CONSUMER CONNECTION X 2014

KANTAR WORLDPANEL'S CLIENT DAY

BE ON, BE SEEN, AND SELL.

WINNING STRATEGY FOR YOUR BRANDS IN TV SPONSORSHIP

Laura CHU
'Sponsored' by Sounak CHATTERJEE & Carol HUANG

stay tuned

WHAT WE ARE GOING TO TALK ABOUT TODAY

TV SPONSORSHIP

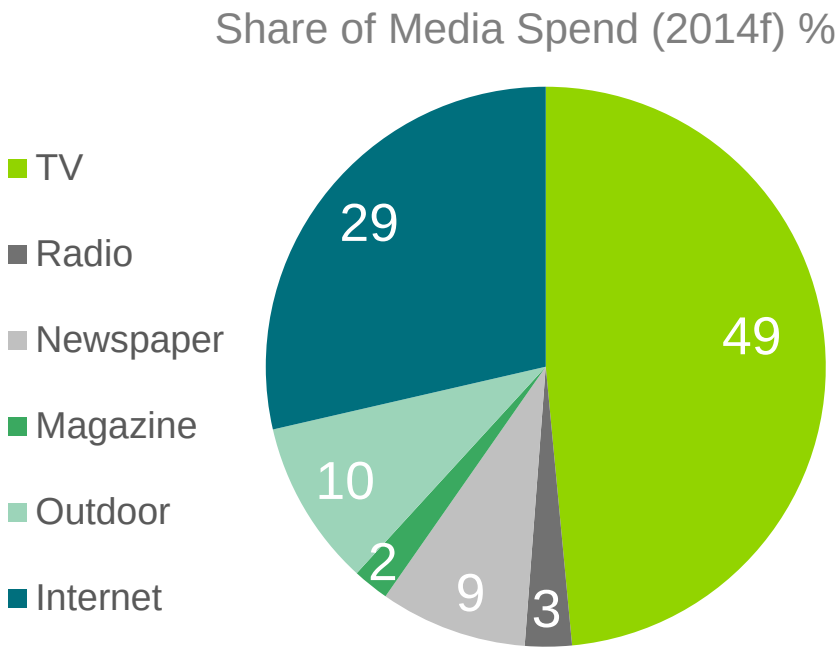
FROM US TO CHINA.

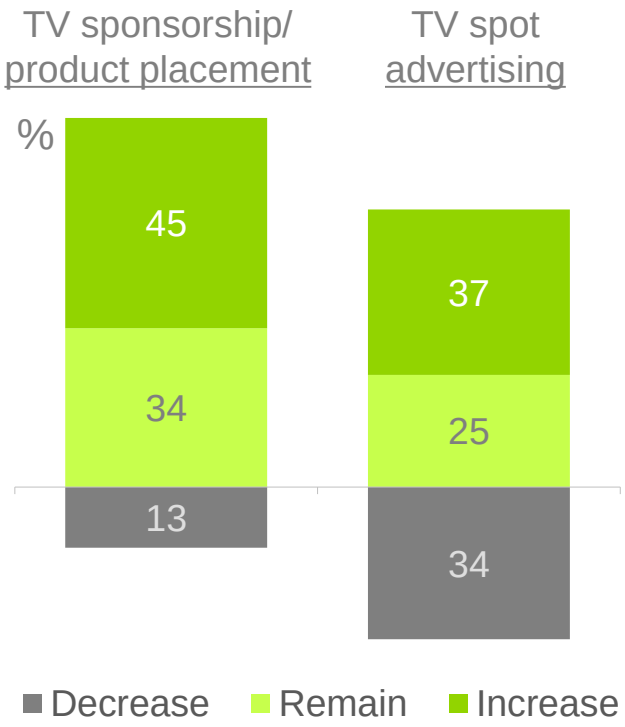
TV SPONSORSHIP

FROM HERE AND THERE TO EVERYWHERE.

TV ACCOUNTS FOR THE BIGGEST PIE IN MEDIA SPEND

MORE ADVERTISERS INCREASE THEIR BUDET ON **TV SPONSORSHIP**/ PLACEMENT THAN ON SPOT ADVERTISING.

