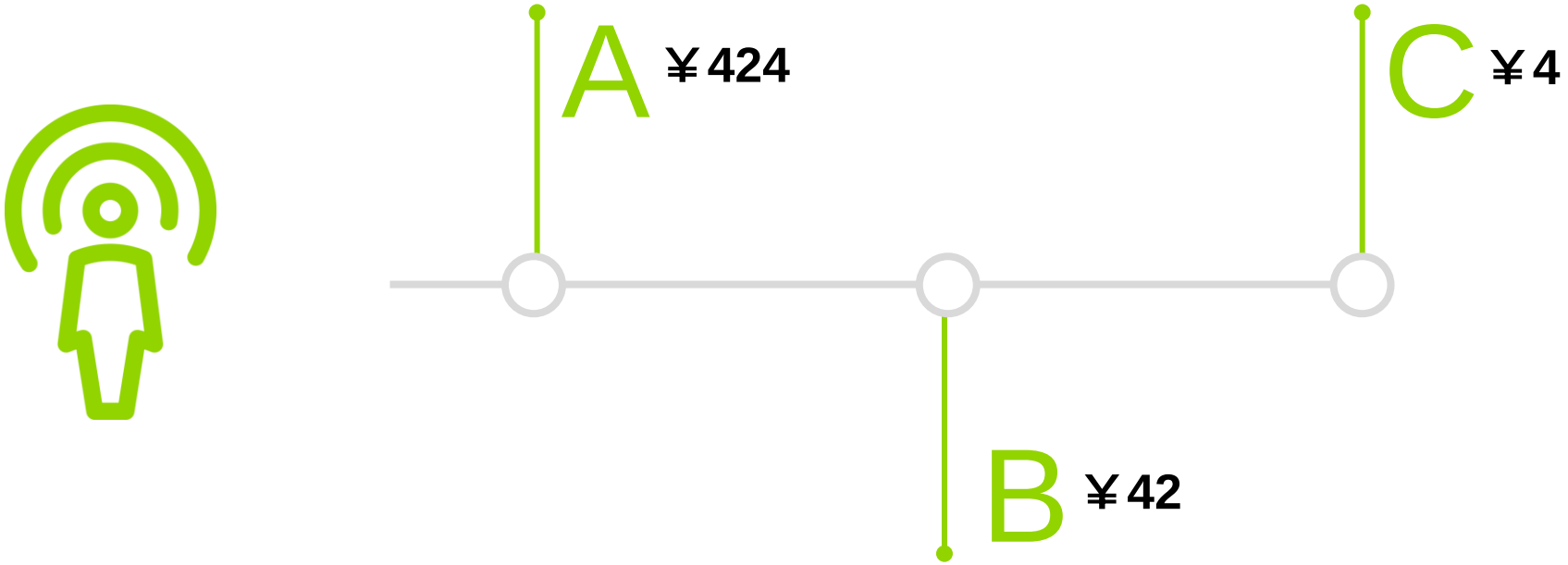
CLIENT DAY 2018

FINDING NEW SHOPPERS

广告投放“赢新”法则
Recruiting New Shoppers through Media Investment

KANTAR WORLDPANEL
a CTR service in China

广告主在每个消费者身上的平均花费在2018预计为 –
Average advertising spend on each consumer in 2018 would be



数据源：群邑中国《今年，明年2018》
Data Source: GroupM “This Year, Next Year 2018”

