



Advertising Intelligence - custom creative and spend tool with tagging

Australian drinks industry thrives on innovative ad planning, response tool

70% of producers and retailers use system daily in 3 months

Early-warning ad monitoring serves national ads by **8:30am**

1.6m historical items tagged and added, building **3-year** archive

Client objectives

The Australian alcoholic drinks market is intensely competitive. Marketing is characterized by large volumes of retailer ads in both press and catalogues, featuring multiple products with a wide range of special offers and price points. Access to timely, accurate, and well-tagged data summarizing this activity is critical for drinks producers and distributors in planning proactive and reactive campaigns.

When **The Drinks Association** approached Ebiquity, the whole-industry trade body was looking to modernize a manual, labor-intensive, advertising intelligence service it had historically provided to its members. The association needed us to build a system that gave members access to more information at the very start of each working day.

Our approach

Ebiquity had provided Portfolio – our easy-to-use, online advertising intelligence platform – to several major Australian drinks companies for years, enabling these clients to monitor competitor creative and spend data in near real-time.

Using Portfolio as the engine, we created a bespoke, feature-rich platform for **The Drinks Association** and its members, providing a comprehensive ad monitoring environment that enables them to do better business. Creative and spend data from 16 major national and regional press are read, scanned, tagged, and uploaded by 8:30am, covering all ads for beer, spirits, cider, and ready-to-drink beverages. By 9am, coverage doubles to 32 press, and a further 149 titles are added during the working day. The contents of 88 separate catalogues go online during a typical working week.

In addition to well-tagged creative, Ebiquity's fully searchable Portfolio system includes ad spend data so members can benchmark budgets being spent on their own and competitive brands by retailers. We have also imported and seamlessly integrated 1.6 million records – representing three years of historical data – to provide continuity and year-on-year comparisons.

A major innovation to the service is the Express Daily Retail Alert by email of ads featured in the 16 major Australian publications by 8:30 and then an additional 32 newspapers by 9am. Ads are tagged by publication, featured brands, price points per pack size, and banner headline, plus a hyperlink to a digital copy of the original creative execution.

Business results

Up to 70% of members of **The Drinks Association** make daily use of the new system. The speed and accuracy of our sourcing and sharing ads has enabled members to have a richer, quicker, and more comprehensive understanding of competitor marketing activity. Members use it both strategically (to plan pricing and marketing strategy; to ensure their portfolios are not being eroded), as well as tactically (when producers look to respond defensively to particular competitor promotions with retail partners).

The core database service is free to members of the association; the email alert service is subscription-only, and has already attracted 700 named individuals from the 26 major member companies.