CASE STUDY | NEW IOT PRODUCT LAUNCH

OBJECTIVE:

Generate awareness for new connected car device and drive foot traffic by reaching tech-savvy and safety-conscious drivers.

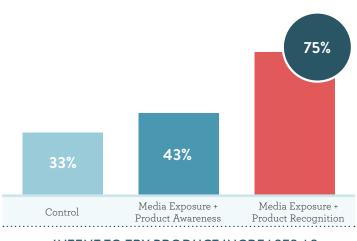
APPROACH:

- Created custom audiences by leveraging Vistar's access to passive geo-location data: Families with Kids, Older Drivers, and Tech-Savvy Drivers.
- Analyzed the movement patterns of these audiences and activated media where they have the highest propensity to be throughout the day.
- Focused media heavy-ups in proximity to store locations selling the new product.

KEY INSIGHTS:

- Upper-funnel branding efforts are crucial to lower-funnel success. Consumers who were familiar with
 the new product showed significantly greater interest
 in trying it out. Given that the product is new to the
 market, maximizing upper-funnel impact before
 switching focus to lower-funnel conversions was
 crucial to achieving success for the brand.
- The campaign not only boosted in-store foot traffic by 124%, but also drove consumer interest and instore purchases of the new product. Compared to the control baseline, exposed store visitors were 3.8 times more likely to inquire information about the new product and 1.6 times more likely to purchase it.

INTENT TO TRY PRODUCT (%):



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