



## **Lindor: Lindt - Christmas 2015**

Aisle Fins, Entrance Gates, Instore Sampling, JS Magazine

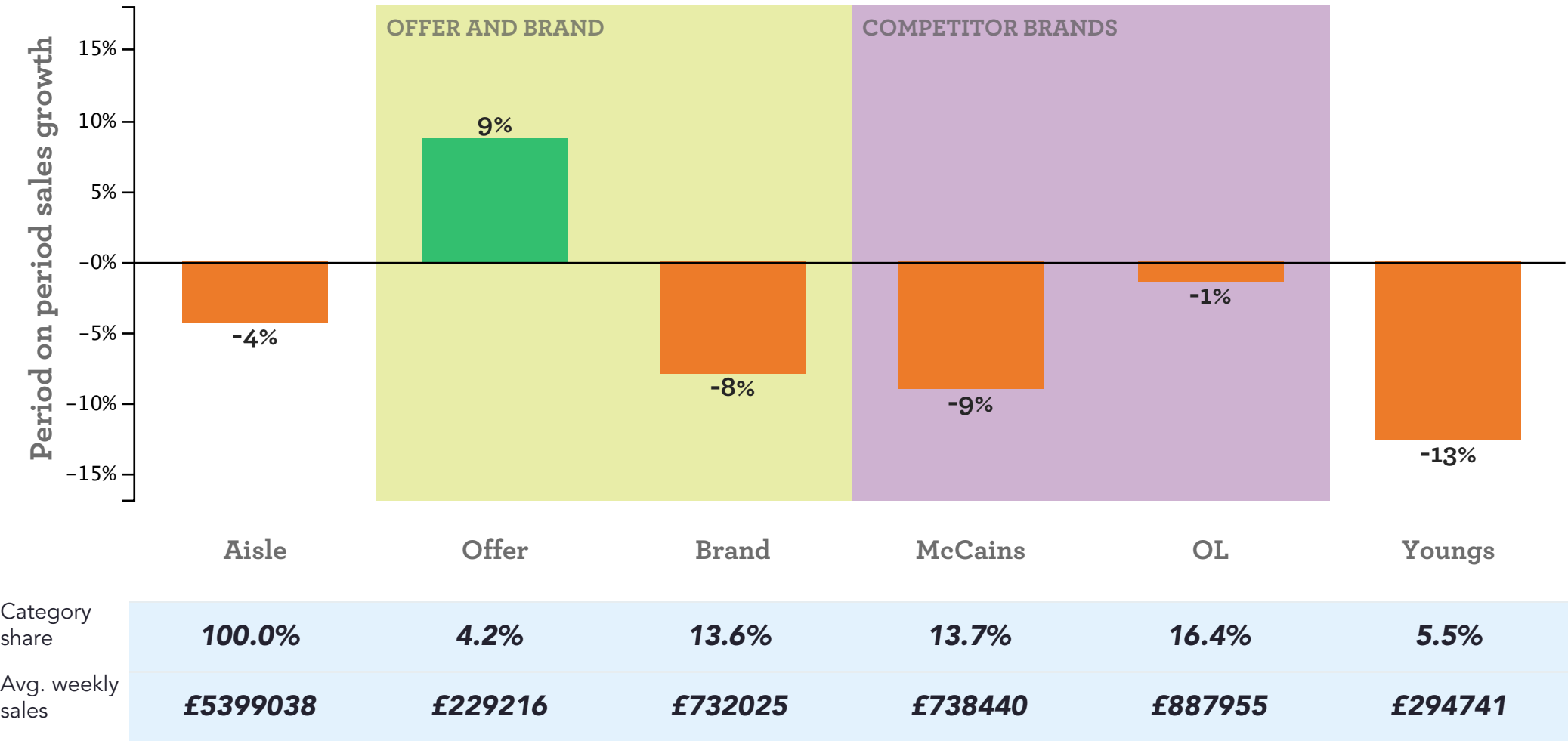
01 Feb 2015 - 15 Apr 2015

An abstract graphic featuring a large, light blue circle in the center. Surrounding it are several smaller circles in various colors: orange, purple, green, yellow, and dark blue. Some of these smaller circles overlap with the large blue circle or each other. There are also many small, light gray dots scattered around the composition. The text "Category Context" is written in white, serif font across the middle of the large blue circle.

# Category Context

# Period on period sales performance

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Previous Period: 20/08/2014 - 17/02/2015  
Current Period: 18/02/2015 - 18/08/2015

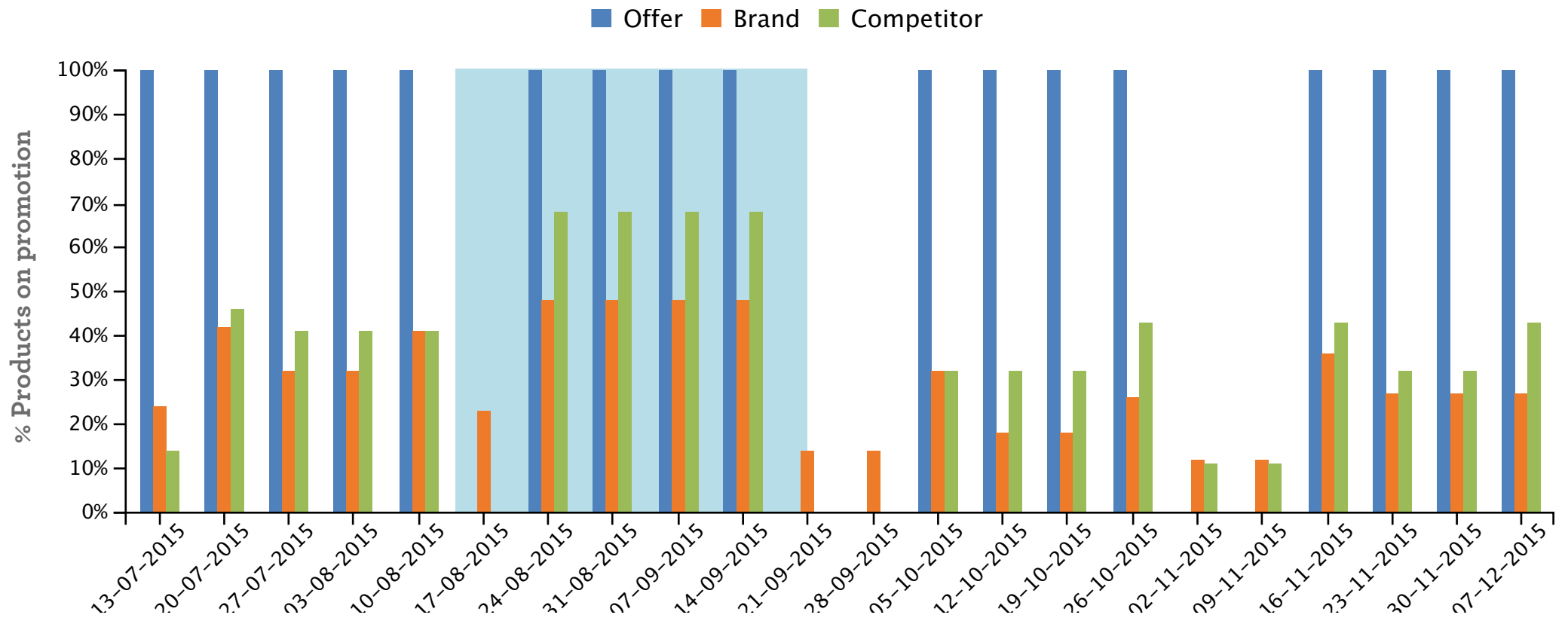




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## Promotional activity during campaign

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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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The background is white with a large, light blue circle in the center. Surrounding this central circle are several other circles of various colors and sizes, including orange, yellow, green, purple, and grey. Some of these circles overlap with the central blue circle or each other. The text "Campaign Background" is written in white, serif font, centered within the large blue circle.

