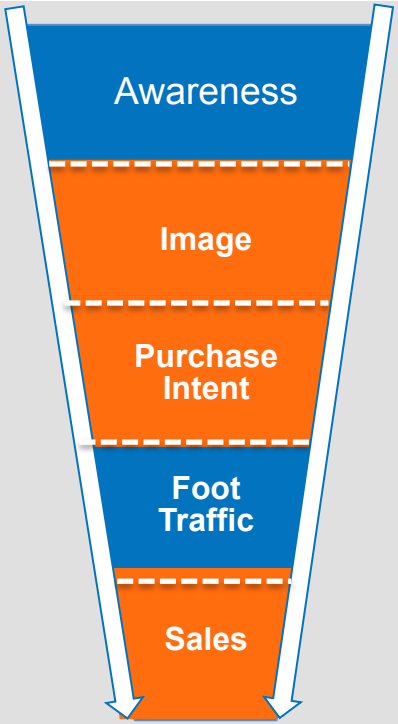
Is mobile a **strong driver of sales?**
New SMoX Insights from China & North America

Tom Daly, Global Group Director,
The Coca-Cola Company
Rex Briggs, CEO Marketing Evolution
Greg Stuart, Global CEO, MMA

The Coca-Cola Company: Chinese New Year Campaign

Tom Daly,
Global Group Director,
The Coca-Cola Company

Chinese New Year campaign details



*OOH includes Cinema. Mobile includes Video and Display – no Social

MEASUREMENT PARAMETERS

TARGET:

