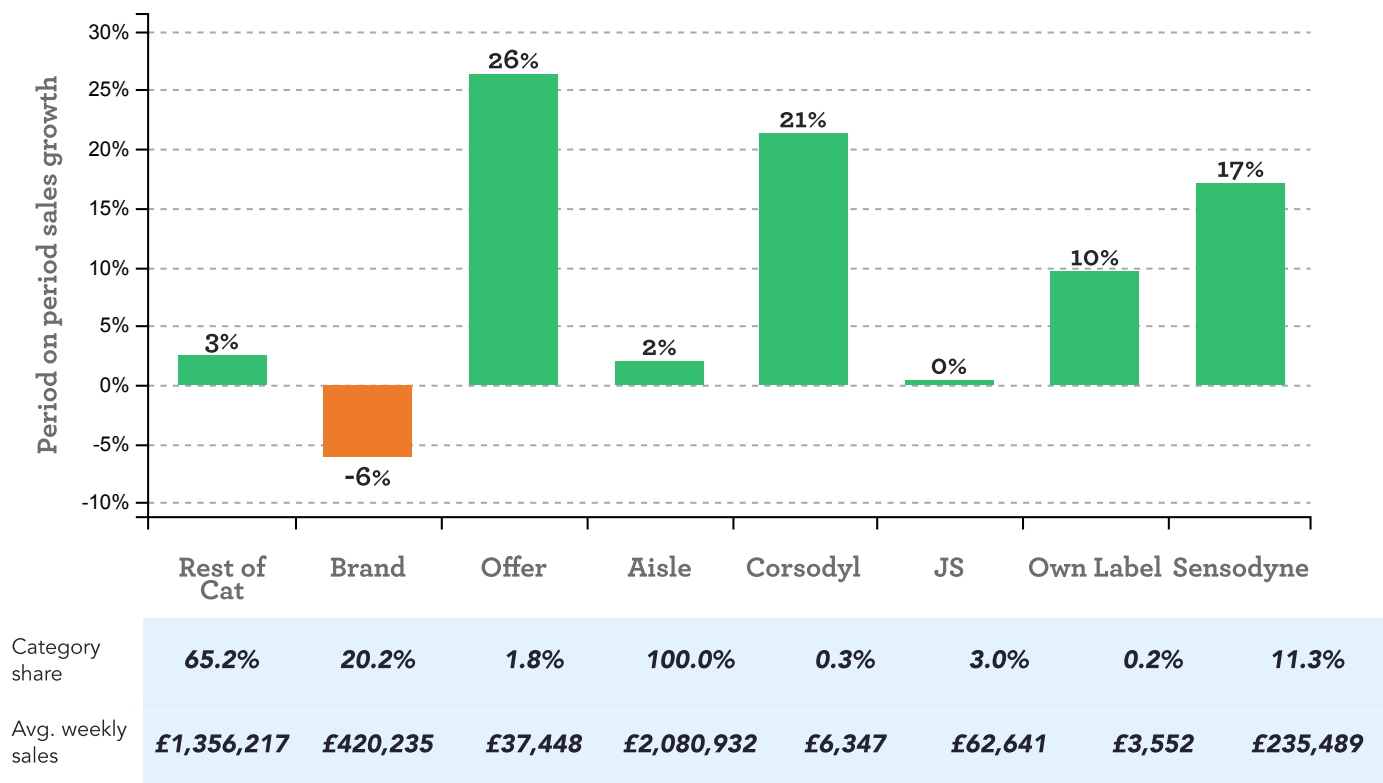


Period on period sales performance

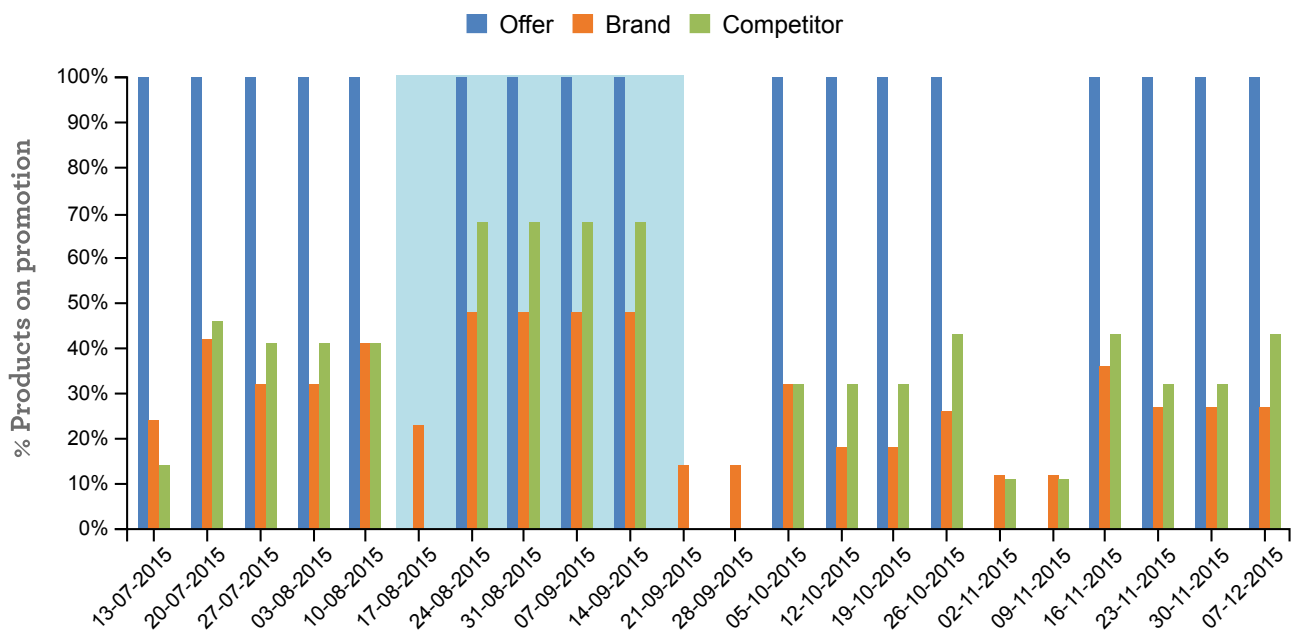
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Promotional activity during campaign

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Pre-Period: 13 Jul 2015 - 14 Aug 2015

Campaign-Period: 14 Aug 2015 - 21 Sep 2015

Post-Period: 21 Sep 2015 - 17 Dec 2015



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Product definitions

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Background

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Campaign Objectives

Launch New Product
Grow Total Units
Grow Share of Category

Timings

Pre-Period: 04 Aug 2015 - 26 Oct 2015
Campaign-Period: 27 Oct 2015 - 24 Dec 2015
Post-Period: 25 Dec 2015 - 21 Jan 2016

