



CASE STUDY

FMCG BRAND LIFT

sasol *delight!*



**BIG CRUNCH.
BOLD FLAVOUR.**
FIND YOUR FLAVOUR.
IN STORES NOW.

**BIG
DEAL.
BIG
ENERGY.**



**SHARE
ACCOUNT**





Campaign objective

- Influence on triggering a purchase

Media

DOOH

- Digilites

Campaign timeline

1 Nov 2024 – 31 Jan 2025

Coverage

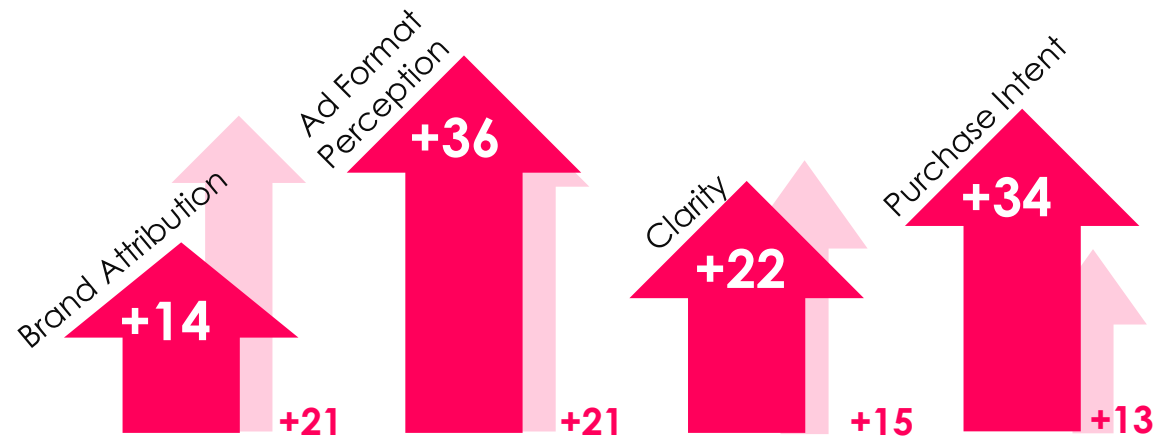
GP, WC, KZN,
EC, LP, NW

300 Respondents

- n150 Ad recallers
- n150 Non-Ad recallers

19 Days data collection

- Start: 13 Dec 2024
- End: 31 Dec 2024



Brand Lift Performance ■
Benchmark Performance ■

Benchmark calculated on All Media and the Food & Beverage industry



FMCG

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CAMPAIGN PERFORMANCE

REACH

1,320,990

FREQUENCY

4

IMPRESSIONS
(VAC*)

5,283,960

30%

AD RECALL

IMPACT SCORE

89%

= GREAT
performance

Above average score indicates a good perception of the ad, brand and the platform.

OVERALL
CAMPAIGN SUCCESS

THANK YOU.

DO YOU HAVE ANY QUESTIONS?

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