

# CONTINENTAL OUTDOOR MEDIA – ROMItrack

Iliadin – Event evaluation analysis

# AGENDA

1 Business Question & Solution

2 Scope

4 Volume drivers

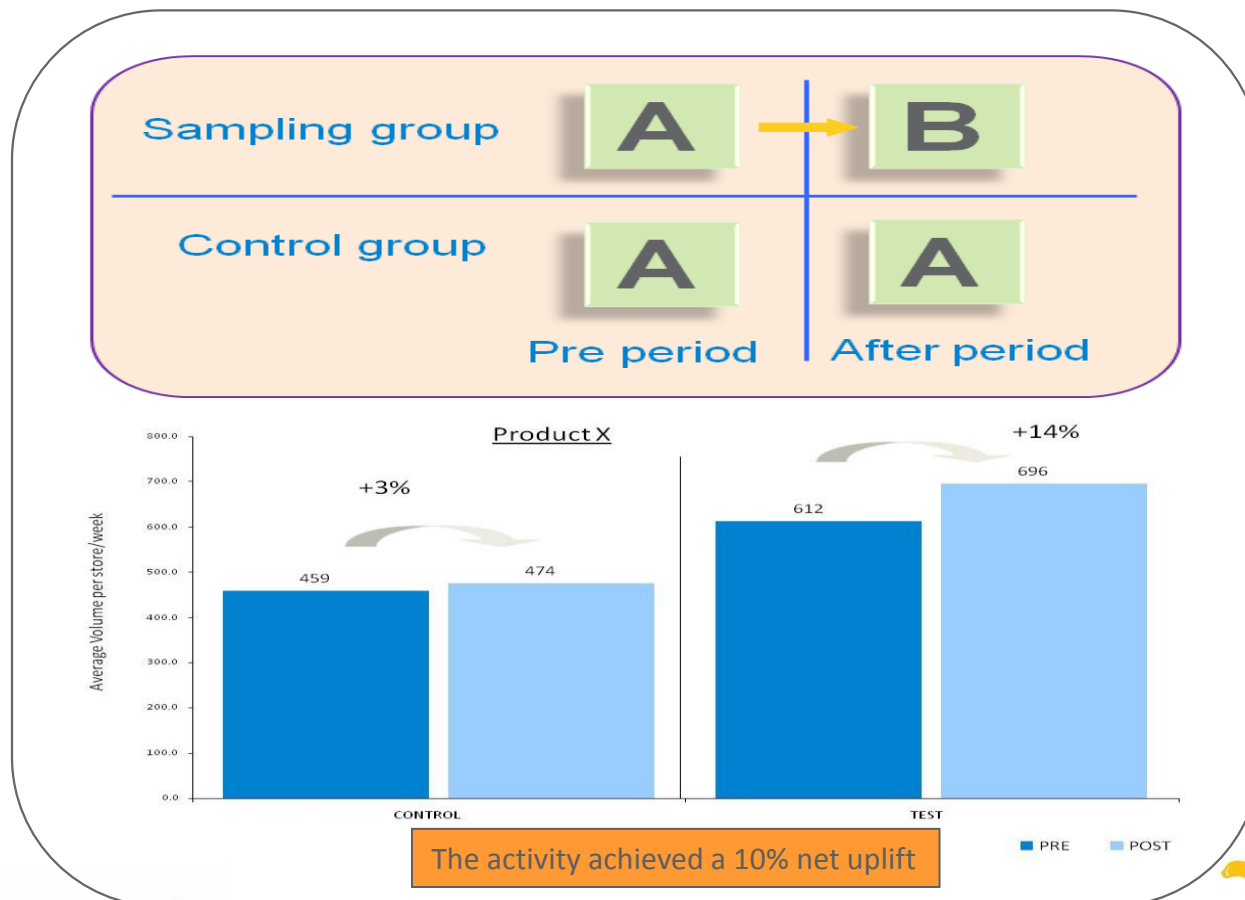
5 Results & Insights

6 Summary of findings

# BUSINESS QUESTIONS

- How efficient was the iliadin Billboard campaign in GAUTENG?
- How much of product sales increased during and after the campaign?
- What is the ROI?

## BUSINESS SOLUTION



# SCOPE

## Target Brand

- iliadin (Merck)

## Competitors

- Sterimar (Fumonez labs)
- Sinutab (Johnson & Johnson)
- Saltex (Saltex)
- Vicks (Procter & Gamble)

