



NATIONAL  
RETAIL  
SOLUTIONS



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# HARD SELTZER CASE STUDY

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# SOLUTIONS THAT DRIVE RESULTS



DIGITAL AD NETWORK



SHOPPING TRENDS



PRODUCT INSIGHTS

## Hard Seltzer Brand Runs Summer Campaign Through NRS Digital Media and Grows Sales While Protecting Share

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**BUSINESS ISSUE:** A National Hard Seltzer Brand, launched in Spring 2020 was facing fierce competition from a proliferation of new brand introductions and seasonal varieties from the reigning category leader. This Brand wanted to reach an audience of legal age urban consumers with their summer campaign to deflect attention away from its competition, to increase awareness of its Brand, and to drive sales.



**NRS SOLUTION:** NRS Digital Media served the campaign through screens across 1,919 inner-city independent stores selling the Brand. The campaign, which ran for 1-month, reached shoppers with over 14 million impressions - both throughout their path-to-purchase and in-transaction. NRS optimized the campaign impressions based on days-of-week and day-part during which the majority of Seltzer sales occur, which was informed by the NRS scanner data for these stores.



**RESULTS:** Through marrying the impressions data with the scanner data from the NRS point-of-sale system and performing a pre/test evaluation, NRS revealed that while the brand increased volume sales by ~ 5% during the campaign period, it also protected its share and tampered competitive sales. Additionally, a store segmentation analysis exposed a clear relationship between number of impressions served and increase in sales. Those stores that were served the most impressions yielded the greatest volume increases.



# Purchase Lift Measurement

- Pre/post or control/exposed measurement of spending can drive concrete ROI analysis
- SKU-specific items are recorded real-time from partner's point of sale system
- Purchase quantities and revenue analyzed from retail locations throughout the United States

