Analyzing Launch Campaign of Hershey's Lemon-Lime Filled Twizzlers

JNSV Media
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Meet the JNSV Team

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Project : Citrus

- **Why:** During & Post pandemic increase in demand for chocolates and snacks

- **What:** Launch of Lemon Lime filled Twizzlers

- **When:** New Product Launch Date 11th November 2022

- **Where:** Online platforms - Amazon, Bing, CCN, CondeNast, Facebook/Instagram & Google

- **How:** 12 week Campaign to drive awareness & sales

Content Flow

01
Pre-Launch
Decode customer portfolio and interest

02
Mid Campaign
Monitor the campaign at the midpoint of 6 weeks

03
Post Campaign
Analyze overall performance of the campaign at end of 12 weeks

04
Recommendations

05
Q & A

Jargons Table

Jargon	Full Form
CPC	Cost Per Click
CTR	Click-Thru-Rate
TSAR	Total Site Action Rate
CPTSA	Cost Per Total Site Action
ROAS	Return on Advertisement Spent

01

Pre-Launch Survey

Before launching the campaign, understanding consumers interests & preferences to find the right target audience

Data, Methodology & Assumptions

Data source: Dynata
Groups: Control & Exposed
Demographic
Questions & Answers
Preferences & Interests

Methodology: LIFT
Measure the difference between Control Group (unexposed to ad) and Exposed Group (saw the ad) to identify product desirability

Assumptions:
Positive Answers: higher(positive) lift shows better desirability
Negative Answers: lower(negative) lift shows better desirability

Target Customers Analysis

Question	Answer	Consumer Catego...	Consumer Field	Lift
How likely are you to consider purchasing the Lemon Lime filled Twizzlers from Hershey in the future?	Somewhat likely	Age	18 to 24	9.45%
			25 to 34	3.07%
		Household Income	Less than $74,999	3.97%
		Region	Midwest	-0.26%
			Northeast	4.08%
	Very likely	Age	35 to 44	4.69%
		Gender	Female	9.62%
			Male	6.18%
	Very unlikely	Age	18 to 24	-8.83%
			25 to 34	-8.40%
		Gender	Male	-1.97%

Lift axis: -0.10, -0.05, 0.00, 0.05, 0.10

Negative LIFT "Very Unlikely"

Positive LIFT "Somewhat likely" "Very likely

Ideal Target Customers
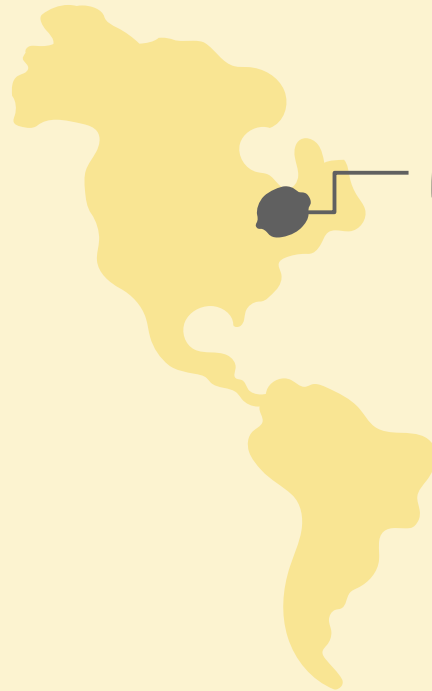
Age	**18-24 year olds**
Gender	Females
Income	Less than $74,999

Northeast

Customers' Preferences & Interests

Consumer Category ..	Consumer F..	Category	Category V..	Index
Age	18 to 24	Favorite Apparel Brand	Nike	1.10
			Perry Ellis	0.30
		Favorite Sport	Basketball	1.50
			Golf	0.70
		Likely to Own Pet	Yes	1.20
Gender	Female	Favorite Apparel Brand	H&M	2.20
			Nike	0.10
		Favorite Sport	Football	0.90
			Swimming	2.20
		Likely to Own Pet	Yes	1.50
Household Income	Less than $74,999	Favorite Apparel Brand	H&M	2.40
			Perry Ellis	0.20
		Favorite Sport	Swimming	1.60
			Tennis	0.50
		Likely to Own Pet	No	2.30
Region	Northeast	Favorite Apparel Brand	Columbia	4.00
		Favorite Sport	Football	1.30
			Swimming	0.30
		Likely to Own Pet	Yes	2.10