# Campaign Background

## Background

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## Campaign Objectives

- Grow total units
- Acquire new customers

## 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



Instore Sampling



JS Magazine



Six Sheets



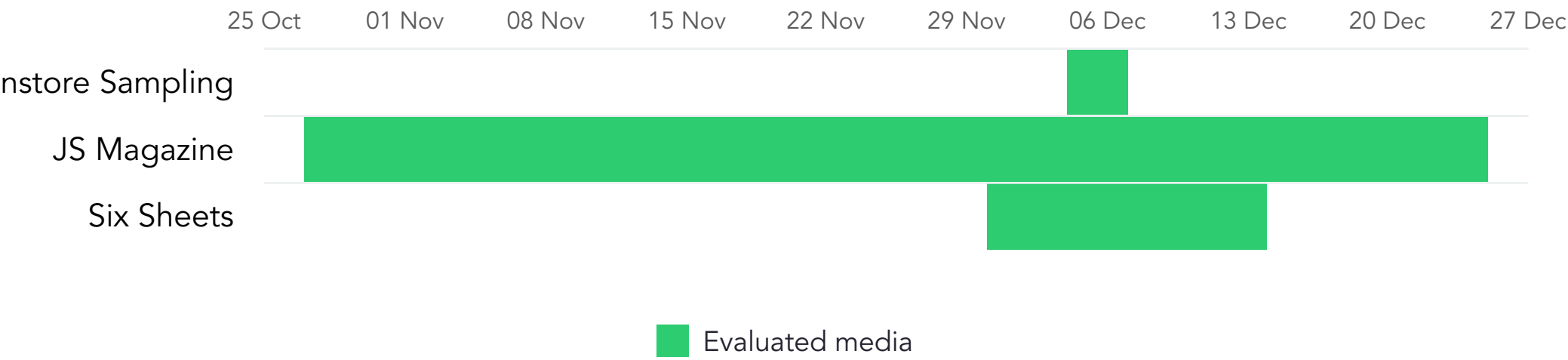
# Evaluated Cost


- GBP 37600

# Offer SKUs

- LINDT GOLD REINDEER 100G
- LINDT GOLD TEDDY BEAR 100G
- LINDT RED SANTA 125G

# Media Laydown



An abstract graphic featuring a large, light blue circle in the center. Surrounding it are several smaller circles in various colors: orange, purple, green, yellow, and dark blue. Some of these smaller circles overlap with the large blue circle or each other. There are also several small grey dots scattered around the composition.

# Sampling Performance

# Booking

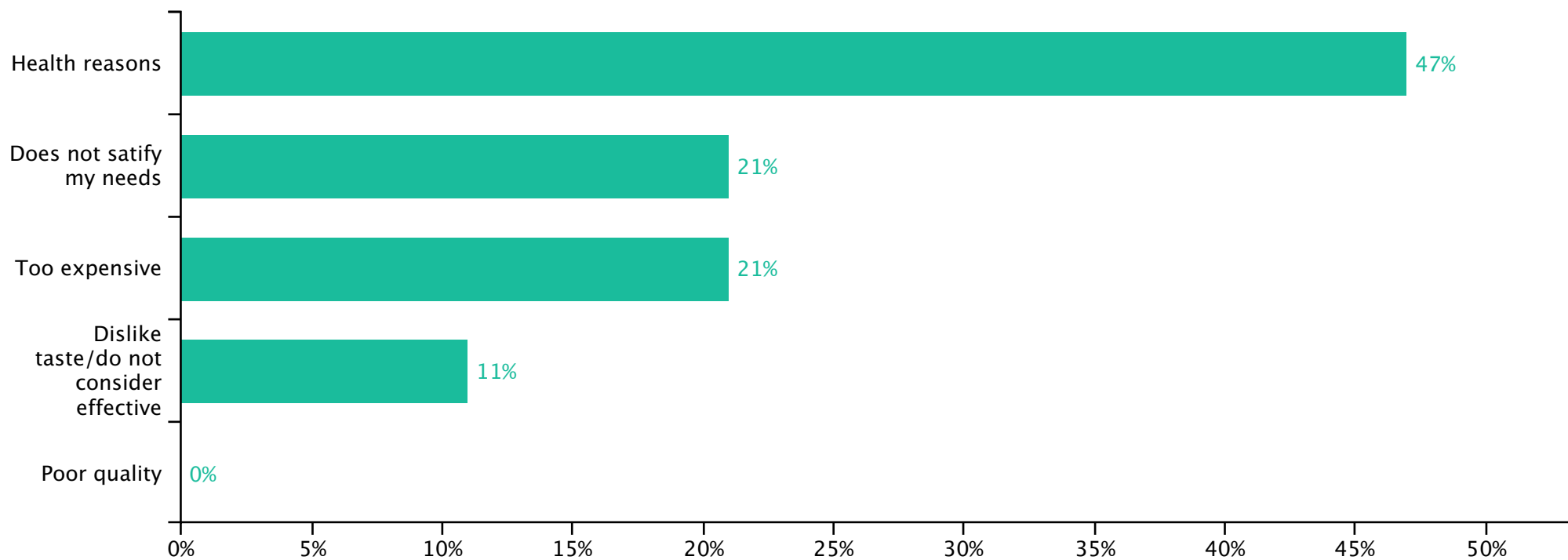
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## Performance

SKU details		Sampled distributed during activity	
SKU no.	SKU Name	Samples	Samples per store
3618424	Lindor Coconut	27357	255
4641928	Lindor Milk Cornet	25300	178
4723983	Lindor Milk Orange	39923	273
9472394	Lindor Milk and White	39871	169
Total:		526573992339871	433273169

Incremental uplift during campaign		
Unit	Unit %	Conversion from distributed samples
12730	112%	9%

