

# Sales modelling in cinema

Case: Carlsberg Sport 2011



# Collaboration on sales modeling for the cinema media



We have partnered with:

- Carlsberg (Carlsberg Sport)
- BrandScience
- PHD Denmark

The purpose is to see the effect with cinema on the mediaplan

Carlsberg is known as being very serious, concering, analyzing and sales modelling

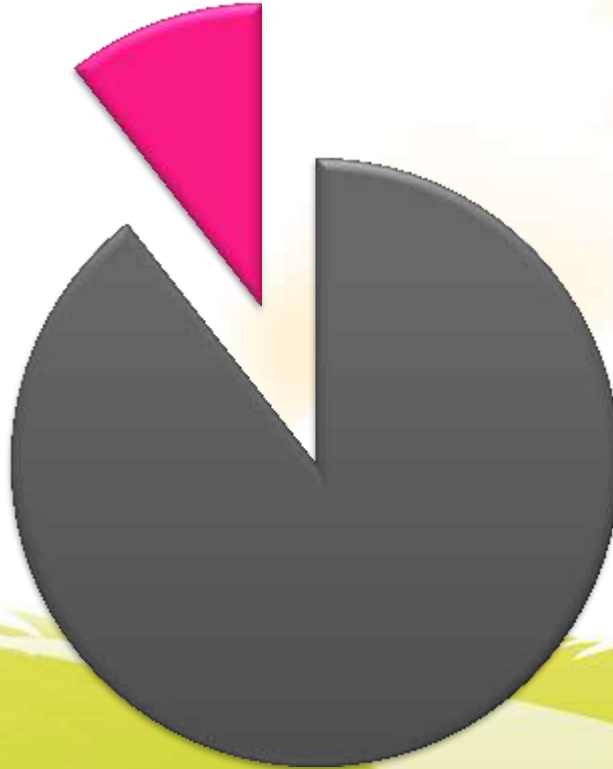


# Significant variables affecting sales

<b>Significant drivers</b>	<b>Effect</b>
Season & Calender	+/-
Distribution	+
Deals newspapers	+
Price & Promotion	+
TV	+
Cinema	+
Internet	+
Radio	+
Competitors media	-
Competitors deals newspapers	-
Competitors distribution	-

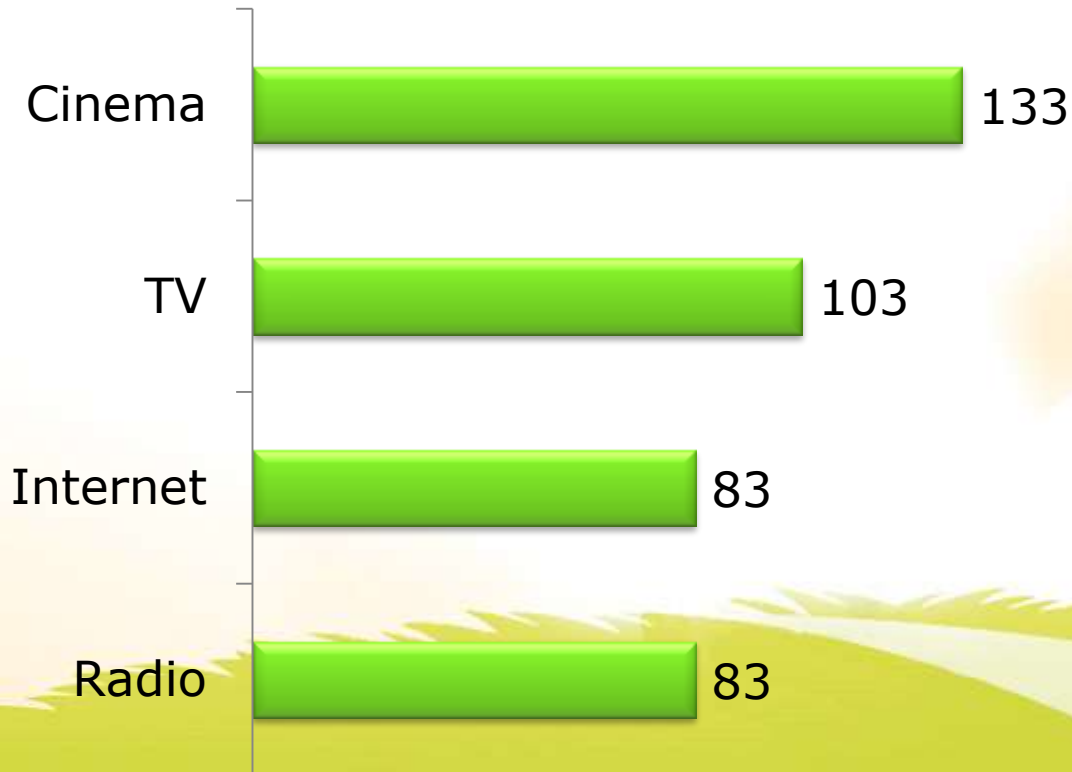
# Media affects 11 % of sales

- Base incl. Other drivers 89,4%
- Media 10,6%



# Cinema is the strongest media to boost sale!

## Indexing of ROI-Numbers



- **Cinema is 33% over the average ROI**
- **This is significantly above the other media on the mediaplan**
- **TV is over average (100)**
- **Internet og Radio is 17 % under average**

# Comment from the media agency



**Rikke Grønlund**

**Media Director, PHD Denmark A/S**

**"In this sales modeling, we have measured in recent years, power of cinema advertising's ability to generate increased sales of Carlsberg Sport.**

**We have in the light of this sales modeling found that cinema advertising was the most prominent contributors to revenue for Carlsberg Sport in the period. "**



# Comment from the customer



## Rasmus Bendtsen

Brand Manager, Carlsberg Danmark A/S

*"It have been important for us to get uncovered, how the specific media on the mediaplan has influence on sale. This we have covered in this actual sales modeling case.*

*It is very interesting to see, how the effect have been the last year, and the cinema media have separated themselves from the other media with a higher ROI.*

*The cinema is a unique media which not only contributes to the exposed quality but also can increase sales on short and long term"*



# Conclusion

- **Carlsberg Sport have among others, chosen cinema because of the good segment match, the high exposed quality and the ability to execute a continuous campaign strategy**
- **But cinema has also been able to create sale**
- **The cinema delivers an excellent result as the media achieves maximum ROI - as much as 33% better than average**
- **Cinema is therefore the most cost effective media investment for Carlsberg Sport**

