

CEREALS BRAND CASE STUDY: 11% SALES DIFFERENCE BETWEEN TEST AND CONTROL STORES

About the POPAd

Visualises POPAd trolley media is installed on over 36,000 trolleys in Dunne's, Tesco, Superquinn and Supervalu stores nationwide.

Campaign Details

- The POPAd was used to build awareness of the Cereal Brand- the campaign did not support a promotion.

EPOS Data was collected from 14 test stores and comparative control stores.

- A competitor had a major in-store promotion (2 for 1) in the same stores and during the same time as the POPAd Cereal Brand campaign

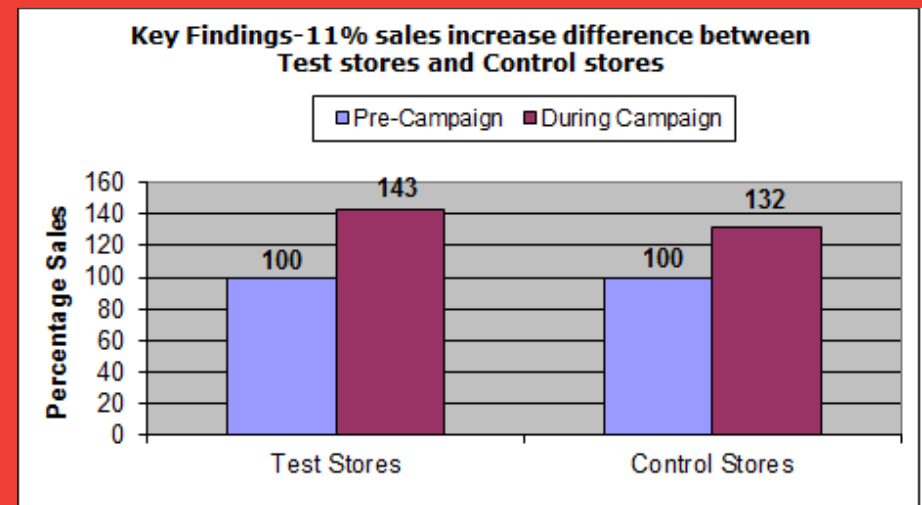
- Sales uplift on the Cereals Brand in stores that had the POPAd **was 11% higher** than in stores without the POPAd.

- 4 weeks post campaign, uplift on the Cereal Brand in stores that had the POPAd were 4% higher than in stores without the POPAd.

Using independent EPOS data from our retail partners, Visualise has been able to demonstrate to our clients that the POPAd format gives them a measurable return on investment.

Remember:

- Up to 70% of final purchasing decisions are made in-store.
- On average, each shopper will have the POPAd in front of them for 45 minutes.



Summary

The EPOS data provides evidence that the POPAd media product had a **direct and positive impact on sales.**

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