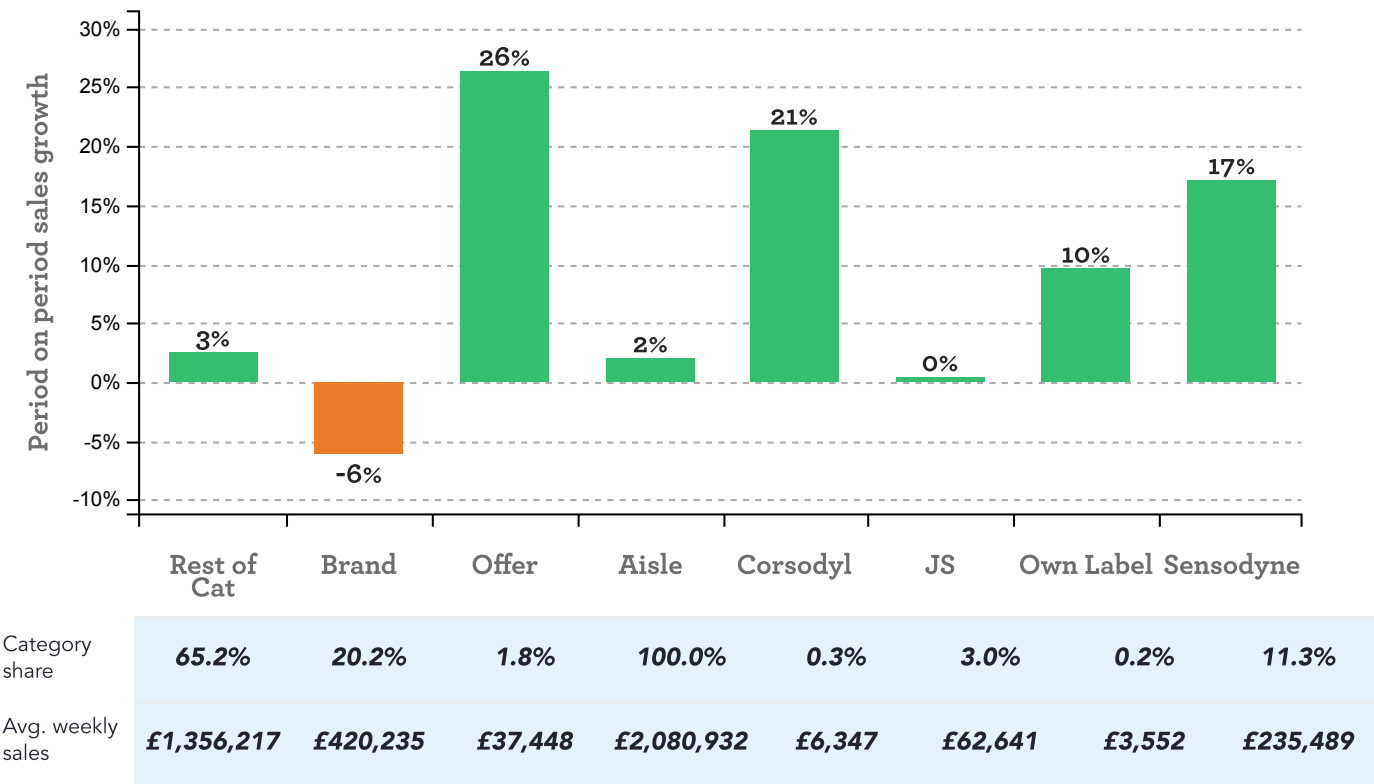


## Period on period sales performance

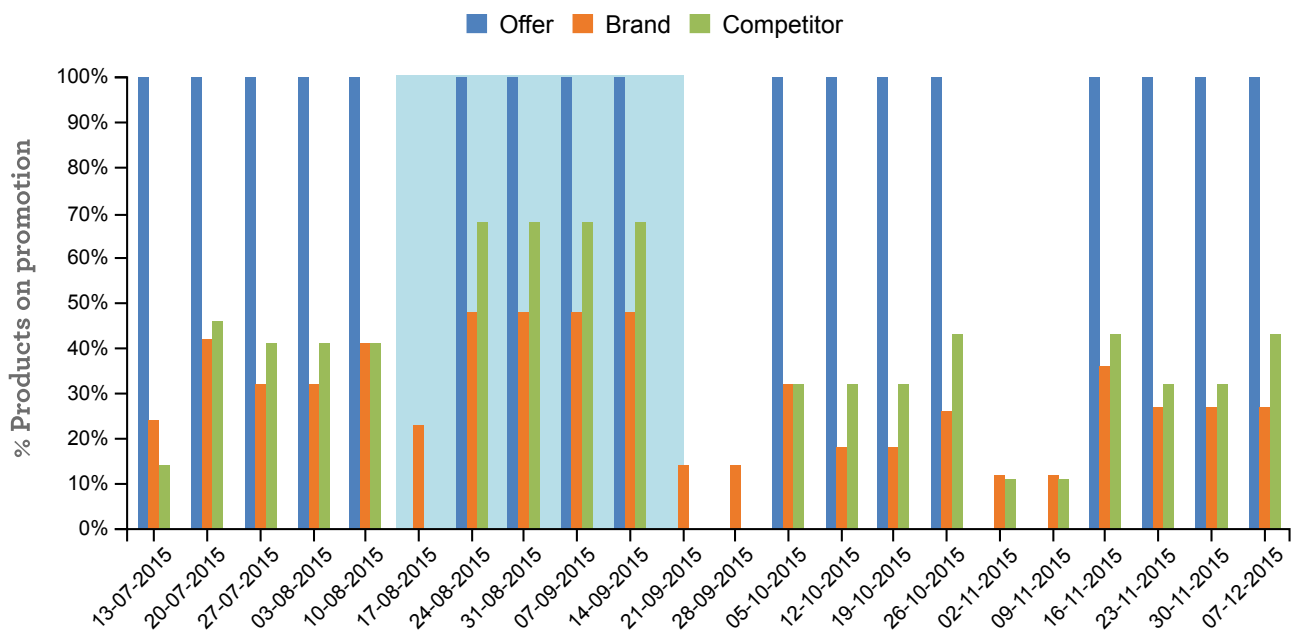
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## Promotional activity during campaign

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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