✓ Nike, Basketball

✓ H&M Football

✓ H&M, Swimming

✓ Columbia, Football

Recommendations

- **Launch Campaign**

- **Develop relevant segmentation strategies and advertise them through different channels**

- **Attract customers by catering to their preferences and interests**

02

Mid-Campaign

The campaign has been live for 6 weeks, what did we find? What can we recommend for the next 6 weeks?

Data, Methodology & Assumptions

Data

The data from this campaign consists of **Spend, Impressions, Clicks, and Total Site Action**. This can be broken down by **day, site, and channel. The CPC, CTR, TSAR, and CPTSA** can also be found within this data.

Methodology

Weekly trends were analyzed via Tableau in order to understand the different trends of the KPIs and how they impacted the campaign.
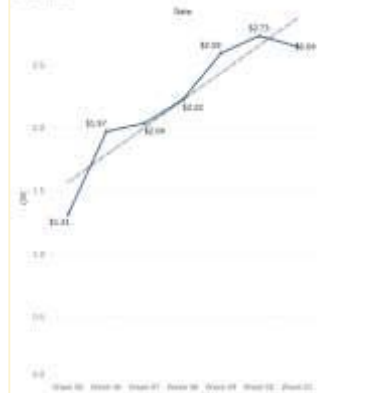
Assumptions/Issues

The following analyses is broken down into weeks in order to better understand how efficient and effective these KPIs were.
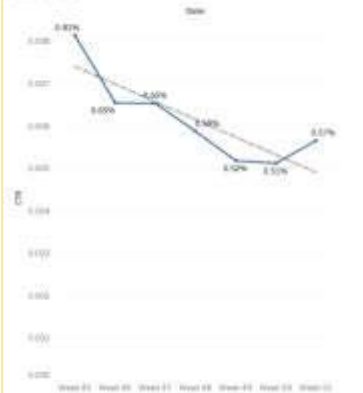
Key Data Analysis - Overall Trends

The **CPC** started at **$1.31 in week 45** and ended up at **$2.64 by week 51**. The chart is expected to t**rend upwards** in the coming weeks. This means that the **CPC** will be even **more expensive**.

In **week 45, the CTR was 0.81%** whereas by **week 50 it was 0.51%.** However, the **CTR did rise** from **week 50 (0.51%)** to **week 51 (0.57%)**. The CTR is predicted to **trend downwards** in the coming weeks. This means that **less people** will be **clicking** on the **advertisement**.

The **TSAR** in **week 45** was **0.37%** whereas in **week 47** (the peak), the value was **0.62%.** By **week 51** the value was **0.54%.** The TSAR is **trending upwards.** This means that **more individuals** are able to **take site action** once **served an ad.**
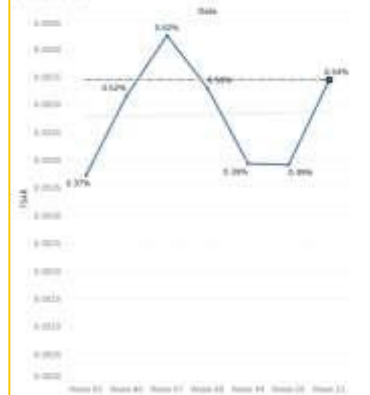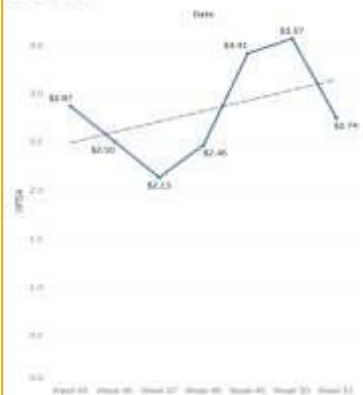
The **CPTSA** in **week 45 was $2.87** whereas in **week 51** it was **$2.74.** During **week 47,** the **CPTSA was at its lowest with $2.13.** During **week 50** the **CPTSA** was its **highest** with **$3.57**. This chart is **trending upwards.** Therefore, the cost of which the media agency pays to get a site action once served with an ad is meant to increase.

