P&G’s ‘Thank You Mom’ Olympic ad campaign was absolutely “brilliant”, but was it effective?

Summary by Jared Schrieber,
Co-founder & CEO of InfoScout

September 28th, 2012
Agenda

- InfoScout Overview
  Short history of a brand new start up poised to change market research

- The Campaign
  Quick facts regarding P&G’s ‘Thank You Mom’ advertising campaign

- The Controversy
  Many marketers (including those at P&G) question whether or not the campaign is associated with P&G brands, let alone had a sales impact

- The Hypothesis
  Overall association of specific P&G brands with the campaign is low, it is likely higher among those who purchase the P&G brands

- The Methodology
  InfoScout’s panel, data collection methodology & survey details

- The Results
  Select results at the company, category and brand levels of detail
The Problem: Capturing proof-of-purchase by household at the item-level across all grocery retailers

In Nielsen’s own words:
“The success of our business depends on our ability to recruit sample participants to participate in our research samples.”

Source: Nielsen’s 2010 Annual Report

Why is it hard to recruit panelists?
- High Friction – 10-minutes+
- Low Reward – $0.20 per trip

See for yourself: shopandscan.com under videos

What are the implications?
- Low Participation
  - Just 50k U.S. panelists YoY
  - Lacks statistical significance
  - “Normal people don’t do this.”
- Poor Data Quality
  - 50% of trips go unreported
  - 20% of items left out
  - 50% of prices incorrect

Source: Stanford study: ‘Not-so-classical measurement errors: a validation study of Homescan’ – by Dr. Liran Einav
Our Solutions: Fun mobile apps that reward users for snapping pictures of their grocery receipts

**Receipt Hog (beta)**
“Scan Receipts. Earn Rewards.”

- Pays users for receipts
- Launched May 17th (iOS only)
- Appeals to singles, young adults & couponers / penny-pinchers

**Shoparoo**
“Fundraising in a Snap!”

- Helps schools raise money
- Launched August 16th
- Appeals to families, mature adults & those not likely to do panels
Early Traction: Growing 35% WoW

- Growing organically via strong search rank in iTunes App Store
- Android & Referral Invites soon
- Viral forces drive 80% of user growth with avg user inviting ~4 friends
- Facebook Connect coming soon

Receipt Hog (iOS Beta)
“Scan Receipts. Earn Rewards.”

Shoparoo
“Fundraising in a Snap!”
The Campaign: ‘Thank You Mom’

P&G Corporate Newsroom

Procter & Gamble Launches Global Thank You Mom Campaign

Tuesday, April 17, 2012 11:56 am EDT

Today marks a very exciting milestone for P&G and our brands. To commemorate the 100-day countdown to the London 2012 Olympic Games, we are launching our global P&G Thank You Mom campaign. It is the biggest campaign in P&G's nearly 175-year history and will run from now through the end of the Olympic Games.

AdAge

Published: August 09, 2012

P&G’s largest campaign ever!
Expected to generate $500 million in sales.

“Procter & Gamble is looking to generate $500 million in sales off its massive marketing push centered on Olympic athletes and their moms, and while it won't know if it's hit the mark until the fall, Global Brand Building Officer Marc Pritchard thinks they're on track.”
The Controversy

P&G was #1 in TV & Video

“August 14, 2012—Ace Metrix®, the new standard in analytics for television and video advertisers, today announced the effectiveness of Olympic advertisers. ... Procter & Gamble dominates the most effective ads list with 3 of the top 10 spots.”

But....

“I don’t see how the campaign is going to deliver much in the way of a financial return for P&G.”

Dr. Calkins, Marketing Professor at Kellogg

“'Thank you Mom' is a very touching campaign and I saw tears in women's eyes after watching it. But, unfortunately, nearly none of them could name neither P&G nor any of its brands.”

Liliya Badayeva ‘s post on Marketing Week

P&G was #1 in Social

<table>
<thead>
<tr>
<th>Brand</th>
<th>Impact index*</th>
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<tbody>
<tr>
<td>P&amp;G</td>
<td>.0204</td>
</tr>
<tr>
<td>Samsung</td>
<td>.0121</td>
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<tr>
<td>Coca Cola</td>
<td>.0016</td>
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</tbody>
</table>

Impact Index = \[ \frac{CP_m - CN_m}{CT_m} + \text{Fractional SoV} \]

“…I have found P&G’s Olympic campaign bewildering. Hugely emotive and beautifully executed, but undone by the very lack of brand association...”

Emerson Roberts
The Hypothesis

- While overall association of the ‘Thank You Mom’ ad campaign with P&G and its brands is likely to be low, we expect to measure much higher association between a P&G brand and the ad when the respondent is known to have recently purchased the brand.