Age **16-50**

DATA COLLECTION

1/27 ⇨ **2/28**

2015

TV






OOH



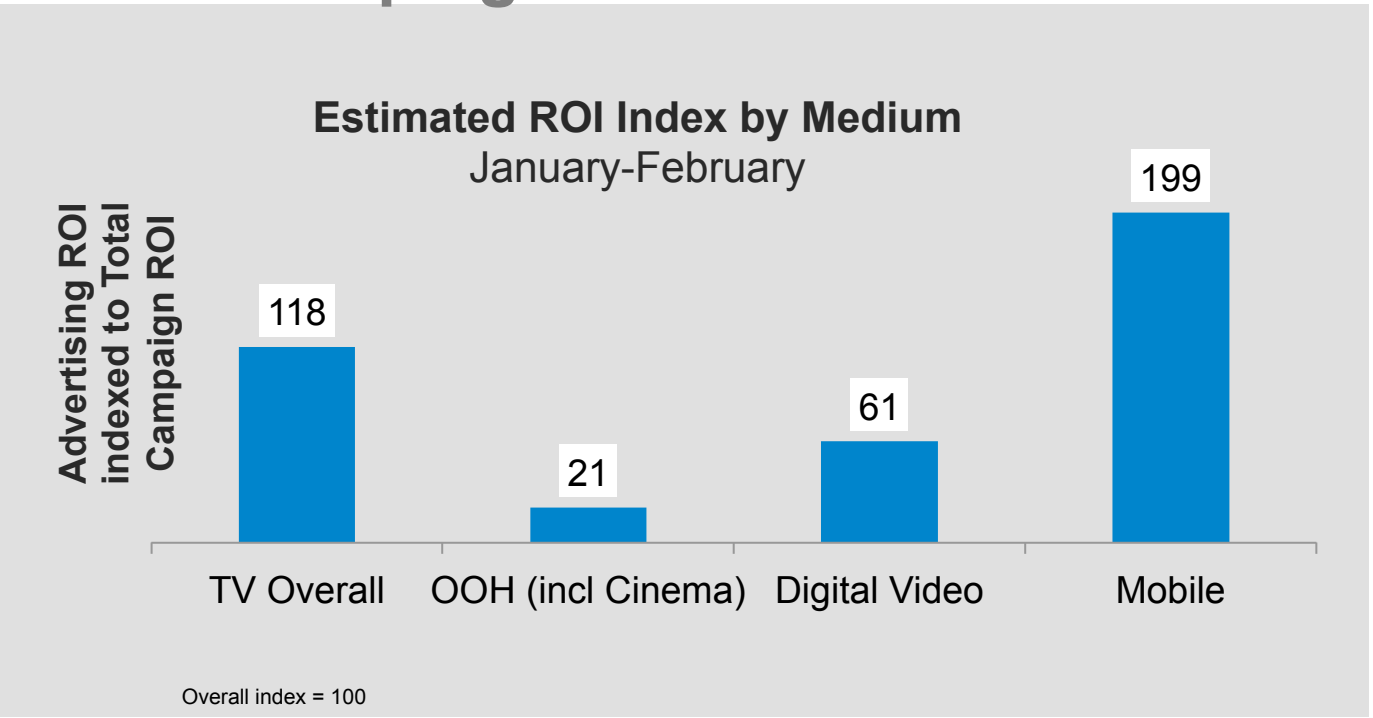
DIGITAL VIDEO/DISPLAY

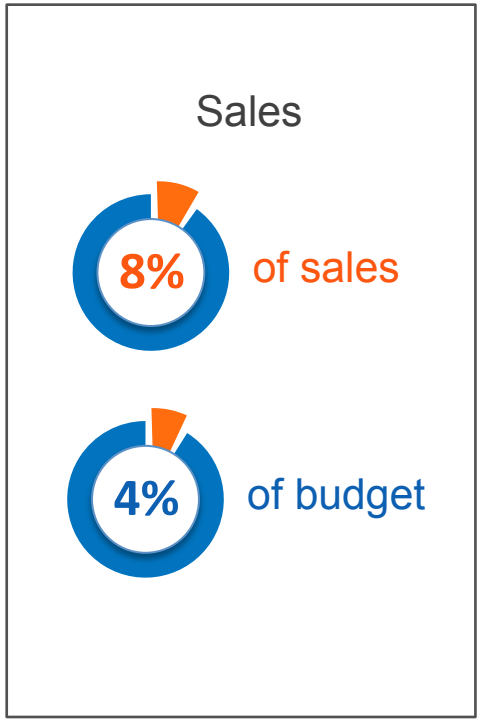



MOBILE VIDEO/DISPLAY




Mobile offered nearly double the ROI over TV & was twice as efficient in driving sales vs. the campaign





MARKETING EVOLUTION

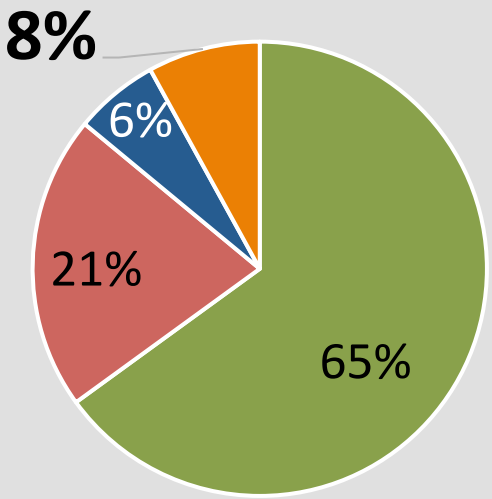
MillwardBrown Digital

MMA

Optimizing media to increase sales against A16 – 50 would shift 8%-15% into mobile channels

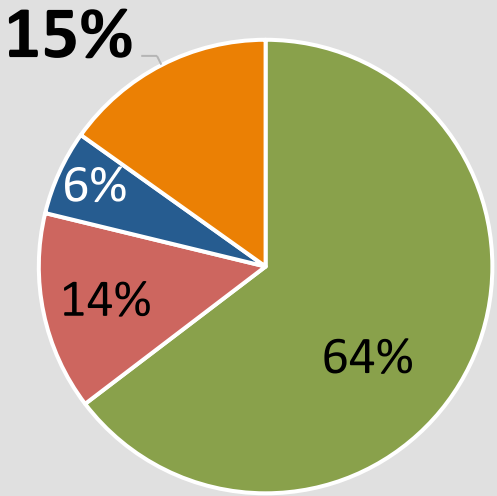
Mobile at 8%

Constraints were applied in terms of deviation from historical spend



Mobile at 15%

No constraints in the optimization process



MOBILE

DIGITAL

TV

OOH

MARKETING EVOLUTION

MillwardBrown Digital

MMA

Reallocation to mobile could generate double digit increase in PROFIT generated from campaign



7%

16%

Increase in Profit

Mobile at 8%
Constraints were applied in terms of deviation from historical spend

Mobile at 15%
No constraints in the optimization process

MARKETING EVOLUTION

MillwardBrown Digital

MMA



A Deep Dive

Into Mobile Channels

Display drove Purchase Intent lift and was highly Efficient

Mobile Display:



Performance Lift: ***Purchase Intent*** **+4%**

MARKETING EVOLUTION

MillwardBrown Digital

MMA

Video drove Purchase Intent slightly more

Mobile Video:



"The Chinese New Year flavor is just one Coke away."

