



JCDecaux

CASE STUDIES

EPOS RESULTS CASE STUDY

TRESEMME



CAMPAIGN DELIVERY:

37m impacts

19% cover

4.5 frequency

CAMPAIGN DETAILS:

Four-week campaign

278 Tesco D6 weeks 1&2

132 Tesco D6 weeks 3&4

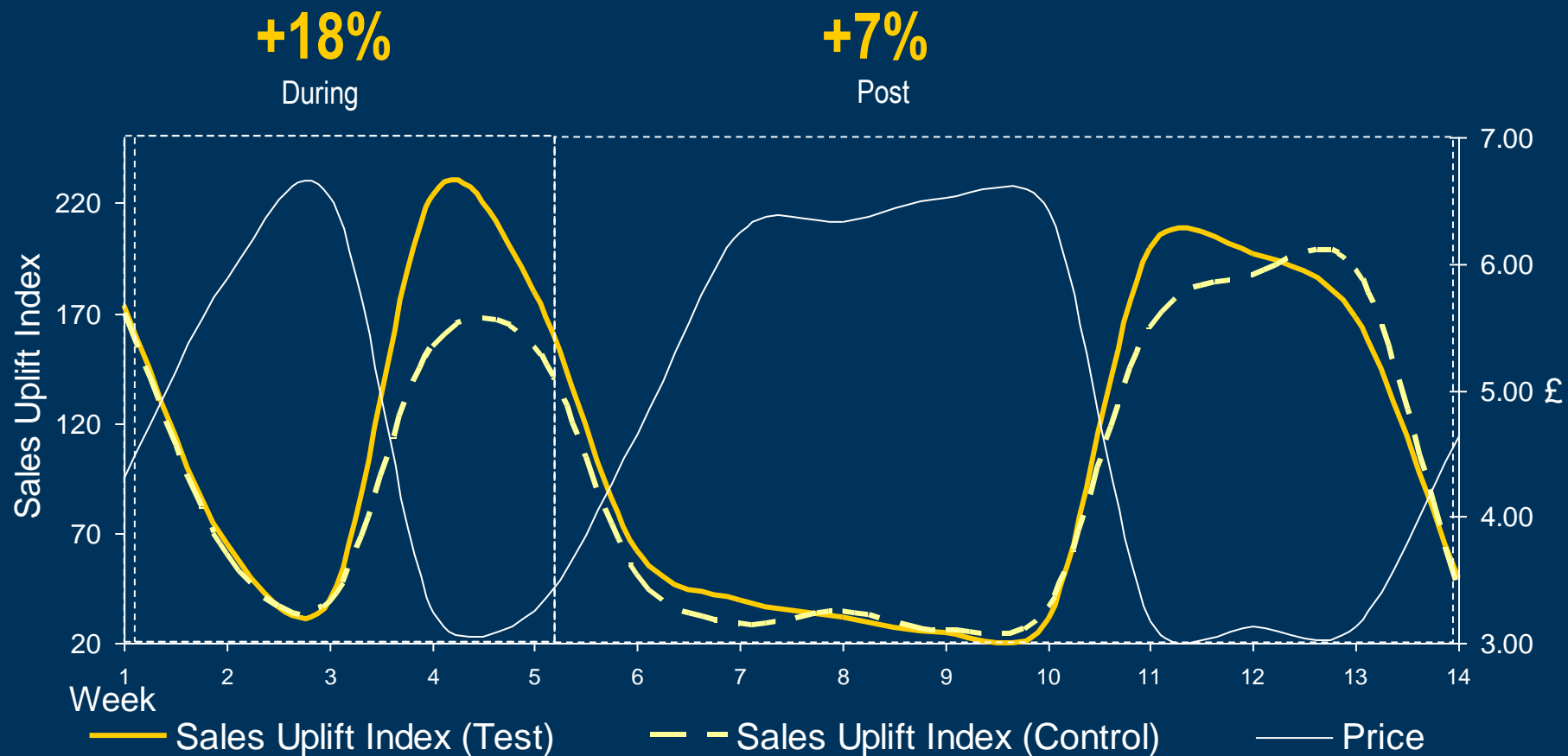
THE CAMPAIGN



CAMPAIGN RESULTS

18% sales uplift during campaign; 7% sales uplift post campaign

Advertised Products: 3 x Tresemme SKUs



Results summary

Sales uplift: test vs control

	During	Post
Advertised Product (3 SKUs)	+18%	+7%
All Tresemme (154 SKUs)	+7%	+3%
L'Oreal Elvive (6 SKUs)	-1%	-3%
L'Oreal Smooth and Polish Range (7 SKUs)	+11%	+12%
John Frieda Frizz Range (6 SKUs)	-7%	-10%



Results summary

During campaign: **+18%** sales test vs control

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

Halo effect across **whole Tresemme range**

Strong indication that D6 network made the price promotion **work harder**