Cadbury’s Digital Campaign Delivers Twice The Return On Investment

Contributed by GfK NOP
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GfK NOP, one of the worldâ€™s leading market research agencies, today released the results of a study that evaluated the cross media performance of Cadburyâ€™s Dairy Milk campaign.

The study demonstrated the power of online advertising and its ability to deliver impressive returns on investment.

Cadburyâ€™s Dairy Milk campaign was evaluated using the MEP (Media Efficiency Panel), a joint venture in the UK between GfK NOP and Kantar WorldPanel. The campaign, which was planned and bought by PHD, utilised both TV and online platforms to execute a highly efficient campaign.

The online portion of the campaign delivered more than Â£2 of short-term sales for every Â£1 spent. The real success story for Cadbury was their use of YouTube Promoted Videos which delivered three times the return on investment.

The online part of the campaign worked hard driving 20% of the sales associated to advertising, whilst only accounting for 7% of the budget.

Babita Earle, Divisional Director at GfK NOP, said,
"We are extremely pleased with the results from this study. We believe there are some key learnings on how digital platforms can be used alongside traditional media to really optimise the efficiency of campaigns. It has helped answer questions critical to advertisers to today: How effective has the campaign been in driving sales and how the various platforms worked together?â€•

Online delivered 19% additional reach
The campaign was planned so that TV and online could complement each other well in terms of formats used and the way it was targeted. The TV campaign coverage was balanced, leaving room for the online placements to make an impact.

So whilst TV reached the masses, online worked to target new and exclusive audiences, delivering 19% additional reach. In addition, nearly two out of three consumers who saw Cadburyâ€™s adverts online did not see them on TV.

The online campaign was most impactful amongst the younger audience
The campaign was even more effective amongst Cadburyâ€™s target group of younger consumers. A higher proportion of this audience were reached online (48%) than through TV (46%) and once exposed, the impact the online adverts had in driving sales was greater than TV.

In fact online was responsible for delivering two thirds of the sales associated to advertising amongst this base. So for Cadbury, online worked hard in reaching their target audience cost efficiently and with high impact.

Promoting engaging TV creative on YouTube can drive sales
The success of the online part of the campaign was also very much driven by the use of YouTube Promoted Video.

YouTube Promoted Video alone delivered an impressive 14.5% additional reach to TV and exposures were measured to be particularly impactful in driving sales. This demonstrates that well planned online campaigns with engaging creative can complement TV.

About MEP
The panel, a joint initiative in the UK between GfK NOP and Kantar Worldpanel, is built for advertisers and agencies to measure the ROI of their media campaigns.

Importantly, this is the first panel in the UK which combines online and offline media consumption with consumer sales data from a single source. This allows marketers to compare the efficiency of online and offline channels in driving sales.

The panel consists of approximately 7,500 households. It is anchored on the existing Kantar Worldpanel service which will provide FMCG retail sales data at household level (panellists scan and report their offline purchases when coming home from shopping).

Software from leading provider of innovative technical solutions nurago measures online media consumption - logging what URLs they have visited and what online advertising they have been exposed to.

The service will measure their TV, Radio and Print consumption via a regular media questionnaire.

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