

WE HELPED INCREASE PRODUCT SALES BY 50% FOR LOCAL ROCHESTER BUSINESS

Hanny's is a long-time locally owned retailer located in Rochester, MN. The Hanny's brand has multiple storefronts including Couture by Hanny's which is a women's retail store that provides high-end designer products and is located in the Kahler Grand Hotel subway system. The Rochester subway/skyway system is a tri-level interconnected pedestrian walkway system that serves daily commuters and visitors traveling to downtown businesses and the world-renowned Mayo Clinic.

A TARGETED APPROACH

Couture by Hanny's sought to promote their Longchamp baggage and purse inventory while reaching affluent consumers in the Rochester subway/skyway system. Using one static backlit ad panel located near the Galleria Mall in downtown Rochester, this client used stand-out creative with directional copy leading skyway shoppers to their store located in the Kahler Grand Hotel subway underground.



CAMPAIGN SUCCESS

During the 2023 fiscal year, Couture by Hanny's promoted their Longchamp bags in the skyway. As a result, they experienced a 30% increase in sales of spring products and a 20% increase in sales of fall products when compared to the previous year. The client also reported an increase in customers who mentioned seeing the advertisement or inquired at other Hanny's locations about the Couture store.

RESULTS

50%

INCREASE IN SPRING &
FALL PRODUCT SALES

15K

ESTIMATED 4-WEEK
IMPRESSIONS

c o u t u r e
— b y HANNY'S —

SOURCE: GEOPATH 2023 RELEASE, CLIENT REPORTED SALES INCREASE
DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO
ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE
SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.

