

The image features a black background with large, white, irregular shapes that resemble cow spots. In the center, the word "MILK" is written in a bold, white, sans-serif font. The letter "I" is stylized with a vertical oval shape inside it. Above the "I" and below the "K" are decorative swirls. To the right of "MILK", the word "media" is written in a smaller, white, lowercase serif font, followed by a registered trademark symbol (®).

MILK media®

Case studies

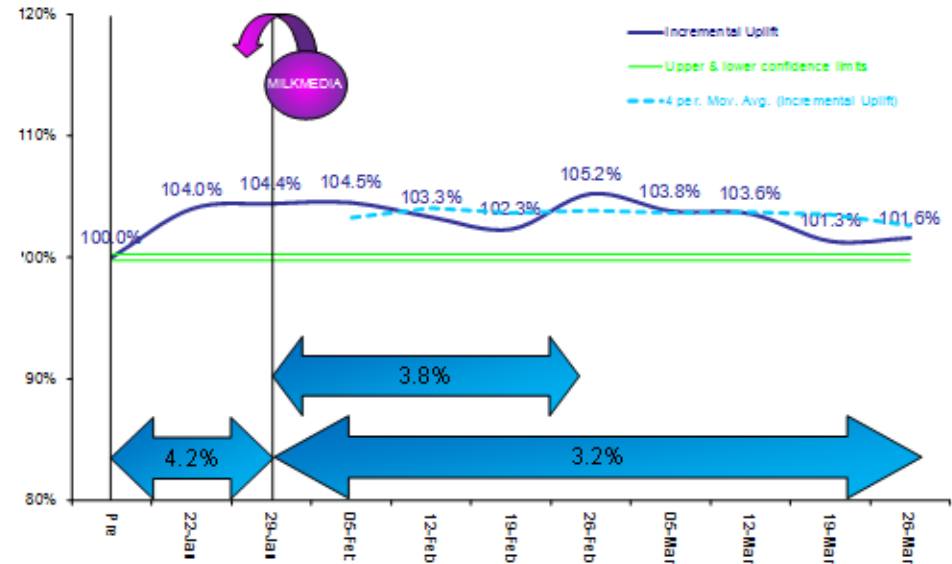
case study: Bread



The campaign generated incremental uplift of 4.2% during the activity and 3.2% across the 8 week post period

Sustained uplift in the post period indicates that the campaign generated trial purchases which were followed up with repeat purchases

The campaign delivered 1.5% growth to the total brand, improving performance of non-advertised products



For every £1 invested, the media generated £1.69 incremental uplift across the total brand.

Litmus

CONSUMER INSIGHTS

Milkmedia® a division of Value Initiatives Limited

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case study: Cereal



A cereal brand ran a similar Milkmedia campaign in Sainsbury's stores which ran from 17th November 2008

The creative featured branded artwork as well as a "30p off" coupon for the advertised product

The campaign ran in Sainsbury's stores across Scotland and North & South East regions of UK

The creative was present on 4 pint bottles of semi-skimmed Milk



Creative shown is for example only

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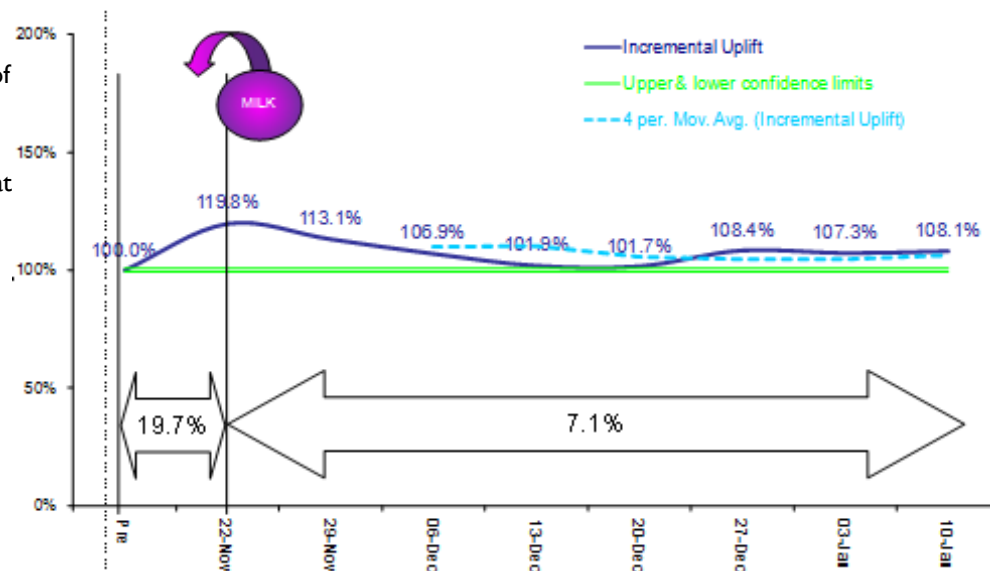
case study: Cereal brand results



Milkmedia had a dramatic impact on sales, generating an uplift of 19.7% during the campaign period.

Uplift remained strong in the period after the activity, peaking at 13.1% and averaging out at 7.1% for the 7 weeks following the campaign.

The effect of the campaign was carried across the entire brand generating uplift of 4.7% and improving performance of non-advertised products.



