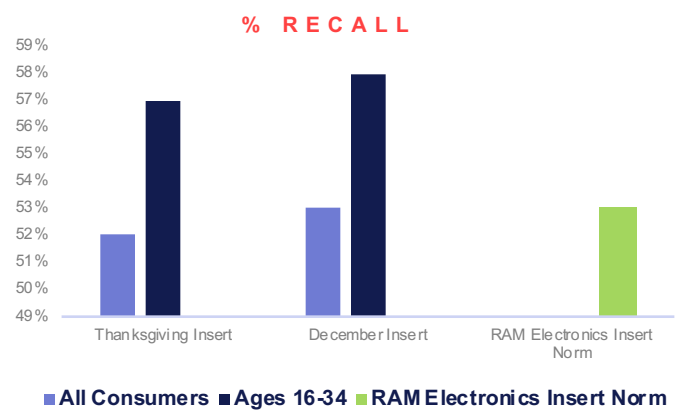


CASE STUDY



Consumer Electronics company drives sales

During key holiday season



Source: Research & Analysis of Media, December 2014



Consumer recall
57-58%
 significantly higher than the RAM norm of 53%



Have bought or will buy
70%
 significantly higher than the RAM norm of 9%

About Client

Consumer electronics company

Client Situation

Create awareness and drive sales during key holiday shopping season

Strategy

- Leveraged RAM study to gain additional insights on consumer response and recall after the campaign had ran
- 8 page newspaper insert campaign ran during 2 key end of year shopping dates