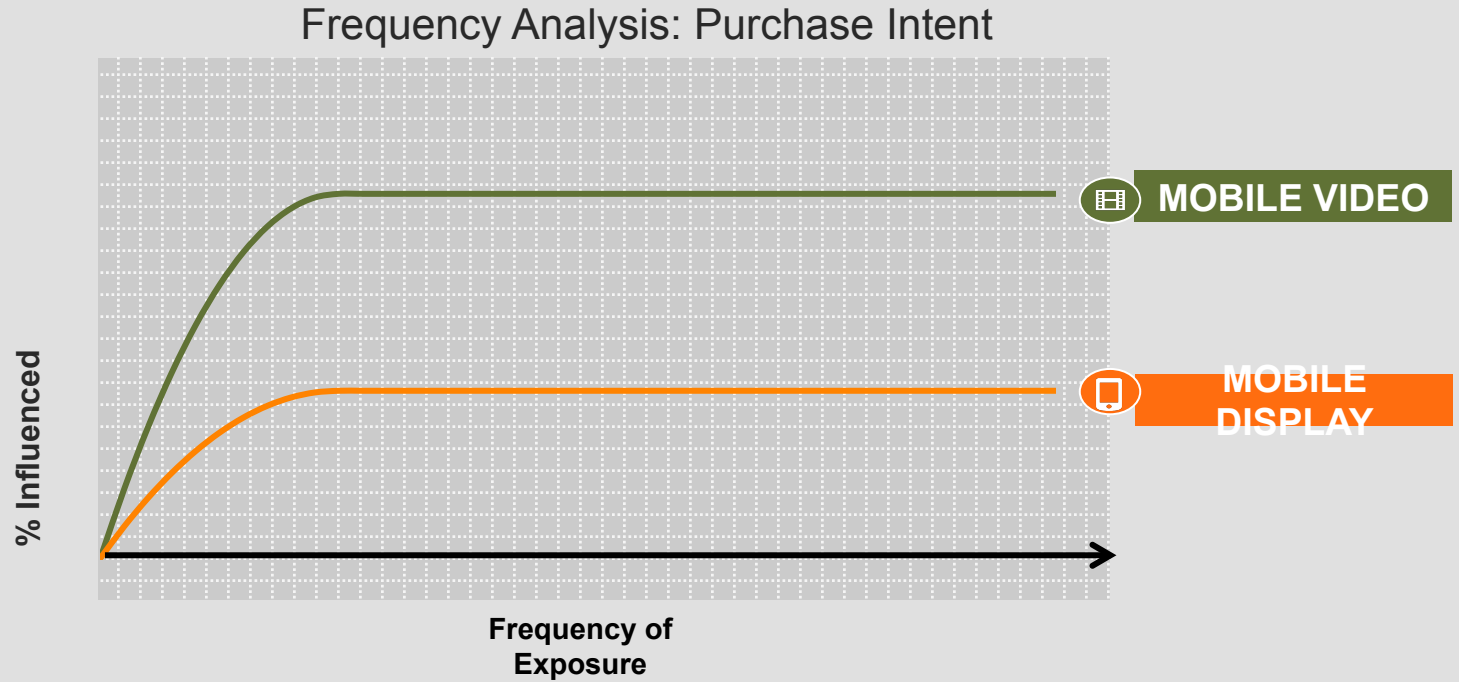
Performance Lift: ***Purchase Intent*** **+5%**

