

AGILE PLANNING SOLUTIONS FOR UNCERTAIN TIMES

Connecting leading indicators of consumer demand
& media excellence

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**UNDER UNCERTAINTY,
TRADITIONAL
APPROACH
TO PLANNING
CAN BE MISGUIDED**

CONSUMER SEARCHES

The leading
indicator of demand

PREDICTIVE MONITORING

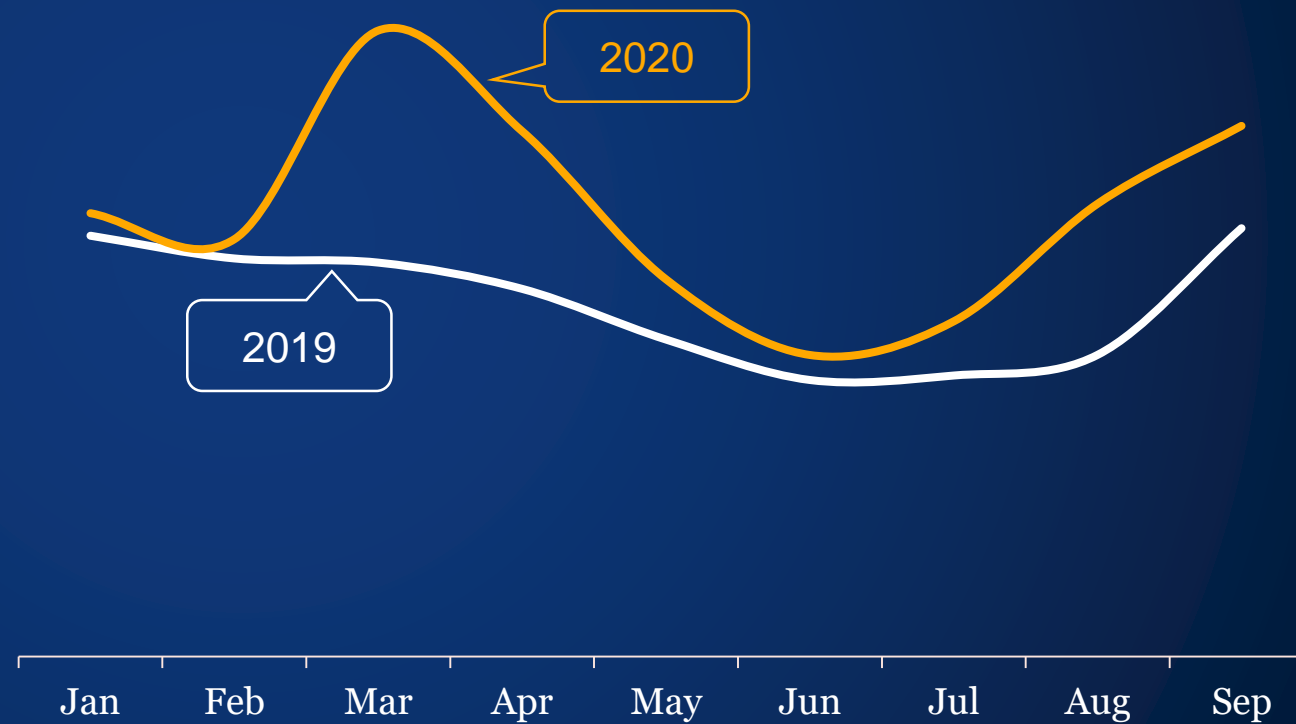
Absolute must in
these uncertain times

WM MAXIMIZE

AI / ML enabled
accelerator of growth

**CHANGES
IN CONSUMER
LIFESTYLE
LEAD TO
CHANGES
IN DEMAND**

“From sore throat”