Campaign generated excellent sales uplift peaking at 19.7%

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case study: Fruit brand

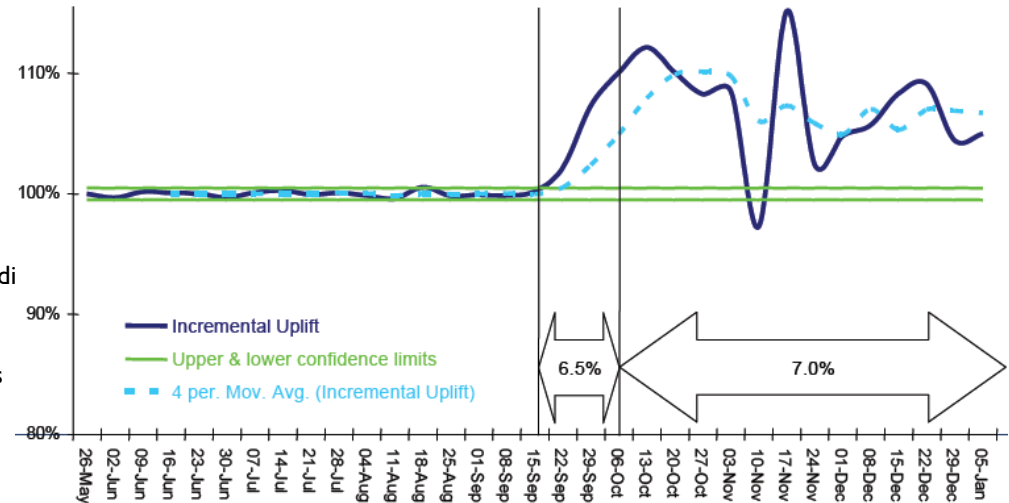


A fruit brand commissioned a campaign to run in Sainsbury's stores in Northern regions of the UK.

The campaign featured a "£1 off" coupon and was present on 4 pint semi-skimmed bottles of milk.

The campaign generated 6.5% uplift in the period of the Milkmedi activity.

Significant post-campaign uplift was sustained for over 3 months resulting in excellent return on investment.



Campaign generated return on investment of 600%



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case study: grew Organic Tea brand by 148%



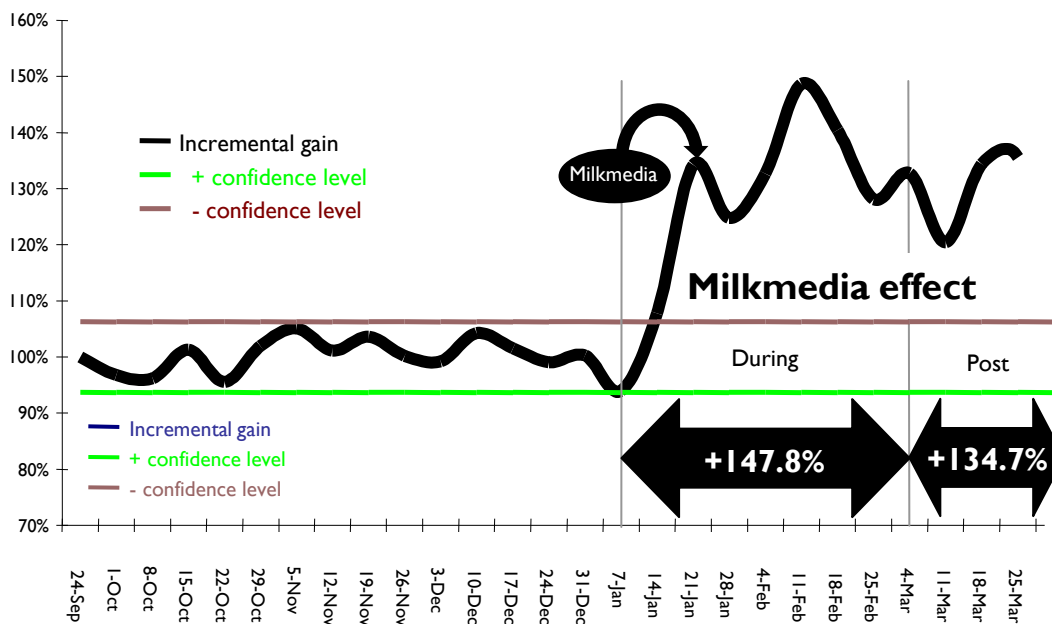
Campaign details:

Distribution: National
Milk variant(s): 4 pint Organic Semi, Skimmed and Whole

Campaign results:

- Sales of this brand grew by 148% during the campaign
- Sales in the weeks immediately following the campaign were 135% higher than before
- Over 2,000 trialists introduced in Tesco alone.

'Rate of Sale' increments in exposed stores vs. control



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Source: Litmus epos and Dunnhumby. The chart looks at the impact of the campaign using these Ulster stores as a control group.

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case study: grew Apple brand by 6.5%



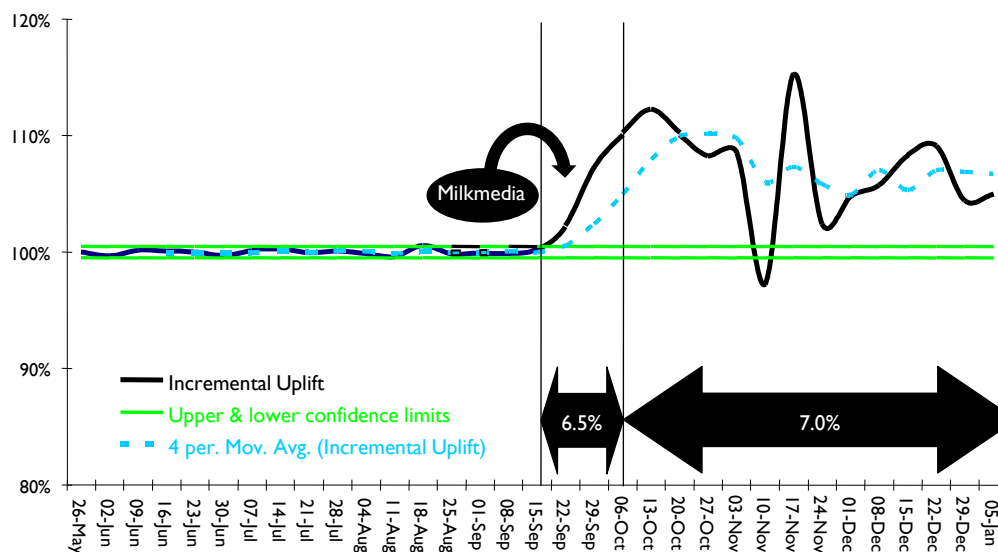
Campaign details:

Distribution: Northern
Milk variant(s): 4 pint semi skimmed

Campaign results:

- This apple brand saw growth of 6.5% during the period of Milkmedia activity
- Average growth in the post period is 7%
- Loose apples saw the most growth during the Milkmedia period 600% ROI.