Evaluated Channels

Six Sheets
Entrance Gates
JS Magazine
Coupon at Till

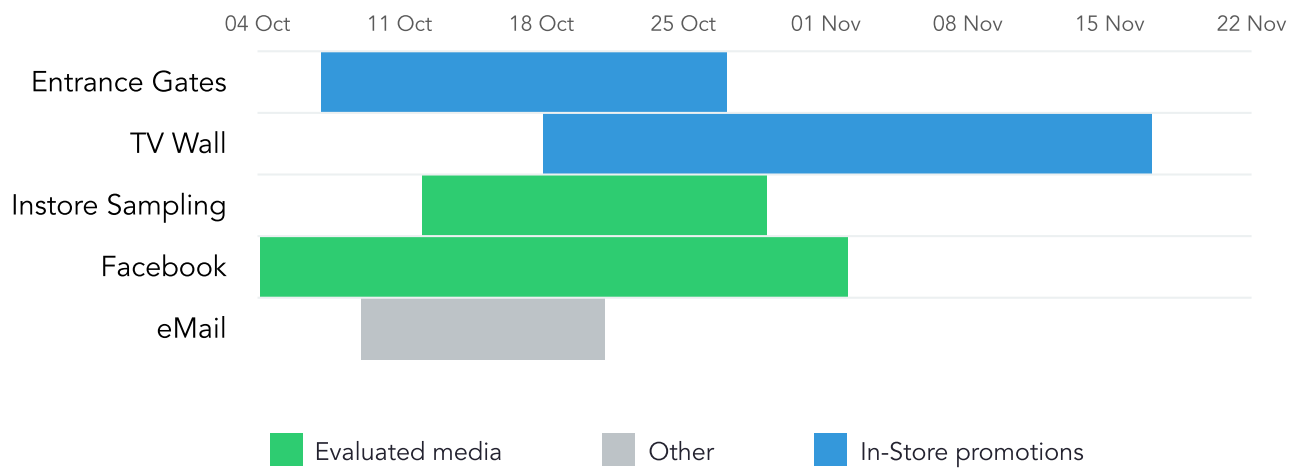
Evaluated Cost

GBP 10,132

Offer SKUs

Please see Product Definitions

Media Laydown



Booking

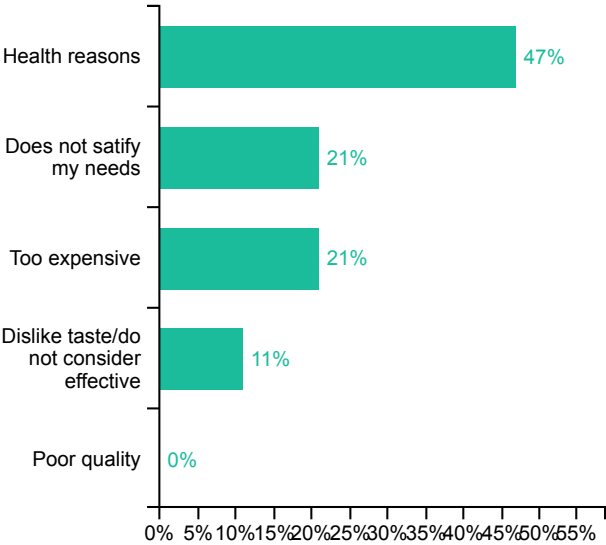
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Performance

SKU details		Sampled distributed during activity	
SKU no.	SKU Name	Samples	Samples per store
3618424	Lindor Coconut	27,357	255
4641928	Lindor Milk Cornet	25,300	178
4723983	Lindor Milk Orange	39,923	273
9472394	Lindor Milk and White	39,871	169
Total:		5,239,871	433

Incremental uplift during campaign		
Unit	Unit %	Conversion from distributed samples
12,730	112%	9%

