



Attribution Case Study

Sunkist Soak Up Some Flavor Summer Campaign

Campaign Objective

Sunkist was looking to increase awareness of its different flavors while driving grocery store visits to purchase their products. The out of home and mobile media mix allowed them to promote the four types of Sunkist flavors while calling out the closest grocery store that carried the product. They put mobile retargeting to use based on mobile devices that passed the “Soak up some Flavor” creative billboards. This triggered mobile ads with similar creative, “Try All the Flavors Under the Sun” to be served on the consumers’ mobile device directing them to the closest grocery store.



Campaign Details

Timeframe: June 6, 2017 - July 2, 2017
Market: Los Angeles
Format: 200 Static Jr. Posters, Posters
18+ Impression Delivery: 17,848,574 OOH Impressions
Campaign GRP Total : 87.3 GRPs

Results

- 15,380 mobile engagements
- .50% click through rate
- +290% above industry average
- 22,452 grocery stores were visited due to exposure to Sunkist mobile & OOH
- 16% lift in grocery store visitation during the campaign

Impressions / Clicks By Grocer

Albertsons	172,958/775
Northgate	100,924/402
Superior Grocers	101,073/401
Vallarta	144,551/657