广告投放是否拉动了品牌短期销售？

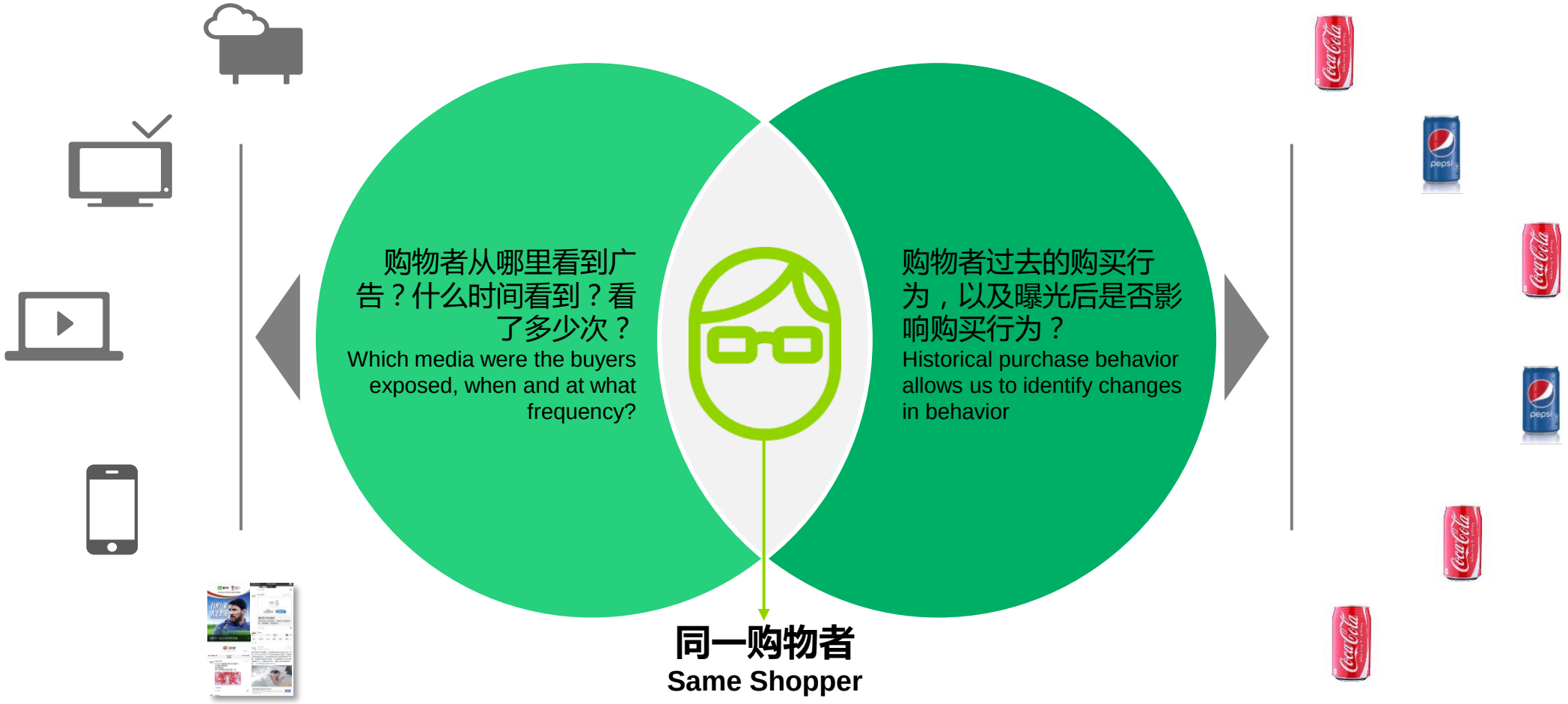
Does media investment contribute to short-term sales?

广告投放是否帮助品牌找到新购物者，促进品牌长期发展？

Does media investment help find new shoppers to ensure long-term development?

同源看到广告 → 购买行为影响

Ad Exposure → Purchase Impact from Single Source



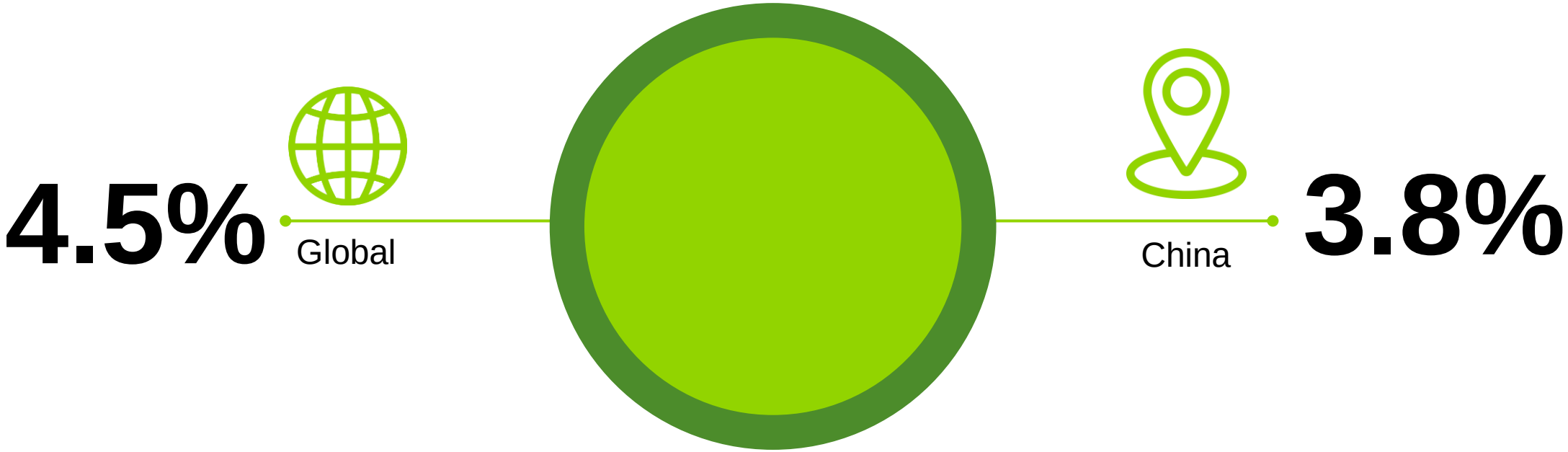
广告投放对销售的短期贡献
Sales Contribution in the Short-term