MARKETING EVOLUTION

MillwardBrown Digital

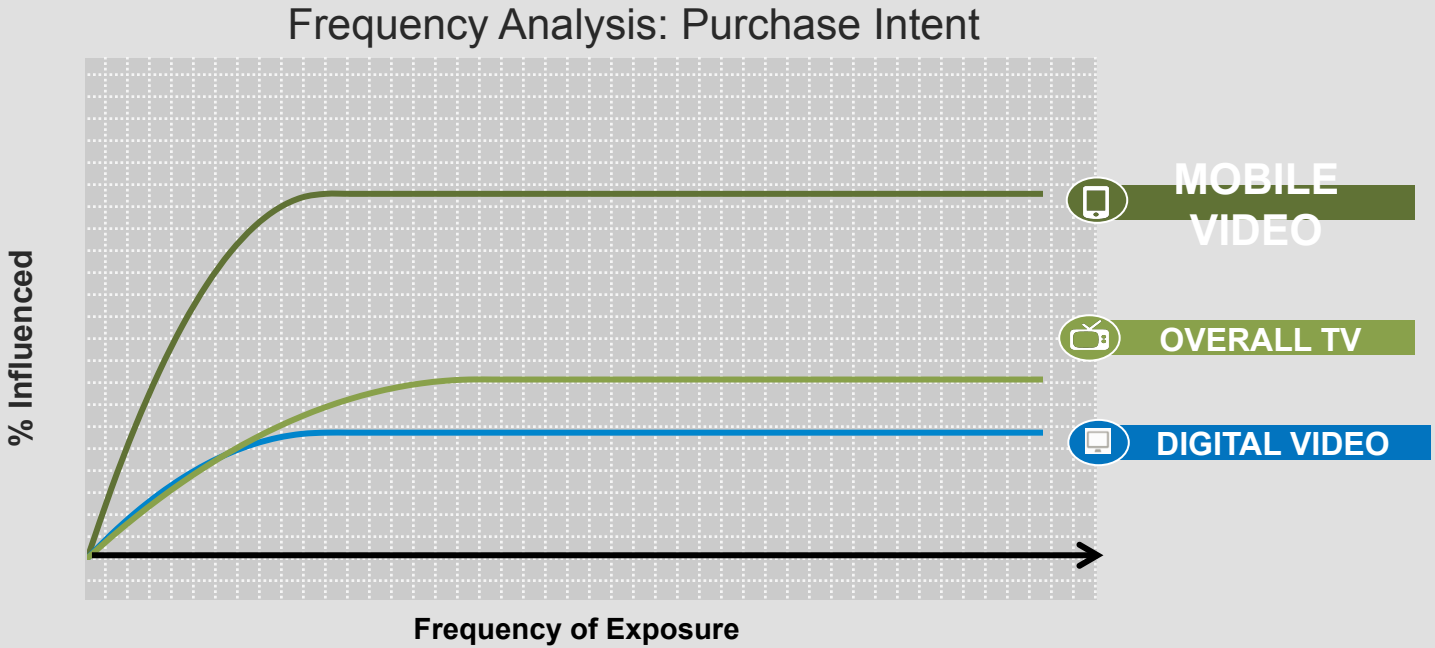
MMA

Mobile Video had significantly stronger potential to drive impact across different frequencies



MARKETING EVOLUTION
MillwardBrown Digital
MMA

Mobile Video performed significantly better compared to TV and video



Social engagement increased effectiveness for both KPIs (purchase intent and image)

Mobile Social:

"Download Coke emoticons and share with a friend"



Performance Lift: ***Purchase Intent*** **+5%**

Performance Lift: ***Brand I Love*** **+8%**

MARKETING EVOLUTION

MillwardBrown Digital

MMA

Executive Summary

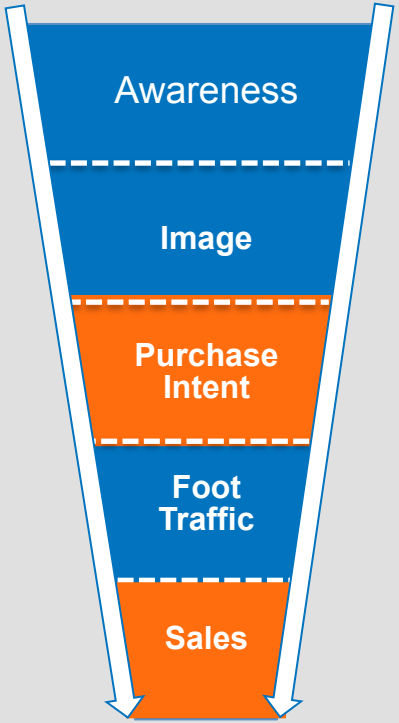
- Mobile advertising has emerged as a strong lower funnel driver. It was nearly 2x as efficient compared to other media in driving Purchase Intent & substantial conversion to actual sales
- Optimizing media to increase sales against Adults 16 – 50 would shift money out of the less effective OOH and Digital Video and place into profit driving Mobile channels.
- Mobile should be between 8% to 15% of the mix. This optimization would improve results and profitability by up to 16%

