

#NANOINFLUENCE: 4€ ROI WITH ZERO FOLLOWERS

WITH IRI INTERNATIONAL

Thursday, April 22nd 2021



TERRITORY__INFLUENCE



IRi
Growth delivered.

OUR WEBINAR SPEAKERS



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— 2021 INFLUENCER LANDSCAPE

— RESEARCH METHODOLOGY OF IRI

**— RESULTS OVERVIEW & CASE STUDIES:
NESTLÉ, HENKEL, STARBUCKS...**

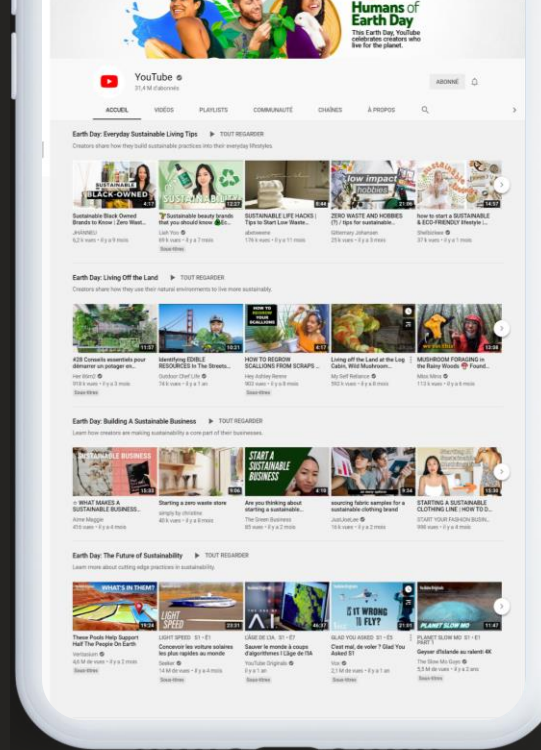
— KEY TAKEAWAYS & LIVE Q&A



**— THE #INFLUENCER
LANDSCAPE IN 2021
FOR MARKETERS**

INFLUENCER MARKETING IS GROWING

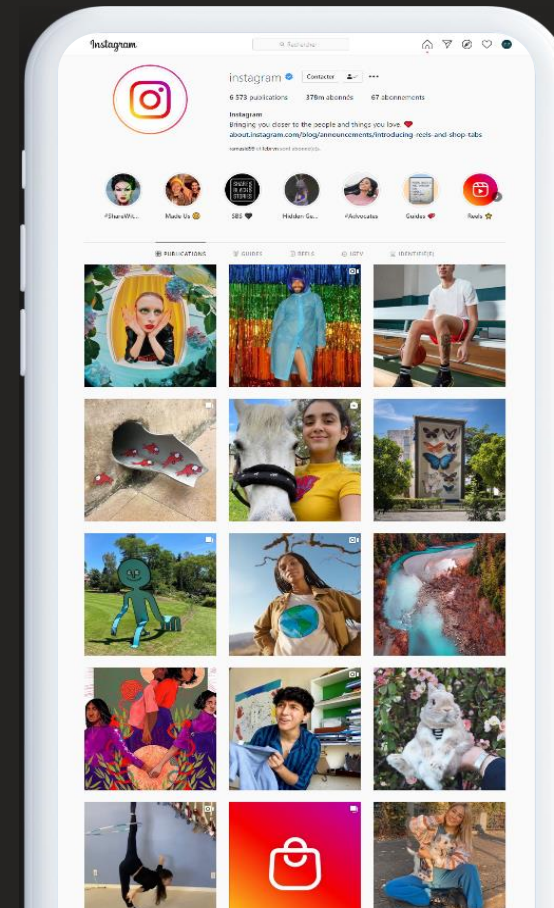
- 62% of Marketers intend to increase their influencer marketing budget in 2021
- ... and 40% plan to spend at least 20% of their total budget on influencer marketing.
- \$13.8 billions of investments expected in 2021.
- +12% of influencer marketing campaigns end of 2020.
- 57% of Instagramers have less than 15,000 followers in 2020: Boom of Nano & Micro influencer profiles.



56% of Marketers

work with the same influencers

across campaigns #Partnerships



DESPITE THE WORLDWIDE CRISIS

Because influencers:

- Entertain their audiences with fun & informative content
- Adjust quickly to new situations to remain relevant
- Are available and active during (full) lockdowns
- Are sensitive to their online community needs
- ...and want to help out their closed ones!



