PERSPECTIVES ON COVID-19
WHAT’S NEXT? CONSUMERS + MARKETERS + MEASUREMENT
### ROI Differs by Geography: Map Out Your Expectations

**Location, Location, Location**

**Global Median Media ROI**
- 25th Percentile: $0.58
- 75th Percentile: $2.09
- Median: $1.06

**APAC Median Media ROI**
- 25th Percentile: $0.72
- 75th Percentile: $2.50
- Median: $1.32

**EMEA Median Media ROI**
- 25th Percentile: $0.48
- 75th Percentile: $1.50
- Median: $0.81

**NA Median Media ROI**
- 25th Percentile: $0.64
- 75th Percentile: $2.19
- Median: $1.24

**LATAM Median Media ROI**
- 25th Percentile: $0.36
- 75th Percentile: $2.00
- Median: $0.88

**Source:** Nielsen ROI COMPASS; ROI defined as Retail $Sales per $Spent on Media
SUPPORTING RIGHT BRANDS
SECURE THE CORE TO DRIVE MORE

PROTECT YOUR CORE
LARGE BRANDS

63% OF BRANDS WITHIN TOP 75TH PERCENTILE ARE LARGE BRANDS

GLOBAL CPG MEDIA ROI INDEX BY BRAND SIZE

POWERED BY: NIELSEN ROI COMPASS

[GLOBAL TOTAL MEDIA ROI = 100]

LARGE BRANDS
130
125
133

MEDIUM BRANDS
79
88
75

SMALL BRANDS
48
58
44

TOTAL MEDIA
DIGITAL MEDIA
TRADITIONAL MEDIA

SOURCE: NIELSEN ROI COMPASS; ROI DEFINED AS RETAIL $SALES PER $SPENT ON MEDIA; BRAND SIZE: SMALL = >$120MM | MEDIUM = $120MM < X < $280MM | LARGE = >$280MM ANNUAL RETAIL REVENUE
GET THE RIGHT MIX

DISTORTING MORE TO DIGITAL WILL HELP DRIVE TOTAL MEDIA ROIs

AS MEDIA BUDGET TRADE OFFS NEED TO BE MADE, DIALING UP DIGITAL % OF SPEND CAN BOOST ROI

SOURCE: NIELSEN ROI COMPASS; ROI DEFINED AS MEDIAN RETAIL $SALES PER $SPENT ON MEDIA;
Digital media for small brands delivers 32% higher ROI vs. TV media.

Source: Nielsen ROI Compass; ROI defined as median retail $sales per $spent on media; brand size: small = >$120MM | medium = $120MM < X < $280MM | large = >$280MM annual retail revenue.
NIELSEN COMPASS

MARKETING ROI NORMS POWERED BY 5000+
NIELSEN MARKETING MIX STUDIES DELIVERED
GLOBALLY TO ENABLE SCIENCE BASED BUDGET ALLOCATION DECISIONS FOR MARKETERS WITHOUT NEEDING TO DEPEND ON GUT FEEL

NIELSEN COMPASS

WORLD'S LARGEST OUTCOME REPOSITORY

WHAT WAS EXECUTED? ➤ ➤ WHAT WAS MEASURED? ➤ ➤ WHAT WAS THE OUTCOME?

5,000 Models
25,000 Curves
50 Countries (>90% of GDP)
100 Categories & 3,000 Brands
$10 Billion in Ad Spend / Year

NIELSEN NORMS

WHAT WAS EXECUTED?

WHAT WAS MEASURED?

WHAT WAS THE OUTCOME?

OUTCOMES @ SCALE

RETURN ON AD SPEND
EFFECTIVENESS AND RESPONSE
SALES CONTRIBUTION
SPENDING CONTRIBUTION
AND MORE . . .

CROSS PLATFORMS & VEHICLES

TOTAL MEDIA
PAID SEARCH
TV
DIGITAL
ONLINE VIDEO
DIGITAL DISPLAY
PRINT
RADIO
OOH
ONE MEDIA TRUTH

“THE PRICE OF LIGHT IS LESS THAN THE COST OF DARKNESS”

- ARTHUR C. NIELSEN -