



Campaign Goal

Drive New Product Awareness



Sports Drink



Target Audience

Consumers of liquid water enhancers and sports beverages.
On-the-go women.



Impressions

8.0 MM
IMPRESSIONS

2.0 MM
HOUSEHOLDS



ROI

\$4.89

**INCREMENTAL \$
PER \$1 SPENT**



Sales Lift

4%

**INCREASE IN
TOTAL BRAND SALES**

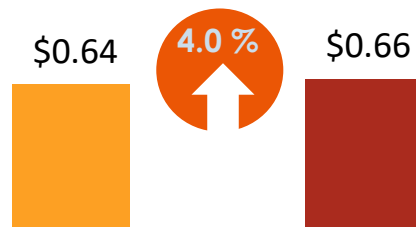


Adding Mobile to Online - 1+1 = 3

While both **Desktop Display** and **Mobile Display** drive incremental sales for promoted brands, when measured in combination, combined programs produced a compound impact with minimal duplicated reach*.

Desktop Display Only

\$0.03 Incr. Sales / ID

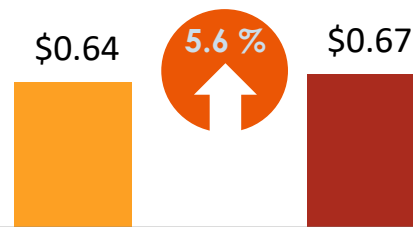


Control

Test

Mobile Display Only

\$0.04 Incr. Sales / ID

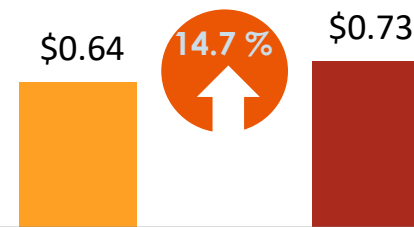


Control

Test

Both Desktop + Mobile

\$0.09 Incr. Sales / ID



Control

Test

* As measured in sample Sport Drink Category program. Duplicated reach was less than 6%

Pre-Period: 7/30/2012~ 7/28/2013, Analysis Period:7/28/2013 ~ 10/22/2013

Ready. Aim. Measure.