#RavensburgerMoment

HOWEVER, SOME INFLUENCER MARKETING CHALLENGES REMAIN

- Definition of Influencers
- Digital Fraud & Fake Followers
- Partnership Transparency
- Content Costs Regulation
- Measurement of KPI
- ROI & Sales Impact

67% of Marketers (try to)

measure Influencer Marketing ROI



TODAY, LET'S FOCUS ON THE ROI OF NANO INFLUENCERS



— Nano Influencers

Consumers who love to recommend products and services to their personal offline & online networks.

Up to 1,000 followers



— Micro Influencers

Content creators who can generate organic or paid online reach among their engaged online communities.

From 1,000 to 100K followers



— Macro Influencers

Professionals who have a powerful audience on specific or lifestyle topics and produce premium brand content.

More than 100K followers



— Star Influencers

Celebrities who can associate their image and values with a brand. Depending on how they got famous, online audiences may vary from micro to macro.

AND, ONE OF THEIR KEY POWERS: OFFLINE RECOMMENDATIONS



“Genuine consumer love is any brand's most powerful promotional asset; we were able not only to get Brut Sport Style into the hands of exactly the right audience, winning real advocacy from consumers who may otherwise have passed the product by, but through the participant's [nano influencers] conversations with their friends, family, and co-workers we were also able to build a positive reputation for the brand and the product in an organic, non-commercial way.”

Dan Campbell (Marketer at Unilever)



**— THE #RESEARCH
METHODOLOGY FOR
SALES IMPACT**

PRE / POST & TEST / CONTROL SYSTEMS TO ISOLATE CAMPAIGN IMPACT

This matching of stores allows IRI to perform statistical analysis on both sets of stores to:

- Understand & measure the **sales effectiveness** of the Nano Influencer campaign
- Determine the **sales uplift and return on investment (ROI)** for the brand



RESEARCH METHODOLOGY



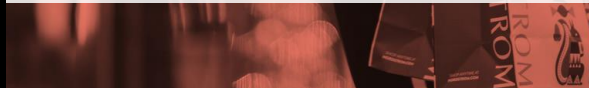
In-Store Profilers

can help you quantify the impact of nano influencer campaigns, and enable a ROI to be calculated.



A control group of stores

(in a 'dark' city / region) is statistically matched to the test group (stores within the catchment of influencers).



Both groups of store

sales are analyzed and statistically tested for significance in order to measure and isolate the net impact of the offline activity in the test stores.



National marketing, secondary siting and promotional activity are likely to **affect both panels in a similar way**, allowing the true impact of the activity to be isolated and quantified.



METHODOLOGY ANALYSIS

vs Econometric Modelling

	TEST VS CONTROL	ECONOMETRIC MODELLING
Solution	Answer a question	Tell me what to do
Scope	Simple product/brand Event Based	Full category Multiple Event Based
Outputs	Sales Impact, ROI & Lift	Multiple Scenarios & Software
Insight	Tactical	Strategic
Timing	2 weeks	8 weeks

vs Qualitative

Territory Influence qualitative work on the campaigns does a great job of measuring changes in brand awareness and perception, along with purchase intention

BUT

it can never be truly relatable to the sales impact at store and the resultant ROI.

The methodology has been reviewed and approved by clients such as P&G Global CMK team and Unilever Measurement Science Unit

___ CONDITIONS FOR NATIONAL SALES IMPACT MEASUREMENT

We need a minimum of:

- **3,000 Nano Influenceurs** for a national impact
- **70 WD** (Weighted Distribution) for featured product
- **3 listed retailers** that offer your product in their shelves
- **Product samples & coupons** to share with friends & families

