

Agenda for today

1. **What's missing from this document.**

A quick intro into what we haven't covered today and why.

2. **What we know.**

Reviewing the core priorities as we know them to be.

3. **What we've discovered.**

Reviewing the recommended media plan from Murmur.

4. **What's our strategy.**

Showcasing how we'd approach the account from a strategic perspective.

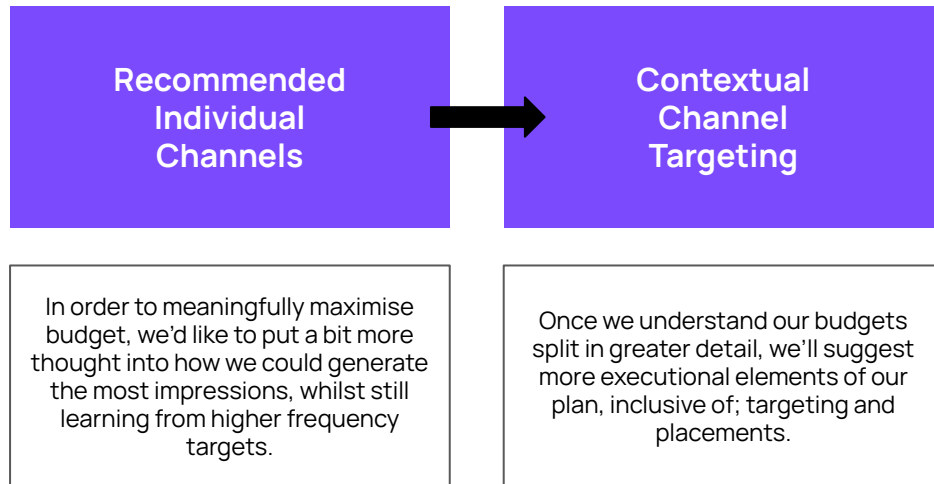
5. **How we succeed.**

Mapping out what we'd need in order to succeed.

What's **missing.**

What's missing and why.

We'll go through our approach today, but do want to acknowledge that there's a missing channel breakdown today.



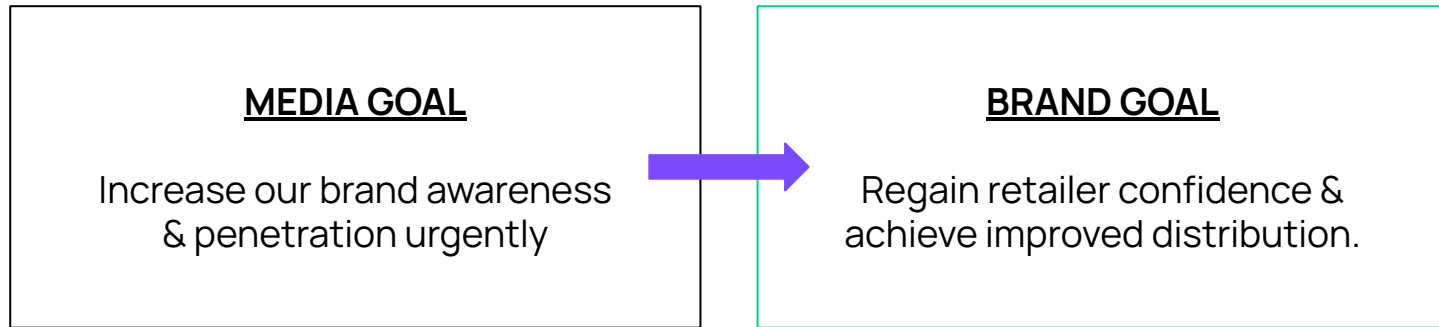
Spoiler alert though:

We'll likely recommend fewer channels, but a more varied and diverse set of location targeting.



What we **know.**

The brief **in brief.**



In order to achieve this, our media focuses become centred on:

MEDIA GOAL

Increase our brand awareness & penetration urgently

What channels will
be used

How we are targeting
potential customers

How budgets are weighted
between channels



What we've
discovered.

What we've discovered from reviewing the **current media strategy**.

MEDIA GOAL

Increase our brand awareness & penetration urgently

What channels will be used

There are a lot of channels we'll be activating across.

