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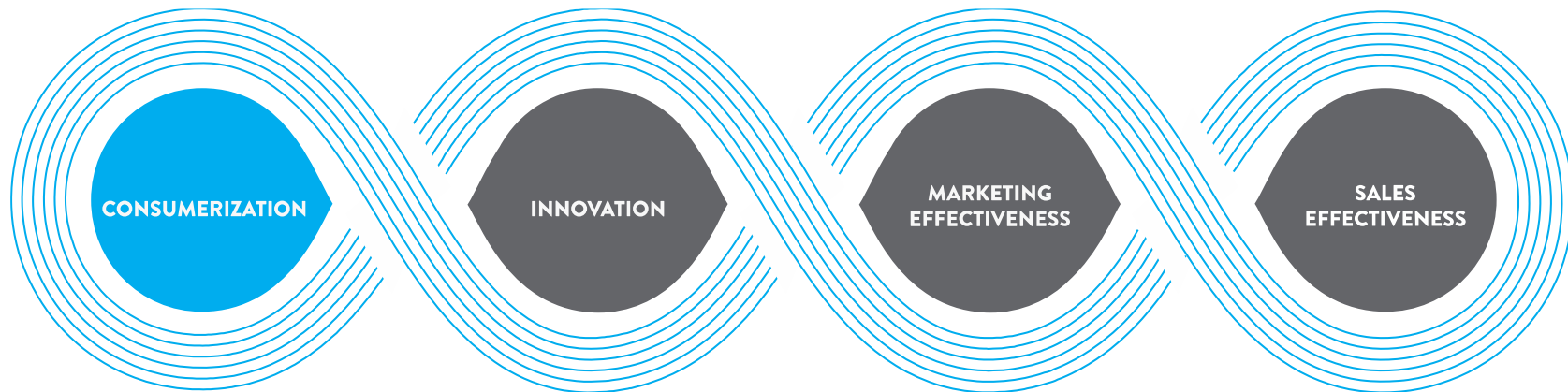
MESSAGES THAT MAKE A DIFFERENCE

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Suzie Dale
Regional Director of Brand
The Nielsen Company

THE PATH TO PERFORMANCE

Faster, smarter more confident decisions to improve performance



CONSUMERIZATION:

Organize around consumers; build proprietary understanding about your most profitable consumer – then activate the entire organization.

INNOVATION:

Improve how companies innovate; integrated from white space to launch support

MARKETING EFFECTIVENESS:

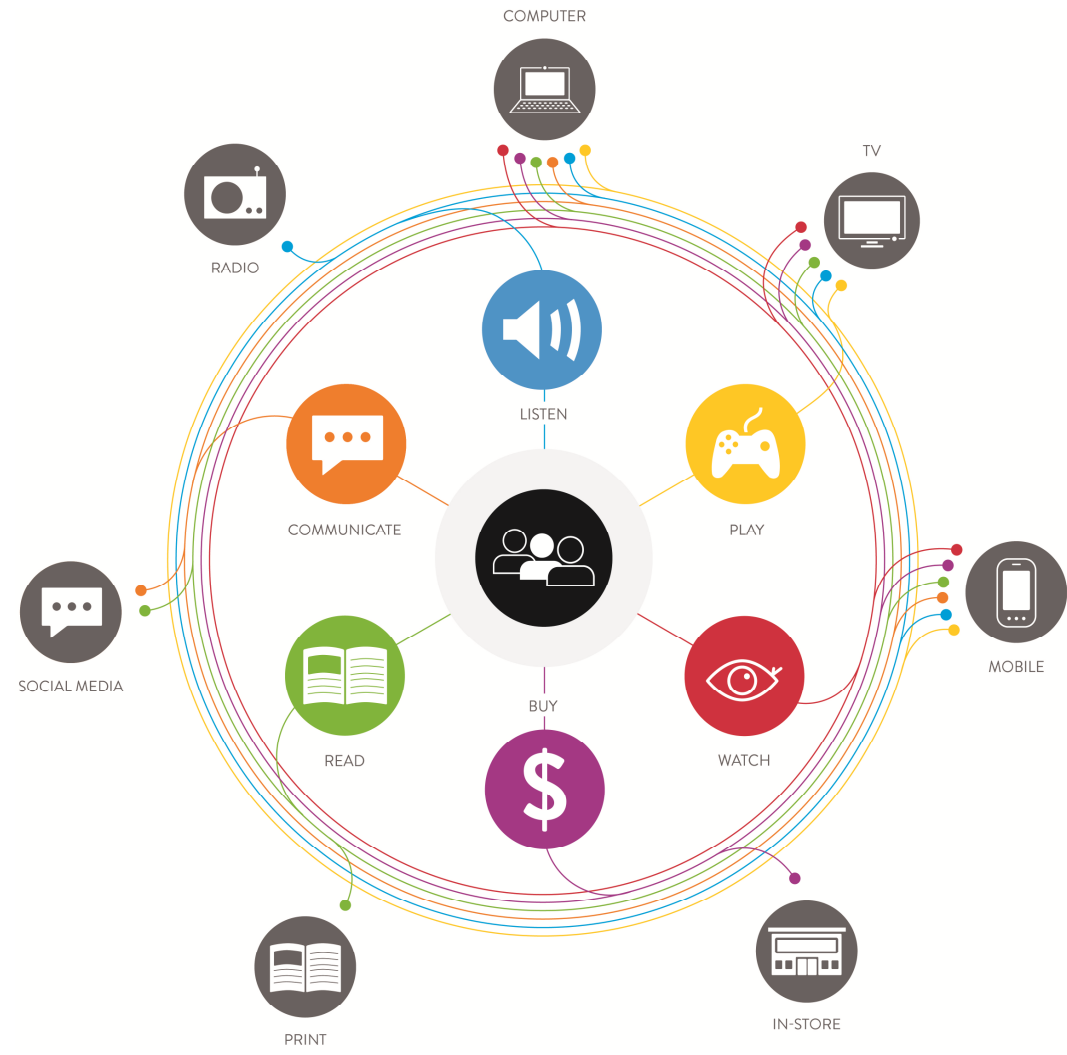
Engage consumers through effective and efficient marketing

