



Measuring impact of online advertising on offline sales

Dove Hair Care case study

MAY - JUNE 2011

OBJECTIVES

To understand the extent to which offline sales can be affected by online advertising using a Dove Hair Care case study in France

METHODOLOGY

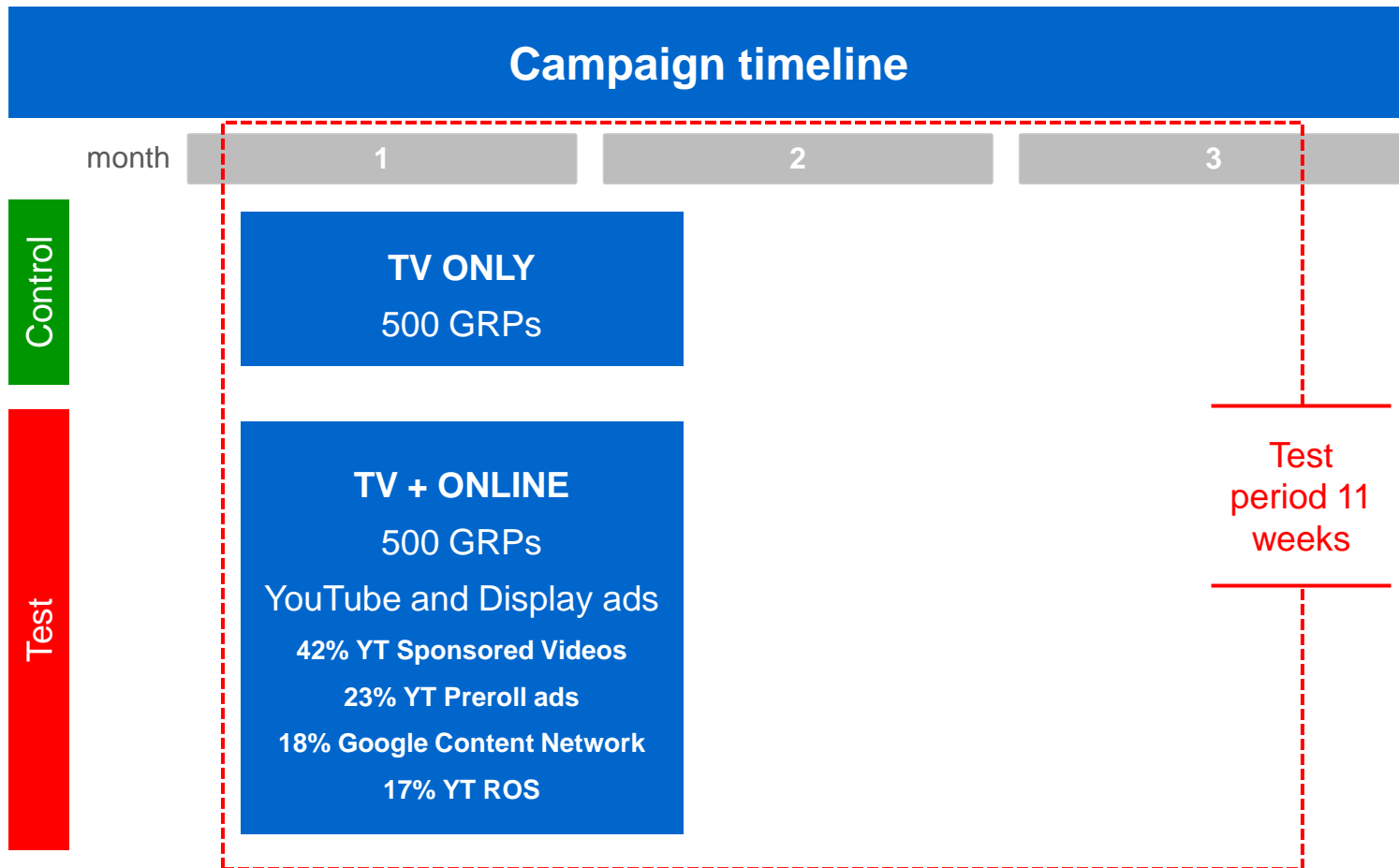
Two statistically identical test markets selected to provide a control vs. test scenario. Sales data collected from 34 POS at the purchasing basket level