How we are targeting potential customers

Audience targeting isn't geared across actionable recall

How budgets are weighted between channels

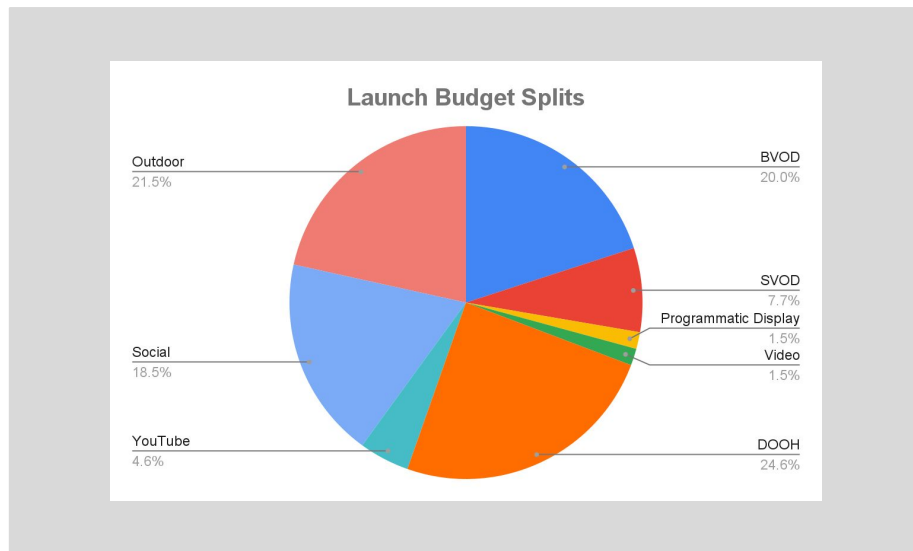
Budgets aren't optimised toward testing and learning.



There are a lot channels we'll be activating

across.
In total, the current media plan has **eight different channels**. With so many channels at different spend levels, it's hard to know what media tactic is driving business outcomes or where media spend is being wasted.

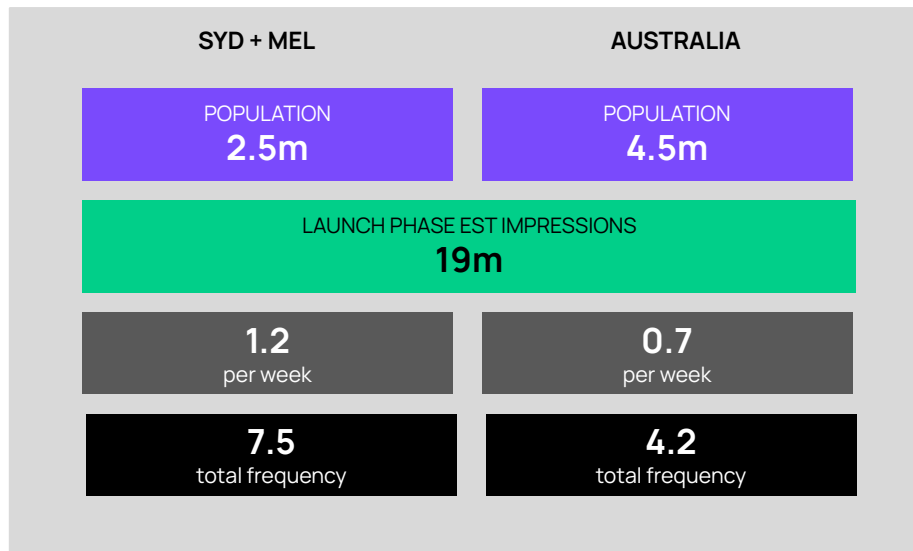
Budget splits are complicated



Audience targeting isn't geared for actionable recall.

The current media plan is overly segmented in two different ways and goes after areas with larger populations, making it harder to drive frequency.

Frequency will be limited for females aged 25-44 in these broader regions with big populations.



NOTE: This is a massive simplification of the numbers, but headline is that if you spent all this money in a 12 week period, the frequency of the greater 25-44 of females in the country would still be very low.

