



# Lightning Talk | **[Marketing Mix Modelling]** Best Practices & Global Strategies for Enhancing Media Effectiveness using Marketing Mix Modelling



**HALEON**

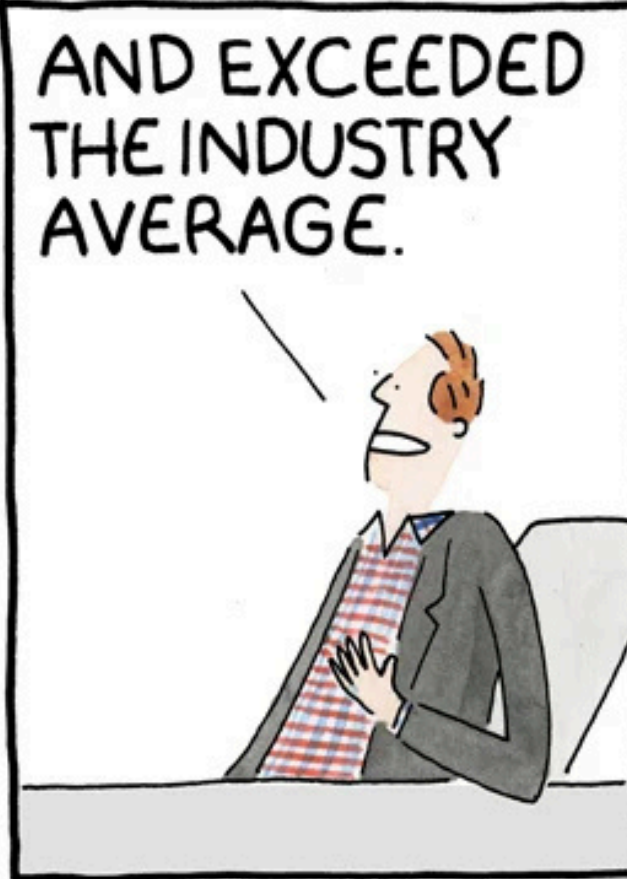
**AMMAR BASIT**

Global Marketing Effectiveness  
Analytics Lead  
Haleon

# MARKETING MIX MODELLING WITHIN A GLOBAL BUSINESS

**Ammar Basit**  
**Global Marketing Effectiveness Analytics Lead**  
13th November 2024

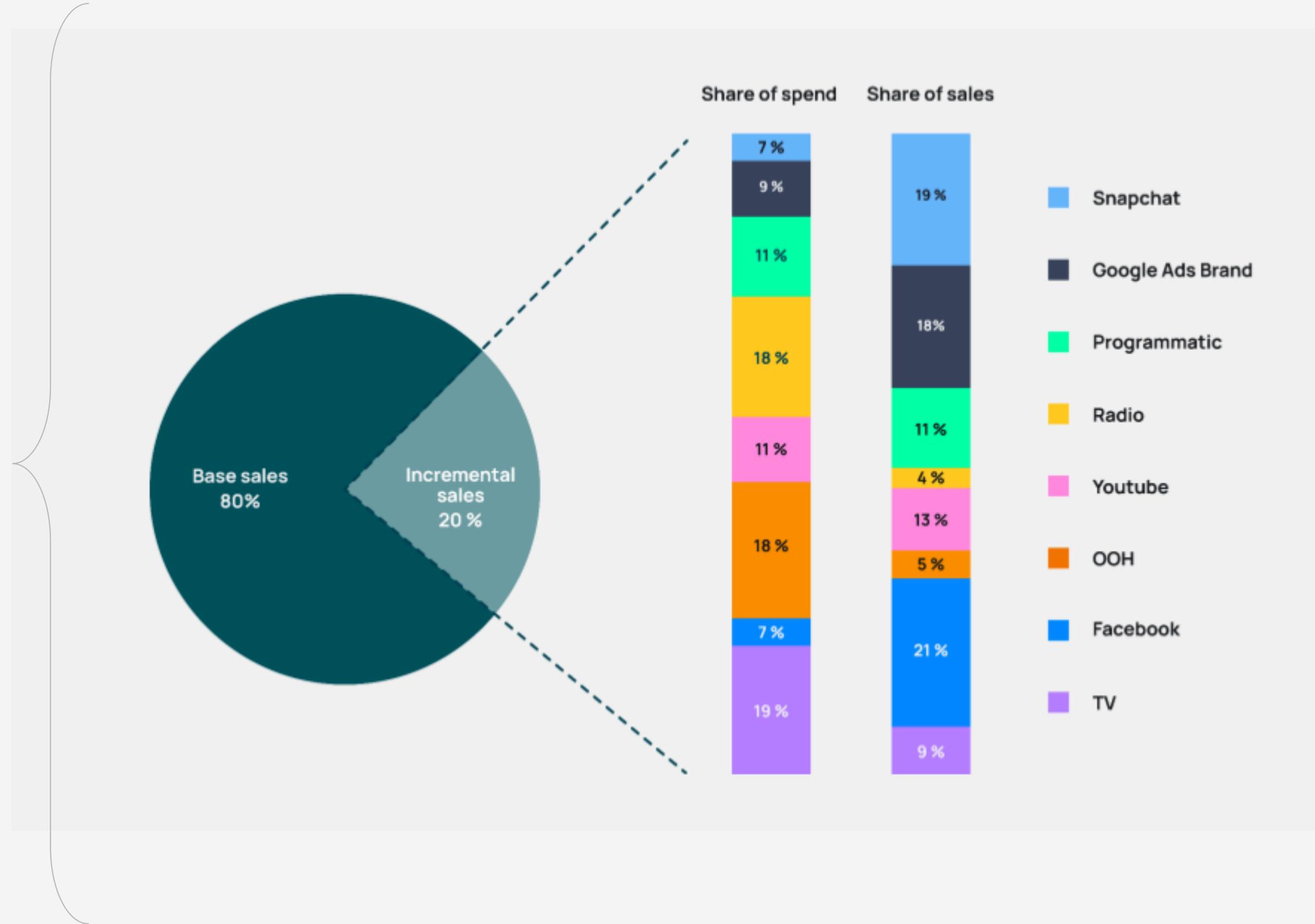




# MMM

SEPARATES + MEASURES

the  
**IMPACT**  
of  
**VARIABLES**  
on  
**SALES\***



\*This can differ, such as share of market, penetration, brand equity measure

# WE'VE FACED MANY CHALLENGES WITH MMM

Multiple Vendors

