

KANTAR



Richer data to deliver media effectiveness for P&G

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P&G

Brazil Hair Care



Pantene in Brazil



Summer LA
FY1516 - Brazil w/ subtitles

How to Continue Growing ?

PANTENE



The Kantar Solution: Fusion between Media Consumption and Shopping Behavior

Created for P&G

KANTAR IBOPE MEDIA

KANTAR WORLD PANEL

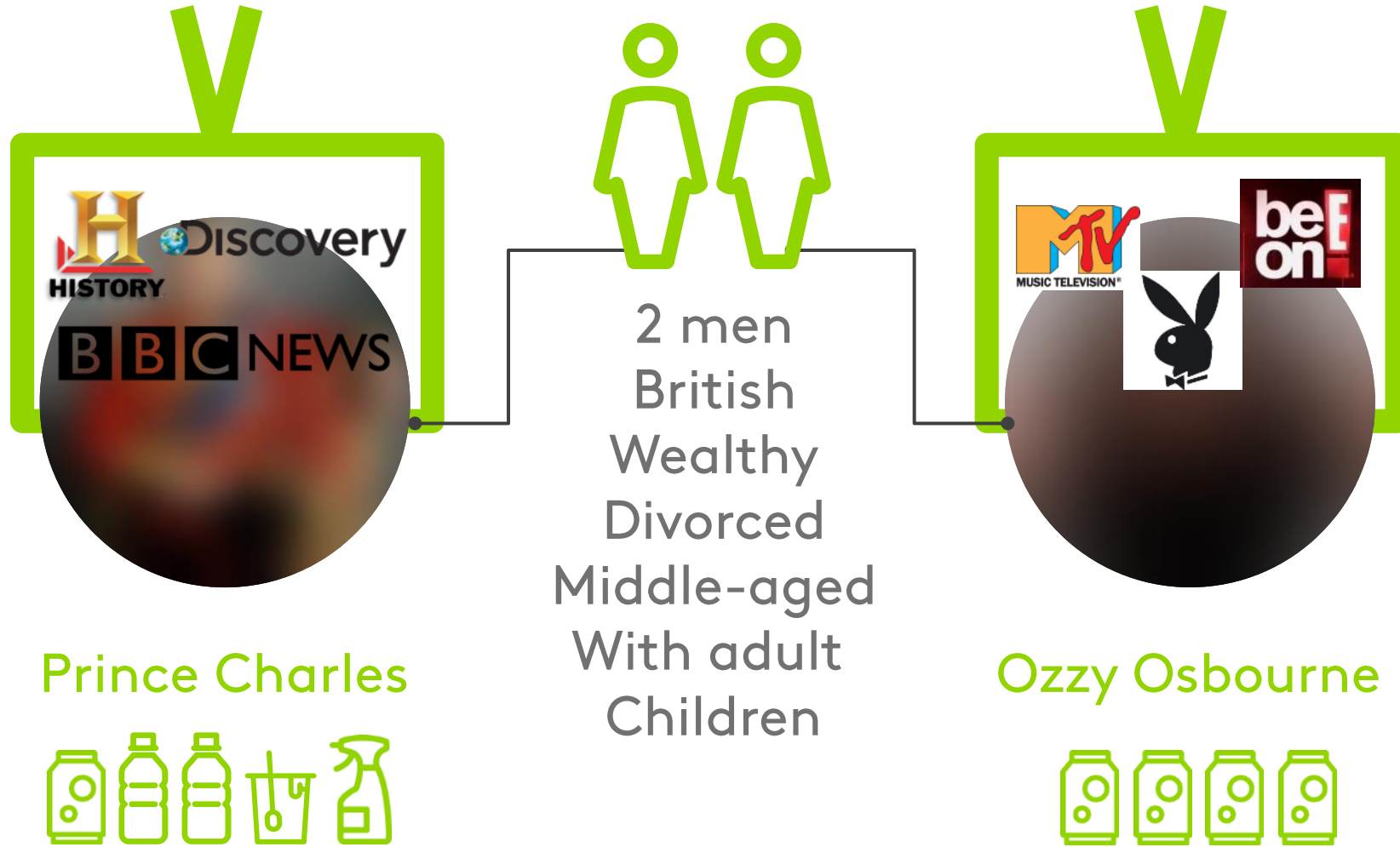


Reference in media consumption
TV trading currency
using 6,000 Peplemeters

Reference in shopping behavior
A Purchase panel
of 11,300 Households

The Benefit of this Kantar Solution: a consumer-centric vision

Media Plan based on Real Shopping Behavior



Focus on the Pantene Case

First Challenge:

