



**Cointreau test market for Platinum TV**

**November 2008**

**“Platinum TV maintained... a 15% turnaround ‘against the tide’ ”**

## Cointreau sales analysis – Bungalow 8, summer 2008

### About Point9

Point9 is a research and analytics company dedicated to uncovering insight from your consumer databases, your company's media schedules and relevant external sources. We help our clients to leverage mountains of data and create usable business insights to create competitive edge. Our clients out-smart, they don't out-spend.

Point9 was engaged by Platinum TV to analyse the sales data provided and draw conclusions about the effectiveness of the advertising campaign on the Platinum TV medium.

### Background

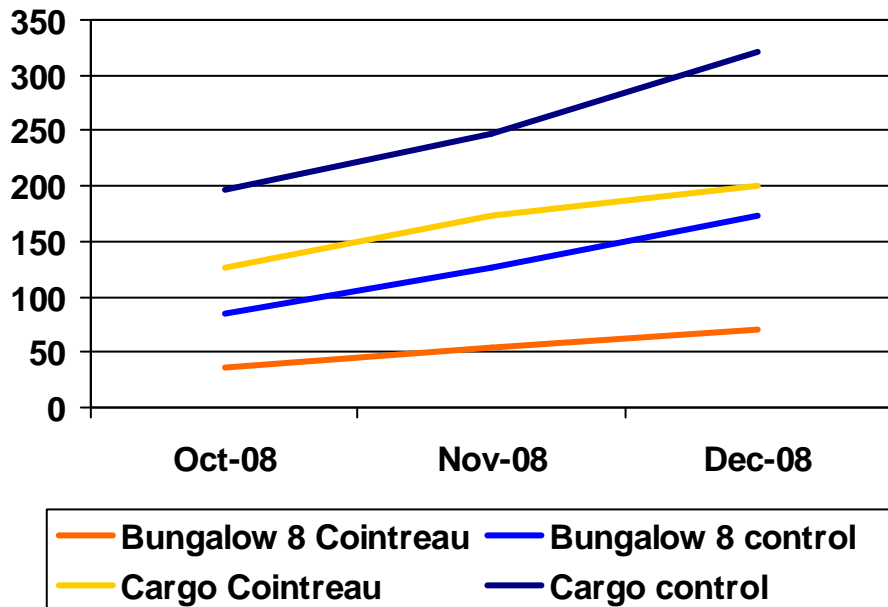
- A test campaign was launched at point of sale at the Bungalow 8 bar in Sydney
- The objective of this test was to initially quantify the return on investment of placing a Cointreau communications piece in an on-premise environment. The hypothesis being that the use of the Platinum TV medium in bar had an impact on sales of Cointreau at the expense of other brands
- In effect a test of the use of temporal effect messaging in situ
- The test was well constructed with test and control groups used to test the hypothesis

### Data and Variables

The data used was quite limited despite the use of control groups. Variables we have not been able to control in the model:

- Seasonality
- Impact of competitive activity – in particular the extensive campaign behind Smirnoff in market at the time
- Foot Traffic numbers
- Sales data on a broader range of competitors – the inert set of rival beverages for Cointreau drinkers

## Sales Data



## What happened

The use of Platinum TV enabled Cointreau to maintain its sales numbers despite seemingly an effective campaign run by Smirnoff (both control numbers showed similar lineal growth indicating similar external factors influencing brand choice). The Cargo Cointreau sample suffered a drop, whereas the test indicated no such drop.

## Results

- Platinum TV maintained sales growth against strong competition out in market – in effect a 15% turnaround ‘against the tide’
- Insufficient data is available to report on the long term effectiveness of this campaign
- Recommendations to improve effectiveness:
  - Increased weights and differing patronage profiles
  - Point of sale sales promotions
  - Further research based on improved data collection