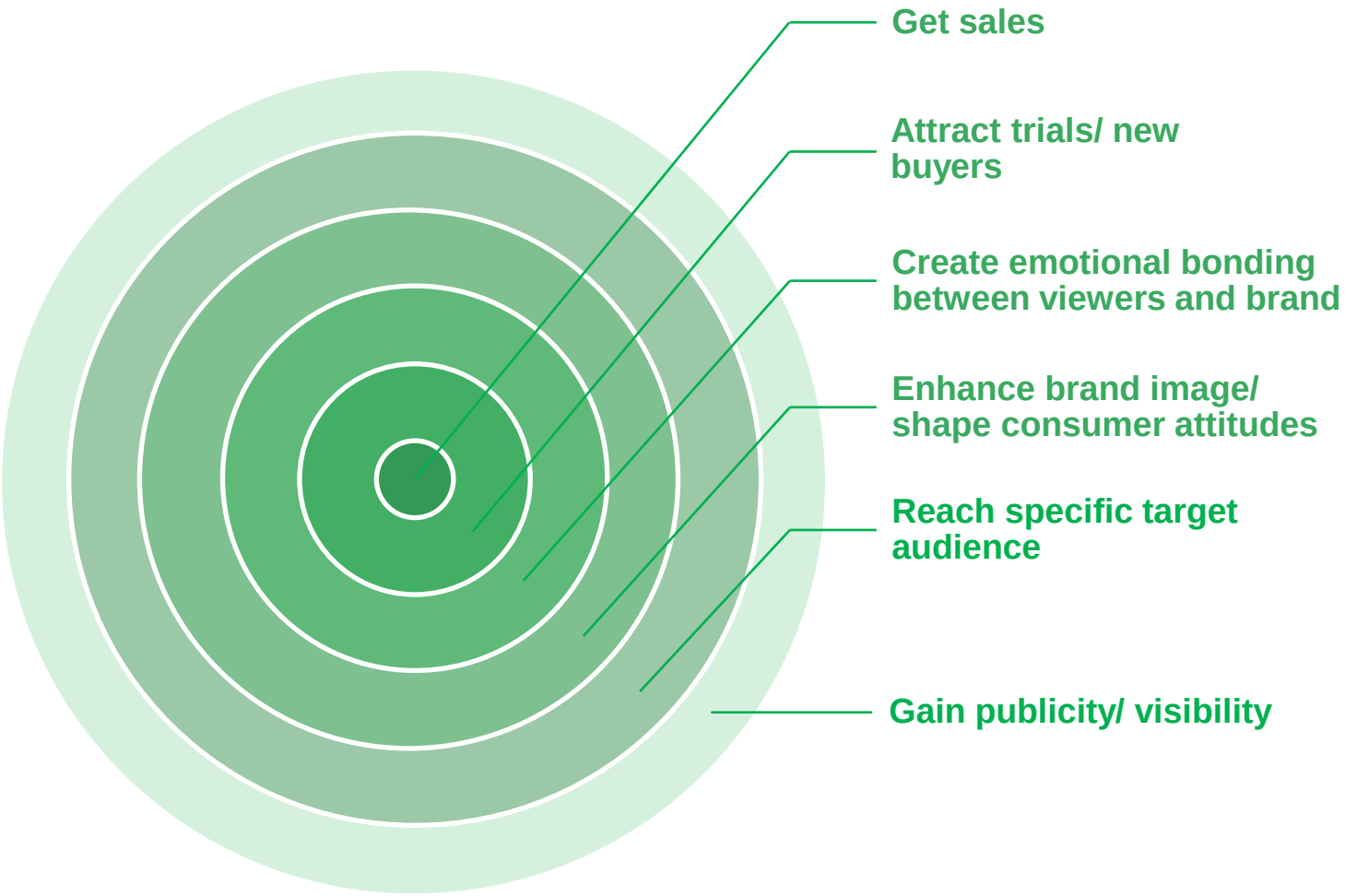




Data Source: GroupM; This Year, Next Year <Autumn 2013>

% advertisers claimed to increased budget on.
Data Source: CTR Media Intelligence 2014 Advertiser Survey

WHAT DO ADVERTISERS WANT TO ACHIEVE THROUGH SPONSORSHIP?



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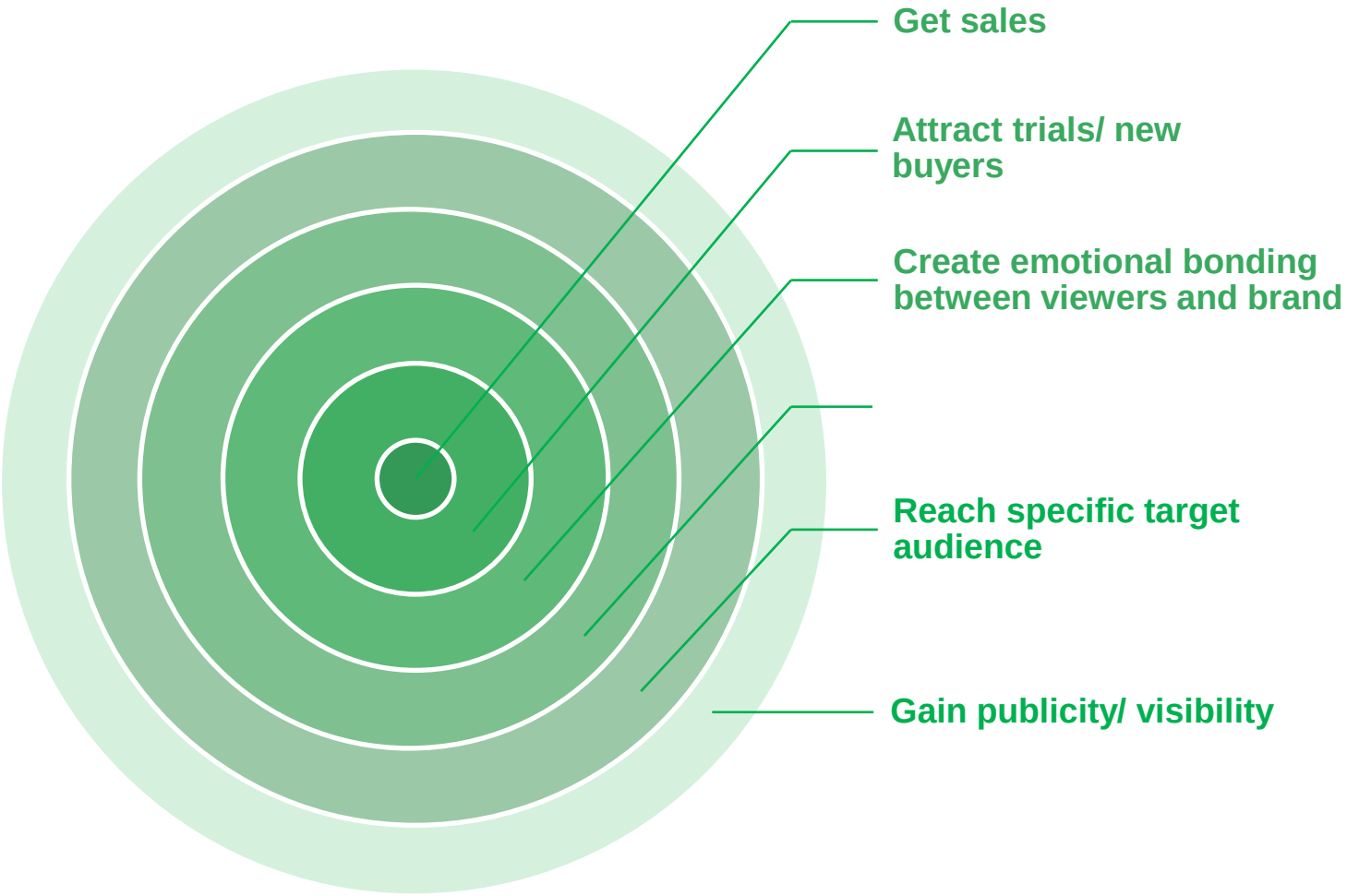