宝洁首席品牌官Marc Prichard: “我们希望知道媒介投资落在销售上的效果。”

“We want to know our investment results in sale.” Marc Pritchard, Chief Brand Officer at P&G

广告投放对销售贡献在中国的均值为3.8%

Media in China worth 3.8% of brand sales on average



全球与中国快消品广告投放所带来的销售贡献占比均值

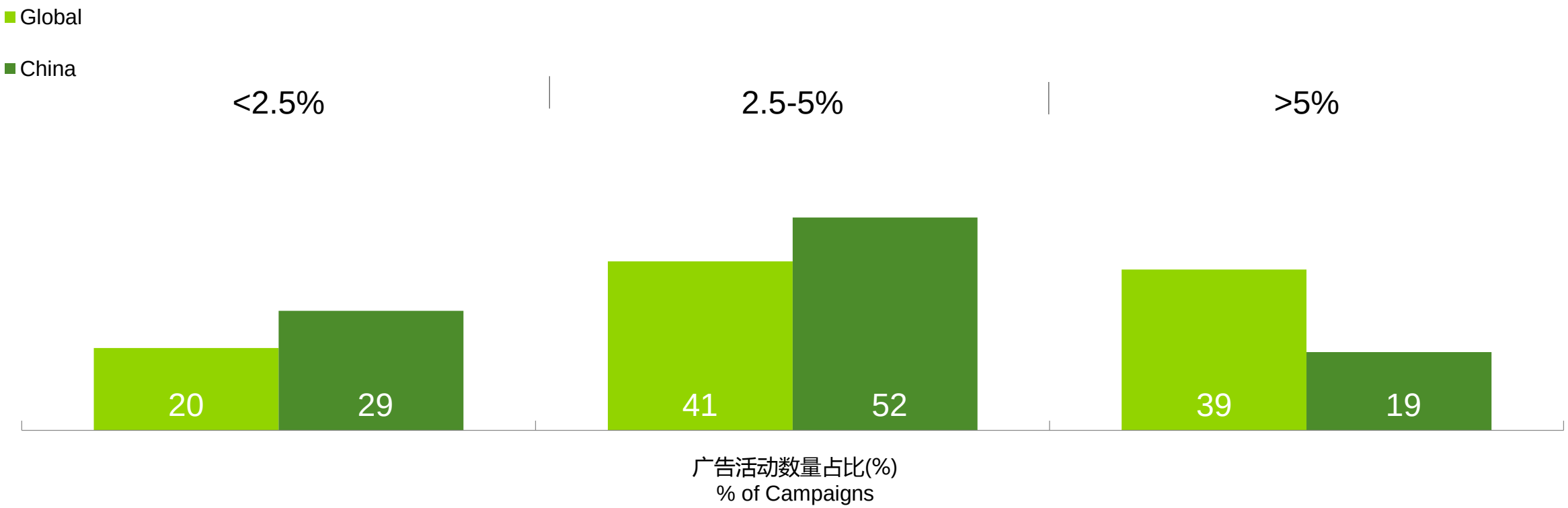
Global and China average sales contribution from media campaign of CPG brands

