

Case Study: Optimising the Marketing Mix

How can the marketing plan be improved to maximise sales?

Challenge

International drinks company needed to understand the role played by each factor of the marketing mix, at driving sales

Data

Data used:

- Sales
- Advertising
- Distribution
- Pricing
- Merchandising support

Solution

- Econometric model was built to identify the effectiveness of each marketing activity at driving sales
- Scenarios were then run to determine how each factor could be leveraged to maximum effect

Result

Learning:

- Product very elastic to changes in price and other marketing support

Pay-off:

- Integrated Marketing Program ran in one market: price cut, highest ever media spend, stocking and merchandising support, gained 54% sales growth

Driving sales by improving the marketing plan

Annual Sales Performance – Test Market