MARKETING EVOLUTION MillwardBrown Digital MMA

Walmart, Back to School campaign: Sales impact analysis for mobile

Rex Briggs,
CEO Marketing Evolution

Back to School campaign details



MEASUREMENT PARAMETERS

TARGET:

Mums **18-49** with school kids

DATA COLLECTION

7/14 ⇨ **9/14**

2014

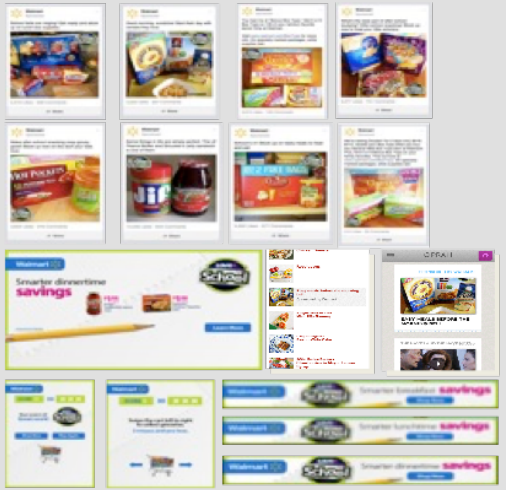
TV



DIGITAL



MOBILE (NATIVE, SOCIAL & DISPLAY)



FSI

MARKETING EVOLUTION

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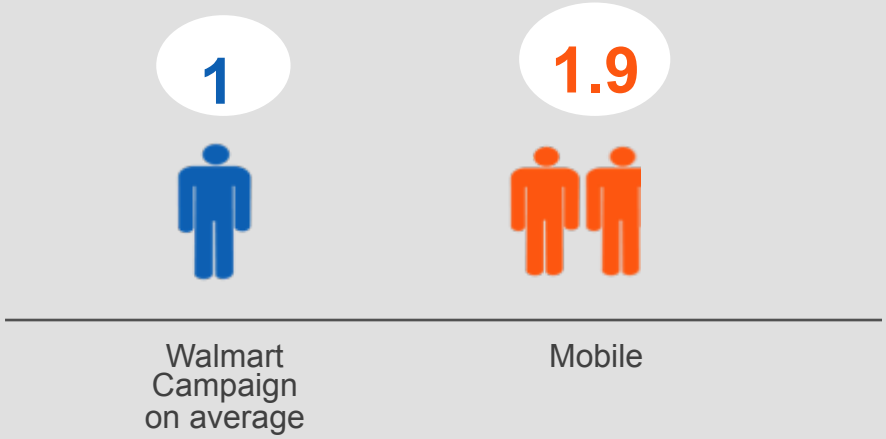
MMA

Mobile delivered almost twice the Purchase Intent /Dollar vs. the campaign average

Walmart

Total People influenced with mobile vs campaign on average

“Intent to Shop Back to School Grocery”



x 1.9

Source: Walmart BTS Survey; Data Collected from: 7/18 – 9/8

MARKETING EVOLUTION

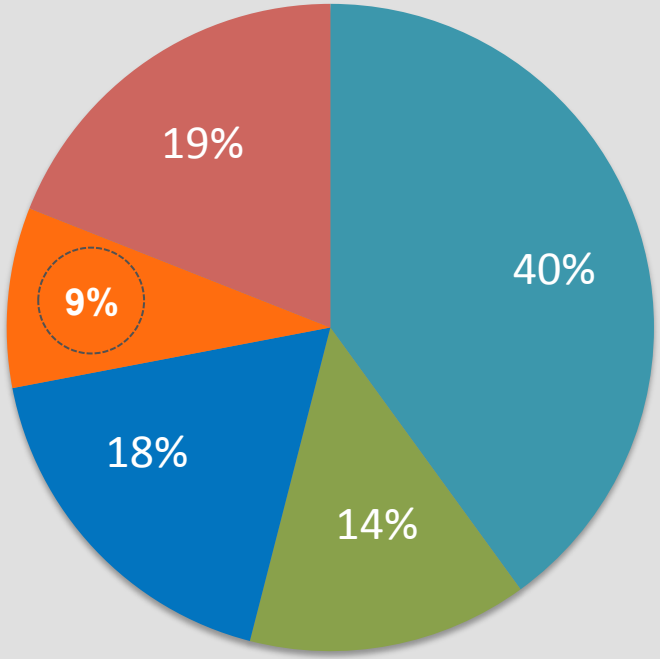
MillwardBrown Digital

MMA

Optimizing for Shopping intent, 9% should be allocated to Mobile

Target:

Moms 18-49, with BTS Shopping Intent



MOBILE

DIGITAL

CABLE TV

BROADCAST TV

FSI

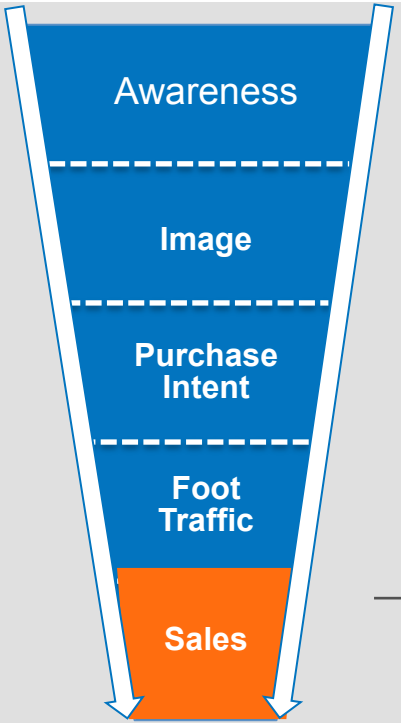
Source: Walmart BTS Survey; Data Collected from: 7/18 – 9/8
Media Mix: Max 2x planned spend, Min ½ planned Spend

MARKETING EVOLUTION

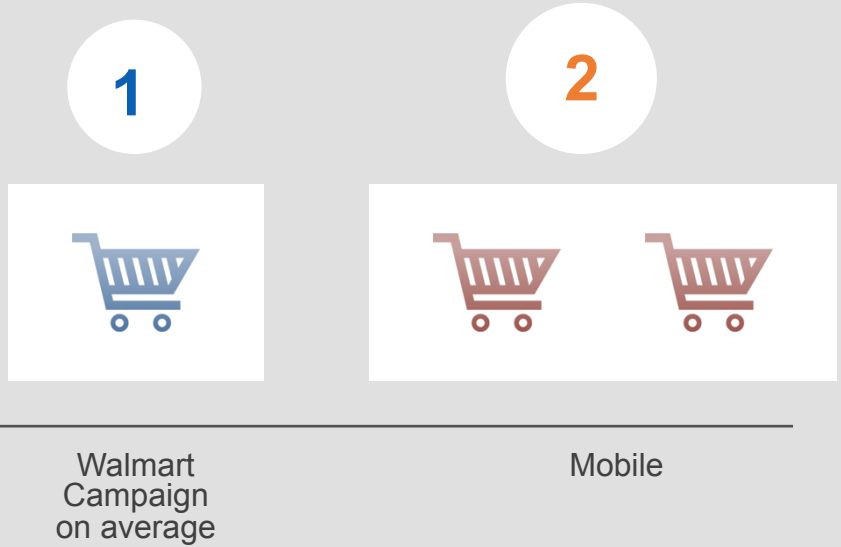
MillwardBrown Digital

MMA

