CASE STUDY

Consumer Electronics company drives sales During key holiday season

Consumer recall
57-58% significantly higher than the RAM norm of 53%

Have bought or will buy
70% significantly higher than the RAM norm of 9%

About Client
Consumer electronics company

Client Situation
Create awareness and drive sales during key holiday shopping season

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