在中国，仅不到两成的广告活动可以贡献5%以上的销售额

It is more challenging in China to convert big % sales contribution

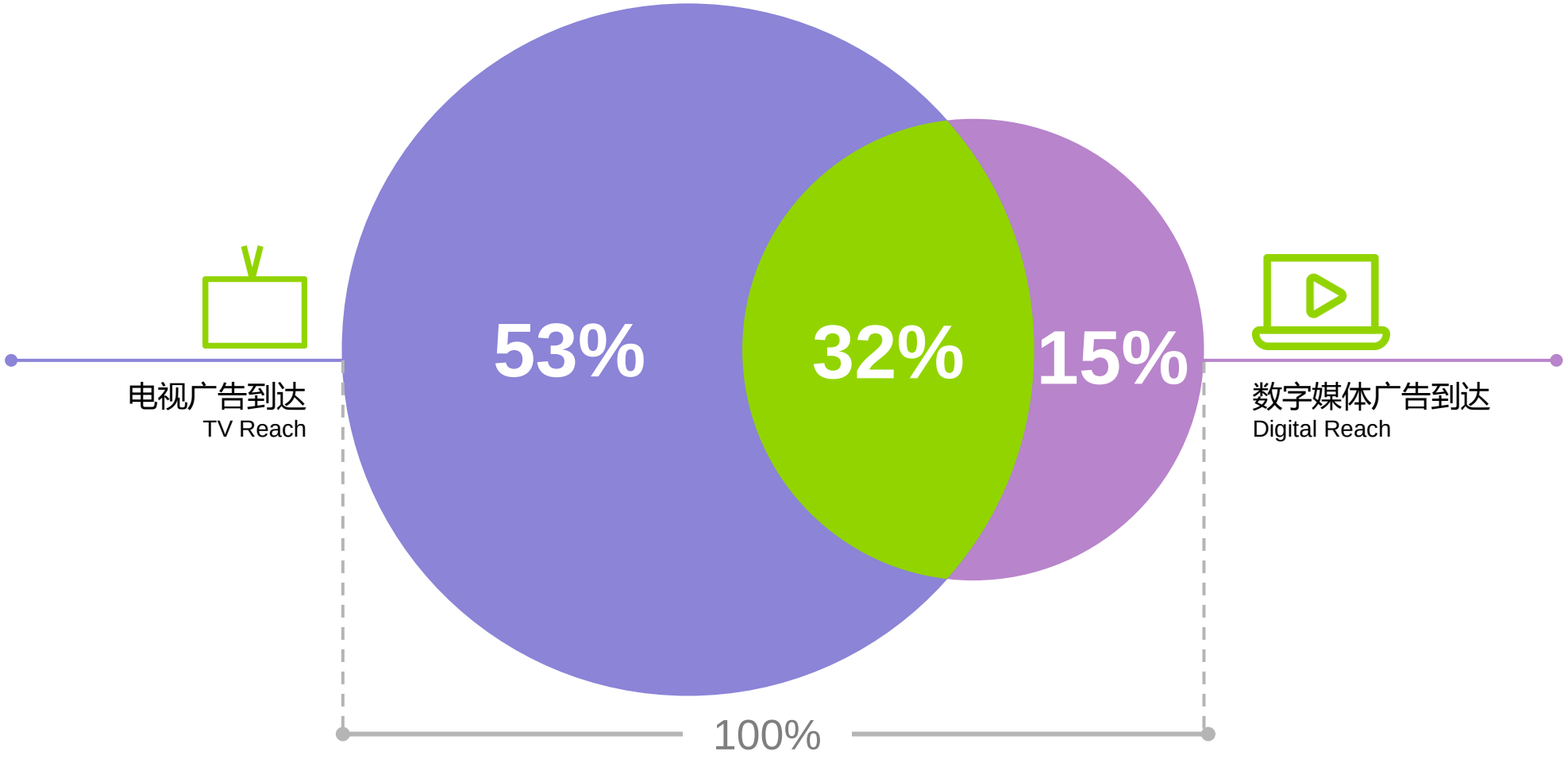
广告投放销售额贡献占比%
Sales Contribution Distribution

