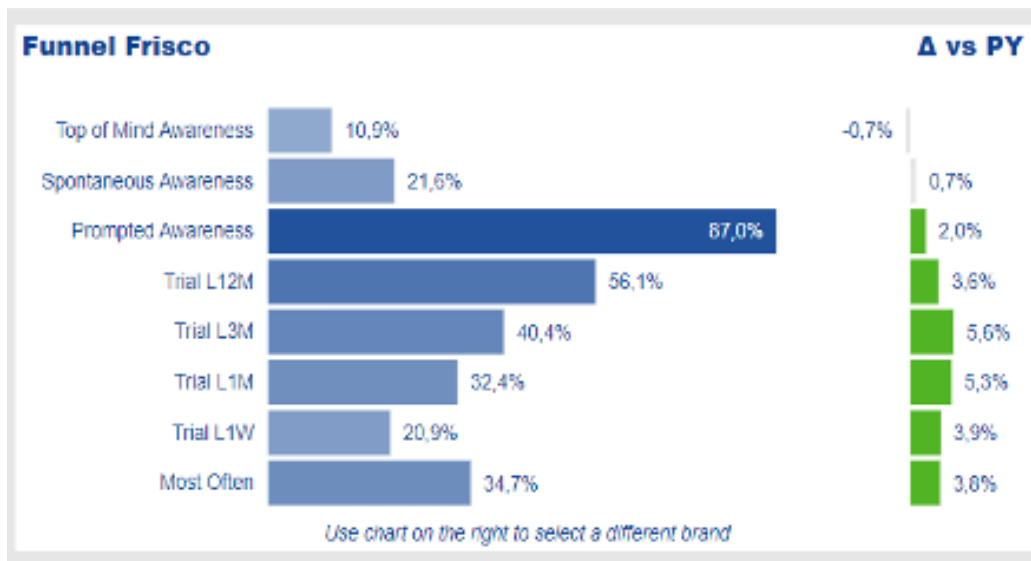


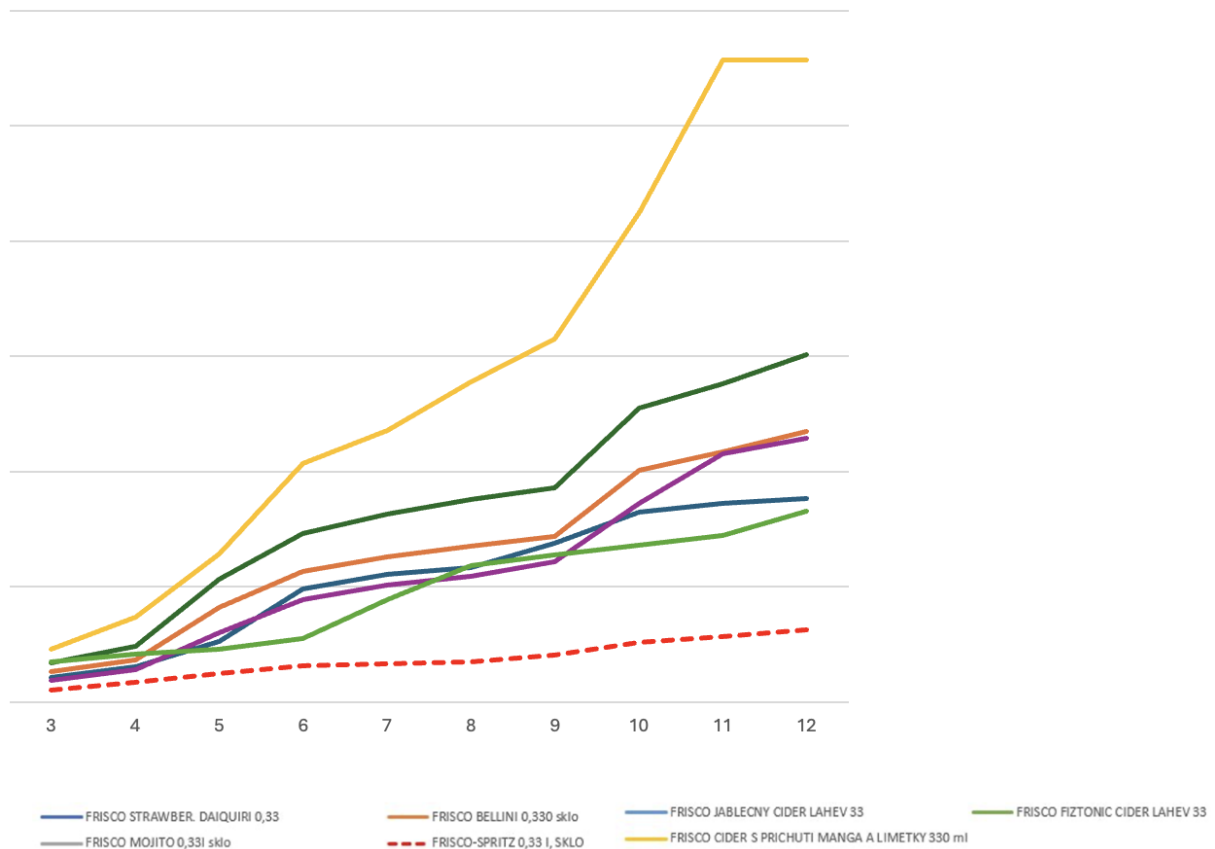
## Trial brandu Frisco:



Source: Kantar CZ | YTD Jun'24 | N = 2080

## Trialy příchutí Frisco:

DH: TRIAL CIDERS (12w after launch)

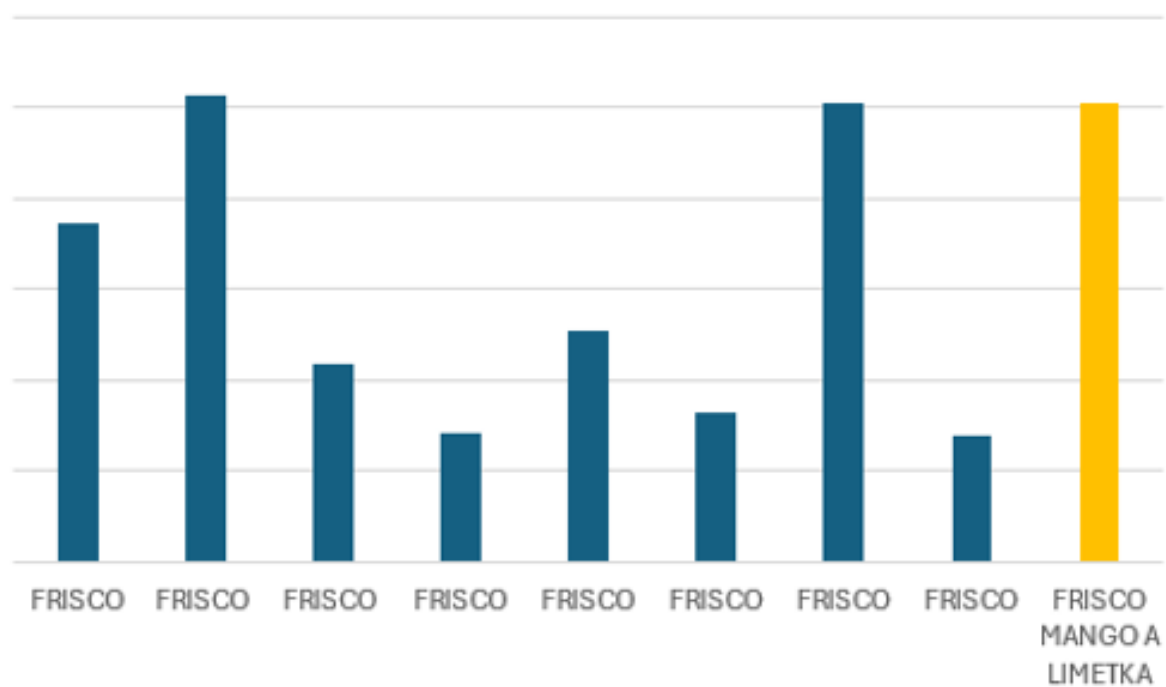


Source: DunHumby. Tesco

