

UFO
UNITED FURNITURE OUTLETS

unitedfashionoutlet


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Linen & Lifestyle
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LAMODA
CAFE

**BETTER SOFTWARE.
BIGGER RESULTS.**

Upgrade to smarter, faster software
that evolves with your business.

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CASE STUDY

TECH SOFTWARE COMPANY BRAND LIFT

COOLER BOX

MIRANDA
New Road
Private
Pharmacy

Pharmacy
Forward
You can count on

**BETTER SOFTWARE.
BIGGER RESULTS.**

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tractor

tract



Campaign objective

- Brand awareness
- Brand image building

Media

DOOH

- Roadside
- Digilites

Campaign timeline

1 March 2024 – 15 May 2024

Coverage

GP, WC, KZN,
EC, LP, NW

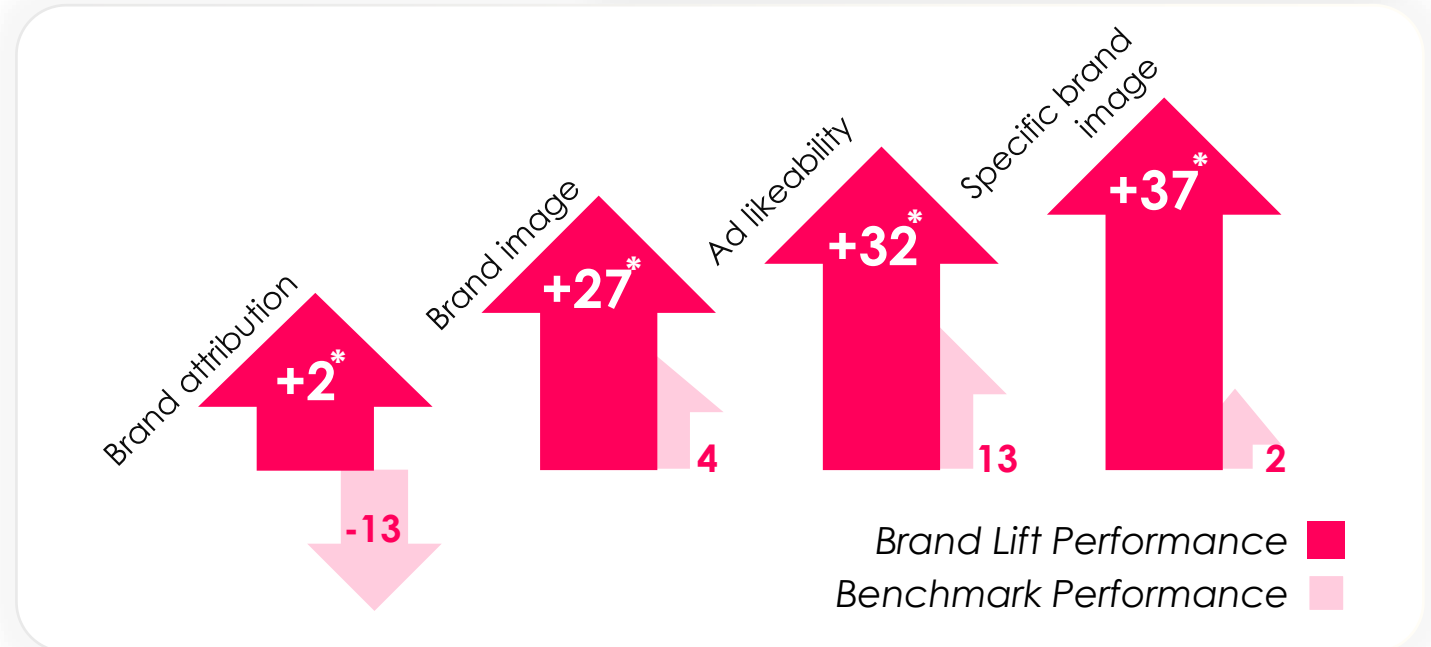
300 Respondents

- n150 Ad recallers
- n150 Non-Ad recallers

19 Days data collection

- Start: 12 April 2024
- End: 30 April 2024

TECH SOFTWARE BRAND LIFT CASE STUDY



* Statistically Significant Uplift with 95% confidence rate

CAMPAIGN PERFORMANCE

REACH

2,914,859

FREQUENCY

6.7

IMPRESSIONS
(VAC*)

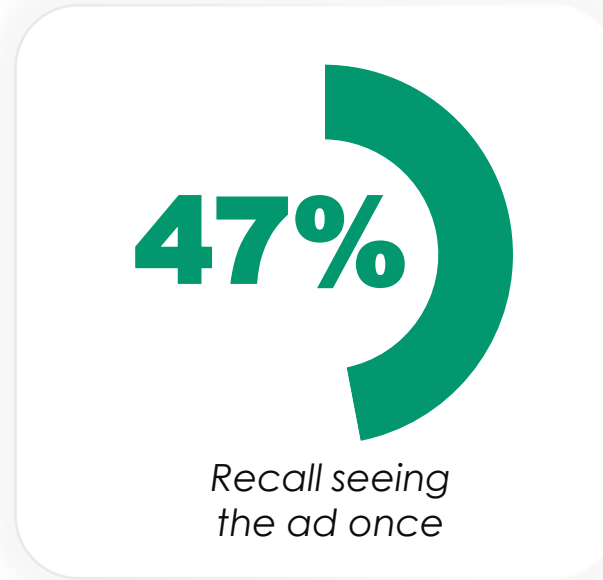
23,469,485

IMPACT SCORE



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

AD RECALL



Ad recall of those who **recall seeing** the ad.

OVERALL CAMPAIGN SUCCESS

THANK YOU.

DO YOU HAVE ANY QUESTIONS?

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tractor