



Lindor: Lindt - Christmas 2015

Aisle Fins, Entrance Gates, Instore Sampling, JS Magazine

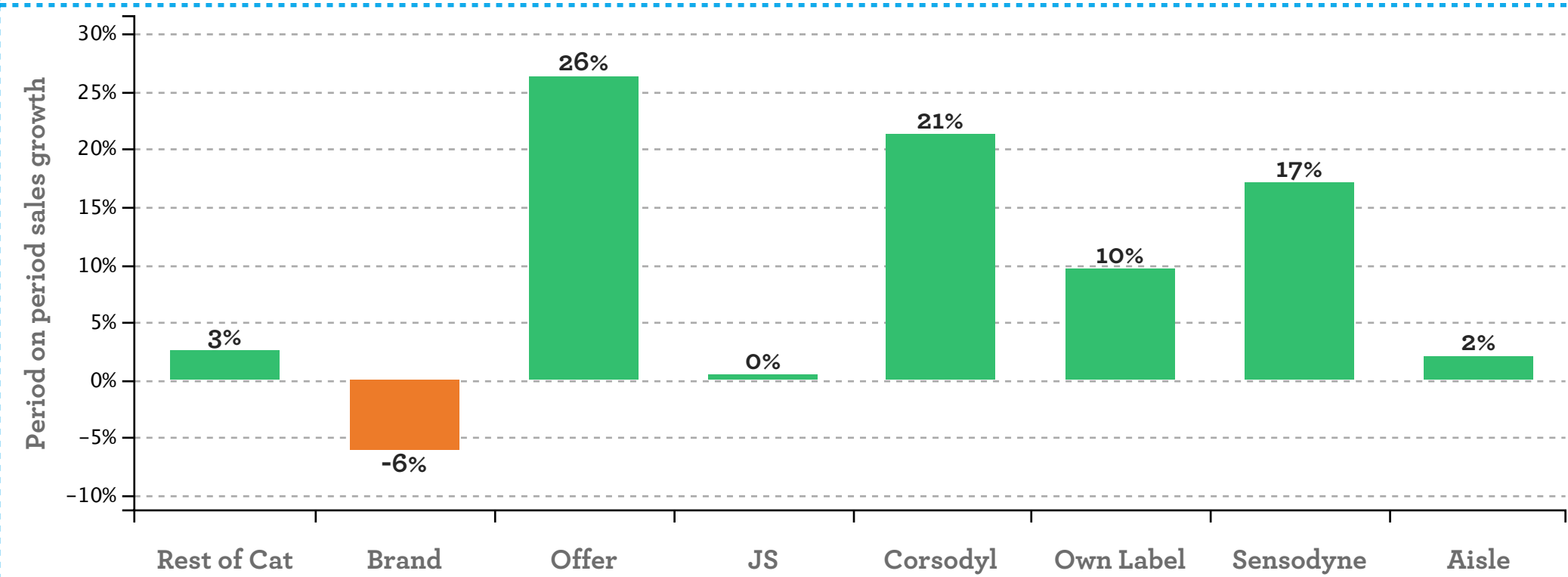
01 Feb 2015 - 15 Apr 2015

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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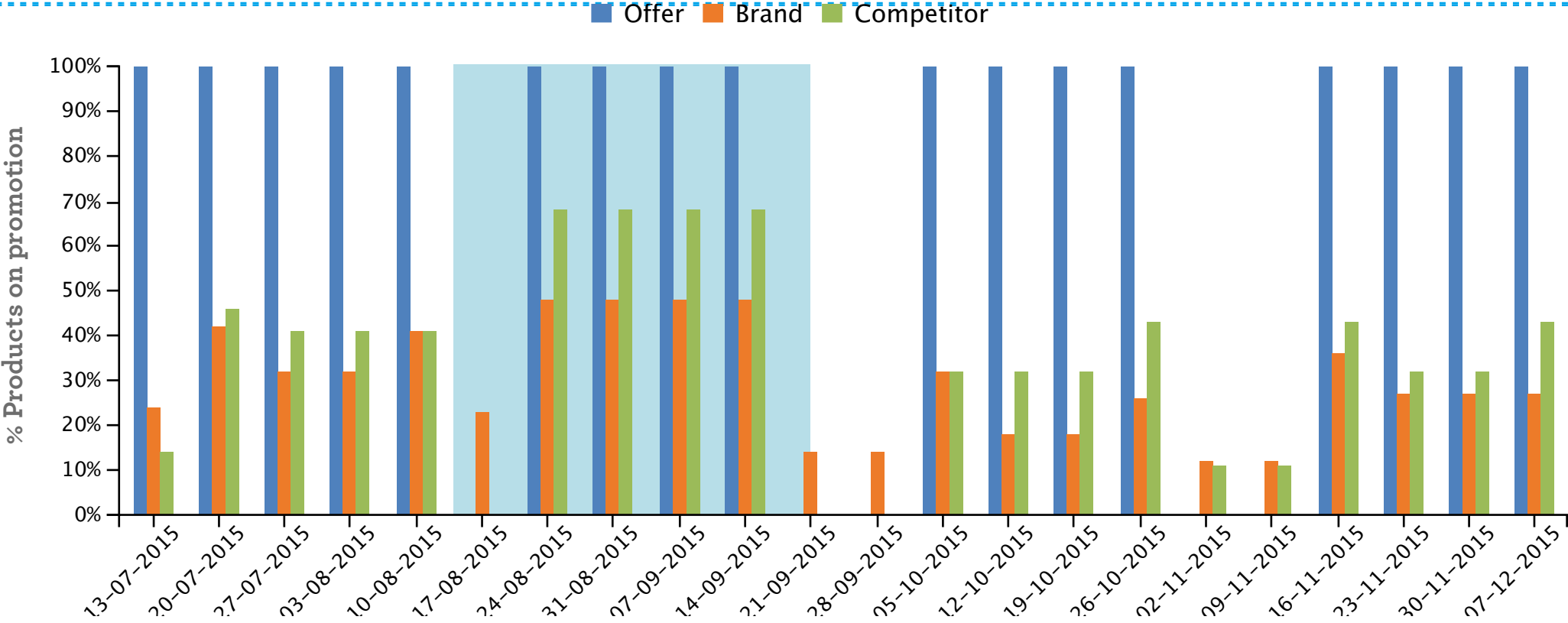
Category share	65.2%	20.2%	1.8%	0.3%	0.2%	3.0%	11.3%	100.0%
Avg. weekly sales	£1356217	£420235	£37448	£6347	£3552	£62641	£235489	£2080932



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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



Product definitions

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The background features a large, light blue circle in the center. Surrounding it are several other circles of different sizes and colors, 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

