

Category

Campaign Results



Format

Floor and Shopperscapes

Creative Notes

The creative execution was specifically designed to leverage the retail environment. The execution integrated the brand's mainstream communication but was tailored to produce a simpler, call-to-action message – driving customers to the brand in the fridge.



The combination of the Floor and Shopperscape campaign produced an exceptionally strong result with 34.5% increase in sales recorded.

The campaign also produced a longer term influence on shopper behaviour as demonstrated through the post period result of a 8.6% increase in sales.

TorchMedia has a comprehensive library of research case studies illustrating the effectiveness of Shopper Media. Please contact your TorchMedia sales representative for more information.