

Share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021

% share of Expenditure by each brand in respective quarter:

% Expenditure					
	Q1	Q2	Q3	Q4	
Subway	27.16%	27.04%	32.72%	21.38%	
Wendy's	22.84%	23.46%	20.94%	24.42%	
Taco Bell	18.47%	25.11%	21.98%	28.73%	
Burger King	18.28%	16.65%	14.98%	13.30%	
KFC	13.24%	7.74%	9.38%	12.17%	
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

- Subway has the highest share in expenditure for the first 3 quarters while Taco bell's share in expenditure is highest in Q4

% share of ads played by each brand in respective quarter:

% of Ads					
	Q1	Q2	Q3	Q4	
Wendy's	28.69%	31.56%	27.38%	36.51%	
Burger King	20.95%	17.74%	19.19%	13.23%	
Subway	20.28%	21.22%	24.18%	19.17%	
Taco Bell	18.12%	22.55%	19.92%	20.00%	
KFC	11.96%	6.93%	9.34%	11.08%	
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

- Wendy's has the highest share in ads played in each quarter

Share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021

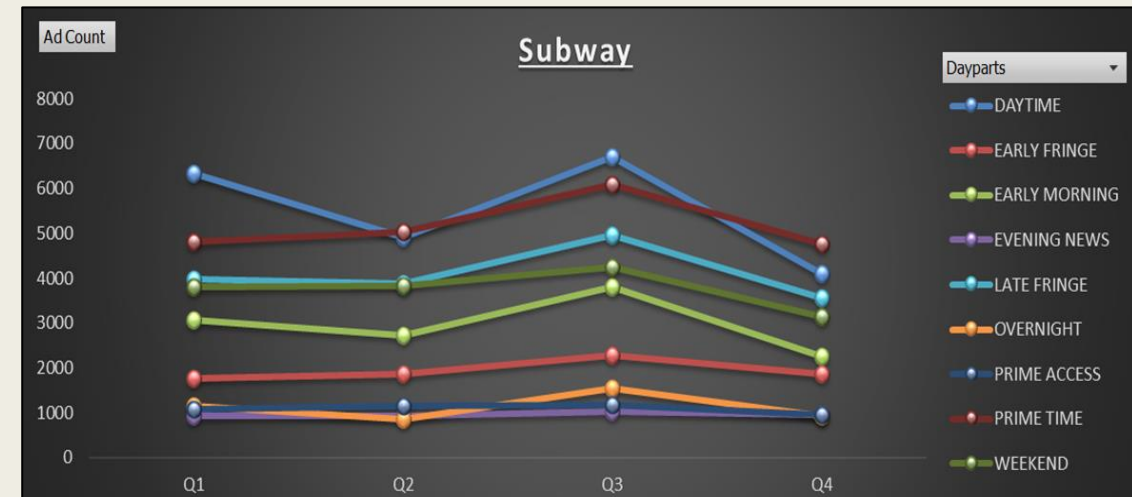
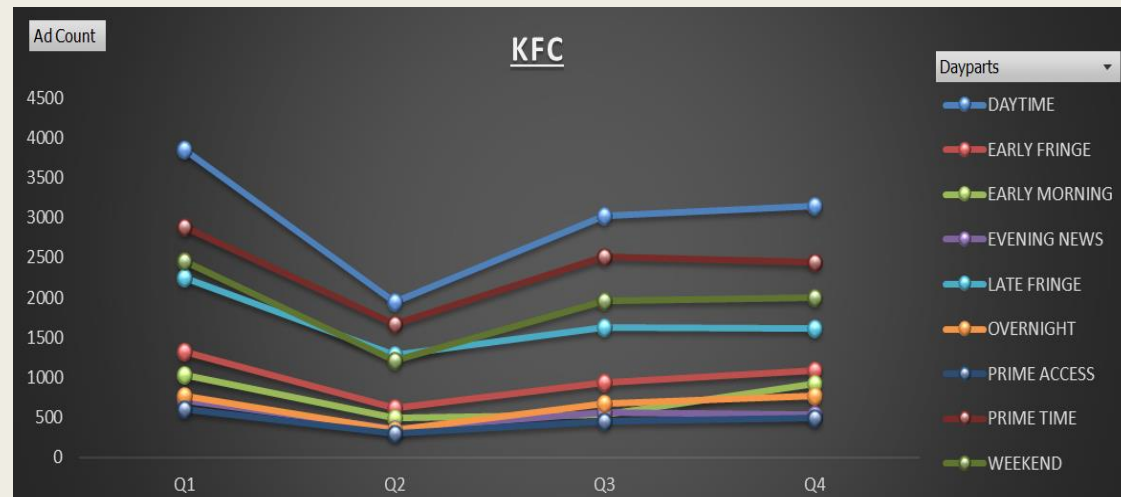
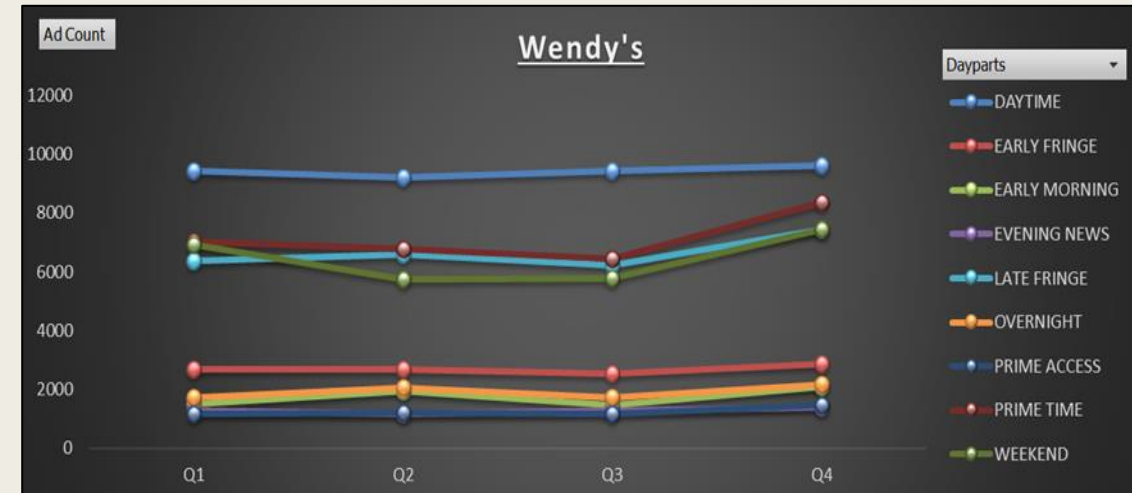
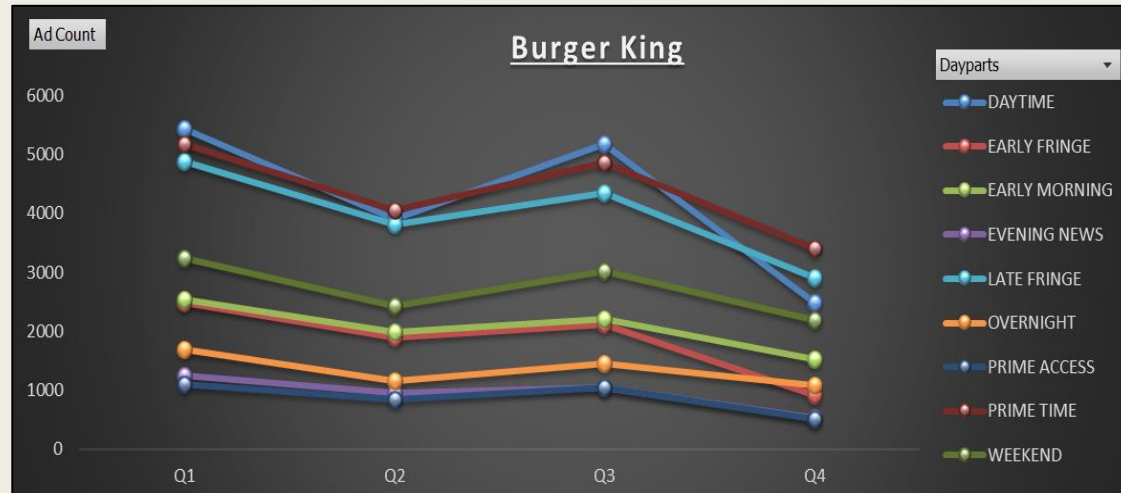
% share in EQ Units of each brand in respective quarter:

% of EQ Units					
	Q1	Q2	Q3	Q4	
Wendy's	30.85%	33.30%	27.11%	36.56%	
Subway	20.84%	20.85%	27.18%	19.70%	
Burger King	19.84%	16.91%	17.27%	12.57%	
Taco Bell	17.24%	22.34%	20.16%	20.46%	
KFC	11.23%	6.61%	8.28%	10.71%	
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

- Wendy's has the highest share in EQ Units for the first Q1, Q2 and Q4 while Subway has highest share in EQ units for Q3

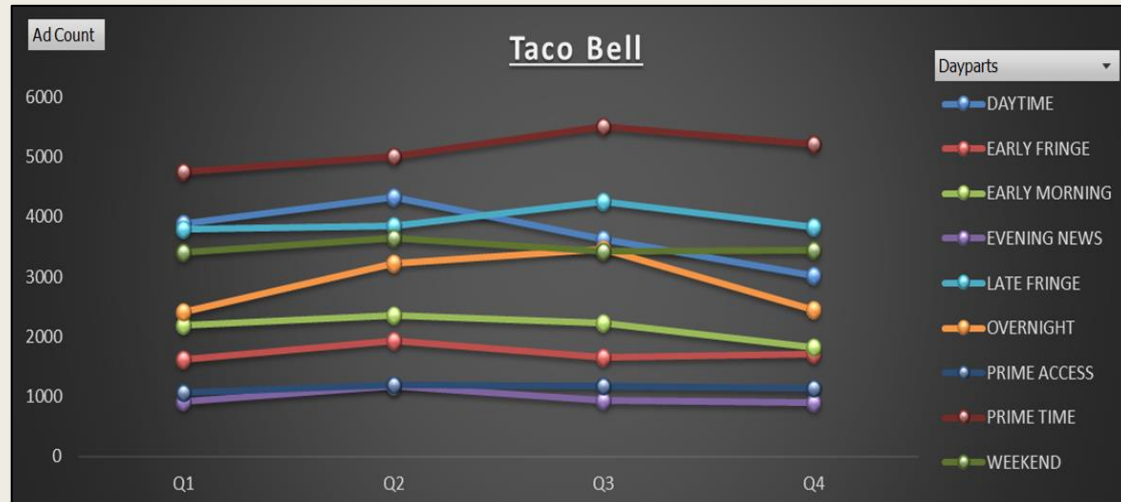
Competitive analysis for the brands and the advertisement strategy of different brands and how it differs across the brands

