

THE **WORD-OF-MOUTH** EFFICIENCY ON SALES



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THE WORD-OF-MOUTH EFFICIENCY ON SALES

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EFFICACITÉ DE LA COMMUNICATION SUR LES VENTES

Quelles
mesures
du ROI ?



irep
Jeudi
26 mars
2015

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-  TRND & MARKETINGSKAN
-  ROYCO'S OBJECTIVES
-  TRND WOM CAMPAIGN
-  MARKETINGSKAN STUDY
-  CLIENTS' FEEDBACK

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Collaborative Marketing Company

Subsidiary of Gruner + Jahr



WOM Marketing **leader** in Europe
for 10 years

16 Countries
+750 Collaborative Projects
+ 1,8 Mio community members



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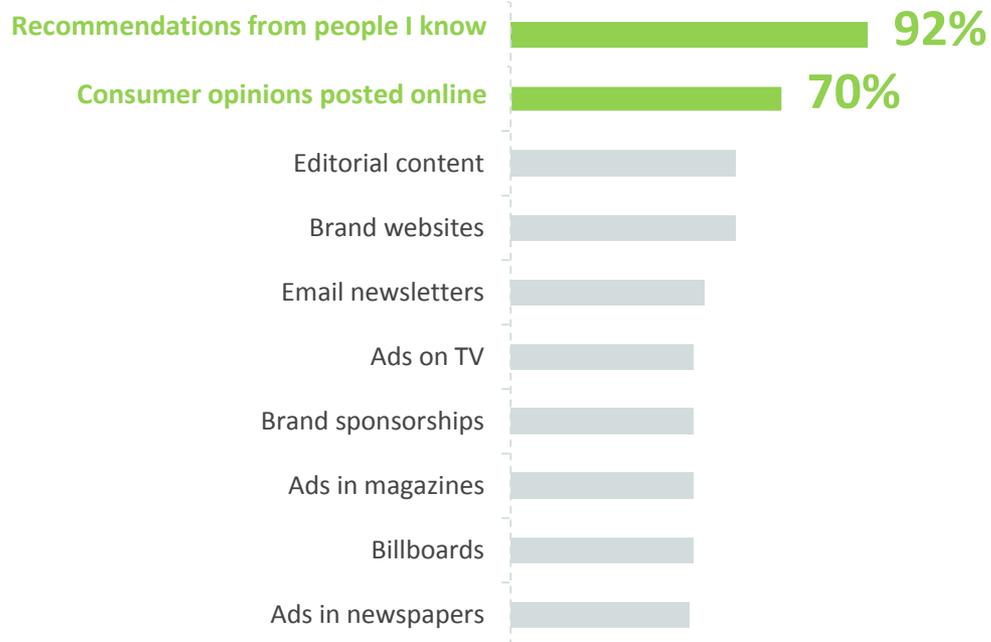
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trnd | Why **Word-of-Mouth** is effective ?

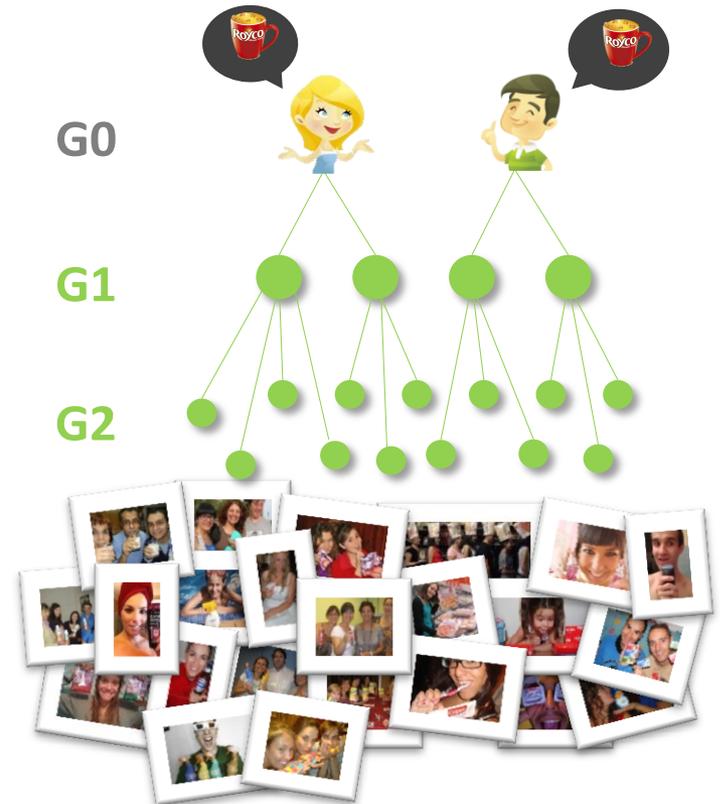
1 A consumer trusts its peers



Consumer Trust in Advertising by Channel
(Trust Somewhat/Completely)

from "Trust, Value and Engagement in Advertising" - Nielsen Global Online Consumer Survey, April 2012

