

# Maximising Soft Drink Revenue: Results from Australian Market Mix Modelling

To maximise return on spending, soft drink marketers are considering how they can optimise their media investments. Google and MarketShare conducted Marketing Mix Modelling in Australia for nine soft drink brands\* to reveal how various marketing channels impact revenue.



Shake up your marketing strategy.

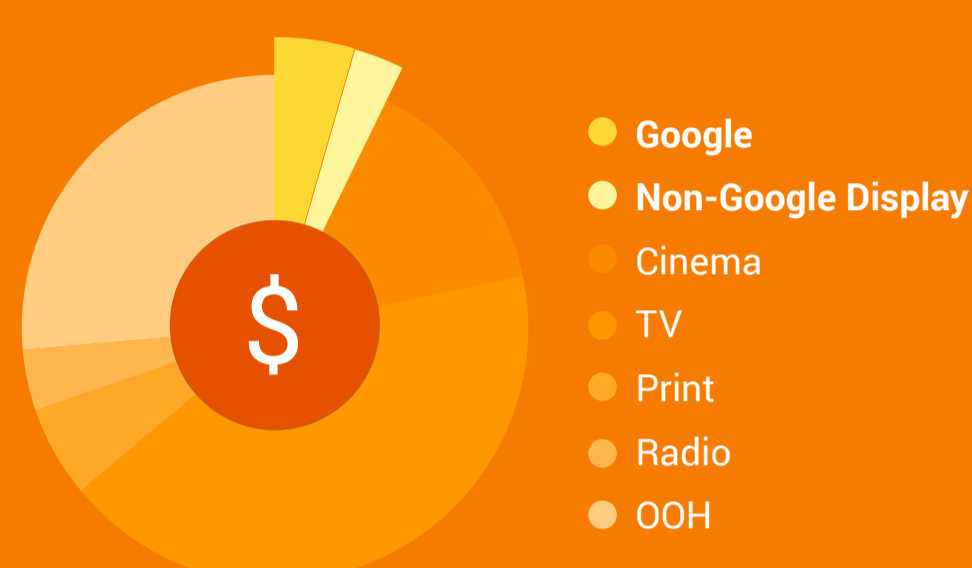


In Australia, marketing efforts drove 2.01% of total soft drink revenue.

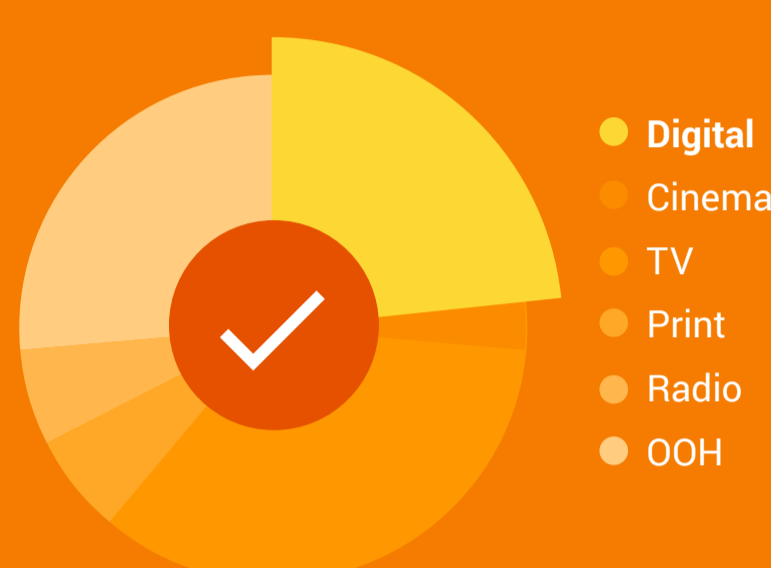


Digital media contributed 23.4% of marketing-driven revenue,\*\* despite getting just 7.4% of the budget.

