

CASE STUDIES

Highly targeted use of OOH increasing rate of sale performance

Tonic Health

BACKGROUND:

Tonic is a high-dose vitamin drink packed full of vitamins C, D and Zinc, with real plant extracts.

Tonic is available online, and in selected bricks and mortar stockists. At the time of the campaign, the brand had just launched in Sainsbury's.

CAMPAIGN DETAILS:

Classic 6-sheets

Two weeks, March 2021

London only

Targeted in proximity to Sainsbury's stores

OBJECTIVES:

Support the Tonic Health launch in Sainsbury's

Drive sales primarily in Sainsbury's stores, but also as a halo effect through other retail routes

Build greater levels of awareness for the Tonic Health brand





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On LinkedIn, I described seeing our OOH campaign on the streets as a ‘pinch-me moment’. That really sums up how pleased we were to take our first steps into outdoor advertising to gain all the medium’s benefits for Tonic Health.

We do so much digital marketing these days, and none of it feels real – but it’s a completely different situation when you walk down the high street and see a massive billboard with your name on it!

The campaign was carefully planned to run in proximity to Sainsbury’s stores, where we had just launched. And this targeted approach delivered measurable results, helping to increase our rate of sale performance by up to 33%.

SUNNA VAN KAMPEN

FOUNDER, TONIC HEALTH