

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark landmasses. The ocean is a deep blue, and the horizon of the Earth is visible against the blackness of space, which is filled with stars. The sun's glow is visible on the right side of the horizon.

JCDecaux

CASE STUDIES

## EPOS RESULTS CASE STUDY

*GUINNESS DIAGEO*



### CAMPAIGN DELIVERY:

3.7m impacts

1.3m cover

2.8 frequency

### CAMPAIGN DETAILS:

150 Tesco D6

Flex 10

15% SOV

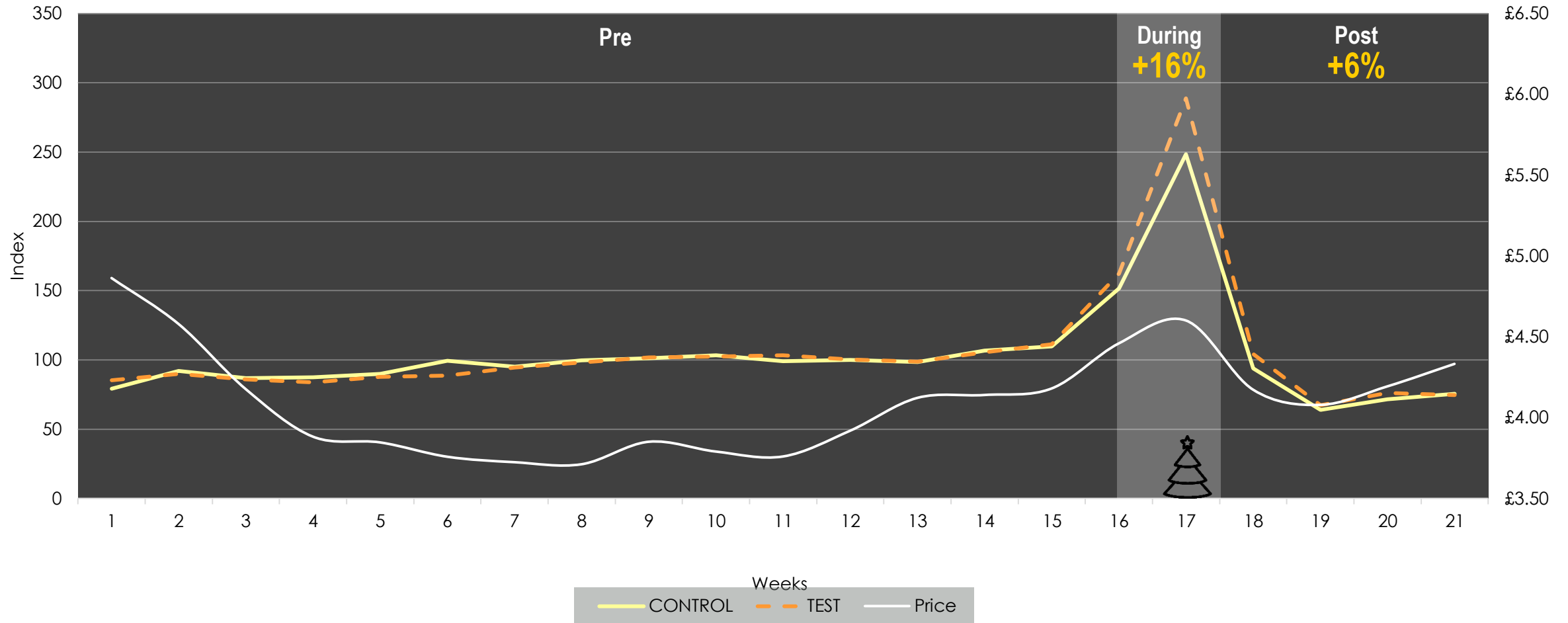
# THE CAMPAIGN



# CAMPAIGN RESULTS

# 16% sales uplift during campaign; 6% uplift post-campaign

Advertised Product: Guinness range (17 SKUs)



# Results summary

## Sales uplift: test vs control

Indication that D6 ads drove consumers to the aisle

Product	During	Post	Pre £	During £	Post £	% Volume Sales
Guinness (17 SKUs)	<b>+16%</b>	<b>+6%</b>	£4.05	£4.60	£4.20	100%
Budwesier (17 SKUs)	<b>+7%</b>	<b>+4%</b>	£8.08	£9.49	£8.51	151%
Stella Artois (22 SKUs)	<b>+4%</b>	<b>+1%</b>	£7.69	£9.23	£7.64	158%
Carlsberg (3 SKUs)	<b>+34%</b>	<b>+17%</b>	£5.03	£5.14	£5.46	13%



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## Results summary

During campaign: **+16%** sales test vs control

Post campaign **+6%** sales test vs control

Indication that advertised products **drove consumers to the aisle**