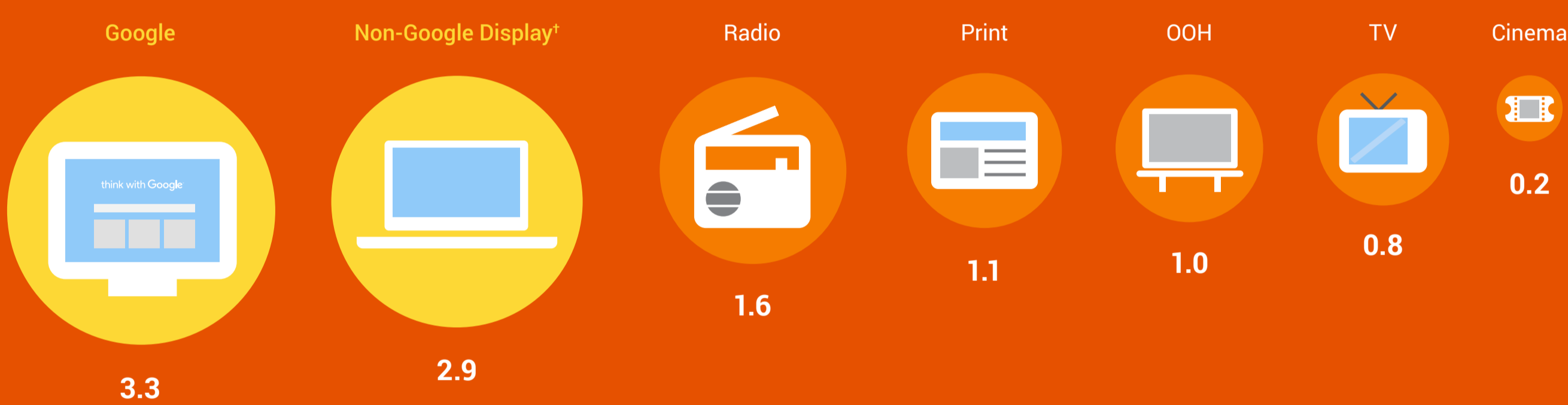
Average OEM Brand Marketing Spend



Marketing-Driven Revenue



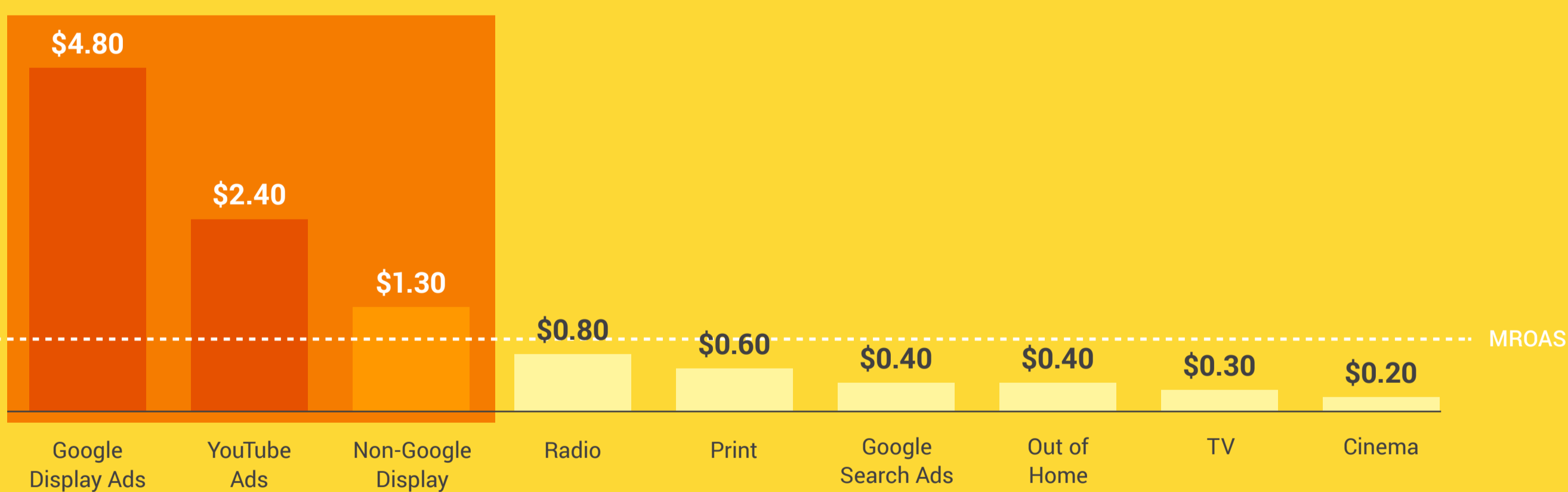
Digital marketing is more efficient than traditional channels at current spend.



