


A large, stylized graphic on the left side of the slide, composed of overlapping geometric shapes in shades of purple, blue, and teal, resembling a stylized letter 'A' or a series of stacked blocks.

The ROI of Brand Love

Measuring impacts of media through brand health on sales



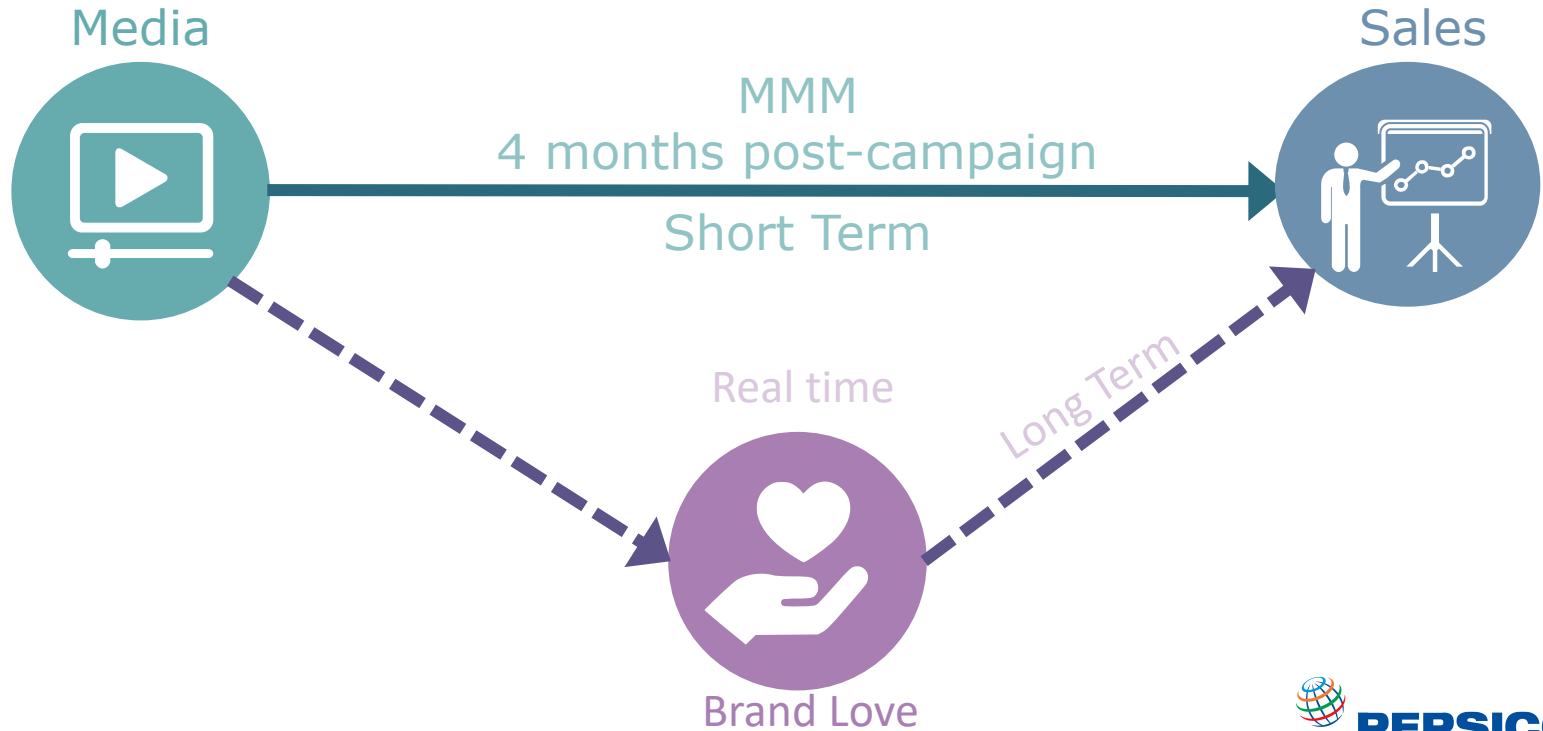
Consumer-centricity requires marketers to build relationships and therefore equity around their brands...

but they lack data to make informed decisions, tying equity to outcomes

What we know today



What we're solving for





What's Love Got To Do With It?





