



JCDecaux

CASE STUDIES

EPOS RESULTS CASE STUDY

LEA & PERRINS - HEINZ



CAMPAIGN DELIVERY:

9.6m impacts

7% cover

2.8 frequency

CAMPAIGN DETAILS:

104 Tesco D6

15% SOV

10% flex – targeted on speciality meat

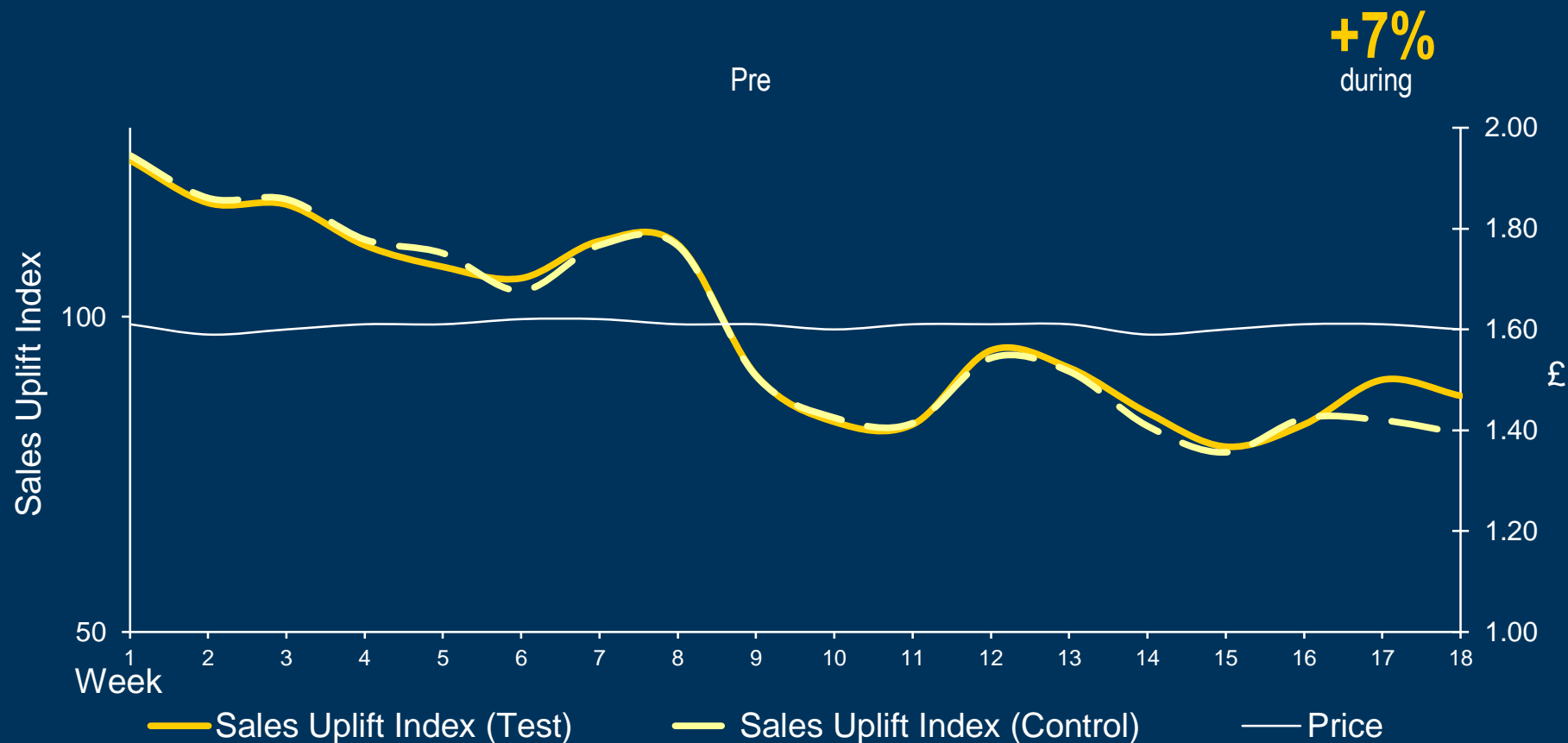
THE CAMPAIGN



CAMPAIGN RESULTS

7% sales uplift during campaign; 6% uplift post-campaign

Advertised Product: Lea & Perrins Worcestershire sauce 150ml; 290ml



Results summary

Sales uplift: test vs control

Indication that advertised products stole market share from competitors

Product	During
Lea & Perrins Advertised Product (2 SKUs)	+7%
Oxo Shake and Flavour (3 SKUs)	-6%
Bisto Stock Melts (6 SKUs)	-5%
Knorr Stock Pots (13 SKUs)	-2%



Results summary

During campaign: **+7%** sales test vs control

Indication that advertised products **stole market share from key competitors during campaign**