

Halo Effect Calculation

from: Miscion Limited

Price: £3,000.00

Date: 2020-08-30 18:34:08

Expiration Date: 0000-00-00 00:00:00

Description

Measure the lasting impact of shopper marketing and calculate the halo effect across the brand portfolio. Shopper marketing engages consumers and builds brand affinity – influencing sales long after activities have finished. And, despite campaigns focussing on just one or two products, shopper marketing often results in a positive impact across the wider brand portfolio. We consider the impact of each of these factors in order to accurately calculate the true ROI of shopper marketing.

<https://mail.londonbusinessaward.com/classified/halo-effect-calculation-1320.html>