Brand Love is an index of selected measures that is easy to track and observe while indicating long term success

YouGov BrandIndex



15 Brand Health Metrics over past 5 years

Methodology



Select key metrics by Factor Analysis and Correlation Tabulation

Index of Key Brand Health Metrics

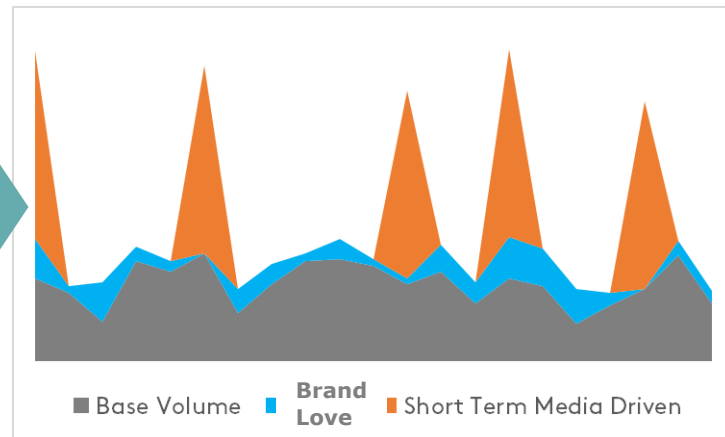
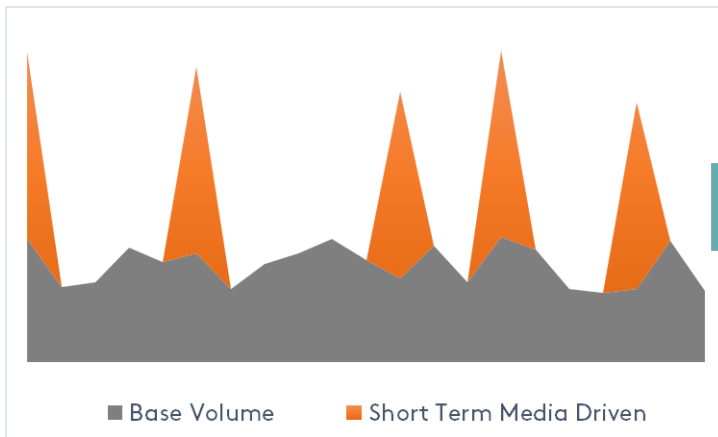


