

Leading Auto JV in Asia – we developed a toolkit to assess media effectiveness, especially the digital media

Situation

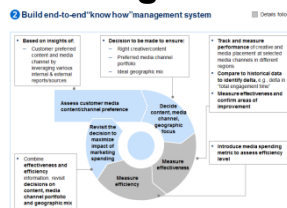
- Leading mass-market brand in Asia
- Stagnant sales performance with the highest media spending over the years among key competitors (lowest SOM vs. SOS)
- Received pressure from the global to investigate the effectiveness of media spending

What we did

- Designed an approach to conduct the assessment



- Built a “know how” management system for client



- Identified key KPIs for each media

Key KPIs for digital media assessment

M&S Expertise



Sha
sha



Arthur
Wang



Junna
Shi

Impact

- Established a **systematic tracking & assessment process**, and helped to adjust future planning/decision-making constantly based on implication drew from results
- Increased transparency of media spending** through setting clear data flow among different departments
- Media spending continuously decreased** (exact dollar impact WIP)
- Methodology expected to apply to other brands within same group