

# A #1 spirits brand Nationally learns it's #2 in the NRS network.

To build awareness in-store and influence A21+ consumers during their path-to-purchase, the Brand activated a six-month advertising campaign in target store locations determined by NRS POS scan data and the Brand's depletion data analysis.

Number of NRS locations: **115**

A21+ Impressions: **4M**



## Outcomes:



In the first six weeks of the campaign the Brand's sales outperformed the Category, significantly increased profits vs. YAGO and paid for the entire six-month campaign.

## Category:

**+3pts** share of **BASKETS**

**+3.7pts** share of **DOLLARS**

**+2.7pts** share of **UNITS**

## Same-store scans:



**+34%**  
increase in **BASKETS**



**+27%**  
increase in **DOLLARS**



**+37%**  
increase in **UNITS**

Sources: NRS Insights, Geopath. Share was sourced from #1 Competitive Brand but also three other brands that fall into different price tiers.

NRS DIGITAL MEDIA (NRS) is the only of its kind: a turn-key high-frequency digital messaging network exclusively inside independent c-store, small format, and specialty retailers across the country. An audience-measured in-store digital advertising company, we own and operate over twenty-two thousand (22,000+) point-of-sale digital advertising screens in more than twenty thousand independent retail stores nationwide.