

NIELSEN FANLINKS - FOR BRANDS

Nielsen FanLinks combines the measured buying behaviour of 14.5K UK Households (Nielsen Homescan) with their interests and passions across sports and entertainment. This enables us to analyse actual measured purchase data by relevant sports and entertainment audiences, with multiple new and innovative applications for brands.

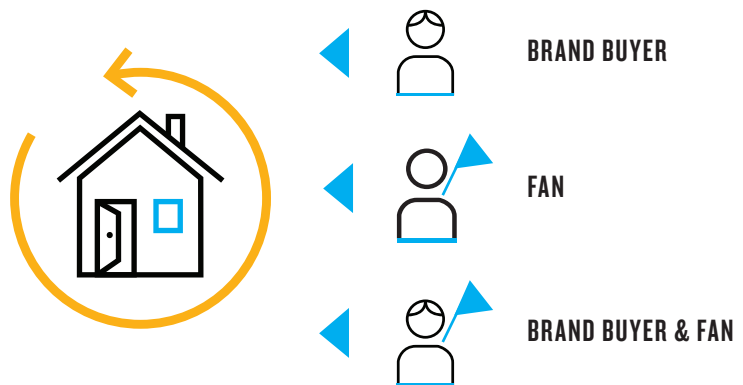
WHAT WE NOW KNOW ABOUT CONSUMERS:

FROM NIELSEN HOMESCAN

- What products people buy (**actual** purchase behavior – not recalled)
- Where they buy
- How much they buy
- Their demographics

FROM NIELSEN FANLINKS

- Their interests, passions and behaviour related to sports and



PORTFOLIO DECISION MAKING

- What **sports and entertainment properties are my brand buyers engaged with?** Where do they over index vs. total population / other brands
- Within those sports, are there any **areas my existing buyers / non-buyers interact with more?**
- Which properties fit best with the demographic profile of my brand? **Can I influence purchasing behaviours of target demographics through a partnership?**



MEASUREMENT & RENEWAL

- Has a **partnership influenced product purchasing** during the period of the partnership – Has brand penetration increased amongst the relevant audience?
- How has **product purchasing changed** during the period of the partnership – changes to loyalty or brand switching?
- What **return on investment** can be rationalised from the partnership?

WHAT WE COVER



14.5K UK Households – longitudinal panel



Geographically dispersed, demographically balanced. Projected to Total UK based on census estimates



Panelists record all UPC coded purchases from ALL outlets for in-home consumption

Information collected

- Items purchased
- Date of Purchase
- Channel/Retailer
- Demographics
- Price Paid
- Total amount spent on shopping trip
- Weight of purchase
- Loyalty



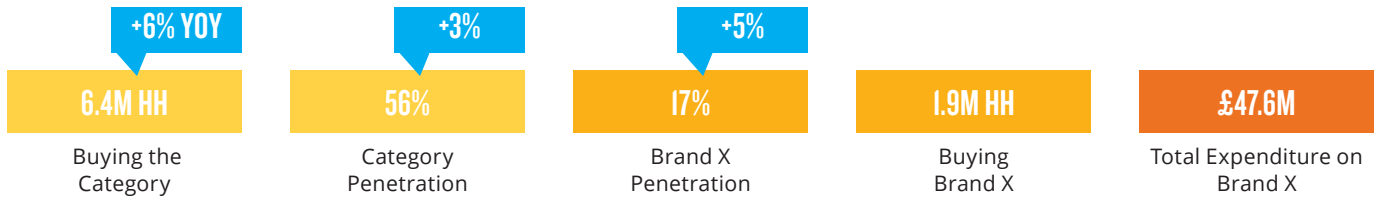
DEMONSTRATING THE POTENTIAL / RELEVANCE OF A SPORT FOR A GIVEN BRAND...



£47.6M

OF BRAND X SALES ARE FROM FOOTBALL FAN HOUSEHOLDS

FOOTBALL FAN HOUSEHOLDS



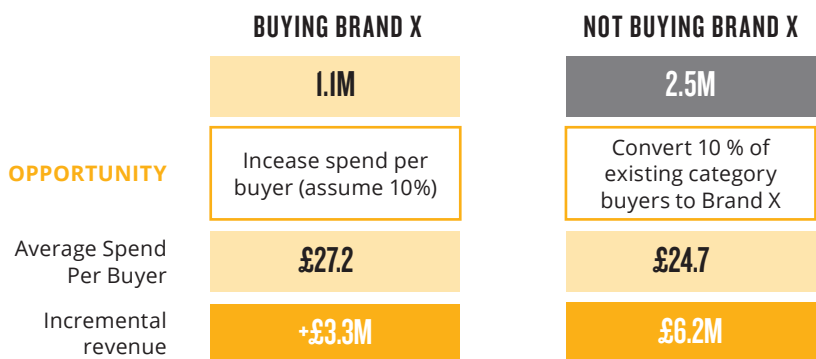
DEMONSTRATING THE POTENTIAL BUSINESS IMPACT DERIVED FROM A PARTNERSHIP...



~£10M

POTENTIAL SIZE OF BUSINESS OPPORTUNITY FOR BRAND X DRIVEN THROUGH A FOOTBALL SPONSORSHIP

3.6M FOOTBALL FAN HH BUYING THE CATEGORY



DEMONSTRATING THE BUSINESS IMPACT DERIVED FROM A PARTNERSHIP...

MLS FANS HEAVILY OVER INDEX IN THEIR LIKELIHOOD TO PURCHASE HEINEKEN **+11%** PTS FROM SEASON 1 - SEASON 2.

