Rivella

MIRROR, MIRROR ON THE WALL, WHAT IS THE VERY BEST MIX OF ALL?

"The tool supports us not only with planning, but also with thinking creatively and testing strategies and campaigns. The algorithm delivers better solutions than intuition and gut feelings."

Andrys Aardema,
Head of Marketing Switzerland, Rivella AG

1. Challenges and goals

Successful soft drink brands like Swiss national drink Rivella are constantly alert as they accompany their target groups day in day out in very different purchasing and consumption situations: whether in a shop, a takeaway on the corner, a Sunday barbecue, or when playing or watching sport. Staying close to their customers and maintaining product availability are significant factors for marketing success.

Different target groups, diverse product varieties, and a highly fragmented distribution landscape result in quite a complex environment even for the No. 2 in the Swiss soft drink market. Clearly a "one size fits all" strategy is unsuitable, even when decision-makers would prefer the simplest possible marketing solution.

2. 2014 – the best practice age

In response, Rivella requested a 360°TOUCHPOINT analysis in 2014, in order, among other things, to achieve two concrete goals (see diagram 1): higher recruitment of new customers in target group A (sub-target 2) and an increase in purchasing frequency by existing customers in target group B (sub-target 6). Altogether, seven sub-targets were formulated.

The task of finding the best possible mix for each sub-target used a three-part process. The first step was to identify the relevant phases of the customer journey for each sub-target, e.g. generate attention (phase 1). With the aid of the customer journey, the second step was to decide which touchpoints to consider in order to reach the target. The most demanding part was the third step: defining an efficient and effective mix of these touchpoints, which offered maximum impact for the minimal number of touchpoints. The suggestions were evaluated and compared using customer journey metrics.

The knowledge gained helped Rivella to systematically re-assign a substantial part of its overall budget to the central touchpoints. They were able to identify and reduce activities with low added value and a relatively high level of organisational complexity. They were also now able to improve the content coordination and timetabling of cross-divisional marketing, sales and sponsoring activities. This targeted marketing optimisation in combination with product innovations like Rivella Peach and Rivella Rhubarb significantly strengthened Rivella's market position.

3. Today – the algorithm age

Based on its success in 2014, Rivella quickly checked the results – this time with Accelerom's intelligent algorithm. Using this dual methodology between best practice and machine they were able to exceed the best scenario from 2014, and achieve more relevance and reach with the same number of touchpoints, or the same relevance and reach with fewer touchpoints. The algorithm was configured as a starting point: instead of scenario discussions, now the algorithm's calculations were the central focus.

The algorithm delivered superior results across all sub-targets: for target group A the 2014 best practice suggestion with seven touchpoints was improved by a mix with just six touchpoints, while achieving the same reach but with higher attraction values. The best practice suggestions for target group B included four touchpoints. In this case the algorithm generated a solution with an identical number of touchpoints, but with a higher reach as well as a higher attraction value.

Essentially, the earlier results from scenario calculations were confirmed. The algorithm did not generate completely new touchpoint mixes, but delivered measurable improvements by exchanging certain touchpoints and thus further improving coverage of the customer journey. The central insight for the planning process is that using the new algorithm technology allows questions posed in 2014 to be answered both faster and better today.
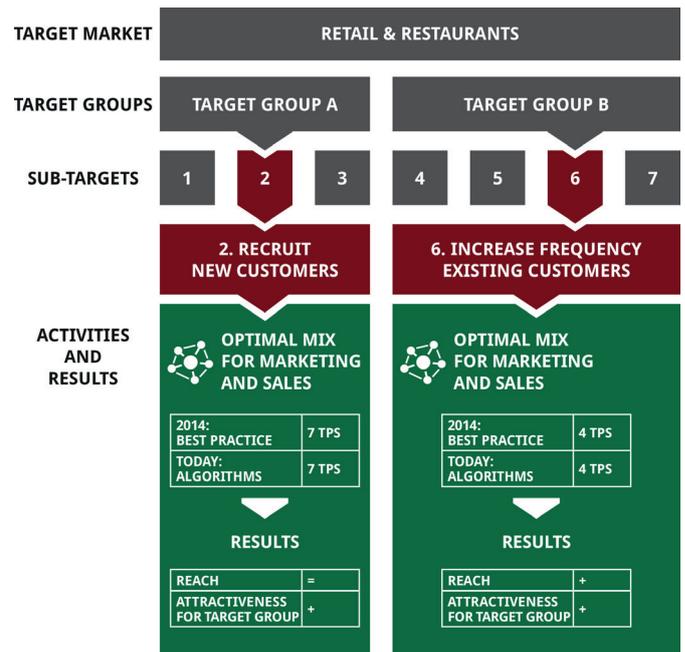

Diagram 1: Targets and results of 360°Touchpoint analysis for Rivella

Accelerom AG

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Proven in practice: Our methods and tools for marketing success have proved themselves for over ten years in more than 50 countries.

Recognized for innovation: Accelerom's unique, algorithm-based analysis modules have been developed with scientific partners through research initiatives of the Federal Commission for Technology and Innovation.

Scientifically validated: Our 360°TOUCHPOINT® methodology has been scientifically validated by the IPMZ (Institute of Mass Communication and Media Research) at the University of Zurich.