**Naplnění cíle prodejů u zadavatele během prvních šesti měsíců, reality vs. plán, zdroj Kantar CZ:**



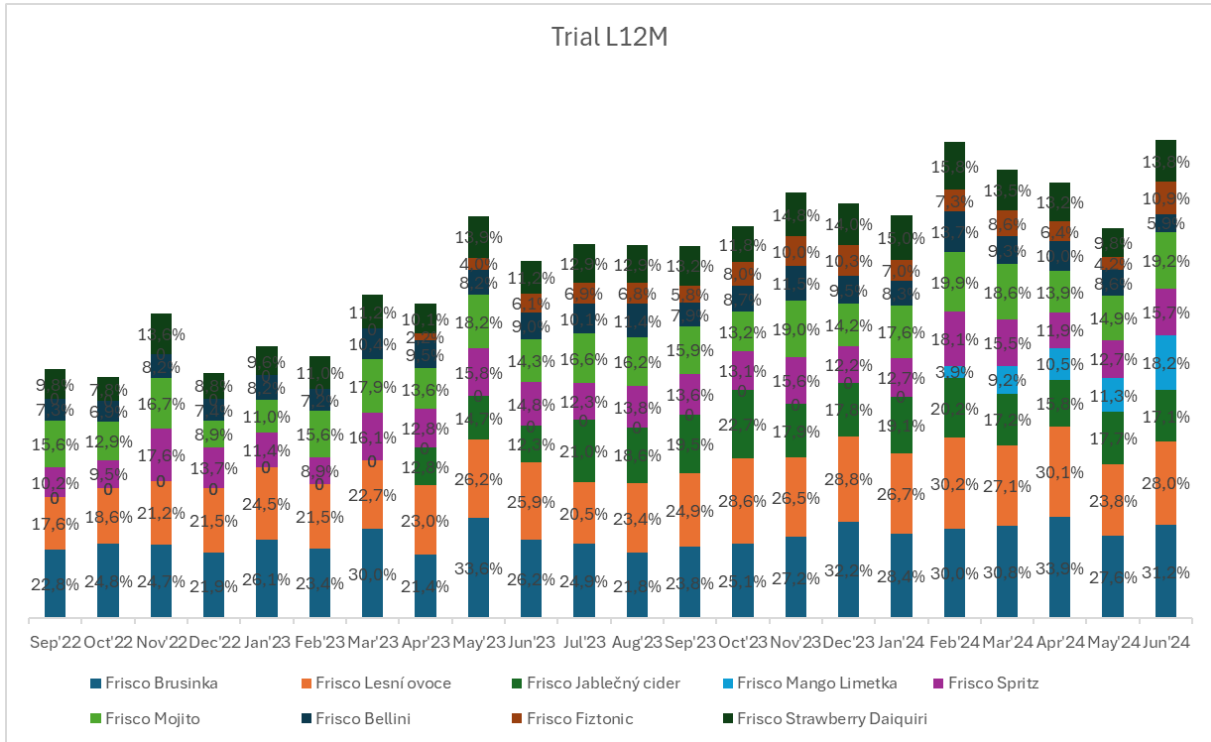
**Srovnání prodejů jednotlivých příchutí Frisco k červenci 2024, zdroj Kantar CZ:**



