

Online SHOPPING

# THIS MONTH'S MUST-HAVES

See the specials. Save more.  
Shop Smart.

tractoroutdoor.com

Online SHOPPING

The billboard features a blue background with a sunburst pattern. It displays four kitchen appliances: a microwave, a refrigerator, a washing machine, and a dishwasher. The Online Shopping logo is in the top right and bottom right corners. The website tractoroutdoor.com is visible on a sign below the billboard.

CASE STUDY

# ONLINE RETAILER BRAND LIFT



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tractor



# ONLINE RETAILER BRAND LIFT CASE STUDY

## Campaign objective

- Brand awareness
- Brand image building

## Media

1 x static iconic billboard

## Campaign timeline

1 September - 2024 –  
31 December 2024

## Coverage

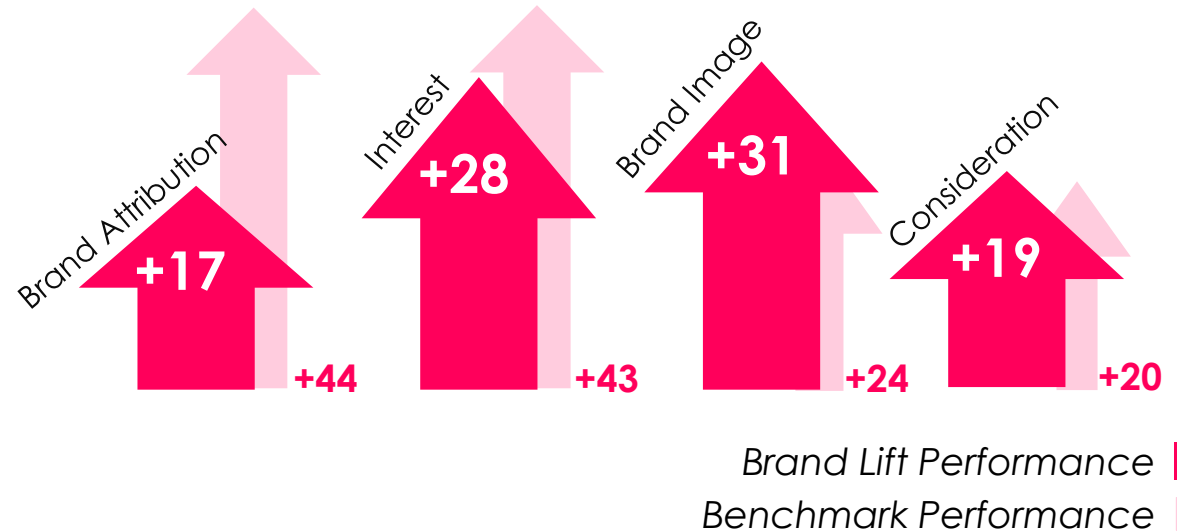
WC

## 300 Respondents

- n150 Ad recallers
- n150 Non-Ad recallers

## 16 Days data collection

- Start: 16 Decmber 2024
- End: 31 December 2024



Benchmark calculated on All Media and the Food & Beverage industry

# CAMPAIGN PERFORMANCE

REACH

**437,814**

FREQUENCY

**3.81**

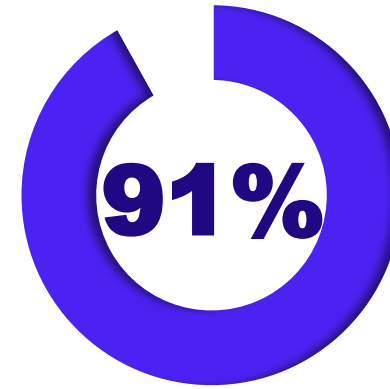
IMPRESSIONS  
(VAC\*)

**1,668,912**

55%

AD RECALL

IMPACT SCORE



= GOOD  
performance

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

**OVERALL  
CAMPAIGN SUCCESS**

# THANK YOU.

*DO YOU HAVE ANY QUESTIONS?*

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