



What we do and how we do it

Introductory Presentation

8th February 2021

We help you maximise the impact of your marketing

by building your organisation's capabilities and confidence



Our typical impacts:

At least **+15% increase** in
marketing ROI

Profit increases at least
10x multiple of fees

At least **95% confidence**
in our forecasts of results

Our work is led by experienced marketing practitioners who understand your challenges: leveraging a network of expert consultants and analysts using proven, proprietary analytical platforms



- More business impact than “Reports”
- Solutions tailored by experienced operators
- You get the specific Analytical skills you need (not generalists)
- Very good value enabled by networked model (low overhead)

We answer the key questions around “how best can I invest for growth”

What elements of my **brand proposition** should I invest in to drive sales?

Quantify brand strengths along the key drivers of purchase...

... hence quantify sales impact of improving different attributes

How can I ensure I am giving the most **impactful incentives** to the most attractive customers?

Link quantitative attitudinal research to actual spending and transaction data...

... to support higher sales from better-targeted CRM actions

How can I make more accurate **sales forecasts** (and spend less time debating them or reforecasting!)

Identify sales contribution of all external and internal drivers via econometrics...

... to create robust sales projections

Isolate sales impact of each strand over time via econometric modelling...

... hence support optimisation of spend by “lever” and of the total mix

How can I optimise my media spend by **brand and channel**, and over time?

Identify elasticities and thresholds via quantitative analysis...

... to support creation of more effective price architectures and promo plans

What set of **price changes and/or promo mechanics** will best meet my objectives?
















Quantify via Research the increases in attitudes which drive sales...

... to enable robust projections of sales impacts

How can I optimise my use of **Experiential Marketing** to drive sales?

We help mass businesses with multiple touchpoints which have huge opportunities from harnessing complex and multiple data sets

Our key sectors and professional endorsements

Digital Services	sky	PH*TOBOX		Yopa	Professional endorsements			
Travel, Transport & Utilities	Heathrow	 Heathrow Express	 CHANGI airport singapore	 WIGHTLINK	 British Gas	Brand Finance®	 idm International Data Management Association	
Consumer Goods	Nestlé	 Henkel	 Coca-Cola	 TWININGS of London	ESTD HARDYS 1853	DIAGEO	IPA Incorporated by Royal Charter	ipm 
Retail	Office DEPOT	Viking	next	LCBO			 CSM	esa european sponsorship association
Price Comparison & Financial Services	 Money Super Market	Staysure	U switch				 Crédit Agricole Assurance	 IBM Business Partner
Automotive	 TOYOTA							

We helped a major Digital Price Comparison player deliver +£16m extra sales p.a. via brand media optimisation

Client situation

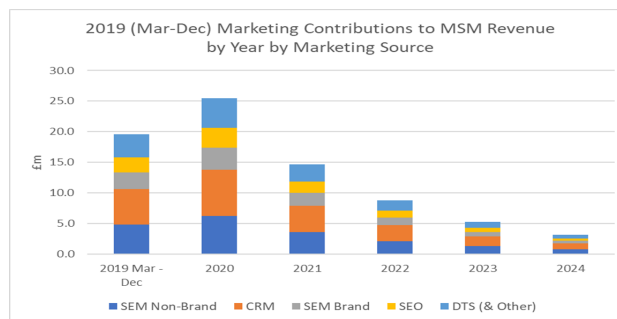
- Major player in UK online Price Comparison market
- Spending +£50m on mix of ATL/Brand media and Direct Response (chiefly PPC)
- Latter had risen from c.30% spend at launch to c>65%

Challenge

- Share decline: Brand weakening vs competition
- Hypothesis that more ATL/Brand spend would help reverse this
- But existing effectiveness analysis showed poor returns (c. 50p per £1 spend ATL in short term <6 months)
- Critical need to accurately identify full Brand impacts

What we did

- Econometric analysis of 7 years data in 4 key product channels covering all key internal and external drivers of sales
- Detailed analysis of Media impacts: including the long term accumulative weight and brand equity benefits of brand investment
- We proved ATL/Brand Media impact was c.£4 per £1 in long term i.e. 8x previous assumptions



Benefits from brand spend accrue over 6 years and manifest through all digital channels.