## Market Breakdowns

- Pick n Pay
- Shoprite
- Checkers
- Clicks

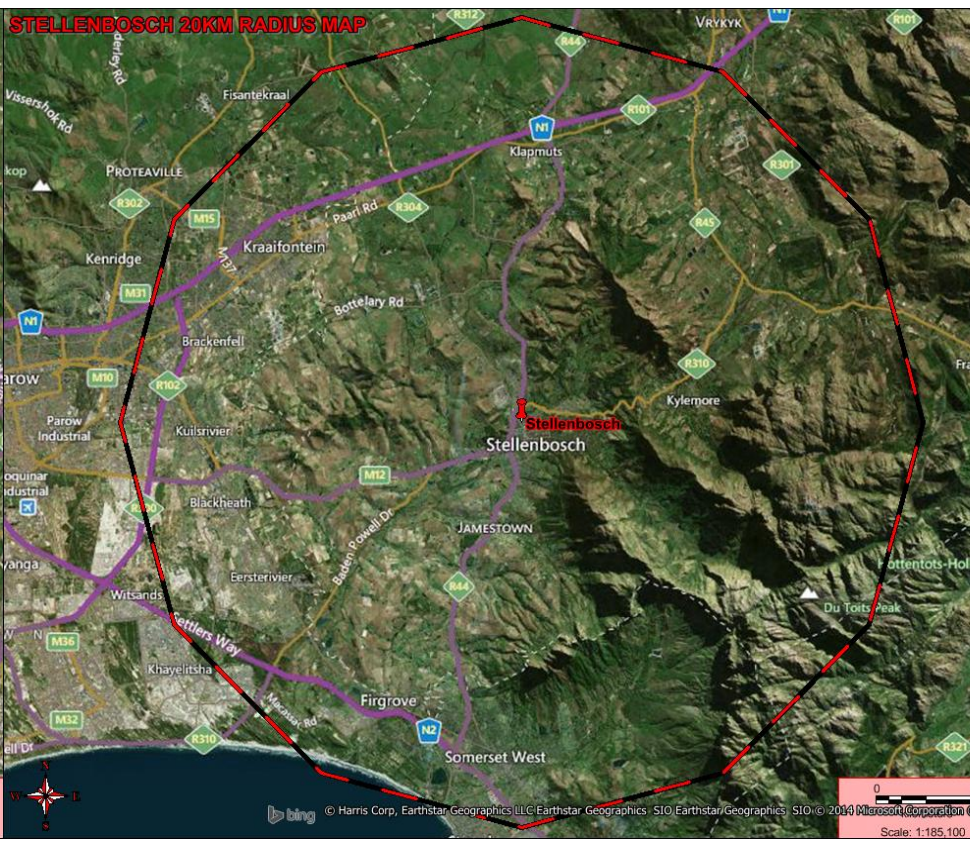
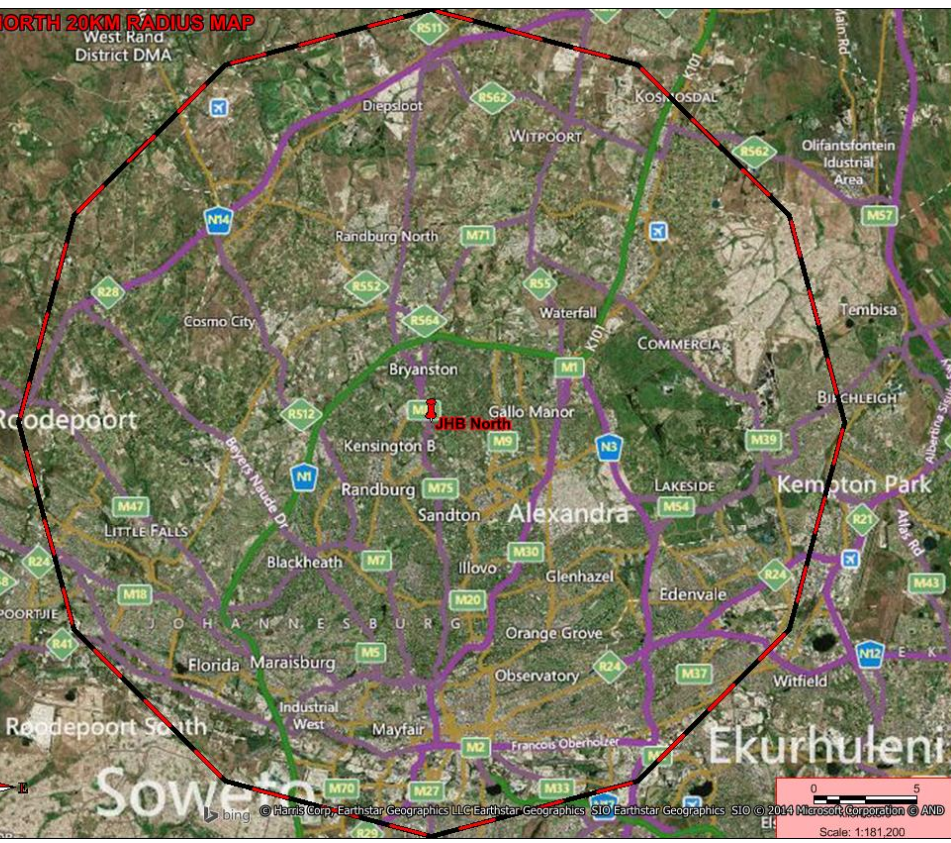
## Test/Control Areas

- Test: Randburg, Fourways, Sandton – Gauteng
- Control: Stellenbosch – Western Cape

## Campaign Period

- 01 June 2014 – 15 July 2014

# CONTROL AND TEST AREAS

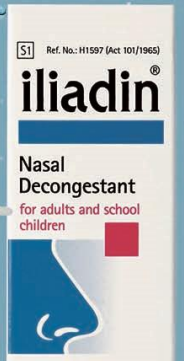




If winter bugs are in the air,  
they're up your nose.

