

How SaskMilk Armstrong Cheese achieved a 'sharp' Brand Lift.

Directwest dials into the power of Hivestack's geotemporal Ad Server technology to drive brand awareness and purchase intent for SaskMilk Armstrong Cheese.



Region

Canada

Industry

Food-Dairy

Brand



Media Agency

directwest__



Campaign Details

Directwest leveraged Hivestack's intelligent Ad Server that allows for real-time decision making and pacing optimization to deliver a digital billboard campaign for SaskMilk Armstrong Cheese across the province of Saskatchewan in Canada. To understand the impact of digital billboards, a Brand Lift study was conducted post-campaign to measure 5 important measurements (Brand awareness, Ad recall, Brand attribution, Brand perception and Consideration).



Objective

The main objective was to create awareness and purchase intent towards SaskMilk Armstrong Cheese and to analyze and measure brand perception post-campaign.



Solutions

The programmatic guaranteed campaign was delivered via the Hivestack Ad Server and delivered a total of 6,862,857 impressions across Saskatchewan, Canada. The Hivestack Ad Server is a geo-temporal platform that allows for digital out of home (DOOH) media owners to plan, deliver, report and measure impression based and audience based campaigns, where screens are activated in real-time based on dynamic decisions, meeting advertiser goals and marketing campaign key performance indicators (KPIs).

In order to determine the success of the campaign, a Brand Lift study was conducted to survey 2 different groups - those who were exposed to the DOOH ads (exposed) and those who weren't (control). The study was achieved by studying the playlogs to determine which device IDs were in proximity of a geofenced screen when the campaign creative was in play.

"Brand lift" refers to the analysis or change in audience perception of a brand or a product as a result of a DOOH campaign that was running on the ad server. The study is an insightful measurement tool used to understand the real impact of a campaign against key metrics, like brand recall and perception, as well as brand competitiveness in the market.



Results

The study concluded a positive brand lift for Armstrong Cheese with an exceptional increase for all KPIs measured:

Ad Recall: +3500%

Brand Consideration: +347%

Brand Attribution: +7%

Brand Perception: +130%

Brand Awareness: +20%

« Testimonial »

"Hivestack's ability to analyze data & results for our client's campaign has brought tremendous value to our partnership. Brand Lift studies like these can easily show the value of a DOOH campaign in the marketing mix and is something we'll continue to integrate into our strategy in the future."

Drew Renwick,
Business Support Manager, Revenue Growth, Directwest

