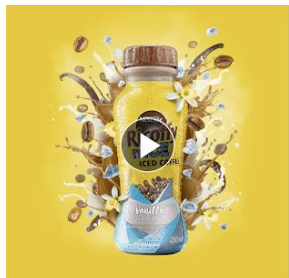


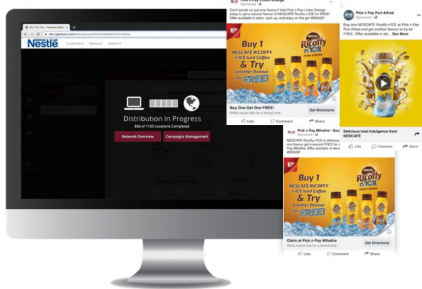


# INSTANT ON - Activate Brands in Local Communities



## CAMPAIGN GOAL

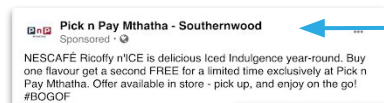
To increase reach and drive foot traffic for Nestle Ricoffy n'Ice at Pick N Pay stores in the Eastern Cape region of South Africa.



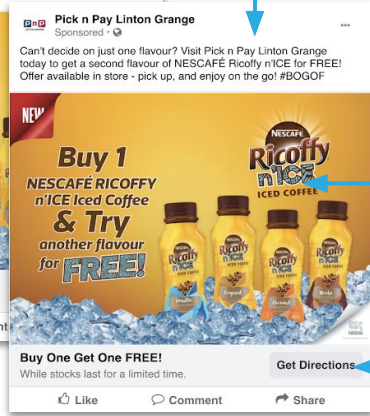
## STRATEGY

Tiger Pistol's simple templated workflow enabled Nestle to build and deploy high quality brand ads for Pick N Pay stores. These ads could be published from the individual Pick N Pay Facebook Pages to generate demand reliably and efficiently at a store level. The platform tracked sales lift for each store ensuring the ROI tied directly to revenue.

STORE-LEVEL SALE DYNAMICALLY PLACE OVER IMAGE



COPY CONSISTENT WITH CAMPAIGN TONE AND MESSAGE



BRAND CREATIVE OPTIMIZED TO EACH LOCAL CAMPAIGN

DRIVES CONVERSIONS TO A SINGLE LOCATION

## RESULTS

29.5%  
Increase in sales

5.5MM  
Impressions

\$0.77  
CPM

\$0.94  
CPC (average Facebook benchmark is around \$3)