

MEALMAKER BRAND CASE STUDY: 47% 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.

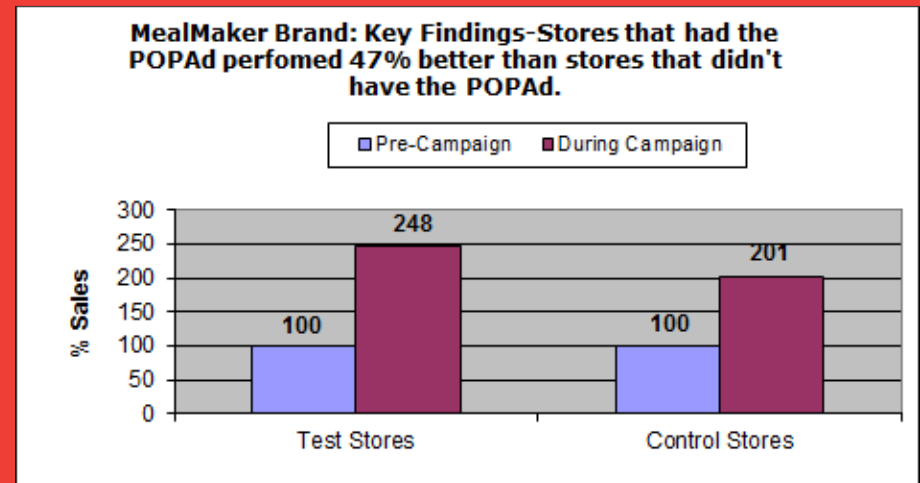
Campaign Details

- The POPAd was used by the Brand for an In-Store promotion: When the customer bought 3 products from the Brand's range, they received a free gift relating to the products.
- The campaign ran in 6 Superquinn stores.
- EPOS Data was collected from all 24 Superquinn outlets.
- The EPOS data measured the sales of the Brand's range in all stores for 4 weeks pre-campaign and 4 weeks during the campaign.
- In the 6 stores that had had the POPAd, sales were 148% higher during the campaign, while in the other 18 stores that didn't have the POPAd, sales were 101% higher.

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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