SALES EFFECTIVENESS:

Activate plans through superior sales execution

FROM DATA TO INFORMATION

Simplifying the complex





WHAT THE INDUSTRY FACES

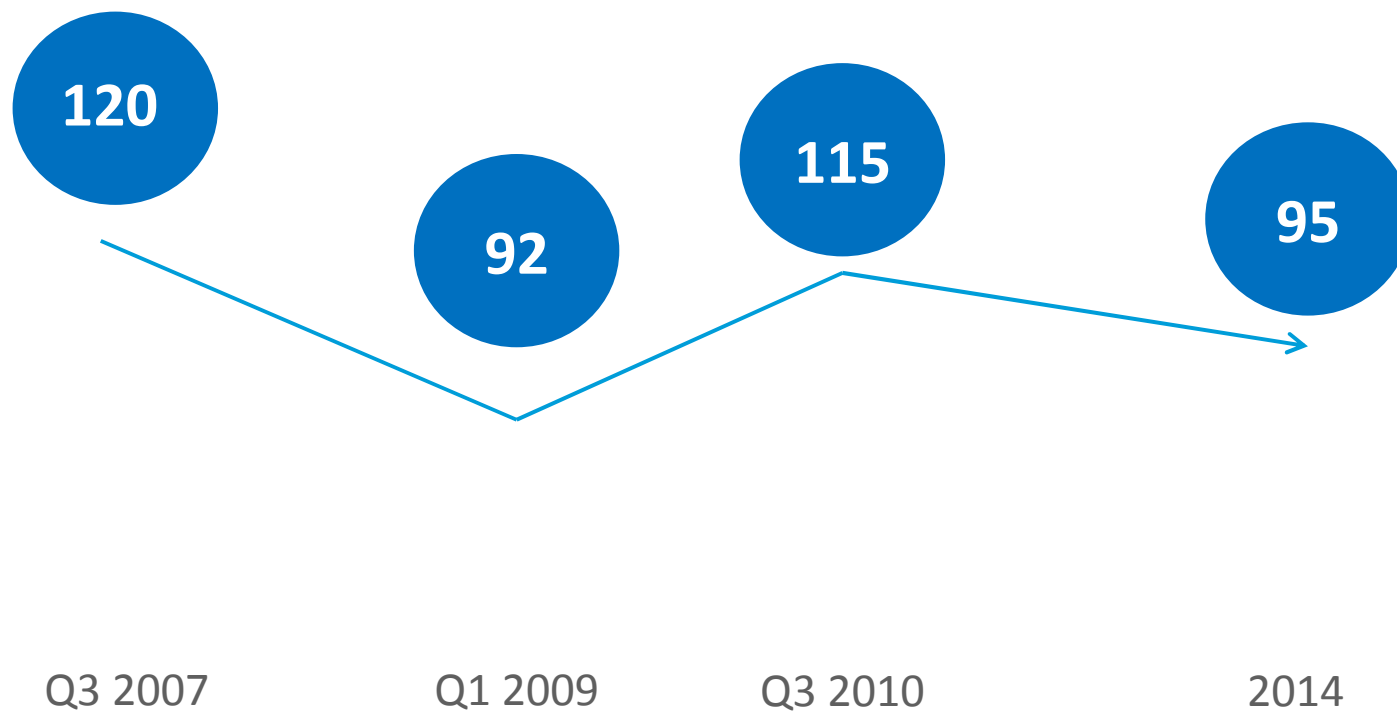
Rising cost of
Healthcare for
Australians.

Bringing new
Australians
into the
category.

Australian
economic
challenge.

CONSUMER CONFIDENCE LEVELS

How we have moved since 2007.



CONSUMER CONFIDENCE TREND

THEN
2010

12%

Population with no spare cash at month end.

