



JCDecaux

CASE STUDIES

EPOS RESULTS CASE STUDY

NESTLE CEREAL PARTNERS



CAMPAIGN DELIVERY:

5.9m impacts

4.4% cover

2.6 frequency

CAMPAIGN DETAILS:

2 x one-week campaigns within a four-week period

150 Tesco D6

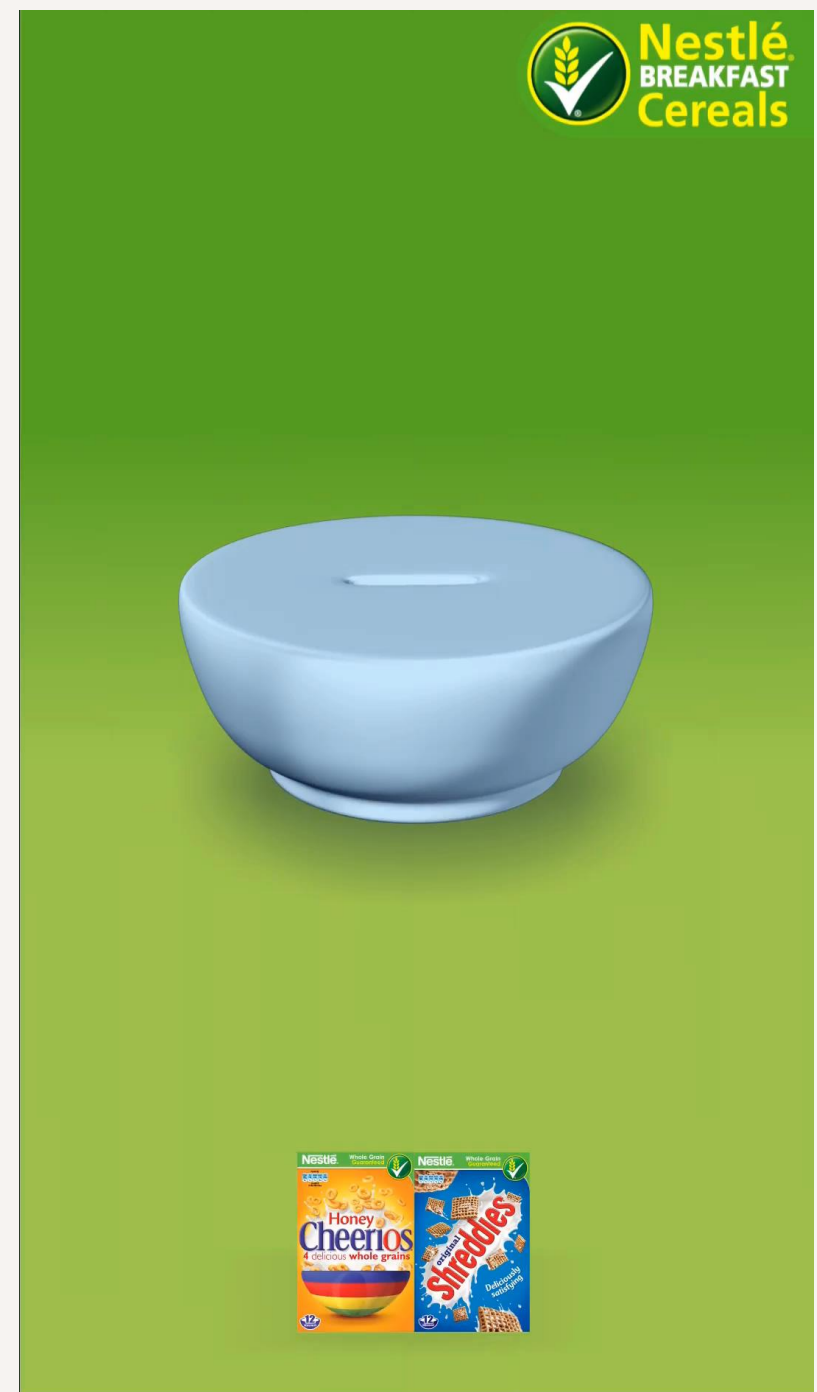
15% SOV

10% flex

First burst



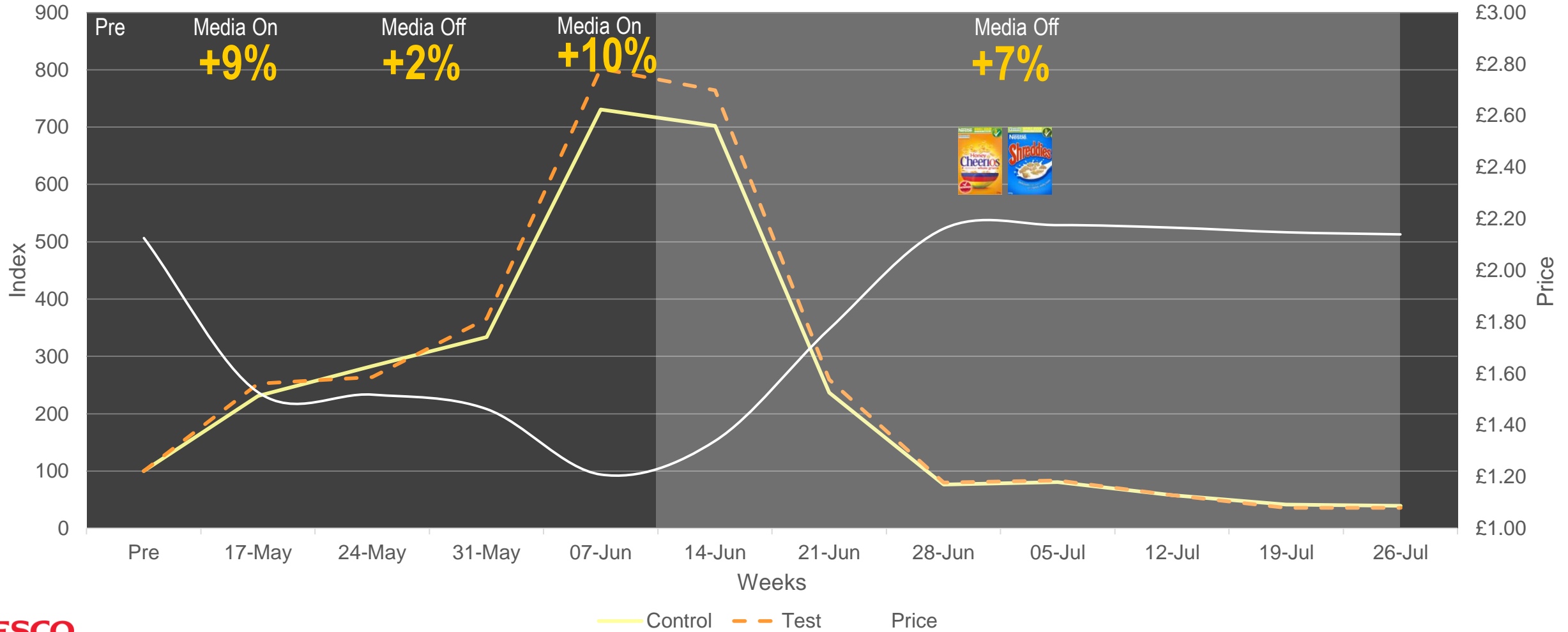
Second



CAMPAIGN RESULTS

9% sales uplift burst 1; 10% sales uplift burst 2; 7% sales uplift post both

Advertised Products: first burst Cookie Crisp, Cheerios, Shreddies, Curiously Cinnamon, Shredded Wheat;
second burst Cheerios & Shreddies



Source: Nielsen DME. Nestle Cookie Crisp Cereal 375g; Nestle Cheerios Cereal 375g (both bursts); Nestle Shreddies Cereal 500g (both bursts); Nestle Curiously Cinnamon Cereal 375g; Nestle Shredded Wheat 16 biscuit

Results summary

Sales uplift: test vs control

Indication that advertised products stole market share from competitors

Product	During	During Burst 1	During Burst 2	Post	Pre £	During	During Burst 1 £	During Burst 2 £	Post £	Volume sales*
