

# Digital Deck 1 – Marketing Spend

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**DRAFT**

**BAIN & COMPANY** 

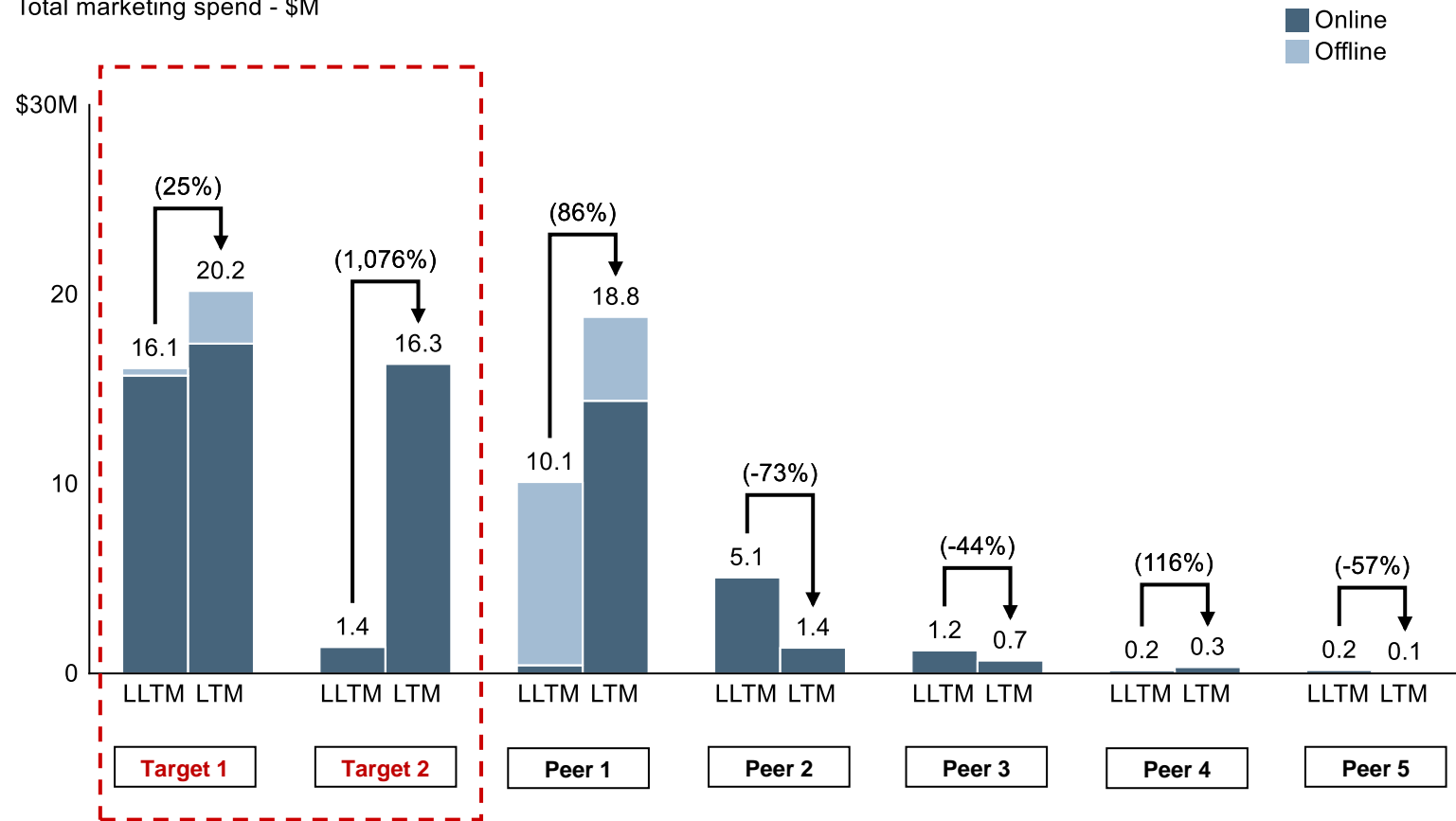
# Marketing spend: Target 1 and Target 2 are the top spenders among peers, with Target 2 showing a remarkable YoY surge fueled entirely by online channels



