



JCDecaux

CASE STUDIES

## EPOS RESULTS CASE STUDY

### *CADBURY'S DAIRY MILK*



### CAMPAIGN DELIVERY:

25m impacts

18% cover

2.8 frequency

### CAMPAIGN DETAILS:

400 Tesco D6s in total

50 x localised content on creative

350 x standard non-contextual content on creative

Flex 10

SOV 15%

Flexed on chocolate block and pouch SKUs

## Non-contextual content



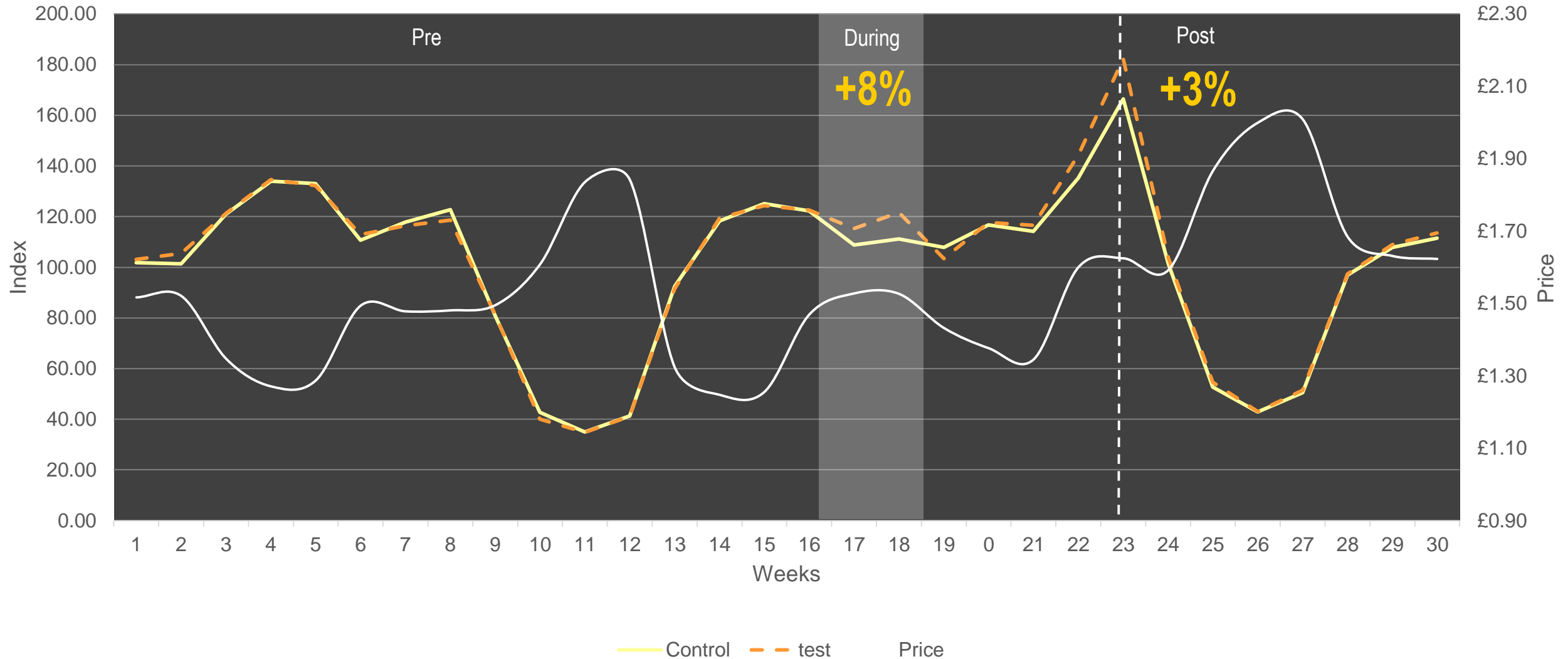
## Location-contextual content with movement



# NON-CONTEXTUAL CAMPAIGN: RESULTS

# 8% sales uplift during campaign; 3% uplift post-campaign

Seven advertised products: Dairy Milk



# Results summary

## Sales uplift: test vs control

| Product                                | During | Post | Pre £ | During £ | Post £ | Volume Sales* |
|--|--------|------|-------|----------|--------|---------------|
| Advertised Products (16 SKUs)          | +8%    | +3%  | £1.42 | £1.53    | £1.60  | 100%          |
| Secondary Cadbury's Products (15 SKUs) | +7%    | +5%  | £0.66 | £0.79    | £0.69  | 48%           |
| Mars (9 SKUs)                          | +7%    | -1%  | £1.23 | £1.55    | £1.31  | 28%           |
| Aero (9 SKUs)                          | +15%   | -5%  | £1.07 | £1.39    | £1.08  | 4%            |