Advertised Products (2 SKUs)	+11%	+11%	+10%	+7%	£2.49	£1.37	£2.48	£1.24	£2.17	100%
Advertised Products (5 SKUs)	+4%	+9%	+5%	0%	£2.08	£1.38	£1.53	£1.21	£1.99	170%
Advertised Products (6 SKUs)	+5%	+10%	+7%	+1%	£2.13	£1.37	£1.57	£1.22	£1.99	206%
Weetabix (17 SKUs)	-0%	-0%	-1%	-1%	£2.31	£1.85	£1.70	£2.01	£2.29	309%
Kellogg's Crunchy Nut (10 SKUs)	-2%	-2%	-4%	-4%	£2.08	£1.98	£2.24	£1.77	£1.84	31%
Kellogg's Rice Krispies (13 SKUs)	0%	0%	-4%	+3%	£1.62	£1.55	£1.39	£1.85	£1.69	170%



Source: Nielsen DME. Nestle Cheerios Cereal 375g; Nestle Cookie Crisp Cereal 375g; Nestle Honey Cheerios 375g; Nestle Shreddies Cereal 500g; Nestle Curiously Cinnamon Cereal 375g; Nestle Shredded Wheat 16 biscuit; Weetabix 17 SKUs; Kellogg's Crunchy Nut 10 SKUs; Kellogg's Rice Krispies 13 SKUs



Results summary

During campaign

First burst +9% sales test vs control

Second burst +10% sales test vs control

Post both bursts +7% sales test vs control

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