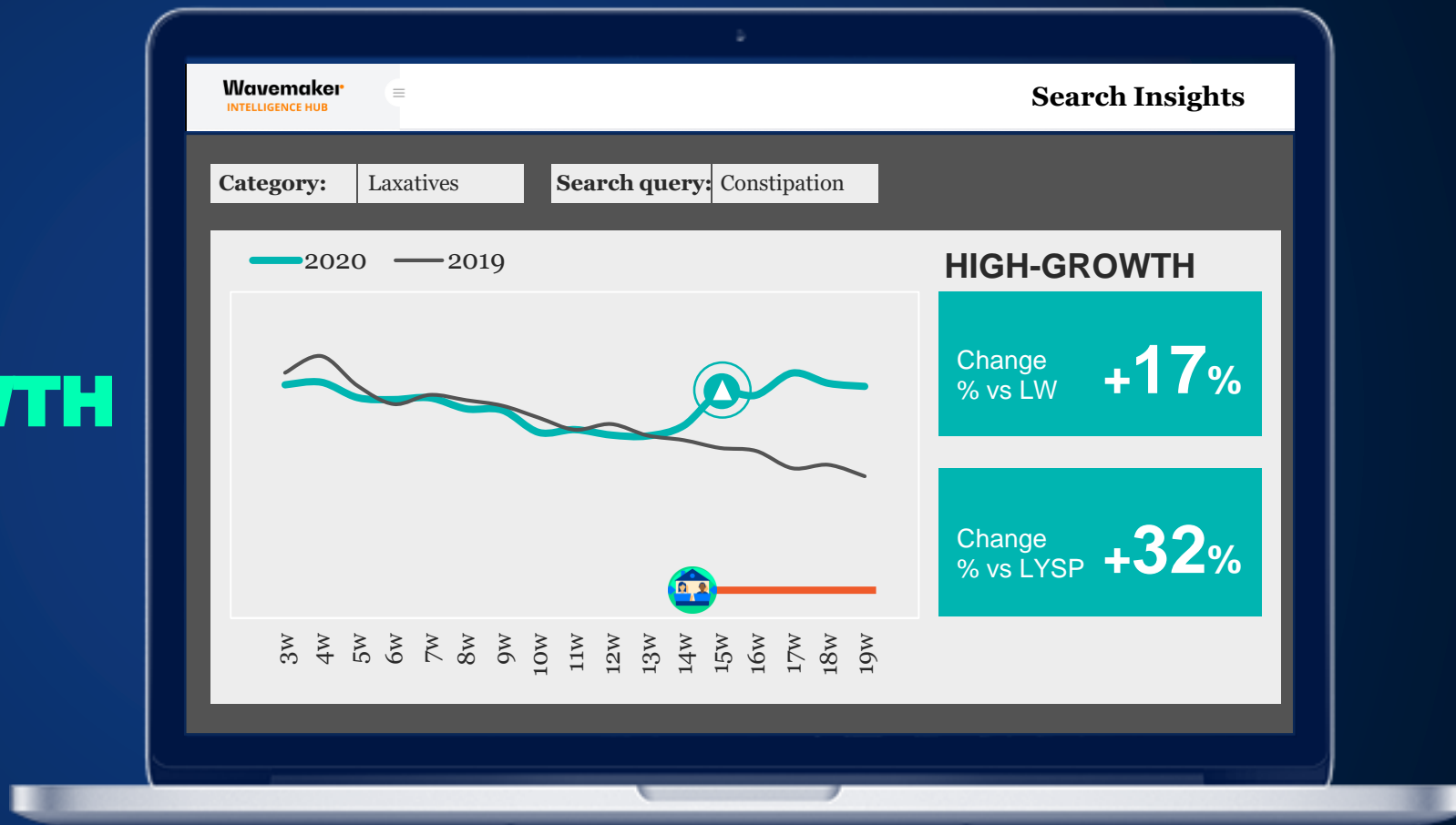
ADVERTISERS MUST REACT FASTER THAN EVER

To unlock all growth
opportunities

Especially those that are **not so obvious**



IN THE VERY BEGINNING OF LOCKDOWN WE OBSERVED **GROWTH** IN SEARCHES ON GASTROINTESTINAL SYMPTOMS