IS IN A UNIQUE PLACE TO HELP YOU.

WE KNOW WHAT THEY SEE

WE TRACK WHAT THEY SHOP

KANTAR WORLDPANEL

NOW IT'S SHOW TIME!

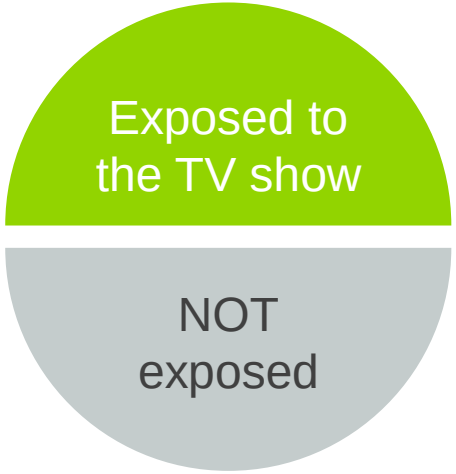
THE SHOWS & BRANDS BEING ANALYZED TODAY

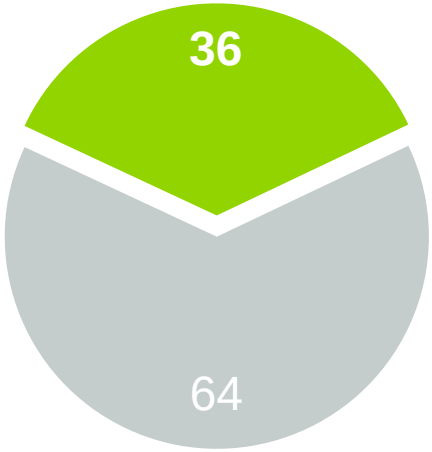
2014.01.03-03.21 19:30 @ CCTV-3

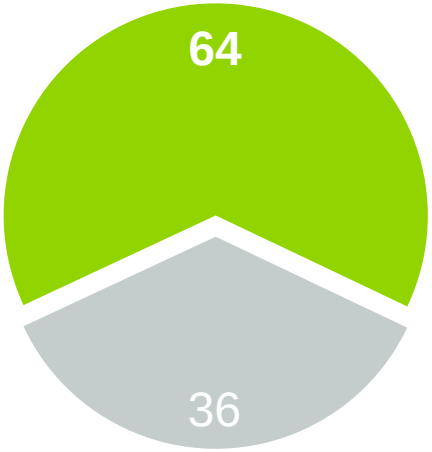
2014.01.03-04.11 20:10 @ Hunan TV

% HOUSEHOLDS EXPOSED TO THE SHOWS

"SING MY SONG" HAS HIGHER EXPOSURE RATE THAN "I AM A SINGER 2."