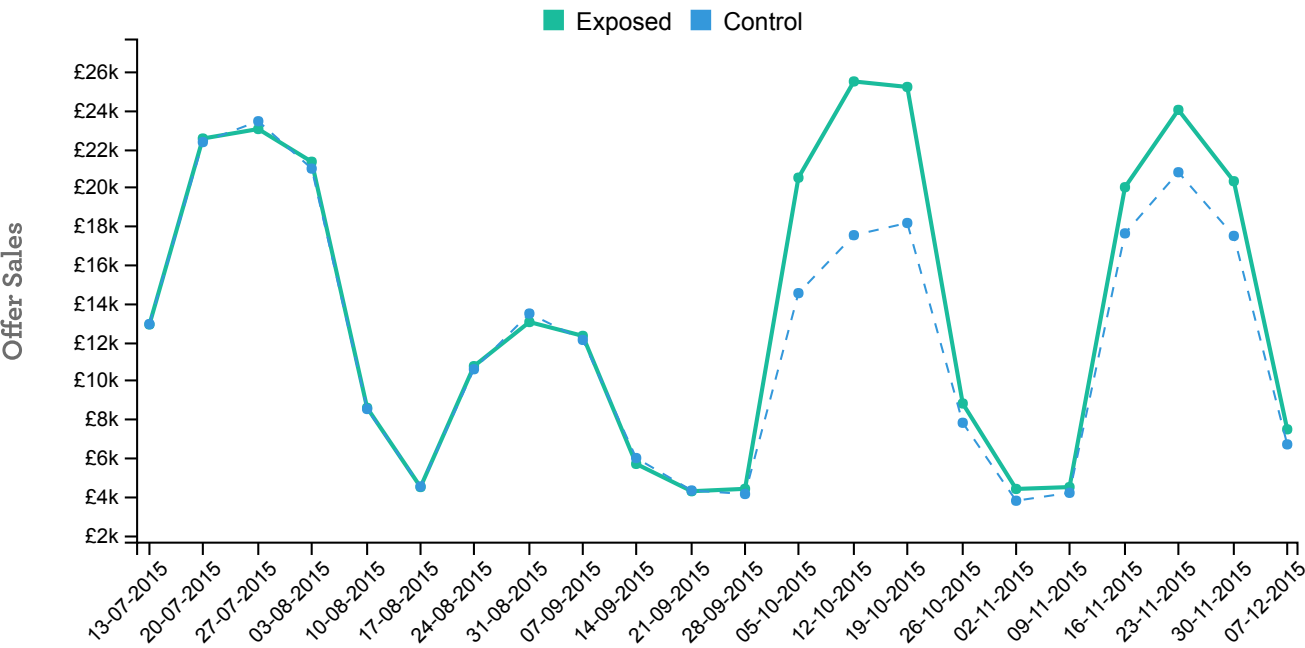
Reasons of non purchase



Gallery

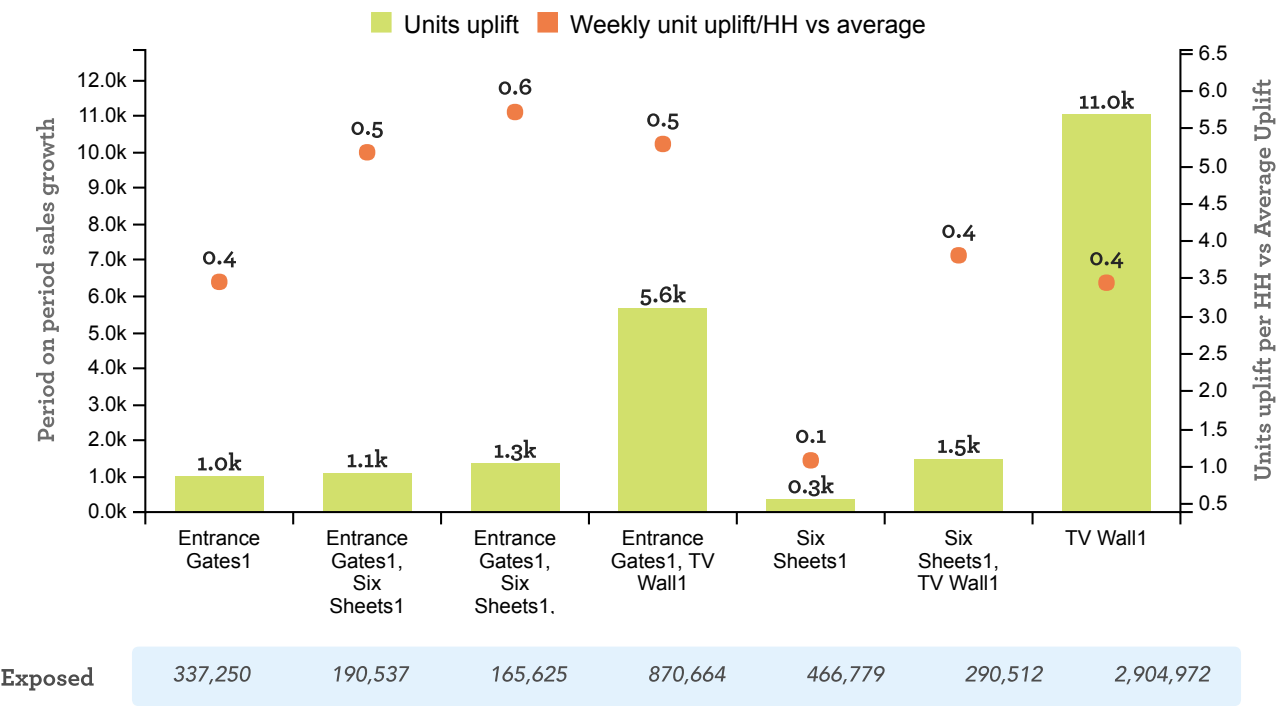


Objective priority 1



Offer Sales	Uplift	Percentage uplift
During	£4,873	0.51%
Post	£4,000	0.06%
Total	£52,734	0.57%

Objective priority 2



Performance

Campaign Objectives	
Total Sales Uplift	£38,315
Uplift in New Customers	11637
Share of Category Uplift	1.8ppts

Objectives

summary_objectives

Insight