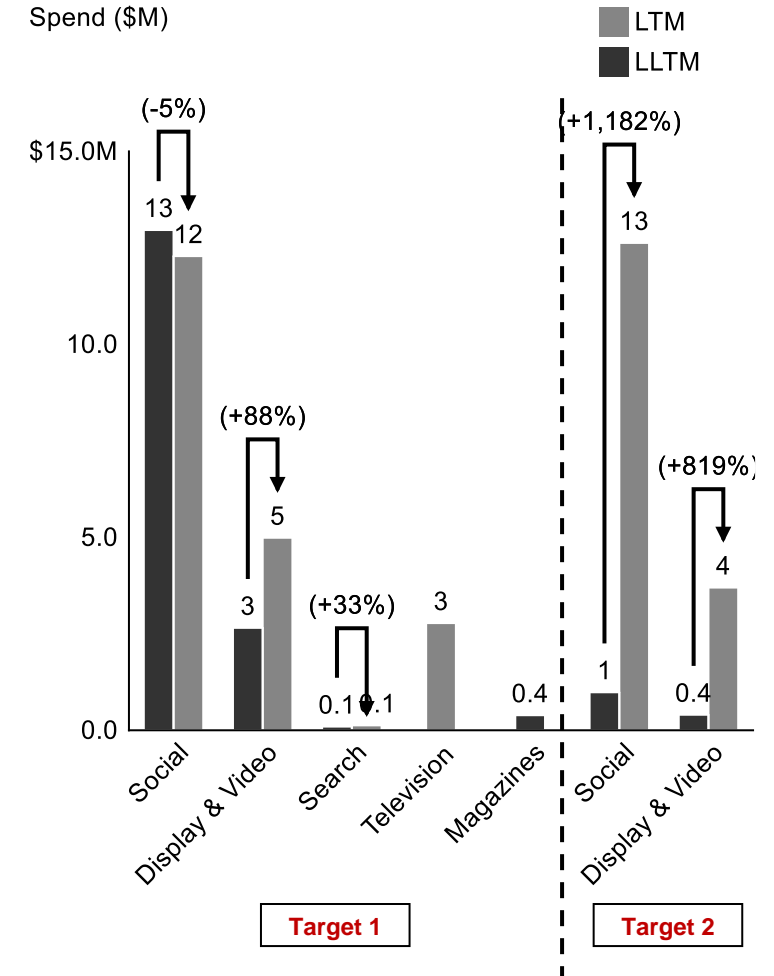
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## Target 1 & Target 2 increased spending in LTM, majorly invest in online channels

Total marketing spend - \$M

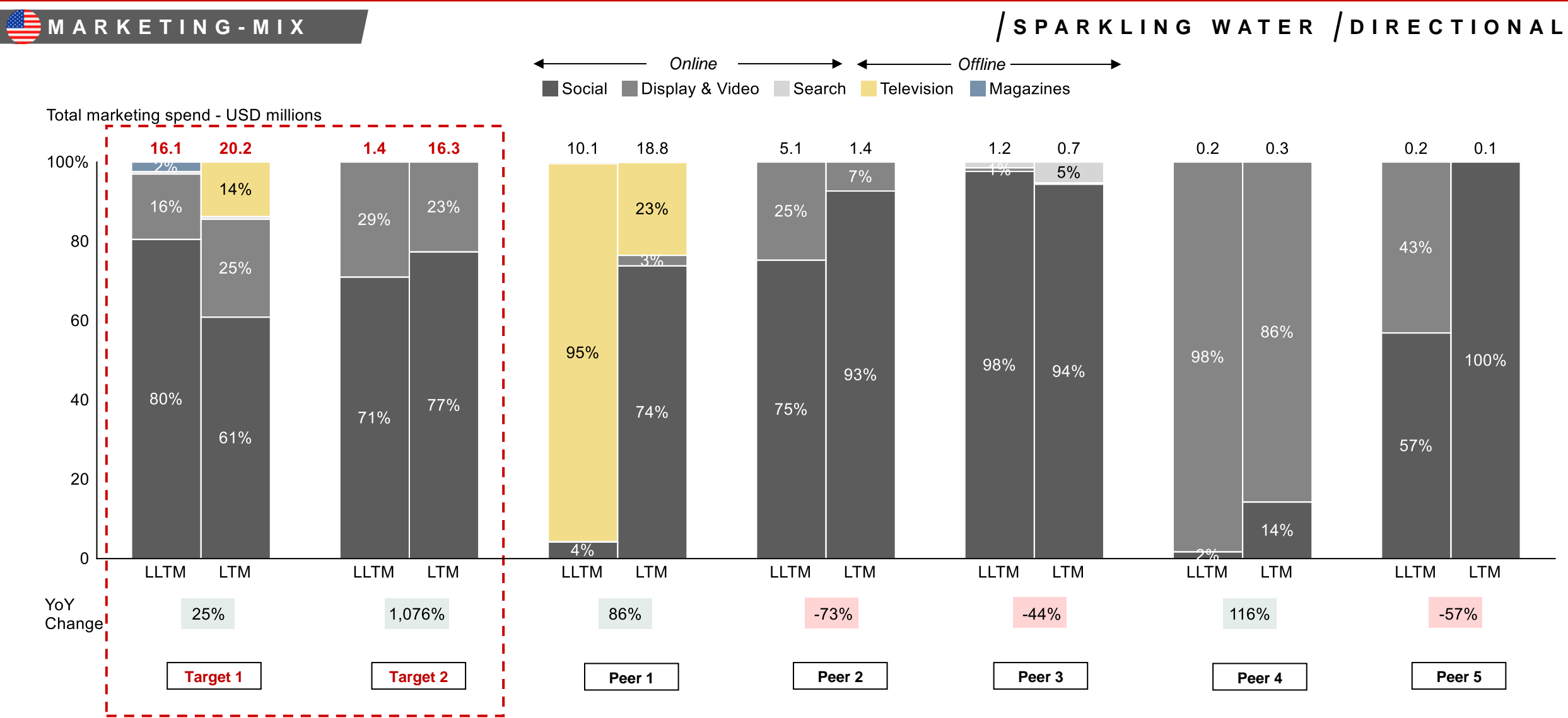


## Social media is the preferred channel



Note: LTM is May'24-Apr'25; LLTM is May'23-Apr'24 | Source: Vivvix (Kantar), Pathmatics, SEMrush

