

Activation Details

A major CPG company ran a four-week campaign on NRS POS digital screens in over 200 independent stores stocking the brand, as identified by NRS scan data.

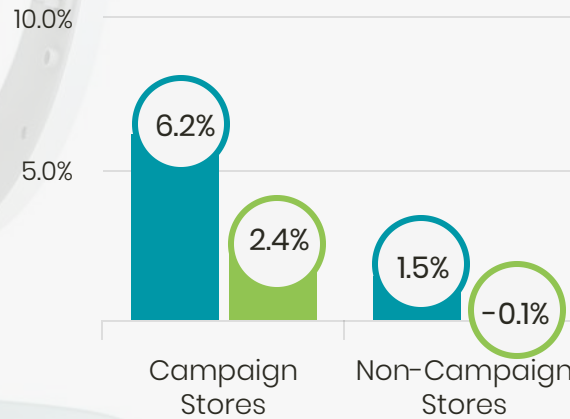
The bilingual (English and Spanish) campaign reached an audience that was **51.68% Hispanic**, with an H18+ Composition Index of **291** (3x more likely to be Hispanic) and a Spanish-speaking Index of **314**.

The campaign featured **two major laundry brands**, rotating creative elements reinforcing the parent company's **Hispanic Youth Leadership Program**, fostering cultural relevance and community engagement.

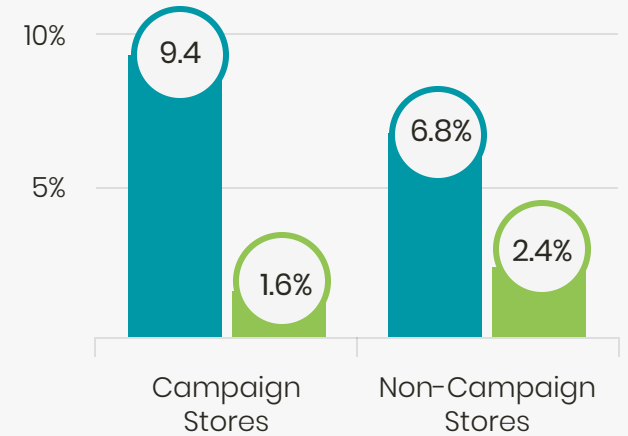
Driving Cultural Impact: A Bilingual Campaign for Laundry Brand Leadership

A dual-brand promotion achieves strong year-over-year growth, outperforming the Category and Non-Campaign Stores through data-driven, community-focused engagement.

Laundry Brand 1



Laundry Brand 2



● Advertised Brand

● Remaining Category