## Reasons of non purchase

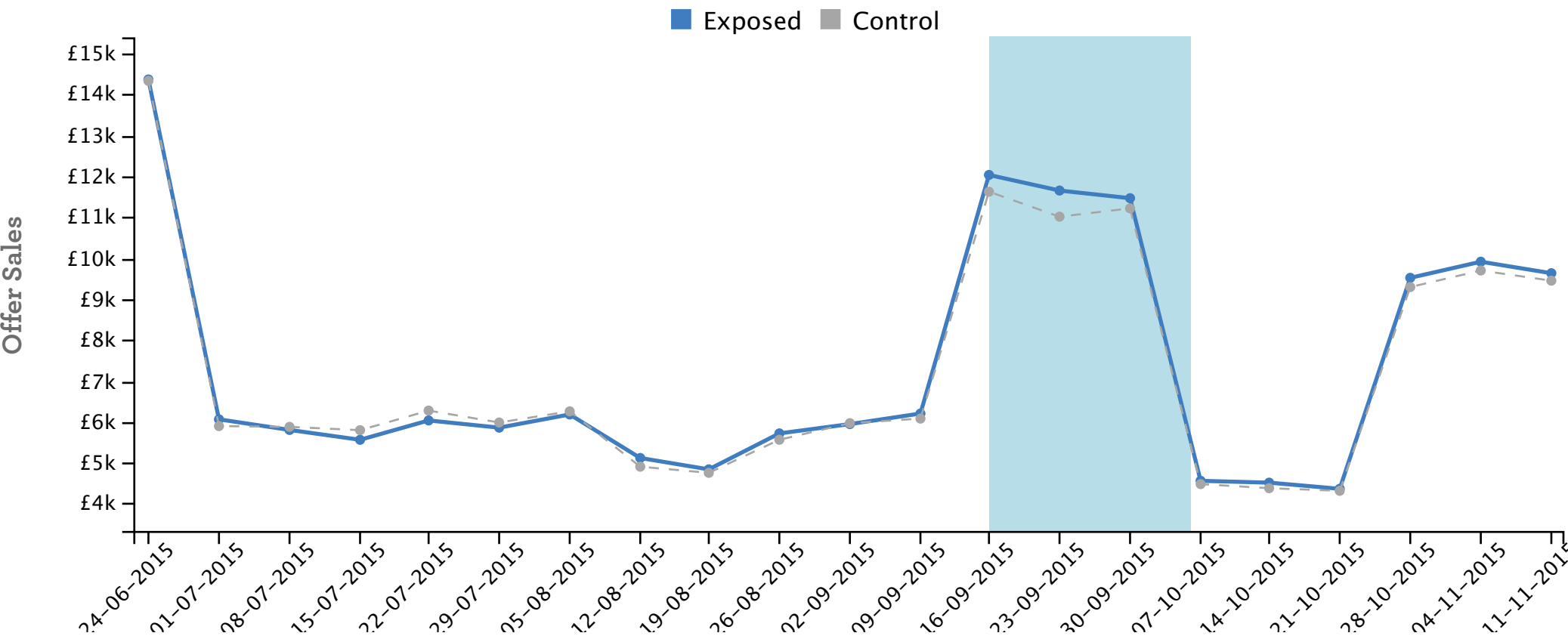


An abstract graphic featuring a large, light blue circle in the center. Surrounding it are several smaller circles in various colors: orange, yellow, green, purple, and grey. Some of these smaller circles overlap with the large blue circle or each other. The text "Objective Review" is written in white, serif font across the center of the large blue circle.

# Objective Review

chart\_offer\_sales

table\_offer\_sales.



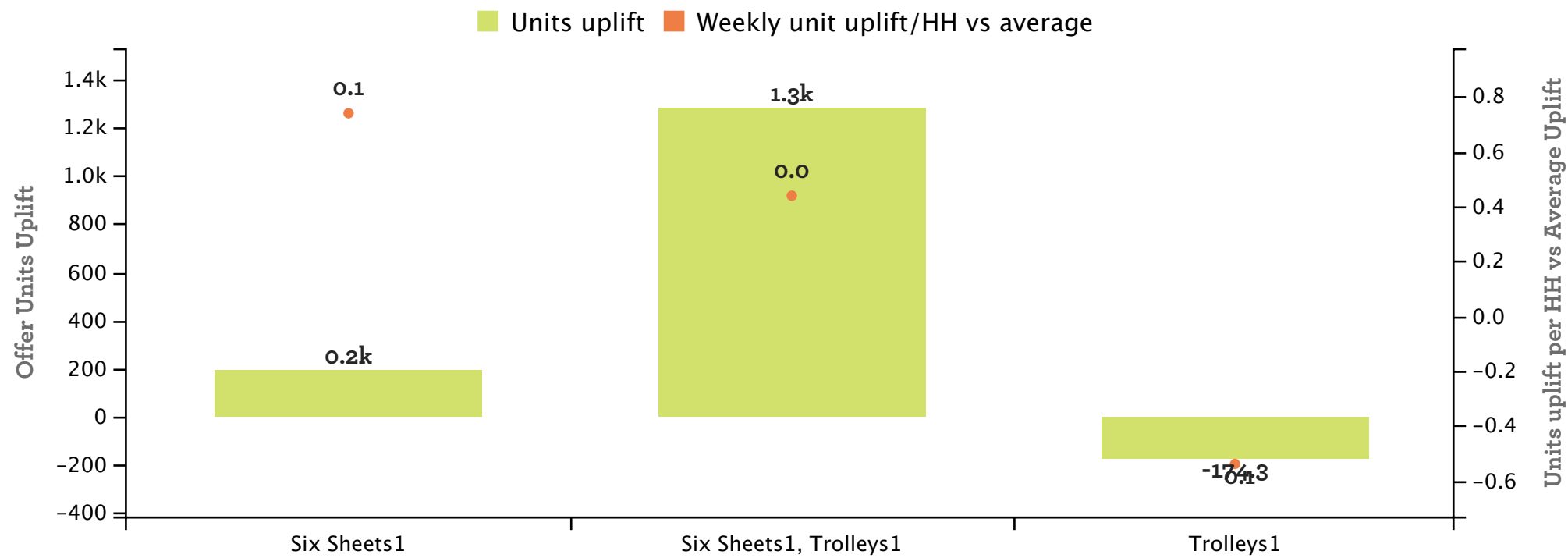
Offer Sales	Uplift	Percentage uplift
During	£66550	4.34%
Post	£65854	2.39%

Total

£132404

3.08%

chart\_units\_uplift



Households	1740166	708625	1849174
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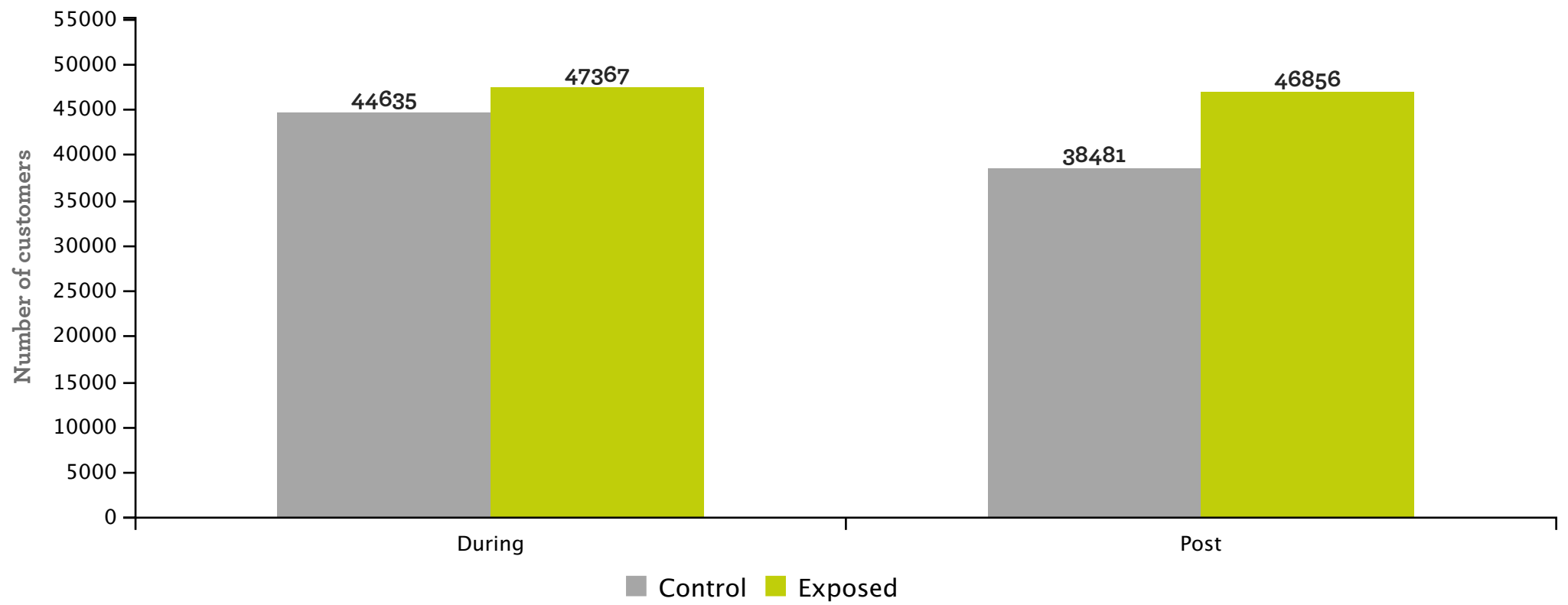