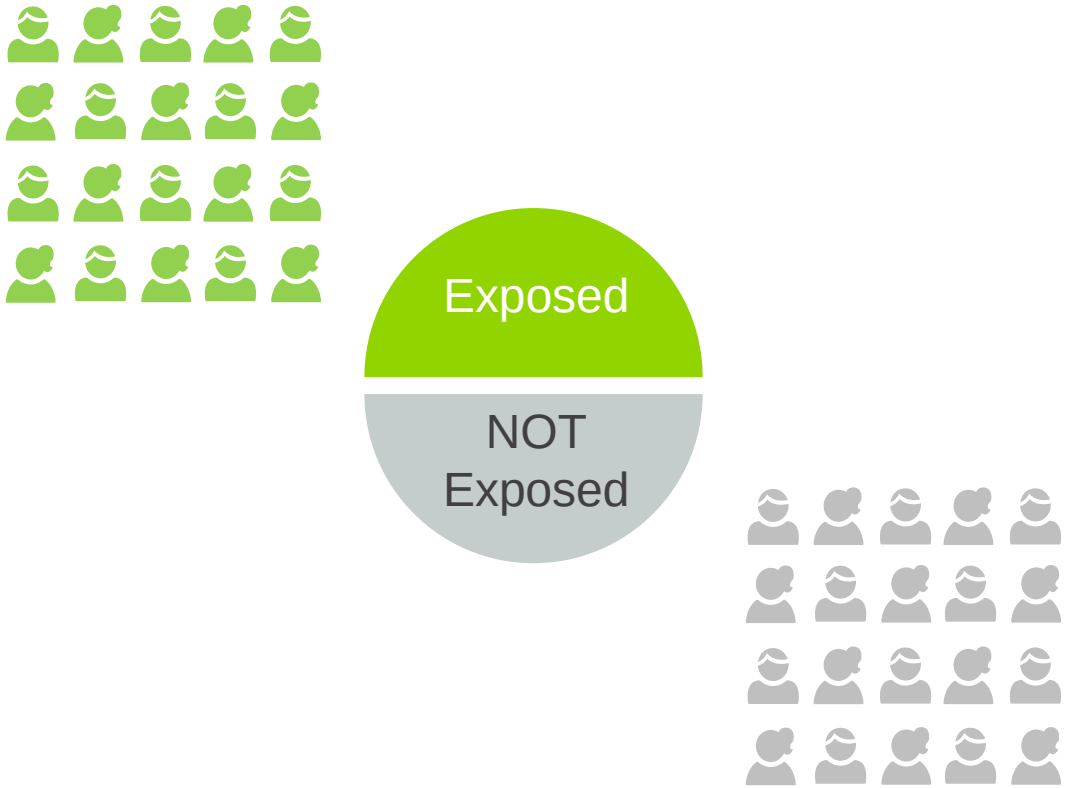


Sample size: 18,278 (Tier 1~4) urban Chinese households

SO HOW **BIG** IS THE IMPACT?

HOW WE EVALUATE THE IMPACT?

WE TAKE TWO GROUPS OF IDENTICAL HOUSEHOLDS EXCEPT FOR THEIR EXPOSURE TO THE TV SHOW



THEN WE LOOK AT THEIR PURCHASE OF THE BRANDS BEFORE AND DURING THE AIR OF TV SHOWS…

12 weeks

Jan-Mar 2013

12 weeks

Oct-Dec 2013

12 weeks

Jan-Mar 2014

Year ago

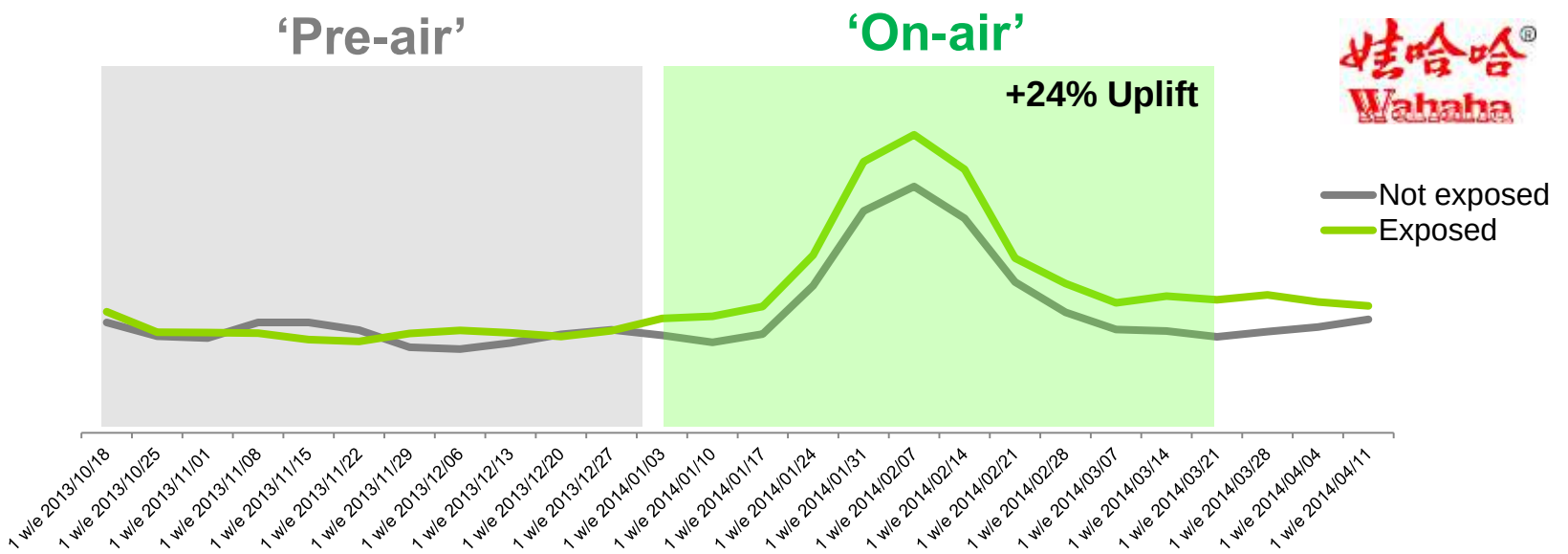
(For test purpose to avoid seasonal effect pre- and on-air)

