

## Category Campaign Results



### Format

Floor and Audio

### Creative Notes

The strong creative was a major feature of the campaign's success.

The creative, which featured an enticing shot of the product in situ, was supported by clear and bold messaging.

During the campaign period the Floor and Audio media produced a sales uplift of 13.10%.

The combination of the two media formats continued to influence sales in the post period by 3.10%.



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