

“ EFFY marketing is of great help for Pernod Ricard EMEA-LATAM in deploying our Marketing Effectiveness program across the region. ”

Mirco Biondi, Regional Marketing Effectiveness Manager, Pernod Ricard EMEA-LATAM



EFF-E KNOWLEDGE & PROCESS RECOMMENDATIONS

1. Start building an effectiveness culture, embracing data in a smart way that combines it with experience & creativity, while encouraging future metrics

- Deploy Marketing Dashboard for Lead Brand-Market-Combinations, and share it openly with Sales and Finance colleagues
- Deploy COMMSPOINT (Marketing Effectiveness solution) in key markets
- Roll-out Marketing Effectiveness trainings across the organisation, and create Marketing Effectiveness ambassadors

- Build case studies to encapsulate experienced judgment re: marketing effectiveness
- Build an accurate A&P database for lead Brand-Market-Combinations and create benchmarkings

2. Budget/Plan improvements:
- During budget process, make sure brand plans include:

- Clear business effectiveness objectives and corresponding right metrics and follow-up: how well did the investment meet its objectives?
- Rigorously track metrics over time (business and brand reviews)

- Use a classic account planning process ('disciplined creativity')
- Use a rigorous methodology for budget allocations by country, brand and categories

OPTIMIZE YOUR BRAND PLAN

In partnership with Pointlogic, a Nielsen company, EFF-E can help you implement an easy-to-use cross-media planning tool, putting cross-platform reach, frequency and impact data at your fingertips

- Quick and easy to use, create a high-level media plan in just 5 minutes
- Customizable tool based on available data sets and specific client needs.
- Uses MMM normative results to simulate sales alongside reach.
- Incorporates robust Nielsen digital ratings for better predicted reach.
- Modular, scalable, consistent tool across markets.



EFF-E MARKETING

YOUR SOLUTION FOR YOUR MARKETING EFFECTIVENESS AND STRATEGIC MARKETING PROJECTS.

In low media spend industries, the optimisation of investments according to your strategic objectives is both an art and a science and it requires experience and specific know-how.

THE SOLUTION

An unique method developed in collaboration with the global leader in data measurement and analysis and Strategic Marketing solutions - Pointlogic, a Nielsen company.

A method that has proven results.
Test your Marketing Effectiveness

CORNELIU VILSAN

More than 20 years of experience and success in over 50 countries, in the spirits industry, with strategic roles in both B2C and B2B companies.



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