



# Marketing Effectiveness

**Maximising impact  
from your data**



**RedRoute**

Decisions that count

[www.redrouteinternational.com](http://www.redrouteinternational.com)



## The RedRoute Philosophy

To become trusted partners – making a difference to our clients with transformational strategies based on rigorous analytics, in-depth understanding and powerful insights.

-  Tailor made
-  Progressive
-  Predictive
-  Simplifying

**Delivering  
winning  
strategies**

# Key Services

**A focused range of services to drive your business forward.**



## Strategic Sales Forecasting



### GLIDEPATH

Measures “what really matters” to plot your trajectory



## Controlling Brand Preference



### AIME

Magnifies your brand values to deliver competitive edge



## Media Budget Size & Allocation



### OMEGA

Solves the complexity of media choices



## CRM Segmentation & Messaging



### OPIUM

Understanding your customers like a “best friend” would



## Optimal Pricing Strategy & Tactics



### PRISM

Reveals the power of pricing



# GlidePath

**"GlidePath** measures 'what really matters' to plot your trajectory."

## Do these questions keep you awake at night?

- What really drives my business performance?
- If my business carries on "as is" where will we be?
- What growth drivers should I focus on to get the best returns?
- Do I understand what's holding my business back?
- What risks do I need to mitigate against – and how?
- What difference will alternative strategies make to our future performance?



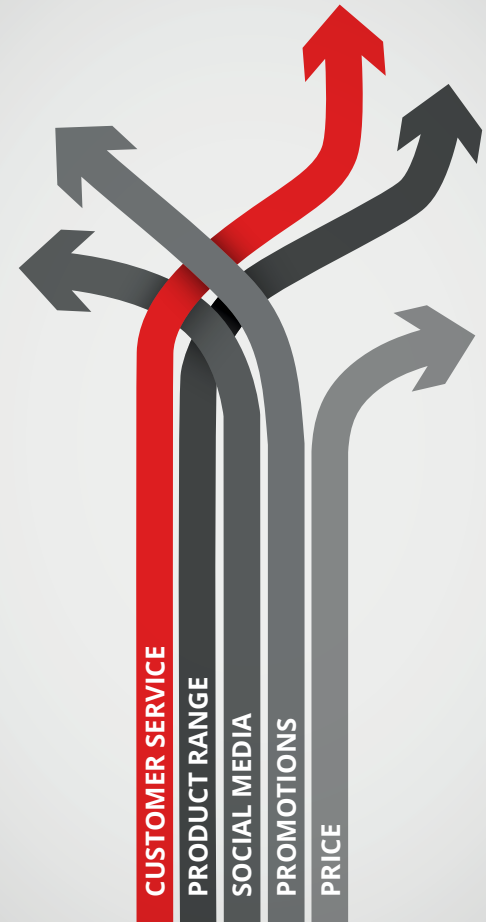
## GlidePath

# What is it?

**A deep dive into your data delivering a comprehensive understanding of your growth drivers and the factors that are constraining your potential.**

A strategic planning tool that enables you to forecast your profits and generate confidence behind your marketing investment.

This enables you to conduct “What if...?” analysis ensuring you have the right strategies and robust plans.





## GlidePath

# How it works

We work as partners to discover the value in your current data.

We use data analytics and econometric modelling to identify and measure the drivers that affect your sales – including macro, marketing, operational and one-off factors. We then quantify their relative importance.

Based on these measured relationships we can accurately predict your business trajectory.

Strategic options are developed to mitigate risks and take advantage of your business strengths and opportunities.

Monitoring, evaluating and learning informs your future strategy.

Finally we develop “What if...?” tools that will enable you to run your own scenarios and sensitivities.



## Real results

**Glidepath's** marketing mix recommendations enabled a European consumer goods manufacturer to **increase market share by 4 share points equating to €14m per annum in sales value.**



**"AIME** targets your brand values to deliver a competitive edge."

## Do these questions keep you awake at night?

- Is my brand set up to beat the competition?
- What has been the consumer's experience of my brand?
- How strong is my brand really – what are its strengths & weaknesses?
- What matters to my consumers?
- Which of my brand values should I invest in?
- How do I improve my brands performance?



## AIME

# What is it?

**A Brand Experience measurement methodology that tracks consumers' experience of your brand and predicts their future loyalty.**

AIME identifies your key brand values and enables you to optimise your investment to drive brand preference and loyalty.

If you have an existing tracker we can adapt it to deliver AIME – enhancing your brand understanding within its competitive environment and saving you money.

## AIME enables you to...

Forecast your future long term brand share performance

Identify the prioritised strategies and actions needed to achieve your sales & profit targets

Underpin and strengthen your brand plans with hard evidence





AIME

# How it works

We use RedRoute's Effective Net Preference (ENP®) methodology to combine *willingness to buy* with *ability to buy*.

AIME measures the 5 key drivers of consumer preference – *relevancy, brand identification, accessibility, value and confidence* – telling you what matters most to your consumers.

