



PANOS

THRIVING AGAINST THE ODDS

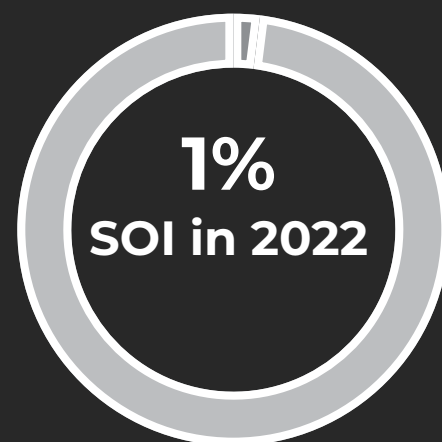


A BRAND UNDER SIGNIFICANT PRESSURE

1.

PANOS' BEING SIGNIFICANTLY OUTSPENT BY THE CATEGORY

Panos
Share of Invest 2022



2.

AGING IMAGE IN COMBINATION WITH SINGLE DIGIT LOSS IN TICKET SALES AND PENETRATION



3.

PLANNED PRICE INCREASE IN 2023

Consumer concerns in 2022



A BRAND UNDER SIGNIFICANT PRESSURE

1.

2.

3.

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by

MARKETING OBJECTIVE IN 2023:
Achieve competitive growth for Panos in the
2023
through building mental availability*

- Basic cocktails boven €10
- iPhones boven €1000
- De L**n tickets boven €1,50

6 44 286

THIS MEANT FOCUSING ON THE RIGHT OBJECTIVES

Marketing Objectives

Achieve competitive growth for Panos in 2023 despite price increases

**Defend Ticket Sales
for '23 vs '22**

**Grow Penetration
for '23 vs '22**

Slow Moving &
Indirect response

Communication Objectives

Regain shoppers by showing that Panos is the relevant option for the key category buying occasions

**Increase
TOM-awareness**

**Enhance
Consideration
Level**

**Grow share in
relevant CEPs**

Campaign Objectives

Cut-through the highly competitive market of on-the-go food

**Above Cat.
Benchmark Ad Recall**

**Above Cat. Benchmark
Brand Attribution**

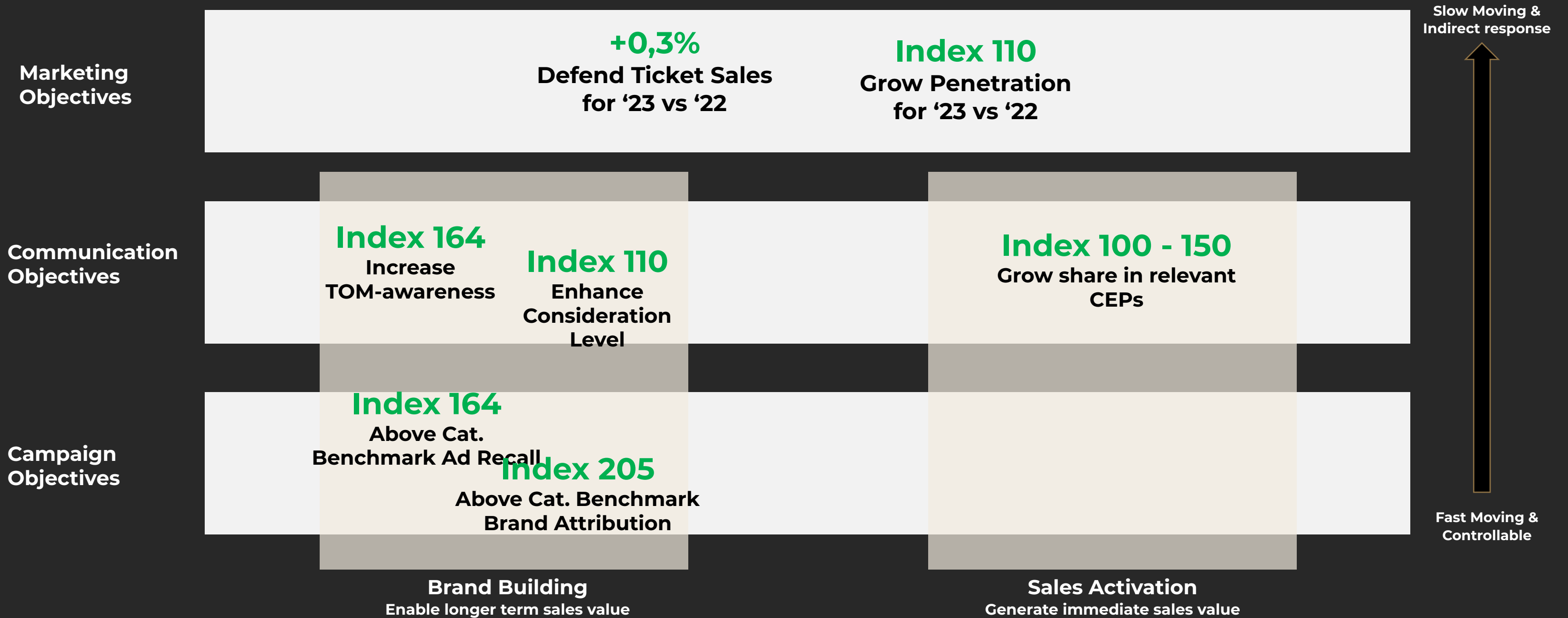
Brand Building
Enable longer term sales value

Sales Activation
Generate immediate sales value

Fast Moving &
Controllable



WE MET ALL OF OUR PREVIOUSLY SET OBJECTIVES





+15% REVENUE
(VS +6% WITHIN CATEGORY)

WHY WE DESERVE AN AMMA

1.
**A THOROUGH
ANALYSIS**

2.
**THE 3-STEP
APPROACH**

3.
**AGAINST
THE ODDS**

“
"In Publicis Groupe, Panos found a partner that was very aligned on how to build brands and business via media. Even with relative small means, we were able to deliver a significant shift in Brand parameters, as well as performance metrics, delivering penetration growth and of course revenue growth.”

Erwin Van Der Weerden
Marketing Director
La Lorraine Bakery Groupe



THX

