

CASE STUDY | OTC

OBJECTIVE:

Drive lift in awareness and purchase intent among moms, especially Hispanic moms

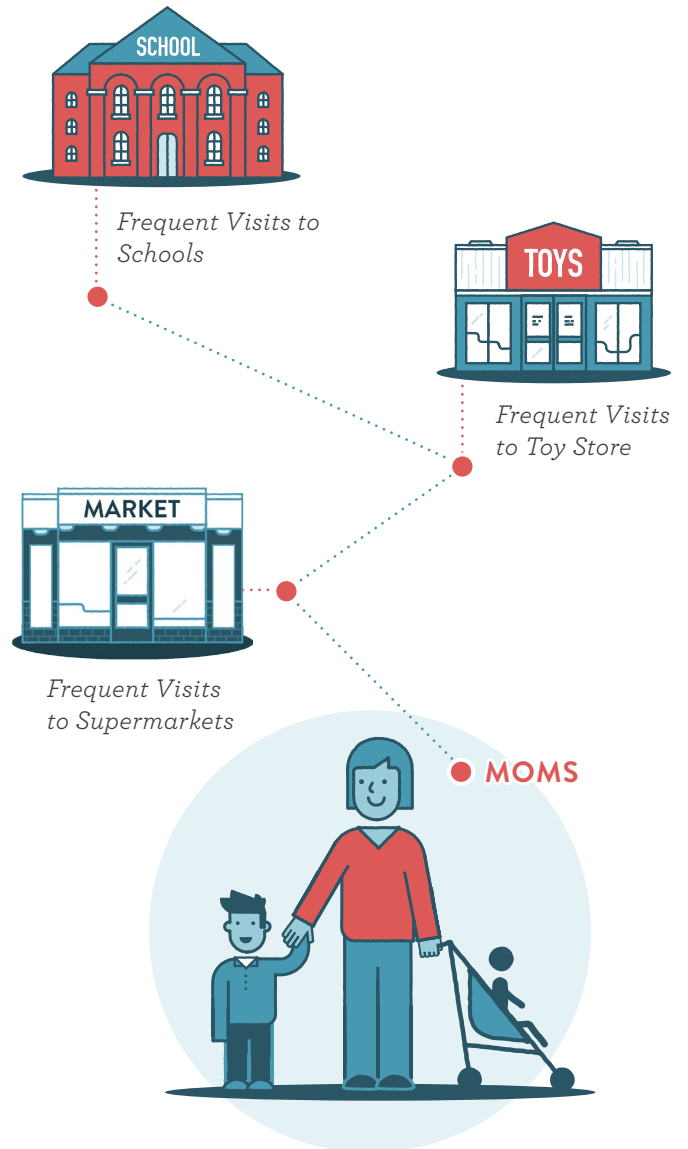
APPROACH:

Leveraged wireless carrier data to define custom Hispanic and general market Mom audiences based on consumers' physical world behaviors.

Leveraged Vistar's location-based platform to analyze the movement patterns of the Mom audiences and activated media where they had the highest propensity to be throughout the day.

KEY INSIGHTS:

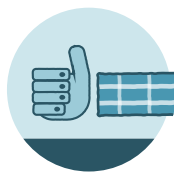
- Reaching a consistent audience at different touch points throughout the day was effective at driving consumers down the purchase funnel. Consumers exposed to advertising in multiple contextual environments saw an incremental lift in purchase intent compared to those exposed in a single contextual environment.
- Understanding both consumers' movement patterns and mindsets at different points throughout their daily routines helped optimize performance. Moms were most receptive to OTC messaging in Child Care, Offices, and Gyms resulting in higher lifts in awareness and purchase intent.



RESULTS



+5% LIFT
AWARENESS



+51% LIFT
BRAND PREFERENCE



+36% LIFT
PURCHASE INTENT