# Marketing channel mix: Target 1 and Target 2 are outperforming peers with higher investments and a more diversified channel mix

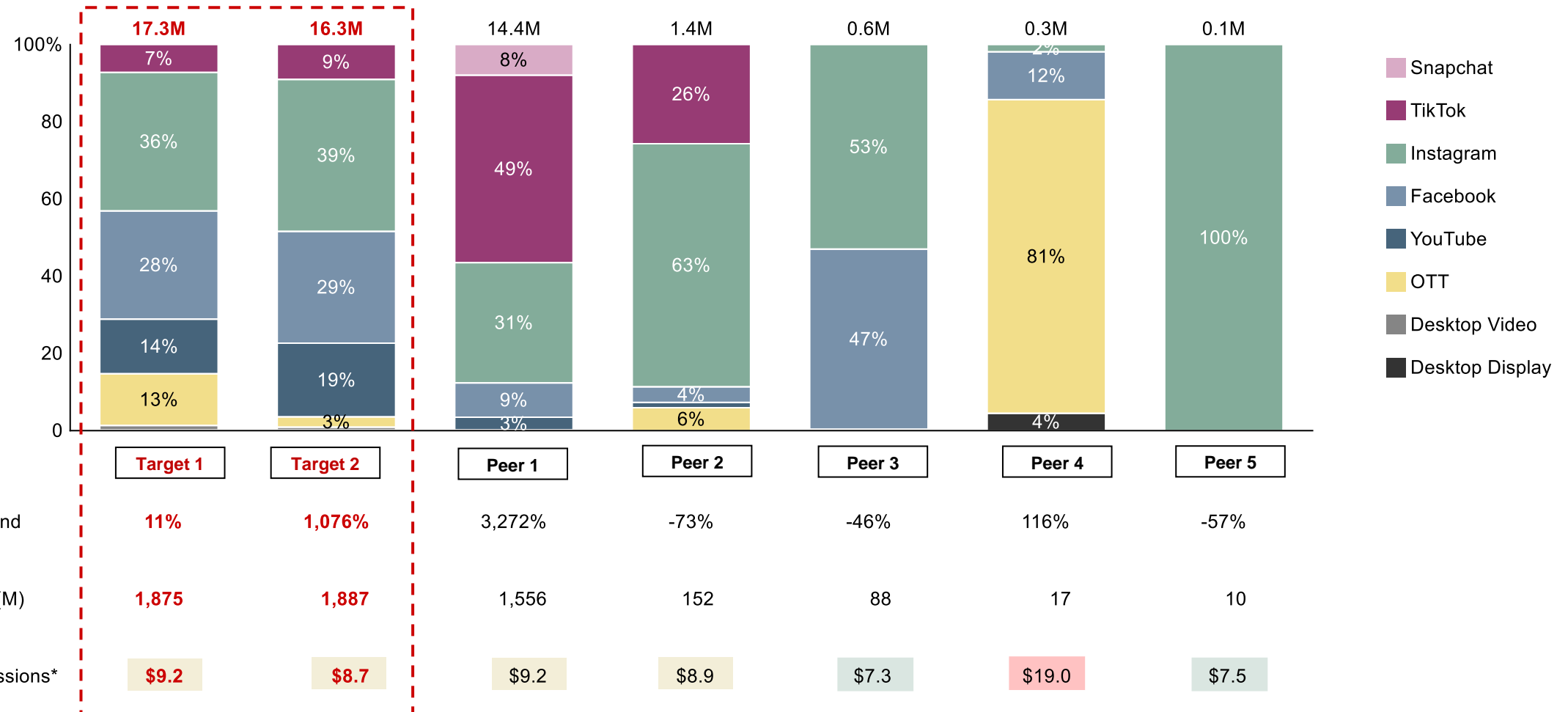


# Digital ads: Target 1 and Target 2 lead peer investments with the most diversified channel mix, yet have room to improve efficiency by lowering their CPMs



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Digital ad spend (May'24-Apr'25, in \$)



Note: YoY change: May'24-Apr'25 vs. May'23-Apr'24; \*Cost per 1,000 impressions = CPM; Display/video ads are programmatically placed ads on websites or fixed buys/ deals with websites to place ads for the brand  
Source: Pathmatics