Count of Ads played by each brand across the parts of the day in respective quarter



Competitive analysis for the brands and the advertisement strategy of different brands and how it differs across the brands

Count of Ads played by each brand across the parts of the day in respective quarter



% share in EQ Units for top 5 Pod positions

% share in EQ						
Row Labels		Burger King	KFC	Subway	Taco Bell	Wendy's
1		21.65%	23.72%	23.38%	25.36%	25.37%
2		24.86%	26.44%	23.58%	24.19%	24.03%
3		21.04%	20.53%	20.02%	19.38%	19.88%
4		17.26%	15.80%	17.58%	16.47%	16.44%
5		15.19%	13.52%	15.45%	14.60%	14.27%

- Except for Burger King which has highest EQ units share in 2nd Pod position, all 4 brands have highest EQ units share in 1st Pod position out of top 5 Pod position

Competitive analysis for the brands and the advertisement strategy of different brands and how it differs across the brands

% share in EQ Units for each brand on respective day of week

% share in EQ						
Day of Week	Burger King	KFC	Subway	Taco Bell	Wendy's	
1	13.60%	13.67%	13.27%	13.17%	13.23%	
2	14.20%	14.20%	14.60%	14.09%	13.71%	
3	14.51%	14.94%	13.94%	14.14%	13.86%	
4	14.76%	14.52%	14.29%	13.95%	14.27%	
5	14.87%	14.16%	14.52%	13.61%	14.17%	
6	13.78%	14.43%	14.59%	15.75%	15.32%	
7	14.28%	14.08%	14.79%	15.30%	15.45%	

- Taco Bell and Wendy's have majority share in EQ units on Weekends
- All brands have lowest share in EQ units on 1st Day of week i.e. Monday
- Burger King has highest share in EQ units on Thursday and Friday, while Subway has highest share in EQ units in Sunday and KFC on Wednesday

Competitive analysis for the brands and the advertisement strategy of different brands and how it differs across the brands

% share in EQ Units for each brand for respective month

% share in EQ						
Month	Burger King	KFC	Subway	Taco Bell	Wendy's	
JAN	12.70%	9.25%	10.85%	10.25%	9.18%	
FEB	10.79%	8.88%	7.61%	9.98%	6.38%	
MAR	6.70%	13.91%	7.17%	3.59%	10.50%	
APR	7.72%	10.44%	7.02%	7.70%	5.59%	
MAY	10.21%	3.08%	9.45%	8.93%	9.53%	
JUN	5.61%	3.66%	5.35%	8.54%	8.79%	
JUL	9.15%	7.85%	11.09%	6.91%	6.86%	
AUG	12.14%	9.13%	15.58%	12.32%	10.39%	
SEP	7.24%	7.20%	6.38%	8.45%	6.31%	
OCT	8.04%	11.30%	8.32%	10.26%	7.29%	
NOV	6.81%	7.19%	6.39%	7.23%	8.27%	
DEC	2.91%	8.12%	4.78%	5.84%	10.90%	

- Burger King has major share in EQ units in January and August while Subway and Taco bell have major share in EQ units in August
- Wendy's has major share in EQ units in March, August and December
- KFC has major share in EQ units in March

Subway wants to run a digital ad campaign to compliment its existing TV ads in Q1 of 2022. Based on the data from 2021, suggest a media plan to the CMO of Subway. Which audience should they target? *Assume LG Ads has the ad viewership data and TV viewership for the people in the US.

% share in EQ Units in Q1 for each brand

% of EQ Units(Q1) Column Labels ▼						
Pod	▼ Burger King	KFC	Subway	Taco Bell	Wendy's	
1	21.68%	23.43%	22.53%	25.90%	24.19%	
2	25.15%	26.87%	23.56%	25.82%	24.12%	
3	20.75%	20.92%	20.03%	18.75%	20.16%	
4	17.60%	15.76%	18.30%	15.59%	17.18%	
5	14.81%	13.02%	15.58%	13.93%	14.35%	

- Almost all the brands have major share in EQ units in 2nd Pod Position in Q1 of 2021, thus, running the digital ad campaign in 2nd Pod would compliment the Subway's TV ads a lot
- Based on [comparative analysis](#) of all the brands, 4 out of 5 brands ran their ads in daytime part of the day in Q1 of 2021. Thus, the digital ad campaign should be run in daytime.