

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark blue of the oceans and the black of the night sky. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing in shades of blue and white.

JCDecaux

CASE STUDIES

EPOS RESULTS CASE STUDY

NUTELLA



CAMPAIGN DELIVERY:

6.9m impacts

8% cover

1.7 frequency

CAMPAIGN DETAILS:

One-week tactical campaign

150 Tesco D6

15% SOV

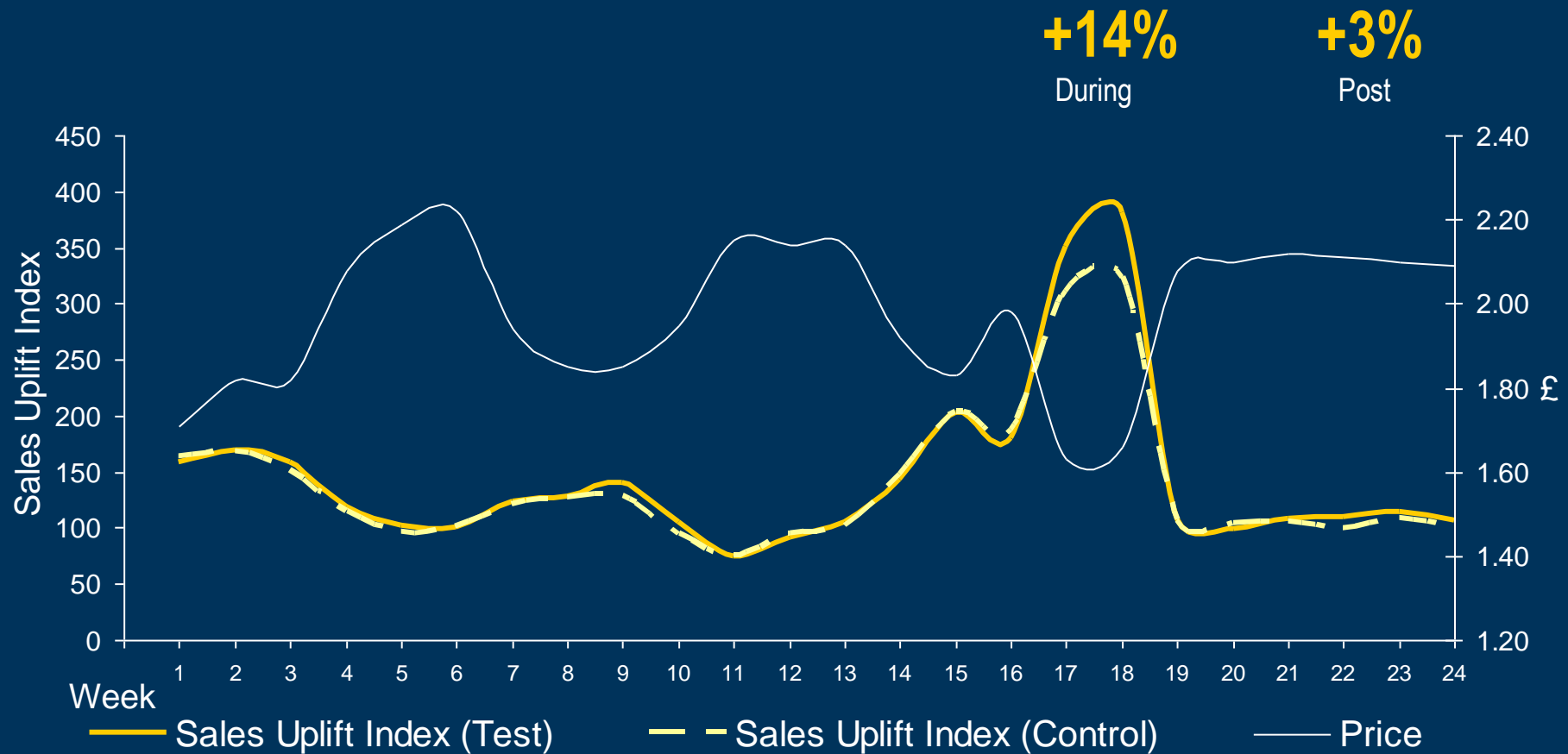
THE CAMPAIGN



CAMPAIGN RESULTS

14% sales uplift during campaign; 3% sales uplift post campaign

Advertised Products: Nutella 200g, 400g, 750g



Results summary

Sales uplift: test vs control

Indication that advertised products stole market share from competitors

	During	Post
Nutella (3 SKUs)	+14%	+3%
Nutella 400g	+12%	+4%
Hartley's Jam (26 SKUs)	-2%	-8%
Marmite (3 SKUs)	-7%	+1%



Results summary

During campaign: +14% sales test vs control

Post campaign: +3% sales test vs control

Key 400g Nutella SKU +12% sales test vs control during campaign

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