

Captivate Advertising Increases Coffee Sales

Case Study

Challenge

Increase awareness for a major Quick Serve Restaurant Chain's newest coffee beverage. Additionally, the client wanted to increase sales of its new offering in its downtown locations & in the afternoon daypart.



Captivate Solution

Captivate was the right fit for the seven-week campaign because of the strong presence in office buildings in the targeted downtown area. Also, more than 65% of Captivate viewers purchase coffee on a regular basis (at least 3-4 days per week).

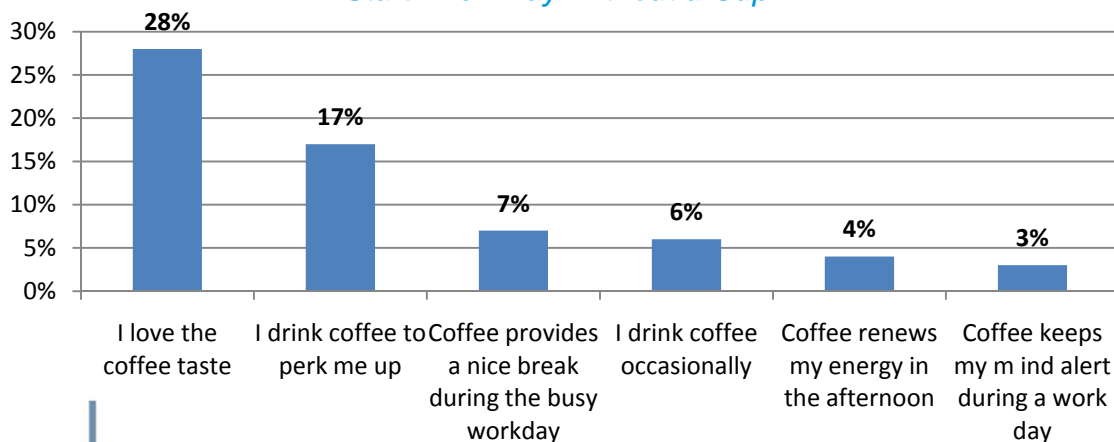
More than \$225,000 in revenue generated during the campaign

Results

The campaign was a huge success in driving awareness & coffee sales:

- More than 80% of Captivate viewers recalled the coffee ad
- After seeing the ad on Captivate screens, 30% of viewers bought the advertised coffee from the nearest location
 - 47% of daily coffee buyers bought the advertised coffee
 - 51% of viewers bought the advertised coffee during the afternoon

Captivate Viewers Love the Coffee Taste & Can't Start Their Day Without a Cup



Source: Market Tools Inc., Captivate Online Panel Study, Aug 2009