

Through an innovative campaign with a first-to-market measurement solution, Nestlé Perrier leveraged Vistar's proprietary technology platform to activate an eight-week DOOH media program across four major markets.



## Challenge

Food conglomerate Nestlé set out to encourage existing Perrier purchasers to add Perrier Fusions, its new beverage product sold in Walmart stores, to their cart. Additionally, they wanted to drive current juice drinkers to switch to Perrier Fusions.

## Our Strategy

Nestlé took advantage of programmatic buying capabilities by leveraging a data-driven audience approach to connect with consumers across a variety of DOOH touch points, engaging their audience in multiple locations and contexts.



## How We Got Here:



### Data-Driven Audience Approach

Vistar created a custom behavioral audience of “Millennials and Walmart Shoppers,” based on age and consumer visitation patterns in the physical world.



### Unparalleled Supply Footprint

Nestlé activated messaging at gyms, office buildings, billboards, urban panels, doctor’s offices, convenience stores, gas stations, liquor stores, pharmacies, transit and taxis.



### First-to-Market Measurement

Investing in Vistar’s first-to-market “Opportunity to See” measurement solution, Nestlé was able to evaluate lift across its target brand metrics driven by the DOOH campaign.

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## Key Insight

Taking advantage of custom questions within the measurement study provided Nestlé with further intel about product familiarity, past purchase history, juice brand preference and more — helping to inform the brand’s strategy for future DOOH campaigns.

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## Results

**9%**

lift in awareness

**6%**

lift in consideration

**13%**

lift in purchase intent