

The Private Brand Movement Analysis

Presented October 19th, 2011

Program Overview

An integrated campaign crafted to drive leads and increase awareness of CompanyA's involvement in The Private Brand Movement Conference held in Chicago on September 19th – 21st. The campaign aimed to target those who were attending the conference (primary) as well as those who fit our target profile and whom may not be attending (secondary). Target category was primarily retail and grocery private brand.

The program centered around promotion of Carol Best's speech, 'Why Private Brands are Un-American,' and to drive lead capture through a sweepstakes. Sweepstakes were open to both attendees at the conference and online, and further incentive was given to those who entered online to visit the CompanyA booth, driving traffic.

Total registered attendance for the conference was 137

Executive Summary

The campaign was successful in driving traffic with our extended target and increasing awareness and engagement with the CompanyA brand message, however suggests for future conferences the campaign be scaled in accordance with the size of the conference.

- PPC was the largest traffic driver to the campaign landing page, driving 24.6% of traffic
- Social media (primarily Twitter) drove the most engaged and relevant audience
- Interest in Carol's speech was high and prompted the most action over sweepstakes promotions, driven through a combination of social media activity and email clicks
- Final registrations figures for The Private Brand Movement meant that actual target (conference attendees) was small and niche
- Opportunity in 2012 to improve conference presence with new booth and high impact, fact and value based, marketing message
- Recommend content driven, smaller scale campaign in 2012

Pay-Per-Click Campaign Overall

Two week PPC campaign (Sept. 7th – Sept. 21th) targeted conference attendees and those looking for private brand services.

Ad Group	Default max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
Private Brand Conference	\$3.00	41	5,710	0.72%	\$2.34	\$95.91	4.5
Grocery Private Brands	\$5.00	0	0	0.00%	\$0.00	\$0.00	0
General Retail	\$5.00	11	2,346	0.47%	\$3.62	\$39.83	4.1
TOTALS		52	8,056	0.65%	\$2.61	\$135.64	4.4

[Private Brand Movement](#)

Coming to conference? Enter to win tablet device and see Anthem there!
www.anthemww.com/private_brand

[Grocery Private Brands](#)

Schawk Retail Practice develops Private retail branding strategies.
www.anthemww.com/private_brand

[Retail Branding Strategy](#)

Schawk Retail Practice develops effective retail branding strategy.
www.anthemww.com/private_brand

Observations:

- Campaign resonated with the intended target, although very narrow, receiving the highest click through rate on the most relevant and targeted ad
- Grocery Private Brands failed to drive traffic, probably due to ad copy and search terms not being tightly aligned
- Interest driven in General Retail ad was primarily through user search for 'Retail Brand Strategy', demonstrating there is market interest in this area

Email Overall

Two emails sent one week apart (Sept. 8th and Sept. 14th)

- Email list rental with Private Label Buyer
- Target: Corporate Management of Supermarket Chains, Convenience Store Chains, and Mass Merchandise

List size – approximately 5,000

- Average Open Rate – 8.86%
- Average Click Rate – 0.34%

Observations:

- Lower than industry average click through rates most likely due to message targeting conference attendees
- Click through from email was equally driven by Carol's speech topic and sweepstakes
- Most clicked sweepstakes call out was on the bottom right of email, indicating they read the email in full and were exposed to the CompanyA message

ANTHEM!

Grow Your Share of Cart

Anthem helps ambitious retailers grow powerful private brands. Grow your share of cart. Visit the Anthem booth at The Private Brand Movement.

[LEARN MORE](#)

Join Schawk Retail Practice at The Private Brand Movement

Win the Top-Selling Tablet

ANTHEM!

Enter for a Chance To Win the Top-Selling Tablet!

[CLICK HERE TO ENTER](#)

Join Schawk Retail Practice at The Private Brand Movement

Schawk Retail Practice integrates the brand development expertise of Anthem and the world-class brand deployment of Schawk to help retail brands sell.