Identify/Quantify the Different Targets In Presence



Hair Care category and Pantene in Brazil: short context

A negative trend on Hair Care category

▼	Units per Buyer	Frequency	Volume per Buyer
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Great results for Pantene (total brand)

▲	Penetration	Frequency	Units/Vol per Buyer
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But a loss of opportunity with “Households with housewife aged up to 29 years old”:

- Pantene underdeveloped in terms of penetration: index of 84 vs total Brand
- Pantene losing gradually the “Millennial Moms” they had: -420.000 households in 1 year.



Source : Kantar Worldpanel, Brazil, 11,300 Households, past 12 months June 2016 vs Last year

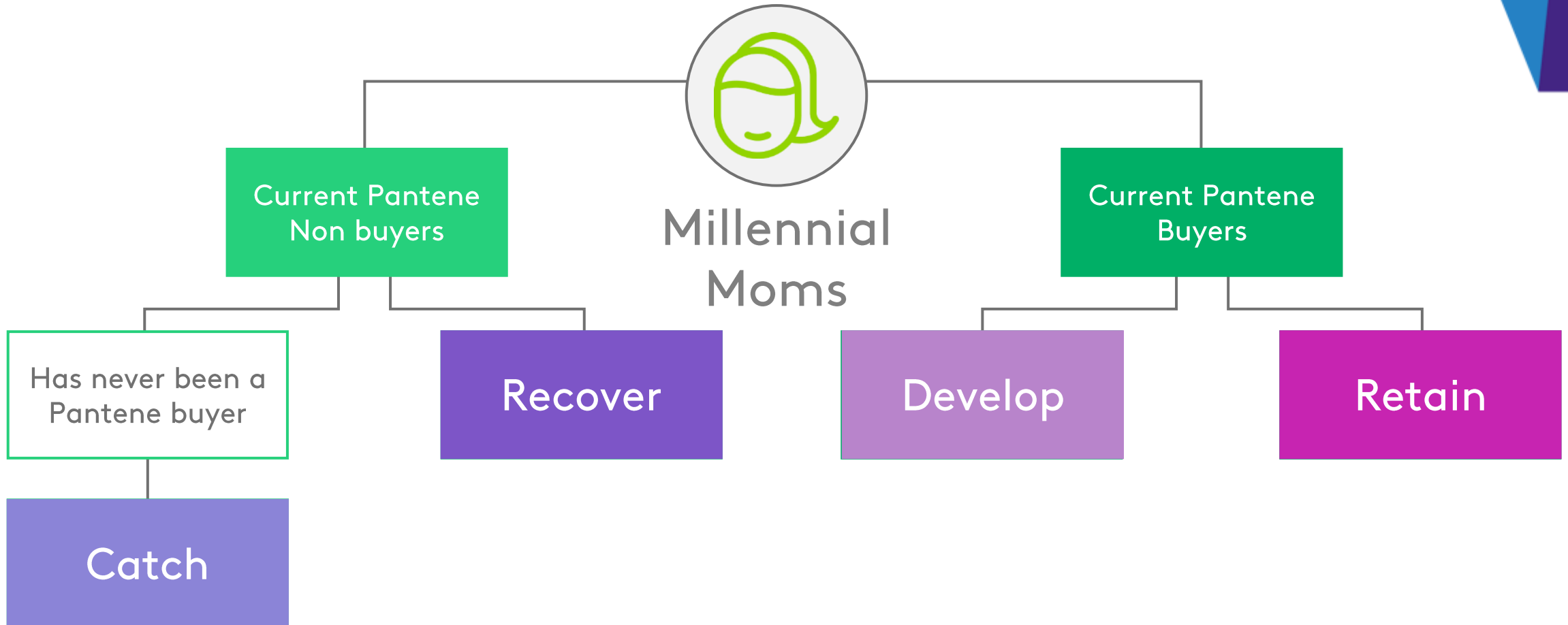
Time for action!!

Go for them,
these Millennial
Moms represent
almost 9 million
Brazilian
Households!