Key Data Analysis - Efficiency

CPC + Channel + Site

Week of Da...	Channel	Site	Cost Per Click
31 October 2022	Display	CNN	$16.20
	Search	Google	$3.65
		Bing	$2.60
	Social	Facebook/Instagram	$0.95
7 November 2022	Display	CNN	$18.49
	Search	Google	$4.36
		Bing	$3.57
	Social	Facebook/Instagram	$1.13
14 November 2022	Display	CNN	$21.72
	Search	Google	$4.61
		Bing	$1.16
	Social	Facebook/Instagram	$1.19
21 November 2022	Display	CNN	$20.85
	Search	Google	$4.48
		Bing	$1.16
	Social	Facebook/Instagram	$1.21
28 November 2022	Display	CNN	$19.79
		Amazon	$12.17
	High Impact	CondeNast	
	Search	Google	$4.65
		Bing	$2.69
	Social	Facebook/Instagram	$1.28
5 December 2022	Display	CNN	$21.28
		Amazon	$11.84
	High Impact	CondeNast	$14.28
	Search	Google	$3.77
		Bing	$3.14
	Social	Facebook/Instagram	$1.34
12 December 2022	Display	CNN	$20.84
		Amazon	$10.02
	High Impact	CondeNast	$14.10
	Search	Google	$3.86
		Bing	$2.43
	Social	Facebook/Instagram	$1.40

CPC
The **largest CPC** is **CNN**. CNN's CPC is always **above $16.** The most **optimal CPC** would be either **Google, Bing, or Facebook/Instagram** as their CPC does not cross the **$5 mark.** The **most efficient channel** to use for the campaign would be either **Google, Bing, or Facebook/Instagram**

CPTSA
CNN, Google, Bing, and Facebook/Instagram are more consistent with being **efficient** whilst being **below** the **benchmark** of **$30**. However, the most **optimal** sites would be **Google** and **Bing** due to them being the average cost. Hence, the cost of which media agency pays to get a site action once served with an ad should be in a range that is not too costly for Hershey's.

CPTSA + Channel + Site

Week of Da...	Channel	Site	CPTSA
31 October 2022	Display	CNN	$39.54
	Search	Google	$6.70
		Bing	$14.06
	Social	Facebook/Instagram	$1.86
7 November 2022	Display	CNN	$31.10
	Search	Google	$7.39
		Bing	$11.21
	Social	Facebook/Instagram	$1.38
14 November 2022	Display	CNN	$24.67
	Search	Google	$7.76
		Bing	$9.03
	Social	Facebook/Instagram	$1.17
21 November 2022	Display	CNN	$21.80
	Search	Google	$8.11
		Bing	$9.03
	Social	Facebook/Instagram	$1.25
28 November 2022	Display	CNN	$23.82
		Amazon	$66.69
	High Impact	CondeNast	
	Search	Google	$7.21
		Bing	$10.56
	Social	Facebook/Instagram	$1.61
5 December 2022	Display	CNN	$20.01
		Amazon	$31.17
	High Impact	CondeNast	$92.11
	Search	Google	$6.14
		Bing	$12.63
	Social	Facebook/Instagram	$1.65
12 December 2022	Display	CNN	$13.24
		Amazon	$24.11
	High Impact	CondeNast	$56.05
	Search	Google	$5.50
		Bing	$12.55
	Social	Facebook/Instagram	$1.36

