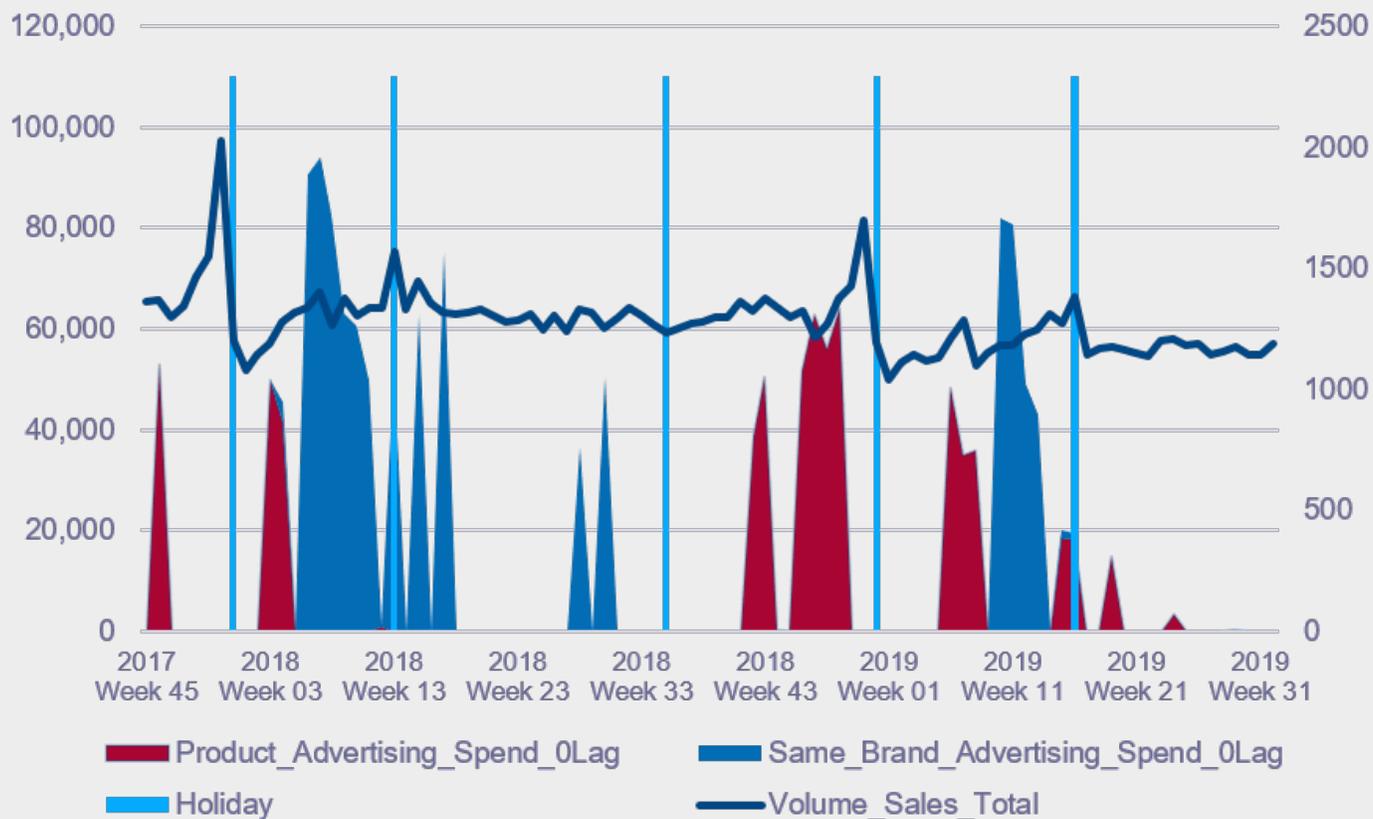


## PROJECT

Ferrero partnered with the **Analytics Accelerator** to develop a **marketing mix model** that evaluates the effectiveness of advertising within their brand portfolios.

## SOLUTION

The student team found that the **brand halo effect** varied in all four markets (Italy, Germany, UK, US) and across every brand/product combination. They recommended **A-B testing** (outside of the holiday season), to further understand the true **causal relationship of advertising spend on sales** while focusing on advertising a single product or a combination of products.



# FERRERO

Ferrero is the largest privately-owned confectionery business in the world. Today, Ferrero manufactures well known global brands including Nutella, Ferrero Rocher, Kinder, and Tic Tac.

*“What I was most pleased to see from the outcome was that despite the different sizes of our portfolios and the heritage in each of the different markets, there was commonality to the models that could be run on a central level.”*



**Erin Breland**

Head of Global Business Intelligence and Analytics  
Ferrero