- Future studies will allow us to directly measure changes in panelist purchasing patterns based upon exposure to such a major campaign. (Our panel is simply too new to prove this now.)
The Survey: Which brand(s) sponsored the ‘Thank You Mom’ Olympic advertising campaign?

Shoparoo’s Thank You Mom Survey - Quickly earn 200 Roo Points for your school (that's 10-20 receipts!)

Which brand(s) sponsored the 'Thank You Mom' Olympic advertising campaign?

The purpose of this quick, one-page survey is to understand which brands you associate with the 'Thank You Mom' advertising campaign that recently ran during the London Summer Olympic Games.

Your answers will NOT influence your reward - so please answer based on your honest impressions, without looking up the answers.

If you do not recall the 'Thank You Mom' advertising campaign, simply answer each of the questions accordingly with 'I have no idea.'

* 1. Do you recall seeing a 'Thank You Mom' advertisement in the last 60-days?
   - No, I do not recall
   - Yes, I do recall

* 2. Laundry Care brands (Select all that apply.)
   - Surf  ☐
   - Era  ☐
   - Snuggle  ☐
   - I have no idea  ☐
   - Arm & Hammer  ☐
   - Wick  ☐
   - Gain  ☐
   - Clorox  ☐
   - Shout  ☐
   - ALL  ☐
   - Tide  ☐
   - Downy  ☐
   - Purex  ☐

* 3. Paper Products brands (Select all that apply.)
   - Quilted Northern  ☐
   - Puffs  ☐
   - Kleenex  ☐
   - Viva  ☐
   - Angel Soft  ☐
   - Bounty  ☐
   - Charmin  ☐
   - I have no idea  ☐
   - Scott  ☐
   - Cottonelle  ☐
   - Brawny  ☐

* 4. Soap & Cleaning brands (Select all that apply.)
   - Clorox  ☐
   - Lysol  ☐
   - Dove  ☐
   - Palmolive  ☐
   - I have no idea  ☐
   - Softsoap  ☐
   - Zest  ☐
   - Dawn  ☐
   - Softsoap  ☐
   - Ivory  ☐

* 5. Oral Care brands (Select all that apply.)
   - Sensodyne  ☐
   - I have no idea  ☐
   - Arm & Hammer  ☐
   - Aquafresh  ☐
   - Crest  ☐
   - Oral-B  ☐
   - Crest  ☐
   - Johnson & Johnson  ☐
   - Colgate  ☐
   - Listerine  ☐
   - Scope  ☐

* 6. Deodorant & Anti-perspirant brands (Select all that apply.)
   - Secret  ☐
   - Old Spice  ☐
   - Gillette  ☐
   - Degree  ☐
   - Speed Stick  ☐
   - Sure  ☐
   - Soft & Dry  ☐
   - I have no idea  ☐
   - Dove  ☐
   - Axe  ☐
   - Clinique  ☐

* 7. Hair Care brands (Select all that apply.)
   - Pantene  ☐
   - Aussie  ☐
   - I have no idea  ☐
   - Revlon  ☐
   - Suave  ☐
   - L’Oreal  ☐
   - Dove  ☐
   - Clairol  ☐
   - Dial  ☐
   - Garnier  ☐
   - Head & Shoulders  ☐

* 8. Which of these companies sponsored the 'Thank You Mom' campaign? (Select all that apply.)
   - Visa  ☐
   - Unilever  ☐
   - Johnson & Johnson  ☐
   - Procter & Gamble  ☐
   - Kimberly-Clark  ☐
   - Nestle  ☐
   - Coca-Cola  ☐
   - McDonald’s  ☐
   - L’Oreal  ☐
   - Colgate-Palmolive  ☐
   - I have no idea  ☐

Survey was sent to 2400 InfoScout panelists on Sept 11th, 2012 via email with unique URLs. Response options were fully randomized & each question required at least one selection.
Respondent Demographics

N = 1005 active users of InfoScout’s Shoparoo and Receipt Hog apps

- **Gender**
  - Male
  - Female

- **Age**
  - Distribution:
    - 18-24
    - 25-34
    - 35-44
    - 45-54
    - 55-64
    - 65+

- **Income**
  - Distribution:
    - $0-50k
    - $50k-100k
    - $100k-150k
    - $150k-200k
    - $200k+

- **High Net Worth**
  - 14%

- **Location**
  - Map of the United States with color-coded states:
    - >5%
    - 4-5%
    - 3-4%
    - 2-3%
    - 1-2%
    - 0.5-1%
    - 0-0.5%

- **Education**
  - Distribution:
    - High School
    - Attended College
    - College
    - Grad School
    - Technical

- **Has Children at Home**
  - Yes 41.8%
  - No 58.2%
Quick Poll

- What percentage of respondents recall both seeing a ‘Thank You Mom’ ad and associate it exclusively with P&G? 18%

- What percentage of moms with kids at home recall both seeing a ‘Thank You Mom’ ad associate it exclusively with P&G? 32%

- Do these results differ for people who buy P&G products or not? NO!
Sample Results by Category & Brand

Which brand(s) sponsored the ‘Thank You Mom’ Olympic advertising campaign?
N = 402 panelists who stated, “Yes, I do recall.” the ‘Thank You Mom’ Olympic advertising campaign.