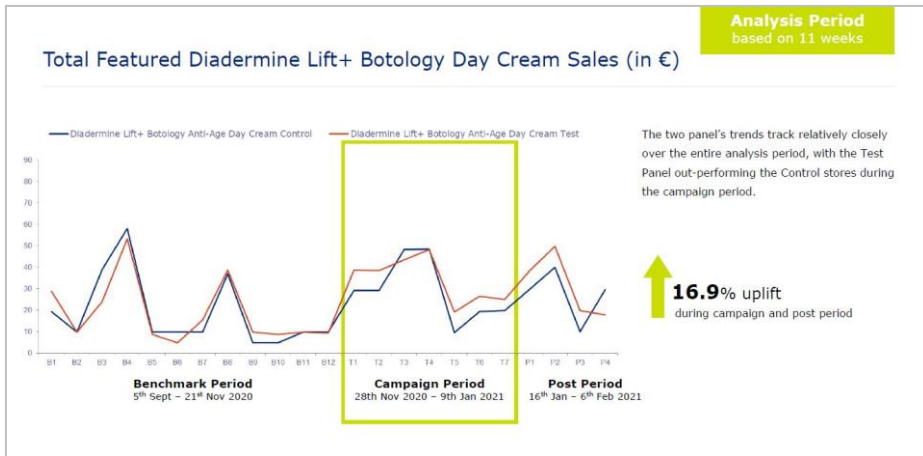
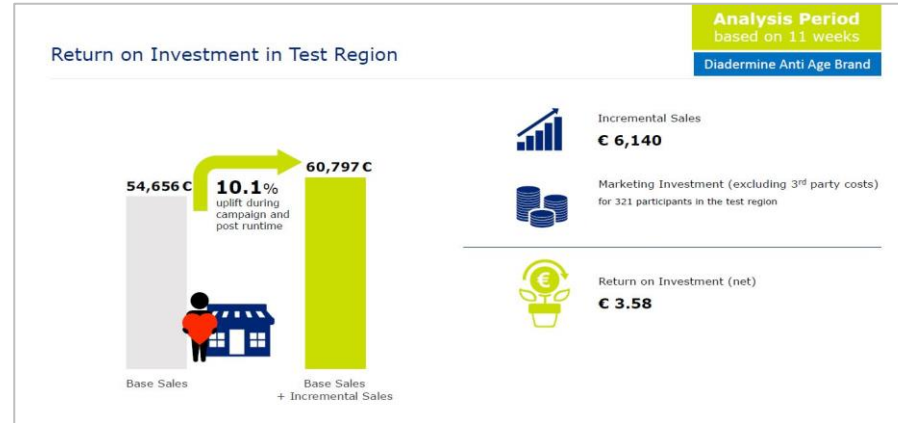
IRI covers in Europe:

- **7 countries:** France, Germany, Greece, Italy, The Netherlands, Spain, and the UK (other markets can benefit from data analysis)
- **Various types of retailers:** Hyper/Supermarkets, Discounters, Superettes, Traditional, Tobacco Stores, Independents...



TYPICAL OUTCOME

IRI measures the impact of campaigns across SKU, brand and category.





**— THE #RESULTS
OVERVIEW & FMCG
CASE STUDIES**

5-YEAR MEASUREMENT PARTNERSHIP FOR FMCG BRANDS



Over 50 Territory Influence campaigns measured by IRI since 2016:



MARS



Kellogg's



Bonne Maman



**Spectrum
Brands**



G.H. MUMM

Energizer

50+ CAMPAIGNS RESULTING IN A MEDIAN ROI OF 3.92€ FOR BRANDS

4,200

Nano Influencers
activated on average

+12%

Average National Sales for the
Featured Product, +6% at a brand level

6.3€

Average ROI for the Featured
Product, 12.9€ at a brand level



AVERAGE PERFORMANCE PER PRODUCT CATEGORY

BEAUTY & PERSONAL CARE

4,600

Nano Influencers
activated on average

+15%

National Sales
for SKU, **+7%** at
a brand level

3.3€

Average ROI
for SKU, **8.4€** at
a brand level

FOOD & BEVERAGE

3,700

Nano Influencers
activated on average

+16%

National Sales
for SKU, **+9%** at
a brand level

4€

Average ROI
for SKU, **6.3€** at
a brand level

BABY PRODUCTS

4,100

Nano Influencers
activated on average

+9%

National Sales
for SKU, **+5%**
at a brand level

5.7€

Average ROI
for SKU, **31€** at
a brand level

HOUSEHOLD & CLEANING

4,300

Nano Influencers
activated on average

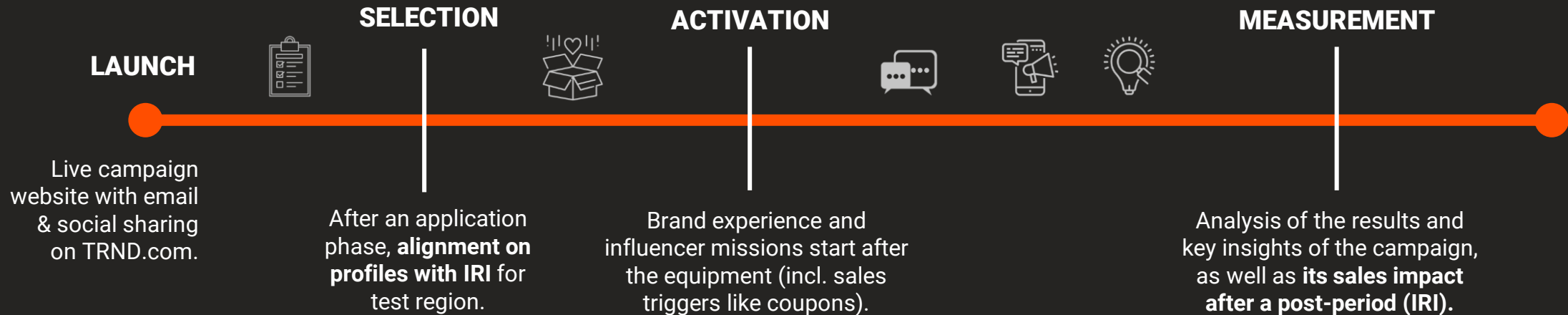
+5%

National Sales
for SKU, **+4%** at
a brand level

6.9€

Average ROI
for SKU, **11€** at
a brand level

THANKS TO A 4-STEP CAMPAIGN MANAGED BY TERRITORY INFLUENCE



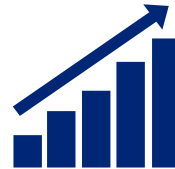
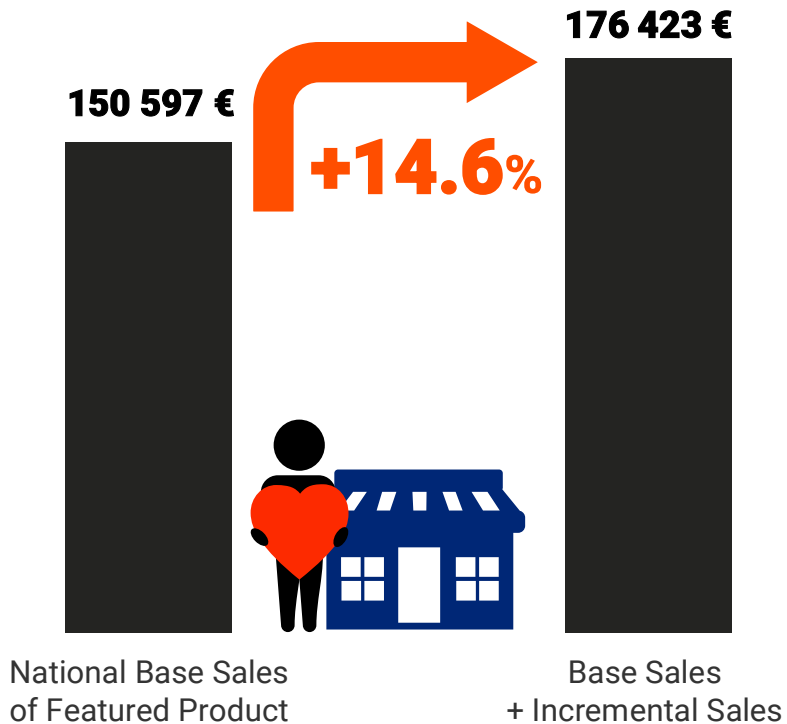
CASE STUDY: #HENKEL



- Last December, we created awareness for Diadermine Lift+ Botology Anti-Age day cream thanks to **10,000 nano influencers** in Germany.
- The campaign started with an education phase to turn participants into **product experts**. They got then to experience the daily beauty routine.
- Beyond sharing their experiences offline & online, they shared **24 product samples** to convince their friends & relatives to buy it.
- In 4 weeks, they managed to:
 - reach **1.3Mio** unique contacts in real life.
 - generate **5.5Mio** impressions on social media.
- With 91% of recommendation and 4.4/5 rating for Diadermine.

3.58€ ROI IN TEST REGION & AT NATIONAL LEVEL

The campaign had a **positive sales impact** on Diadermine with **+4.3%** sales volume for the featured product in Germany, thanks to Nano Influencers, during the 11-week analysis.