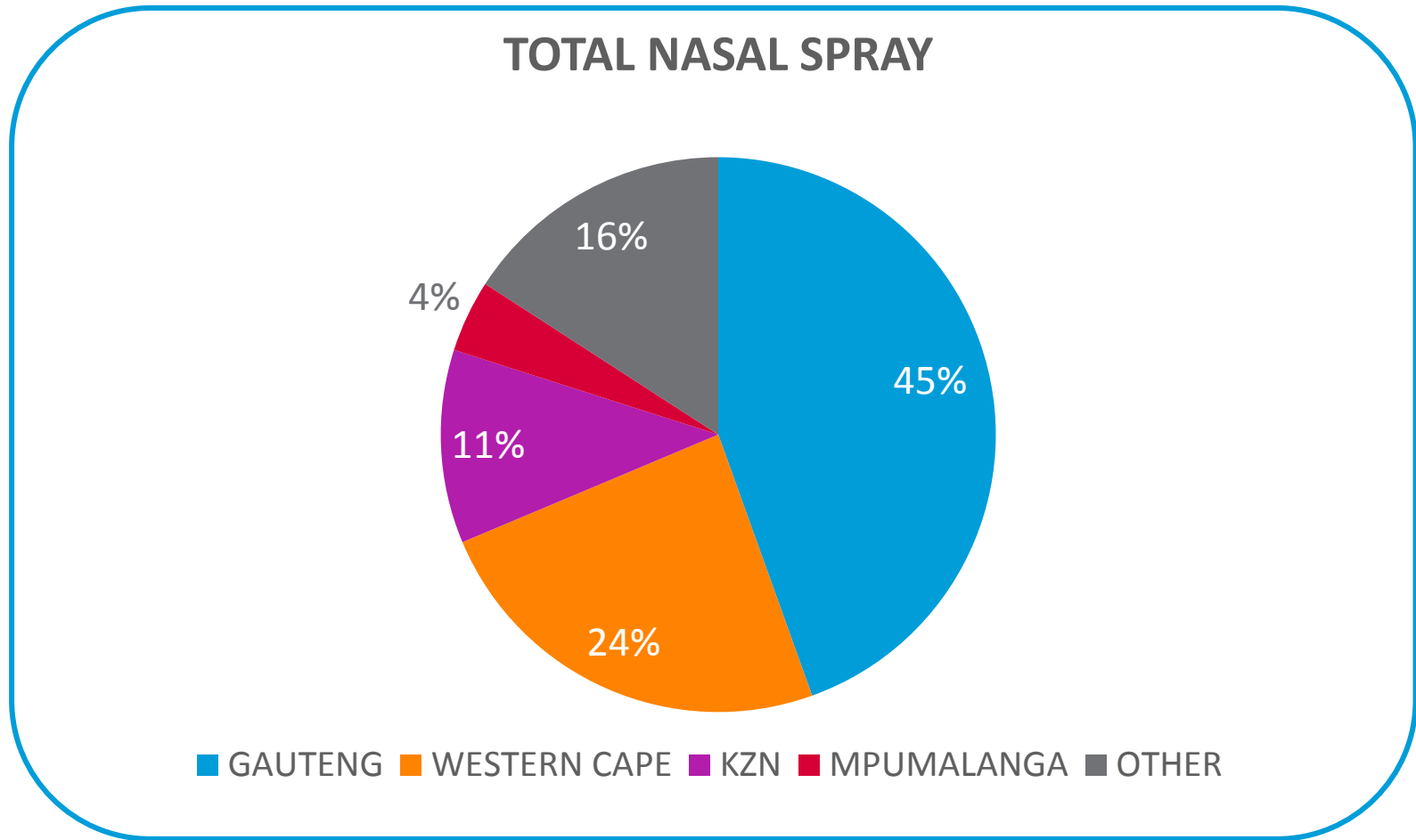
iliadin clears your nose in **25 seconds**<sup>1</sup> and lasts up to **12 hours**<sup>2</sup>.

References: 1. Henicke S, Takakin M. MAM Fortschr Med 2005; 147 (8): 118-118. 2. Beck-Speler, J. Pharmazie 2009; 64 (10): 984-984. iliadin 0.05% Nasal Spray/Metered Spray. Each 1ml of solution contains 0.500 mg oxymetazoline hydrochloride and 0.005% n.v. benzalkonium chloride as preservative. H11597 (Act 101/1965). For further information, refer to the package insert approved by the Medicines Regulatory Authority. Merck (Pty) Ltd, Reg. No. 1910/004029/07, 1 Friedland Drive, Langmansburg Business Estate South, Modderfontein, 1645, W. (011) 372-5000 / Fax: (011) 372-5252, JA 8.1.14.05.002. Report adverse events to drugquality@merck.co.za or +27 11 808 2380 (Free Line)