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chart\_grow\_customer\_product\_range

Offer







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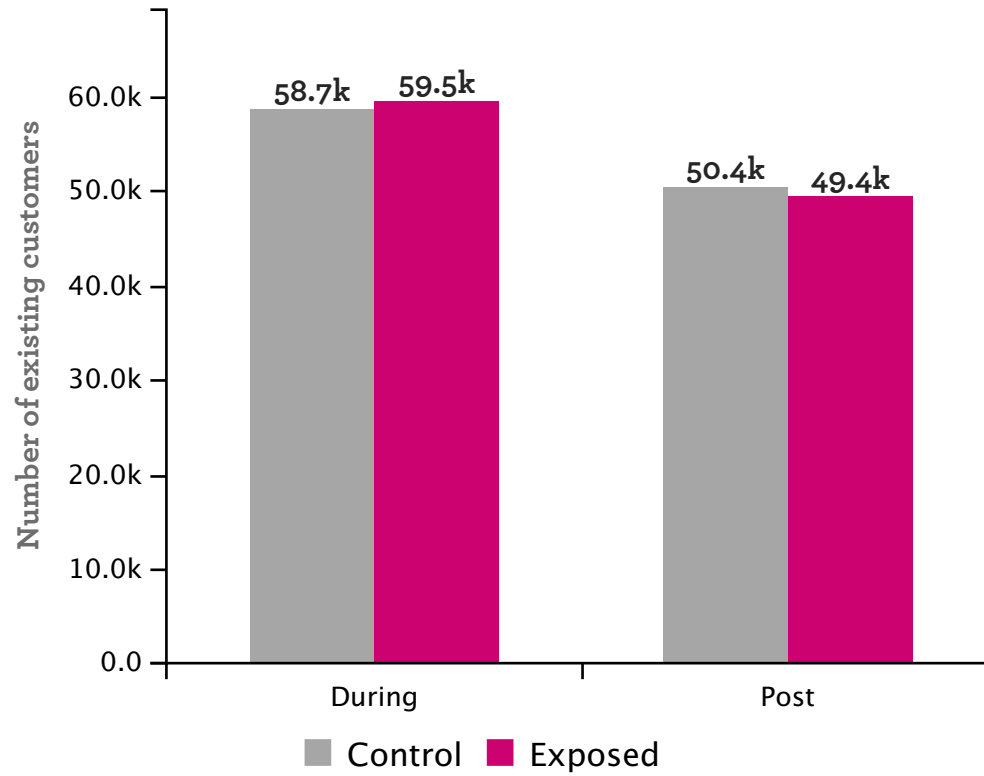
**chart\_grow\_awareness**



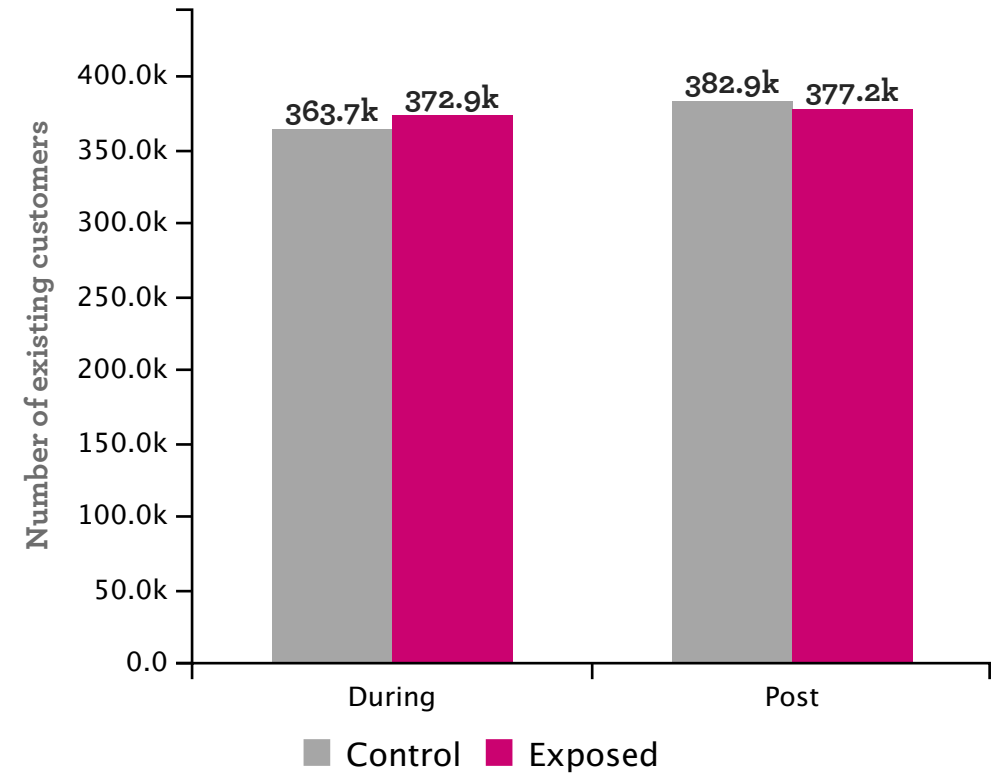
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**chart\_retain\_existing\_customers**

