

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 is visible with a bright glow from the sun or moon. The sky is a dark blue with many stars.

JCDecaux

CASE STUDIES

EPOS RESULTS CASE STUDY

SOUTHERN COMFORT



CAMPAIGN DELIVERY:

3.6m impacts

2.9% cover

2.4 frequency

CAMPAIGN DETAILS:

229 Tesco D6

10% SOV

Flex 10

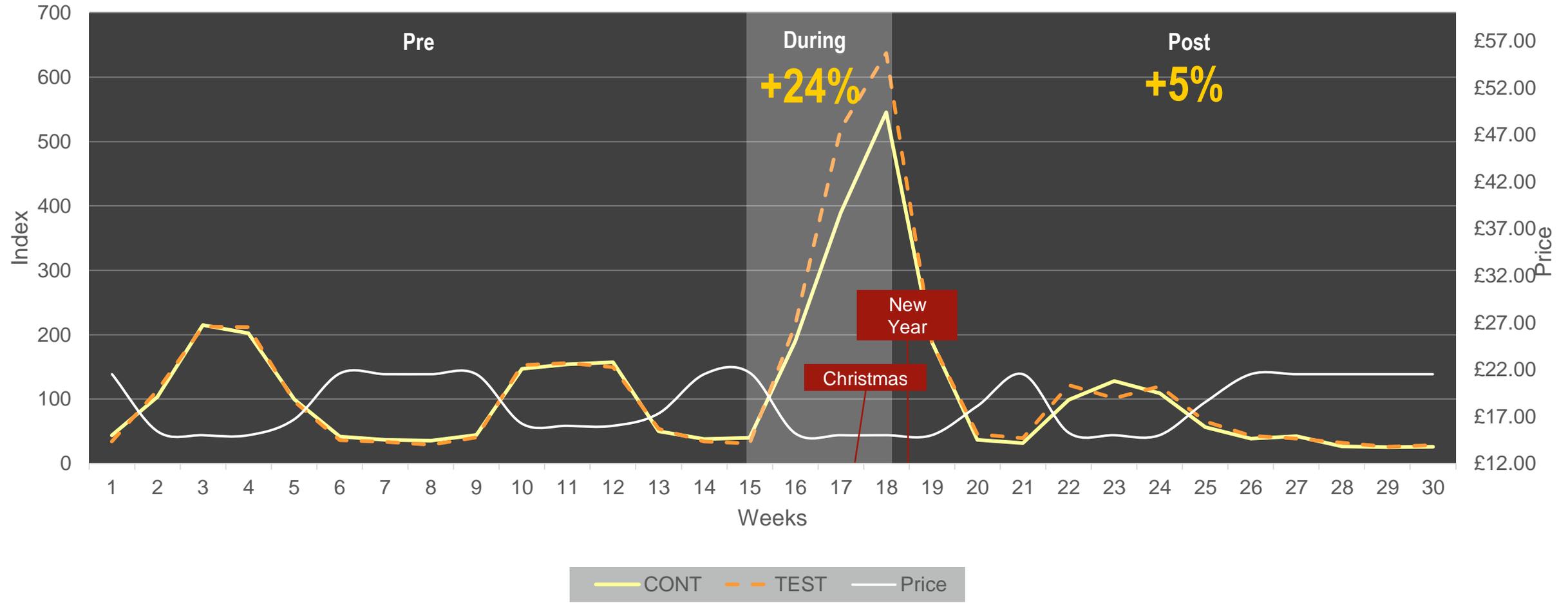
THE CAMPAIGN



CAMPAIGN RESULTS

24% sales uplift during campaign; 5% sales uplift post campaign

Advertised Products: Southern Comfort 70cl



Results summary

Sales uplift: test vs control

Indication that D6 advertising drove consumers to the aisle

Product	During	Post	Pre £	During £	Post £	% Volume Sales
Southern Comfort 70cl	+24%	+5%	£16.45	£15.00	£16.65	62%
Southern Comfort 1l	+30%	-7%	£24.51	£23.00	£24.35	35%
Southern Comfort Range (4 SKUs)	+23%	+6%	£17.27	£16.37	£17.46	100%
Early Times Fire Eater 70cl	+36%	+7%	£13.24	£13.11	£15.60	15%
Captain Morgan's Range (2 SKUs)	+15%	-3%	£12.19	£12.82	£11.96	134%
Jim Beam Range (6 SKUs)	+14%	+2%	£13.99	£14.17	£15.27	91%



to bring you a wide
locally sourced produce
Every little helps



Results summary

During campaign: +24% sales test vs control
within across key Christmas period

Post campaign: +5% sales test vs control

Halo effect +23% sales test vs control across whole
Southern Comfort Range