



JCDecaux

CASE STUDIES

EPOS RESULTS CASE STUDY

CESAR



CAMPAIGN DELIVERY:

9.4m impacts

6.3% cover

2.9 frequency

CAMPAIGN DETAILS:

225 Tesco D6

Fixed 15% SOV

Friday & Saturday upweights

Standard and contextual animated content

Dynamic content relevant to weather, day of week
and April Fool's Day

Standard animated content



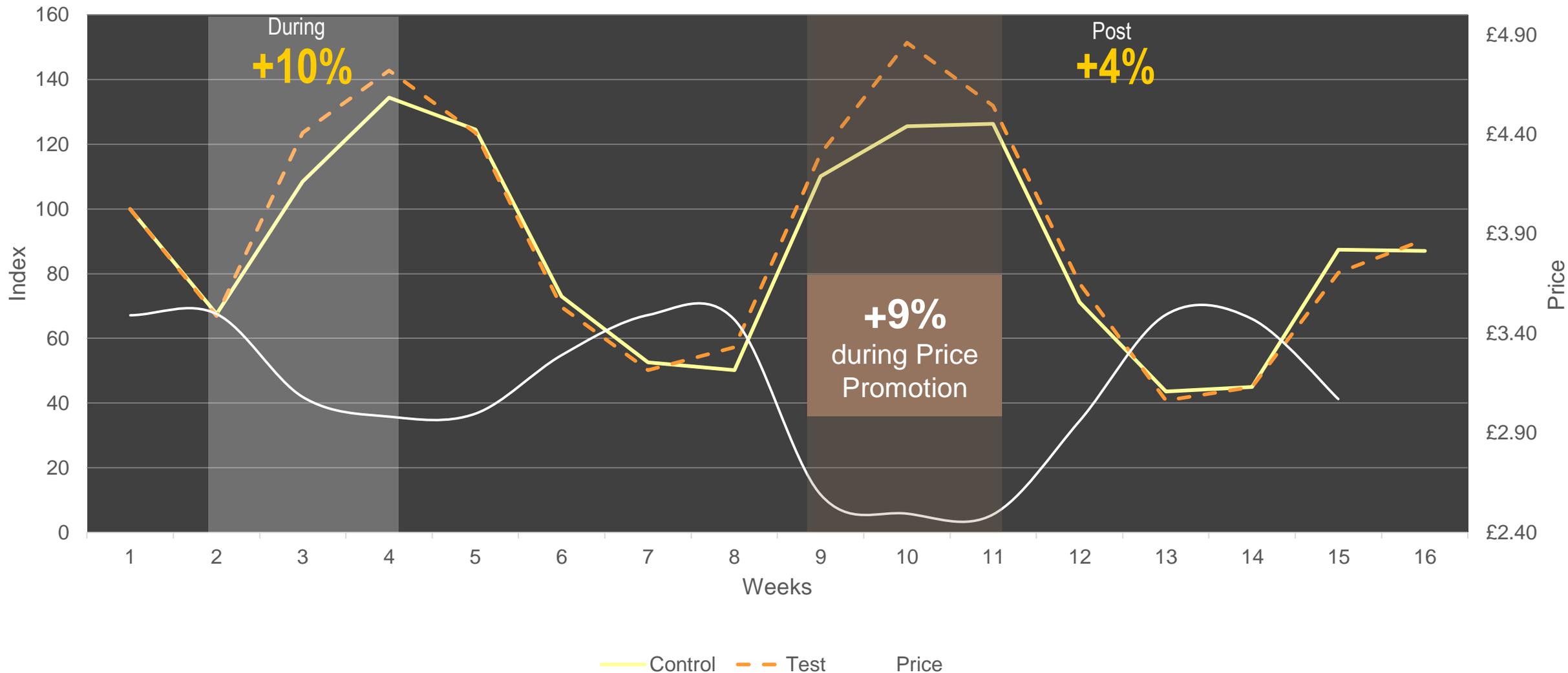
Contextual animated content



STANDARD DYNAMIC CAMPAIGN: RESULTS

10% sales uplift during campaign; 4% uplift post-campaign

Advertised Product: CESAR Deliciously Fresh Dog Pouches Favourites in Sauce 8x100g



Results summary

Sales uplift: test vs control

Indication that advertised products stole market share from competitors

Product	During	Post	Pre £	During £	Post £	% Volume Sales
CESAR Deliciously Fresh Dog Pouches Favourites in Sauce 8x100g (1 SKU)	+10%	+4%	£3.17	£3.23	£2.91	100%
Cesar Pouches Range (5 SKUs)	+2%	-3%	£2.68	£2.80	£2.32	286%
Butcher's Choice Multipacks (4 SKUs)	-7%	-3%	£4.54	£4.57	£4.55	203%
Lily's Range (16 SKUS)	-10%	-4%	£1.49	£1.51	£1.55	358%