P&G must be focused on these 4 identified buyer groups

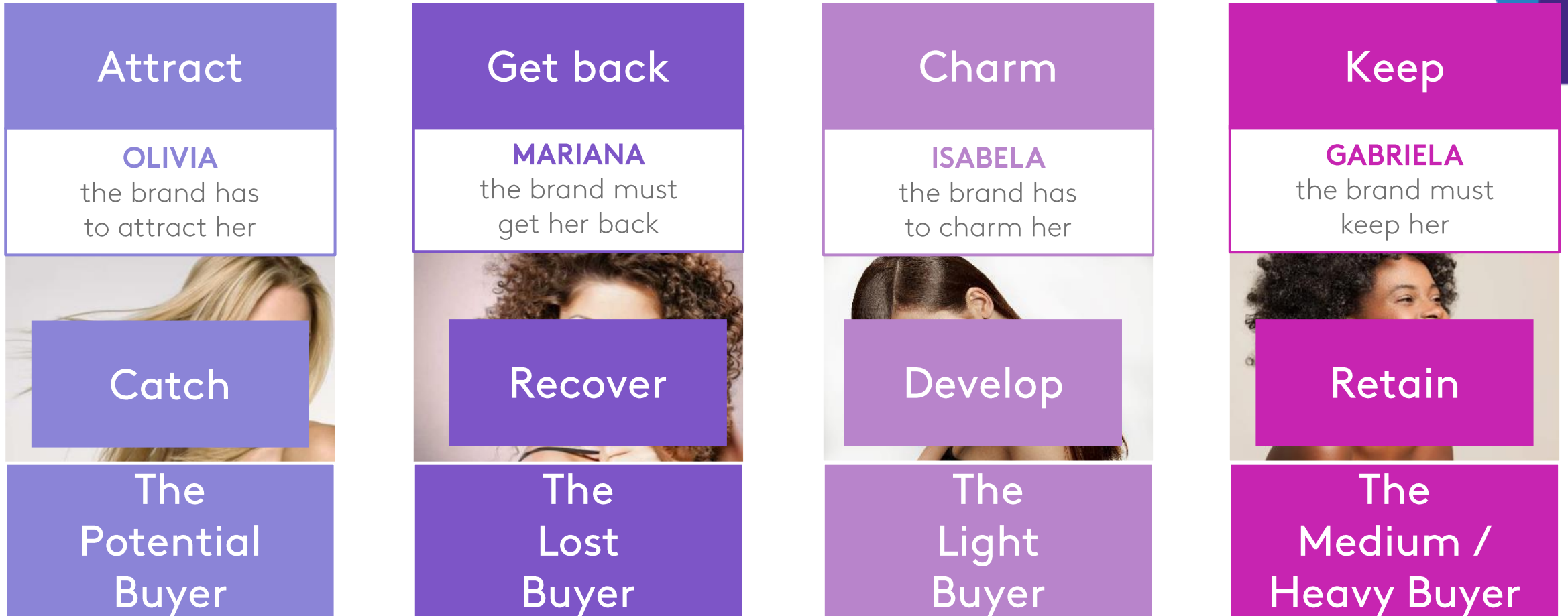
A target definition based on real purchases data.



Source : Kantar Worldpanel, Brazil, 11,300 Households, Past 12 Months June 2016 vs Last year

4 Buyer groups turned into 4 women

We can describe them in terms of Profile, Hair Care purchases and Media Behavior.



Source : Kantar Worldpanel, Brazil, 11,300 Households, Past 12 Months June 2016 vs Last year

Second Challenge
Qualify “Marianas”, The Pantene Ex-buyer, as example



Focus on Mariana => Who is she in real life?

What she was buying in the past and what she buys now in the Hair Care category



The Ex Buyer



Low social class



Less personal care spent



About her family composition:
1 CHILD, AGED UP TO 6 Y.O.