中国均值 China Average = 3.8%



在跨媒体投放中，电视单独带来五成触达，数字媒体贡献较高的触达增量

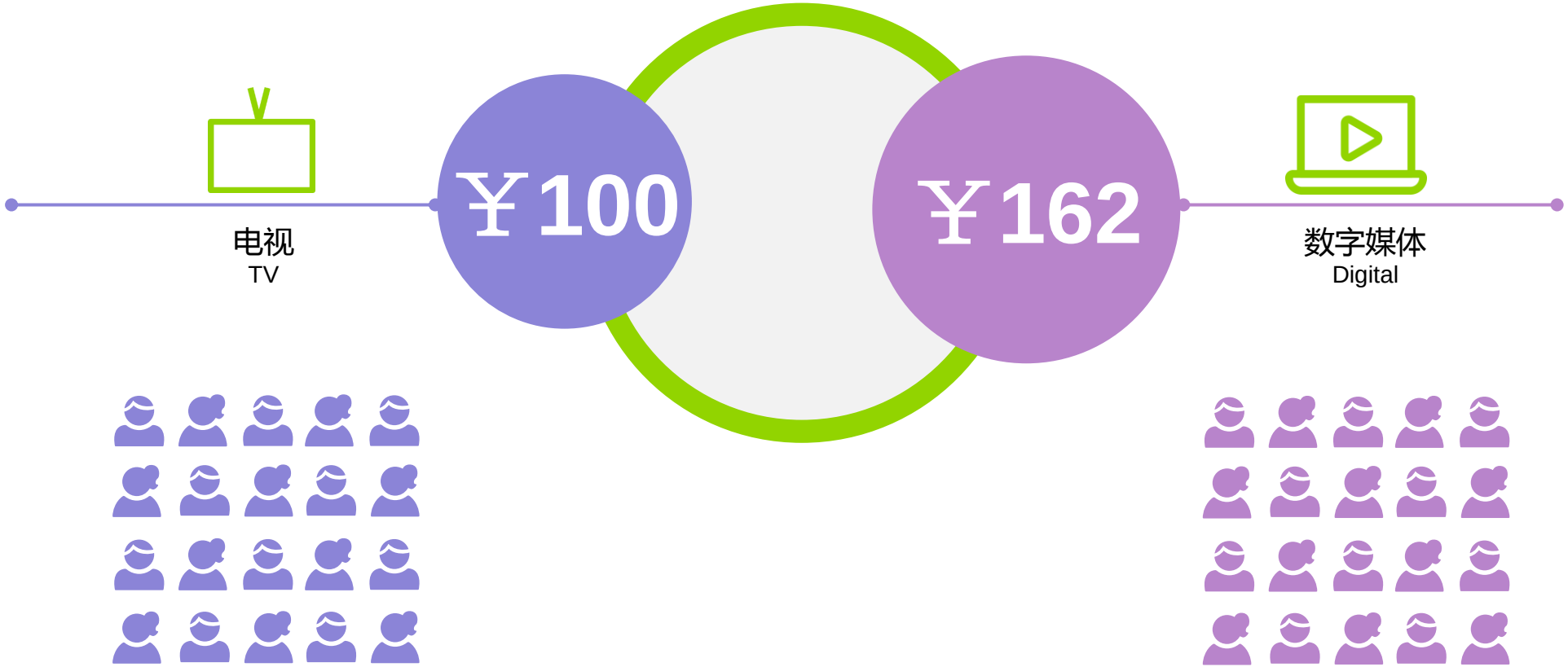
TV typically reach 50% of shoppers alone, but digital also offers significant incremental reach



数字媒体对等量购物者触达所拉动的销售贡献效率比电视高62%

Digital almost 62% more efficient in driving sales uplift per unit reach than TV

等量触达媒体销售贡献指数
Sales Uplift per Unit Reach Index



找到与购物者沟通最优频次点，以有效拉动销售，减少浪费

Communicate with shoppers at optimal frequency to avoid wastage

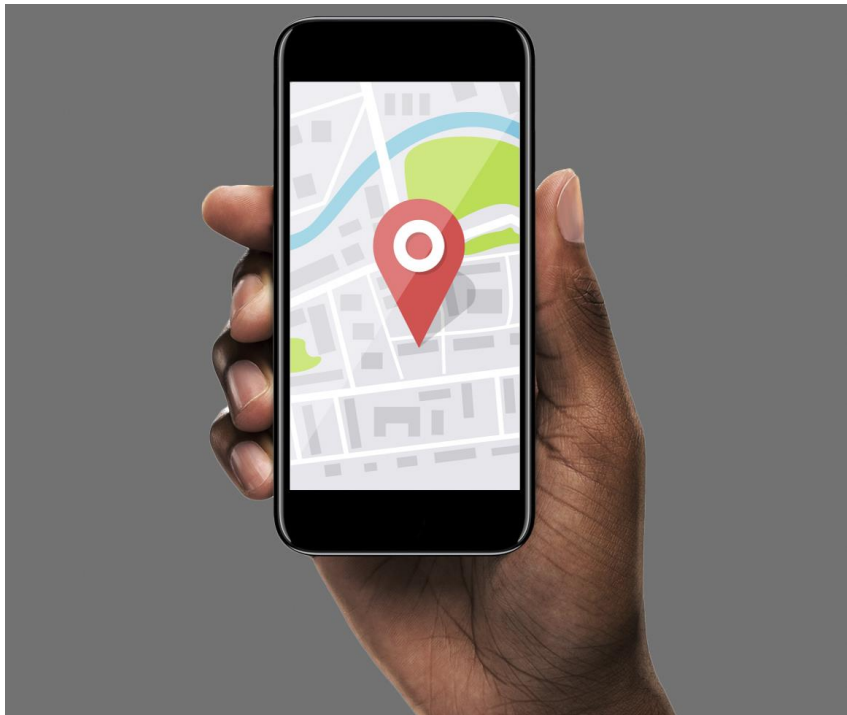
	电视 TV	在线视频 OTV	社交媒体硬广 Social Hard Ads
与购物者沟通最优频次 Optimal Frequency in Driving Sales Uplift	**6**	**4**	**3**

