

Background:

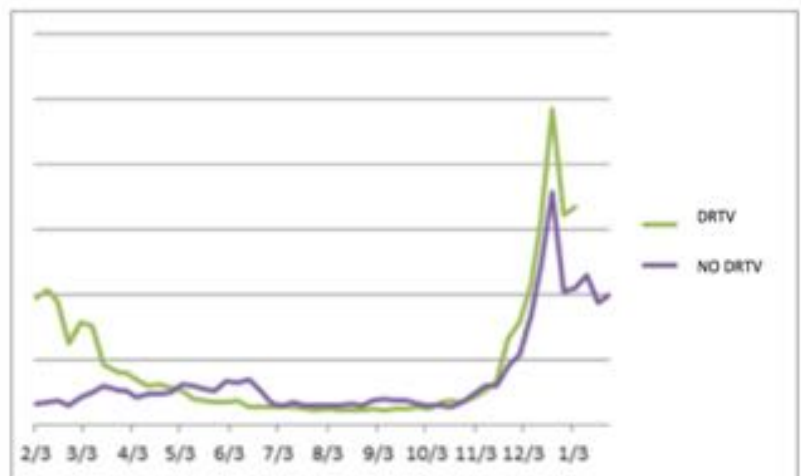
The client was looking for a way to increase sales of their moisturizing hand cream in retail stores. Their past advertising efforts had focused on branding and failed to drive measurable sales increases. The challenge was to develop and implement a retail strategy that would successfully build brand awareness AND drive retail traffic to increase sales.

What we did:

We developed and implemented a hybrid DRTV approach that combined both cost effective CPMs/CPPs against the client's target audience with focused station and time period combinations to reach new consumers for the brand. The result was a media schedule with high reach AND low cost per station/time period for a 14-week drive to retail campaign. The campaign led with an initial 6-week "push" flight: a heavy media concentration that served as a foundation of initial brand awareness and retail sales. Immediately following this, we extended the campaign with an 8-week maintenance schedule that incorporated lower weekly spend levels to continue to push the new "wave" of awareness and sales.

Results:

The results of the campaign exceeded the client's goals and expectations. We delivered 15% more TRPs and impressions at a 21% lower CPP and CPM than initially projected. But most importantly, the client saw a 30%-40% lift in unit sales at the retail level. Overall results were so strong, the client extended their campaign to continue to drive retail traffic and sales...a satisfied client is truly the greatest complement we get. With continued optimization of the client's media activity, we continued to capitalize on these exceptional results.



Clients retail sales increase with DRTV compared to the previous period without.



**Brand enhancing DRTV
that drives results.**