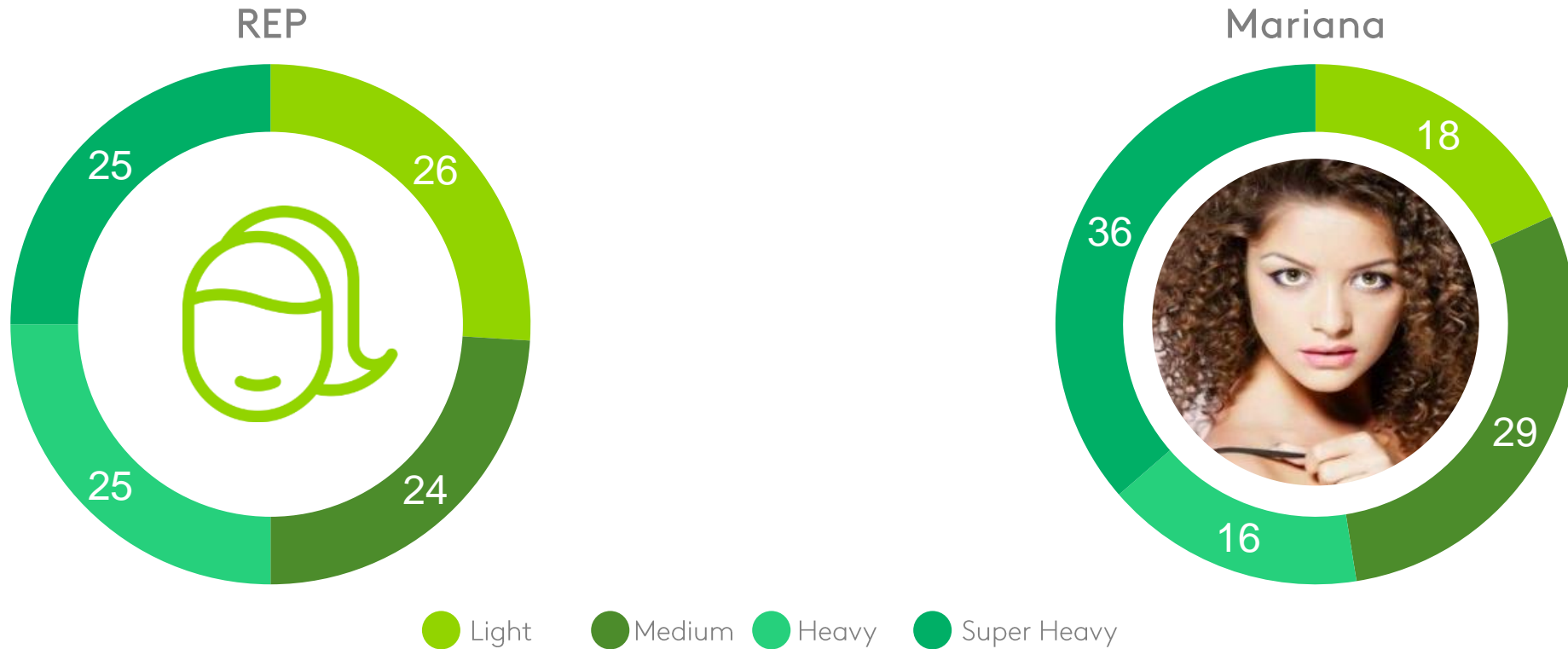
Pantene replaced with low-priced brands
But still buying upscale brands.
A problem of loyalty between Marianas and Pantene.

Source : Kantar Worldpanel, Brazil, 11,300 Households, Past 12 Months June 2016 vs Last year

We gave P&G total clarity regarding her TV consumption

At Mariana's house, the TV is on 8 hours a day. TV is almost another family member.

Households division per kind of TV user (%)



Source : Kantar Ibope Media, Brazil, 6,060 Peplemeters, June 2016

P&G could now catch Mariana on TV

At the RIGHT time, on the RIGHT channel, during the RIGHT program with different tailored strategies



Building broad reach:
Go for all the Marianas

- During the night (8pm, 10pm)
- Thanks to Novelas, News, Series, Movies
- Through these F2A TV (Open TV) channels:



Targeting
High affinity:

- During the afternoon (2pm, 4pm)
- Thanks to Cartoons, Political/Health/Musical programs
- Through these Pay TV channels:



Source : Kantar Ibope Media, Brazil, 6,060 Peoplemeters, June 2016

P&G could also catch Mariana online

At the right time, on the right website, through the right activity with different tailored strategies



Building
broad reach

- During the night (73% of Marianas connected vs 64% of the population during the week-end)

- Through

facebook

92% of Marianas,
index of 97 vs the
population

YouTube

82% of Marianas,
index of 96 vs the
population

- “Sharing information” (81% of Marianas) ,
“Looking for Information”.(72%)



