



# Measuring Campaign Effectiveness

In the Indian FMCG Scenario

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## SUMMARY

This case study examines the improvisation of marketing strategy for an FMCG giant in India, mainly focusing on calculating campaign effectiveness and improving brand awareness.



## THE CASE

Our client wanted to improve brand awareness and accelerate an impactful marketing campaign, in order to achieve the above, meta studies were conducted.

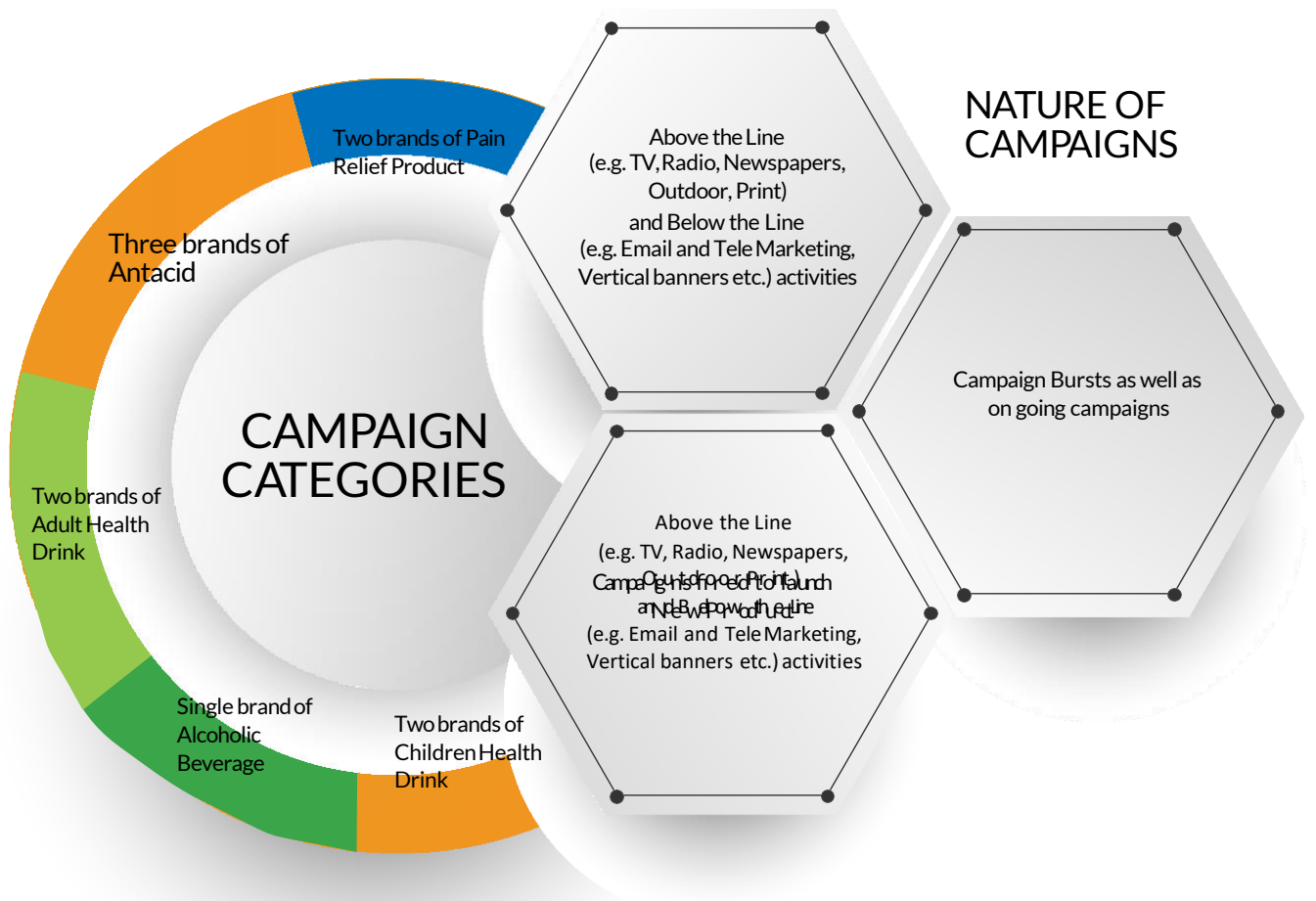
## THE OBJECTIVE

By analyzing the historical campaigns run (in India) by the FMCG industry, we initiated the following:

- To calculate the minimum activity time needed to attain a significant awareness level for any campaign.
- To calculate the lift that can be expected from an average campaign.
- To obtain the average retention factor across these activities.

