

RASHER BRAND CASE STUDY: 19% 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.

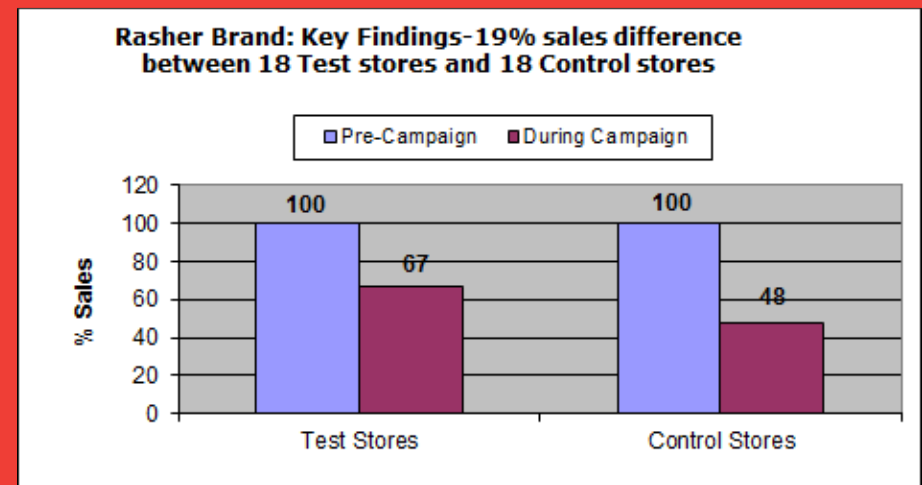
Campaign Details

- The POPAd was used to promote a Rasher brands range of rashers
- EPOS Data was collected from 18 test stores and 18 comparative control stores.
- The Test and Control stores had identical sales in weeks leading up to the campaign.
- Sales of all the Brands products in stores that had the POPAd were **19% higher** than in stores without the POPAd.
- The pre-campaign sales data was collected over the Christmas period when sales of rashers are much higher than at any other time during the year.

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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