**TESCO**

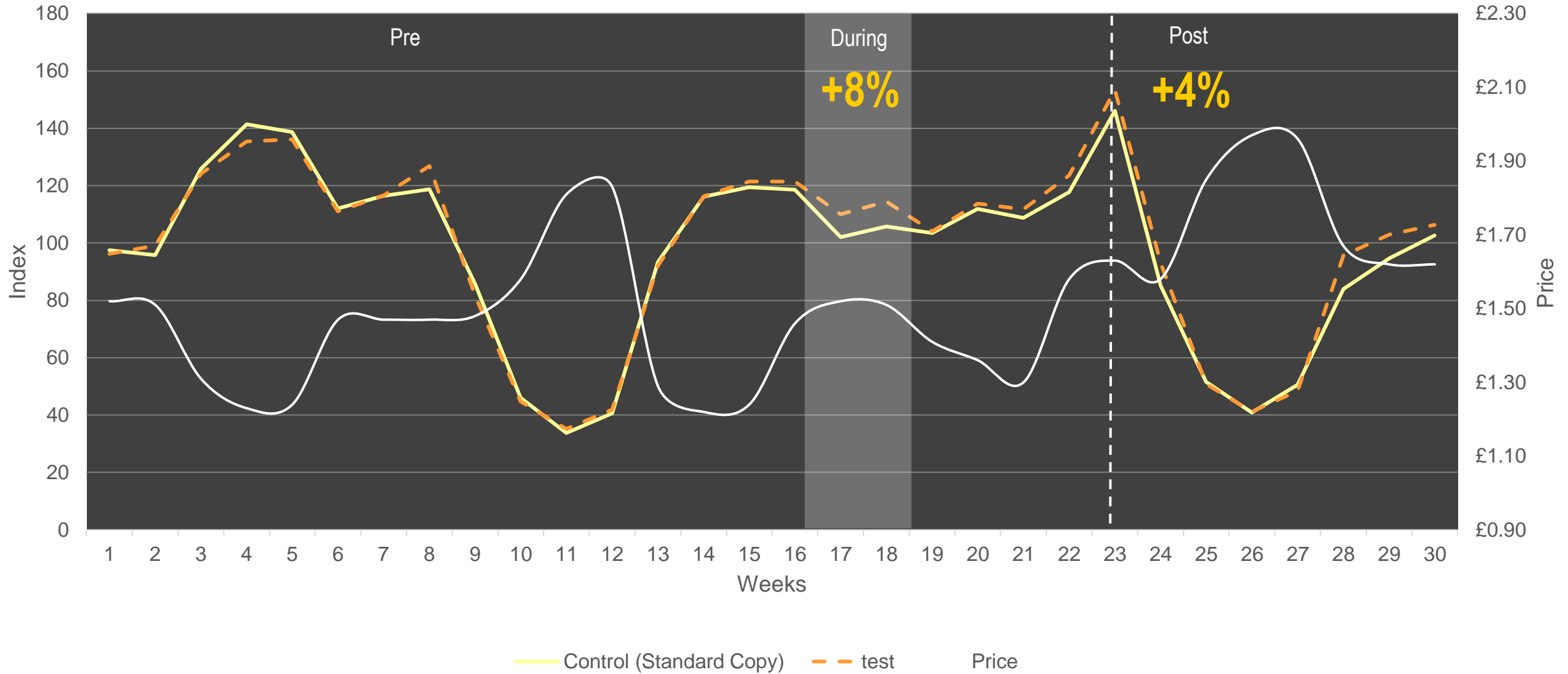
Source: Nielsen DME. Advertised Products: Cadbury Dairy Milk Range 16 SKUs: Milk Choc; Caramel; Whole Nut; Daim; Fruit & Nut; Turkish Delight & Oreo. Other Cadbury's Products: Dairy Milk; Caramel; Fruit & Nut; Marvellous Creations; LU bar; Ritz bar (all bar Marvellous creations 35G – 49G); Mars: Cookie Crumble 114G; Honeycomb Crisp 114G; Nut Crunch 114G; Milk Choc 204G; Caramel 135G. Aero: Milk 120G; Peppermint 120G; White 120G \*volume of sales in comparison to the advertised product

LOCATION-CONTEXTUAL CAMPAIGN WITH  
MOVEMENT:

RESULTS

# 8% sales uplift during campaign; 4% uplift post-campaign

Seven advertised products: Dairy Milk



Control (Standard Copy) test Price





# Results summary

## Sales uplift: test vs control

| Product                                | During | Post | Pre £ | During £ | Post £ | Volume Sales* |
|--|--------|------|-------|----------|--------|---------------|
| Advertised Products (16 SKUs)          | +8%    | +4%  | £1.40 | £1.52    | £1.58  | 100%          |
| Secondary Cadbury's Products (15 SKUs) | +5%    | -5%  | £0.66 | £0.79    | £0.69  | 41%           |
| Mars (9 SKUs)                          | +1%    | +2%  | £1.20 | £1.54    | £1.30  | 30%           |
| Aero (9 SKUs)                          | +4%    | +8%  | £1.07 | £1.39    | £1.08  | 4%            |



Source: Nielsen DME. Advertised Products: Cadbury Dairy Milk Range 16 SKUs: Milk Choc; Caramel; Whole Nut; Daim; Fruit & Nut; Turkish Delight & Oreo. Other Cadbury's Products: Dairy Milk; Caramel; Fruit & Nut; Marvellous Creations; LU bar; Ritz bar (all bar Marvellous creations 35G – 49G); Mars: Cookie Crumble 114G; Honeycomb Crisp 114G; Nut Crunch 114G; Milk Choc 204G; Caramel 135G. Aero: Milk 120G; Peppermint 120G; White 120G \*volume of sales in comparison to the advertised product



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## Results summary

Standard copy:

**During campaign: +8% sales test vs control**

**Post campaign +3% sales test vs control**

Contextual copy + movement:

**During campaign +8% additional sales vs standard copy**

**Post campaign +4% additional sales vs standard copy**

Halo effect on other key Cadbury's products:

**+7% test vs control**