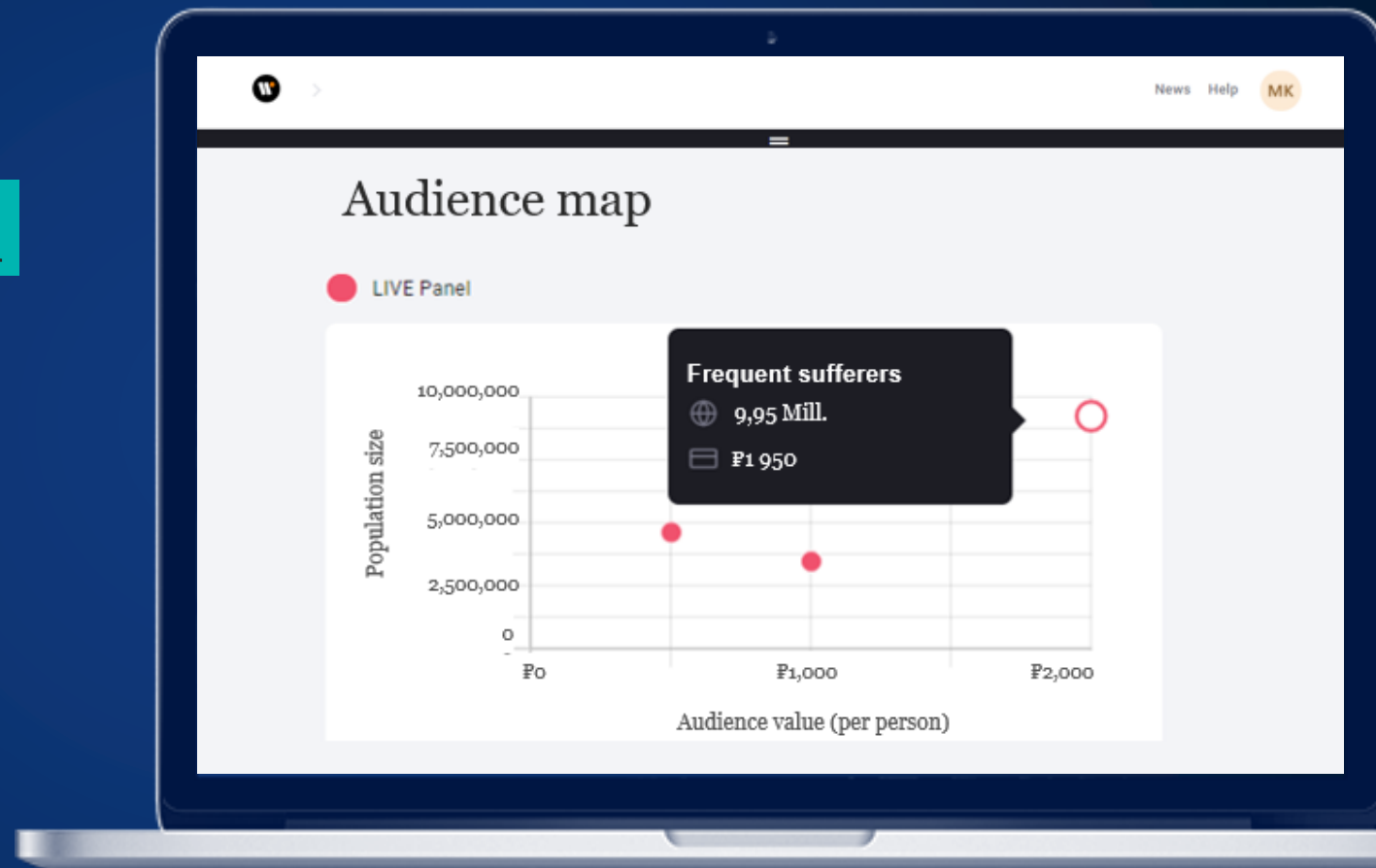
**SEDDENTARY
LIFESTYLE**

**quite obviously
led to more
people
having GI
symptoms more
frequently**

Maximize

Know-how tool
for unlocking growth

- Audiences
- Touchpoints
- Campaigns