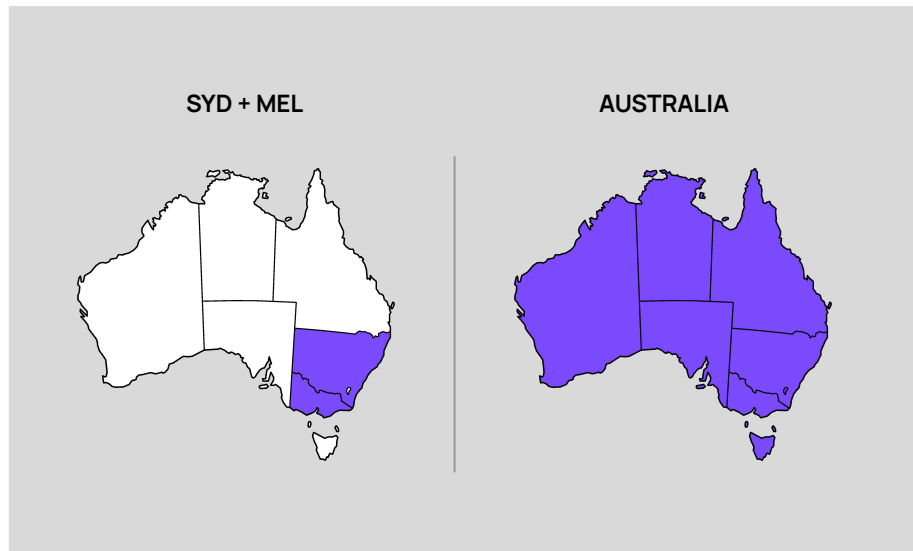
Equally, we'd be unable to actually measure channel overlap for frequency which would be likely.



Budgets aren't optimised toward testing and learning.

While the budget is spread across multiple channels, the regional splits of the budget are too broad which makes it difficult to delineate what is and isn't working.

Geotargeting is limited.



Ultimately, these **shortfalls** create some issues.

MEDIA GOAL

Increase our brand awareness & penetration urgently

What channels will be used

How we are targeting potential customers

How budgets are weighted between channels

There are a lot of channels we'll be activating across.

Audience targeting isn't geared across actionable recall

Budgets aren't optimised toward testing and learning.

Leading to two key issues:

1. The current strategy is **too broad** to be buying meaningful awareness
2. The current strategy is **too broad** to be able to measure meaningfully



Which means from a **strategic perspective**, we need to focus on:

MEDIA GOAL

Increase our brand awareness & penetration urgently

What channels
will be used

How we are targeting
potential customers

How budgets are weighted
between channels

There are a lot of channels we'll
be activating across.

Audience targeting isn't geared
across actionable recall

Budgets aren't optimised toward
testing and learning.

Creating meaningful awareness

Scaling what works



What's our **strategy**.

Which means from a **strategic perspective**, we need to focus on...

MEDIA GOAL

Increase our brand awareness & penetration urgently

What channels will be used

How we are targeting potential customers

How budgets are weighted between channels

Creating meaningful awareness

Scaling what works

Getting the right message in front of the right people, frequently.

Proactively capturing data to understand impact.

HOW WE BUY

HOW WE MEASURE

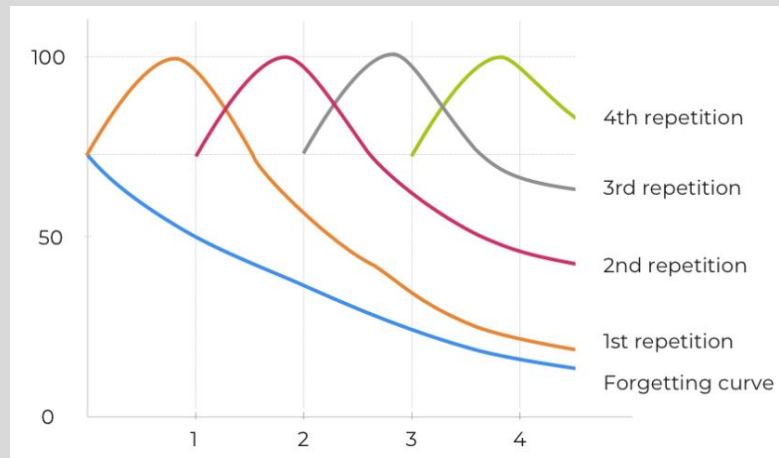


How do we buy meaningful awareness?

In order to drive meaningful recall, it's important that we buy media in a way that will allow people to see Essano messages more than once per week.

The Forgetting Curve:

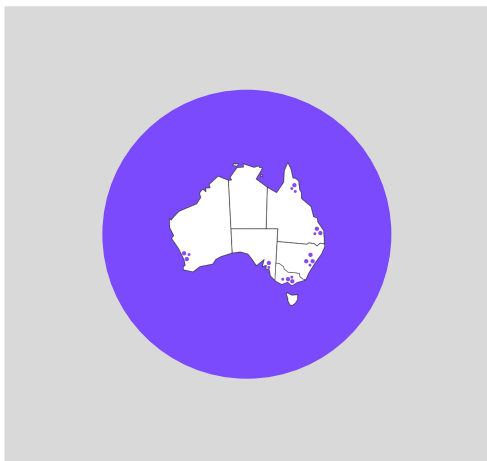
Repeated messages are more impactful in driving meaningful awareness.