Little/No Synergies

Differing Methodologies

Data Challenges

Irregular Frequency

Break-up from GSK

# 1. THE POWER OF ONE

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THE  
POWER  
OF

- Scope
- Vendor
- Methodology
- Process
- Core Team
- Platform
- Dashboard

## 2. BUILDING CAPABILITY WITH EASE

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- Buy-in / Myth-busting
- Training (In-house + Agency)
- Customised Training
- Collaboration
- Easy Access for Transparency



# 3. DELIVERING VALUE

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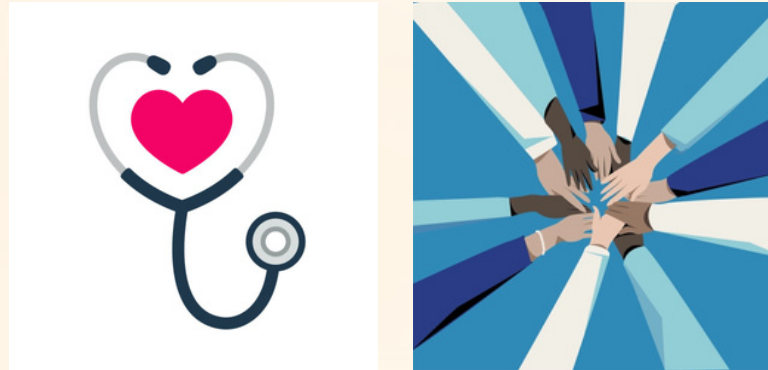
- Quarterly Forums
- Optimiser
- In-house modelling
- Category Meta-Analyses
- Long-Term MMM