Offer



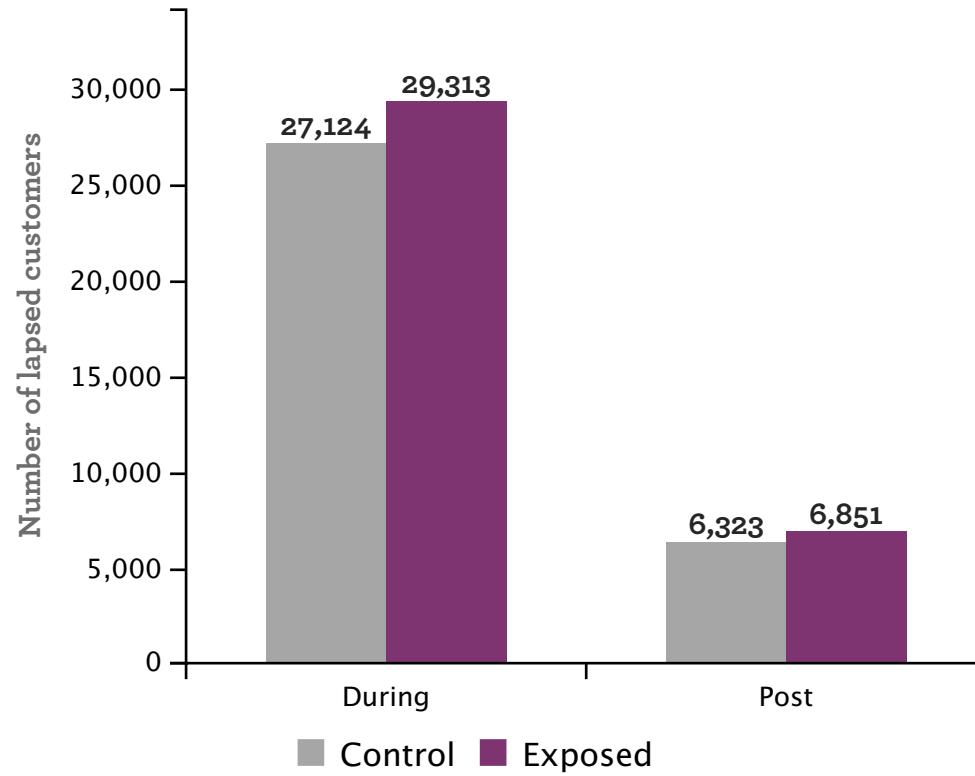
Brand



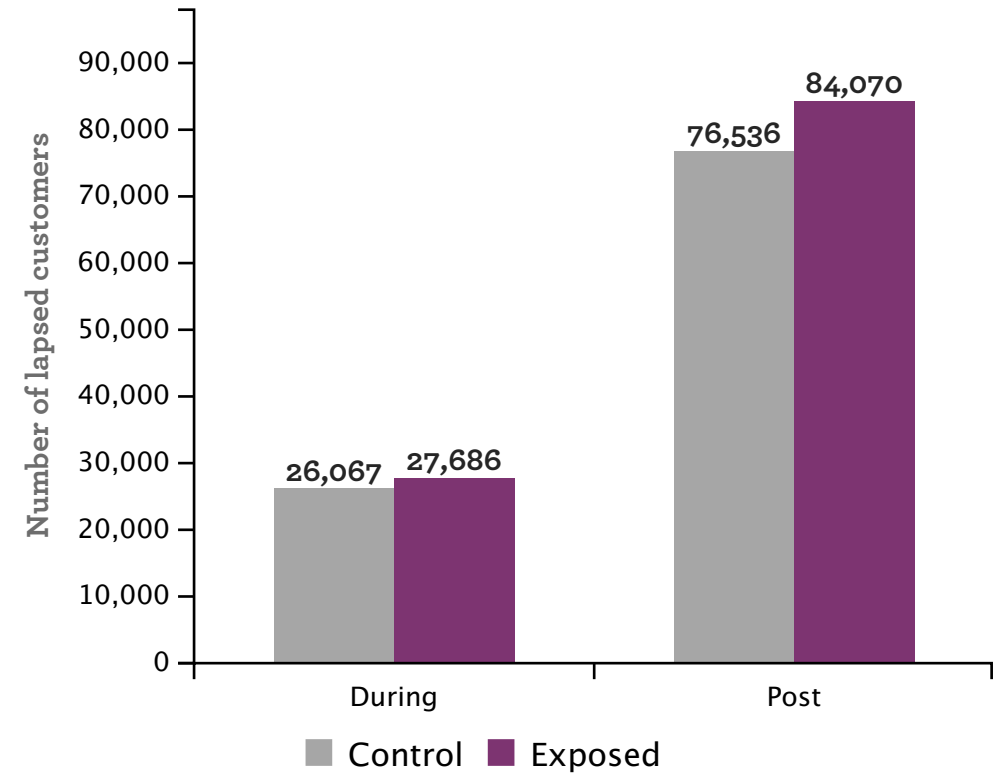
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chart\_retain\_lapsing\_customers

## Offer



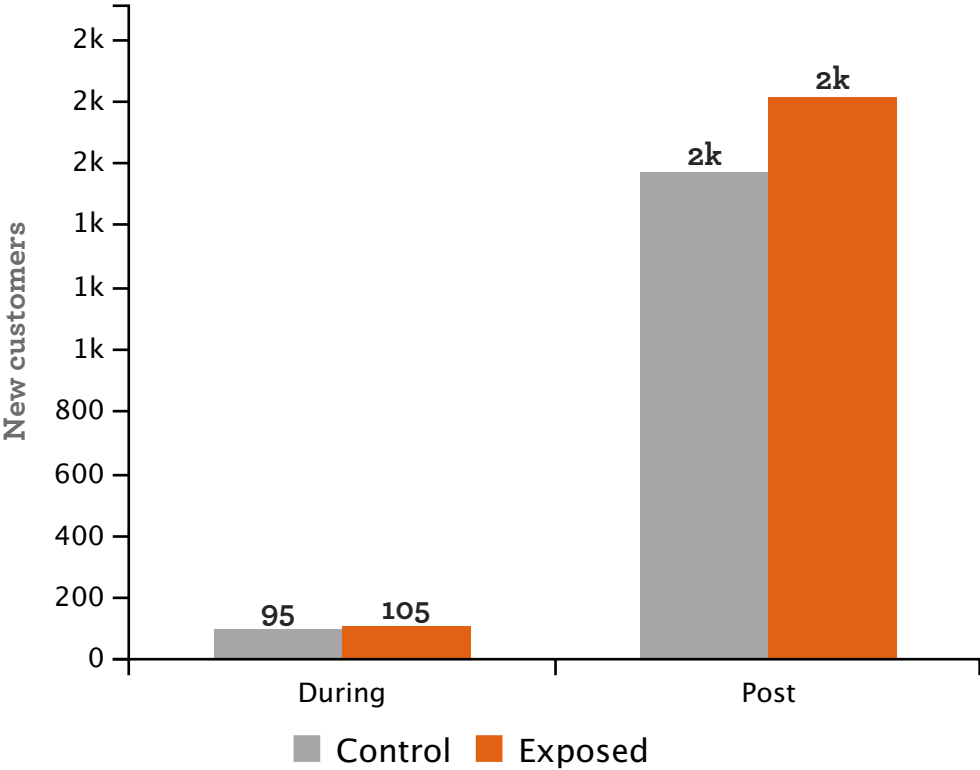
## Brand



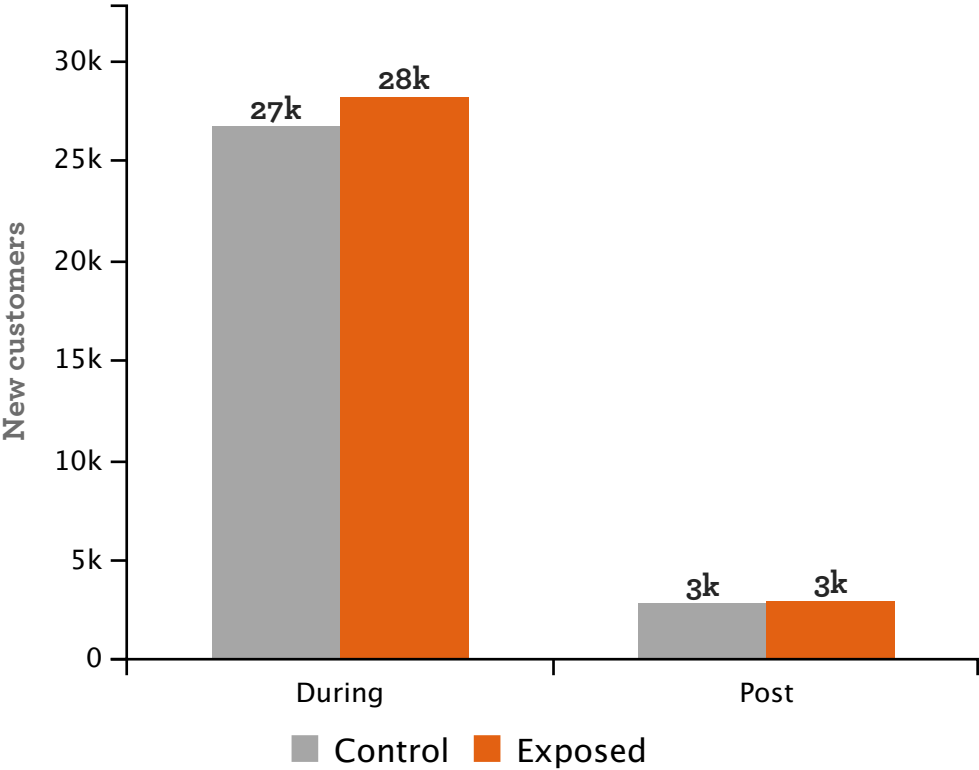
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chart\_acquire\_new\_customers

