

# How did an OTC CPG brand use video advertising to generate awareness and drive in-store sales?

MAXPOINT SPOTLIGHT  
OTC CPG BRAND

## Goal

Generate awareness and drive purchases of an OTC cold medicine against a competing brand.

## Strategy

MaxPoint utilized its Digital Zip® technology and competitor purchase data to reach households that over-indexed for adults ages 25–54 who were likely purchasers of a competing brand and who showed interest in flu and cold symptoms.

## Results

The video campaign resulted in a 78% completion rate and led to multiple campaign renewals at nearly four times the initial campaign spend. With MaxPoint, 65% waste was eliminated.

## Nashville Targeted Campaign