Incremental uplift in Milkmedia stores



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case study: grew Cake Bars by 19.4%



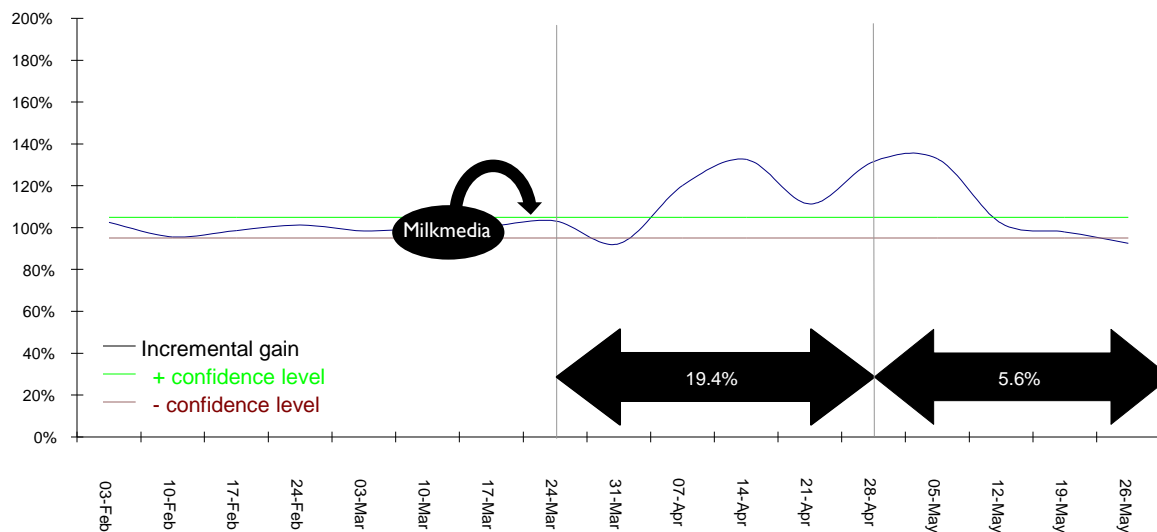
Campaign details:

Distribution: National, except Scotland
Milk variant(s): 4 pint semi skimmed

Campaign results:

- There is growth of 19.4% this Cake Bars brand during the Milkmedia period
- This is a strong achievement. Growth slips to 5.6% in the post period as stores start to lose distribution
- This advertising campaign has been beneficial to Cake Bars as a whole, with growth of 5.8% being seen in the Milkmedia stores.

Takings Increments in Milkmedia stores vs. controls



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case study: grew Major bread brand by 3.4%



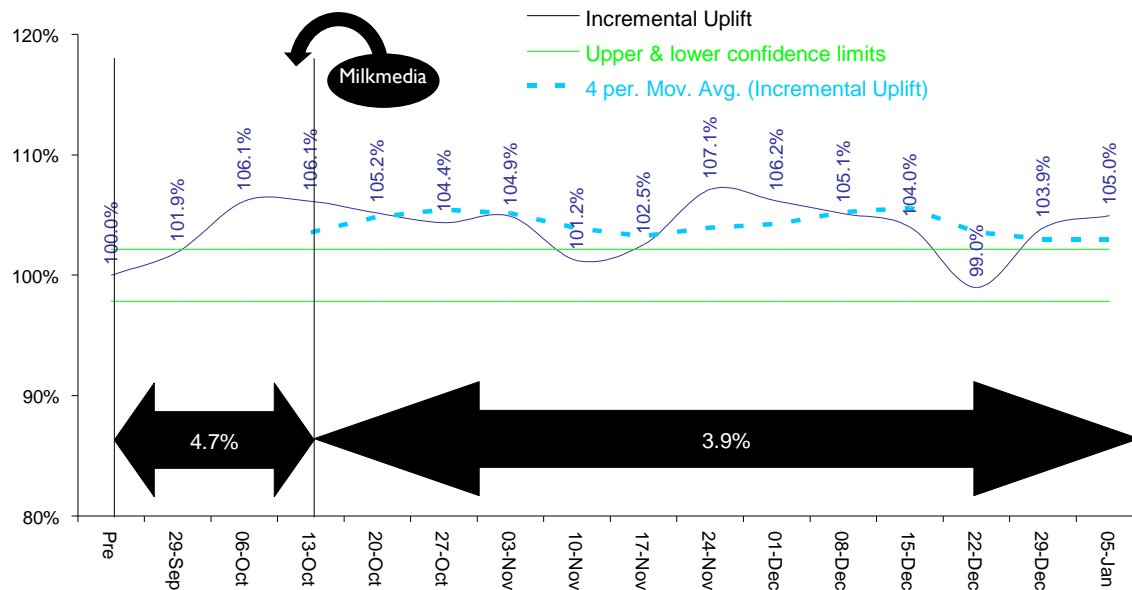
Campaign details:

Distribution: London & Southeast
Milk variant(s): 4 pint semi skimmed

Campaign results:

- This bread brand saw growth of 3.4% during the period of Milkmedia activity.
- This then tracks at around 2.3% post
- 12,000 coupons redeemed.