Offer



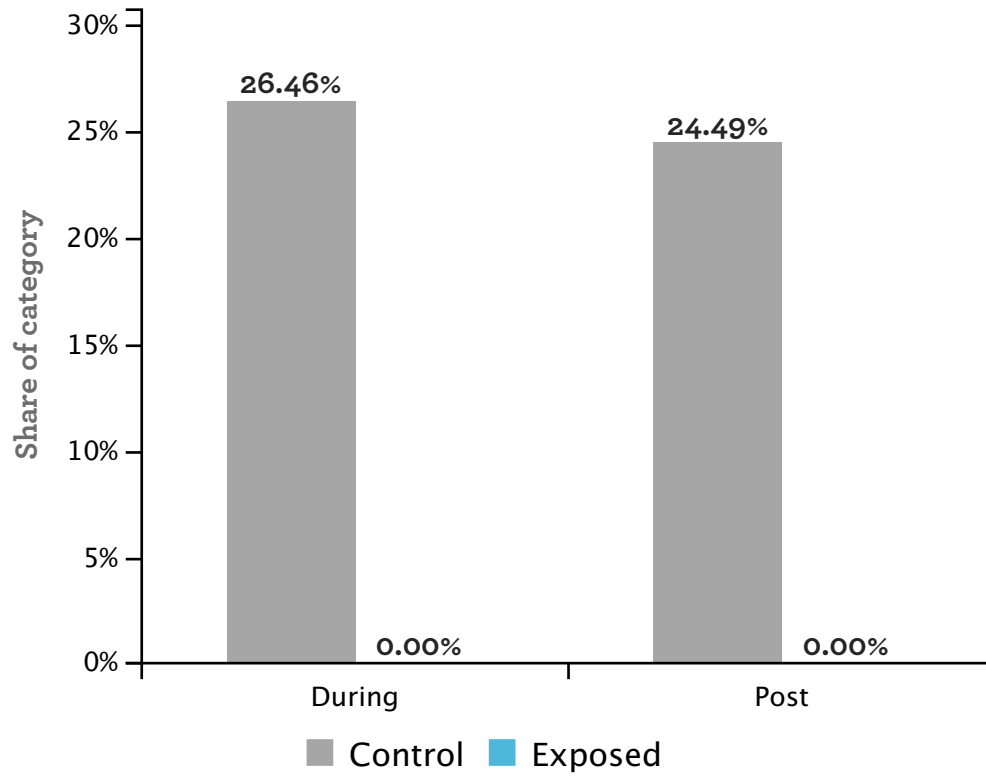
Brand



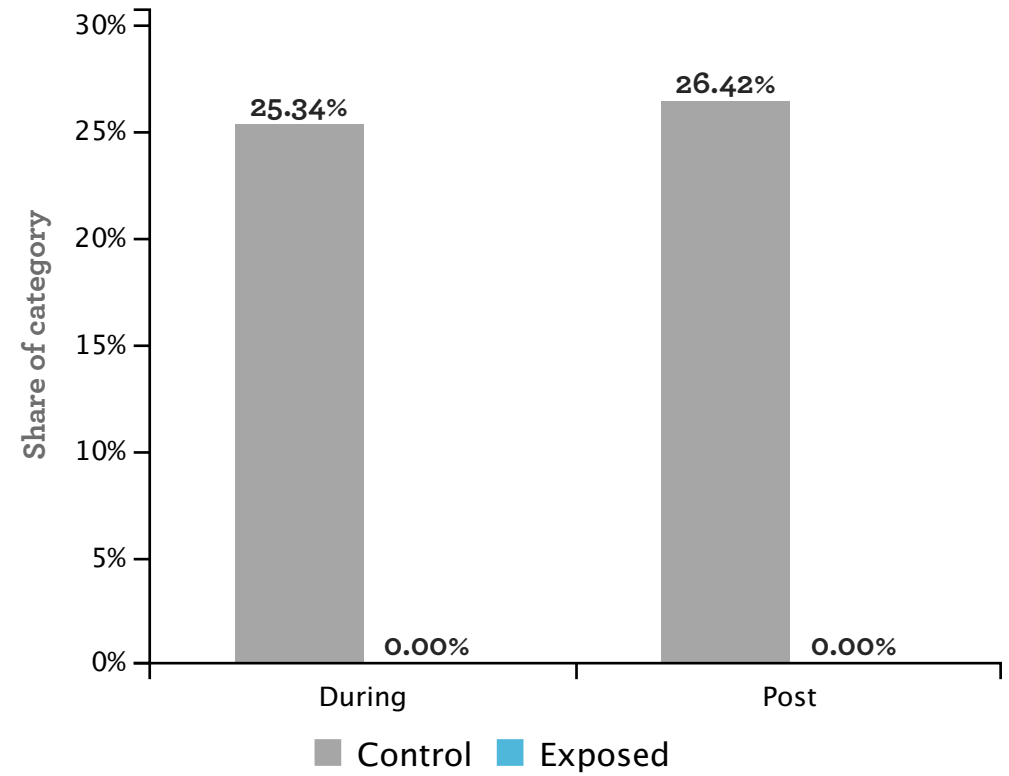
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chart\_grow\_share\_of\_category