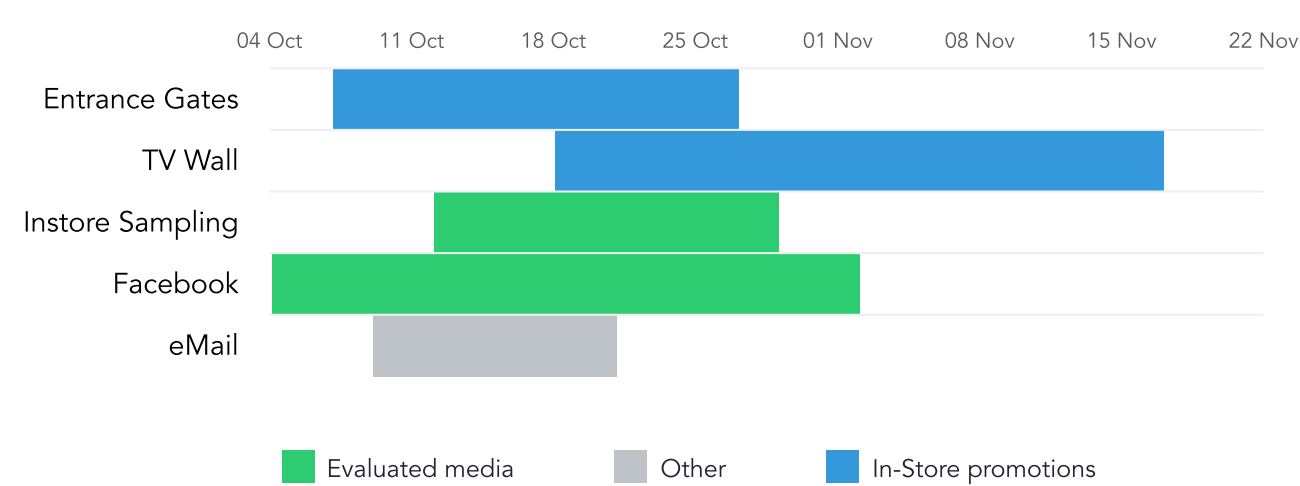
## Evaluated Cost

GBP 10,132

## Offer SKUs

Please see Product Definitions

## Media Laydown



## Booking

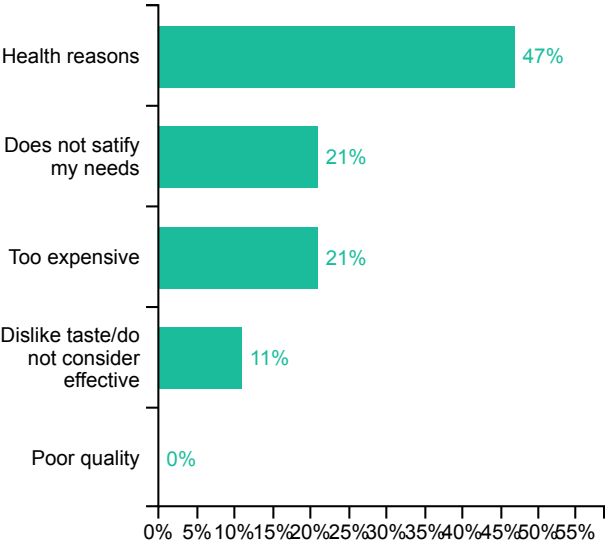
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Performance

