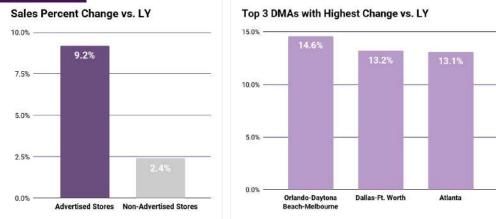
## Gatorade drives growth in independent retail stores.

*In a test comparison* of NRS stores selling Gatorade's Bolt 24 products in the same period in 2020, sales in advertised stores **performed 7% better than** *non-advertised stores.* 

## **Outcomes:**



In addition to growth in Bolt24 sales, Gatorade experienced a 9.2% increase in product sales overall.



Flight: 6wks

A18+ Impressions: 7M

Sources: NRS insights, Geopath. NRS DICITAL 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 acreens in more than twenty housand independent retail stores nationwide.