But, mobile also delivered twice the SALES vs. other media



Efficiency = Sales Impact per Media Type/ Spend per Media Type

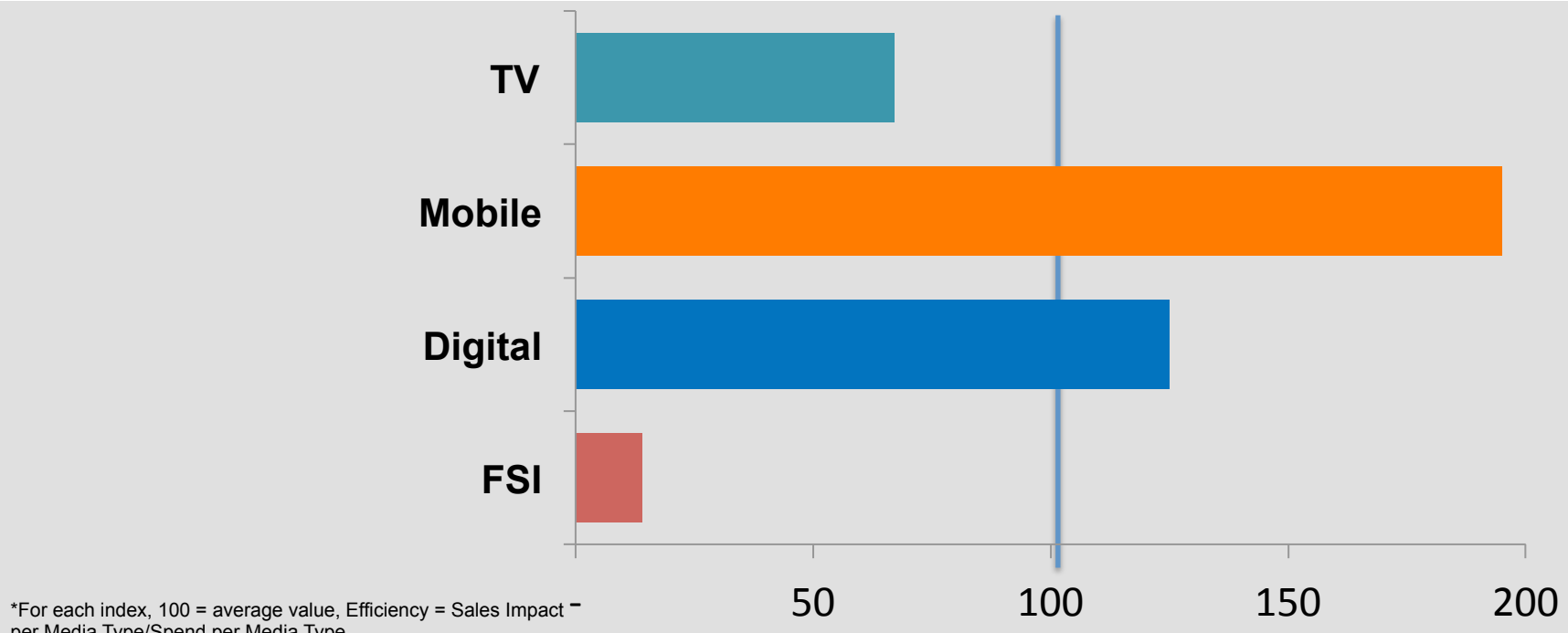


MARKETING EVOLUTION

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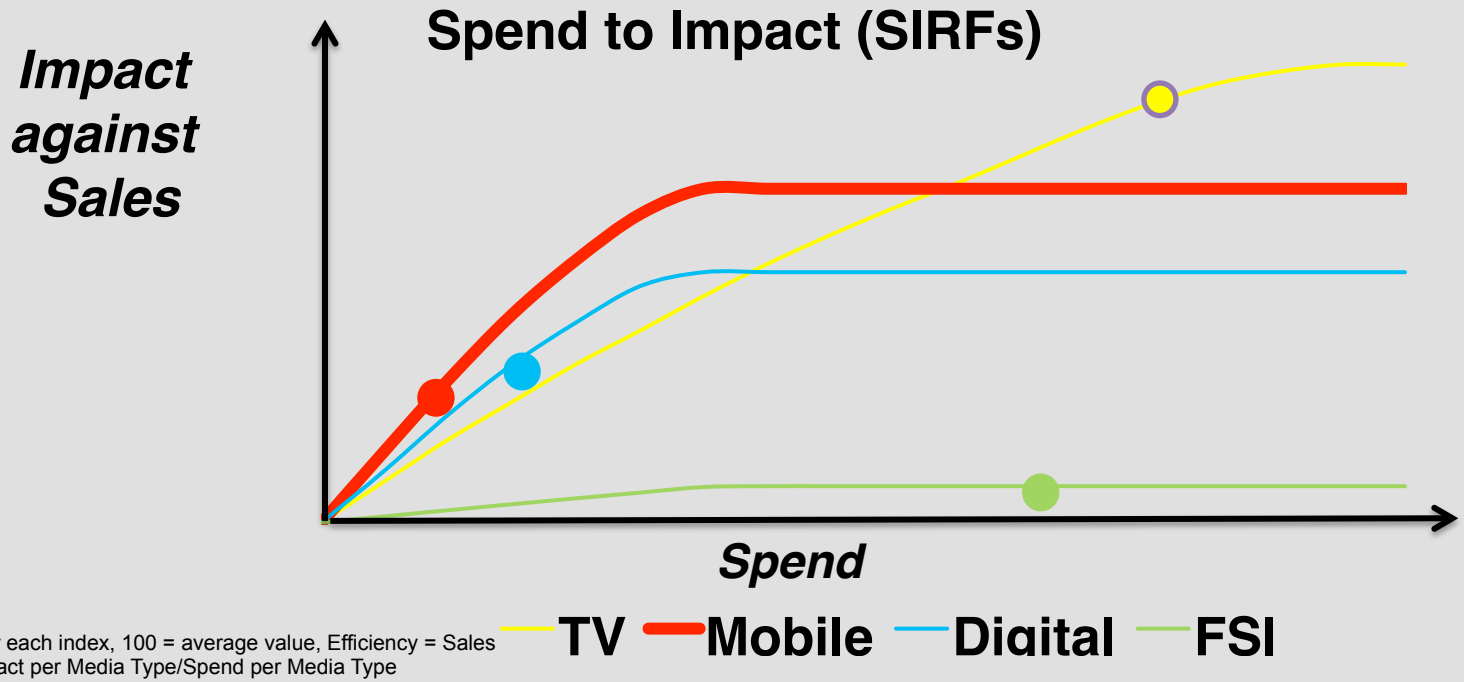
In fact, mobile was the most EFFICIENT DRIVER of actual sales



