



Unilever's Dove Nutrium® Bar: Same Budget, Better Results.

In the case of Dove Nutrium®, allocating a higher percentage of advertising dollars to online advertising significantly increases brand awareness, purchase intent, and overall effectiveness of a multi-channel campaign.

XMOS Case Study Unilever's Dove Nutrium® Bar

The Cross Media Optimization Study (XMOS)

The XMOS study answers the question "What is the optimal media mix to achieve marketing goals?" Marketers and advertising agencies can now begin to understand which advertising vehicles, at what frequency, optimally support campaign objectives. Using a research methodology endorsed by the Advertising Research Foundation and recognized by ESOMAR (European Society for Opinion and Marketing Research), the XMOS study measures online advertising alongside offline advertising to determine the optimal mix and weight of each medium.

The Campaign

Unilever used television, print, and interactive advertising components to introduce the Dove Nutrium Bar. The objective of the campaign: increase key brand metrics, including brand awareness, image, and purchase intent. The target: adult females in the U.S.

The Challenge

Unilever wanted to get better results by changing the spending levels in each medium. The key challenge was to find the optimal media mix.

How They Did It

Researchers Rex Briggs of Marketing Evolution and Charles Newman of Unilever gathered key metrics among nearly 13,000 women over a six-week period, and linked branding levels back to exposure in each medium. Then, Dove Nutrium advertising ran for seven weeks – starting with print in week one, adding online in week two, and adding TV commercials in week three.

Each medium's performance was measured by ratings information the agencies used to purchase the media. Actual cost of the media was an integral part of the analysis and was used to calculate the cost of increasing each branding metric.

What They Found

Interactive contributed significantly to brand impact. By increasing the online spend within the same total ad budget from 2% to 15%, Unilever would produce:

- An 8% increase in overall branding metrics.
- A 14% increase in purchase intent.



"Dove is dedicated to developing marketing plans built on consumer insights," said Peter Waxman, Director of Dove Masterbrand at Unilever Home & Personal Care — North America. "We commend MSN for spearheading this research, and we will further explore the benefits of cross-channel marketing."