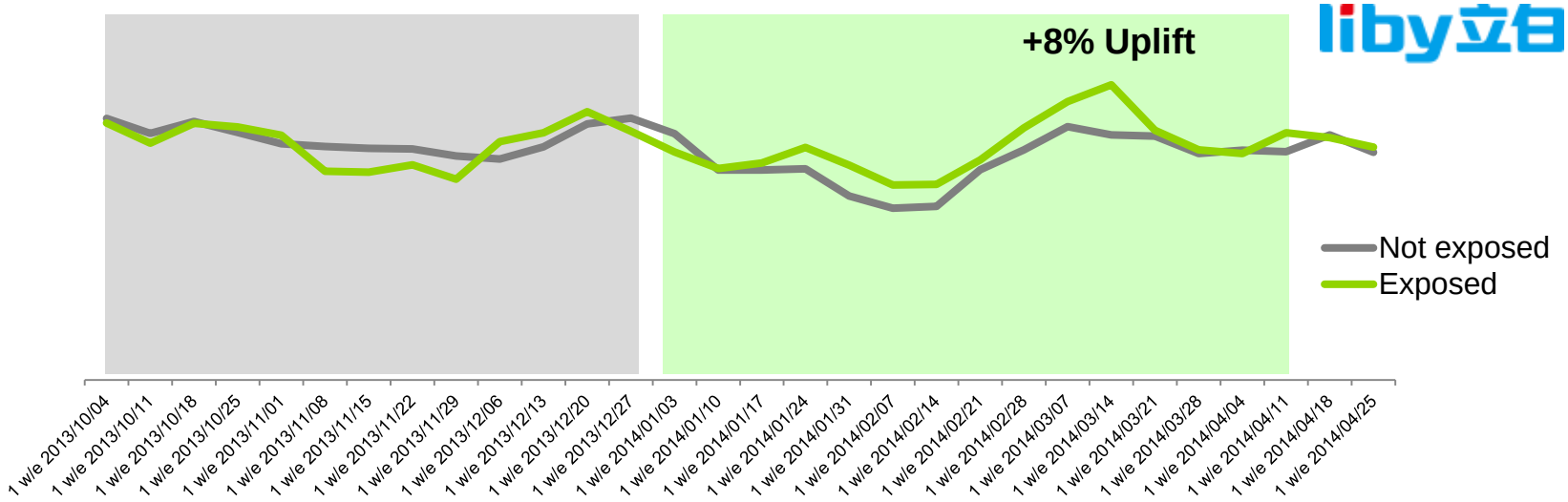
‘Pre-air’

‘On-air’

IMMEDIATE AND GREATER UPLIFT FOR WAHAHA

Brand 3-weekly Rolling Spend





THE MOMENT OF TRUTH

IS THE RETURN WORTH YOUR INVESTMENT?

4% sales contribution to total Liby laundry*

11% sales contribution to total Wahaha yogurt drink*

** During show on-air period.*

BREAKING DOWN THE SALES UPLIFT – VARIANTS

SUCCESSFUL SPONSORSHIP ALSO DRIVES HALO EFFECT ON OTHER VARIANTS.

24
(or +11% sales)

Sales Uplift

WHH others account for 19% of WHH yogurt drink sales but 23% of the uplift

DOES TV SPONSORSHIP BRING IN NEW BRAND BUYERS*?

BOTH CAMPAIGNES SUCCESSFULLY ATTRACT SOME NEW BUYERS TO THE BRANDS.

33% (143)

liby立白

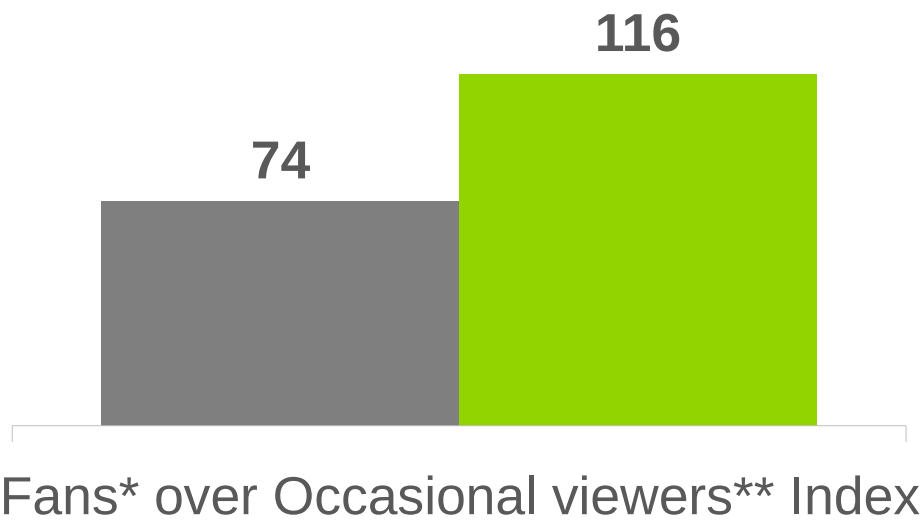
28% (133)

娃哈哈 Wahaha

** % those who didn't buy the brand in 2013 whole year; but being exposed to the show, purchased the brand during on-air period. (index over actual total new buyer increase.)*