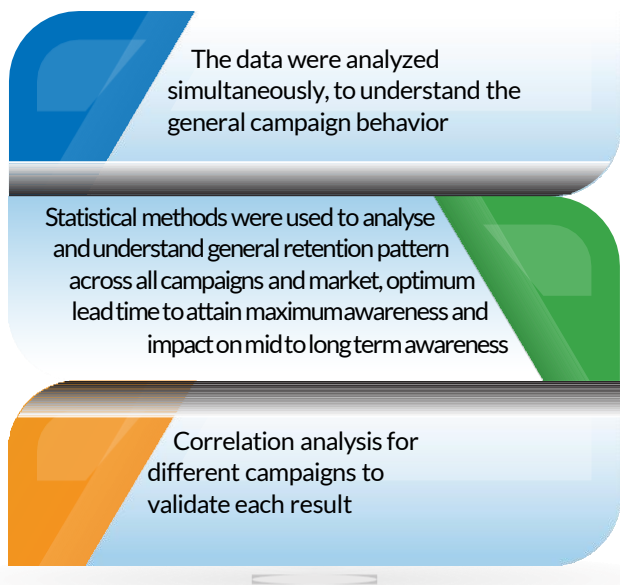


# CATEGORIES AND NATURE OF CAMPAIGNS ANALYZED



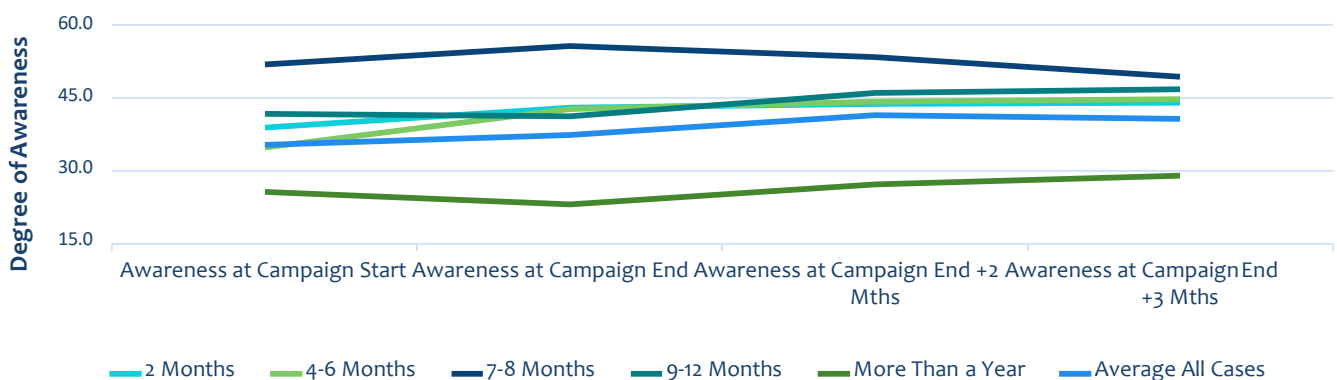


## PROCESS FLOW



## TIME TO IMPACT ANALYSIS

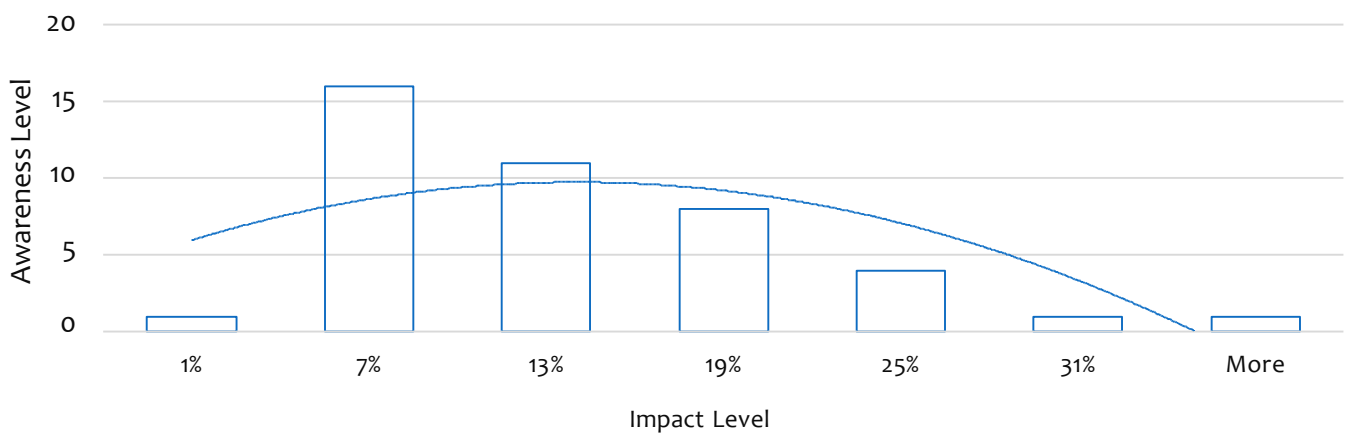
Awareness Build Curve over Months



Awareness is still raising even after the campaign has ended, implying that the carry over effects or the impressions of the last activities are also prominent, thereby optimizing the cost of executing a campaign.



## LIFT ANALYSIS – DISTRIBUTION OF IMPACTS



Around 80% of the total cases, lift in awareness (spontaneous) lies between 5% to 20%. This means that an activity increase by 100% will increase awareness level by 5% to 20% from the base level.

## THE RESULT

The campaign effects are short lived but awareness levels can be sustained only with regular campaign inputs

For more than 50% of the campaigns, retention factor is below 40% in the immediately following month of the activity.

For 12% of the campaigns analyzed, retention effect was low implying campaigns were influencing the on going campaign period only.

Campaigns have significant carry over effects after the whole activity is over

For 80% of the campaigns, awareness levels were maximum in the 3rd month from campaign month end and goes down hill in 4th month post campaign end date.

As the effect of the campaigns have lead to high awareness level after the promotions are over, gestation period can be optimally brought in between two consecutive campaigns, thus causing cost efficiency.