The drivers are broken down into key aspects of your business. This allows you to make targeted operational changes – and then monitor the impact.

AIME benchmarks your brand against the competition and is a powerful tool to assess changing market preferences and the reasons behind those changes.

AIME enables you to make informed proactive rather than reactive decisions.

Many clients already have the data, but it can be further leveraged to fully understand and strengthen the drivers of consumer preference.

## Real results

**AIME** modelling and recommendations resulted in a new media campaign and messaging for a large UK retailer. **The improved brand preference delivered c.£18m per year in extra sales.**



**"Opium** – understanding your customers like a best friend would."

## Do these questions keep you awake at night?

- Do I know who my customers are – the most valuable, where they live, what they do, their motivations?
- What are the various reasons differing customers prefer my brand to the competition and how can I leverage that?
- What should we really be talking to them about – when and how?
- How can I make my company stand out from the crowd in the eyes of our customers?
- What are the 5 priorities to generate the best ROI on my loyalty programme?



## Opium

# What is it?

**A customer segmentation methodology that:**

- Identifies the circumstances and motivations that influence how a customer sees your brand and service
- Understands how well your current offer meets the needs of different customers relative to competitors
- Defines what you need to do to become your customer's "best friend"
- Enables you to put in place the optimal 1-to-1 customer marketing strategy to drive value – building sales, differentiation and increasing loyalty





## Opium

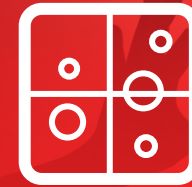
# How it works

Your existing customer transactional data already tells you who your customers are, what they buy, and how much they spend. We add to this Usage & Attitude (U&A) data on their needs, attitudes and circumstances to tell you *why* – so you know what makes differing types of customers choose differing brands or services on differing usage occasions.

That knowledge is then used to increase the effectiveness of your 1-to-1 marketing programmes.

By segmenting customers according to their differing motivations for using your brand or service ('Persona Groups'), we can rank them by their likelihood to respond, enabling you to get the maximum return from your marketing budget by targeting the most likely respondents with messages and offers that best meet their needs & preferences.

*The result: greater engagement with the customer, greater loyalty and greater ROI.*



## Real results

**OPIUM** improved targetting of the 1-to-1 marketing programme for a multi-billion £ DIY retailer.

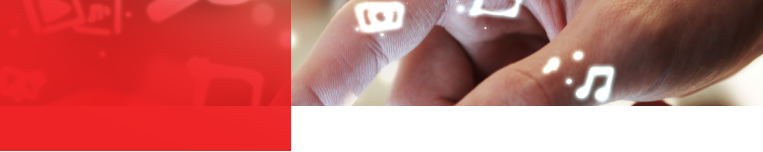
**Sales increased by +£34m within a year**



**“Omega** solves  
the complexity of  
media choices”

## Do these questions keep you awake at night?

- I spend money on lots of marketing channels – but which ones are working?
- Have I got the right balance between online and offline marketing?
- Is the marketing budget sufficient to deliver our financial targets?
- How can I increase sales without increasing my marketing spend?
- What is the interaction between the media channels I invest in?
- What would happen if I put more money into TV advertising?



**Omega**

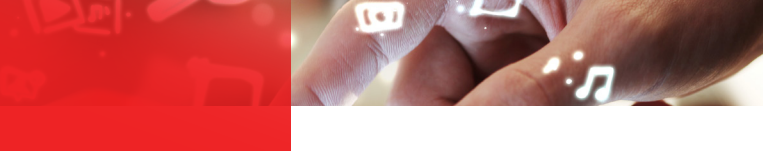
# What is it?

**A service that works out how to increase the profitability of your marketing communications investment – without increasing your budget.**

By identifying the effectiveness of each part of your marketing spend (and how they interact with each other) we optimise your spend across channels, geographies and brands.

We also provide a planning tool that enables you to take control of optimising your future marketing spend.





**Omega**

# How it works

Combining your data and our econometric modelling we isolate the impact your ad campaigns have on sales.

Using advanced econometric modelling that solves simultaneous equations, we assess the impact each part of the media mix has on sales, including media channel, timing and location considerations.

From this we can accurately predict the sales uplift from a given media schedule.

We develop recommendations on best media channels to use and in which combination.

We deliver a planning tool which allows you to evaluate the sales effects of differing media schedules. The tool guides you on how to improve the schedules to produce more sales from the same budget, and use the results to maximise your ROI.



## Real results

**OMEGA** recently delivered for a major airport operator a £3m sales benefit through an improved allocation of the existing media budget. This represented a 30% increase in the sales generated by the marketing budget. **Typically a 15-25% efficiency from media budgets is achievable.**





**PRISM**

**"Prism** reveals the power of pricing."

## Do these questions keep you awake at night?

- How do we become great at managing pricing?
- I must increase my prices – but by how much?
- Are prices across my portfolio maximising profits?
- Competitors have just dropped their prices – what should I do?
- How do I best deal with a tax and excise increase?
- The trade wants a promotion or discount – should I accept this?
- We spend a lot of time and money on promotions – which ones are working?





