

A leading battery brand supercharged it's holiday.

To test its ability to drive impulse purchases, a leading battery brand activated point-of-purchase digital out-of-home in independent convenience stores.

Number of NRS locations: **100**

A18+ Impressions: **4M**



Outcomes:



The brand grew dollar share by **+5.2 pts** & share of baskets by **+8.2 pts**

+6.2% *growth in*
CATEGORY SALES

14.2% *DOLLAR SALES growth vs.*
the 4-week pre-period



+9.6%
Baskets including
the brand grew by



+13.5%
Growth in dollars
vs. YAGO