Impacts

Senior management had confidence to invest significantly more in ATL/Brand media and trust in the expected results

Sales attributed to brand media increased £16m 2017 to 2019

Incremental margin >10* multiple of RRI fees

We helped one of the world's busiest airports to forecast Retail sales per passenger for 5 years; supporting a regulated business plan which offered multi-million GBP benefits

Client situation

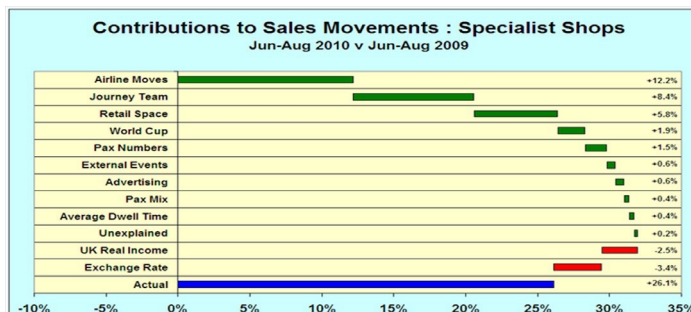
- Client was the operator of the UK's busiest airport serving over 80m passengers pa
- Retail was a vital engine of its commercial performance with sales of >£2bn

Challenge

- It was vital for our client to be able to project Retail sales by terminal and category for 5 years out, for two reasons:
- To support the commercial planning of the Retail offer (mix, which Brands etc)
- To support economic submissions to the regulator (CAA)
- There are many complex internal, macro economic, passenger mix and interacting drivers of retail spend per passenger including marketing making forecasting very challenging

What we did

- Conducted multiple, complex regression modelling of all drivers of passenger spend to identify and quantify the drivers of Retail spend (down to Category/Terminal level)
- Generated 5 year projections of Retail sales per passenger
- Measured the actual outcomes compared to forecast: they were +/- 1% for the first 18 months



We identified and quantified all key drivers of sales

Impacts

"The RRI work contributed significantly to multi-million £ revenue benefits and is a key platform for shaping our planning... gives us confidence to identify growth levers and refocus marketing spend" (D Ellis, Head of Research and Insight)

"The RRI model provides a comprehensive rationale for drivers of sales and a plausible set of projections" (Regulator)

We helped a major multinational drinks player optimise the price positioning of their global flagship brand in the UK off trade

Client situation

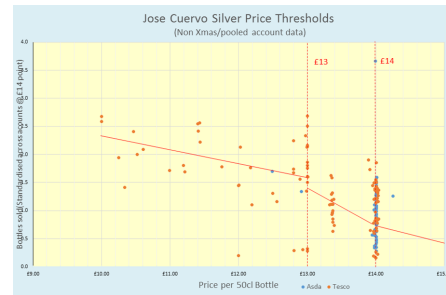
- Client had a stable of established Brands in the international drinks market
- Key strength in Spirits
- Flagship Brand had 3 variants with a “tiered” positioning (standard/ premium/super premium)
- Category leader with combined 45% market share

Challenge

- Achieving monthly volume growth targets was proving difficult due to competitors tactical price discounting
- Brand was losing volume share, and believed price reduction could be a powerful lever to improve results
- As market leader the client was concerned about overall value loss and wanted a 5-year price and promo strategy to optimise value
- The client needed to understand and accurately predict the sales/share, volume and margin impacts of different options

What we did

- Via multiple regression of all factors driving volume we identified the volume/price elasticities of the 3 variants
- We optimised the price between the variants and the competition through understanding cross-price elasticity and price thresholds
- We forecast the sales, volume and margin implications of different pricing scenarios
- We built a simple Scenario Tool which allowed the client to ask “what if ” questions and model the impact of multiple scenarios



Analysis shows clear thresholds where price change significantly impacts volume

Impacts

Senior Sales management had the confidence to evaluate Price positioning options knowing their impacts

