

# XMOS Case Study: Colgate Total® Toothpaste

## The Cross Media Optimization Study (XMOS)

The XMOS study answers the question "What is the optimal media mix to achieve marketing goals?" Marketers and advertising agencies can now begin to understand which advertising vehicles, at what frequency, optimally support campaign objectives. Using a research methodology endorsed by the Advertising Research Foundation and recognized by ESOMAR (European Society for Opinion and Marketing Research), the XMOS study measures online advertising alongside offline advertising to determine the optimal mix and weight of each medium.

## The Campaign

Colgate supported its Total Toothpaste brand with print, television, and online advertising. The objective of the campaign: increase purchase intent. The target: adults, ages 18-49, who are occasional or non-users of Colgate Total.

## The Challenge

By measuring each medium's ability to increase purchase intent and enhance key branding metrics compared to its cost, Colgate wanted to identify the optimal media mix.

## How They Did It

Through traditional testing methodology and analysis, Colgate determined the absolute gain that advertising causes for different branding metrics.

The company allocated more money to online efforts, then conducted ROI analysis, which studied the branding impact and dollars spent in each advertising medium.



## What They Found

**Colgate's data showed that it cost 23% more to encourage consumer purchase using TV alone, compared to using TV in combination with online. For their multi-channel campaign, reallocating marketing dollars to online advertising would be significantly more cost-effective at driving purchase intent and enhancing key branding metrics.**

- By allocating 7% of media dollars to online, purchase intent increased 3.8%, a 9% increase over a plan that used only television and print.
- By increasing online allocation to 11%, purchase intent increased to 4.3%, a 20% increase over a plan that used only television and print.
- The company achieved significant branding lifts without spending any additional money.

**Online is also an effective way to grab the attention of hard-to-reach television consumers with lighter media usage habits. In fact, by using just TV and subtracting those exposed to online, purchase intent would have increased just 3.4%.**

"This research proves that the Internet has great potential as a marketing tool for our brands. And as a lead marketer we have to harness the Internet's potential to connect with our consumers to influence purchasing decisions and to increase brand awareness."

-Jack Haber, Vice President, E-Business, Colgate-Palmolive