Targeting
High affinity:

- Through



40% of Marianas,
index of 111 vs the
population

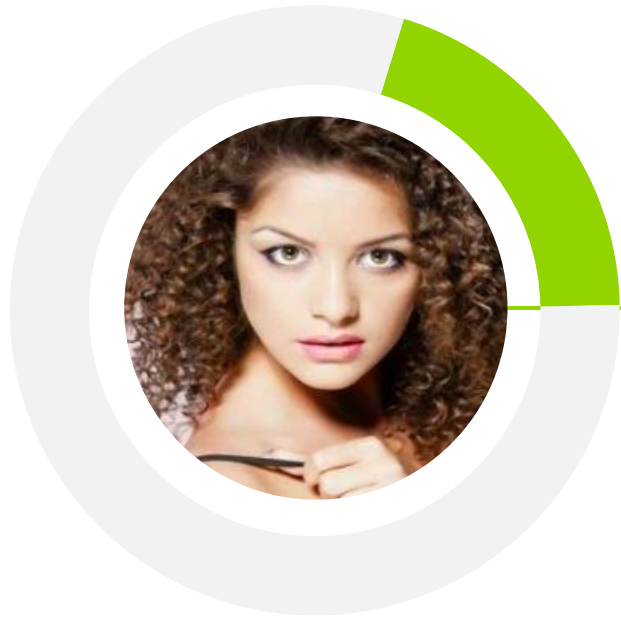


23% of Marianas,
index of 109 vs the
population

- “Searching opinions of my next purchases” (28% of Marianas) , “Searching for trends on the social networks” (46%).

Source : Kantar Worldpanel, Brazil, 11,300 Households, June 2016

Size of the prize, P&G has an opportunity of + 3 million units in a year for Pantene just converting 20% of Marianas



With a conversion rate of
20%



More penetration for PANTENE

(+1,6% more buyers for Total Pantene, 208.200 Households extra for the brand)



More sales for PANTENE

(+4,4% more revenue to Total Pantene, 3 Million extra sales in units)

Source : Kantar Worldpanel, Brazil, 11,300 Households

...And about 11 million units for Pantene in just 1 year with the 4 clusters



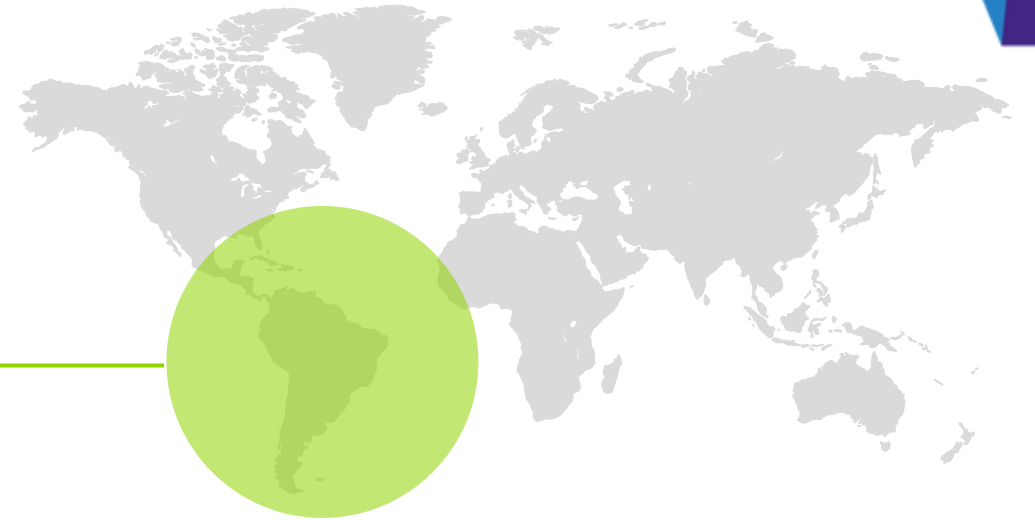
Source : Kantar Worldpanel, Brazil, 11,300 Households

The P&G Implementation



Hair Care category is just a start for P&G

We are partnering with Kantar to identify more opportunities like this across our portfolio



The first good sign for Pantene the brand is recruiting again among Millennial Moms!