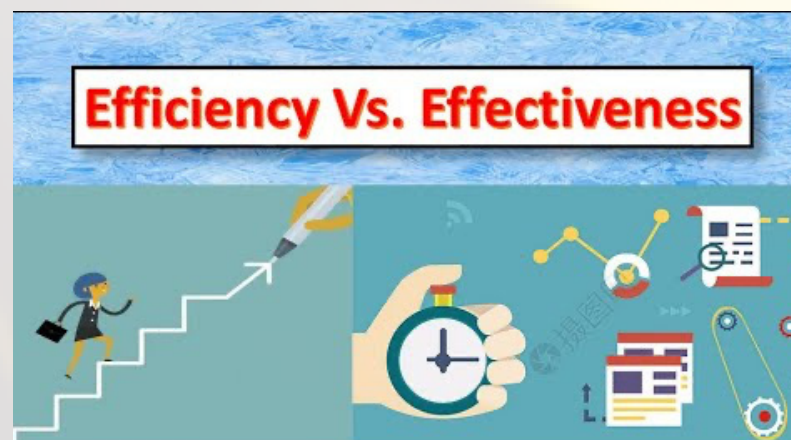
# MMM HAS HELPED TO DRIVE PERFORMANCE



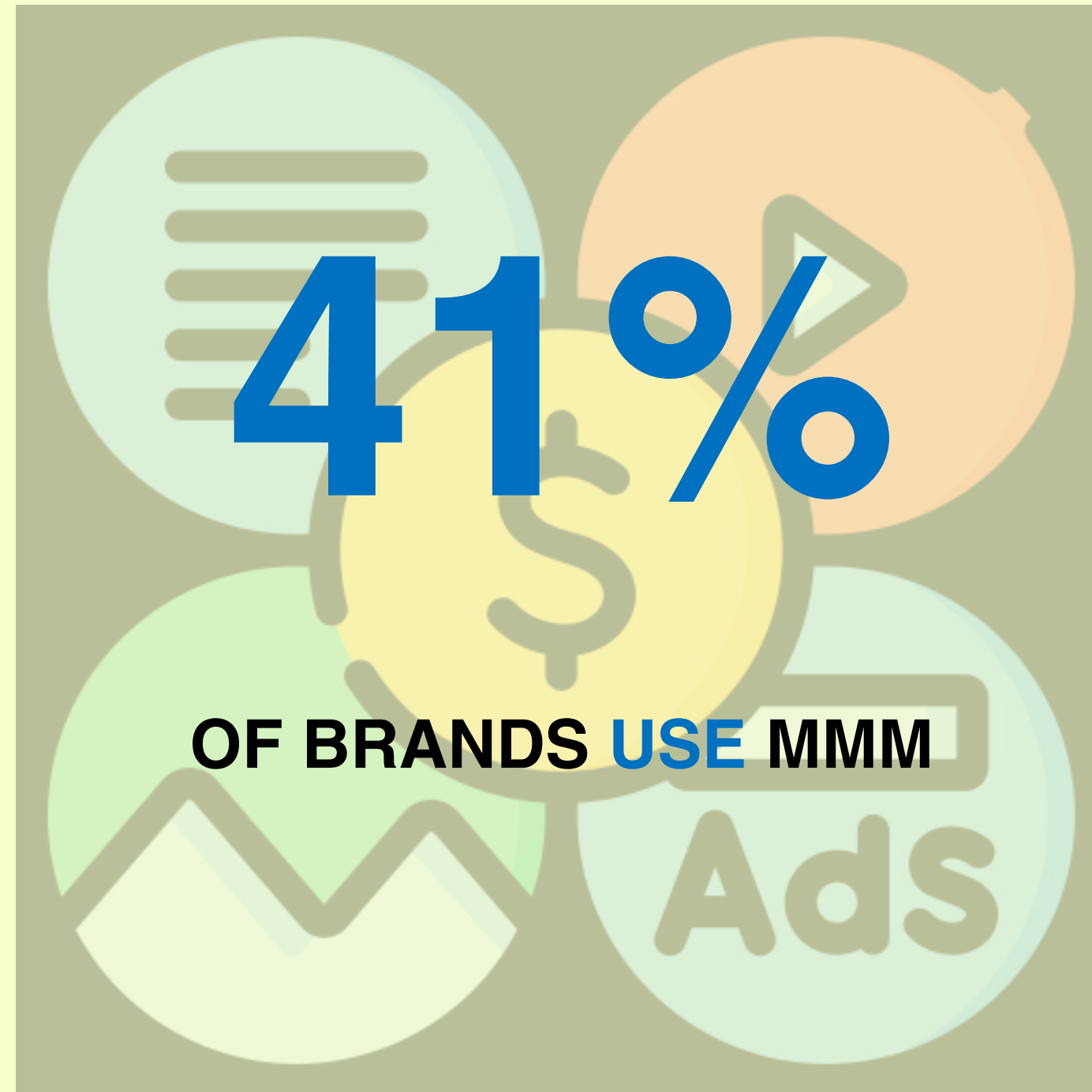
60% of **MEDIA SPEND** is covered



Collaboration leading to **BRAND DIAGNOSIS**



