

Halo Effect Calculation

from: Miscion Limited

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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.

<http://mail.monexmarket.com/classified/halo-effect-calculation-1320.html>