

ADCentricity Breath Fresheners Category Case Study

– Proving Lift On In-Store P.O.S. Campaign

Campaign Details

Observation Length: 40 days

Run Time: 10 days

Spot Length: 1x15 second

Market: Toronto, Ontario, Canada

Network: iSIGN Media, located in Mac's / Couche-Tard

Convenience Stores across Canada

Measurement: Transactions over three 10-day control segments and a 10-day test period.

Venues:

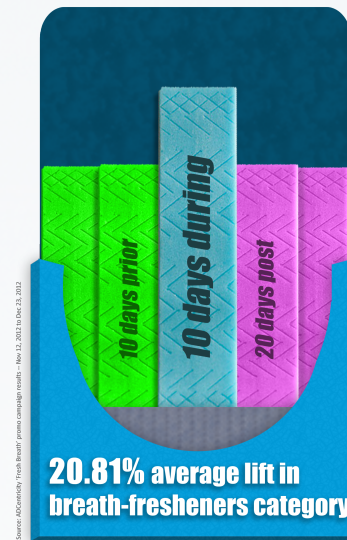
- Mac's – 471 Jarvis Street
- Mac's – 1024 Avenue Road
- Mac's – 2122 Queen St. East
- Mac's – 948 St. Clair Ave. West
- Mac's – 144 Dundas St. West
- Mac's – 78 St. Clair Ave. West
- Mac's – 11 Pleasant Blvd.
- Mac's – 96 Gerrard St. East
- Mac's – 2244 Bloor St. West
- Mac's – 904 Millwood Rd.

Campaign Objective

- To demonstrate the effectiveness of DOOH in-store and point-of-sale advertising.

Campaign Results

- Average cost of a 15-second ad per location per day is \$5.32
- The average impressions per location per day are 1,180
- A 15-second spot plays, on average 648 times per location per day on both in-store and POS screens
- CPM of \$4.50
- **Average lift of 20.81% in sales for the group of products in the breath freshener category**



Venues consisted of 10 Mac's convenience store locations across Toronto. The campaign targeted the breath-fresheners category resulting in 10% to 30% lift in transactions

Market: Toronto
Venues: 10
Screens: 30
Spot Length: 1x15 second

Breath-fresheners category lift due to digital display advertising



This campaign featured 64,300 ad plays and 118,000 impressions over the course of the 10 days that the advertisement was running

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