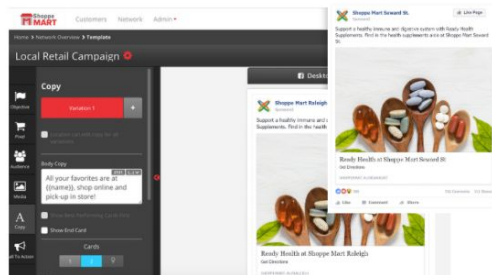
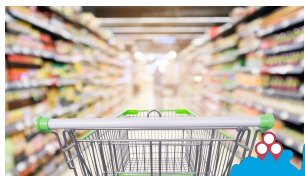




# INSTANT ON - Activating Through Local Retailer

## Vitamin and Supplement Brand

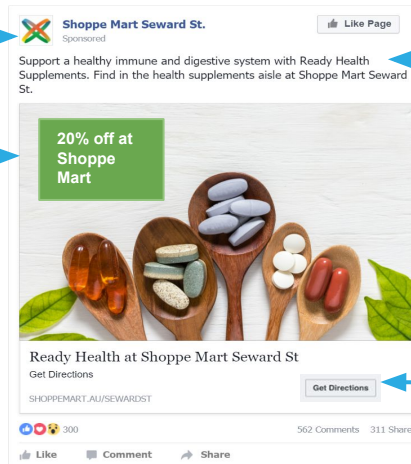
AUSTRALIA



AD SPONSORED BY LOCAL RETAILER

CREATIVE OPTIMIZED FOR LOCAL RETAILER PROMOTION

COPY CONSISTENT WITH MESSAGE AND TONE OF CAMPAIGN



DRIVES CONVERSIONS TO A SINGLE LOCATION

### CAMPAIGN GOAL

To promote a vitamin brand's products across a popular Australian supermarket.

### STRATEGY

With Tiger Pistol's collaborative advertising approach, the vitamin brand could strengthen their relationship between themselves and the supermarket company by driving traffic, awareness, and sales for both parties.

### RESULTS

32%

Uplift in revenue growth over campaign period

36%

Uplift in sales quantity over campaign period