How we **plan** to create meaningful frequency

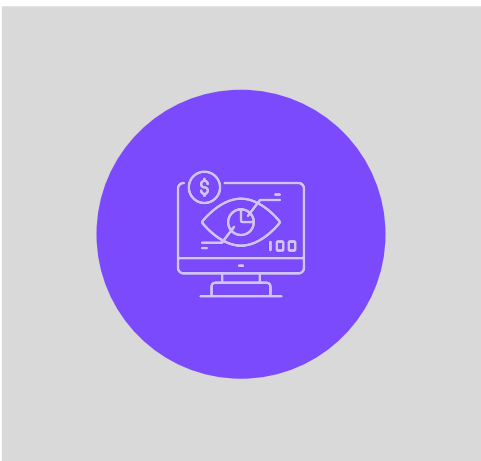
▪

Define audience sizes



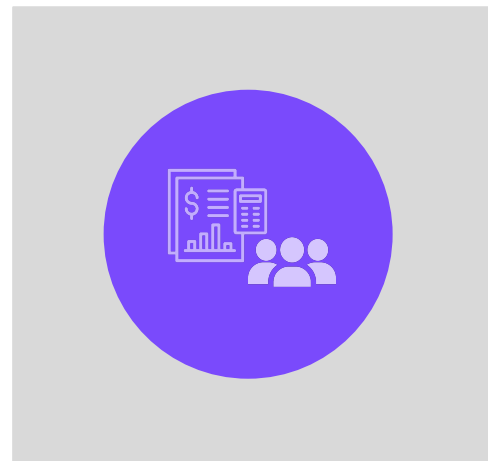
Taking geo areas of interest we define our audience size

Estimate CPM



We estimate a CPM based on the objective and channel

Plan for frequency

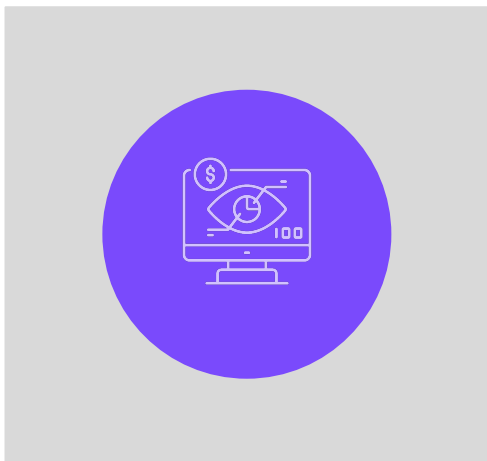


Using the audience size and the cost of ad delivery we can determine the budget needed to reach a frequency of 2+ per week.



Ensuring **messaging** cuts through

Attention



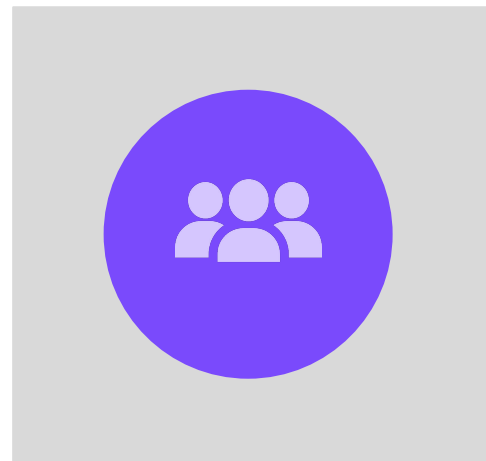
Hook attention with an immersive story. Get to the core quickly, using engaging pacing and tight framing to keep viewers drawn in.

Branding



Use a broad range of branding elements to show and tell viewers who you are. Introduce your brand or product early and keep it visible throughout.

Connection



Evoke thought or emotion. Use storytelling techniques like humor, surprise, and intrigue.

