

## Bottled Tea increases usage and brand rating as a result of Captivate

### Challenge:

Increase awareness for a major bottled iced tea beverage brand. Additionally, the client aimed to increase the sale of their iced tea products with a focus on the afternoon day part in downtown areas of major cities.

### Captivate Solution:

- Captivate was an important part of the iced tea beverage brand's campaign due to the ability to reach a valuable and concentrated audience of working professionals in office buildings across major metropolitan cities
- The twelve-week campaign ran in the afternoon day part targeting professionals heading out to buy lunch

### Results:

The campaign was highly successful with 53% of Captivate viewers recalling the client's ad.

There was significant lift in consumption, purchase, consideration & brand rating among those that recalled the ad

- Consumption of the advertised bottled tea – 32% lift
- Purchase of the advertised bottled tea – 52% lift
- Consideration/Purchase Intent of the advertised bottled tea – 57% lift
- Brand Rating of the advertised bottled tea – 18% lift

## Case Study



Significant lift in consideration, usage and brand rating among Captivate Viewers that recalled the campaign

### Captivate Viewer Behavior towards advertised product