BRAND LEVEL

Incremental sales

- Regional: 6,140€
- National: 191,292€

Incremental units

- Regional: 829
- National: 25,827

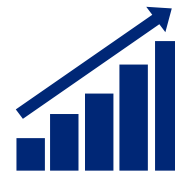
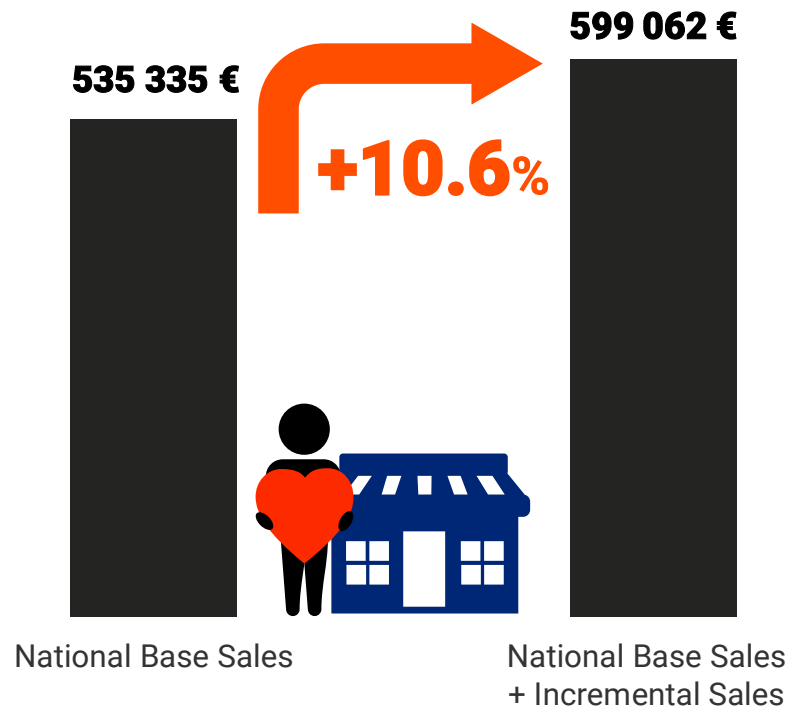
CASE STUDY: #STARBUCKS



- During Summer time, we activated **3,000 nano influencers** to introduce coffee consumers to the new Starbucks range in Spain.
- From pre-campaign to activation phase, they got educated, inspired, and supported in order to become **true ambassadors** of #DoubleShot.
- 5 product samples per SKU (with/without added sugar) and **10 coupons** were inserted into each brand box to trigger sales.
- In 6 weeks, they managed to:
 - reach **974K** unique contacts offline.
 - generate **2.4Mio** impressions on social media.
- With 98% of recommendation and 4.55/5 rating for Starbucks.

1.32€ ROI IN TEST REGION & AT NATIONAL LEVEL

The campaign had a **positive sales impact** on Starbucks with **23.35** additional Doubleshot units sold per nano influencer during the 6-week campaign in the test region.



Incremental sales

- Regional: 5,735€
- National: 63,727€



Incremental units

- Regional: 6,303
- National: 70,038

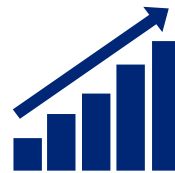
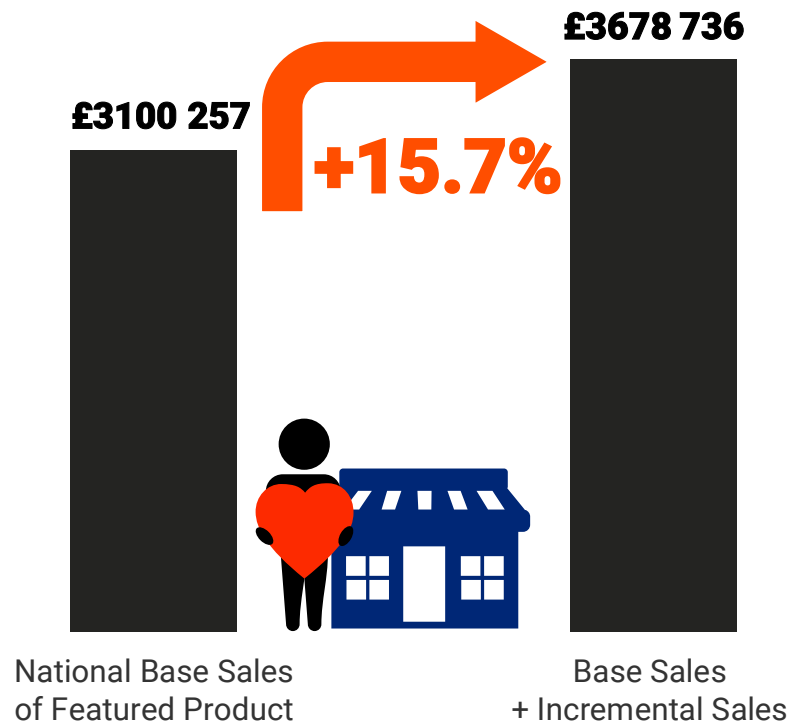
CASE STUDY: #BABYCARE