2 Experience-based WoM is powerful



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Market Research Company

Subsidiary of GFK & Mediametrie

The 4th Market
Research institute
in the world



Mediametrie

The French leader of
Media measurement

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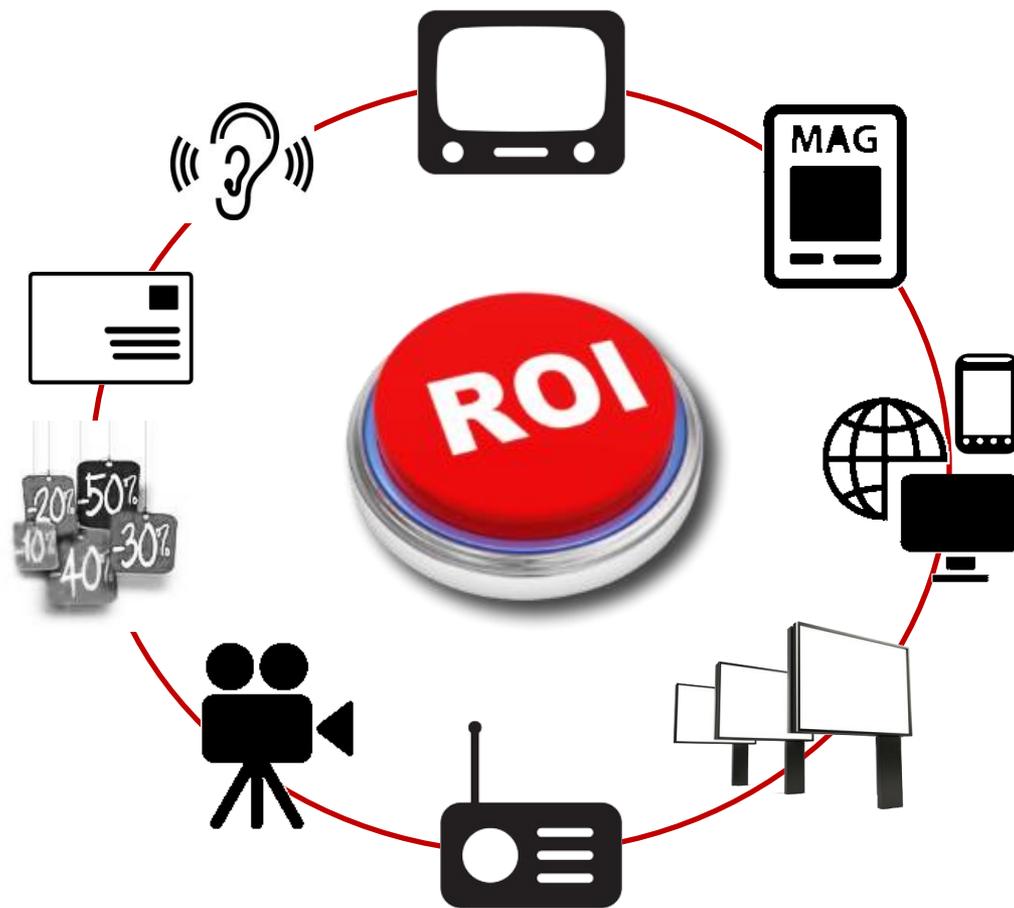
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+20 years of experience
in advertising efficiency measurement

+2 000
real cases for
your benchmarks



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Royco's objectives

To maintain its leadership in the French instant soup market



Recruit new consumers



Rejuvenate their consumers



Generate TRIALS to break taste barrier

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trnd | WOM Campaign design



Selection of 1,000 enthusiastic consumers activated as brand ambassadors :

- ✓ Average age 34
- ✓ 94% work in an office
- ✓ 73% of women

We equipped them with :



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trnd | WOM Campaign results

- ✓ 112,350 have (re)discovered ROYCO through a friend
- ✓ Average age : 38 years old
- ✓ 15,200 distributed samples
85% of soups consumed at work