7%
of the potential
already achieved



**PANTENE recruiting again
among Millennial Moms**
(145.000 Households extra for the
brand between Q3 2016 and Q1 2017)

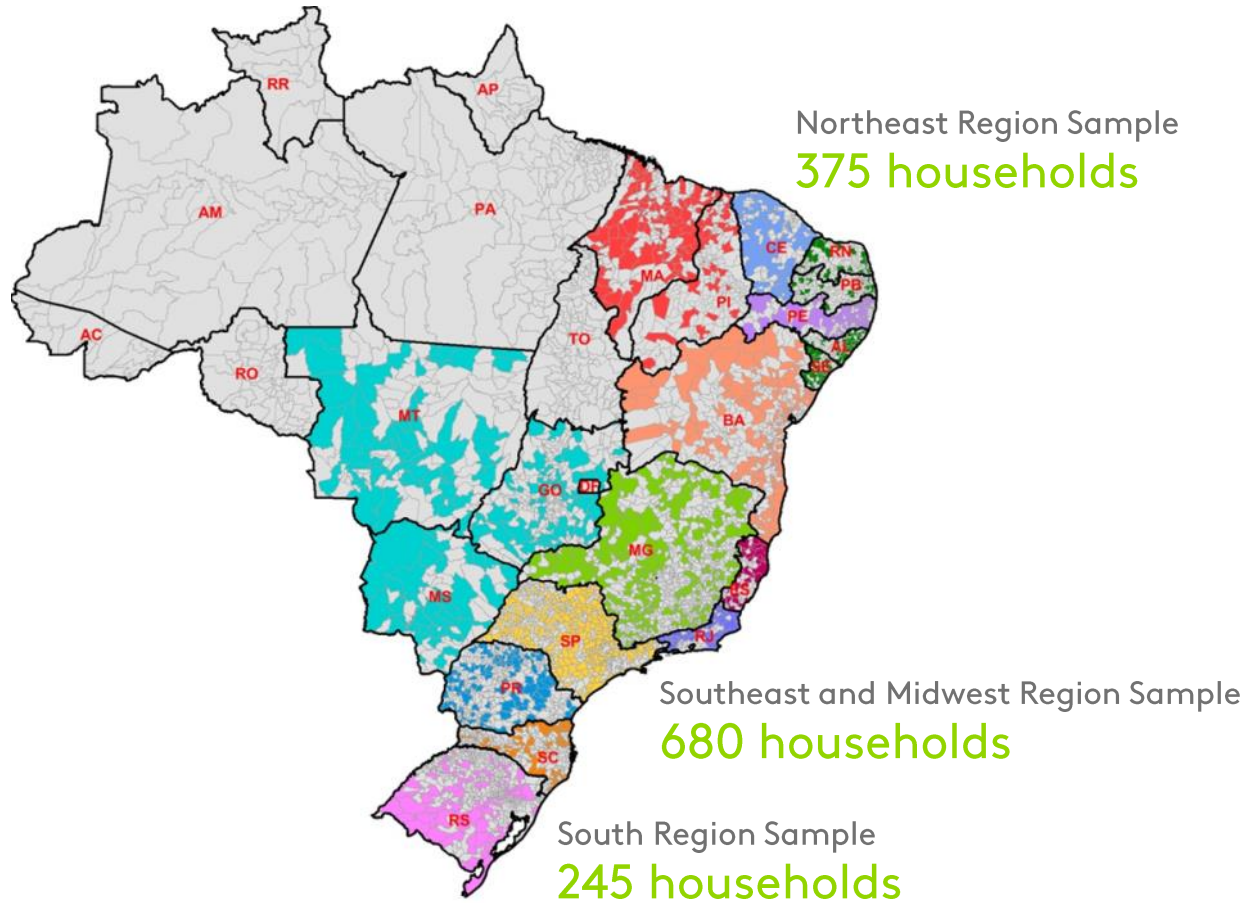


**More sales for PANTENE in this
cluster**
(an already extra 715.000 extra sales in
units in this cluster between the same
periods)

Source : Kantar Worldpanel, Brazil, 11,300 Households

Improving our fusion between Kantar Worldpanel and Kantar Ibope Media

Our Single source Panel for media in Brazil => The "Buy and Why" Panel



1,300 households with
Consumption and Audiences

Results and audience data
are being analyzed

Preliminary launch:
September, 2017

FUTURE

THE WORLD
AUDIENCES
SUMMIT 2017

THANK YOU

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