- In the UK, we formed a squad of **5,000 nano influencers** to help a baby care brand achieve its marketing goals of reach & penetration.
- We started by **breaking down the myth** that nappy pants are just for children of toddler age, and then drove product trials at home.
- Those experiences were shared and **accompanied by samples**, so their friends & families could test the product function and effect.
- In 4 weeks, they managed to:
 - reach **481K** unique contacts offline.
 - generate **603K** impressions on social media.
- With 95% of recommendation and 4.4/5 rating for the brand.

£8.63 FOR FEATURED PRODUCT, £5.74 FOR THE RANGE

The campaign had a **positive sales impact** for the baby care brand with **22.92** additional featured product sold per nano influencer during a 14-week period in the test region.



Incremental sales

- Regional: £32,858
- National: £578,479



Incremental units

- Regional: 6,508
- National: 114,582

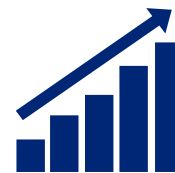
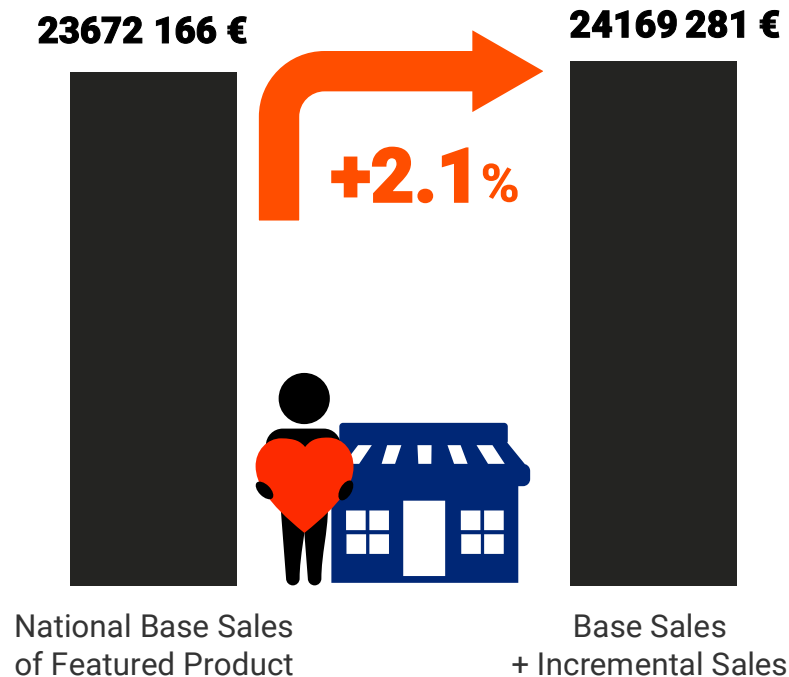
CASE STUDY: #NESTLÉ



- On the French ambassador club of Nestlé, we activated **3,000 nano influencers** to spread the word about the water benefits of HÉPAR.
- Just before the strict lockdown, they were able to meet their friends and **share in real-life** a new natural & effective solution for their transit.
- **20 product coupons** were distributed by each influencer to complete their recommendations with tastings – driving thus traffic to stores.
- In 4 weeks, they managed to:
 - reach **497K** unique contacts offline.
 - generate **895K** impressions on social media.
- With 98% of recommendation and 4.6/5 rating for HÉPAR.

4.07€ ROI IN TEST REGION, 7.6€ AT NATIONAL LEVEL

The campaign had a **positive sales impact** on HÉPAR, stealing performance of 2 competitors.
28.57 additional units were sold per nano influencer during 12 weeks in the test region.