广告投放需要不断吸引新购物者
Finding New Shoppers through Advertising

“CMM解决方案聚焦到招募消费者身上 - 留住他们并不断招募新消费者。”

“CMM makes people focus on recruiting customers to them, keeping them, and then continuing to recruit new ones.”

Marco Rimini, Chief Development Officer at Mindshare



在多变的购买行为下，通过持续广告投放，不断为品牌吸引新购物者

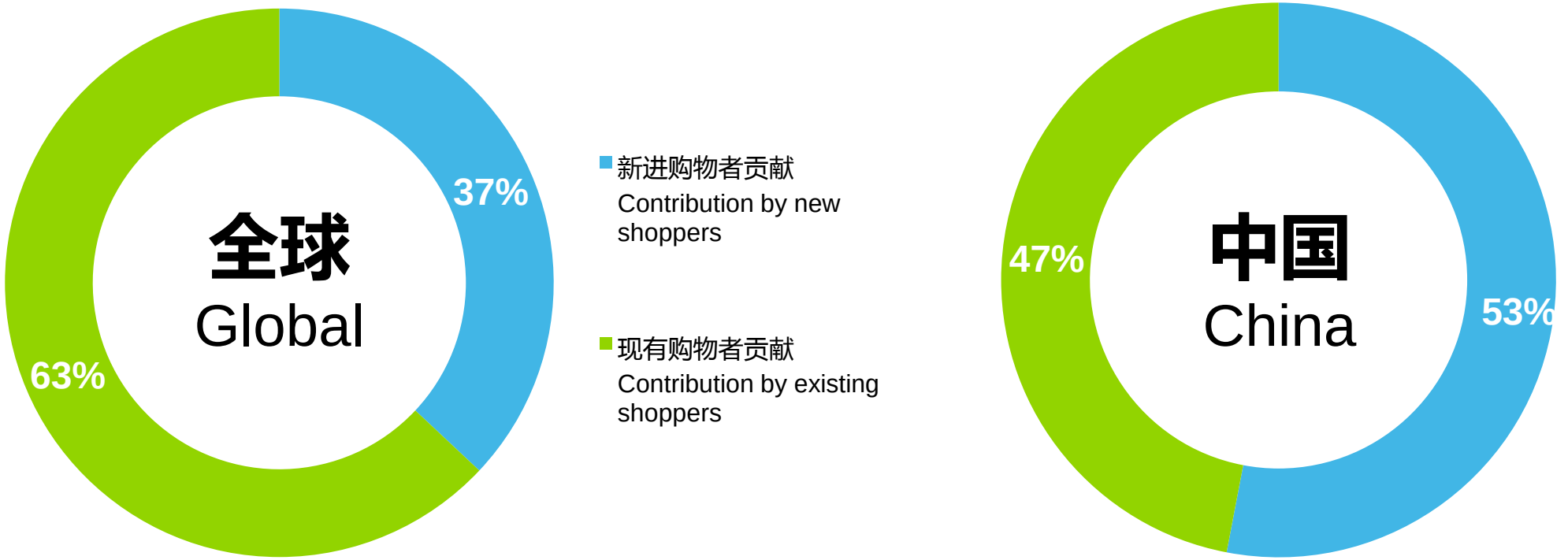
A highly dynamic buying system requires continuous media investment to recruit new shoppers for brand

数据源：凯度消费者指数《与双速前进的中国购物者保持同步》。前5品牌的品类包括护肤品、洗发水、厨房清洁用品、巧克力、口香糖、饼干、牛奶、糖果、啤酒、碳酸饮料、果汁、衣物洗涤用品。
Data Source: Kantar Worldpanel “Shopper Report Vol. II”. Top 5 brands of skincare, shampoo, kitchen cleaning, chocolate, gum, biscuit, milk, candy, beer, CSD, juice, laundry.