Weekly Incremental Uplift in Milkmedia Stores



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case study: grew Cereals brand by 14.7%



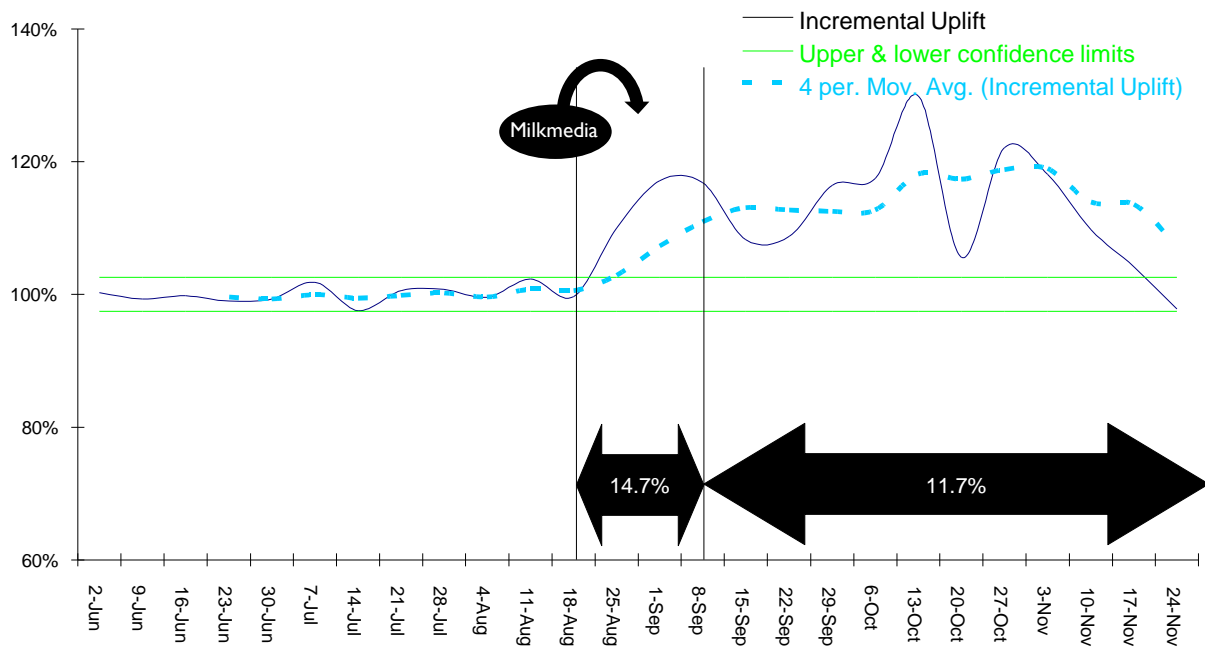
Campaign details:

Distribution: Outside of Midland & Home Co
Milk variant(s): 4 pint semi skimmed

Campaign results:

- Milkmedia has provided growth to this Cereals brand.
- The range sees an incremental uplift of 14.7% during the Milkmedia campaign and 11.7% in the post period.

Incremental uplift in Milkmedia stores



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case study: grew Cereals brand by 17.6%

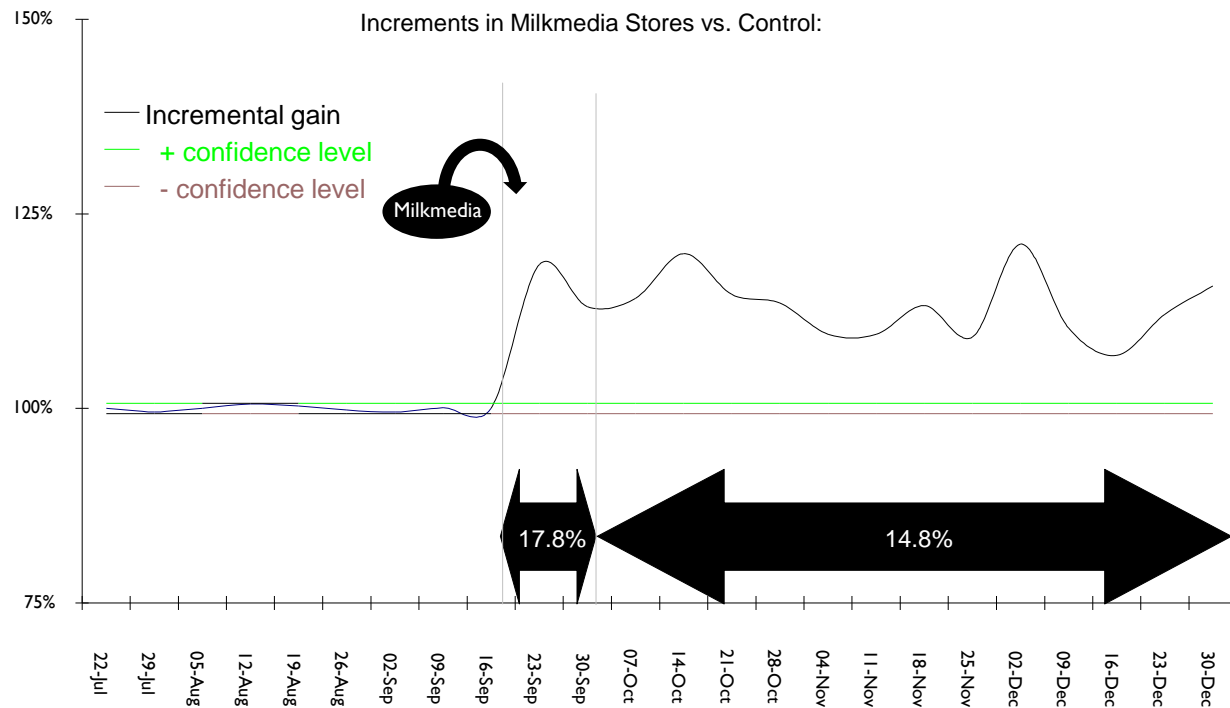


Campaign details:

Distribution: National
Milk variant(s): 4 pint Semi-Skimmed Milk

Campaign results:

- 20% brand uplift. – PEAK
- 18% sales Uplift (Average over campaign)
- Initial uplift was high. Uplift sustained post campaign.



