

# Solution Story – RedPlum® In-Store AdPOP™ Dollar Channel

## About Client

- National Battery CPG

## Objective

- Break through the clutter in the battery category to drive incremental usage and gain brand awareness

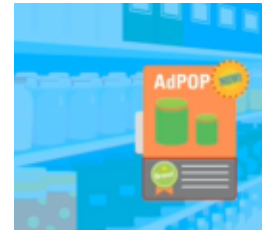
## Solution

- Utilized the AdPOP™ tactic to capture consumers' attention in the aisle- in front of the brand to increase volume and sales.

## Results

- Analyzing test vs. control stores, the brand performed best when advertised. This resulted in:
  - \$462K incremental dollars/ 71,442 incremental units moved during the analyzed period
    - 9.7% lift in dollar sales
    - 9.5% lift in unit sales

\*Source: Cycle 12, 2014- Cycle 1, 2015. Genpact



## Takeaway

*The AdPOP™ vehicle is an effective tool to build awareness, drive incremental sales and increase share in your category.*

## Benefits

- Exceptional sales lift
- Maximizes In-Store traffic
- Raises awareness and consideration among consumers who are ready to buy
- Real-time reporting and verification from merchandisers
- Research to track and substantiate results

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