Offer

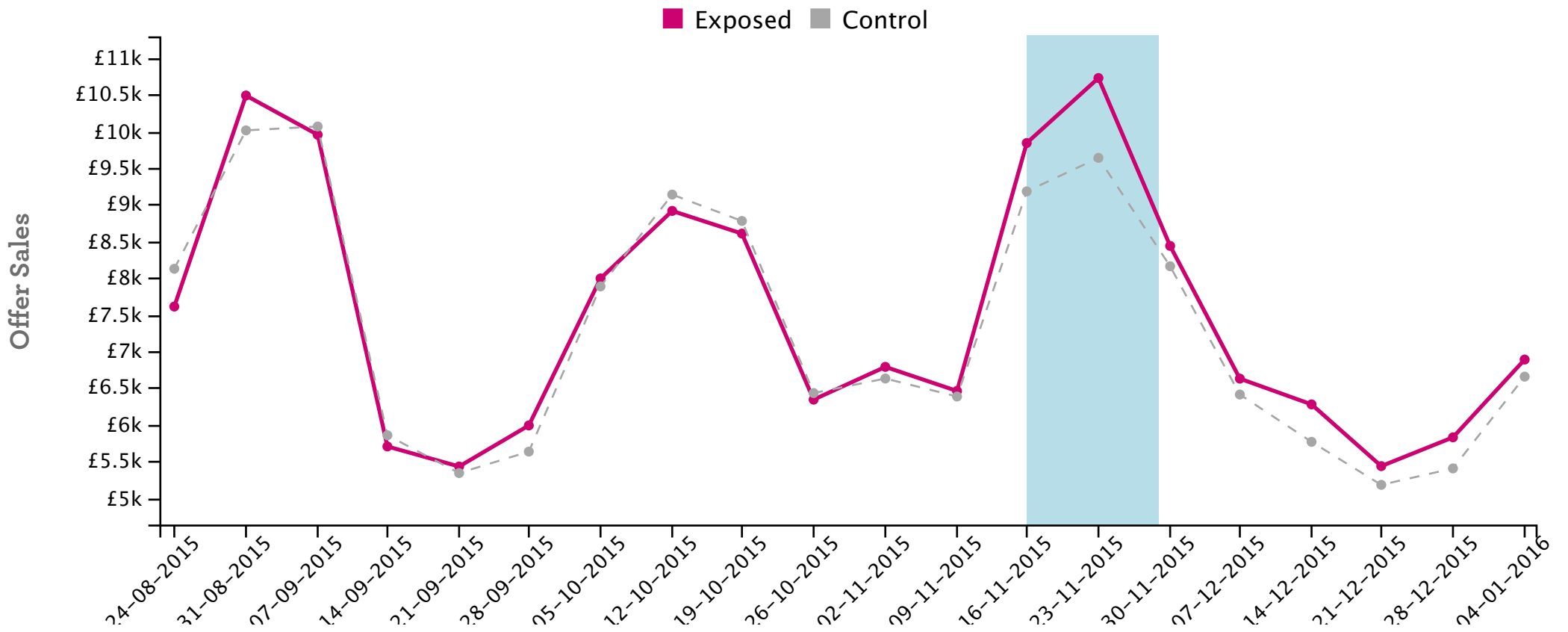


Brand



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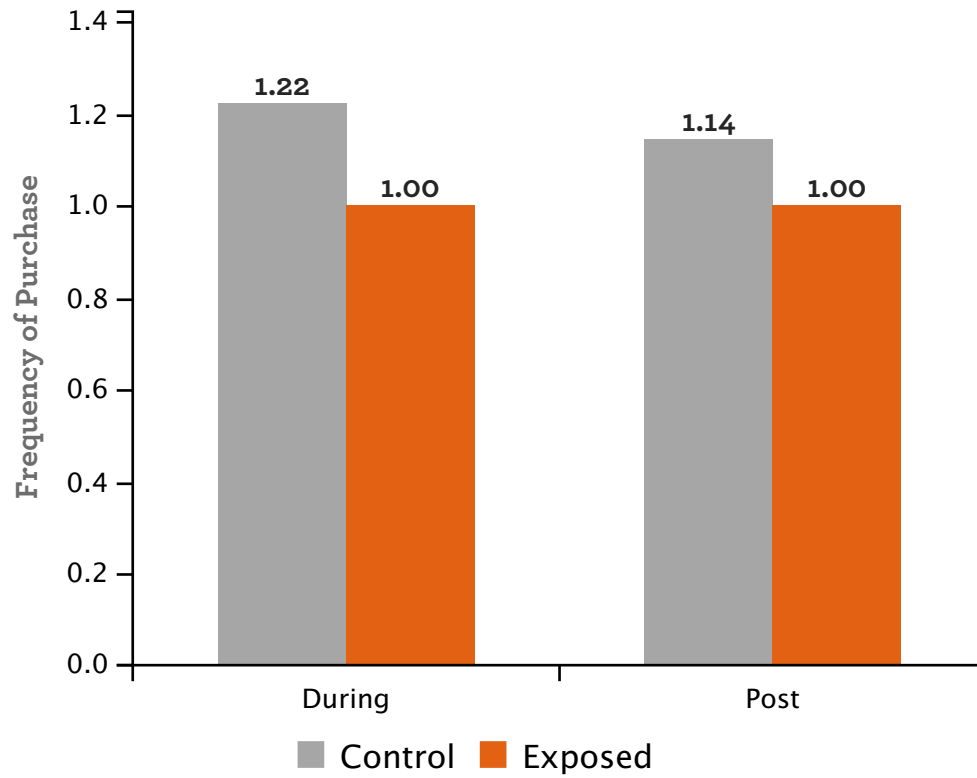
chart\_launch\_new\_product



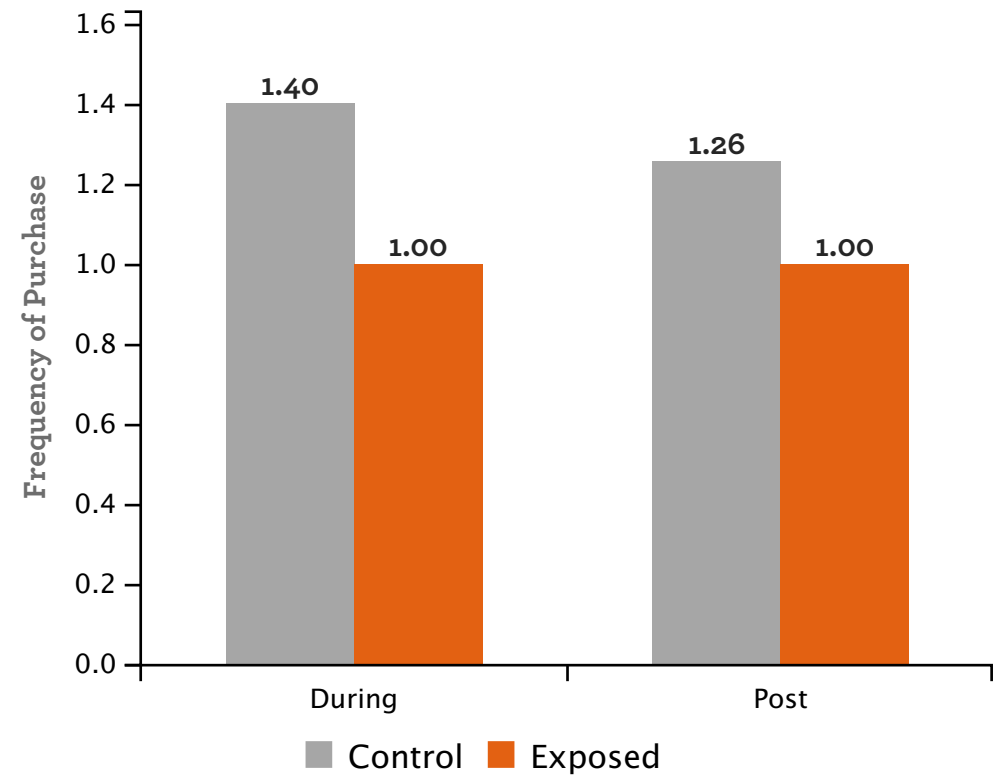
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chart\_grow\_frequency\_of\_share\_per\_customer