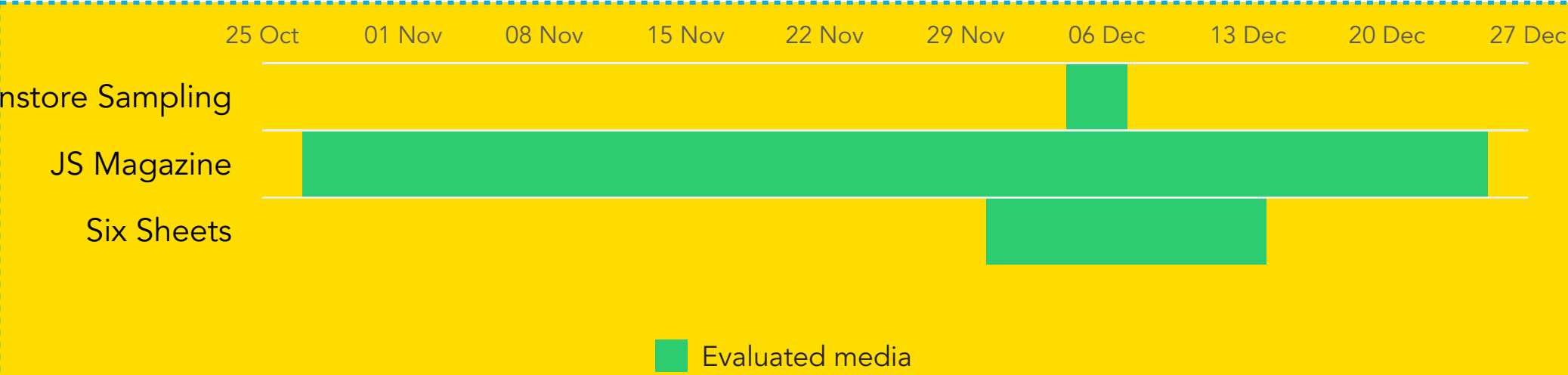
Evaluated Cost


- GBP 37600

Offer SKUs

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

Media Laydown



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

Sampling Performance

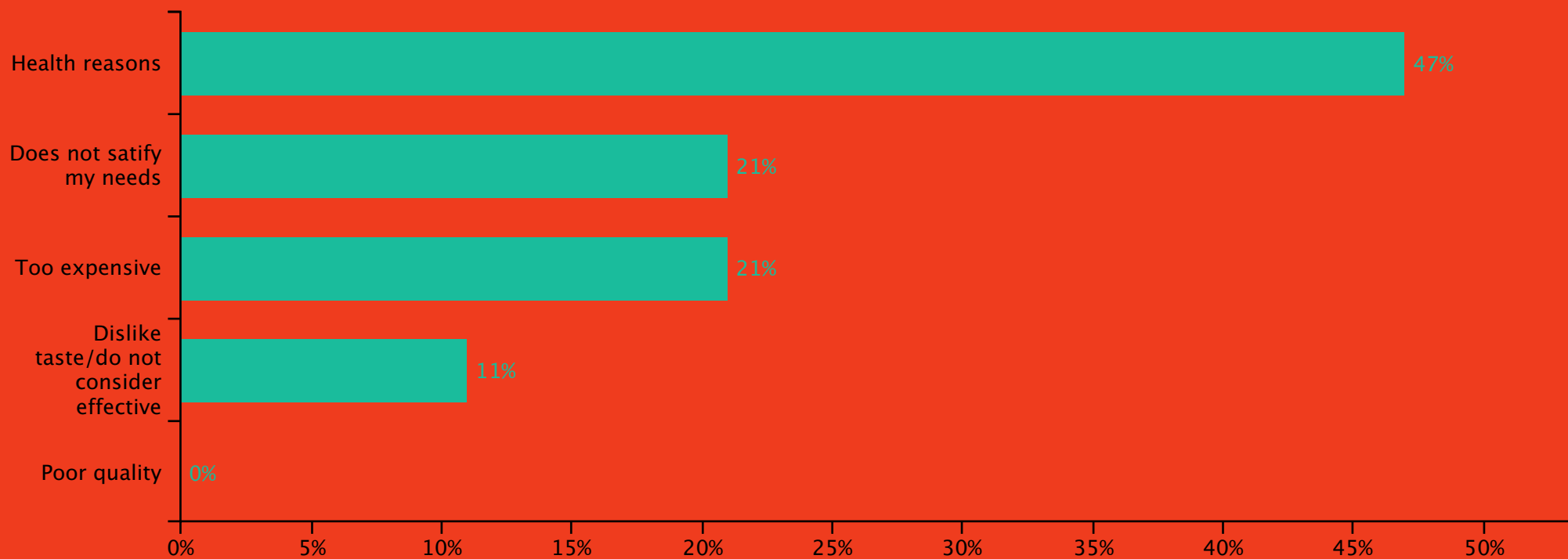
Booking

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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

