

DATAiNTELLIGENCE

AD POWER

Brings **VALUE** in purchase intent.



WHAT IS IT?

Ad Power is an add-on to our Dynamic Brand Tracker – a composite indicator showing the consumer propensity to use a particular brand in the category, measuring the power of ads from the media point of view. Ad Power communicates the share of mind each brand has in the class relative to all other brands included in the study.

WHY WOULD YOU NEED IT?

Ad Power correlates significantly with market shares, thus reflecting the potential evolution of the business results. It allows you to observe the progress in Ad Power & its components and spot opportunities within target audiences:

- Where can we get new customers (or lose current customers)?
- Which competitors grow and are stealing shares from us?

OUTCOMES

- Clear identification of the target groups & regions requiring media focus to enable brand growth.
- Being measured monthly, we can capture the impact of media through to sales via this metric.
- It can then help us calculate the elasticity media expenditures have on sales.
- Ad Power is an add-on to our Dynamic Brand Tracker – a composite indicator showing the consumer propensity to use a particular brand in the category, measuring the power of ads from the media point of view. Ad Power communicates the share of mind each brand has in the class relative to all other brands included in the study.



AD POWER

CASE STUDY

OBJECTIVE:

Ad Power reflects the potential evolution of the business results:

- Spontaneous Ad Awareness (Brand Health Tracker score).
- Consideration (Brand Health Tracker score).
- Brand Usage (Brand Health Tracker score).

We observe the progress in Ad Power & its components and spot opportunities within target audiences:

- Where can we get new customers (or lose current customers)?
- Which competitors grow and are stealing shares from us?

BENEFITS OF OUR AD POWER APPROACH:

- Clear identification of the target groups & regions requiring media focus to enable brand growth.
- Being measured monthly, we can capture the impact of media through to sales via this metric.
- It can then help us calculate the elasticity media expenditures have on sales.

