Media and Marketing Optimization

A BearingPoint Accelerator

Combining our strong industry and marketing expertise with our unique HyperCube® analytical tool, we will work with you to build a truly independent and detailed picture of your marketing and media world, with specific insights and actions that enable you to optimize the way you communicate with customers and spend your money.
Contents

Market Drivers
Our Approach
Client Benefits
References
Contact
Market Drivers

Typical complex marketing & media spend challenges resolved by our proven approach

How much should you spend on brand, versus direct response marketing?
Who are your most profitable customers, and who are the ones with the highest lifetime value?
What’s the best way to reach and convert customers in a multi-channel world?
What is the optimum media mix, channel mix and messaging sequence?
Our Approach
MediaMX 3.0 Advanced Analytics Cycle

Measurement structure with continuous monitoring and reporting back upon.

1. HYPERCUBE ANALYSIS

Ensuring strategic level is executed to an operational level

2. MEDIA MIX PLANNING

Media planning made based on strategic approach and HyperCube rules

3. MEDIA CAMPAIGN EXECUTION

4. ROI MEASUREMENT

Our Differentiators
> Proven methodology
> Unique tool
> Industry expertise

Marketing Strategy  >  Marketing Planning  >  Campaign Execution  >  Fulfilment  >  MI  >  Iterative Refinement
Our Approach
A tailored approach to address marketing spend optimization and your critical needs

Your business Needs

Understand components of successful marketing
- Which media? What message? When? To whom?
- What are key interactions of marketing & communications?

Enhance and optimize media & marketing allocation
- How to optimize multi-channel / multi-media budget breakdown?
- How to challenge the media agencies’ communication plan?

Prove the value of marketing
- How to support marketing budgets internally with facts based insights?
- How to secure & validate the marketing strategy?

Our Value Proposition

Single CRM channel performance
- e-mail

Multi-channel optimization
- e-mail  direct mail  call  event

Multi-channel & multi-media optimization
- email  direct mail  print ads  paid search  TV ads  radio ads  call  event  social media  OOH  mob  online display

Media and Marketing Optimization  |  A BearingPoint Accelerator
## Our Approach

Steps to optimized media mix to increase sales revenue

### Step 1
**X-Channel Allocation**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td></td>
</tr>
<tr>
<td>PRESS</td>
<td></td>
</tr>
<tr>
<td>Direct Mail</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>Online</td>
<td></td>
</tr>
</tbody>
</table>

### Step 2
**Channel Definition**

<table>
<thead>
<tr>
<th>Timing</th>
<th>Ad broadcast timing allocation: breakfast, early peak, pre peak, coffee, daytime, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme</td>
<td>Ad broadcast theme show allocation: news &amp; weather, sport, hobbies, film, etc.</td>
</tr>
<tr>
<td>Timing</td>
<td>Press timing publication mix: weekly, weekend, monthly, daily, etc.</td>
</tr>
<tr>
<td>Theme</td>
<td>Press theme publication mix: professional, craft, puzzle, TV, gardening, etc.</td>
</tr>
<tr>
<td>Insert/Display</td>
<td>Press insert/display mix allocation</td>
</tr>
<tr>
<td>Mail list</td>
<td>Client mail list mix: existing clients, cold, prospect, upgrader, etc.</td>
</tr>
<tr>
<td>BD/ NBD</td>
<td>Birthday / non-birthday optimum ratio</td>
</tr>
<tr>
<td>Timing</td>
<td>Ad on air timing allocation: breakfast, early peak, pre peak, coffee, daytime, etc.</td>
</tr>
<tr>
<td>Theme</td>
<td>Ad on air theme allocation: news &amp; weather, sport, hobbies, film, etc.</td>
</tr>
<tr>
<td>Affiliate</td>
<td>PPC / affiliate optimum ratio</td>
</tr>
<tr>
<td>SEM</td>
<td></td>
</tr>
</tbody>
</table>

### Step 3
**Sequence Planning**

- Build out the campaign execution
- Then insight from the analysis enables the expected response to the campaign be understood and planned for
- Iterative process including measuring results

---

*Media and Marketing Optimization* | A BearingPoint Accelerator
Our Approach
Moving from linear media channel planning & measurement to a multi party, cross channel approach

Linear Approach
- DIRECT MAIL
  - Client PLAN
  - Agency 1
  - Agency 2
- ONLINE
  - Client PLAN
  - Agency 1
  - Agency 2
- PRESS
  - Client PLAN
  - Agency 1
  - Agency 2
- TV
  - Client PLAN
  - Agency 1
  - Agency 2

Siloed channel approach
No cross channel analysis
- Relatively simple
- Established agency

Cross-Channel Approach
- ONLINE
  - Client PLAN
  - Agency 1
  - Agency 2
- DIRECT MAIL
  - Client PLAN
  - Agency 1
  - Agency 2
- PRESS
  - Client PLAN
  - Agency 1
  - Agency 2
- TV
  - Client PLAN
  - Agency 1
  - Agency 2

Optimized x-channel approach
Measure of x-channel impact
Optimization based on APE
- Complex
- Multi-agency collaboration
- Provision to test & learn

Media and Marketing Optimization | A BearingPoint Accelerator
Client Benefits

Make the best use of your marketing and media budget

With our breakthrough solution, you can spend your marketing and media budget more wisely and more effectively – cutting through the complexities and variables to pinpoint exactly where and how to best allocate your budget.

