

Sales Builder®

Boost Your Brand's Performance. Optimize Your Brand's Profit.

Why Sales Builder?

- Global Marketing Mix Model
- Combines Consumer Attitudinal Data With Syndicated Data
- Analyzes the Category, not just the brand
- Unmatched Simulation Capabilities
- Quantifies the effects of both Marketing and Merchandising Activities
- Optimizes ROI

The Process

- Structure
- Calibrate
- Understand
- Simulate
- Maximize

Ipsos-Novaction:

Experience, depth and reach

- 30 years experience
- In over 55 countries
- Across 250 product categories
- Validations show our Sales Builder forecasts are within 2% of sales on average
- Over 50,000 total brands evaluated

Sales Builder® is a leading marketing mix model used to improve the ROI of your marketing support – on mature or recently launched brands.

Sales Builder offers a unique approach to modeling the effect of advertising, positioning and brand equity. It delivers a more realistic estimate of advertising impact (short-term and equity impact). It diagnoses your brand's performance vs. competitors and offers significant insights on how to grow your brand's volume over time.

Sales Builder captures *all* the factors that influence your brand's sales. It quantifies the key levers to increase your sales. *And* it simulates strategies that will allow you to discover the most efficient plan for growth. The result? You can *reduce* your marketing costs and *optimize* your brand's profit. It offers unmatched simulation capabilities – including both marketing plan changes and changes to the brand's copy, positioning, product or price. Results are delivered 9 weeks after all data is received.

We know what questions need to be asked. And we deliver the answers – fast.

Understand your brand's history

- What really has been driving the sales of your brand?

- Are all aspects of your brand performing well?
- Why have sales shifted?

Understand today

- How healthy is your brand? What is your brand's equity? Your competitors?
- How strong is your advertising? Does it reinforce your brand's equity? What should be the focus of your new copy?
- What benefits do you own in the marketplace?
- How much would sales increase if you could reposition your brand in a specific way?
- What factors currently are driving your sales?
- What risks are you overlooking?

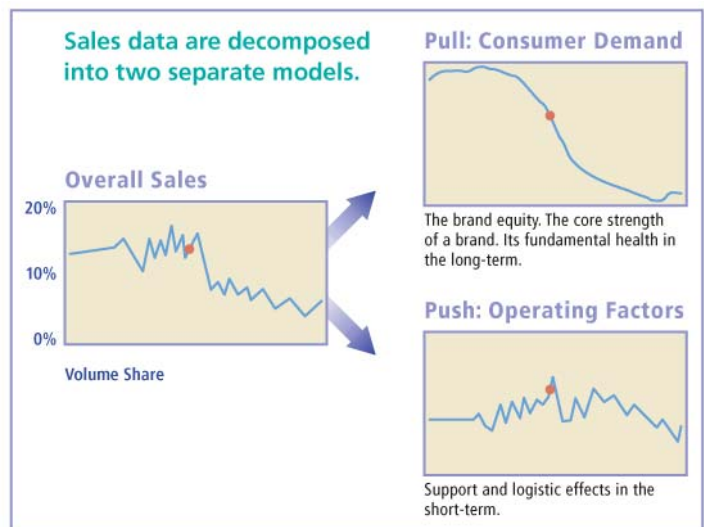
Simulate future pull and/ or push strategy options

How would your brand's sales be affected by changes in:

- Consumer offering (re-launch, repositioning, product change...)
- Pricing vs. size
- Promotions (trade, consumer)
- Advertising (quality, expenditure, schedule)
- Media investments/ allocation
- Distribution

How it works:

Pull data (the underlying longterm equity of your brand) help to create a picture of the brand's equity in terms of I (for *Ad Impact*) D (for *Differentiation*) Q (for *Quality*) V (for *Value*). It includes brand



Case Study

Issue

A multinational food company wanted to understand the impact of reducing advertising on one of its leading brands. The brand was mature and management felt that without "new news," copy would not be very efficient in driving sales. Money was diverted from advertising to trade activities to build share. Prior marketing mix analysis had shown that these activities had higher ROI.