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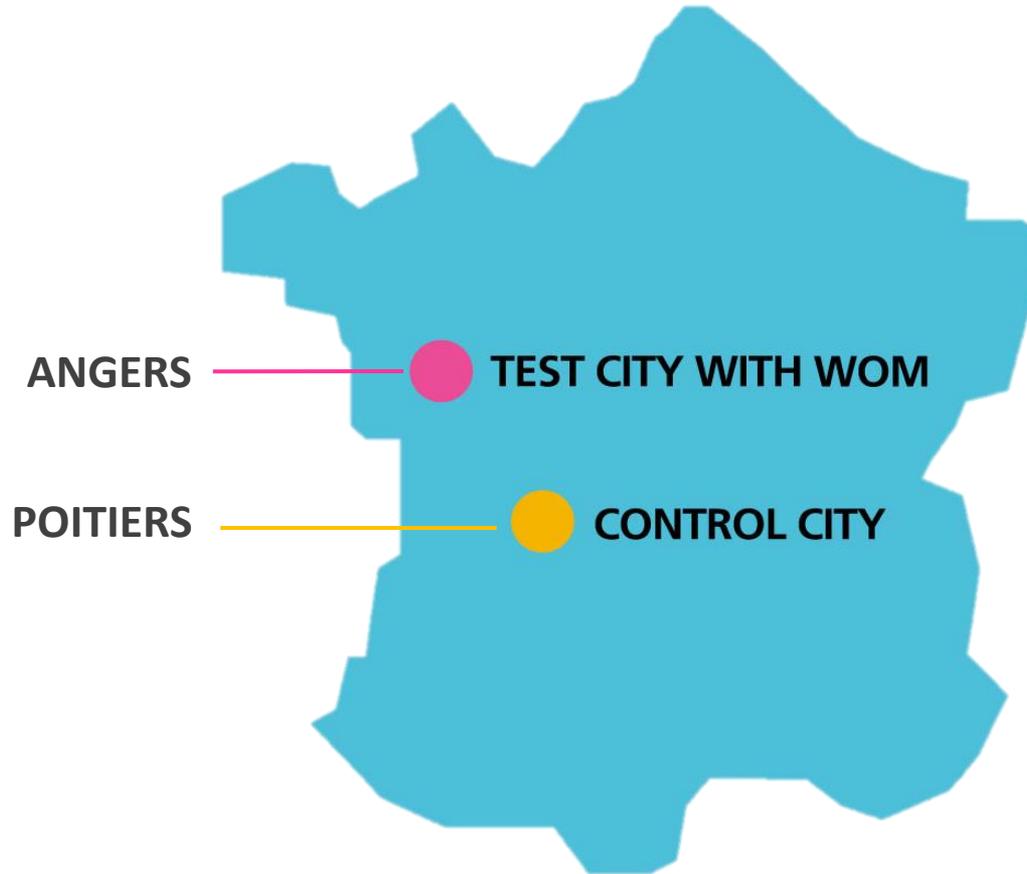


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MarketingScan Study

A/B Testing Design



- ⚠ Representative areas
- ⚠ +200,000 inhabitants cities
- ⚠ Closed consumptions areas

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MarketingScan Study Methodology