13%

Job security is the biggest or second biggest concern

NOW
2014

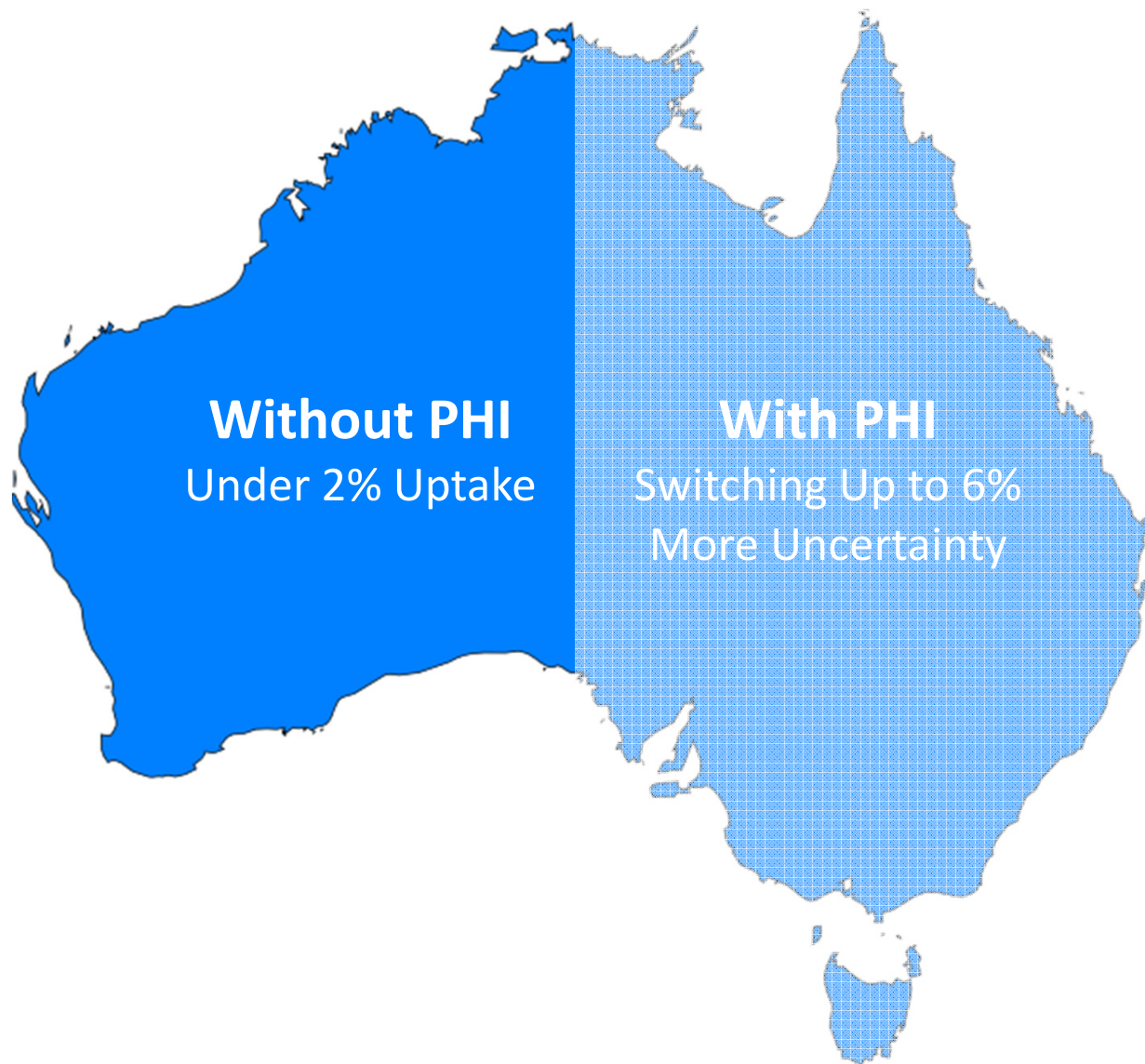
21%

Population with no spare cash at month end.

23%

Job security is the biggest or second biggest concern

STAGNANT LANDSCAPE



AN EVEN GREATER INDUSTRY CHALLENGE

LACK OF DIFFERENTIATION.

63% ▲ **3%**



MEDIA INVESTMENT TRENDS



Industry Ad Spend Last 3 Years

550m+

MESSAGING THAT CAN MAKE A DIFFERENCE

There is wonderful opportunity to make media spend work harder

- Speak to people about what matters to them
- Break down the complexity and make it easier for the people to engage and be empowered

Engage at a deeper level. Less talk about product costs and more talk about things that truly matter to people. Help them to make a difference to their lives...

SHOW YOUR GOOD INTENT

Todd said...

“... they have good intent, but they are in it for the money”

- The whole health sector is moving towards helping people better manage their own health - you are a critical part of that shift.
- Make your media spend work harder, change your conversation, engage more, and help people make good daily health decisions that make a difference to their lives.



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AN UNCOMMON SENSE
OF THE CONSUMER™