We can help you focus your market and media efforts in the most efficient and effective way – so you can attract more of the customers you want, keep them for longer and make them more loyal, and, in turn, increase the strength and success of your business.

Take the right decisions with greater confidence

From which channel to focus on to build brand awareness, to how to best increase loyalty among a particular group of customers, with our precise and actionable insights you will be able to take the right decisions with greater confidence.

Make valuable sense of the data mountain

HyperCube® is a uniquely powerful and capable tool for leveraging the huge amount of marketing and media data inside and outside your company, no matter what business you’re in. The data mountain is there, and with HyperCube® to handle it, we can help you make sense of it, so you can deliver real value to your business.

Enhance the impact and reputation of marketing with in your business

With HyperCube® providing new, unseen insights and practical actions enabling you to transform the effectiveness of your marketing and media activities, you can enhance the reputation of your team – proving the value and direct contribution of marketing to your business.
## References

<table>
<thead>
<tr>
<th>Topic</th>
<th>Client</th>
<th>Business issue explored</th>
<th>Client benefit achieved</th>
</tr>
</thead>
</table>
| Cross Channel Marketing & Media Optimization | UK Mutual Insurer               | • Optimize media spend by improving conversion rates and Marketing Return on Investment (MROI)  
• Optimize scheduling and coordination of different campaigns | • Identified 14 key business rules after consultation with the client’s media agencies and implemented them within one month  
• 60-70% improvement in direct mail campaign and 11% expected increase in annual sales across all channels |
| Customer Communication Optimization | Leading European Luxury Retailer | • Client uses multiple channels (emails, invitations to events, magazines) for maintaining relationship with existing customers, but was not sure how to increase their level of loyalty | • Identified the optimum mix of communication – both type and frequency – for different customers in order to drive up loyalty overall  
• Developed better understanding of each product offer type and advertisement position  
• Resulted in 20% reduction in the number of pages of the bi-weekly advertising paper and 5% increase in sales for advertised products |
| Brand Awareness and Media Planning Effectiveness | Global Car Manufacturer          | • In a specific local market, client struggles to measure interaction and effectiveness between different media  
• Objective was to understand how to best increase brand awareness, across different channels, with a limited budget | • Identified types and configurations of contacts that would result in 8 times higher Brand Experience Share (BES). Demonstrated how BES can be maintained under budget constraints by focusing on specific advertisement channels  
• Pinpointed a specific focus on indirect media, notably word of mouth, recommended an action plan and budget reallocation to make the most of this medium |
# References

<table>
<thead>
<tr>
<th>Topic</th>
<th>Client</th>
<th>Business issue explored</th>
<th>Client benefit achieved</th>
</tr>
</thead>
</table>
| Maximizing Earned Media Engagement with Paid & Owned contacts | Leading Worldwide Beverages Company | • Increase share of voice, while not increasing marketing budget  
• Objective was to know which combination of paid contacts and owned contacts should be adopted to double the impact of earned contact within 3 years | • Identified specific drivers per brand size (small brands, medium sized brands and market leaders) to support earned brand experience  
• Launched action plans to increase the impact of earned brand experience |
| Campaign Response Optimization                   | Major European Bank                  | • Client wanted to entice 50k of its 1.5 million customers to join online banking to reduce costs  
• Analyze results of a pilot campaign to optimize efficiency of future recruitment campaigns | • Identified customer configurations that would result in doubling the subscription rate  
• Potential savings of €2.1m through reduction in the number of phone calls required to reach the targets |
| Communication Efficiency Improvement             | Global Retailer                      | • Client sends more than 30 million e-mails and 5 million brochures a year, yet fails to measure their impact on loyalty  
• Identify customer behaviours that lead to increased purchase, as well as the relational mix that improves customer loyalty | • Identified the relational mix that has highest impact on customer loyalty  
• Customers contacted through the ideal relational mix were 8 times more loyal |
| Customer Segmentation                            | Major European Bank                  | • Identify future potential affluent attributes within customer base, for the purpose of marketing and servicing segmentation | • Rules identified customer attributes resulting in 2.6 times more affluent customers than average  
• Significantly improved targeting efficiency by identifying large segments that are not potential affluent customers, reducing cost of marketing and servicing |
Contact

Andreas Rindler  
Partner  
BearingPoint UK  
andreas.rindler@bearingpoint.com

Nicolas Levillain  
Director  
BearingPoint France  
nicolas.levillain@bearingpoint.com

About BearingPoint

BearingPoint consultants understand that the world of business changes constantly and that the resulting complexities demand intelligent and adaptive solutions. Our clients, whether in commercial or financial industries or in government, experience real results when they work with us. We combine industry, operational and technology skills with relevant proprietary and other assets in order to tailor solutions for each client’s individual challenges. This adaptive approach is at the heart of our culture and has led to long-standing relationships with many of the world’s leading companies and organizations. Our global consulting network of 9,700 people serves clients in more than 70 countries and engages with them for measurable results and long-lasting success.

For more information, please visit: www.bearingpoint.com

© 2015 BearingPoint. All rights reserved