## PRISM

# What is it?

**A total pricing approach that defines the pricing and promotional strategies to exceed your company sales and profit targets.**

We deliver:

- An optimised consumer and competitive price positioning strategy for your brand or portfolio
- A promotional evaluation tool that enables you to maximise the ROI on your promotional spend
- A pricing and promotional Knowledge Base giving confidence in your pricing decisions and negotiations with retailers, distributors and suppliers
- A commercial roadmap for continued pricing effectiveness





## PRISM

# How it works

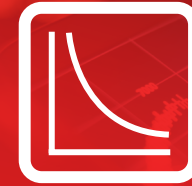
We help you define your pricing ambition and objectives. We capture the facts – mapping your market in terms of volumes sold by price points to define your profit pool and measure your supply and demand curves.

At a product level we identify what happens to demand when you change prices. Then develop with you a Commercial Roadmap to deliver your pricing ambition.

Using the market mapping and elasticities we Price Position your portfolio for maximum profit.

We deliver tools (eg Pricing Template, Promotional Evaluation tool, Portfolio Planning Tool) that enable you to adapt to change, react quickly to competitor moves and continue to maximise profits.

PRISM establishes the process for measuring, learning and informing your pricing and promotional strategies.



## Real results

**PRISM** identified a £13m per annum profit opportunity from optimising pricing across the portfolio of a leading UK branded wine company.

**Typical gains of 10% of sales value are very achievable.**

# About RedRoute

We are **RedRoute** – a marketing effectiveness agency. Our holistic approach measures your business drivers, refines your marketing strategies for maximum impact and delivers a step change in performance to achieve your business vision.

We shape your marketing decisions, strengthen your business and help you beat the competition. **We are a catalyst enabling you to deliver winning strategies.**



**Diagnose**  
what matters



**Predict**  
likely outcomes



**Propose**  
transforming strategies

# Some of our clients



# Our heritage

RedRoute was founded in 2007 by Steve Messenger, Richard Hey and Ray Higgs, drawing upon knowledge and expertise gained from client-side working at Sainsburys, Diageo, Rothmans International, and BP; agency experience at Ipsos-MORI, Nielsen and SAS Software; and marketing consultancy both independently and at partner level at media specialists OHAL (now part of WPP).

These skills brought together expertise in data modelling and data science; CRM and transactional data analytics (using major supermarket and DIY loyalty cards as well as telco customer databases); and market research to understand not just what customers and consumers were doing but also why.

This practical knowledge led the development of RedRoute's unique Effective Net Preference® model which accurately predicts future customer behaviours by combining *willingness to buy* with *ability to buy* to enable powerful "What if...?" analyses to be undertaken – giving you greater confidence in your future business plans.



Creating  
confidence

# Don't just take our word for it

"RedRoute undertook key studies for us to evaluate the potential benefits of new customer service initiatives... The overall benefits of their work resulted in the identification of opportunities for company profitability and business development worth many millions of pounds a year."



**Tony Dobbs, Head of BI & Market Research, Viking (Office Depot)**

"RedRoute's help in quantifying the likely impact of our marketing strategies and tactics has repeatedly enabled us to meet and overcome some very new and challenging market conditions. Their predictions have always proved to be very reliable, enabling us to feel confident we are always making the right decisions for the right reasons."



**Andrew Smith, CEO, Turk Henkel**

"We believe that the RedRoute model is fit for purpose, providing a comprehensive rationale for the drivers of historical sales performance trends and a plausible set of 'baseline growth' sales-per-passenger projections."



**Civil Aviation Authority Review (2012)**

# Don't just take our word for it

"We always knew that attitudes to DIY were important but only by combining with knowledge of customer circumstances could we quantify their impact on the drivers of store sales... now we are leveraging attitudes as well as past behaviours in our marketing strategy, subsegmenting customers; targeting by life-stage & attitude, no longer just RFM."



Andrew Glover, Customer Strategy Director, Homebase

"... Heathrow has worked in close partnership with RedRoute on measuring our media effectiveness... As a result, we have been able to accurately predict our long term revenue performance by understanding the planning levers for, and identifying & quantifying the impact of the drivers of, Heathrow Airport's retail businesses."



David Ellis, Head of Research and Insight, Heathrow Airport

"RedRoute conducted... modelling to develop pricing scenarios for our UK retail business. This resulted in us gaining valuable insights into the impacts of alternative pricing strategies. We have used the learnings to shape our future price strategy recommendations.

We now respond quicker and more effectively to competitor's price and promo moves."



Matthew McKee, Commercial Sales Director, Proximo UK



Acting on a global basis to help our clients deliver winning marketing strategies through rigorous analytics, in-depth understanding and powerful insights. **Making a difference – together.**

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