Key Data Analysis - Effectiveness

CTR + Channel + Site

Week of Da...	Channel	Site	Click-Thru-Rate
31 October 2022	Display	CNN	0.06%
	Search	Google	6.71%
		Bing	15.02%
	Social	Facebook/Instagram	0.94%
7 November 2022	Display	CNN	0.05%
	Search	Google	6.29%
		Bing	15.12%
	Social	Facebook/Instagram	0.89%
14 November 2022	Display	CNN	0.05%
	Search	Google	6.45%
		Bing	20.22%
	Social	Facebook/Instagram	0.86%
21 November 2022	Display	CNN	0.05%
	Search	Google	6.29%
		Bing	18.39%
	Social	Facebook/Instagram	0.77%
28 November 2022	Display	CNN	0.05%
		Amazon	0.22%
	High Impact	CondeNast	0.00%
	Search	Google	6.76%
		Bing	12.31%
	Social	Facebook/Instagram	0.69%
5 December 2022	Display	CNN	0.06%
		Amazon	0.23%
	High Impact	CondeNast	0.13%
	Search	Google	7.18%
		Bing	11.39%
	Social	Facebook/Instagram	0.74%
12 December 2022	Display	CNN	0.06%
		Amazon	0.27%
	High Impact	CondeNast	0.13%
	Search	Google	7.11%
		Bing	10.33%
	Social	Facebook/Instagram	0.82%

TSAR + Channel + Site

Week of Da...	Channel	Site	TSAR
31 October 2022	Display	CNN	0.03%
	Search	Google	3.65%
		Bing	2.78%
	Social	Facebook/Instagram	0.43%
7 November 2022	Display	CNN	0.03%
	Search	Google	3.72%
		Bing	4.82%
	Social	Facebook/Instagram	0.73%
14 November 2022	Display	CNN	0.04%
	Search	Google	3.84%
		Bing	2.60%
	Social	Facebook/Instagram	0.87%
21 November 2022	Display	CNN	0.05%
	Search	Google	3.48%
		Bing	2.36%
	Social	Facebook/Instagram	0.75%
28 November 2022	Display	CNN	0.04%
		Amazon	0.04%
	High Impact	CondeNast	0.00%
	Search	Google	4.36%
		Bing	3.14%
	Social	Facebook/Instagram	0.55%
5 December 2022	Display	CNN	0.05%
		Amazon	0.09%
	High Impact	CondeNast	0.02%
	Search	Google	4.41%
		Bing	2.83%
	Social	Facebook/Instagram	0.60%
12 December 2022	Display	CNN	0.08%
		Amazon	0.11%
	High Impact	CondeNast	0.03%
	Search	Google	4.99%
		Bing	2.00%
	Social	Facebook/Instagram	0.84%

CTR

After color coding the table, we understood that **Bing** consistently had a **larger CTR**. The **lowest CTR** Bing had was during the **last week** (**10.32%**). The **highest CTR Bing** had was **20.22%**.

TSAR
Based on this table, we can **rule out** the data with the **red highlights.** However, we can note that **green highlights** are **consistent** with the **search channels,** specifically **Google** and **Bing**. However, **Google** is proven here to be more **reliable** as they have consistently been getting **3.48% to 4.99%** through the weeks. This is the more effective option for the campaign.

Recommendations

We would like to recommend **Bing** as the optimal channel source.

❖ Bing had a low CPC
❖ Bing had a high CTR
❖ Bing had a higher TSAR
❖ Bing had average costs for the CPTSA

Google is the next best option with regards to channel source. We would recommend they use this source as well.