Marketing Efficiency Index = % Marketing Contribution / % Marketing Spend

At current spend, Google Display and YouTube Ads represent the greatest opportunities for incremental spend.

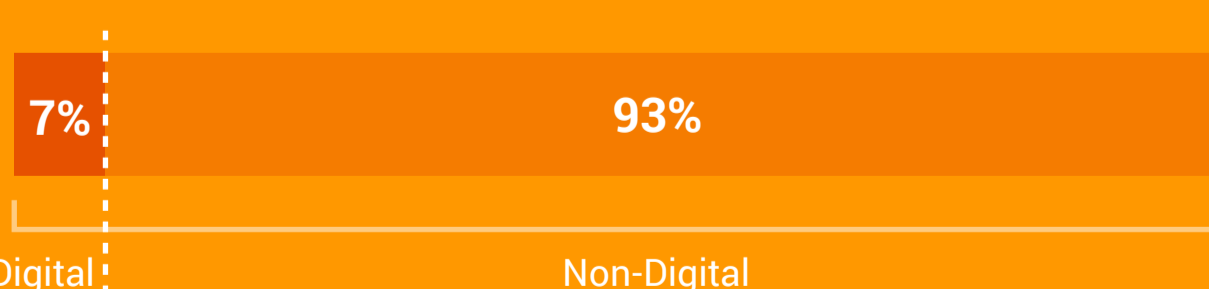
Revenue per next \$1 spent



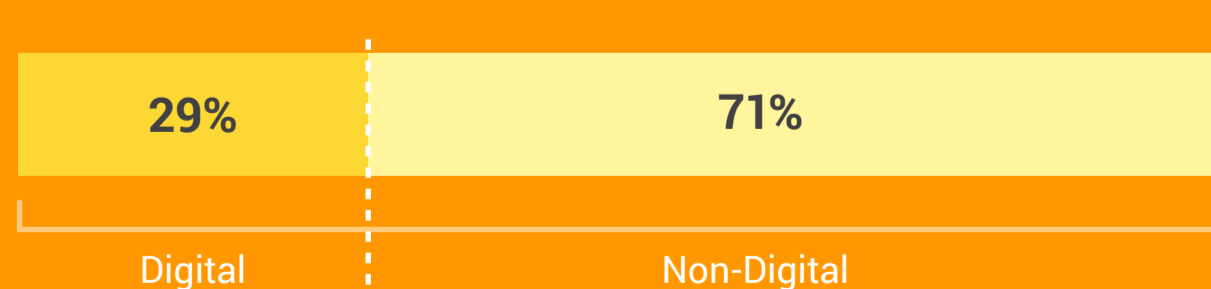
Soft drink marketers can optimise marketing investment by prioritising digital.



Current budget split



Optimised budget split



Optimising to increase digital spend yields up to a 16% increase in marketing-driven revenue.‡

\* The modeling period spanned January 2012 to September 2014 and included 9 brands with a combined overall market sales capture of 81%.  
 \*\* Refers to revenue directly attributable to the paid media channels included in the model shown (Google Display Ads, Google Search Ads, YouTube Mastheads, YouTube Video Ads, YouTube TrueView Ads, Non-Google Display, TV, Print, Radio, and Out of Home)  
 † Non-Google Display is an estimate of display spend from Nielsen, based on a panel which does not include data from Facebook or Twitter.  
 ‡ Results are directional. Optimisation does not take availability of inventory into account.

Source: Google/MarketShare, "Media Mix Optimisation: Category Results: Soda," October 2015.