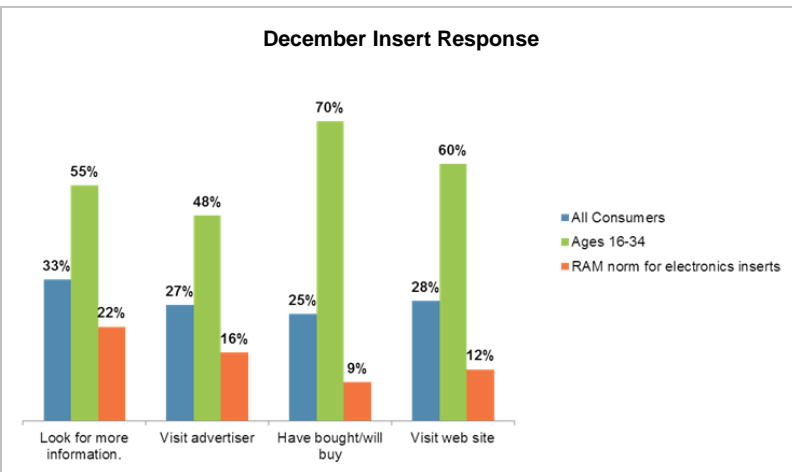
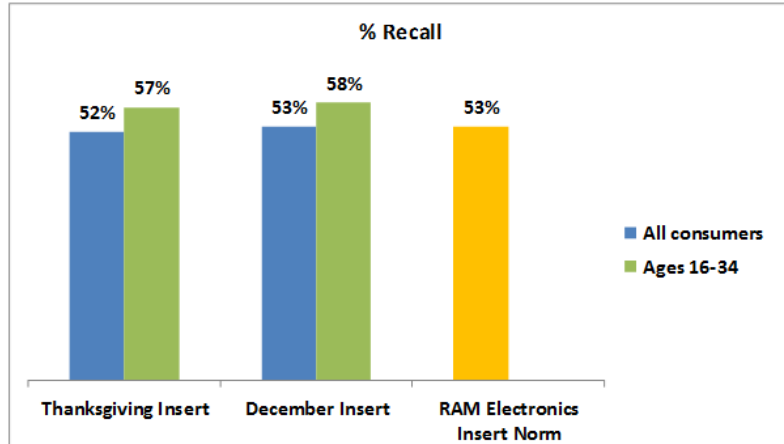


Solution Story – Acquire New Customers



Category: Consumer Electronics

About Client

- Consumer electronics company

Client's Objective

- Create awareness and drive sales during key holiday shopping season

Strategy Collaboration

- Leveraged RAM study to gain additional insights on consumer response and recall after the campaign had ran
- 8 page newspaper insert campaign ran during 2 key end of year shopping dates

Results

- Both inserts had very high stopping power and ad recall:
 - **57-58% of consumers aged 16-34 recalled the ads**, significantly higher than the RAM norm of 53% for client vertical
- Consumers who recalled the ads had increased interest in the client's products:
 - **70% of respondents age 16-34 who recalled the November ad said they have bought or will buy the product based on the ad**, significantly higher than RAM norm of 9%

Source: Research & Analysis of Media, December 2014