**+5-10% INCREASE** in Incremental Sales

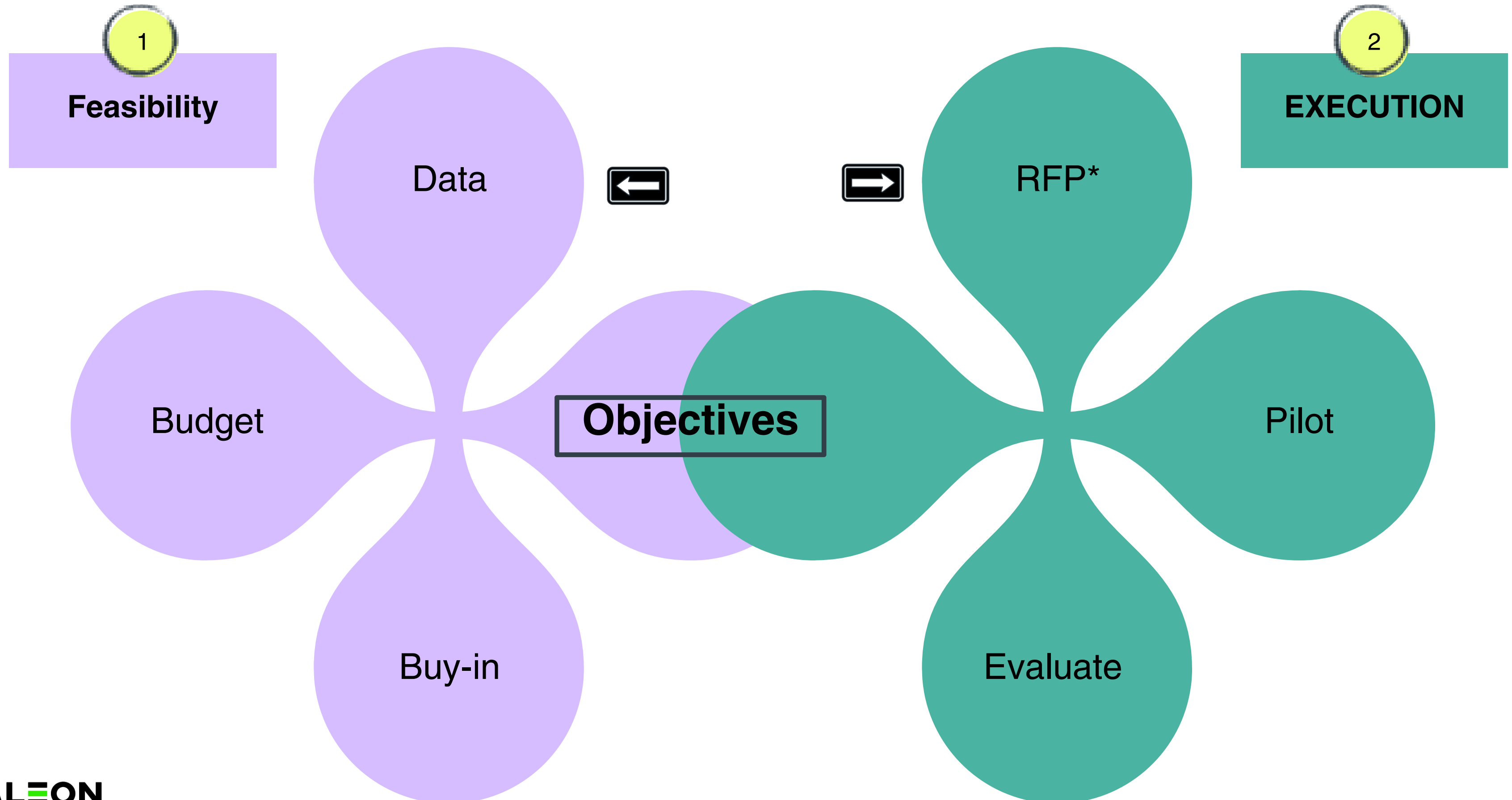




**25%**

**OF MARKETERS ARE CONCERNED ABOUT MEASUREMENT**

# HOW CAN YOU SET UP A GLOBAL PROGRAMME?





**HAL=ON**

**HAL=ON**