FANS MATTER

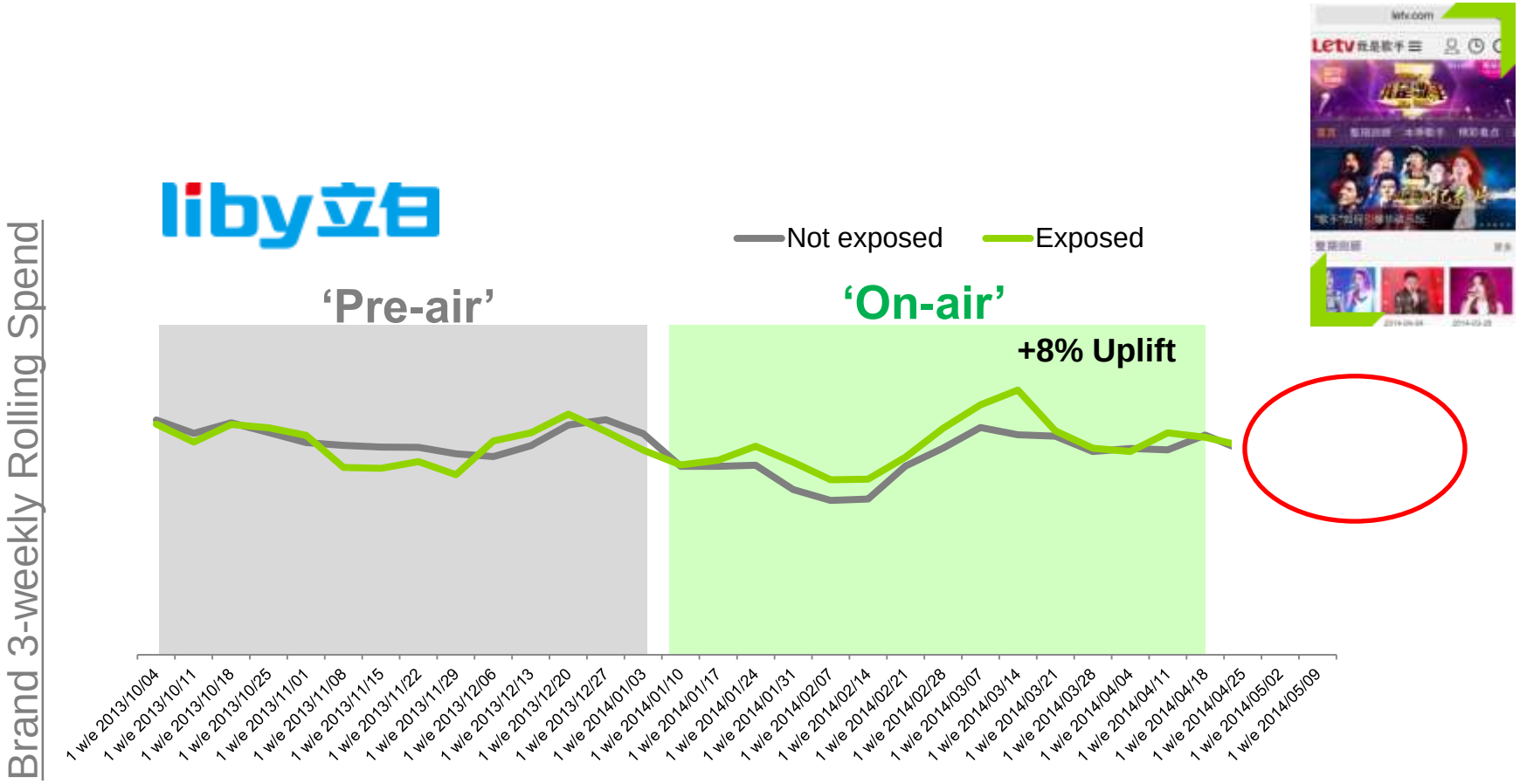
STICKINESS TO THE SHOW ENHANCES BONDING WITH THE BRAND AS WELL IN LIBY'S CASE.



** Watch the show regularly.*
*** Watch the show sometimes.*

THE AFTERMATH – IN THERE FOR THE LONG HAUL?

THE IMPACT COULD BE DELAYED FOR PRODUCTS WITH LONGER PURCHASE CYCLE.



WHO BUY THE BRAND?

WHO WATCH THE SHOW?

No. 1 reason why you don't like product placement?

The brand or the product has poor fit with the content of the TV show.

Data Source: CTR Media Intelligence

WHICH BRANDS SPONSORED THE SHOWS?

Easier recall when products fit shows.

Because,

Evaluate brand & show fit before making the sponsorship deal.