**Paper Products brands (Select all that apply.)**

- **Facial Tissue brand results:**
  - 27% I have no idea
  - 24% Kleenex
  - 17% Puffs
  - 41% Neither selected

**Soap & Cleaning brands (Select all that apply.)**

- **Soap brand results:**
  - 26% I have no idea
  - 29% Dawn
  - 33% Dove
  - 17% Dial

- = 371 who recall campaign & didn't buy Puffs
- = 31 panelists who stated they recall the campaign & purchased Puffs in the last 60-days
- = 352 who recall campaign & didn't buy Dawn
- = 47 panelists who stated they recall the campaign & purchased Dawn in the last 60-days
Sample Results by Category & Brand

Which brand(s) sponsored the ‘Thank You Mom’ Olympic advertising campaign?
N = 402 panelists who stated, “Yes, I do recall.” the ‘Thank You Mom’ Olympic advertising campaign.

People who bought Dawn or Puffs in the last 60-days were twice as likely as others to associate those brands with the campaign.
What if we account for market share?

Puffs versus Kleenex

- Ad Association: Kleenex wins 1.4 to 1
- Market Share: Kleenex wins 1.8 to 1
- Purchase Intent Share: Kleenex wins 4.3 to 1

Ivory versus Dove

- Ad Association: Dove wins 2.2 to 1
- Market Share: Dove wins 9 to 1
- Purchase Intent Share: Dove wins 3.1 to 1
Conclusions

- P&G did NOT do an effective job of associating its product brands with the Thank You Mom campaign
  People who remembered the Thank You Mom campaign and bought Puffs were no more likely to associate Puffs with the ad than other response options

- People who buy P&G brands are ~2X as likely as others to associate those brands with Thank You Mom
  Causality vs. simple correlation cannot be determined from this study

- Measuring ‘ad effectiveness’ without accounting for existing market share, mind share or sales impact seems to be completely ineffective
Questions?

Thank you!

Jared Schrieber
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+1-408-676-6476
High-Level Results

The purpose of this quick, one-page survey is to understand which brands you associate with the 'Thank You Mom' advertising campaign that recently ran during the London Summer Olympic Games.

### Do you recall seeing a 'Thank You Mom' advertisement in the last 60-days?

<table>
<thead>
<tr>
<th></th>
<th>60%</th>
<th>40%</th>
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<tbody>
<tr>
<td>No, I do not recall</td>
<td>603</td>
<td>402</td>
</tr>
<tr>
<td>Yes, I do recall</td>
<td></td>
<td></td>
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</tbody>
</table>

### Among mothers with kids at home:

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<th></th>
<th>52%</th>
<th>48%</th>
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<tbody>
<tr>
<td>No, I do not recall</td>
<td>81</td>
<td>75</td>
</tr>
<tr>
<td>Yes, I do recall</td>
<td></td>
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</tbody>
</table>

### Mothers w/ kids who did recall the ad.

<table>
<thead>
<tr>
<th></th>
<th>13%</th>
<th>80%</th>
<th>11%</th>
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</thead>
<tbody>
<tr>
<td>I have no idea</td>
<td>10</td>
<td>60</td>
<td>8</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td></td>
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<tr>
<td>Johnson &amp; Johnson</td>
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### Which of these companies sponsored the 'Thank You Mom' campaign? (Select all that apply.)

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<thead>
<tr>
<th></th>
<th>56%</th>
<th>28%</th>
<th>12%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have no idea</td>
<td>561</td>
<td>281</td>
<td>125</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Johnson &amp; Johnson</td>
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</table>

### Among those who did recall the ad.

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<th></th>
<th>17%</th>
<th>59%</th>
<th>23%</th>
<th>11%</th>
<th>9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have no idea</td>
<td>68</td>
<td>236</td>
<td>94</td>
<td>46</td>
<td>36</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
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<tr>
<td>Johnson &amp; Johnson</td>
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<tr>
<td>Visa</td>
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<tr>
<td>McDonald's</td>
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Note: Totals greater than 100% because respondents could select multiple companies.