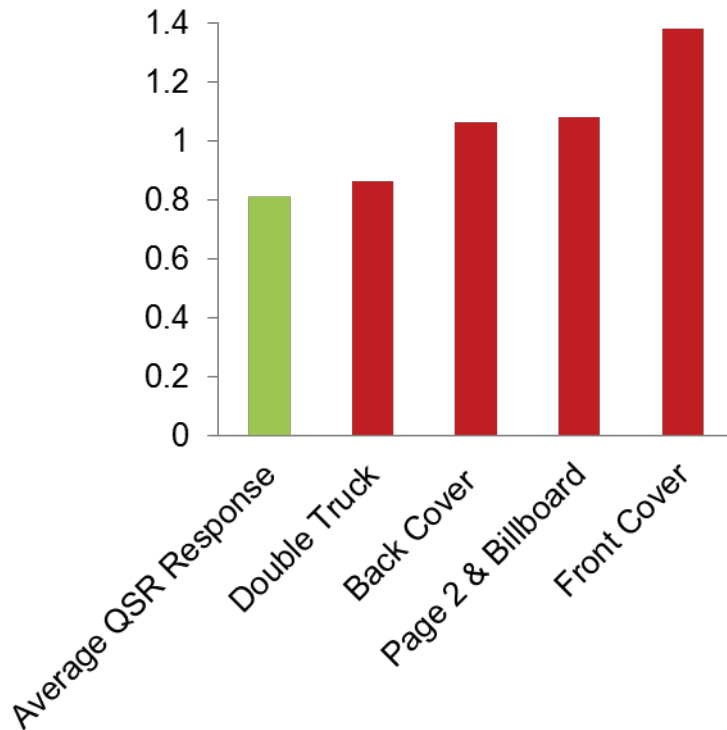




Solution Story – New Customer Acquisition

**Average* Response
by Page Position**



Category: QSR; Snack/beverage About Client

- Regional, QSR coffee chain

Client's Objectives

- Grow market share and boost customer traffic each month while complementing their existing outdoor billboard and TV campaigns

Strategy Collaboration

- Utilized RedPlum® Wrap to reach households surrounding more than 40 store locations in a metro area
- The Wrap reached 100% of the geography surrounding their 3 mile trade area around each location
- Campaign ran 1 time per month for 11 months and counting with the creative featuring strong coupon offers of either BOGO or \$1 off

Results

- Front cover response nearly **60% greater than QSR industry average**, other page positions also performed above average
- Combining an inside page with a front cover billboard got excellent response rates, 2nd only to the front cover page position

Source: RADnsm Card 4.2, Apr 2014; *average for 11 month time period