Learn more [here](#) – and at The Private Brand Movement. Talk to Schawk Retail Practice experts at the Anthem booth. Listen to a featured address by Anthem's Carol Best, "Why Private Brands Are Un-American and What You Can Do About It," on Tuesday, Sept. 20 at 1:45 p.m.

And grow your share of cart.

[LEARN MORE](#)

Courtesy of Anthem and Schawk Retail Practice.

Enter for a chance to win the world's most popular tablet computer and learn more about how Schawk Retail Practice can grow your share of cart.

[CLICK HERE TO ENTER](#)

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Social Media Overall

Two week Twitter campaign (Sept. 6th – Sept. 21th) included targeted engagement with key attendees where available and corporate handles.

Account	No. of Tweets	Retweets	@ Mentions	Impressions	Extended Impressions
@CompanyAWorldwide	59	20	20	30,680	29,417
@BrandSquare	40	14	3	85,200	12,994
@CompanyX	10	1	0	800	2,130
TOTALS	109	35	23	116,680	44,541



AnthemWorldwide Anthem Worldwide

Develop and deploy your #brands with Schawk #Retail Practice.
See how they can help your private brands succeed. bit.ly/pEsxYi

21 minutes ago



BrandSquare BrandSquare

RT @AnthemWorldwide: Attending #PBM? Don't miss speaker Carol Best on "Why Private Brands are Un-American" bit.ly/pEsxYi #brands

12 Sep

Observations:

- Very engaged audience; followers responded very positively to push messages referencing Carol's name and speech title, @mention and retweeting with comments like 'Can't wait'
- Conference audience small; #PBM underused by the community at large – CompanyA one of 3 handles regularly using the official hash tag #PBM
- CompanyA audience active and engaged with brand message
- BrandSquare community responded positively to retweet strategy – further spreading CompanyA brand message and news on CompanyA's involvement
- Overall saw very positive response to speech topic and above average two way engagement with followers on all channels

Landing Page

211 Total Visits
New Visitors – 171 (81%)
Returning Visitors – 40 (19%)

Top Traffic Sources
Pay Per Click – 52 (24.6%)
Twitter – 24 (11.4%)
Email – 17 (8.1%)

Observations:

- Visitors were engaged with Carol's topic and person, downloading her bio 10 times
- Average time (04:48) on page is higher than CompanyA website average time on page (02:15)
- The combination of highly targeted and user centric channels like PPC and social (Twitter) was key to this campaign and it's ability to access the niche market. These channels produced the best traffic and CompanyA content engagement, not sweepstakes, results for the page
- Visitors who came from Twitter or BrandSquare.com spent significantly longer on page than any other channel, suggesting a more engaged, highly targeted audience through social media

The image shows two screenshots of a landing page for Anthem!. The top screenshot shows the main landing page with a contest to win a tablet device. The bottom screenshot shows a detailed view of the contest details.

ANTHEM!

Enter for a Chance To Win the Top-Selling Tablet!

CLICK HERE TO ENTER

Grow your productivity with mobile computing

GROW YOUR SHARE OF CART

Visit the Anthem booth at The Private Brand Movement. Learn about **Schawk Retail Practice**, the integrated offering from Anthem (brand development) and Schawk (brand deployment) that guides private brands to the share of cart they deserve.

Hear a featured talk by Anthem's Carol Best. **"Why Private Brands are Un-American and What You Can Do About It."** September 20, 1:45 p.m.

Buy tickets to [The Private Brand Movement](#). Anthem is an official sponsor.

JOIN BRANDSQUARE

ANTHEM!

SCHAWK RETAIL PRACTICE AT THE PRIVATE BRAND MOVEMENT

IT'S ALL ABOUT GROWING YOUR SHARE OF CART

Visit the Anthem booth at The Private Brand Movement. Learn about **Schawk Retail Practice**, the integrated service offered from Anthem (brand development) and Schawk (brand deployment) that guides private brands to the share of cart they deserve.