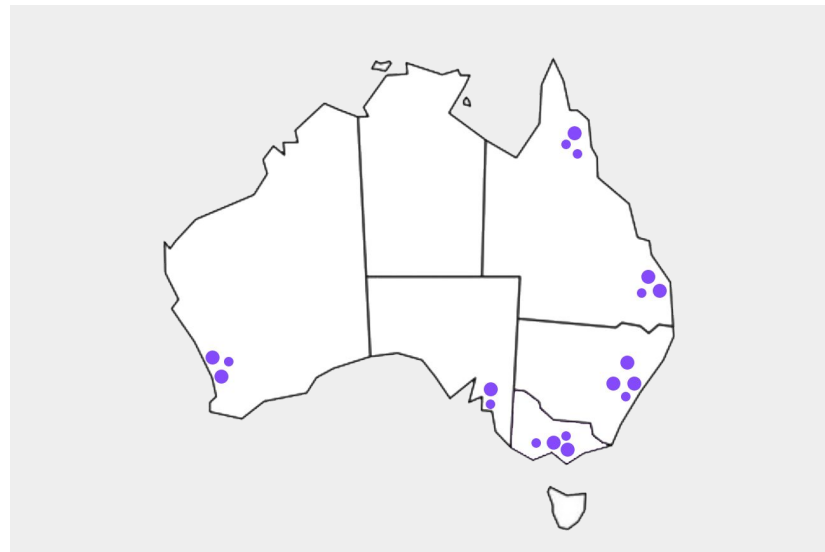


How do we measure **what works.**

Splitting audiences or regions into test 'cells' to compare different media strategies and measure impact.

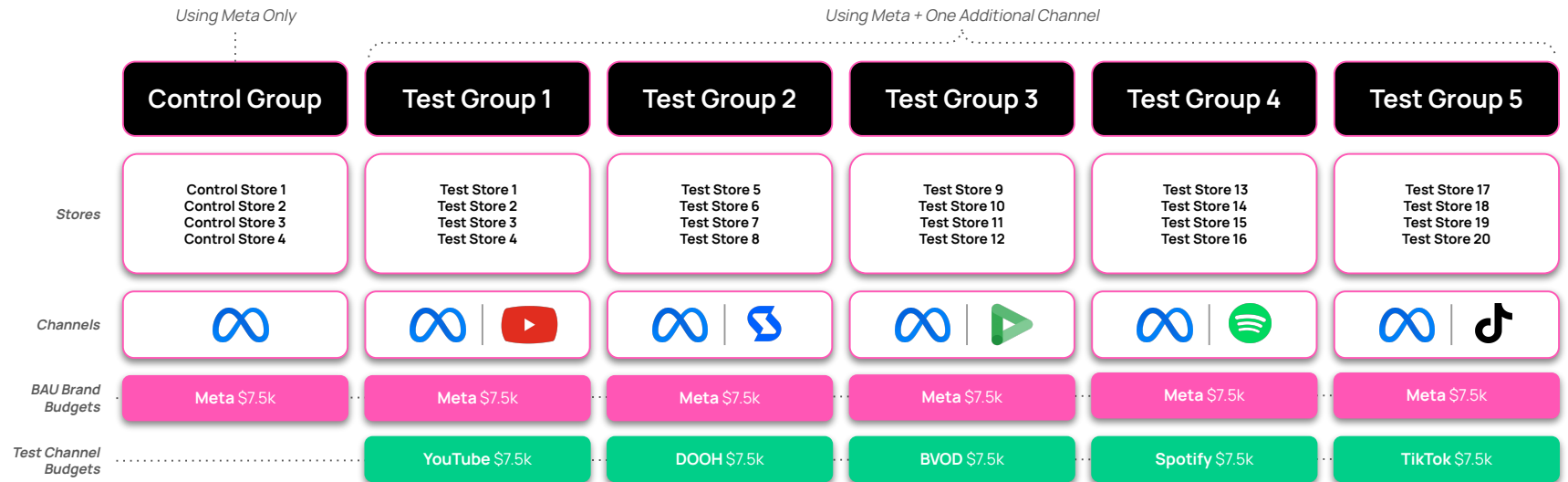
POSTCODE CLUSTERS

Clusters allows us to test and measure in a meaningful way.



How do we measure **what works.**

An example of how we use clusters to better understand performance impact.