# MARKET OVERVIEW – TOTAL SA

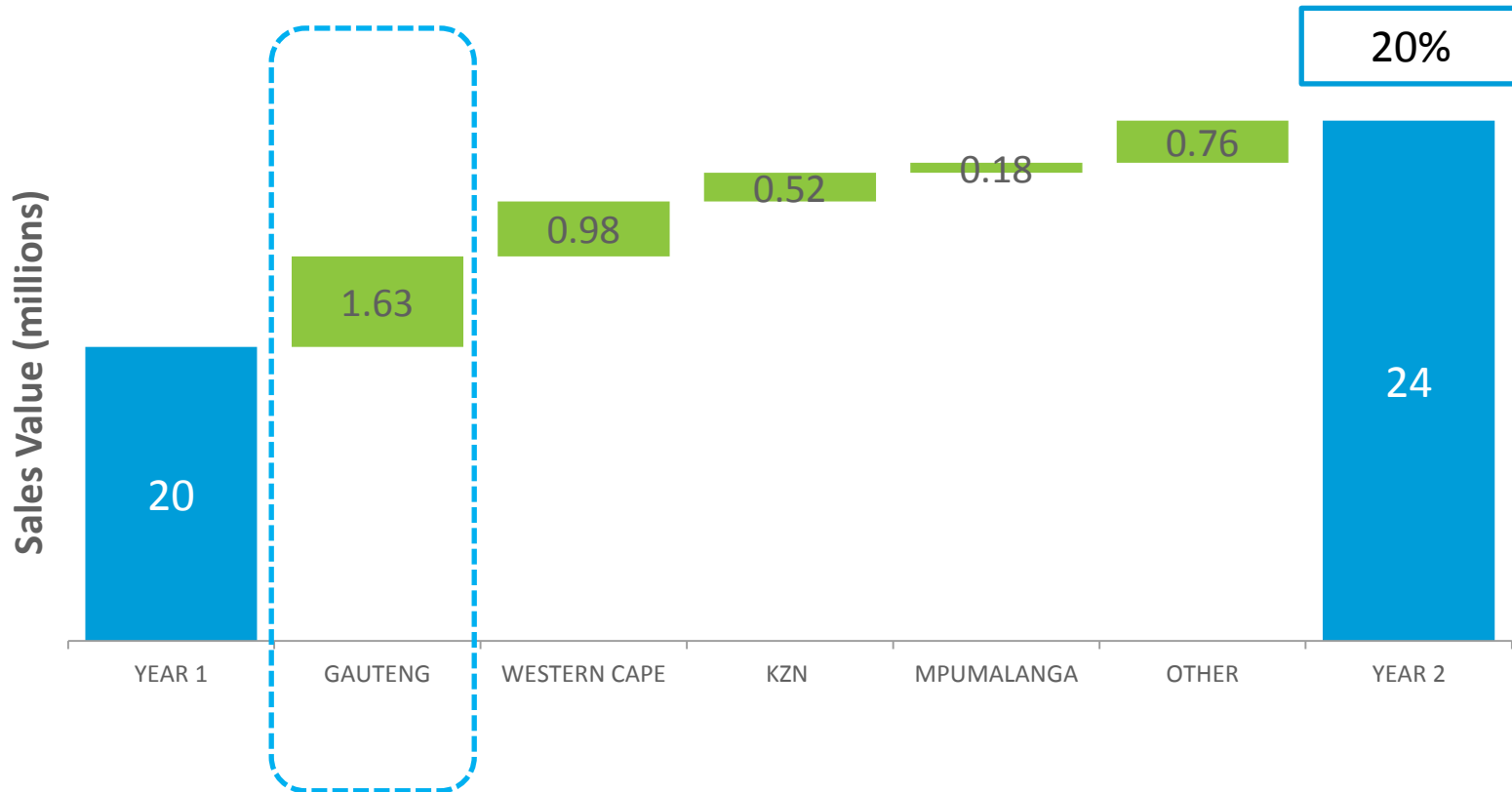
- GAUTENG is a major contributor to category sales with WESTERN CAPE coming through second.



# CATEGORY VOLUME DRIVERS

NASAL SPRAY category growing by 20% YOY with GAUTENG driving growth

## Total Nasal Spray – Split by region



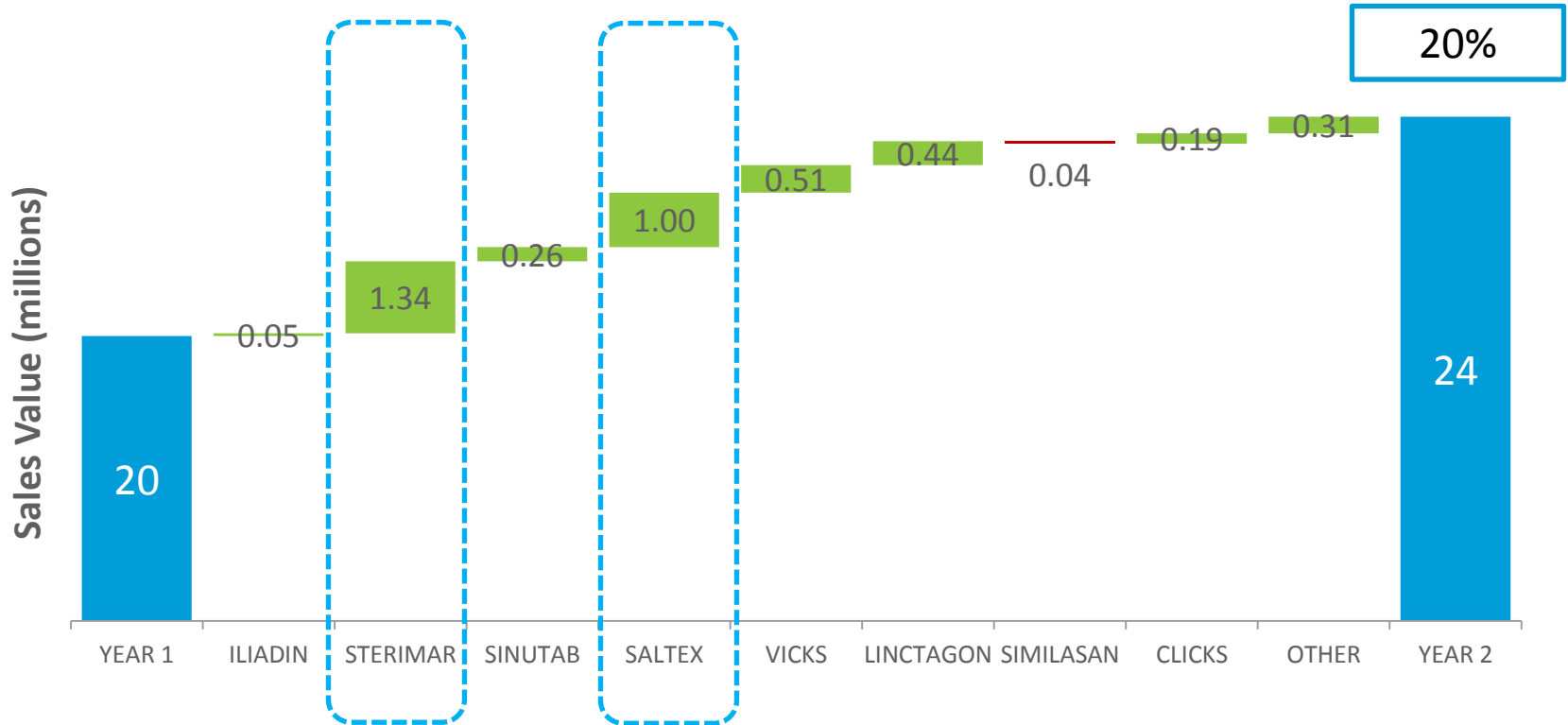
YEAR 1 – ending Aug 13 | YEAR 2 – ending Aug 14