广告投放对购物者的影响
Impact on Shoppers through Media Investment

广告投放为品牌吸引新进购物者在中国市场尤为重要！
Recruiting more new shoppers to brand through media investment in China!

广告投放销售额贡献中购物者分布
Sales Contribution by Shopper Segments

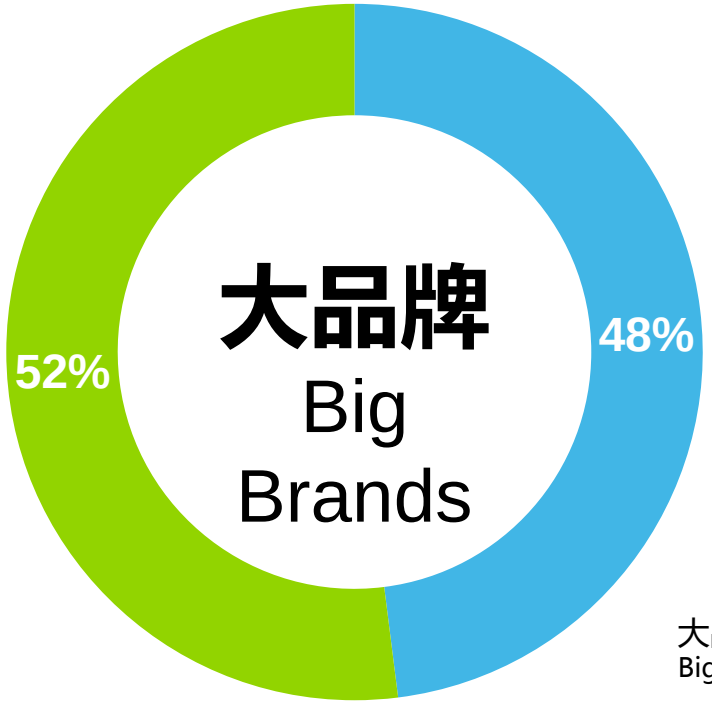


大品牌广告投放对现有购物者影响更大，小品牌拉新能力更强！

Big brands generated stronger influence among existing shoppers spending more and small brands yielded strength in recruiting new shoppers.

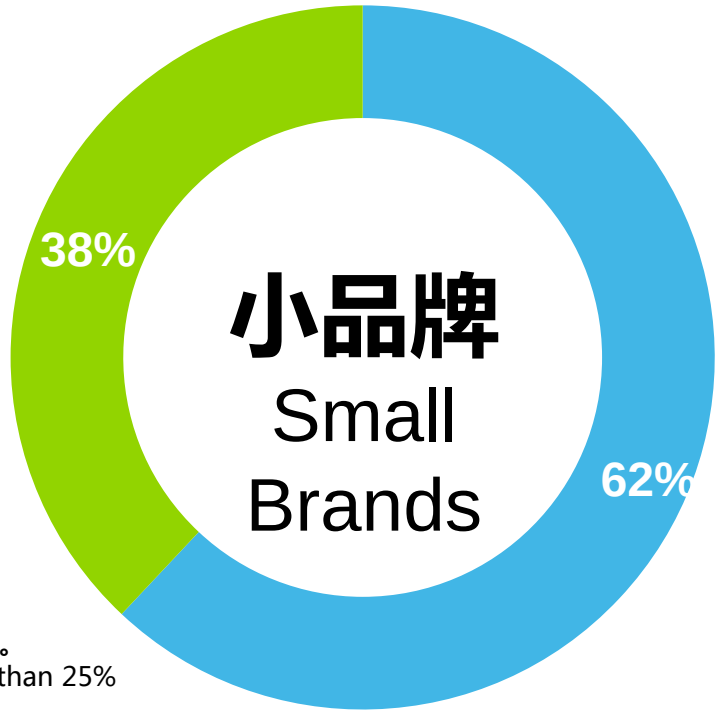
广告投放销售额贡献中购物者分布（中国）

Sales Contribution by Shopper Segments (China)