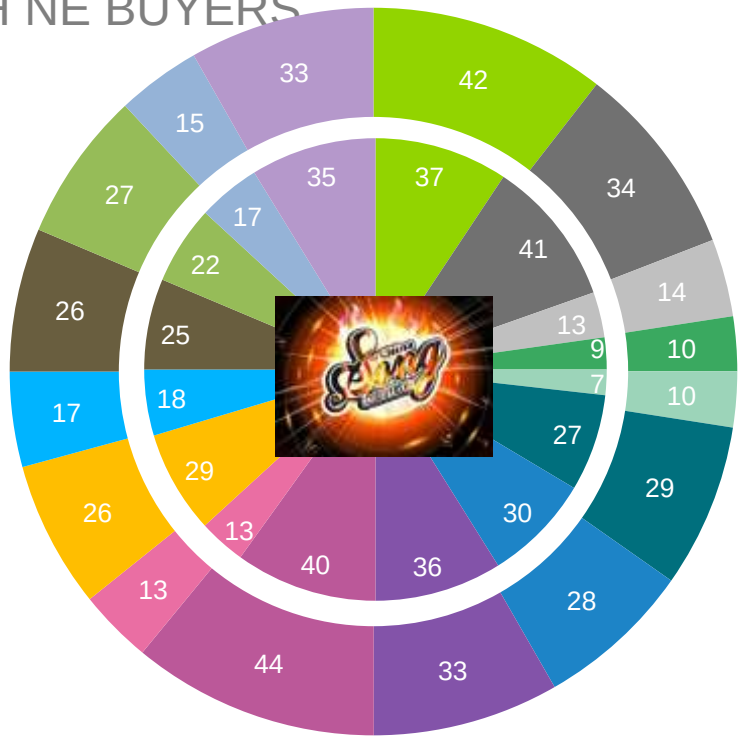
THE DEGREE OF SIMILARITY* OF BRAND BUYERS VS. SHOW VIEWERS.

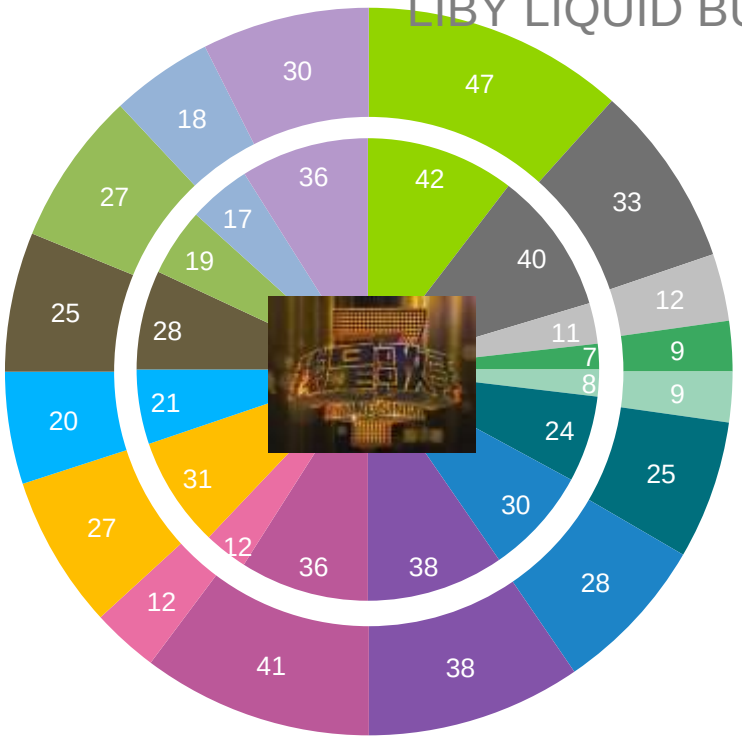
WAHAHA NE BUYERS ARE 12% MORE SIMILAR TO THE SPONSROED SHOW THAN LIBY BUYERS.