# CATEGORY VOLUME DRIVERS

All brands except SIMILASAN showing growth YOY

### Total Nasal Spray – Split by brand

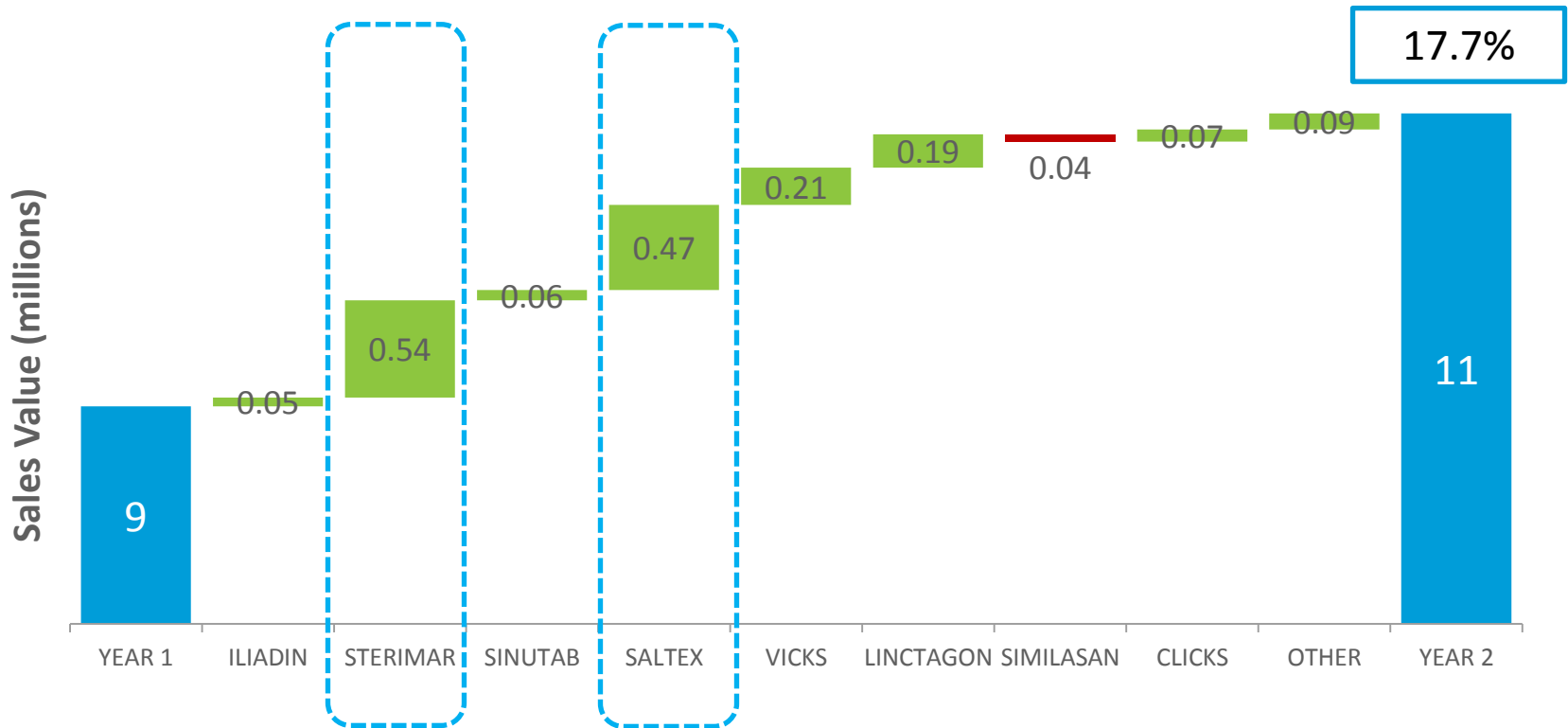


YEAR 1 – ending Aug 13 | | YEAR 2 – ending Aug 14

# CATEGORY VOLUME DRIVERS

All brands except SIMILASAN showing growth YOY

