

How do I optimise my marketing spend?

The need

In these difficult times, all businesses are needing to make difficult decisions on marketing investment changes. Marketers are balancing the competing pressures of budget cuts with the need to support immediate sales and to sustain brand consideration and other key metrics, to ensure they are well positioned for recovery.

As markets do begin to recover, businesses will need to plan for a recovery in marketing spend and consider how to re-balance this spend for maximum ROI, in response to new customer brand preferences and media efficiencies – optimising spend across different brands and markets and between media channels.

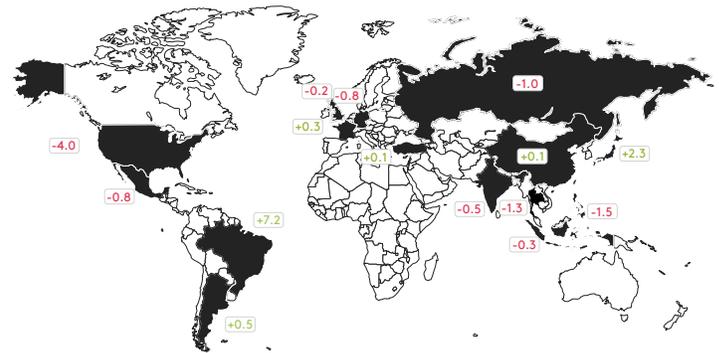
Our approach

Kantar Analytics can support immediate decision-making using our Agile Budget Allocation Framework, which can deliver clear recommendations within 3-4 weeks. This approach uses simulation tools built upon extensive ROI norms in different categories and markets and experience from previous recessions.

As brands begin to plan again for the medium-term, **Total Marketing ROI** solutions will be key to building a comprehensive assessment of marketing effectiveness in a very new world and determining the new optimal balance between short-term performance and long-term brand building. As markets evolve into recovery at different paces, it's critical for marketing ROI modelling to be regularly refreshed to ensure optimisation always reflects latest consumer preferences and economic realities. Kantar's approach using Bayesian modelling techniques is especially suited to quickly adapting to new data inputs, making recommendations faster to adapt to new consumer realities.

Kantar's suites of AI tools to evaluate the success of advertising creative may also be useful to quickly and cost effectively guide clients on the most effective creatives to re-use between markets – at a time when new creative and extensive testing will not be possible.

Kantar has developed a specific strategic planning tool, **Budget for Growth (B4G)** - for the optimisation of marketing budget across brands and geographies. This will become of high relevance as old rules and norms are unlikely to apply, as brand preferences shift and markets recover on very different macro-economic cycles.



Benefit for your business

We know from previous recessions that strong brands that continued to invest during the downturn recover many times faster than those that retrench. Brands need to plan carefully to get maximum impact from the budgets they can protect in the short-term - and to ensure the right balance of sales performance and brand building into the medium-term. Flexible and rapidly adapting modelling approaches will be key to informing this strategy.