

DIGITAL CASE STUDY: AMPLIFYING A DIGITAL OFFER

THE CLIENT

Frozen Appetizer/Snack Brand

THE SITUATION

Gaining shelf space at a major retailer was a big step for this brand. Driving awareness to this space was the name of the game. And Insignia was ready to play.

THE STRATEGY

The game plan?

Eye-catching creatives → more impressions → increased foot traffic → additional awareness and sales for the brand.

Insignia developed a range of rich and static creatives with varied messaging to captivate the attention of shoppers. Specifically, targeting two distinct user groups:

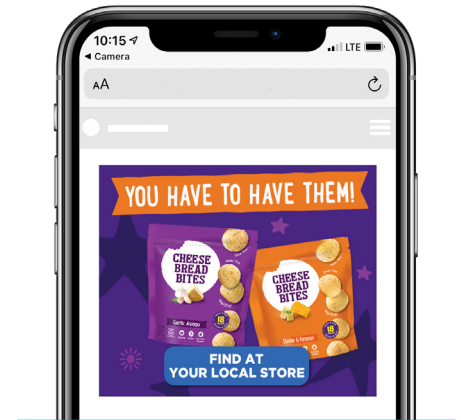
- users with the offer app currently downloaded
- users that fit the target demographic and profile of the brand's typical customer

The ultimate goal of any campaign is to motivate buyers to go in-store, AKA foot traffic. By providing a promotion with the digital ads, Insignia propelled foot traffic for the brand.

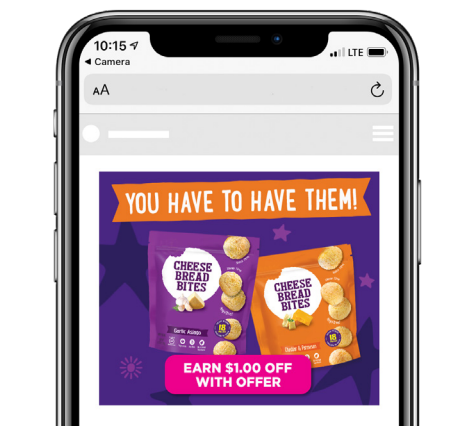
THE RESULTS & INSIGHTS

This campaign made a splash for the brand in only four weeks. The clickthrough rates for both targeted audiences exceeded industry benchmarks, which lead to almost triple the typical foot traffic during this campaign.

Directing brand dollars to get smashing results. That's Insignia.



TARGETING



OFFER

3.4MM
IMPRESSIONS 

10,987
CLICKS 

7.7%
STORE VISIT RATE 