

# IRL MEDIA HELPED DRIVE SALES LIFT FOR HEINEKEN

When **Heineken** ran an intricate IRL ad campaign on multiple formats in multiple cities with multiple operators to support its Heineken Original, Heineken Silver, and Heineken 0.0 varieties, the brand wanted to measure its success in hard numbers.

That's why **OUTFRONT** joined forces with leading third-party measurement providers Circana and Reveal Mobile to track campaign exposure and link it to subsequent purchases. Together, we found strong sales lift driven by household penetration that reached and influenced category non-buyers and brand switchers alike.

## STRATEGY & EXECUTION

- **Markets:** Eleven
- **Media Used:** Bulletins, Digital Bulletins, Digital Posters, Street-Level Screens (Digital Kiosks, Transit Shelters, Video Urban Panels), Digital Walls
- **Measurement Period:** 20 weeks
- **Methodology:** Test vs. Control
- **Total Impressions:** 1.7 billion



\* VS. THOSE NOT EXPOSED  
\*\* AMONG EXPOSED HOUSEHOLDS WHO PURCHASED

SOURCES: CIRCANA, REVEAL MOBILE

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

## OUTCOMES

- **Sales lifted by 8.0% overall**, a rise 4.34x the category benchmark.
- The campaign **reached 11.3M households**, who made **\$3.8M in incremental purchases**.
- **11.7% of households exposed purchased the products**, vs. 2.6% for the control group.
- **Category Non-Buyers' sales lift of 25.6%** outpaced Category Buyers' sales lift of 6.7%.
- Those exposed were **20% more likely to purchase for the first time**.
- **19.8% sales lift among brand switchers**, who accounted for 28%\*.
- **52% of category buyers were new to brand; 75% of new buyers were brand switchers.**
- **30% bought within one week; 50% in three\*\*.**



## RESULTS

**\$3.8M**

INCREMENTAL SALES

**25.9%**

SALES LIFT AMONG CATEGORY NON-BUYERS

**22.6%**

SALES LIFT IN MIAMI

**4.34X**

OVERALL SALES LIFT COMPARED TO CATEGORY BENCHMARK

**19.8%**

SALES LIFT AMONG BRAND SWITCHERS

**11.8%**

SALES LIFT IN NEW YORK

**9.7%**

SALES LIFT IN TAMPA