Offer



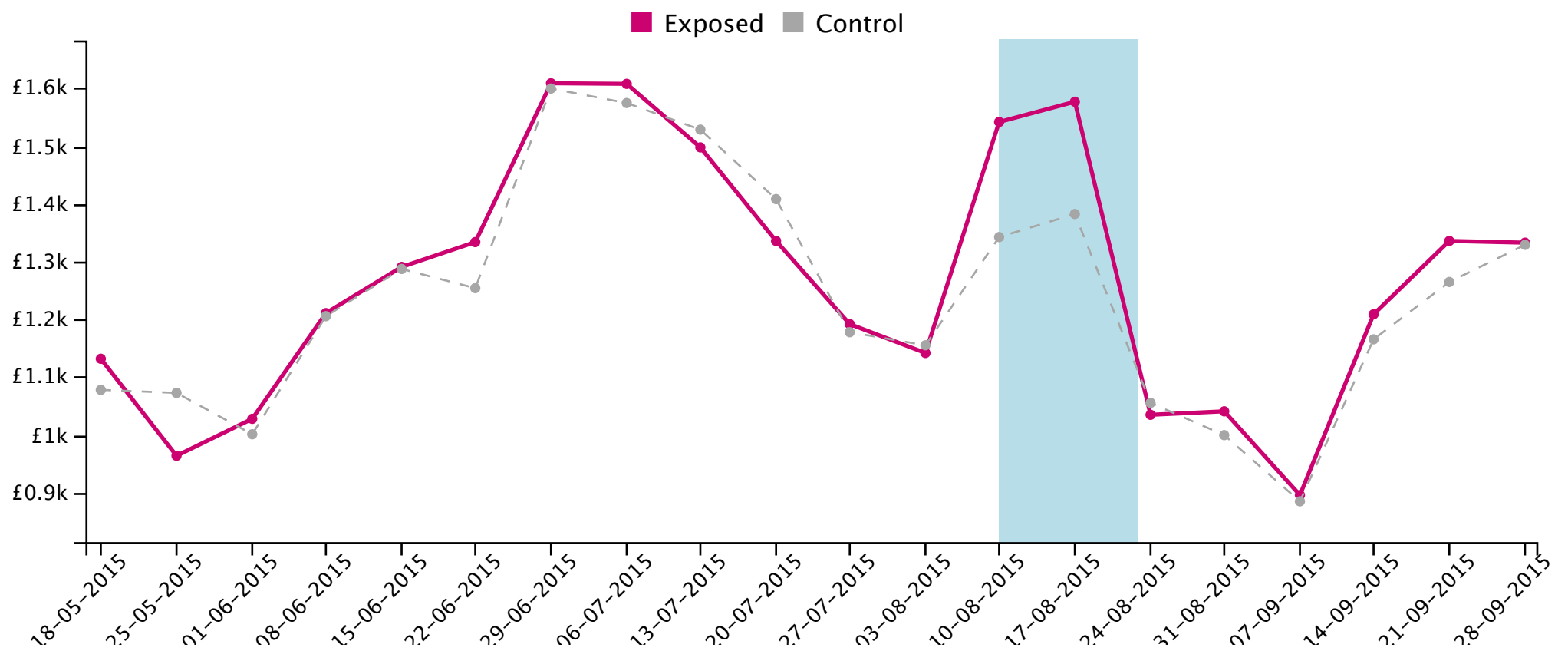
Brand



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chart\_grow\_total\_units





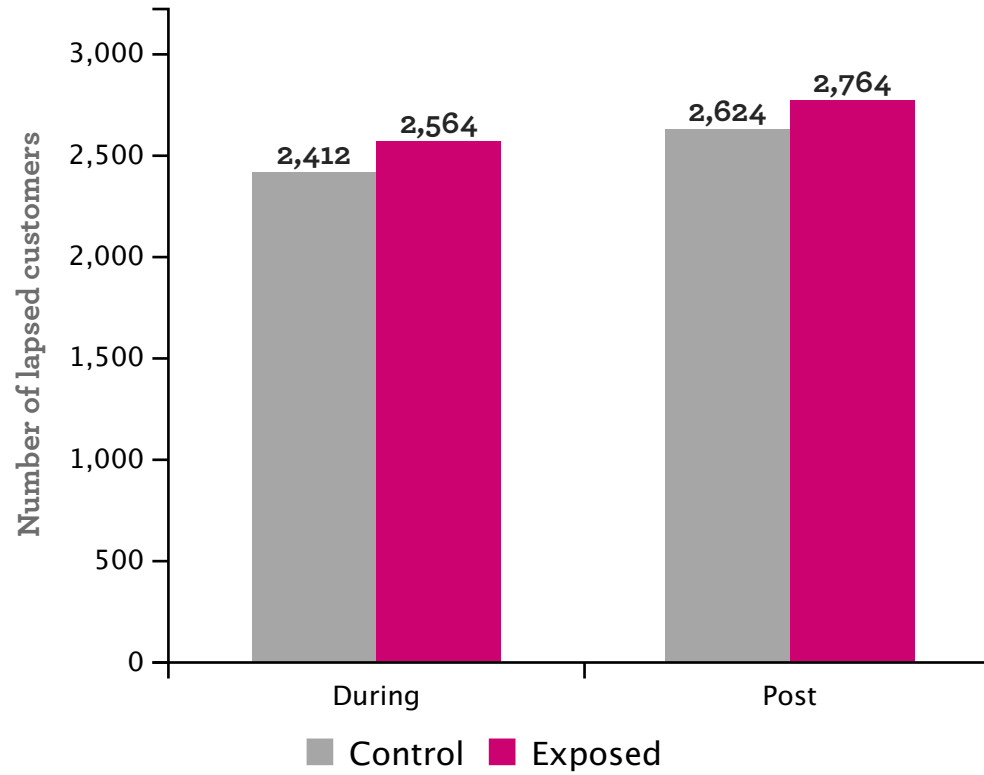
Offer Sales	Uplift	Percentage uplift
During	£393	0.14%
Post	£149	0.02%
<b>Total</b>	<b>£543</b>	<b>0.06%</b>



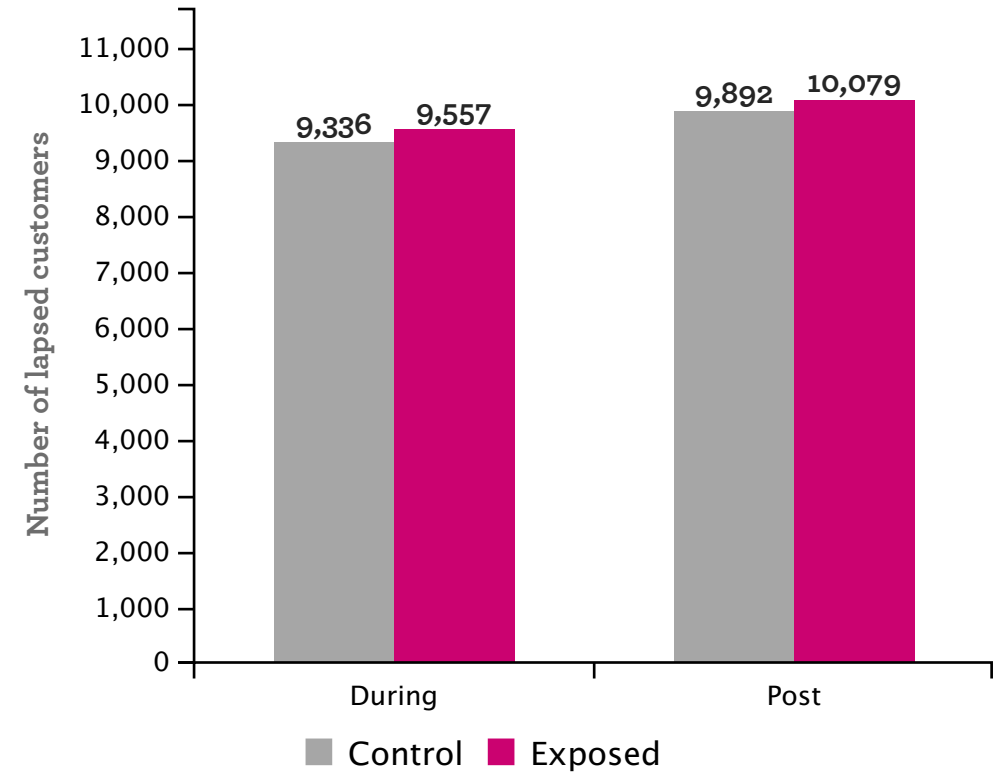
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chart\_retain\_new\_customers\_trialists

## Offer



## Brand



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An abstract graphic featuring a large, light blue circle in the center. Surrounding it are several smaller circles in various colors: orange, yellow, green, purple, and grey. Some of these smaller circles overlap with the large blue circle or each other. The word "Summary" is written in white, serif font across the center of the large blue circle.

# Summary

# Performance

## Campaign Objectives



# Insight

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The image features a large, light blue circle in the center. Surrounding it are several smaller circles in various colors: orange, purple, green, yellow, and dark blue. Some of these smaller circles overlap with the large blue circle or each other. There are also several small grey dots scattered around the composition. The word "Appendix" is written in white, serif font across the center of the large blue circle.

# Appendix

# Appendix

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An abstract graphic featuring a large, solid purple circle in the center. Surrounding this central circle are several smaller circles of various colors, including orange, lime green, yellow, dark purple, and blue. Some of these smaller circles overlap with the central purple circle or each other. Additionally, there are several small, light gray dots scattered around the composition. The entire design is set against a plain white background.

Thank you