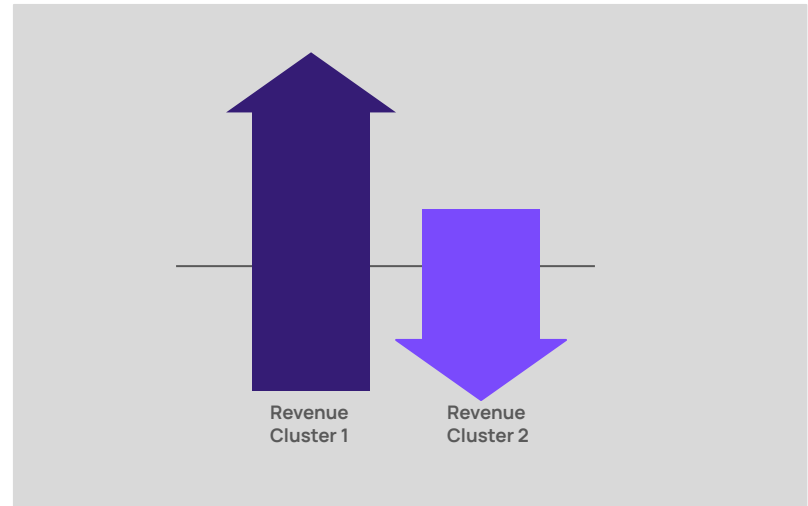


How do we measure what works.

Using Tracksuit to verify brand uplift at the end of testing



Cross referencing media data with retail data to understand overall revenue impact



This approach allows us to:

Determine specific ROI by marketing activity.

Shows what marketing actually adds versus what would have happened anyway.

Identify the most effective activities so budgets can be reallocated with confidence.

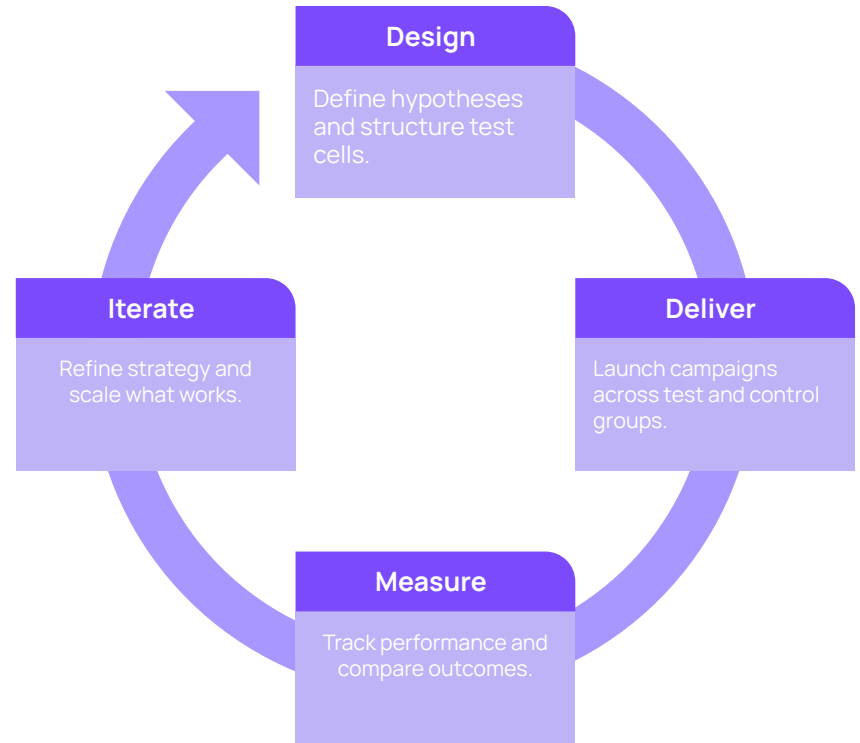
Allocate budget to the channels that will grow brand share and drive omni-channel sales.



How we **succeed.**

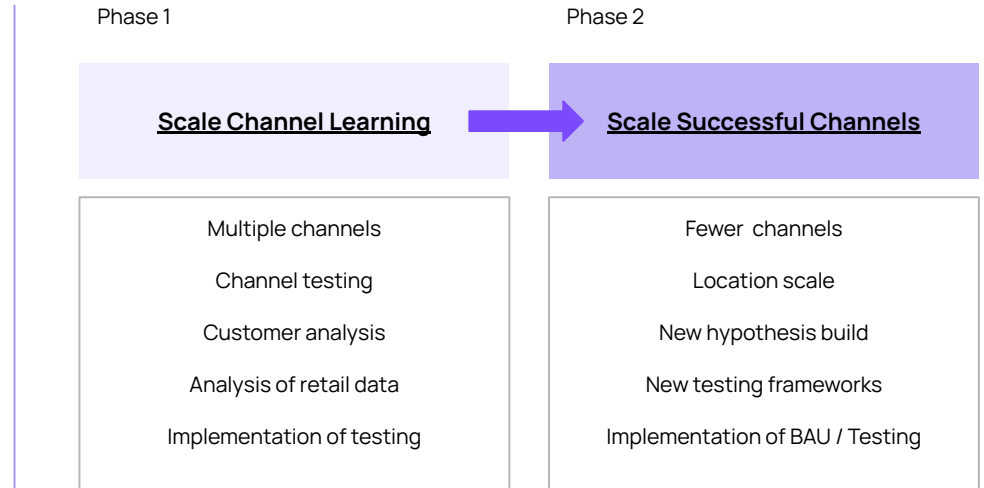
Building an iterative approach to scale channels that work