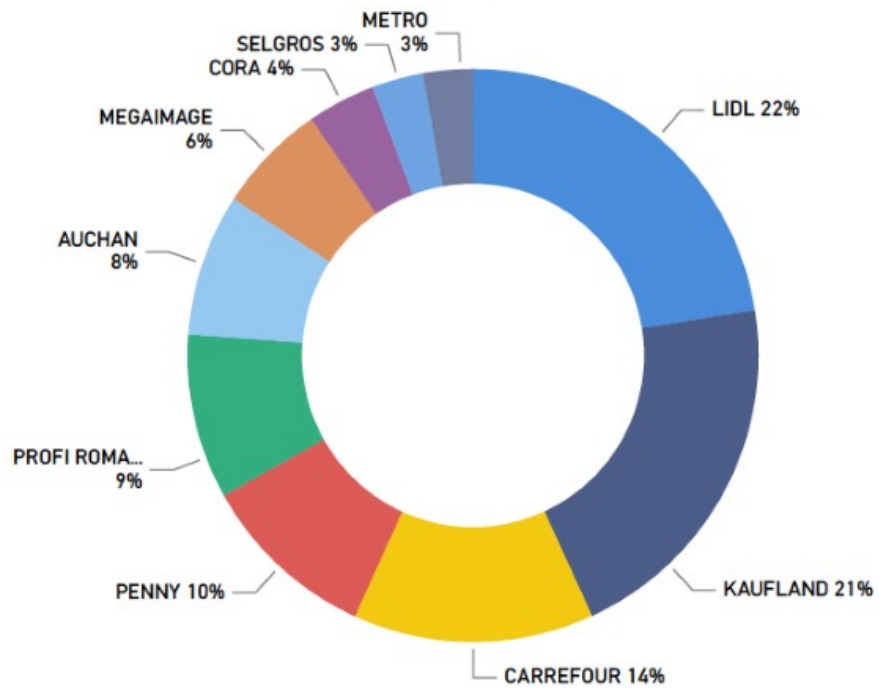
Ad Power Share

Category Brand

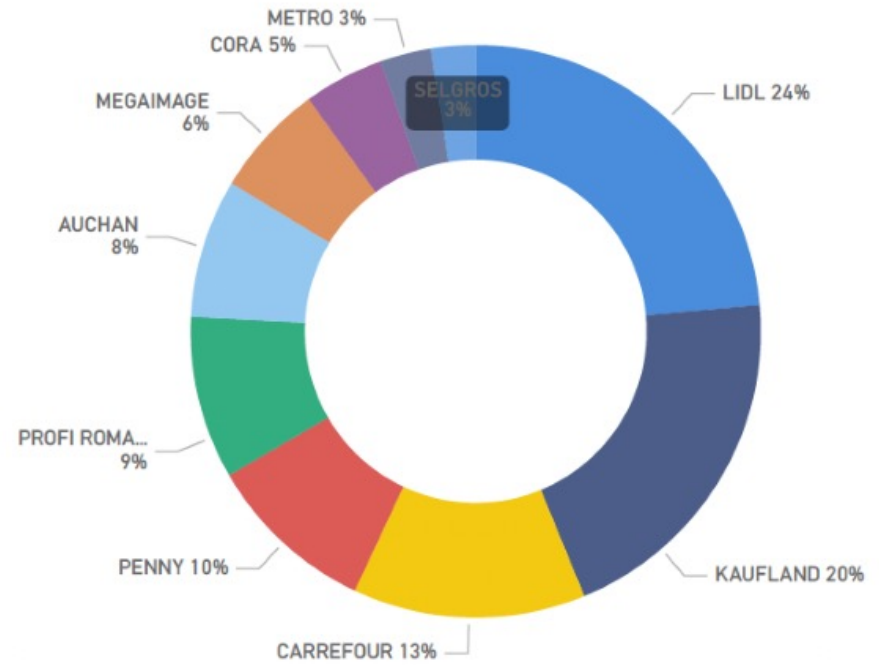
2021 2022

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

2021



2022



Category
Supermarket/Hyperma...

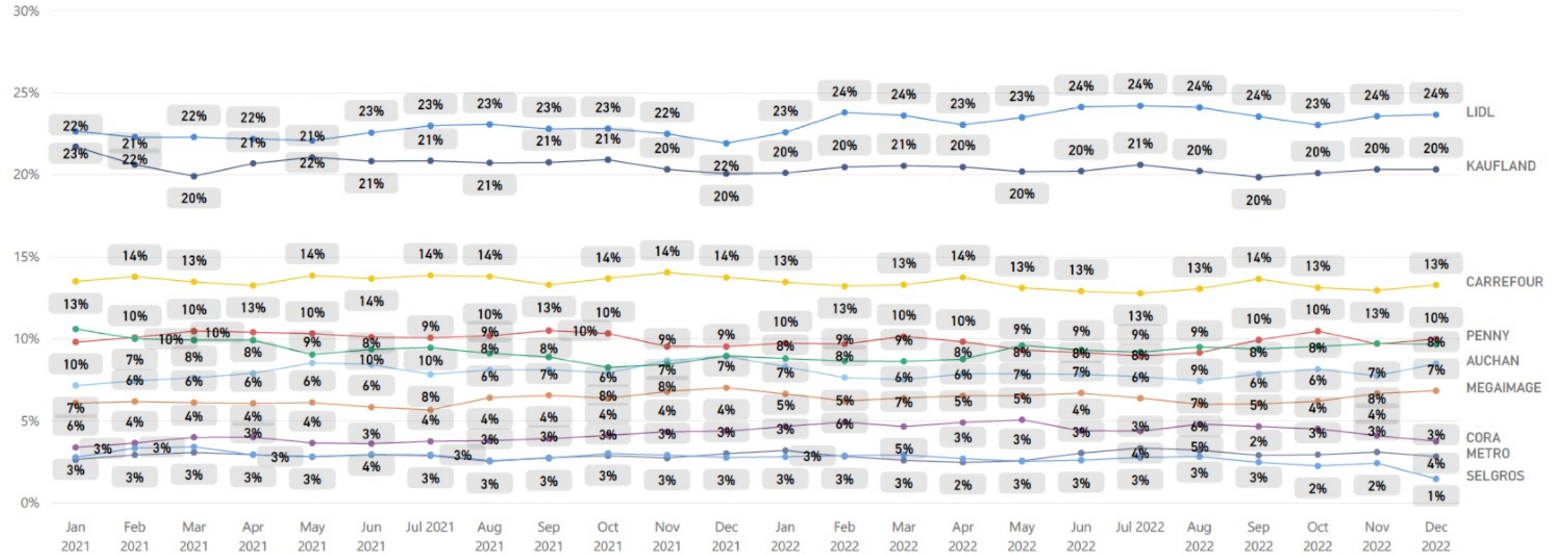
Brand
Multiple selections

Ad Power Share Evolution

2021 2022

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Brand ● AUCHAN ● CARREFOUR ● CORA ● KAUF LAND ● LIDL ● MEGAIMAGE ● METRO ● PENNY ● PROFI ROMANIA ● SELGROS

