

Advertising impact study Hirz

Poster advertising at the point of sale (POS) has a huge impact on sales. Over 70% of purchase decisions are made at the POS. As the campaign conducted by Lactalis Nestlé for the Hirz yoghurt drink in June 2015 demonstrated, posters at the POS significantly increase the number of purchase decisions.

The campaign was reinforced by location-based mobile advertising. To achieve this, we took the geo-positioning data of the poster sites and linked them to Adello's mobile advertising and targeting opportunities.

36% sales boost thanks to POS posters combined with mobile advertising.



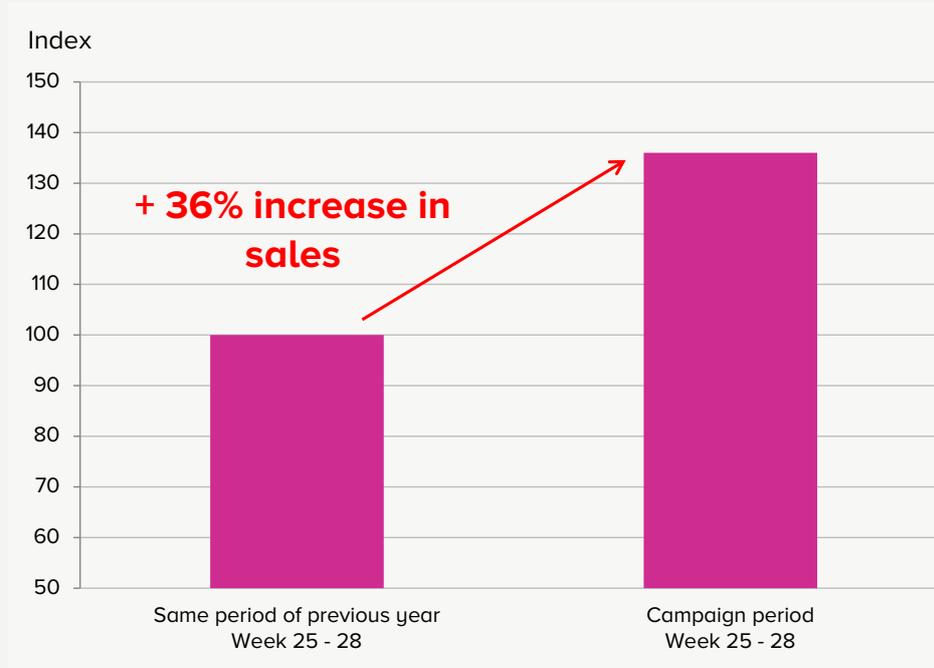
Campaign details

The impact on sales of a yoghurt drink campaign by Hirz was tested in June 2015. The **POS poster campaign** involving a total of 365 poster sites was displayed for two weeks in 176 selected branches of Coop. The campaign was given an additional boost by **mobile marketing**. The advertising media used included banners, interstitial, leaderboard and rectangle ads. No other advertising measures or special price promotions were deployed in the period of the campaign.



Campaign results

Year on year, sales of Hirz yoghurt drink were boosted by 36%.

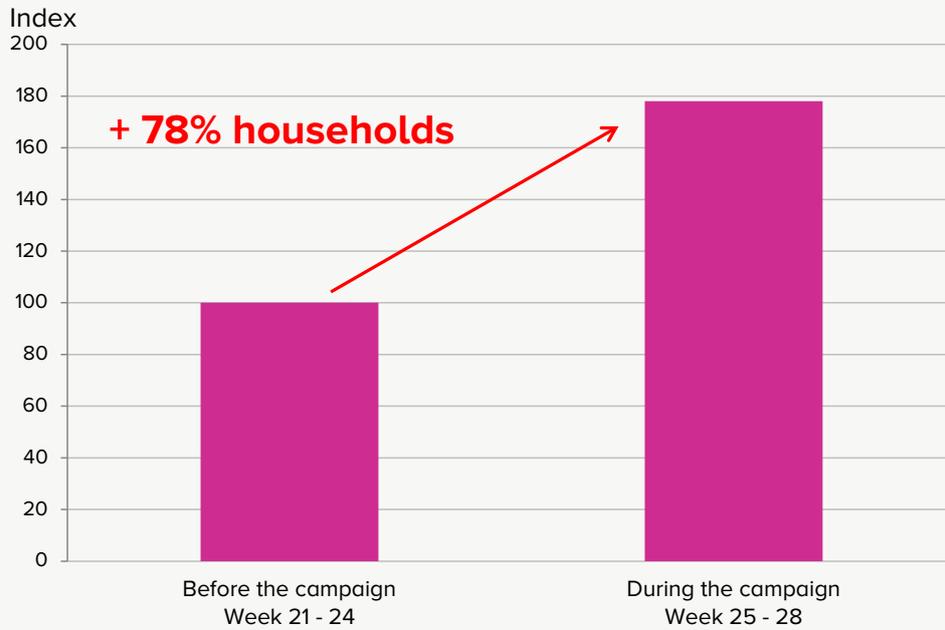


Source: Nielsen RMS

As a result of the campaign, market share increased by 2.45 percentage points.

Source: Nielsen RMS

The campaign also resulted in a significant increase in household penetration.



Quelle: Nielsen RMS

Summary

+ 36%
Increase in sales

+ 2.45
Percentage points
increase in market share

+ 78%
Increase in household
penetration

Out-of-home and mobile advertising offer the best of all media pairings for combining reach with consumer activation. Mobile marketing is an ideal partner for out-of-home advertising, acting as a powerful driver for immediate responses and interaction.