

# Econometrics Case Study



Source: Wall's, #IPA Social Works: 2016 IPA Effectiveness Awards

Wall's ice creams had lost market share being eaten on average only once per summer.

In 2014, launched cross-media campaign "Goodbye Serious" across out-of-home (OOH), social and TV to increase awareness of Wall's ice cream as an impulse purchase and drive sales frequency. ①

Wall's wanted to understand the impact each channel would have on incremental sales whilst controlling for the effects of good weather. ②

Econometrics provided the ideal tool to compliment the measurement of brand lift studies on awareness and appeal. ④

Econometrics identified that Wall's had sold an additional 2.8m ice creams over the summer period.

Social (Facebook and Twitter) generated almost half of these sales from a media spend of just 17%.

This provided quantitative, testable benchmarks to inform the planning of future campaigns. ⑤

In a later phase, Wall's designed a universal impressions metric to enable a more direct quantitative comparison of reach. ③

This provided both supporting, quantitative evidence for wider brand lift studies and a sense check for econometric modelling for incremental sales.

① Defined Objectives



② Reflective KPIs



③ Prepared Data



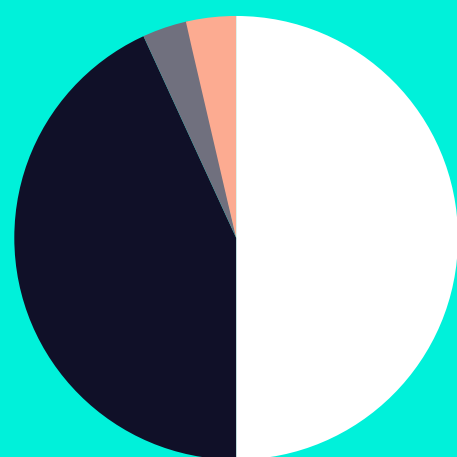
④ Integrated Tools



⑤ Test and Learn



## Universal impressions comparison – volume and cost per impression



- OOH Advert
- Facebook
- Twitter
- TV Only

Channel	Impressions	£ / Impressions
OOH Advert	455m - 460m	£0.003
Facebook	155m - 60m	£0.001
Twitter	25m - 30m	£0.0013
TV Only	5m - 10m	£0.0010