Incremental sales

- Regional: 159,280€
- National: 497,115€



Incremental units

- Regional: 51,290
- National: 158,123

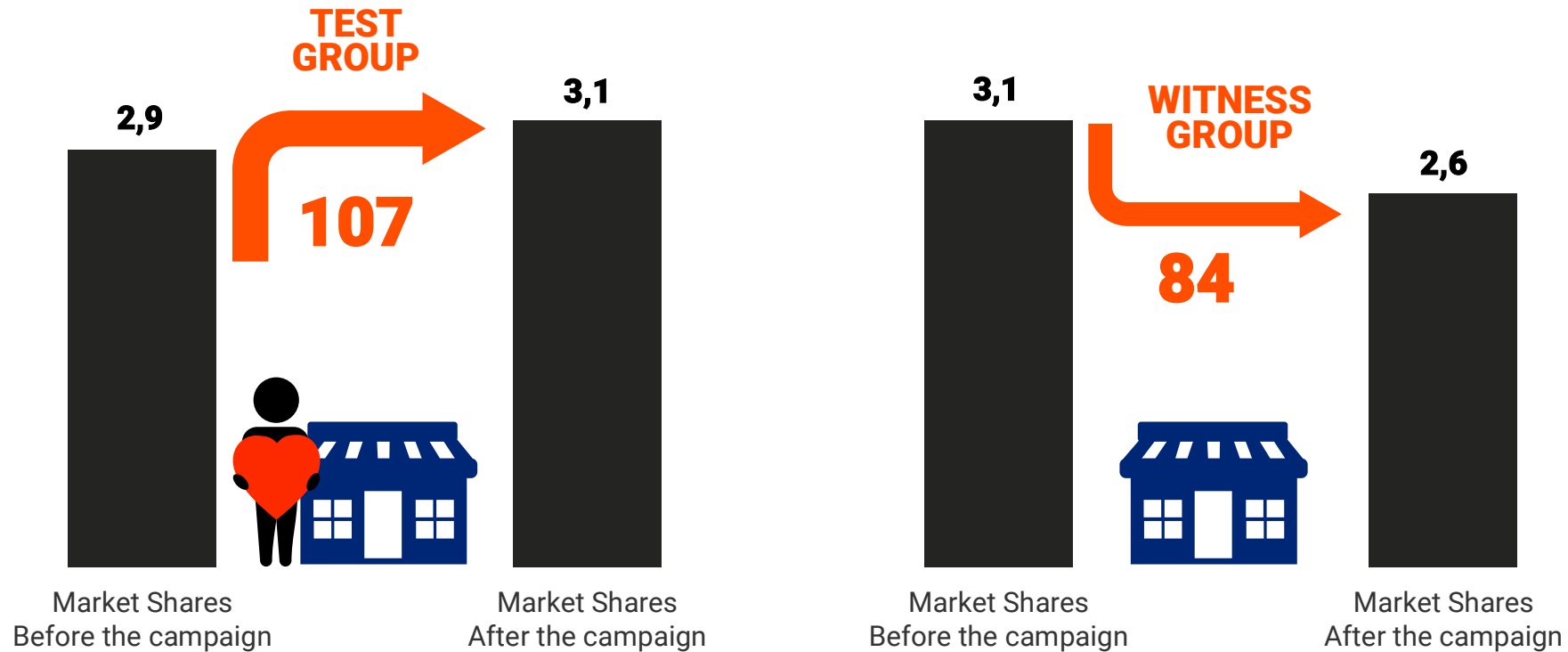
CASE STUDY: #GENERALMILLS



- For the launch of the Old El Paso Restaurante range, we made **5,000 nano influencers** travel to Mexico through home events and trials.
- We equipped them for the organization of a **Mexican party** offering their friends the discovery and tasting of a first traditional recipe.
- At the end of each evening, a new host was chosen thanks to a “travelling wheel”. Objective: discover a new recipe and **buy Old El Paso products with coupons** to continue the Mexican journey.
- In 6 weeks, they managed to:
 - reach **907K** unique contacts offline.
 - generate **758K** impressions on social media.
- With 93% of recommendation and 4.3/5 rating for Old El Paso.

