

## Driving beer sales with video and display



### Challenge

- A leading regional brewery was launching a new beer and wanted drive awareness and sales across both display and video with closed-loop measurement.
- They also wanted to analyze how the mix of display and video formats impacts campaign performance.

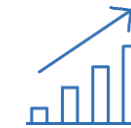


### Solution

- We delivered video and display messaging driving awareness to current brand buyers and craft and lager beer buyers of competitors.
- Households exposed to both display and video drove the largest share of sales weighted for exposure at 26% over index, indicating that a combination of message formats is more effective than exclusively display or video.



### Results



**12%**  
sales lift



**\$290K**  
NCS measured  
incremental sales



**\$4.02**  
ROAS, exceeding \$2.00  
category benchmark