Index of most important metrics used as proxy for Brand Love

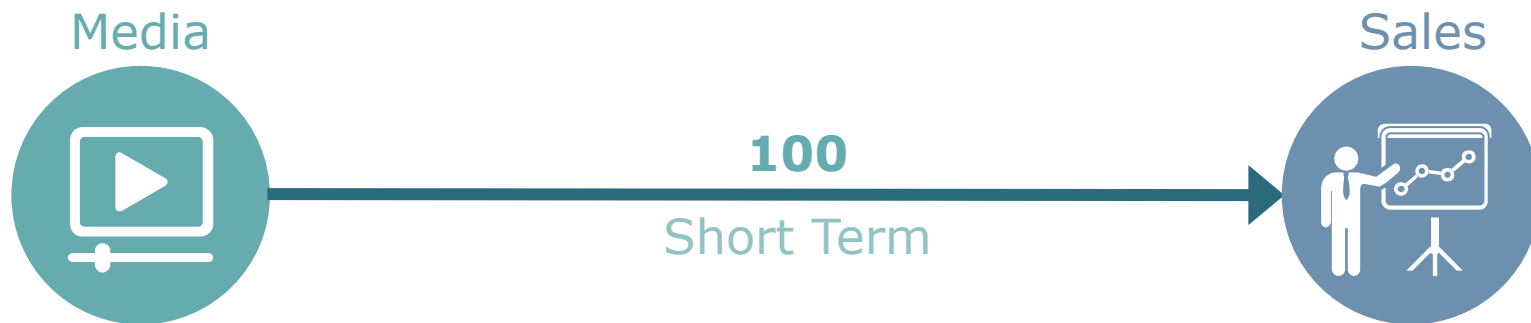


PEPSICO

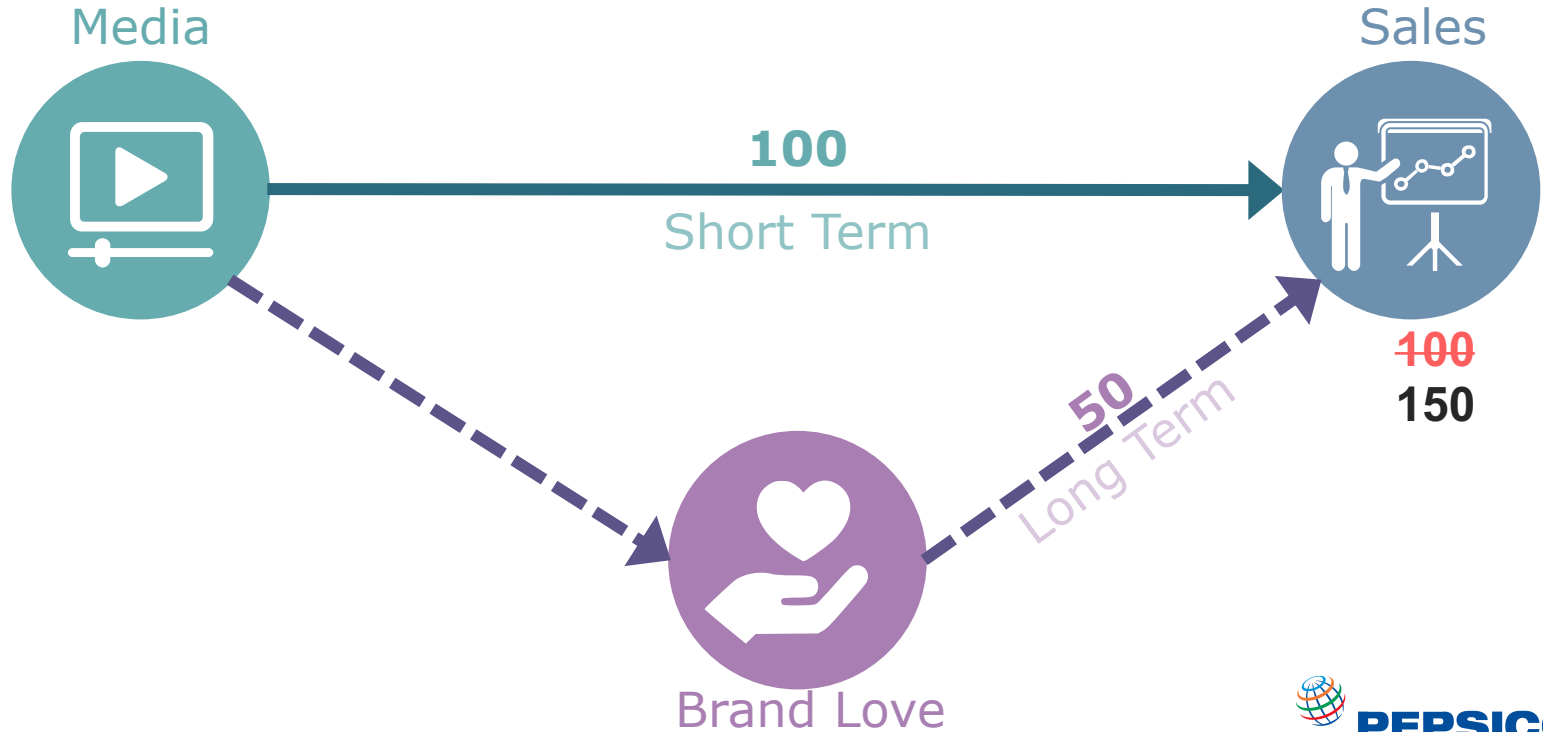
Layering Brand Love in a MMM framework enables understanding of the long term impact of Media on Sales