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case study: grew Muesli brand by 18.7%



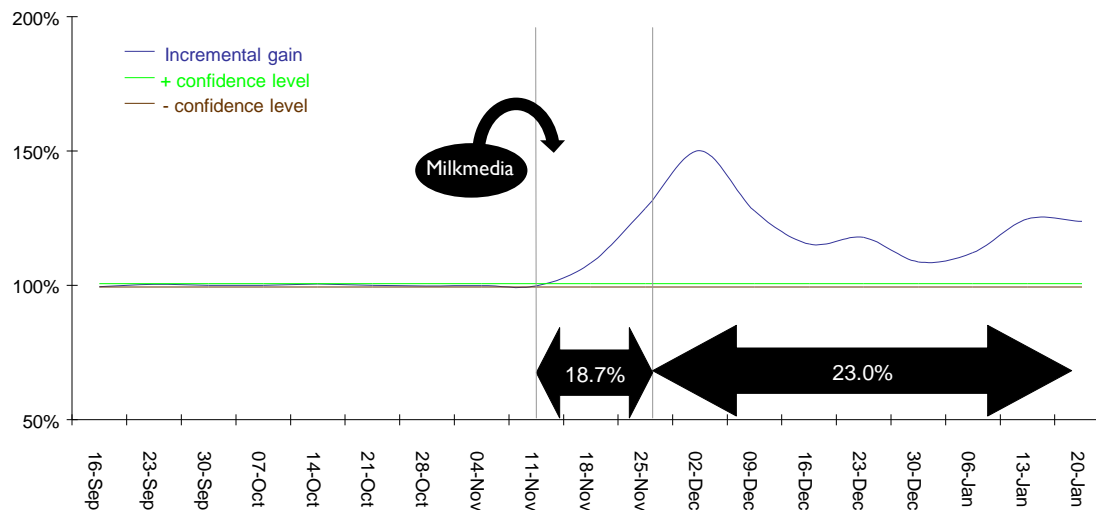
Campaign details:

Distribution: London & Southeast
Milk variant(s): 4 pint semi skimmed

Campaign results:

- There is growth of 18.7% during the Milkmedia campaign period and 23% post.

Increments In Test Stores Vs. Control:



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case study: grew Major cereals brand by 16%

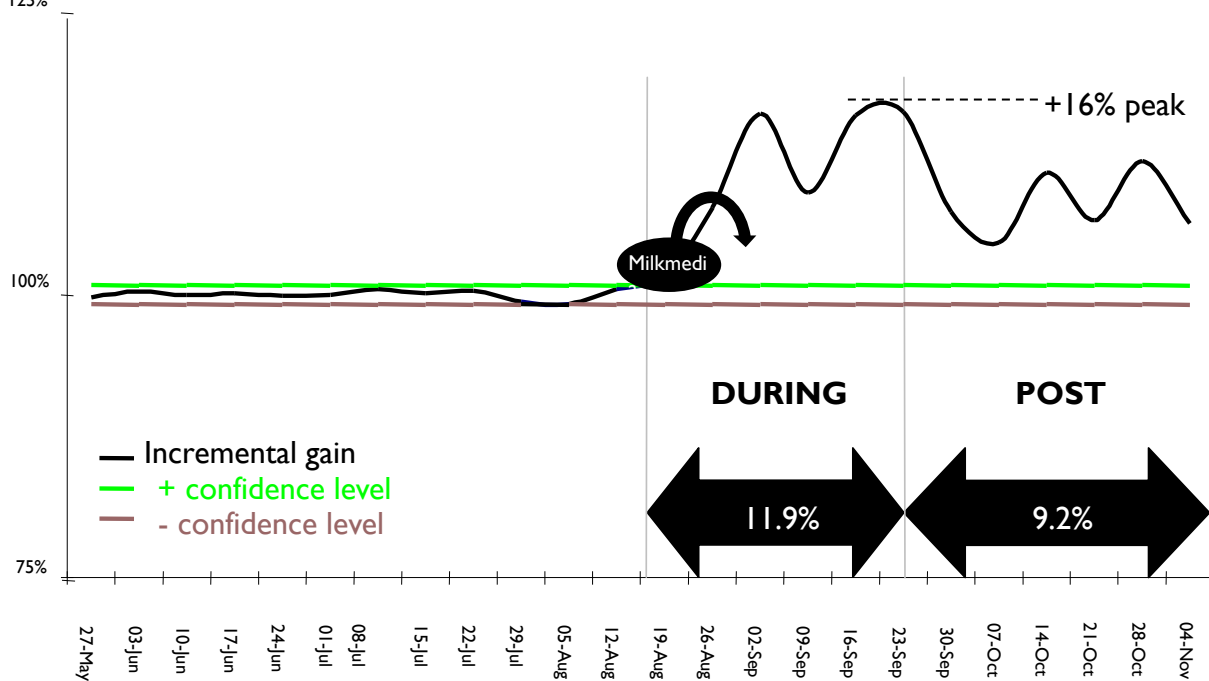


Campaign details:

Distribution: National (except Scotland)
 Milk variant(s): 4 pint and 6 pint Whole Milk

Campaign results:

- 16% brand uplift. – PEAK
- 12% sales Uplift (Average over campaign)
- 21% Sales uplift average over campaign and post campaign period
- Initial uplift which remained high post campaign_{125%}



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case study: grew Major cereals brand: continued

