



LOCAL CUSTOMIZATION - Supporting Promotions With Store-Level Social Ads

Australian Supermarket Chain

AUSTRALIA

The image shows a 'Create New Offer' interface on the left with fields for 'Offer Information', 'Headline', 'Body Copy', 'Image', and 'Offer Redemption'. On the right is a Facebook ad for 'Ashland's - Brisbane' featuring a photo of beer bottles and an orange overlay with the text 'IN STORE ONLY: Leo's Beer 24 pack for \$16.99!'. The ad includes a 'Learn More' button and engagement metrics like '562 Comments' and '311 Shares'.



CAMPAIGN GOAL

To increase foot traffic of in-store purchases of a specific beer brand's 24 pack at a popular Australian supermarket using traffic ads.

STRATEGY

Create hyper-local campaigns promoting location-level, in-store promotions on a specific beer brand's 24 pks with a dynamic call to action to direct consumers straight to their local supermarket.

LOCALIZED COPY AND AD SPONSORSHIP

TEXT OVERLAY OPTIMIZED TO STORE-LEVEL PROMOTION

BRAND CREATED IMAGE

DRIVES CONVERSIONS TO A SINGLE LOCATION

The Facebook ad is for 'Ashland's - Brisbane' and is sponsored. The headline reads 'Summer's here! Head to Ashland's Brisbane to get a 24 pack of Leo's Beer for \$16.99!'. The main image shows beer bottles on ice with an orange text overlay: 'IN STORE ONLY: Leo's Beer 24 pack for \$16.99!'. Below the image is the text 'In-Store Beer Special!' and a 'Get Directions' button. The ad also shows engagement metrics: 425 reactions, 562 comments, and 311 shares.

RESULTS

300%+

Increased sales of 24 packs each week of the flight