新进购物者贡献
Contribution by new shoppers

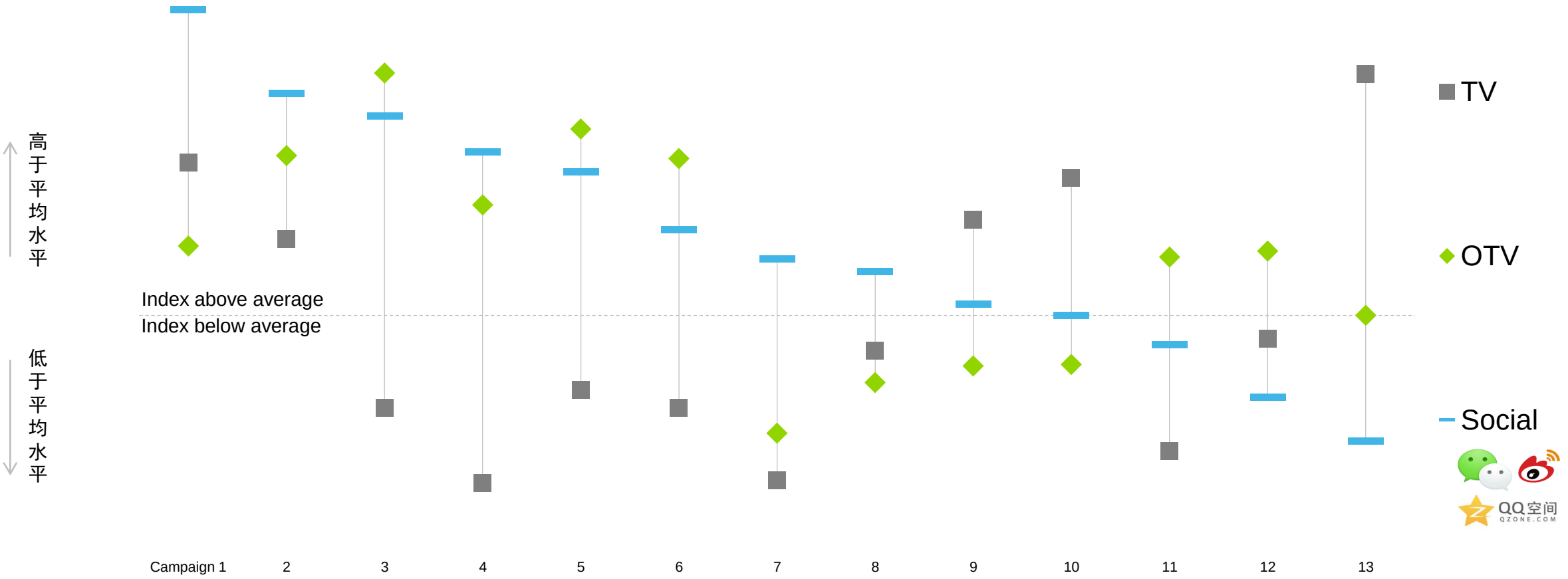
现有购物者贡献
Contribution by existing shoppers



大品牌渗透率高于25%，小品牌低于25%。
Big brands are defined as penetration higher than 25%

各媒体都有拉新能力，更好地利用OTV和社交媒体帮助品牌拉新！

All media can drive new shoppers - OTV and Social especially effective to attract new shoppers!



利用媒体协同作用，最大化效果，社交媒体硬广和OTV协同作用显著！

Halo effect across different media maximized media impact, especially the OTV and Social hard advertising works in best synergy

+24~34%

等量触达媒体销售贡献协同效果

Sales Uplift per Unit Reach Synergy Effect

电视
TV

53%

大品牌需要电视最大化购物者到达

Big brands need TV to ensure high reach

数字媒体
Digital

162

利用数字媒体的灵活性精准触达及频控，提高销售拉动效率

Use digital to precisely target shoppers and cap frequency at optimal level to ensure efficiency in sales uplift

新购物者
New Shoppers

53%

通过持续广告投放为品牌吸引新购物者，尤其OTV和社交媒体

Continuous media investment to keep recruiting new shoppers to the brand, especially through OTV and Social

CMM连续监测
CMM Always-On

广告投放事后效果评估
POST-CAMPAIGN EVALUATION

激活目标人群
Activate Audience

广告投放前精准定位
PRE-CAMPAIGN PRECISE TARGETING

THANKS

KANTAR WORLDPANEL

a CTR service in China