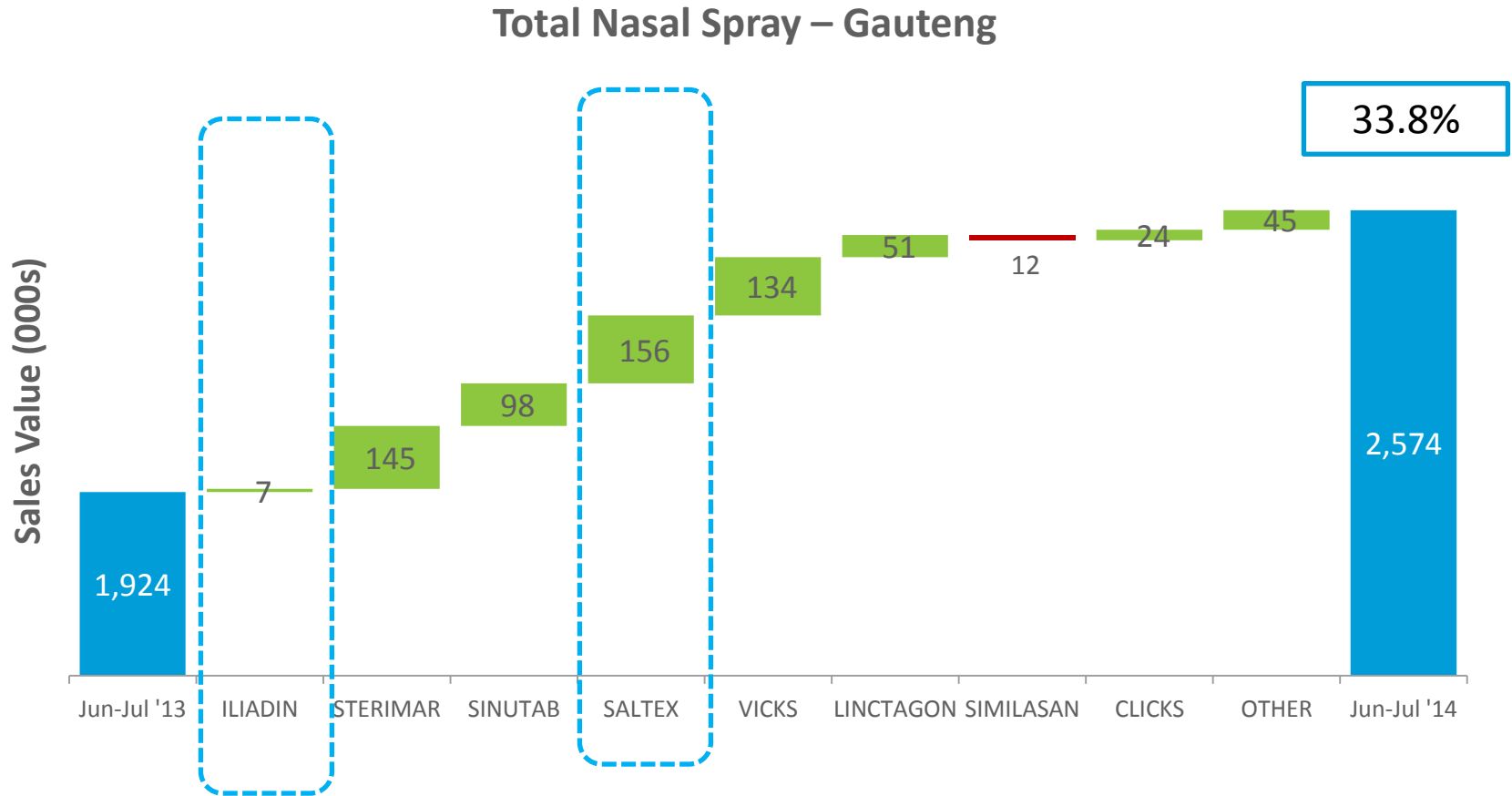
### Gauteng – Split by brand



YEAR 1 – ending Aug 13 | | YEAR 2 – ending Aug 14

# Category volume drivers

- All brands except SIMILASAN showing growth during the campaign period



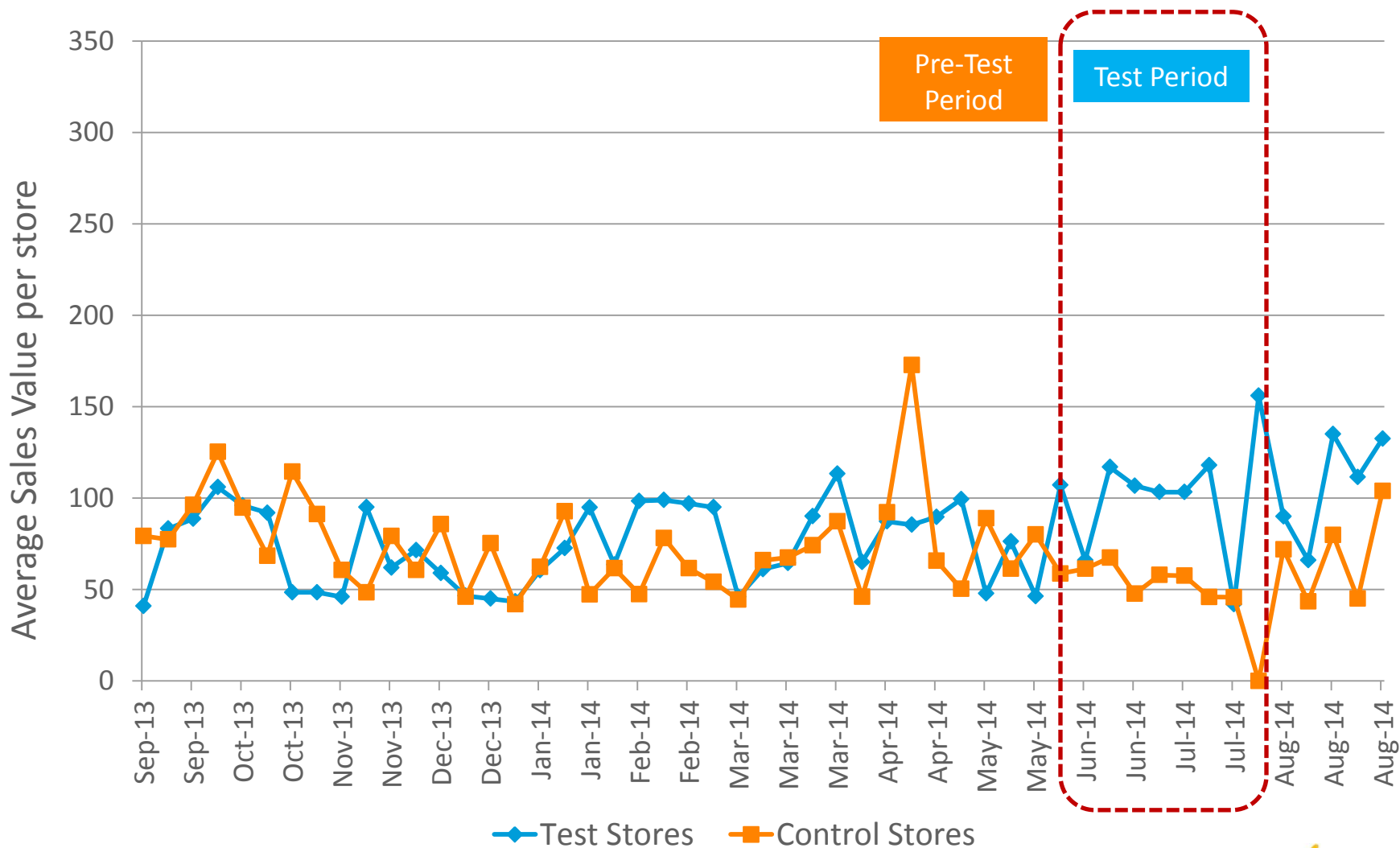
PRETEST – June – July 13 || TEST – Jun – July 14

