

BEFORE SHOPPING



“TV AD”
IS MOST EFFECTIVE
IN DRIVING INCIDENCE
(ON TOP OF BUILDING
BRAND EQUITY)

**RETAIL
LEAFLETS**

AND COUPONING HAVE
POSITIVE SYNERGIES
WHEN COMBINED
WITH OTHER TOUCHPOINTS
(+20% TO + 100% UPLIFT)



THERE ARE CLEAR CHANNEL CROSSOVER EFFECTS.
ONLINE TOUCHPOINTS DRIVE INCIDENCE
IN PHYSICAL

DURING SHOPPING



OVERALL, TOUCHPOINTS **DURING SHOPPING** IS IT **MORE EFFECTIVE** IN DRIVING INCIDENCE THAN **BEFORE SHOPPING** (AT LEAST 2X)



**SIGN IN THE CARPARK/
BEFORE ENTERING
THE STORE IS MOST EFFECTIVE
TOUCHPOINT** SEEN DURING SHOPPING
IN PHYSICAL STORES (+57%)



FOR SMALLER, MORE UNPLANNED CATEGORIES
(RTD COFFEE/TEA SPORT ENERGY DRINKS AND JUICES)
TOUCHPOINTS ARE MORE EFFECTIVE
THAN THEY ARE FOR WATER & SSD CATEGORIES



PROMOTION IS A KEY SHOPPING BENEFIT TO DRIVE INCIDENCE. HOWEVER, **MORE EMOTIONAL MOTIVATIONS** PLAY AN IMPORTANT ROLE



TOUCHPOINTS FOR ONLINE SHOPPING ARE GENERALLY MORE EFFECTIVE THAN FOR SHOPPING IN PHYSICAL STORES, ESPECIALLY “MY PREVIOUS SHOPPING LIST” MOST EFFECTIVE POINT OF CONTACT BY FAR (+124% UPLIFT)