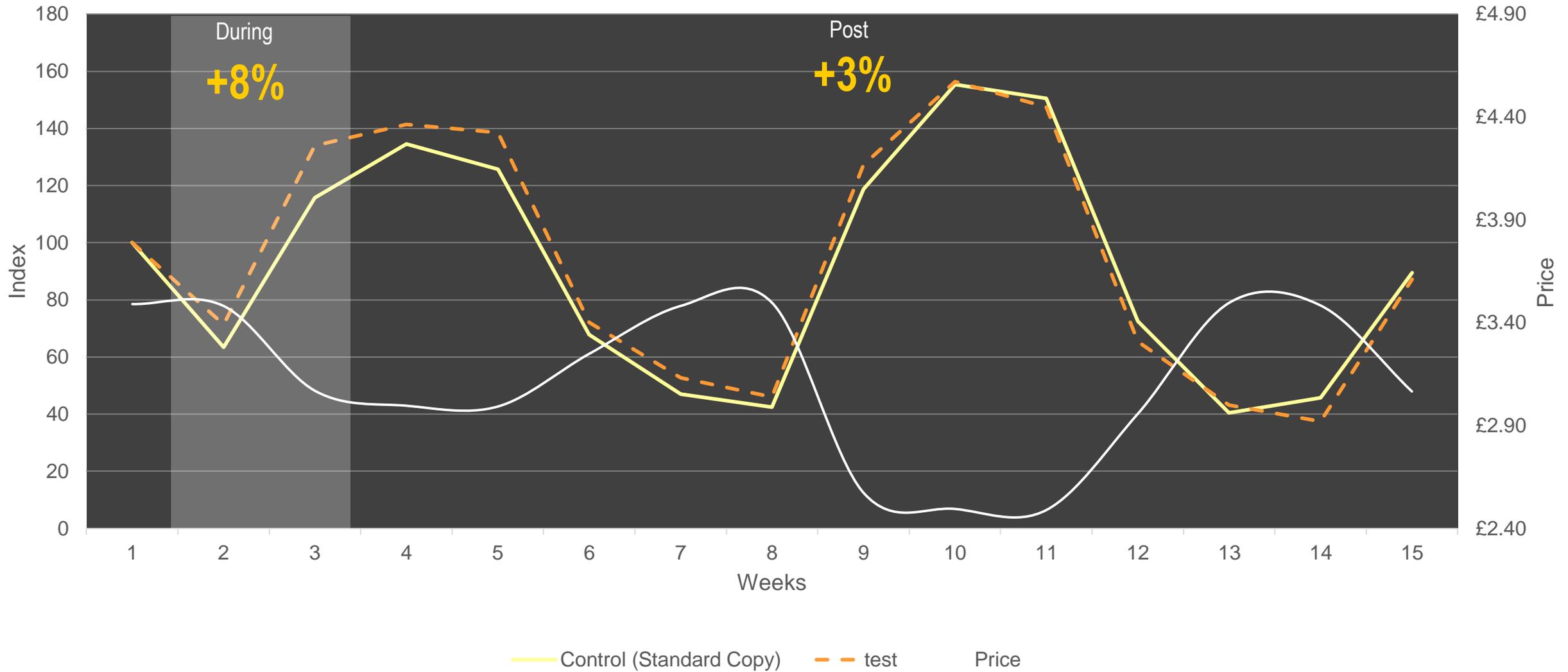


Source: Nielsen DME. CESAR POUCH FRSHFAV IN SCE 8X100G; CESAR POUCHES RANGE: CESAR SENIOR MULTIPACK 4 X 150G, CESAR POUCH FRSHFAV IN SCE 8X 100G, CESAR POUCH FRSHIN JELLY 4X100G, CESAR POUCH FRSHIN JELLY SENIOR 8X100G, CESAR POUCH FRSHSELECTION IN SAUCE 4X100G. BUTCHERS CHOICE MULTIPACKS: BUTCHER'S LEAN & TASTY MULTIPACK 12X400G,, BUTCHERS CHOICE LEAN & TASTY 4X150G,, BUTCHERS CHOICE TRADITIONAL VTY PACK 4X150G, BUTCHERS CHOICE TRAY MULTIPACK 12 X150G; LILY'S RANGE (16 SKUS)

CONTEXTUAL DYNAMIC CAMPAIGN:
RESULTS

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

Advertised Product: CESAR Deliciously Fresh Dog Pouches Favourites in Sauce 8x100g



Results summary

Sales uplift: test vs control

Indication that advertised products stole market share from competitors

Product	During	Post	Pre £	During £	Post £	% Volume Sales
CESAR Deliciously Fresh Dog Pouches Favourites in Sauce 8x100g (1 SKU)	+8%	+3%	£3.17	£3.23	£2.91	100%
Cesar Pouches Range (5 SKUs)	+7%	+2%	£2.68	£2.80	£2.32	286%
Butcher's Choice Multipacks (4 SKUs)	-2%	-1%	£4.01	£4.19	£4.19	203%
Lily's Range (16 SKUS)	-3%	-9%	£1.53	£1.5	£1.57	358%



Source: Nielsen DME. CESAR POUCH FRSHFAV IN SCE 8X100G; CESAR POUCHES RANGE: CESAR SENIOR MULTIPACK 4 X 150G, CESAR POUCH FRSHFAV IN SCE 8X 100G, CESAR POUCH FRSHIN JELLY 4X100G, CESAR POUCH FRSHIN JELLY SENIOR 8X100G, CESAR POUCH FRSHSELECTION IN SAUCE 4X100G. BUTCHERS CHOICE MULTIPACKS: BUTCHER'S LEAN & TASTY MULTIPACK 12X400G,, BUTCHERS CHOICE LEAN & TASTY 4X150G,, BUTCHERS CHOICE TRADITIONAL VTY PACK 4X150G, BUTCHERS CHOICE TRAY MULTIPACK 12 X150G; LILY'S RANGE (16 SKUS)



Results summary

Standard dynamic copy:

During campaign: +10% sales test vs control

Post campaign +4% sales test vs control

Contextual dynamic copy:

During campaign +8% additional sales vs standard dynamic copy

Post campaign +3% additional sales vs standard dynamic copy