❖ Google had a low CPC
❖ Google had a high CTR
❖ Google had a higher TSAR
❖ Google had average costs for the CPTSA

03

Post-Launch Campaign

Analyzing the campaigns performance over the duration of 12 weeks to determine the products viability

Data, Methodology & Assumptions

Data source: Reliable 1st party campaign data broken down by day, site and channel shows the key metrics over a period of 12 weeks. We have used sales data and previous campaign data for benchmarking
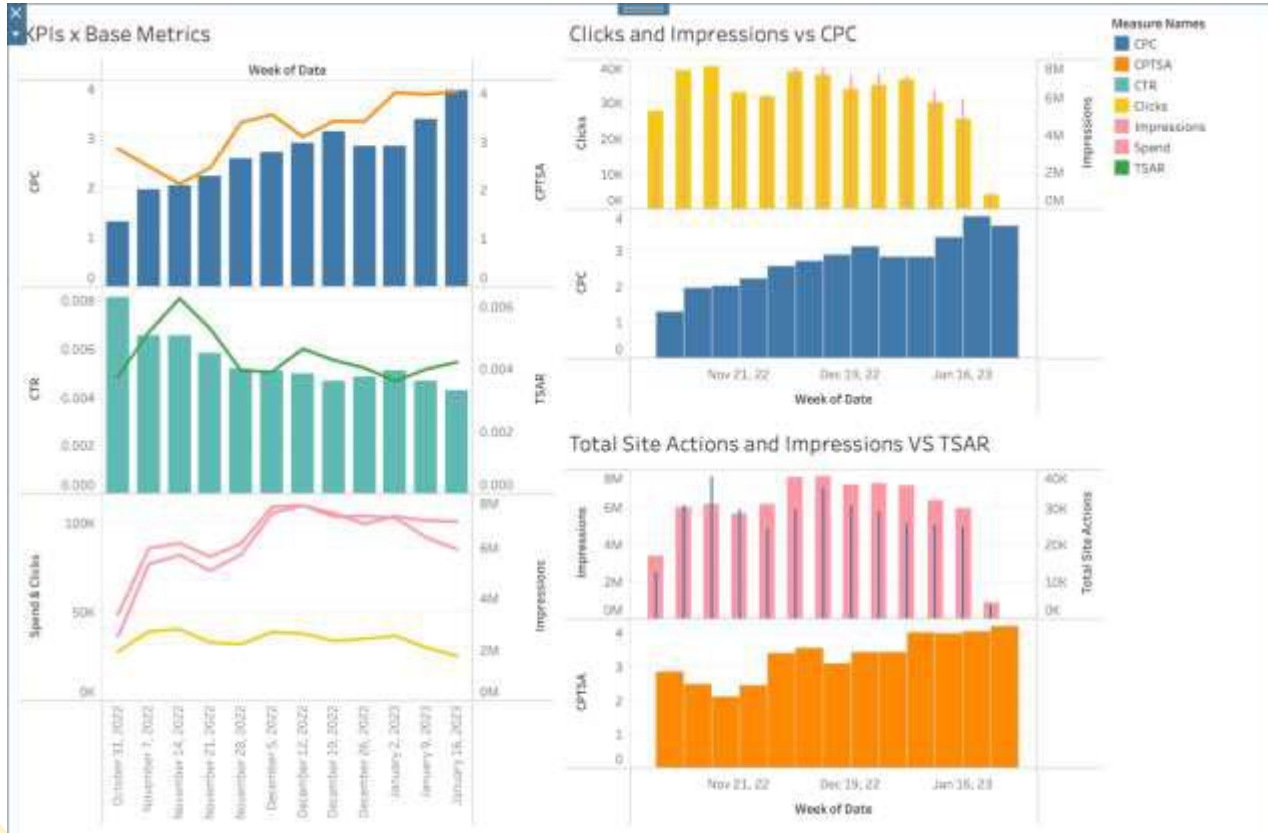
Methodology: Weekly trend analysis using tableau to track campaign performance and comparing it against benchmarks set by the previous campaign