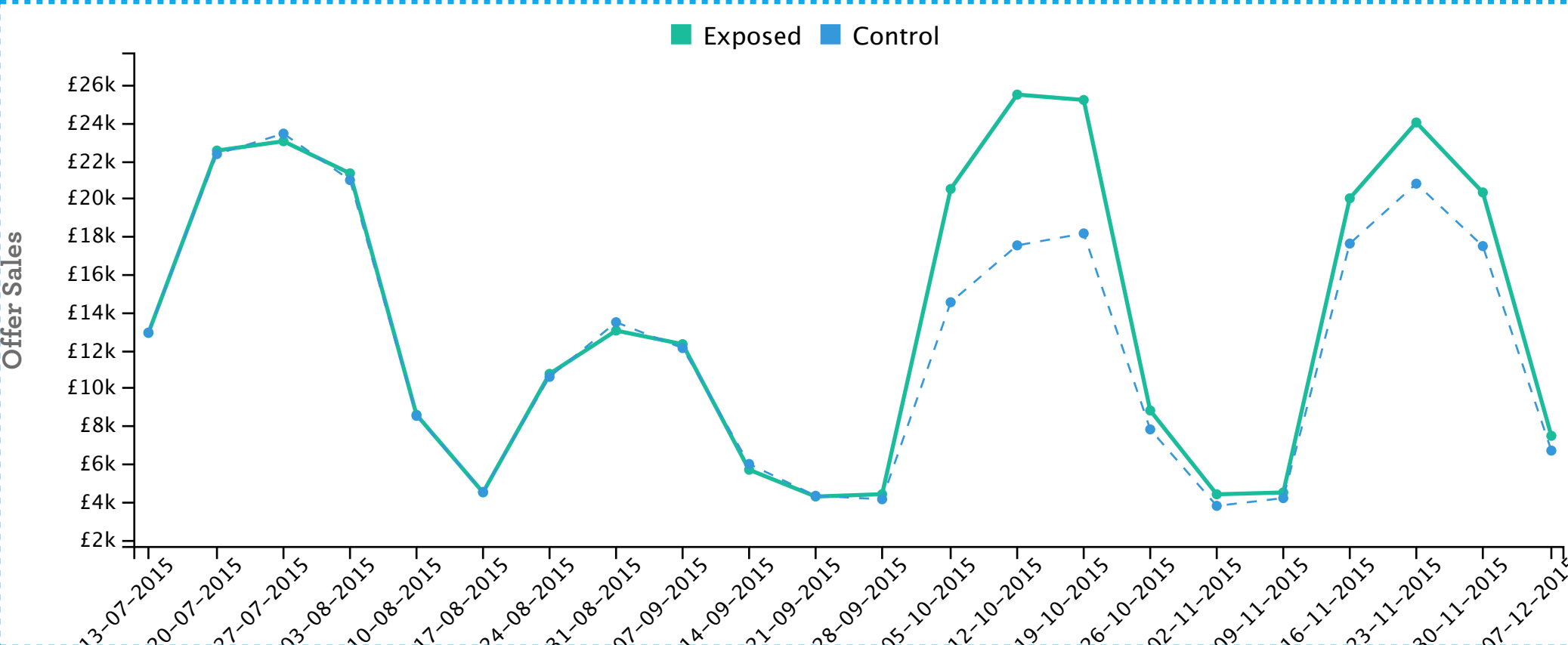


An abstract graphic featuring a large, light blue circle in the center. Surrounding it are several smaller circles in various colors: orange, yellow, green, purple, and grey. Some of these smaller circles overlap with the large blue circle or each other. The text "Objective Review" is written in white,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

Objective Review

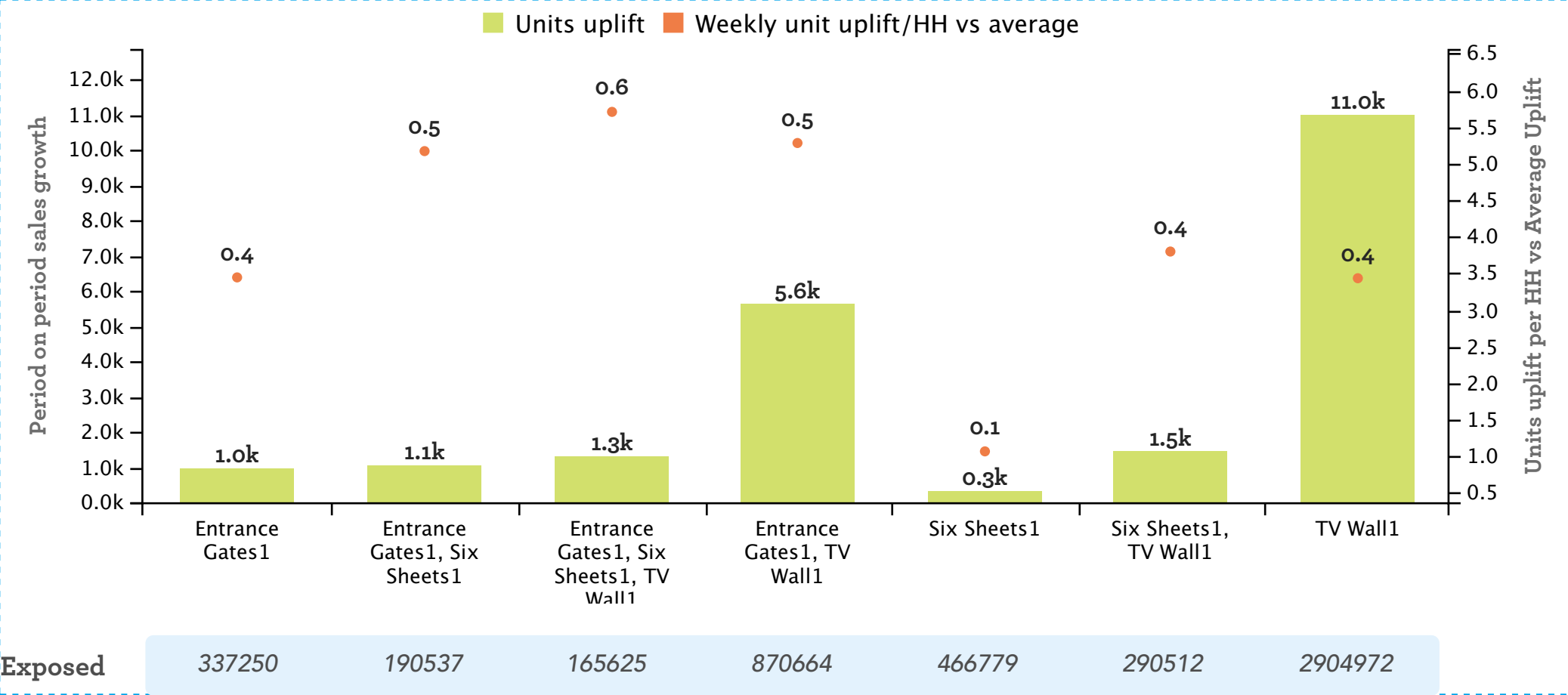
Objective priority 1

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Offer Sales	Uplift	Percentage uplift
During	£4873	0.51%
Post	£4000	0.06%
Total	£52734	0.57%

Objective priority 2



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Summary

Performance

Campaign Objectives		
Total Sales Uplift		£38315
Uplift in New Customers		11637
Share of Category Uplift		1.8ppts

Insight

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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, 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.

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 text "Thank you" is written in a white, serif font, centered within the large purple circle.

Thank you