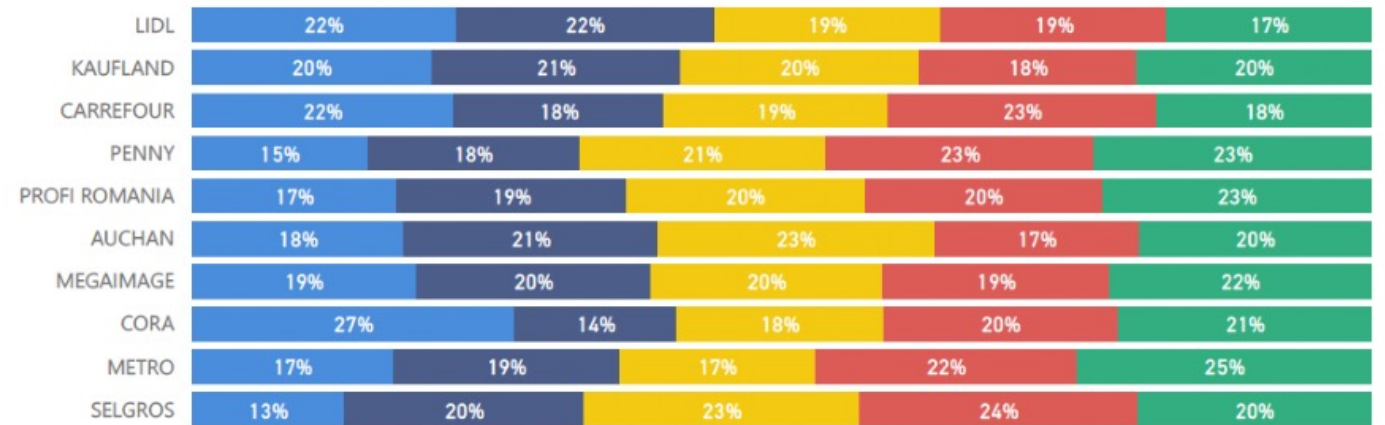
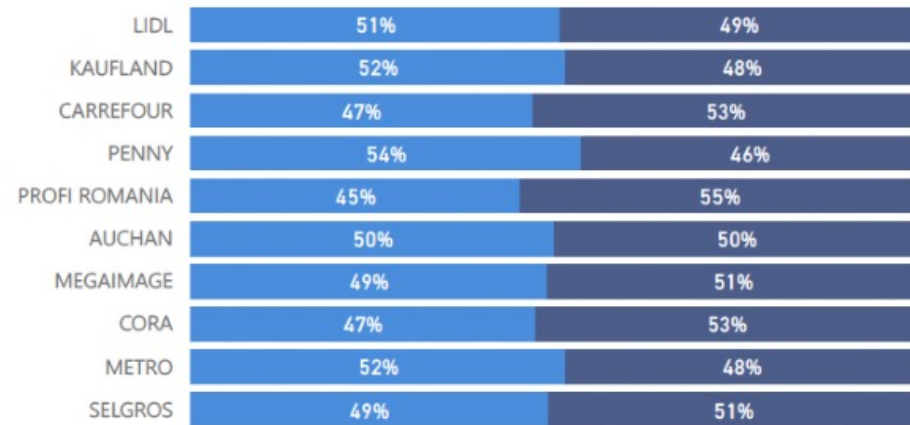


Ad Power by Demographics

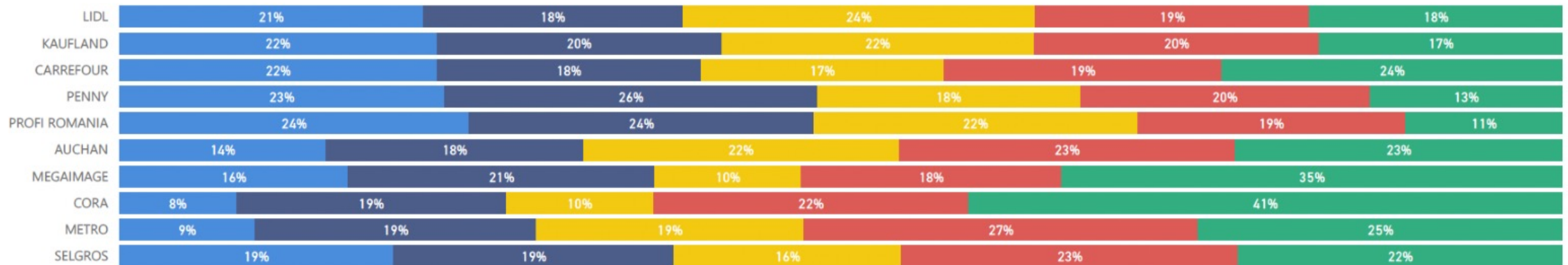
2021 2022 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

● Barbat ● Femeie

● 18-24 ani ● 25-34 ani ● 35-44 ani ● 45-55 ani ● Peste 55 ani



● R1: Northeast ● R2: Southeast ● R3: Southwest ● R4: Northwest ● R5: Bucharest



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