Assumptions/Issues: Low volume for spend, impressions and total are due to partner ramping up or slowing down delivery or due to latency issues
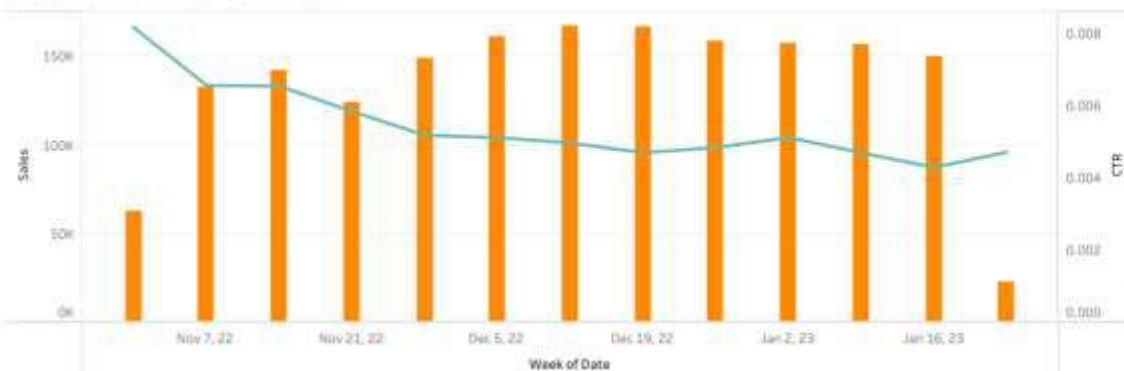
Performance of KPIs
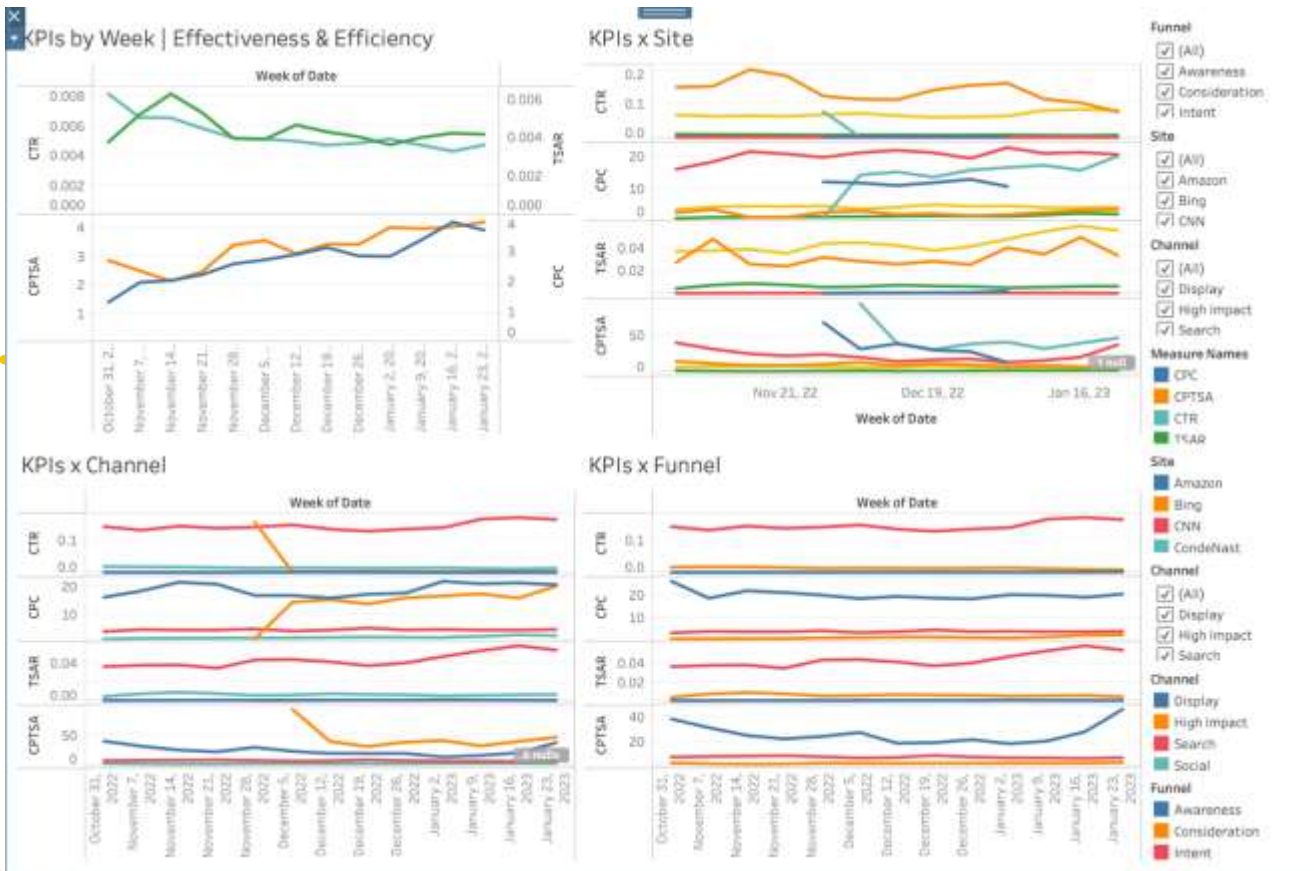
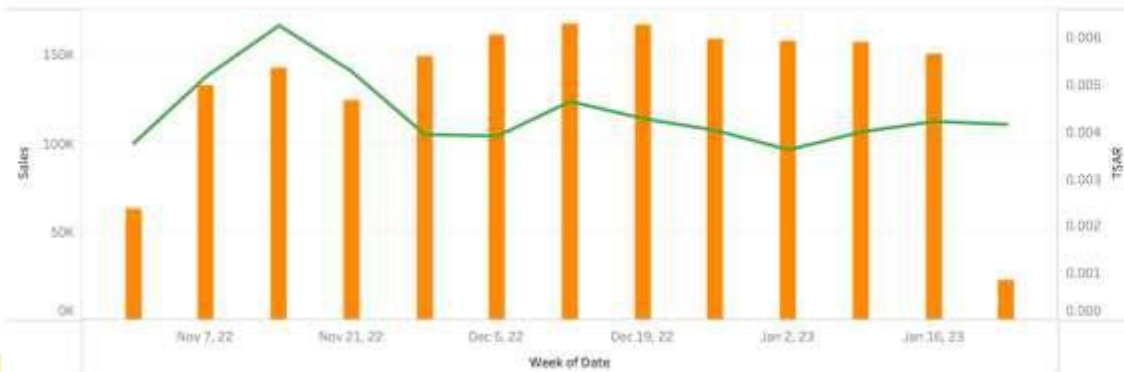# Correlation between KPIs & Base Metrics