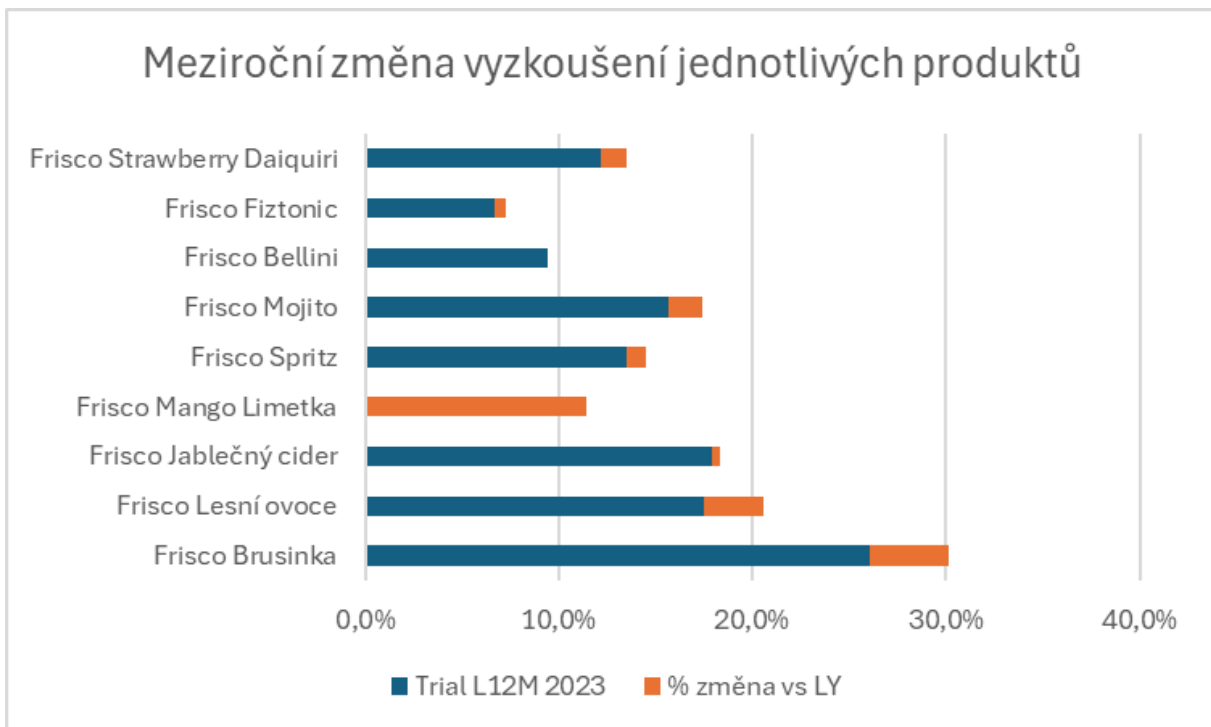
## Hodnocení kampaně:

Procentuální přírůstky trialu všech příchutí po jednotlivých měsících vč. Historie, 2022 – 2024.

Trial příchutě Mango a Limetka se díky spotu zvýšil.