Turning continuous testing into a cycle of smarter investment decisions, more efficient media allocation, and scalable long-term growth



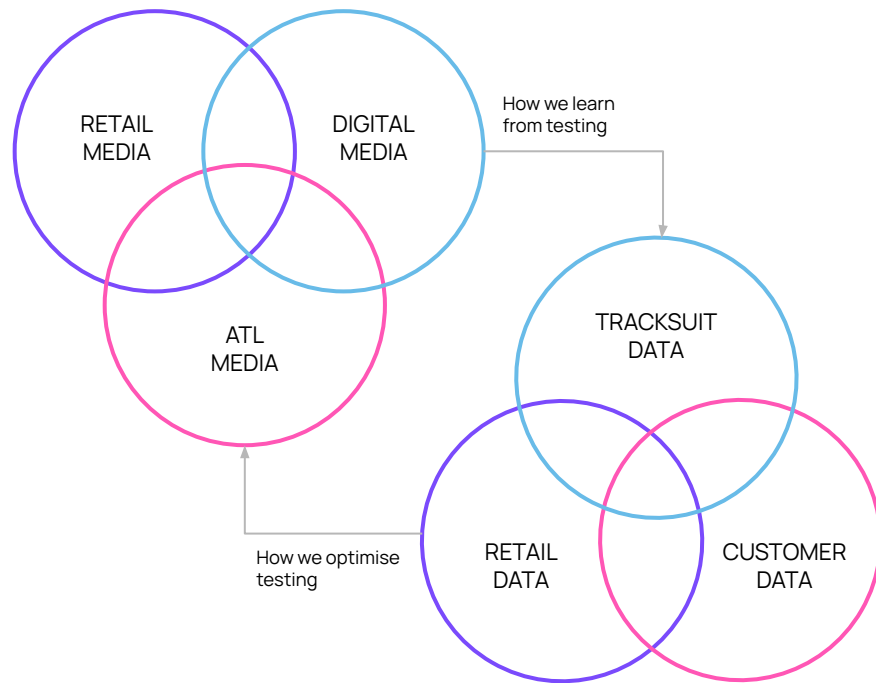
How do phase for **success**.

Building out different priorities
across phase one and phase two.



How we collaborate for success.

Working with multiple partners and multiple points of data to create an environment that allows us to learn.



In order to succeed we need to collaborate with all partners to ensure we manage variables in a meaningful way that will allow us to best interpret the multiple formats of data that exist.

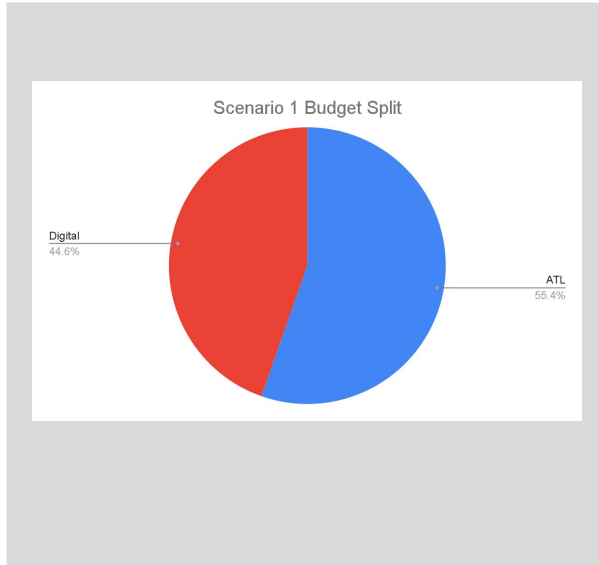


Elephant in the room... there's a bit of overlap between digital and ATL.

