



FOOD & BEVERAGE

# RAISING AWARENESS FOR A CONDIMENT COMPANY

 CHARLESTON, SC



## GOAL

- This client wanted to increase sales/awareness of their product and its availability in most major grocery stores.

## CHALLENGES

- This client did not have a lot of awareness beforehand and they were competing in three major markets.

# RESULTS

- This campaign saw a 47% increase in VCR from its first month to its best.
- This campaign saw a 145% increase in CTR from its first month to its best.
- In total the campaign delivered 3.3 million impressions, drove a CTR of .17% and a VCR of 46%, both above industry standards.

**47%**  
INCREASE IN VCR

**145%**  
INCREASE IN CTR

**3.3M+**  
IMPRESSIONS