2.73€ **MARKETING ROI WITH A GAIN OF MARKET SHARE**

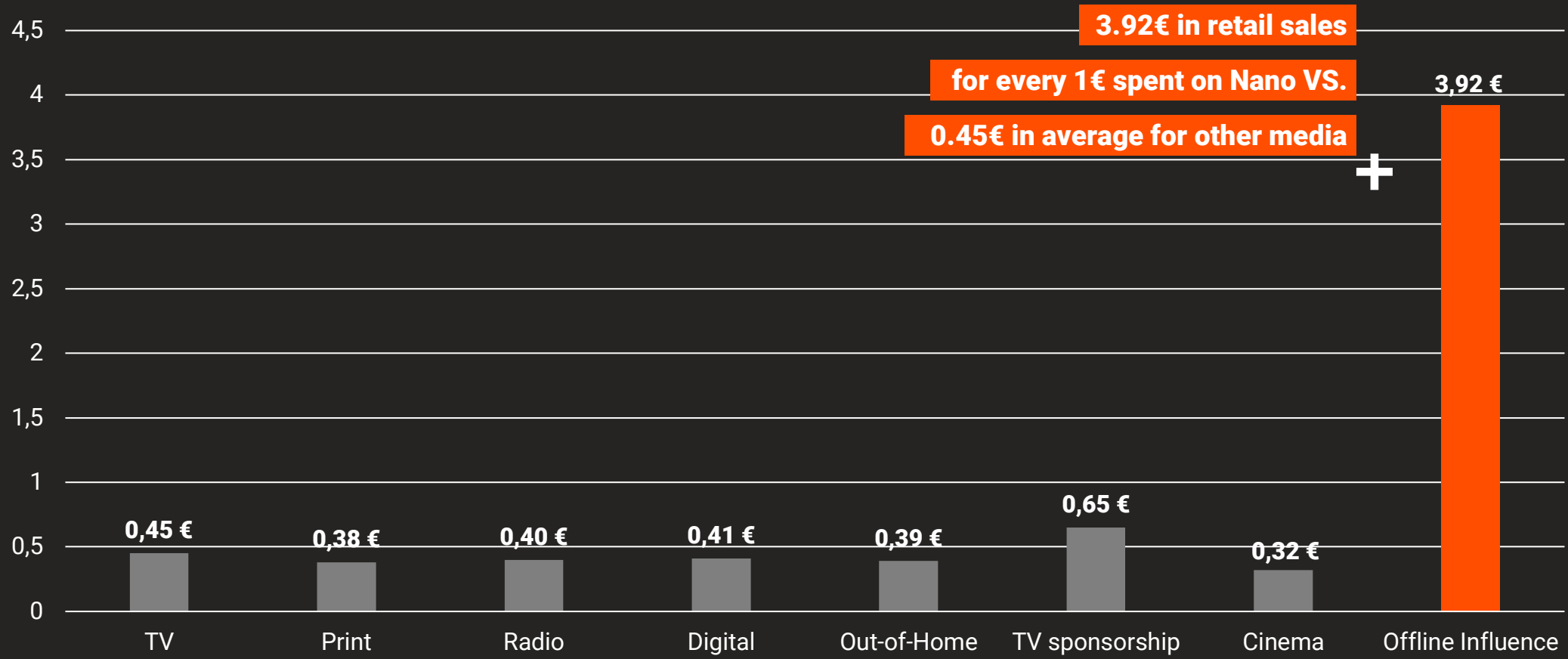
The campaign had a **positive sales impact** on Old El Paso. It boosted the range value sales with a 119 index and contributed to **27% of its volume market shares growth** (25% for the whole brand).





— THE KEY
#TAKEAWAYS FOR
YOUR STRATEGY

#1: NANO INFLUENCERS & OFFLINE RECOMMENDATIONS ARE MORE PROFITABLE



...BECAUSE PEERS TRUST EACH OTHER, SO #2: BRANDS NEED TO LET GO _____

Peer-to-peer recommendations work because they are authentic, reliable and non-intrusive, nano influencer campaigns should thus:

- Select the right profiles
- Guide but not influence participants
- Equip them with conversation & trial triggers
- Stimulate offline activity with creative missions



#3: AND, MEASURE WHAT REALLY MATTERS _____

*“ROI is one of the sexiest tools available to a marketer. If you can get it right and you can prove what your advertising spend is delivering, it **boosts the view of marketing within a business.**”*

Nikki Vadera, Henkel

Marketing Director for Laundry & Home Care

*“To me ROI is very much like table stakes, so when you’re gambling in a casino there is a certain amount of money you need to put in in order to be part of the game... **Having an overall positive ROI allows you to be part of the game, but once you’re there you should focus on things like creative effectiveness and new opportunities in untapped media channels to build a successful plan.**”*

Sorin Patilinet, Mars

Global Marketing Insights Director



IF WE HAVE TO SUMMARIZE

- **Everybody can be an influencer**, even with zero followers on social media.
- IRI managed to adapt the retail sales impact methodology with test vs. control systems for offline influencers, together with Territory Influence.
- Nano influencers and their power of offline recommendations generate an average **product sales uplift of 12%** and a median **ROI of 3.92€** for brands; which is **8.7 times more** than for the other traditional media.
- As P&G, Nestlé, Henkel, Unilever, General Mills... start measuring what matters!

— Thank You! Any Questions?

TERRITORY — **INFLUENCE**

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