| 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



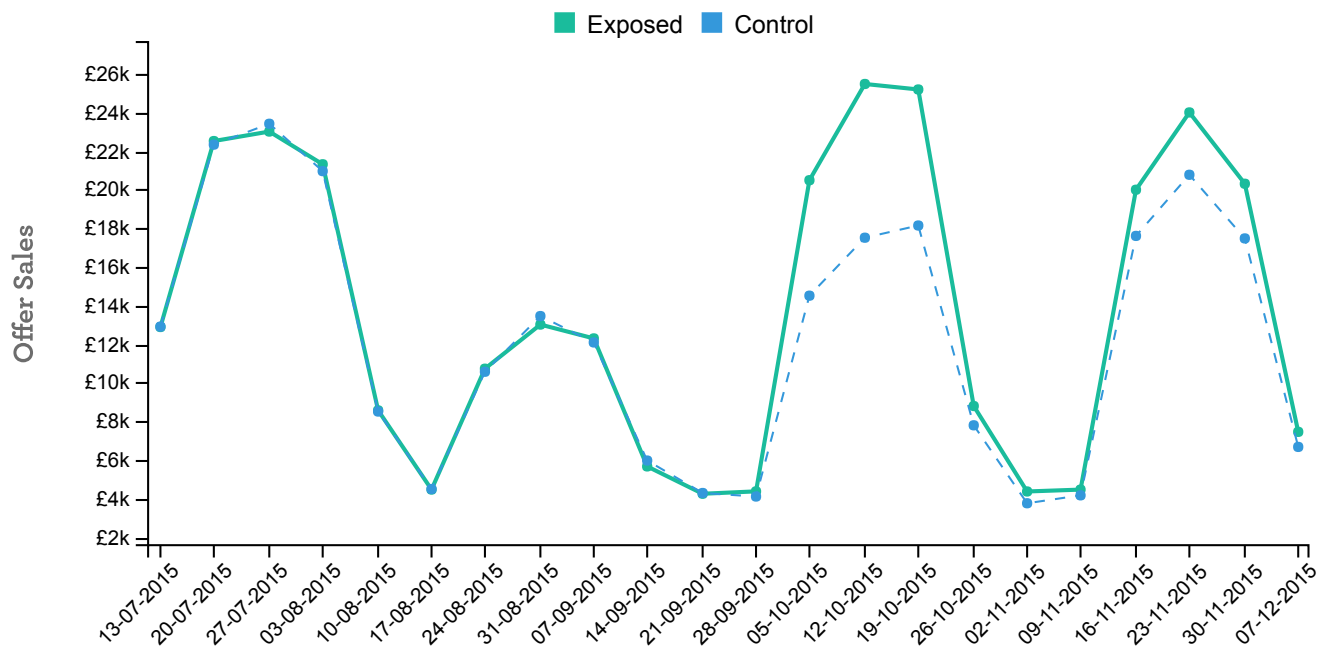
Gallery





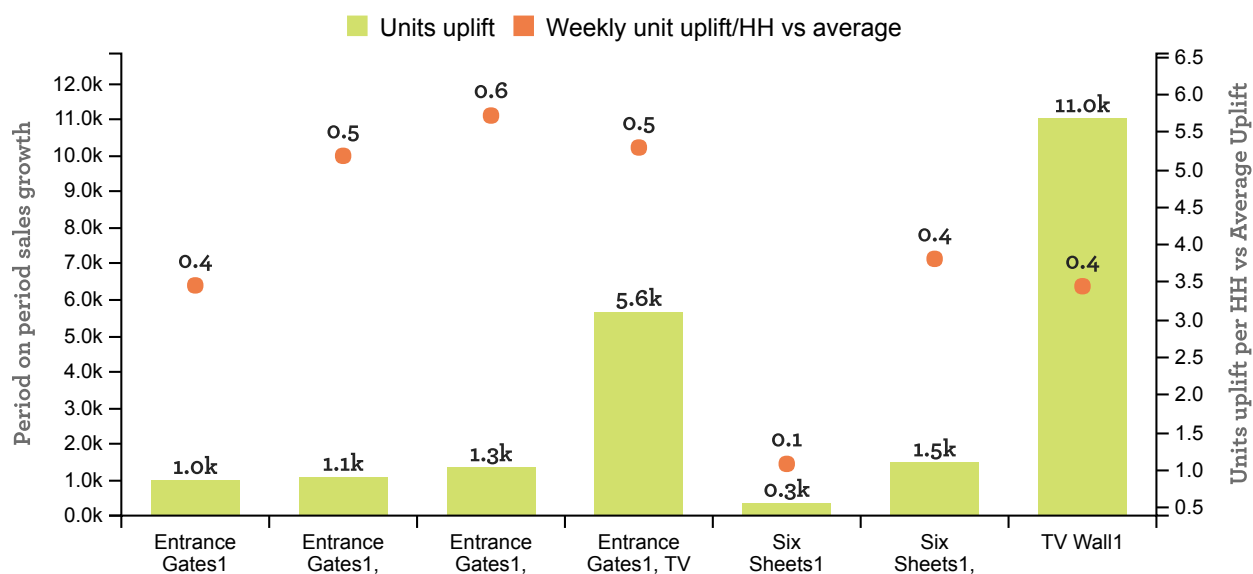


Objective priority 1



| Offer Sales  | Uplift         | Percentage uplift |
|--------------|----------------|-------------------|
| During       | £4,873         | 0.51%             |
| Post         | £4,000         | 0.06%             |
| <b>Total</b> | <b>£52,734</b> | <b>0.57%</b>      |

## Objective priority 2



|         |         |         |         |         |         |         |           |
|---------|---------|---------|---------|---------|---------|---------|-----------|
| Exposed | 337,250 | 190,537 | 165,625 | 870,664 | 466,779 | 290,512 | 2,904,972 |
|---------|---------|---------|---------|---------|---------|---------|-----------|

## Performance

Campaign Objectives

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

Objectives

summary\_objectives

Insight