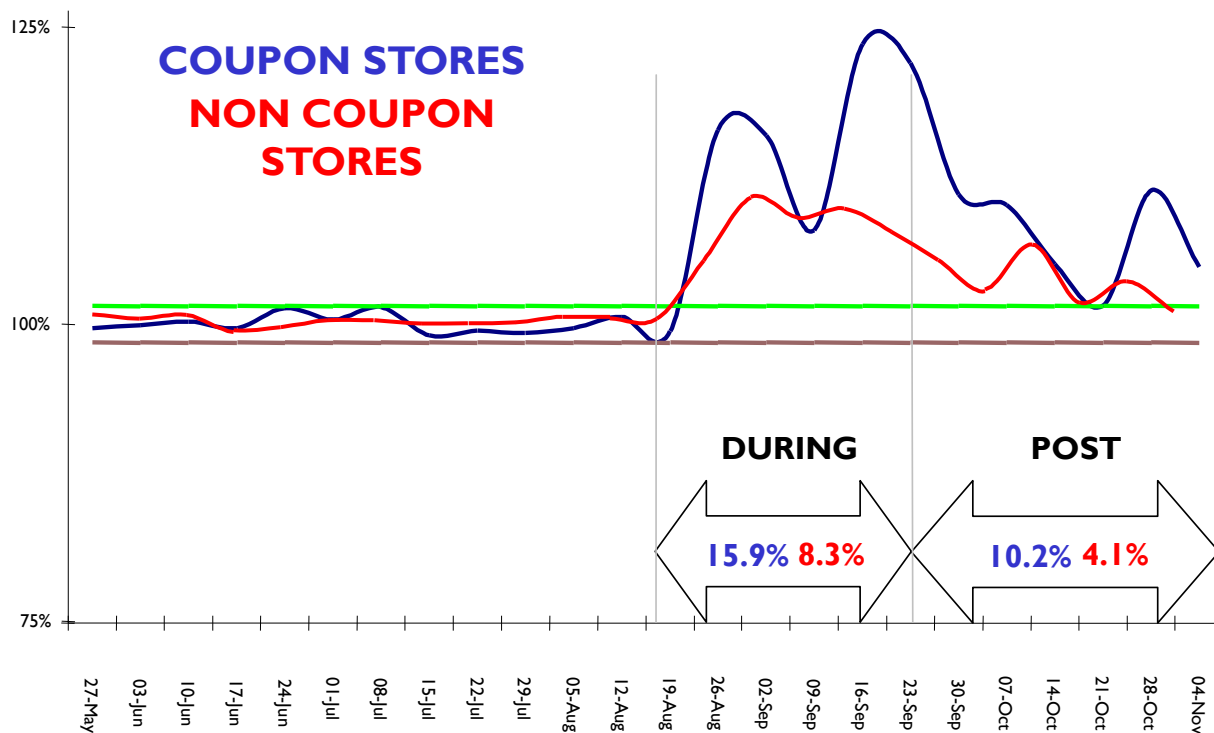


Campaign details:

Distribution: National (except Scotland)
 Milk variant(s): 4 pint and 6 pint Whole Milk

Campaign results:

-Stores carrying the '30p Off' coupon offer performed twice as well as those with purely the branding.



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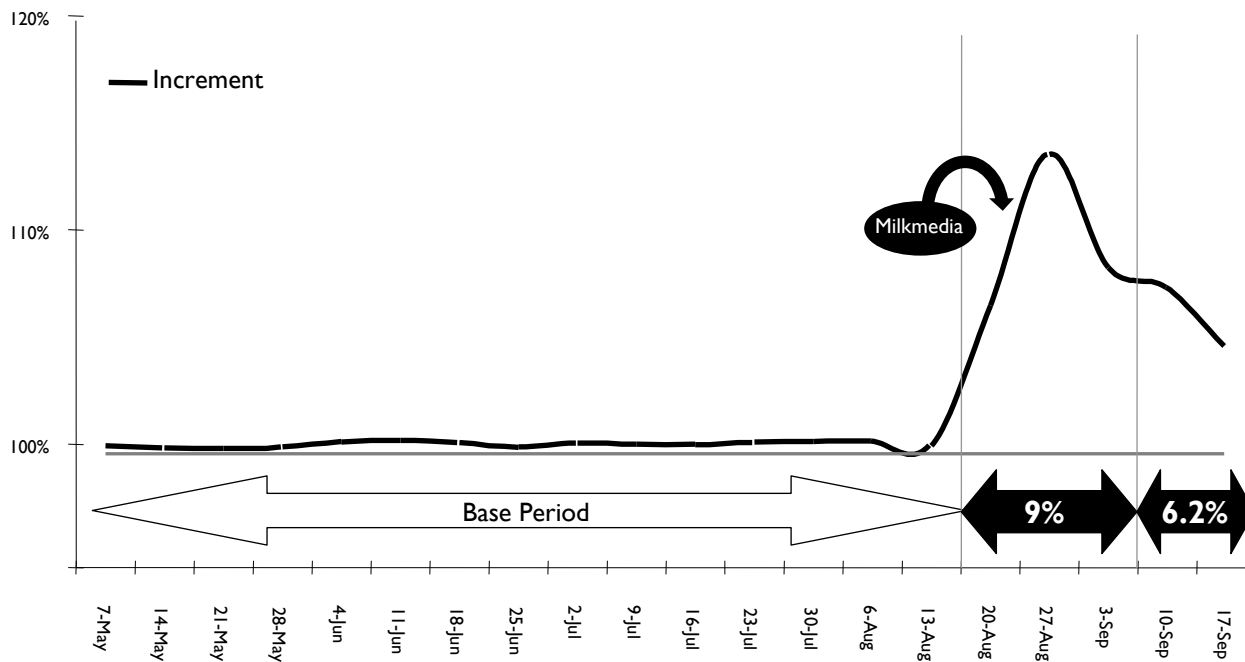
case study: grew Leading Yogurt brand by 9%

Campaign details:

Distribution: National
Milk variant(s): 4 pint Skimmed Milk

Campaign results:

- 14% brand uplift. – PEAK
- 9% sales Uplift (average over campaign)
- 15% Sales uplift average over campaign and post campaign period
- Initial uplift was high. Uplift sustained post campaign.