Findings

Using our Sales Builder model, Ipsos-Novaction was able to show the client that without advertising support, the underlying equity of the brand had started to erode. We then simulated the support levels necessary to achieve similar equity prior to the reduction in advertising. We were also able to analyze the various aspects of the copy and positioning and were able to identify the specific areas of improvement that would deliver sales most efficiently.

Result

The client improved the copy based on our recommendations. Advertising support was increased, but not to previous levels. However, equity grew back to previous levels due to the greater effectiveness of the copy. Ipsos-Novaction forecast sales at various spending levels. Results were within 2% of actual sales.

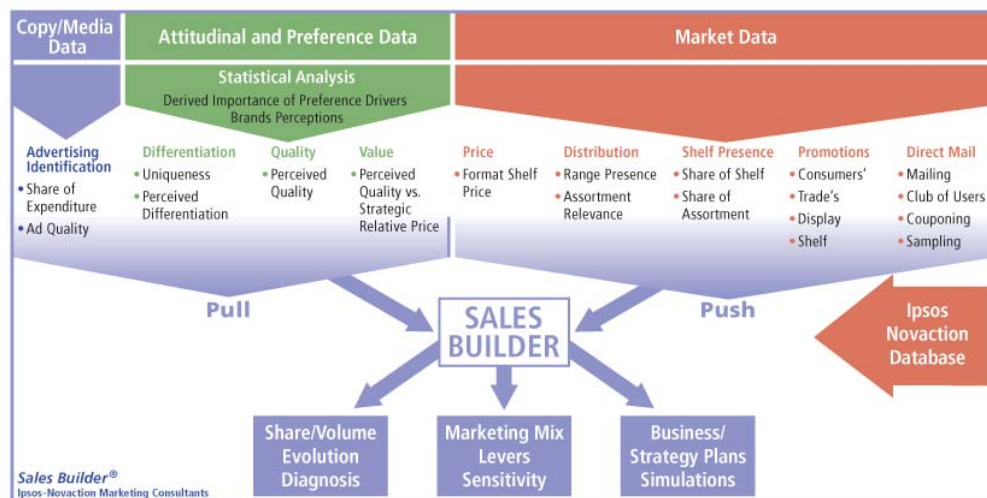


image and ad copy quality (pretest or tracking) data. Push data (sales driven by shorter term merchandising activity) is the information on the brand's merchandising support and short-term promotions.

The model is calibrated using Ipsos-Novaction's experience database on mature brands as well as data from your specific market. Response curves show clearly the sensitivity of each of the brand's evaluated sales drivers and are used to optimize the brand's performance, in terms of volume or share, both in the long and short term.

Sales Builder uses your existing multi-source brand data and our database of more than 50,000 analyzed brands to probe all influences on the brand. It combines qualitative and quantitative data into one comprehensive, universal model. All drivers are modeled in competitive context.

Sales Builder has real advantages

- Inclusion of Consumer Attitudinal Data

- Delivers Marketing Analysis, not just Merchandising
- Used as a tracker, so results are more timely and actionable
- Ad Copy Quality is Integrated
- Simulations can include portfolio and competitors
- Effects are **non-linear**, essential for calculating marketing efficiencies
- Thresholds and saturation points are established, critical for knowledge of efficient areas
- Forecasts are robust (accurate/reliable) even if the mix or the competitive situation is changing

Because of our wealth of experience with in-market modeling of brand sales we know the importance of understanding the longterm variations in brand strength, as well as the more obvious short-term effects, such as price-cutting, promotions, and changes in distribution. A brand's sales are driven by the logistics put behind the brand **and** the brand's inherent consumer

appeal. In terms of marketing interpretations, **Sales Builder** quantifies effects that other models fail to detect. **Sales Builder** is a proven, expert system that can make the best use of your corporate marketing data, *and* show you how to maximize the strength of your brand. Ipsos-Novaction has been a world leader in this field for 30 years.

A wealth of experience

Ipsos-Novaction has experience in more than 55 countries around the world and in more than 250 product categories, including household products, personal care, food and beverages, and pharmaceuticals. More than 50,000 brands have been analyzed.

Ipsos-Novaction:
Your Competitive Advantage