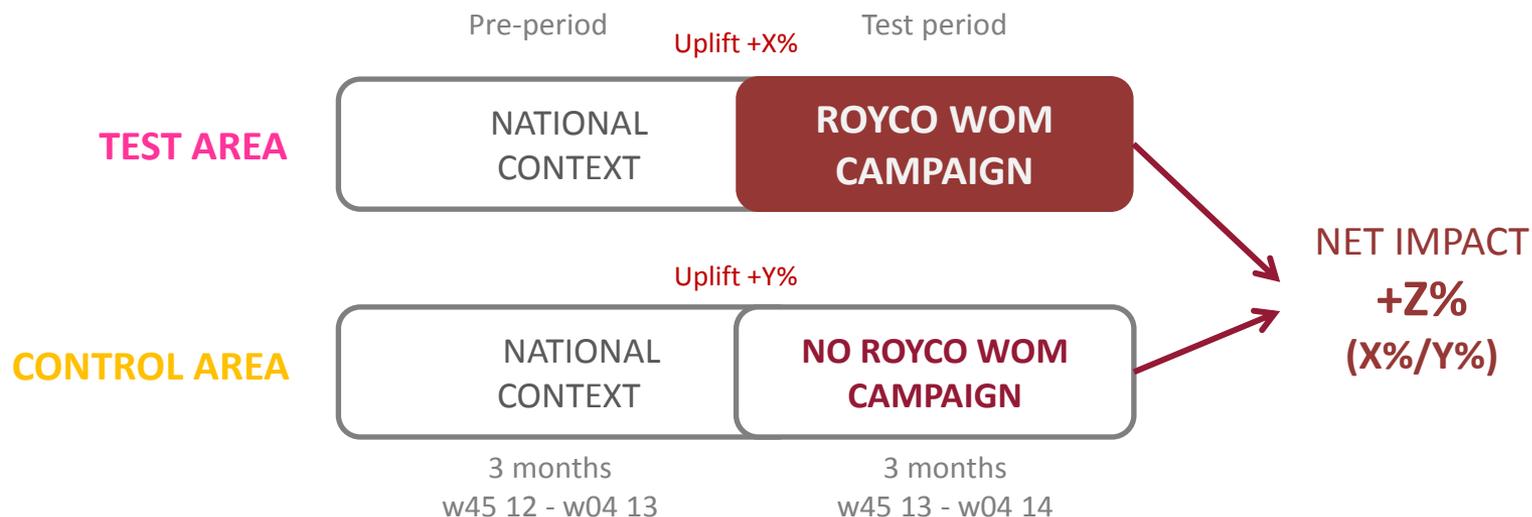
Comparing the purchases between 2 groups of inhabitants ...



... and the evolution During & After vs Before the WOM campaign

MarketingScan Study Methodology

■ Compare the sales uplift between the 2 cells :



■ Seasonality is taken into account as well as in-store promotion



MarketingScan Study

Analyzed KPIs



Retailer Panel Data

- 95% of CPG purchases from 21 POS
- **32,000 unit sales** in average for Royco (Angers, 12 weeks)
- Monitoring of in-store activities (leaflet, gondola)
- Baseline modeling to ensure the lift is attributed to the WOM campaign



Consumer Panel Data

- Representative of the national population
- Equipped with a card that is scanned at the checkout



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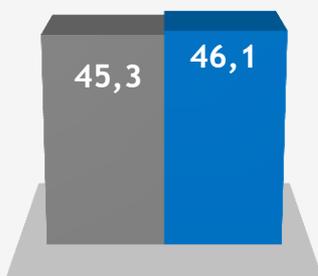


MarketingScan Study

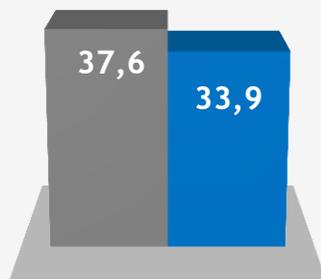
Results

After 12 weeks including the remanence, the WOM campaign enables the brand to increase **its turnover by +5%**

+4 %
TEST AREA
WITH WOM



-1 %
CONTROL AREA
WITHOUT WOM



Base value sales (k€) / week (total Royco)



Adjusted index
(test area vs control area)

105

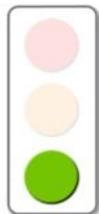




MarketingScan Study Results

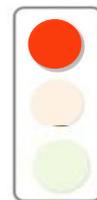
The WOM campaign increases by **+13% ROYCO penetration**,
but with a less dynamic average budget spent per buyer

CONSUMER MECHANISM



Impact on the
number of buyers?

113



Impact on average
spendings per buyer?

92



MarketingScan Study Results

A higher efficiency on the ROYCO **activated products: +8%**

Base value sales / week



Adjusted index
(test vs control area)

105



**3 products activated
with WOM**

19% of Royco value sales

108

Other products

81% of Royco value sales

105

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trnd | Clients' feedback

"A **real innovative initiative**, where we validated in cooperation with TRND and MarketingScan the new activation approach vs. our marketing objectives. "

Katrin FRIEDRICHS, Consumer & Customer Insights Manager, Continental Foods

"The campaign has even revived the consumers' interest in other Royco's products. For example, we notice a **20% increase in sales** for the onion soup.

Julie Le Foyer, Marketing Manager, Royco

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« Thank you for your attention ! »



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EFFICACITÉ DE LA COMMUNICATION SUR LES VENTES

The irep logo is positioned in the top right corner of the footer. Below it, the date 'Jeudi 26 mars 2015' is displayed. To the left of the logo, the text 'Quelles mesures du ROI ?' is written in a green font. In the background, there is a small image of a hand holding a tablet with a green bar chart on the screen.