Sales & Media Performance

Campaign KPIs V/S Previous Campaign

The post campaign has a **lower CPC → cost efficient,** although the CPTSA is higher balancing the efficiency

Post campaign has **lower CTR and TSAR →** might be due to the previous campaign being the first communication of the product hence enjoyed **higher curiosity and attention**

Post vs Previous Campaign KPIs

Week of Date	CPC	CPTSA	CTR	TSAR
October 31, 2022	$1.31	$2.85	0.82%	0.38%
November 7, 2022	$1.97	$2.49	0.66%	0.52%
November 14, 2022	$2.04	$2.13	0.65%	0.63%
November 21, 2022	$2.23	$2.46	0.58%	0.53%
November 28, 2022	$2.58	$3.40	0.52%	0.39%
December 5, 2022	$2.77	$3.56	0.51%	0.39%
December 12, 2022	$2.90	$3.18	0.50%	0.46%
December 19, 2022	$3.12	$3.43	0.47%	0.43%
December 26, 2022	$2.85	$3.42	0.48%	0.40%
January 2, 2023	$2.84	$4.02	0.51%	0.36%
January 9, 2023	$3.38	$3.97	0.47%	0.40%
January 16, 2023	$3.97	$4.04	0.43%	0.42%
January 23, 2023	$3.71	$4.20	0.47%	0.42%
Grand Total	$2.84	$3.20	0.53%	0.44%

