

Marketing Effectiveness / A&P ROI

FMCG Brands & Distribution

Document type: Financial model / analysis · Generated 14 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses marketing/A&P effectiveness — spend by activity vs the offtake, awareness or trial it drove — to find what works and reallocate budget, so A&P builds the brand instead of leaking. Use it to review marketing spend. For the plan use the Brand Marketing Plan.

Purpose of this tool & output

Know which marketing spend actually works

How the output is used

Use it to know which marketing spend actually works — a marketing effectiveness and A&P ROI analysis across channels.

Who should vet it

Your finance or marketing lead, to confirm the attribution and cost inputs in the ROI.

Important cautions

FMCG attribution is noisy; separate distribution and seasonality effects before crediting marketing.

Companion documents

- Brand Marketing Plan
- Digital & Social Media Plan
- Influencer & Creator Campaign
- Content Calendar & Creatives
- BTL Activation & Experiential Plan
- PR & Communications Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.