# IMPACT OF OUTDOOR CAMPAIGN



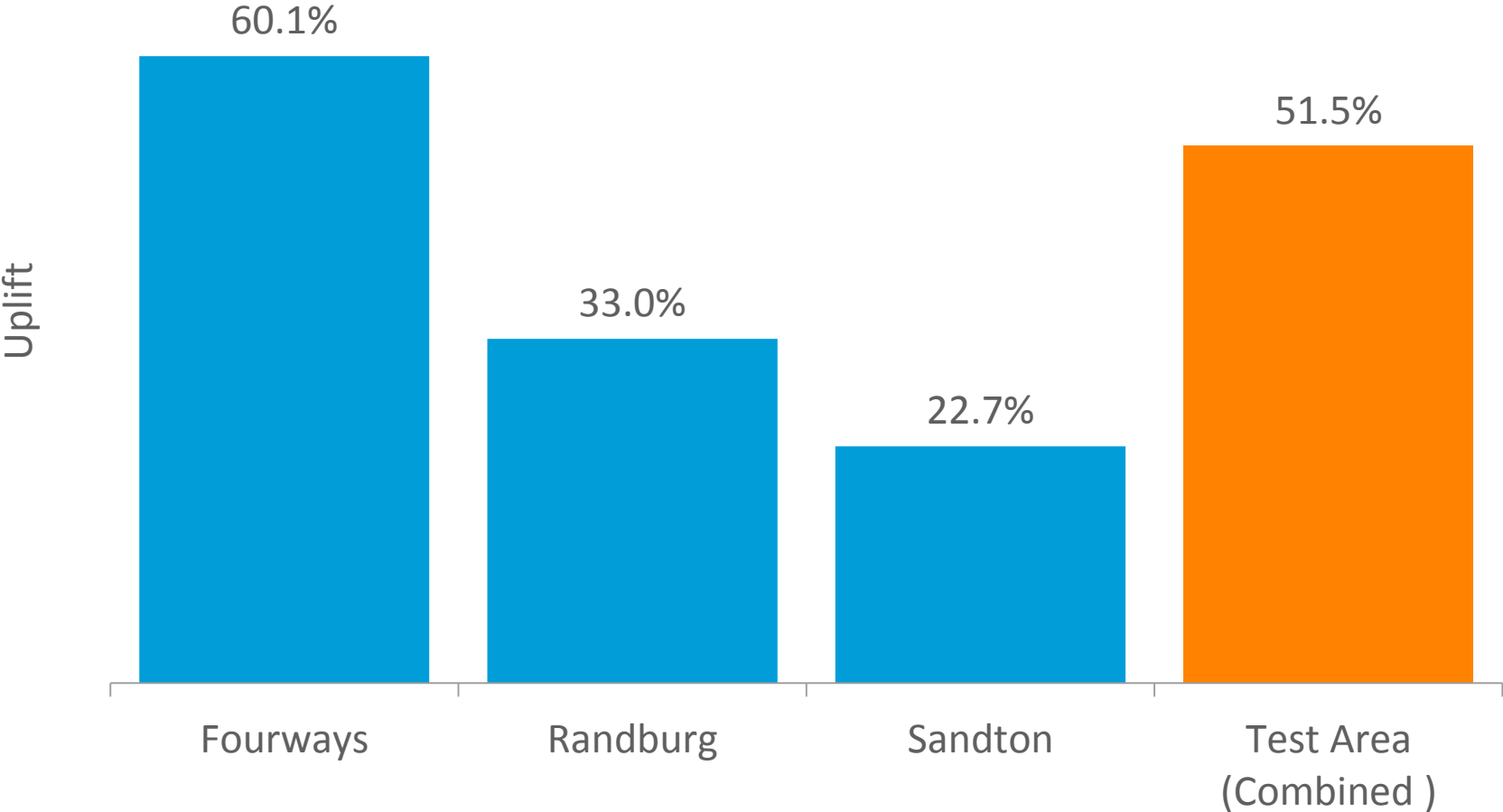
# STORE MATCHING – TOTAL ILIADIN

ILIADIN sales picking up during the Jun – Jul 14' campaign **seeing an up lift of 51.5%**



