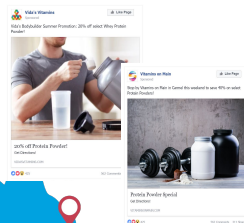




INSTANT ON - Activating Through Retail Network

Irish Global Nutrition Brand

AUSTRALIA



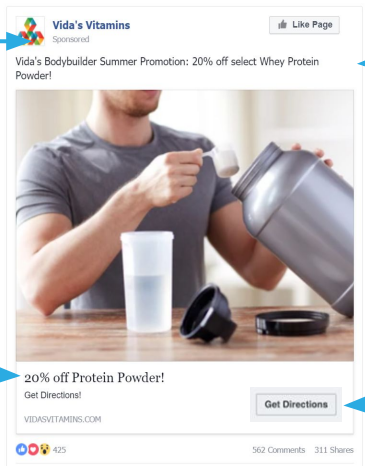
CAMPAIGN GOAL

To drive sales for a nutrition performance brand's core product, protein powder through their retail locations.

STRATEGY

Create and distribute hyper-localized social ads to their network of independent retailers. Relevant offers and specials dynamically localize alongside high-quality, recognizable brand creative.

AD SPONSORED BY LOCAL RETAILER



LOCALLY RELEVANT MESSAGING

CTA REFLECTIVE OF STORE-LEVEL PROMOTION

DRIVES CONVERSIONS TO A SINGLE LOCATION

RESULTS

16x

Return on Ad Spend