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case study: grew Leading Bread brand by 4.2%

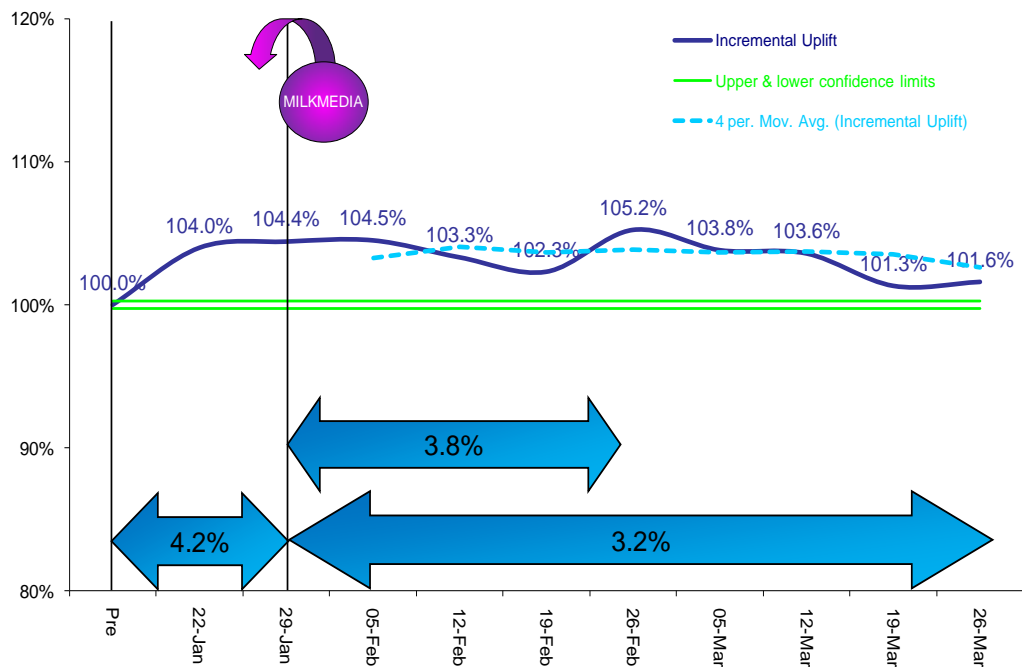


Campaign details:

Distribution: Region
 Milk variant(s): 4 pint Semi skimmed Milk

Campaign results:

- There is growth of 4.2% during the Milkmedia campaign period and 3.8% post.



case study: grew Leading Biscuit brand by 7.1%

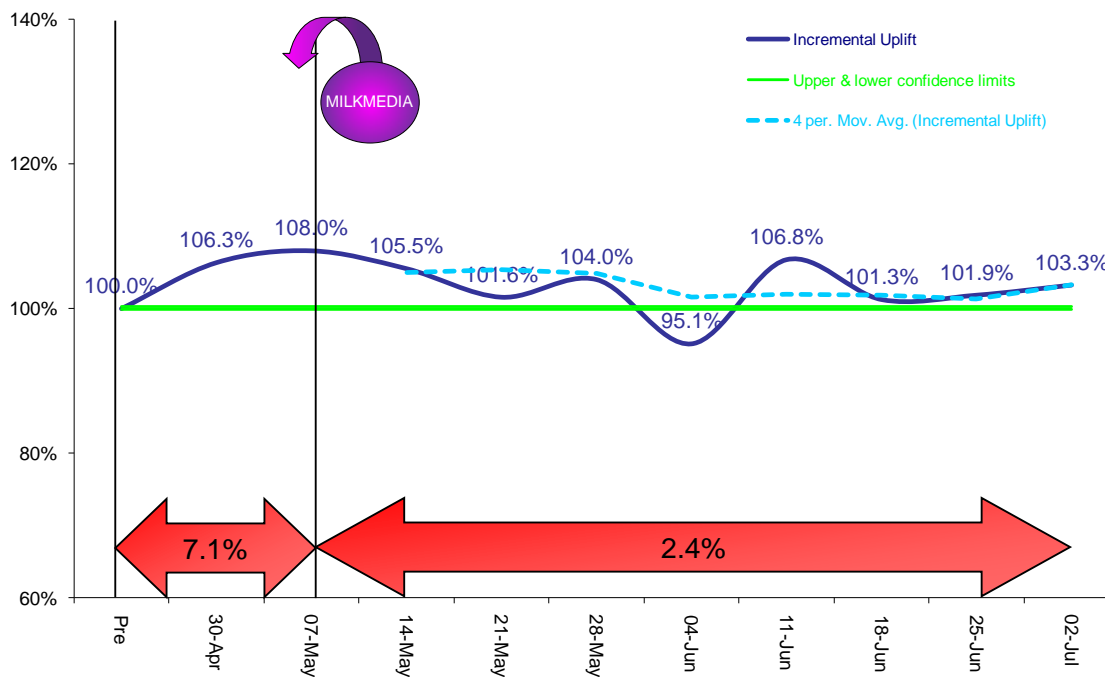


Campaign details:

Distribution: Region
Milk variant(s): 4 pint Semi skimmed Milk

Campaign results:

- There is growth of 7.1% during the Milkmedia campaign period and 2.4% post.