Key findings

- 1 The inclusion of **online advertising resulted in a 6% sales uplift**
- 2 **Online was most effective when used in synergy with national TV** – this led to a 11% sales up lift
- 3 In addition, though the campaign advertised a single product it was **effective in generating sales over the whole range**

Study design

Sales data collected from 34 points of sales, with in-store promotion collected by checkout scanners. Measured stores account for c.95% of the total sales of FMCG products in the test markets

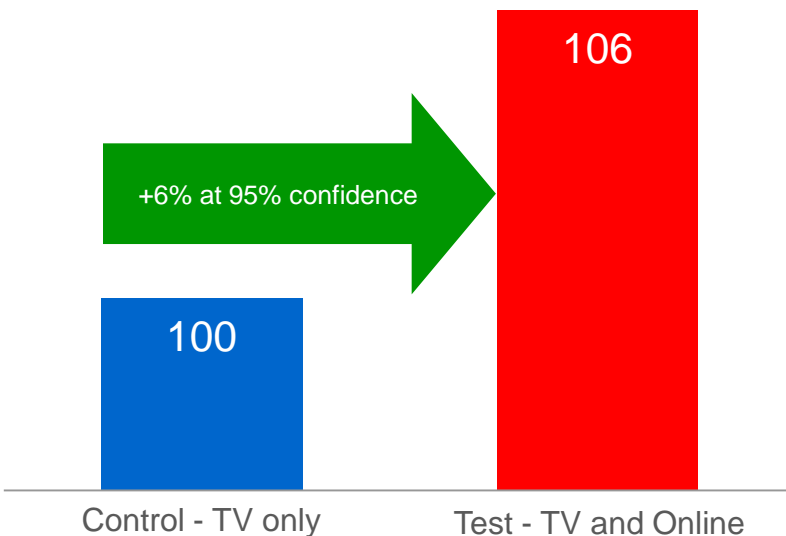


Online advertising generated significant uplift in sales

Adding YouTube & GDN to the existing TV campaign generated a 6% uplift in sales. The impact of the YouTube & GDN campaign was strongest when accompanied by TV

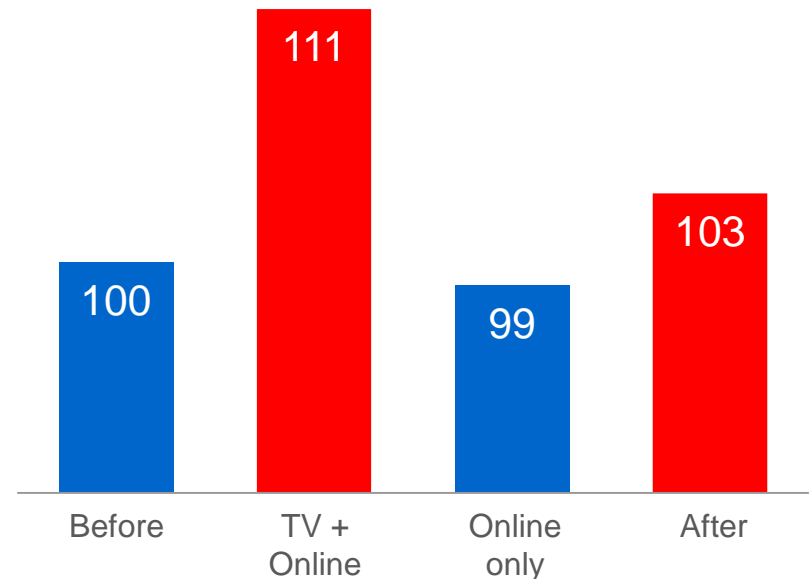
IN-STORE SALES

(volume, adjusted for promotion)



BASE VOLUME SALES IN THE TEST MARKET

(100 = control market)



Positive impact extended across full range

In addition to the advertised product uplift, a positive halo effect was seen across the whole Dove Hair Care category

BASE VOLUME SALES IN THE TEST MARKET

(% uplift in sales vs. control market)

+6%

**Total Dove Hair
Care**

+7%

**Total Dove
conditioners**