# STORE MATCHING – TOTAL ILIADIN UPLIFT BY AREA

Fourways has the highest uplift compared to all the other test areas

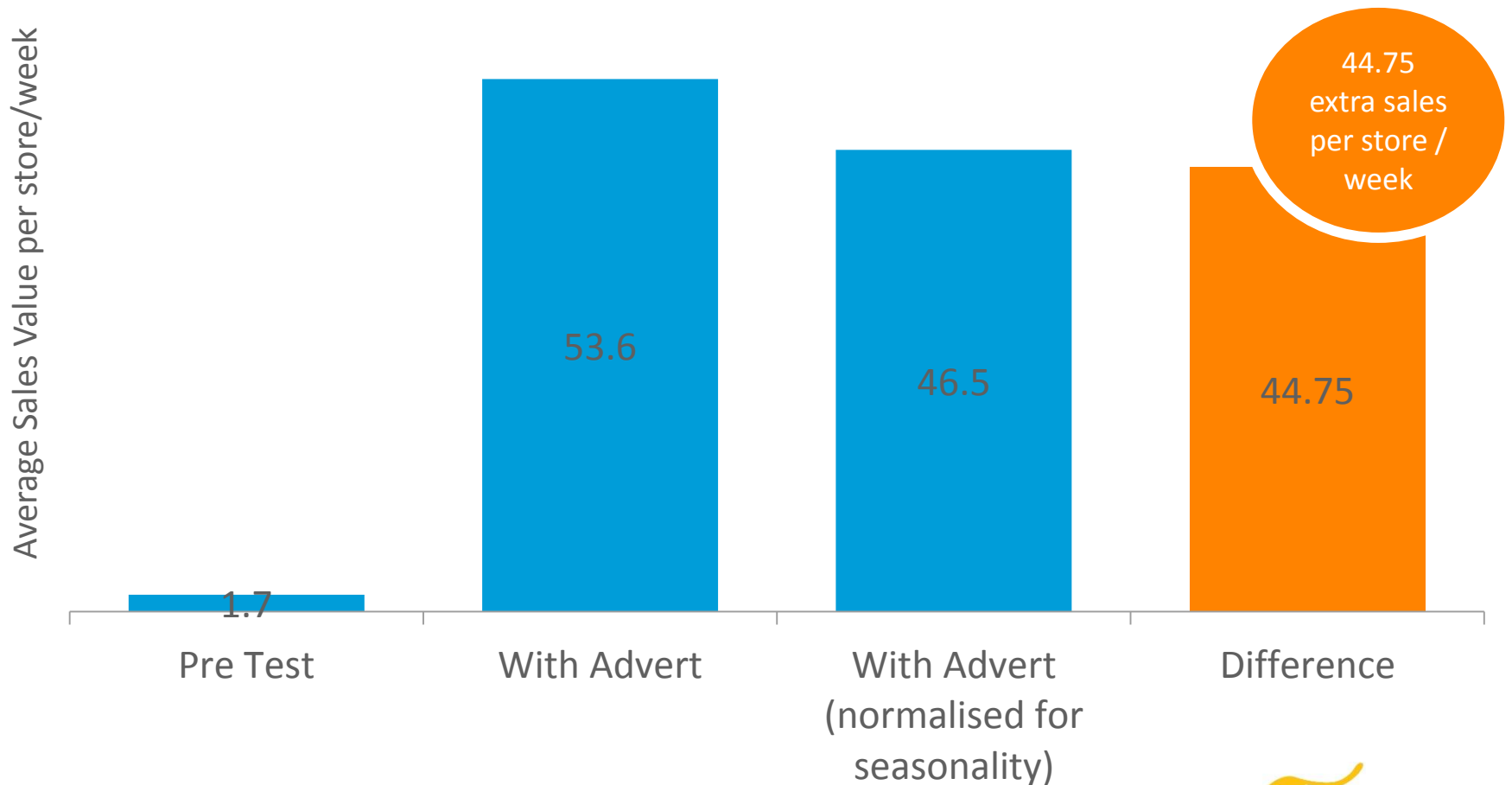






# TEST SALES MINUS CONTROL SALES

With an uplift of 51.5%, stores making an additional R44.75 per week during Test Period



# Understanding the impact of outdoor media on sales

Advertised Brand Name	<i><b>ILIADIN</b></i>			
Manufacturer	<i>Merck</i>			
Type of Advertising	<i>Billboard</i>			
Location of Advertising	<i>Randburg, fourways, Sandton - Gauteng</i>			
Store Selection Criteria	<i>Pick n Pay, Shoprite, Checkers, Clicks - 20km radius</i>			
Date of Execution	<i>Start</i>	<i>Jun 2014</i>	<i>End</i>	<i>Jul 2014</i>

Investment	Sales Uplift	Revenue Generated	Return on Investment (ROI)
<i><b>R189,520</b></i>	<i><b>51.5%</b></i>	<i><b>R217,485</b></i>	<i><b>R1.15</b></i>

Above Expected
Expected
Below Expected

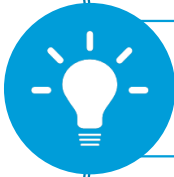
# SUMMARY



In **Gauteng**, during campaign period, NASAL SPRAYS grows by 33.8% with most sales growth **driven majorly by VICKS**



51.5% uplift realized by ILIADIN with NASAL SPRAYS category staying flat during the campaign period



During campaign period, iliadin grows 60.1% in Fourways, 33% in Randburg and 22.7% in Sandton



An additional **R44.75 value per store per week** realized in stores exposed to the billboard campaign execution



Executions seeing ROI of **R1.15**

# BENCHMARK DATABASE

Brand	Location	Spend	Uplift	Revenue	ROI	Brand Share	Brand Size (M Rand per year)
Ariel	Tzaneen & Mokopane	R117k	48%	R220k	R1.88	19% (3 mnths)	R442
Grandpa	Soshanguve	R41.1k	3.5%	R83k	R2.02	39%	R0.5
Allsome	Motherwell	R58.5k	19%	R73.6k	R1.26	2.8% (5 mnths)	R73 (Projected)
Huggies	Tzaneen	R59.2k	32%	R935k	R15.80	36%	R1099
Halls	Thohoyandou	R78K	12.8%	R82.7K	R1.06	7%	R244
Colgate	Soshanguve	R9k	3.7%	R205	R22.90	49%	R684

THANK YOU