Hear a featured talk by Anthem's Carol Best. **"Why Private Brands are Un-American and What You Can Do About It."** Carol explains how American traditions made it difficult for retail brands to gain traction - brands that now have an opportunity to redefine the American Dream. September 20, 1:45 p.m.

Buy tickets to [The Private Brand Movement](#). Anthem is an official sponsor.

Right now, enter to win the No. 1 tablet device.

SCHAWK RETAIL PRACTICE

Schawk Retail Practice combines the brand development expertise of Anthem with world-class brand deployment from Schawk. Talk to us. Read our thought leadership. Leverage your strengths.

[Learn More >](#)

ENTER FOR A CHANCE TO WIN A TABLET DEVICE

Click through. Sign up. You've entered for a chance to win the top-selling tablet device in the market. Then bring your confirmation e-mail to the Anthem booth at The Private Brand Movement for a USB memory stick.

And while you're there, learn how Schawk Retail Practice helps private brands grow their share of cart.

[Enter for a chance to WIN >](#)

WHAT IS BRAND PORTFOLIO OPTIMIZATION?

Download the [tablet paper](#) from Schawk, the brand deployment arm of Schawk Retail Practice.

CAROL BEST

Anthem Vice President of Brand Strategy and The Private Brand Movement speaker.

[Learn More About Carol](#)

JOIN BRANDSQUARE

ANTHEMWW.COM

SCHAWK.COM

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At Conference

- Online Conference Ad
- Conference booth
- Cupcake giveaway
- Leave Behind & Conversation Cards
- Free giveaway USB drives with key collateral including white papers, brochures, case studies and “Thank You” letter from Barbara Glass

Observations:

- Conference attendance down from 2010 – seemingly more competitors in 2011
- Large, engaged attendance at Carol Best’s presentation
- Cupcake giveaway not permitted by hotel
- Leave behind and conversation cards well received
- CompanyA employees noted other booths better developed and “stood out” with strong branding, value proposition and sales driving messages in plain sight



Sweepstakes Results

Sweepstakes were open to both those who visited the online landing page and conference attendees through the CompanyA booth.

Observations:

- Leads were on target with key corporate influencers. Titles included: Global Packaging Engineering Lead, Senior Product Manager, Director of Branding & Design, Vice President Sourcing & Business Development
- Companies were of the caliber of those traditionally targeted by CompanyX Inc. including: Best Buy, Ralston Foods, Delhaize America, Sedesco, Inc.
- 50/50 success rate of entries online and at the conference
- Winner of the giveaway was Mr. Chuck Cohen of Sedesco, Inc., Vice President Sourcing & Business Development



Analysis and Recommendations

Highly targeted marketing channels work

- Twitter provided the most awareness through impressions and reach of all channels
- Most active and engaged community – outreach targeted key influencers in packaging and private brands, as well as key prospect companies. CompanyA engaged directly with conference participants and advocates
- Recommend to continue outreach on this channel and include in any future campaigns

Craft a broader message to engage a larger audience

- Message was primarily targeted at those attending the conference, to drive traffic and business opportunities to the CompanyA booth
- Recommend a broader message to capture a larger audience interested in private brand strategy and design services, and provide content on page to capture these people

PPC drives traffic – and opportunity

- PPC was the highest traffic driver to the landing page
- Demonstrated interest in CompanyA branding and strategy services by the marketplace
- Recommend to incorporate the retail ad and keywords into the general CompanyX PPC campaign

Analysis and Recommendations

Engage with content

- Results indicate that an above average number of visitors clicked due to content (Carol's speech), rather than sweepstakes
- Recommend future opportunities provide high value content downloads over sweepstakes prizes as draw for lead generation. Example: copy of Carol's presentation emailed post conference for those not attending

Conference attendance and niche impacts success

- Conference attendance was small and niche– too highly targeted for the scale of this campaign
- Recommend to apply a smaller scale program for PMB conference for 2012
- Recommend to engage in conference planning earlier to plan and secure the largest impact
- Recommend a new CompanyA, high impact, custom conference booth for 2012