	Previous Campaign KPIs	Benchmark
	CPC	$6.52
	CPTSA	$0.79
	CTR	0.89%
	TSAR	7.36%

AGG(CPC)
$1.31 — $11.73

AGG(CPTSA)
$-2.62 — $4.20

AGG(CTR)
0.43% — 1.35%

AGG(TSAR)
0.36% — 14.36%

Performance of Return On Advertising Spend (ROAS)

Benchmark : Previous campaign ROAS $2.85

The campaign not only generates **higher than $2,** it has a higher ROAS than the **previous campaign** → outperforms on both factors

Post Campaign ROAS x Previous Campaign ROAS

| Week of Date	
October 31, 2022	4.304
November 7, 2022	4.380
November 14, 2022	4.200
November 21, 2022	4.085
November 28, 2022	4.407
December 5, 2022	3.572
December 12, 2022	3.564
December 19, 2022	3.734
December 26, 2022	3.791
January 2, 2023	3.547
January 9, 2023	3.638
January 16, 2023	3.460
January 23, 2023	3.312
Grand Total	**3.805**

Measure Values

-7,646,917   7,646,923

Sales Forecast

We conducted forecasting analysis to understand to future sales

We predict the sales **to grow** - **in 2 weeks, 1 month and 1 year**
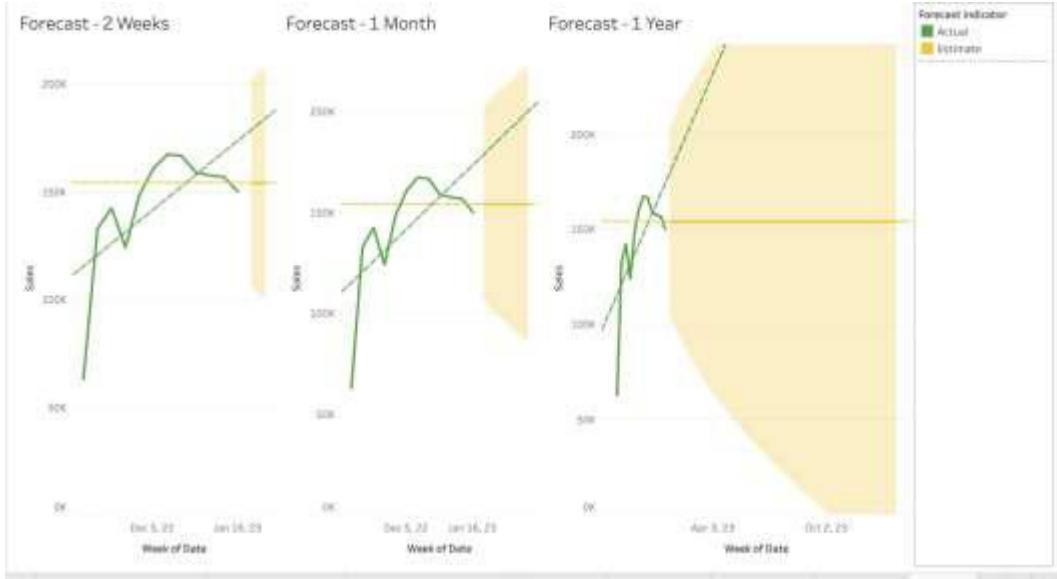
Hence, we recommend the campaign should continue

Recommendations

Conscious spending

They should reduce spending on channels that are not gaining traction CondeNast

Increase spending on Mid Funnel

Being a new product, it is important for LLM to occupy space in consumers **consideration set**

Using seasonal demand to their advantage

Advertising specially during the **Holiday season** will increase reach and sales

Any Questions?

Thank You!

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