*For each index, 100 = average value, Efficiency = Sales Impact per Media Type/Spend per Media Type

MARKETING EVOLUTION
MillwardBrown Digital
MMA

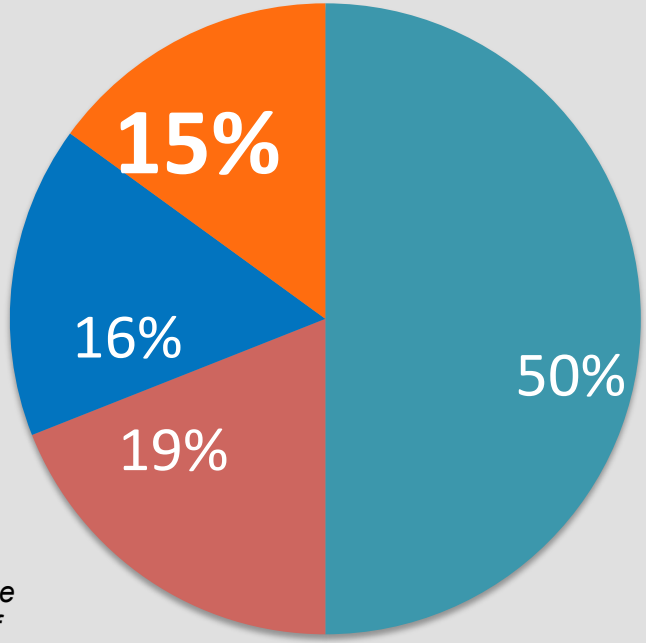
Mobile achieved impact quickest & had a lot more room to grow vs. other media



*For each index, 100 = average value, Efficiency = Sales Impact per Media Type/Spend per Media Type

MARKETING EVOLUTION
MillwardBrown Digital
MMA

Optimizing for SALES and leveraging mobile best practices, 15% should be allocated to Mobile



MOBILE

DIGITAL

TV

FSI

Includes optimization within mobile and reallocation of larger share of mobile spend to native advertising

MARKETING EVOLUTION

MillwardBrown Digital

MMA

Reallocation to mobile would bring 14% increase in sales



MARKETING EVOLUTION
MillwardBrown Digital
MMA

Back to School: Key Insights

- Mobile performed extremely well, delivering almost twice the sales /Dollar spend vs. other media
- Mobile achieved impact quickest, and at given spend levels had a lot more room to grow compared to other media
- Optimizing for SALES and leveraging mobile best practices, 15% should be allocated to Mobile
- Reallocation to mobile would bring 14% increase in sales

MARKETING EVOLUTION

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MMA