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case study: grew Leading Egg brand by 4.7%

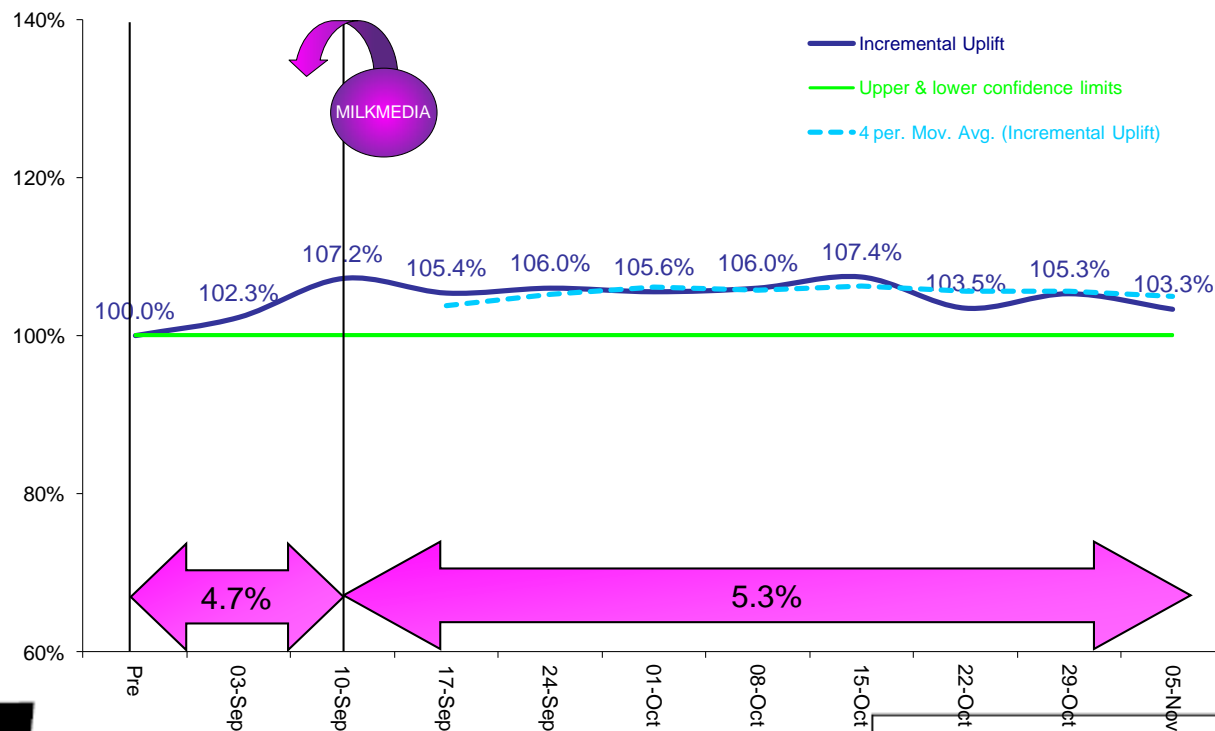


Campaign details:

Distribution: Region
Milk variant(s): 4 pint Semi skimmed Milk

Campaign results:

- There is growth of 4.7% during the Milkmedia campaign period and 5.3% post.



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case study: grew Leading Cheese brand by 8.4%

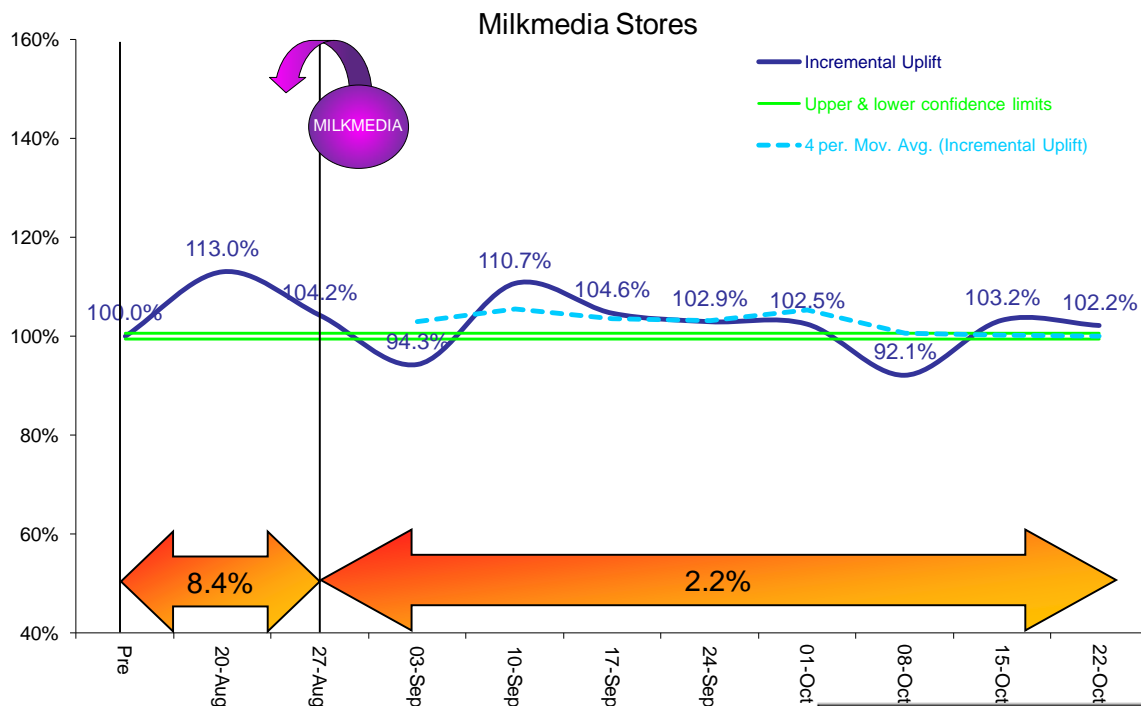


Campaign details:

Distribution: Region
 Milk variant(s): 4 pint Semi skimmed Milk

Campaign results:

- There is growth of 8.4% during the Milkmedia campaign period and 2.2% post.



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