

## Strategies for successful brands 1995



### Objectif de l'étude

In 1995, Nielsen conducted a study of the long-term effectiveness of different types of marketing and promotional activity.



### Méthodologie

The project covered 50 market sectors and 300 brands. For each brand Nielsen logged market share, consumer penetration and loyalty and how these had changed over the previous three years. They investigated the relative impact and contribution of media advertising; sales and price promotion; special packs and innovation.



### Main results

- Sales promotion wasn't found to have long term brand building effects, except in a very few isolated cases.
  - Advertising works best in markets such as household and toiletries, where consumers need reassurance and information. On magazines, they said, "The most magazine-responsive markets are those where product information needs to be communicated and where consumers are interested in getting facts and figures. Categories where there is potential to trial a product are also likely to benefit."
  - Sectors where Nielsen found a direct relationship between brand share performance and magazine spend were toothbrushes, mouthwashes, face creams and air fresheners.
- Nielsen also looked at the difference between growing versus declining brands. They concluded: "Compared to brands not investing in magazines, brands using magazine advertising are on average both bigger and more likely to be growing."
- Finally on mixed media, "Brands using a mixture of media are likely to be more successful... the current proportions of media budgets being spent on magazines are sub-optimal".

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