



CLIENT

Global food and beverage manufacturer

THE CHALLENGE

The client had invested into a big event and was committed to this for the past 5 years. The idea was to carry this concept to other markets as well. So they wished to quantify the return on investment on this event. The opportunity was to model for ROI on all marketing inputs for the brand.

OUR APPROACH

Brandscapes did mix modeling using multiple regression with time-series data. Sales was modeled on distribution, price, very granular levels of advertising and promotional inputs and other exogenous variables like temperature, precipitation, GDP and cost indices. Marketing inputs for own as well as competitive brands, were included.

THE WINNING INSIGHTS™

Based on the model, it was possible to quantify the contribution of each marketing input to sales and therefore gauge if the investment in the particular event was profitable.

THE RESULTS

The results were used to tweak marketing investments into the brand and to take decisions on the said event.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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