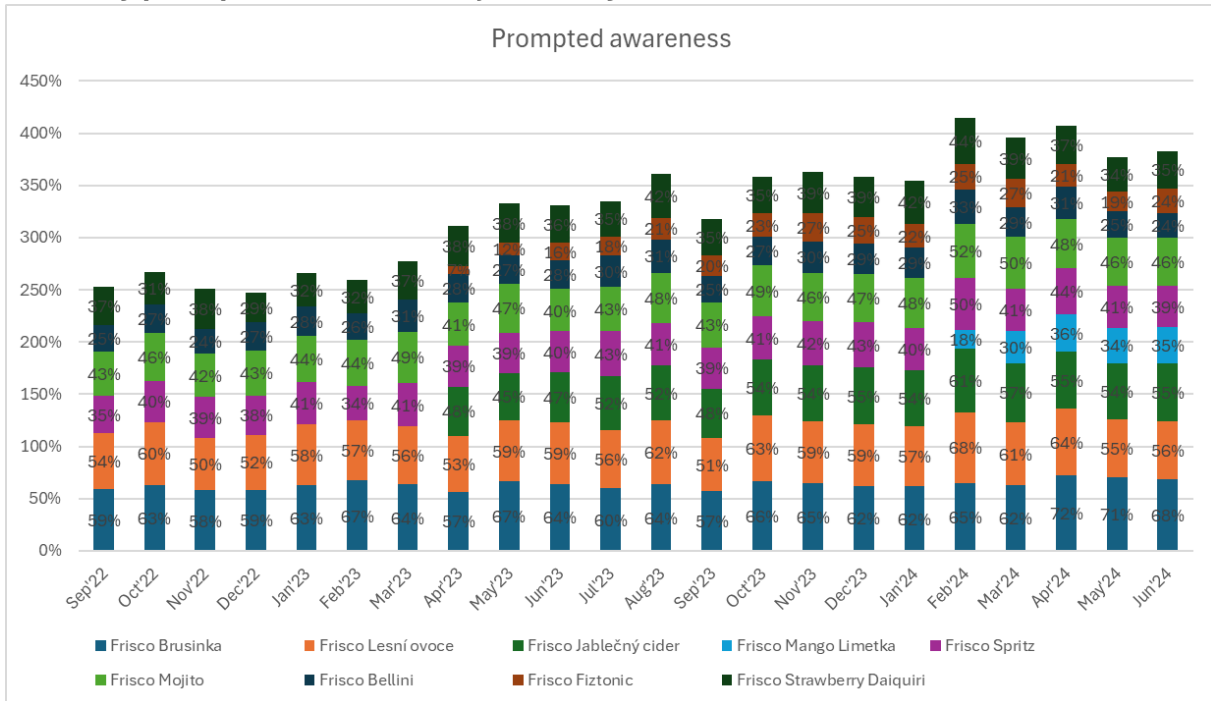


Kantar CZ, Jun'24

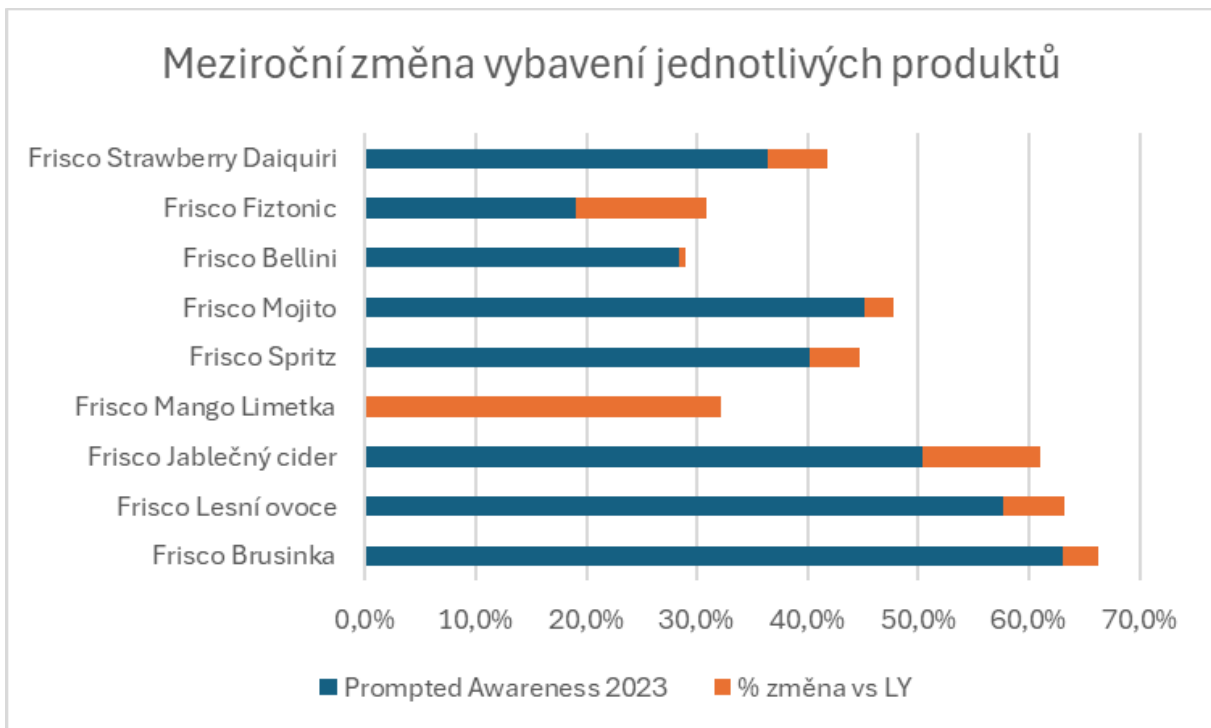


Kantar CZ, Jun'24

## Přírůstky prompted awareness v jednotlivých měsících vč. historie



Kantar CZ, Jun'24



Kantar CZ, Jun'24

## Ad Execution Index, zdroj PPAS

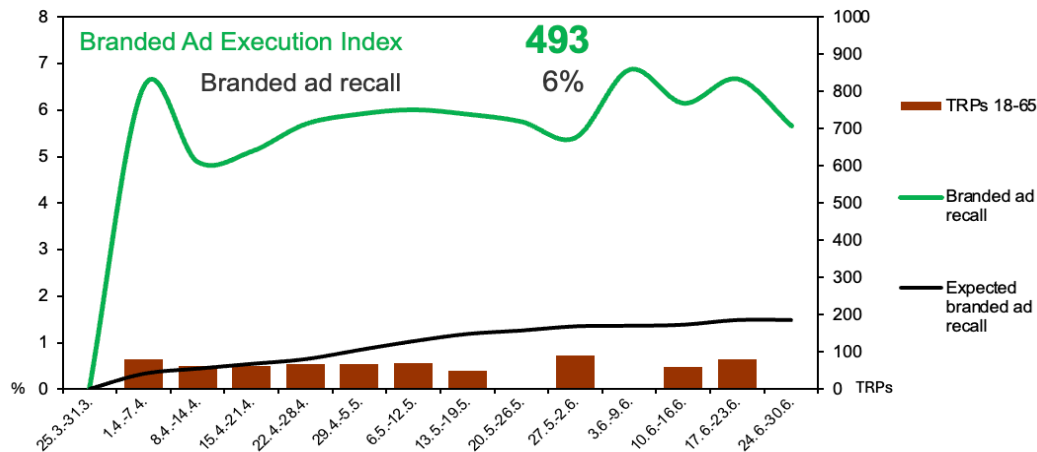


### Frisco – Mango & Limetka (TVC)

= campaign of very high visibility which is driven by efficient combination of outstanding and memorable execution, and lower media investment (shorter spot); its motivation scored above average as well

#### GETTING ATTENTION (SPONTANEOUSLY)

First airing **On air: 1.4. – 23.6.2024** **689** Total TRPs (18–65)



**Correct branding 100%** **Non-beer standard 91%** *N=60; Base: alco drinkers*

**Main message** 35% innovation, new variant, 22% fun, entertainment



## Ad Execution Index: originální metrika

### AE Index (Ad Execution Index) explanation

**AE Index** shows the effectiveness of the campaign through the comparison of its visibility and media spendings. It says whether the media spendings were invested effectively or not. If the **AE Index is 120 or more**, we consider the campaign to be above average effective; its visibility is higher than expected with respect to the invested media spendings (we can also say its effectiveness is by 20 or more % higher than expected). If the **AE Index is 80 – 119**, we consider the campaign to be effective just right; its visibility is on the expected level with respect to the invested media spendings. If the **AE Index is 79 or lower**, we consider the campaign not to be effective; its visibility is lower than expected with respect to the invested media spendings.

The calculation of AE Index is based on the following inputs:

- the branded recall of the campaign and its GRPs in weekly splits
- wear-in and wear-out effect scores

**Wear-in and wear-out effect scores** represent a benchmark that is calculated based on the campaigns of previous periods (i.e. based on their branded recalls and GRPs).

**Wear-in score** = speed of remembering the new campaign (how quickly the recall of the ad is growing driven by invested GRPs)

**Wear-out score** = speed of forgetting the campaign (how quickly the recall of the ad is decreasing when not being on air)

KANTAR