AI EVALUATES MEDIA SCENARIOS: Fast & accurate

MEDIA

BRAND

BUSINESS

CPRP
CPP

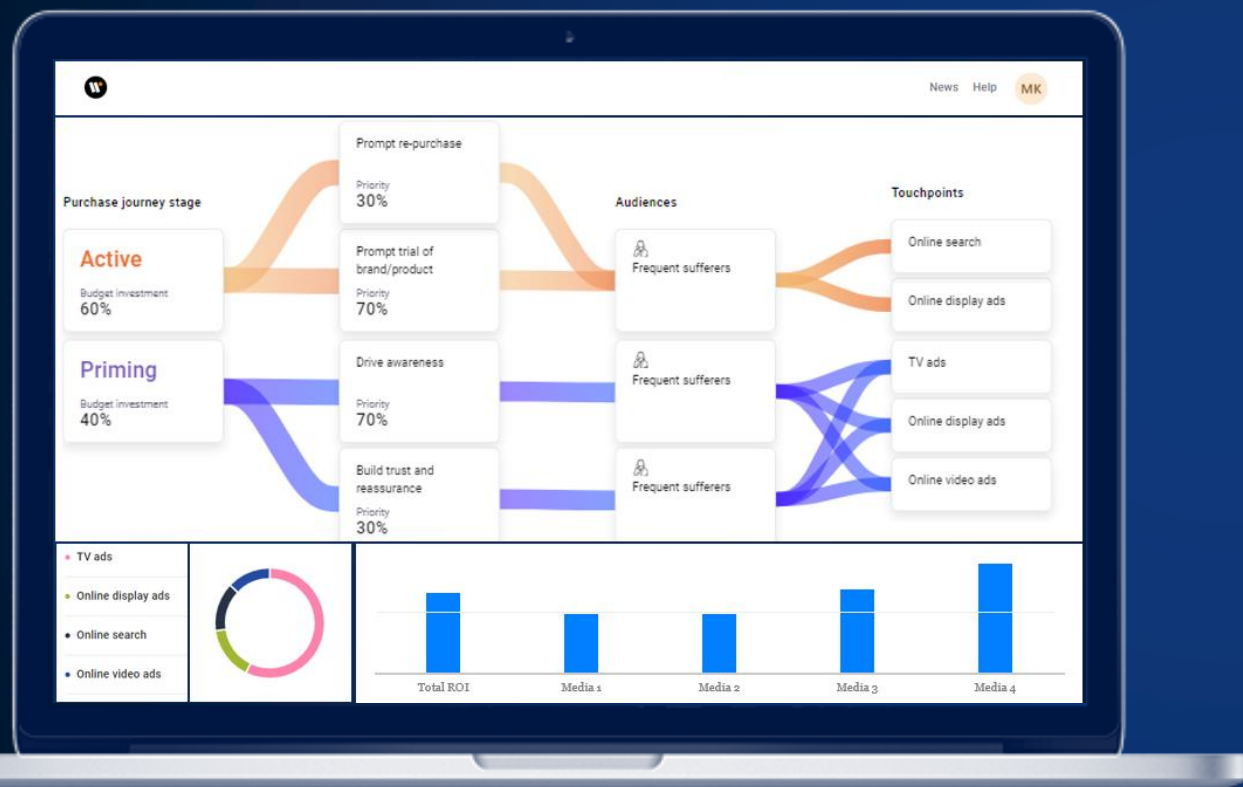
AD
RECALL

ROI

> 20 000

COMBINATIONS
OF MEDIA MIX

WITHIN TWO WEEKS

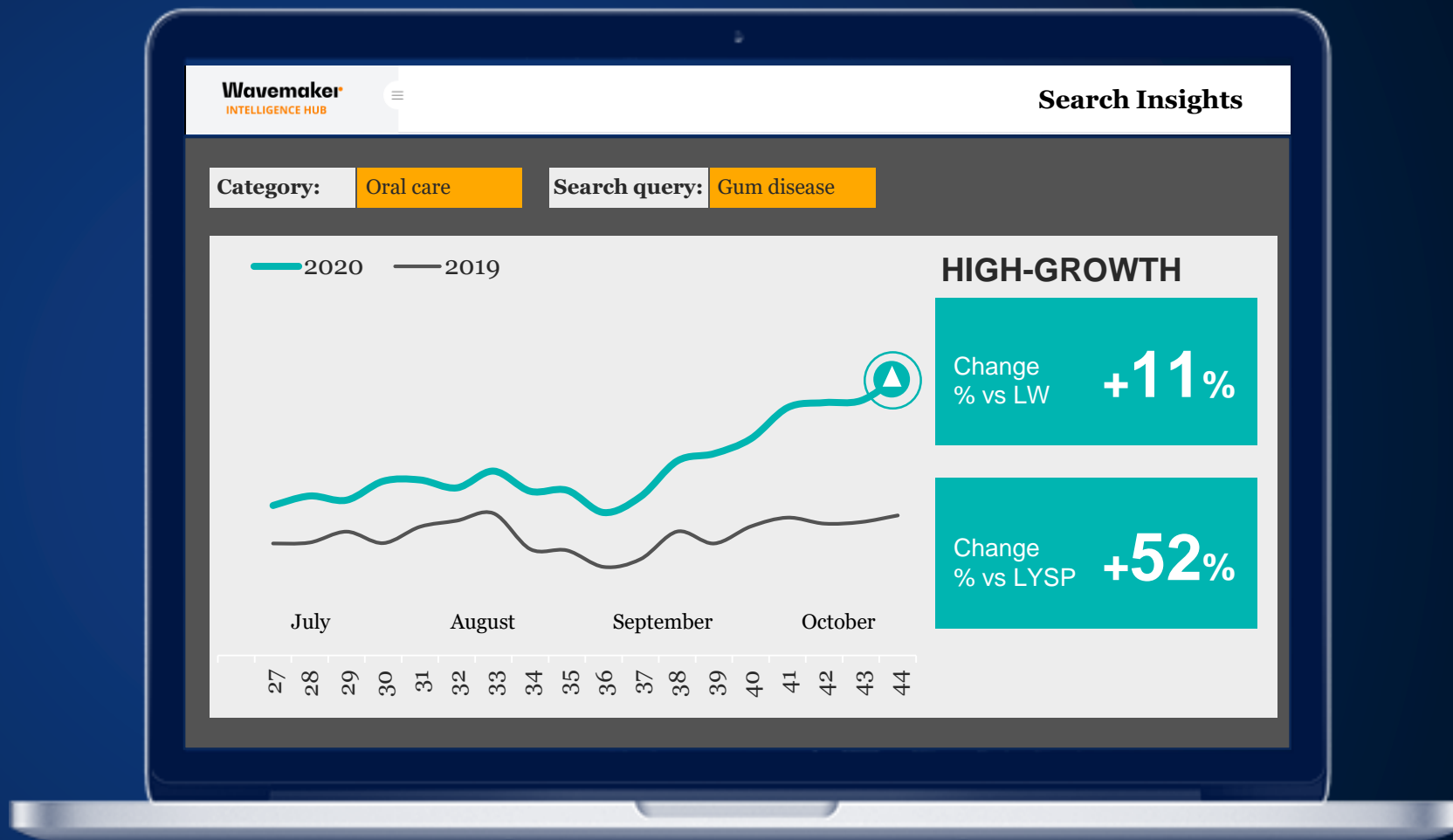


We effectively **STRENGTHENED** the media campaign

April-June '20 vs '19

x2 Brand sales growth vs category growth

**PANDEMIC KEEPS
BRINGING NEW
SURPRISES.
SO, STAY TUNED**



THANK YOU

QUESTIONS?

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