

# Advertising spend research among leading FMCG and retail brands in South Africa

Issued by <u>Ornico</u> 19 Apr 2021

Brand Intelligence® firm, Ornico tracked and analysed FMCG advertising in February 2021 to identify media habits and trends. This will form part of a broader annual trends discussion about the FMCG industry in a virtual event that takes place on 28 April 2021. Research shows that the most popular day of the week for new executions is Sunday across the top FMCG brands.

February 2021 findings reveal that of the 98 brands that were tracked and analysed, 31% of new executions were in the beauty care category. Top advertising spenders include brands such as Handy Andy, Shield, Sunlight Washing Powder, Omo and many other market leaders.

In <u>the virtual event</u>, Ornico will lead a discussion around some of the top trends and changes in retail and FMCG with brand leaders. Marketing and brand specialists from the FMCG and retail industries will join this conversation to share some of their thinking and changes as a result of changes in media consumption.

To attend the panel discussion online, please click here: <a href="https://qkt.io/fmcg">https://qkt.io/fmcg</a>

Take a look at the infographic with initial findings:

## FMCG ADVERTISING - FEBRUARY 2021



## KEY INSIGHTS

Various FMCG brands and categories tracked | Television adspend and flightings data for February 2021 | Top spenders included Handy Andy Cream, Shield Deo For Women, Nivea Perfect & Radiant, Sunlight Washing Powder and Omo Auto Liquid | Most spots were flighted for Nivea Q10 Anti-Wrinkle | 26 Newcomers (new executions) tracked for TV and Outdoor

#### **NEWCOMERS BY CATEGORY**























Soap

Deoderant

Detergent Medication Household Cleaner

**TOP 10 CHANNELS BY SPOTS AND ADSPEND** 

Fragrance Hair Care

Baby



R290 222 119 total advertising spend



# SUNDAY





38 558 total flightings/spots



R50 337 033 1 320 spots



R41 065 951



R33 538 067 1 079 spots



R24 584 451 2 331 spots



R10 791 477 1 318 spots



R7 879 479 1 615 spots



R7 621 613 1 592 spots



R7 287 417 1954 spots



R6 473 669 730 spots



R6 136 359 495 spots



98 brands tracked



31% of new executions in beauty care category

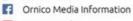


2147 28 February saw the most spots











METHODOLOGY – 26 Newcomer FMCG commercials were tracked and analysed by Ornico – with new commercials from all tracked mediums during February 2021. Adspend – only Television spend for the period (Telmar)

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