

TACTICAL MARKETING

Practice Overview

The executives who lead our tactical marketing practice have decades of experience in quantifying the ROI and ROO of tactical actions and are widely viewed as experts in the field. They have evaluated both traditional and non-traditional tactics and can bring the power of that collective knowledge to your organization. The clients we serve include many of the biggest in the U.S.

Knowledge Networks (KN) has the unique ability to use a combination of behavioral and survey research measures to address the what and why of tactical marketing measurements. Broadly speaking, we can divide these measurements into “pre” and “post” for the tactical action launch.

Before the tactical action takes place, we can use our nationally representative online KnowledgePanel® to select the optimal package design or pricing action in terms of potential purchase interest. Since we have the unique ability to show the package or alternative price in high quality visuals to a nationally representative group of your consumers, this is a significant upgrade over traditional central location or volunteer e-mail panels, neither of which is projectable. For any tactical effort, our forced choice technique can give far greater differentiation than is possible with traditional rating scales.

After launch, for CPG products, we can utilize our National Shopper Lab of over nine million frequent shoppers to see exactly how well a bonus SKU performs in generating incremental repeat purchase, or how well a themed FSI did in driving coupon redemption.

For less traditional tactical marketing — such as product placement or one-off event sponsorships — we use an exclusive model we developed with one of the largest marketers in the U.S. to measure the hard incremental sales of all their non-traditional marketing vehicles. We do this by isolating the affinity group (viewers of the show or fans of the event) and controlling for anything else that could have influenced the person’s image or brand preference.

From there, it is a relatively simple step to calculate the incremental sales due to the program in question and their dollar value/ROI.

We can use an adaptation of this technique to measure and isolate the value of a series of non-traditional marketing methods used to support the same marketing program. For example, if a promotion includes product integration, sponsorship, in-store-merchandising and FSI support, we first look for a test group that recalls at least one of these elements. We add people until we have a large enough group, such that we can tease out the incremental impact of each element individually. Then we see how they work in combination when compared to a control group of those unaware of any of the promotional elements, but who are otherwise identical.



Our Perspective

Tactical marketing comprises a wide range of actions, all of which are defined as being relatively short-term or in response to changes in market conditions against a long-term strategic play which is part of a coordinated effort to launch or reposition a brand.

Some tactical marketing is primarily visible in-store — changes to the in-store merchandising of the product or a “special edition” SKU or package. Some is promoted through FSIs or in-store coupons, while pricing actions are ever present and can be tested. There are also a wide range of tactical marketing programs which utilize one-off product placement or short-term tie-ins to specific sports or arts events (the Super Bowl, a new movie or the Oscars, for example). Some is more experiential in nature — such as exhibits/sampling at Fairs, shows and sports events. Lastly, some tactical marketing uses very traditional advertising as a quick response to a very timely issue — a discount retailer that seizes on concern about gas prices to stress how saving money by shopping at their stores will help to pay for gas, for example.

If you would like to learn more about our Tactical Marketing Practice, please contact:

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