

## The 99 Store

### Background

The 99 Cents Stores offers a combination of closeout branded merchandise, general merchandise and fresh foods at highly competitive prices, with many products priced at 99¢ or less.

### Objective

#### Increase In-Store, Promotional or Special Event Sales

The objective was to strategically deploy bus kings across the Los Angeles market, aligning routes with 99 Cents Stores' locations. Over a 4-week period, the campaign aimed to generate buzz in the market by showcasing deals, products, and offerings, ultimately driving increased foot traffic to their stores.

### Strategy

The 99 Cents Store strategic plan deployed bus kings on routes aligning with their store locations across the Los Angeles market. Over a 4-week period, the campaign aimed to generate buzz in the market by showcasing deals, products, and offerings, and to drive increased foot traffic to their stores.

### Plan Details

Market: Los Angeles, CA

Campaign Posting Dates: 07/17/23-07/30/23

OOH Formats Used: Bus Kings

Target Demographic: Adults 18+, Deal Seekers, Families, Hispanic Americans

Budget: \$10,000 or larger

Total Impressions: 4,996,739 impressions

Reach: 15.16%

Frequency: 5.16

### Results

The 99 Cents Stores achieved significant results with consumers exposed to the bus ads 104% more likely to visit a store location compared to the unexposed control group. A substantial number of store visits occurred between the first and third ad exposures, and the strategic placement along bus routes near retail locations proved highly effective, with four of those store locations ranking in the top 10 for both visitation and lift.