We propose two budget scenarios in how the \$390k is split

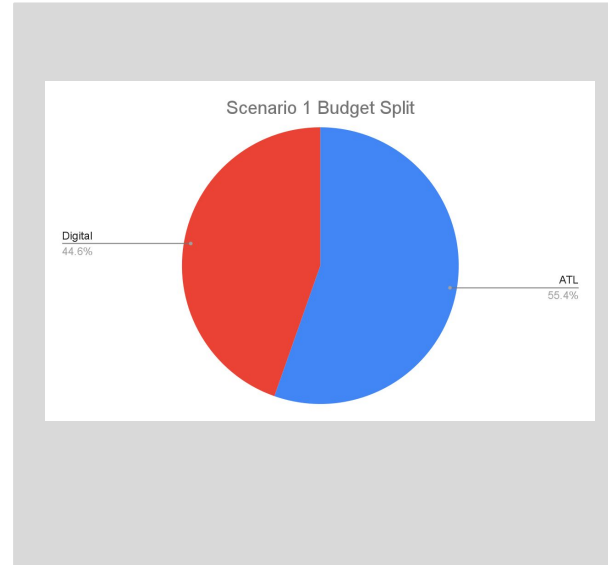
Scenario 1

Using the current budget split



Scenario 2

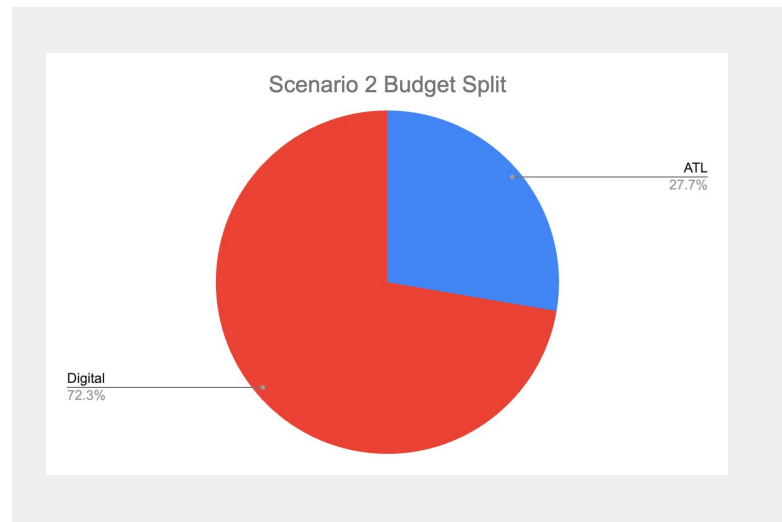
Reallocating B/SVOD Budget



Recommended Approach.

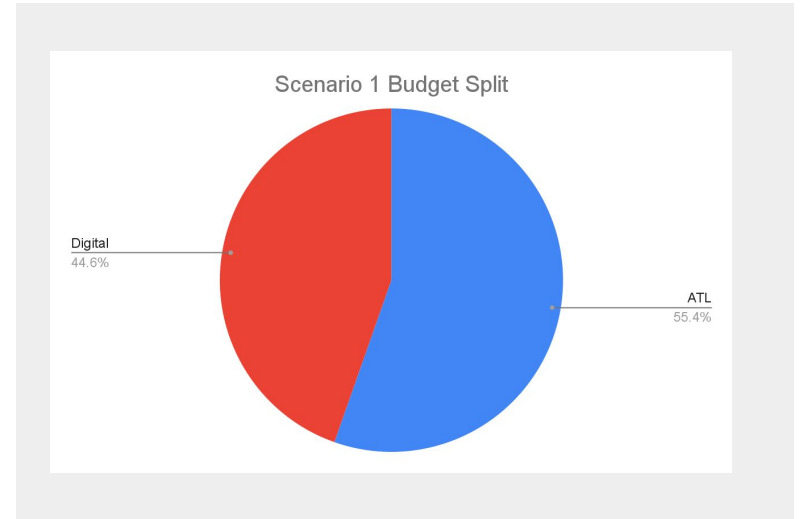
By reallocating the B/SVOD budget to digital channels, we can plan media spend in line with our testing approach and pivot investment toward channels with lower delivery costs, allowing us to achieve a more meaningful frequency.

We'll need to align with Murmur's ATL approach to ensure test clarity.



Secondary Approach.

We'll need to work with Murmur on how B/SVOD is bought so it fits our cell structure, ensuring media spend aligns with testing and links awareness to business growth.



Plan on a page.