WHH NE BUYERS **7.8**

12%

6.8 LIBY LIQUID BUYERS

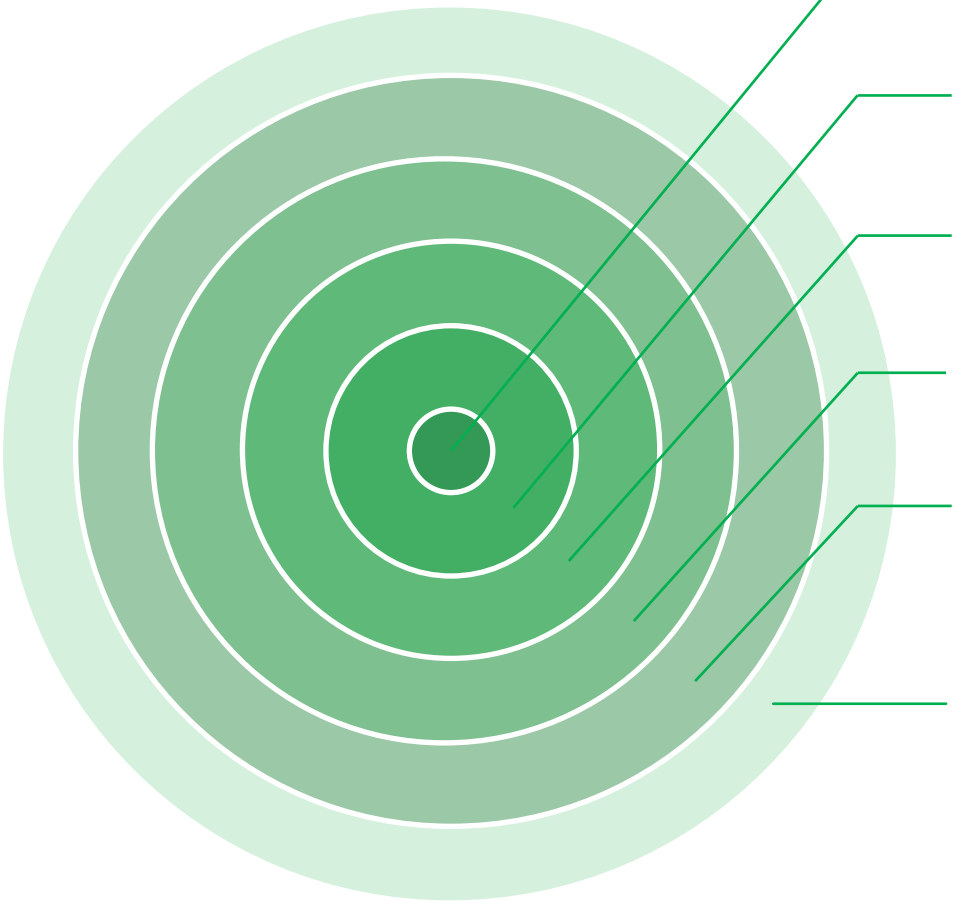




- HH SIZE 1 + 2
- HH SIZE 3
- HH SIZE 4
- HH SIZE 5+
- INCOME <3K
- INCOME 3-5K
- INCOME 5-7K
- INCOME >7K
- YOUNG FAMILY
- TEENAGER FAMILY
- ADULT FAMILY
- OLD SINGLE/COUPLE
- EAST
- SOUTH
- WEST
- NORTH

** A normalized score based on standard deviations between buyer and viewer demographics.*

TO SUM UP: TARGETS ACHIEVED?



	liby立白	娃哈哈 Wahaha
Get sales	✓	✓
Attract trials/ new buyers	✓	✓
Create emotional bonding between viewers and brand	✓	
Reach specific target audience		✓
Gain publicity/ visibility	✓	✓

FOOD FOR THOUGHT OF THE DAY

Exposure Matters

High exposure; high uplift; esp. for low entry barrier products/ impulsive categories to induce new trial.

The Halo vs. the Aftermath

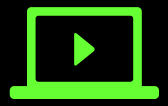
During- and post-show support through Digital or BTL to maximize halo on other products and to ensure long-term impact.

Show and Product/ Brand Fit

- A long haul to turn viewers into consumers without clear linkage between show and product.
- More effective and better return when brand buyers are similar to show viewers.

1

TV



ONLINE

2

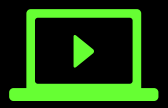
OUTDOOR

LCD

3

PRESS

TV



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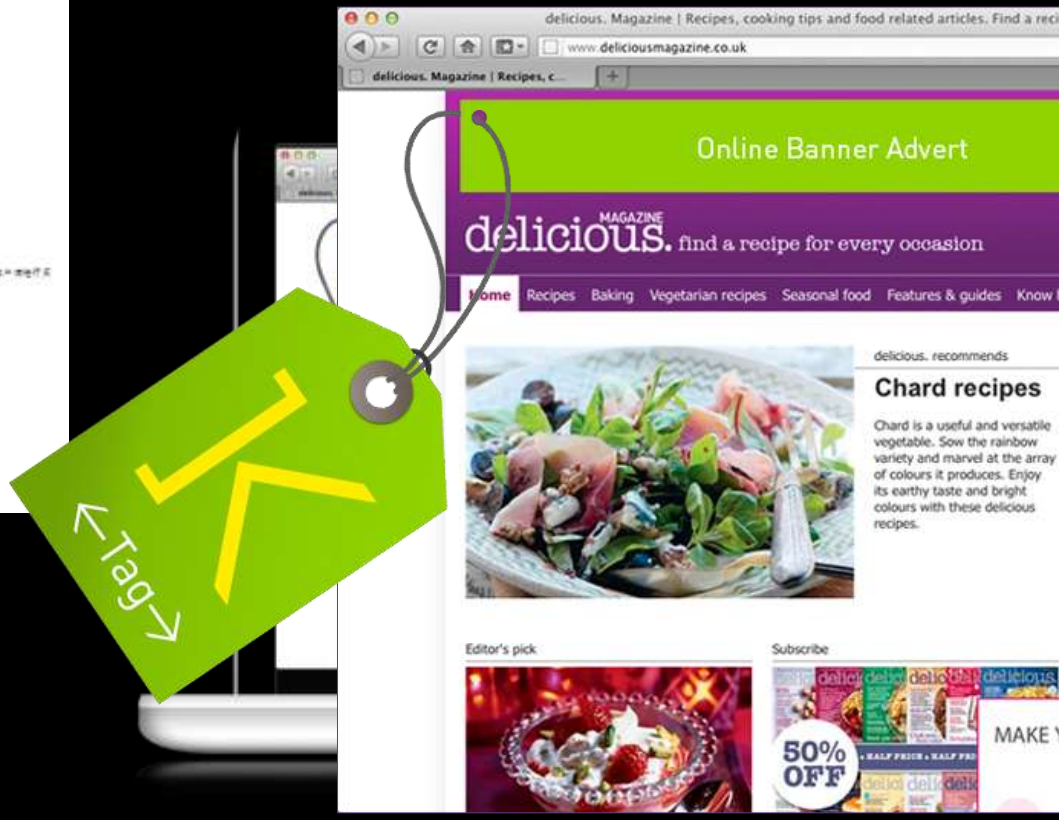

Thanks!

Laura Chu

+86 (0)21 6170 0122

LAURA.CHU@CTRCHINA.CN

stay tuned