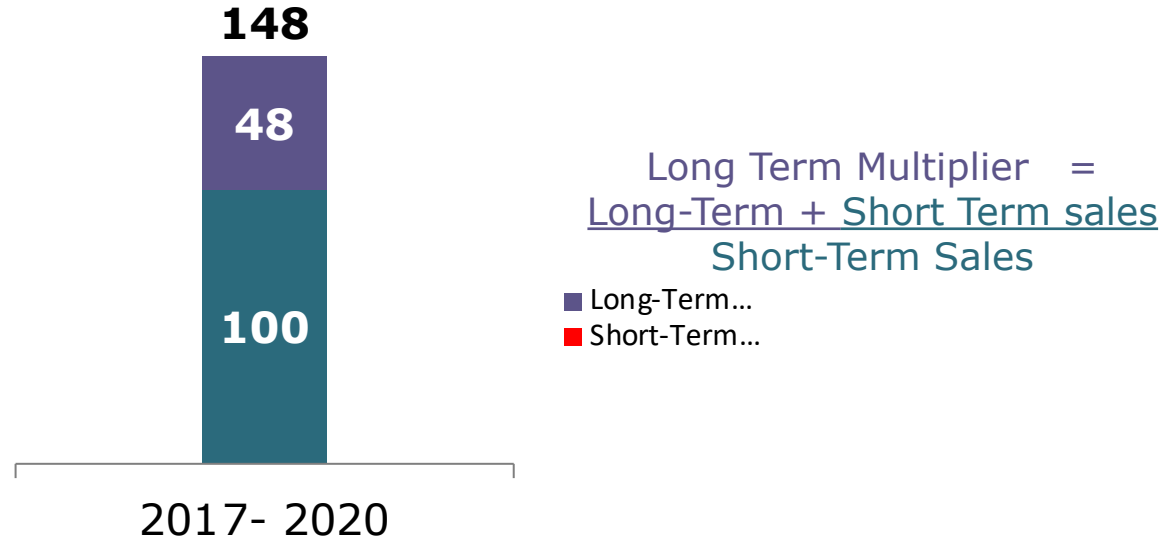
MMM objectively states media driven contribution to sales



50% more incremental sales is attributable to media through brand love



Total Media ROI is 1.48X higher than reported by MMM when long-term drivers are added



Where are we?

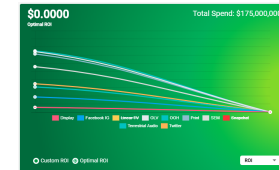
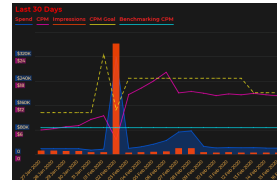
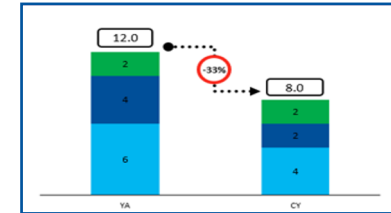
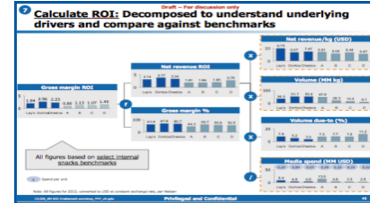
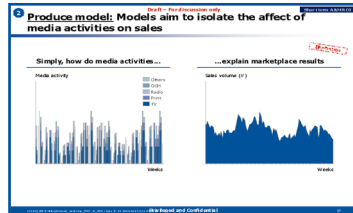
- Completed POC
- 23 \$1 Billion brands
- Global rollout



PEPSICO

What are we doing different?

- Linked brand building with performance metric
- Media optimization
- Performance Management
- Data backed decisions



PEPSICO



**Being liked is easy,
Being loved is another thing altogether.**

**Marketers can now focus on developing
meaningful relationships with fans built
around equity**

The ROI of Brand Love



Pawanesh Malla
ROI Engine & Advanced Analytics,
Frito-Lay Lead
PepsiCo



Kevin Moeller
Head, Media Analytics & Insight,
NA Beverages
PepsiCo