

THERE'S NO PLACE LIKE OUT-OF-HOME FOR CLEAR CHANNEL OUTDOOR

CAMPAIGN DRIVES \$11MM IN INCREMENTAL SALES FOR A BEVERAGE BRAND

OBJECTIVE:

Digital out-of-home (DOOH) displays - on roadways, transit shelters or in airports - are bold, eye-catching, and unmissable, enabling advertisers to engage commuters, travelers, and shoppers while out and about. But do these displays drive sales? That's the question an iconic beverage brand posed to Clear Channel Outdoor (CCO).



For over a century, CCO has been an out-of-home advertising leader, helping to build brands through its large-scale media placements. But public advertising displays aren't just about brand building. CCO's data-led solutions help advertisers plan, measure, and optimize their campaigns' impact, proving that out-of-home doesn't just drive awareness; it drives engagement at every stage of the marketing funnel. So when an iconic beverage brand wanted to understand the impact of their OOH campaign on product sales, CCO partnered with NCS to measure sales lift for the campaign.

STRATEGY:

This beverage brand aimed to boost sales, particularly among adult shoppers. CCO recommended a layered approach to achieving this goal. They suggested using the roadside billboards that the beverage brand already used as part of their 'always on' awareness campaign to promote their lineup. In addition, the brand could run high-impact units and other billboards in key markets to grab thirsty consumers' attention.

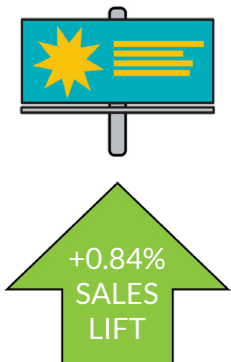
NCS deployed Sales Effect measurement to examine the campaign's impact on sales. Sales Effect studies answer the critical questions around campaign performance, allowing brands, agencies, publishers, and platforms to understand how incremental sales are affected by audience, creative, and frequency, among other critical characteristics. They're essential to determining how well your campaign delivered on its sales KPIs and making smarter recommendations to clients going forward.



RESULTS:

Sales Effect reported that a sales increase of +0.84% resulted in an additional \$11 million in sales. Most of these incremental sales (87%) came from previous buyers. Within this group, the majority (71%) of incremental sales were made by customers who were not brand loyal. The campaign successfully boosted sales across all age groups, with the 35-to-44 age range showing the highest sales lift. In short, CCO's strategic DOOH campaign delivered by selling drinks!

SALES EFFECT DISCOVERIES:



HOW SALES EFFECT WORKS:

NCS Sales Effect answers the critical questions around campaign performance. Using a series of sophisticated machine learning models, NCS adjusts and analyzes all household demographic, purchase, and media behavior to isolate the impact of advertising on sales while controlling for biases. Using our proven methods, NCS can calculate your campaign's incremental sales lift and validate which aspects drove consumers into stores and motivated them to purchase.

“Our goal was to prove that OOH can deliver an effective outcome for CPG advertisers and NCS helped us do just that! Knowing OOH contributed to sales lift helped us validate our clients' advertising investment in billboards and offer them data-driven recommendations to plan their next move with precision.”



Campbell Keller,
*Director of Product Development,
Clear Channel Outdoor*

MARKETING TIPS



If you're wondering whether your digital out-of-home campaign can be measured - YES, it can!*

 Consider using a sales lift study to validate performance and gain insights to make your next campaign even more effective.

Drive short-term incremental sales by focusing on existing customers and leveraging their brand loyalty.



Prior brand buyers often deliver the most incremental sales (they sure did here).

...But don't stop there. Cast an even wider net by targeting category buyers, too. These shoppers often add to incremental sales.

*Campaign measurement is subject to feasibility minimums.