



**Combining econometric modelling with MOVE  
– what do we see?**

# Australian Case Studies



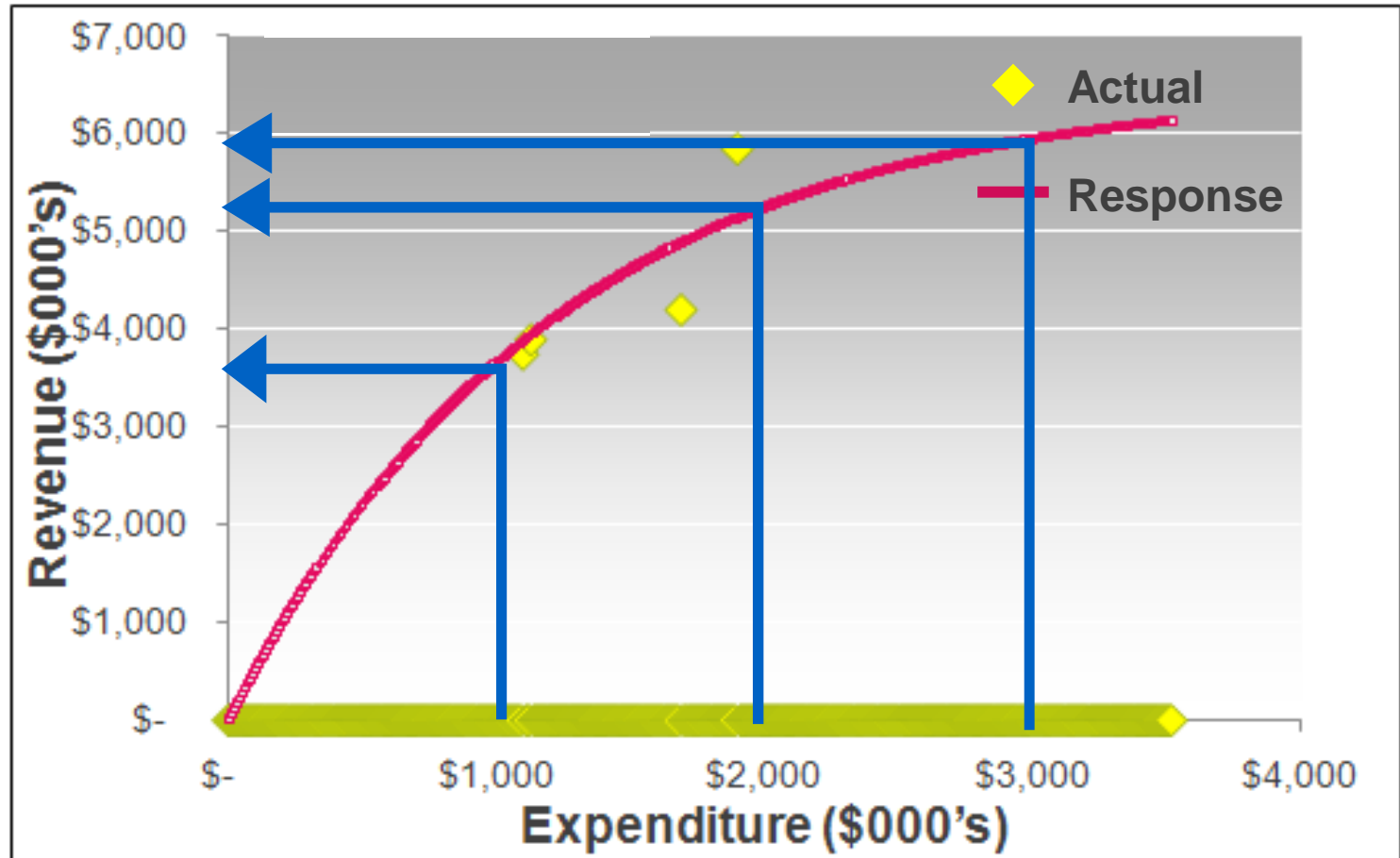
## Spend Diversification

# Australian Case Study: Spend Diversification

## Background:

- Historically brand had used 100% TV to drive sales
- Found diminishing returns when TV expenditure goes above \$2m

# Australian Case Study: Spend Diversification



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## Campaign:

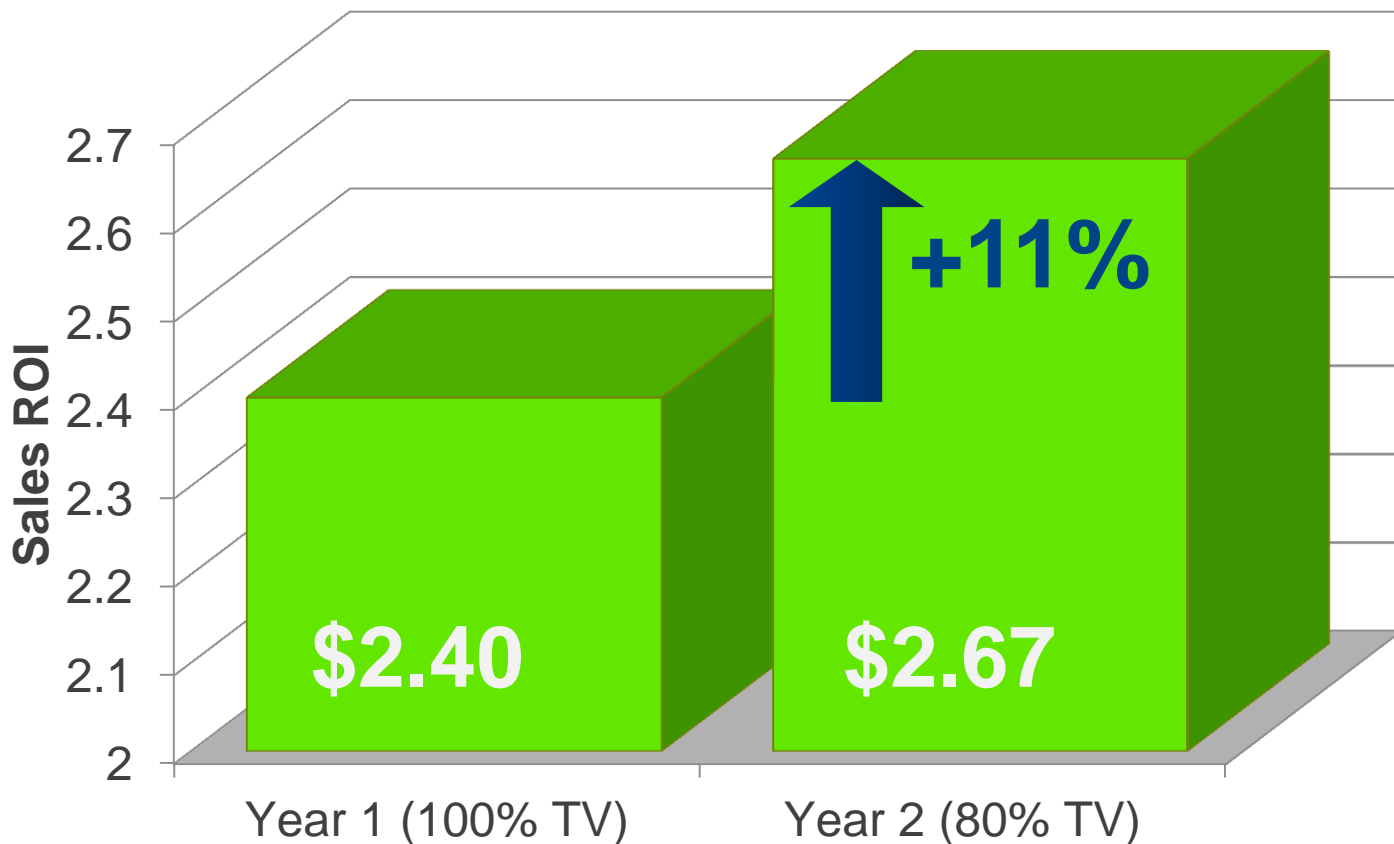
- Shifted 20% of spend to Out-of-Home and radio in the second year

**Year 1**      100% TV

**Year 2**      80% TV  
                  20% Out-of-Home + radio

# Australian Case Study: Spend Diversification

## Campaign Delivery:



# Australian Case Study: Spend Diversification

## Econometric results:

- Spend diversification generated additional sales
- Moving 20% of funds out of TV into Out-of-Home and radio produced a large increase in the overall Sales ROI



# **OUTSMART**

**Why Out-of-Home is  
a clever investment**