Versus the base scenario the “optimised” price and promotion strategy delivered a + 24% increase in brand contribution whilst retaining market share leadership

We helped a global automotive Brand measure the impact on the Brand and the ROI of Experiential Activity

Client situation

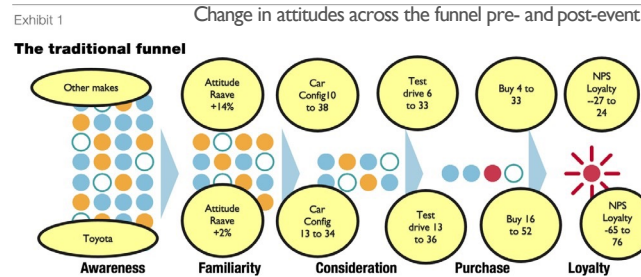
- Yearly presence at the Brussels Motor Show
- Investment 10% of the yearly marketing budget
- While the brands presence at the BMS generates a significant number of sales leads, few of these convert into actual sales - 3% conversion

Challenge

- Highly competitive market dominated by German three
- High pressure on SOV coupled with aggressive market share growth targets
- Short term activation vs Brand Building balance risk of erosion of Brand Equity
- Key question:
 - Should we invest in the BMS? What is the ROI of this activity?
 - How can we optimise overall spend?

What we did

- IPM experiential methodology to measure Brand Affinity and Behavioural Metrics like Share of Usage and Willingness to Recommend Pre and Post event
- Measured reach: active, exposed, informed and amplified via Word of Mouth, PR, Media Reach
- Based on the analysis of the survey results and the the modelling of the data we calculated the short, medium and long term ROI



Brand Building Activity: Significant positive shift in attitudes and consideration due to BMS- especially for non-Brand buyers

Impacts

Quantified impact on behaviours (e.g. Test Drive volumes) and market share from shifts in key attitudes

Hence gave management capability and confidence to decide on the strategic marketing investment priorities for the future

BMS established as a brand building activity as it affects Brand Equity metrics across the funnel especially for non customers

Hence can help drive market share

We enabled a leading UK B2B Office Supplies Retailer to drive multi-million £ of extra sales driven by a needs-based customer segmentation

Client situation

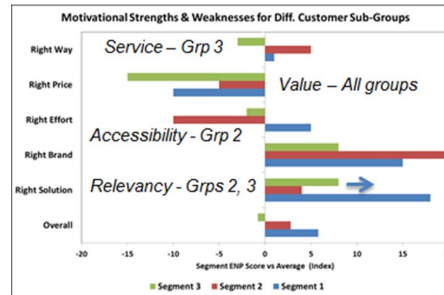
- Client was a leading player in the B2B Office Services market
- A catalogue/online business with c.450k customers & a turnover of £300m-£400m
- Wide range of customers, from individuals through medium-sized/local to corporate
- The business covered the complete range of Office requirements from Paper/Ink & Toner to kitchen consumables

Challenge

- The client used standard ways to segment customers to target marketing initiatives e.g. size, industry sector and spend.
- Their marketing expenditure was not yielding the desired benefits
- They had a declining revenue and customer base of 8%-10% p.a.
- They believed they had an opportunity to seed-change the impact of Marketing if they better targeted clients based on attitudes and needs

What we did

- We conducted Quantitative Research, based on which we created "Persona Groups" rooted in common needs and priorities of customers
- We then identified what attributes of the offer were most important to improve for each Persona Group...
- ...and used these to help identify which specific initiatives and marketing incentives could be most effective for that Persona
- Test vs Control analysis was conducted to evaluate the impact



We identified for each Persona Group what aspects of the Offer should be improved and communicated

Impacts

Sales benefit of £18m from better targeted Marketing

Margin benefit huge multiple of Fees (25*)

New client capability to forecast impact of service and other initiatives on customer attitudes and behaviour

"The overall benefits of the RRI work were worth many millions of pounds a year" (Director of BI and Research)



Blending the experience of seasoned marketing practitioners,
with rigorous analytics to help you deliver better results and
build confidence and capability in your organisation.

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