

CREAMED RICE CASE STUDY: 54% 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.

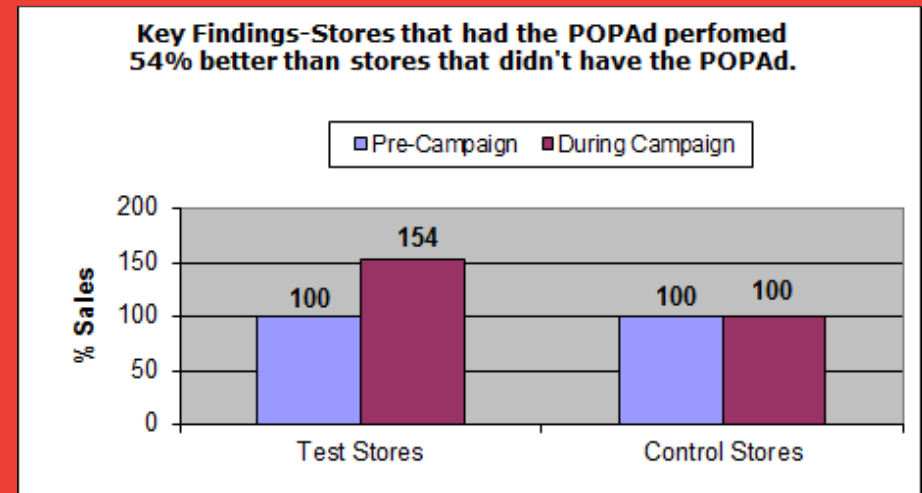
Campaign Details

- The POPAd was used by a Creamed Rice brand for an in-store promotion: the unit was designed as a double-decker bus containing 6 pots of the brand, with 2 pots free of charge.
- The campaign ran in Dunne's and Superquinn
- EPOS Data was collected from 33 test stores and compared against 33 control stores
- The test and control stores had identical/near identical sales before the POPAd campaign began
- The EPOS data measured the sales of the Brands Creamed Rice 150gr pots range in all stores for 3 weeks pre-campaign and then measured the sales of the advertised promotional product for the duration the campaign.
- The 33 control stores performed **54% better** than the 33 control stores

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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