

MORRISONS NEARLY DOUBLES BRAND AWARENESS WITH SIZMEK MOBILE IN JUST THREE WEEKS.

Marketing goal: Increase awareness of Morrisons' in-season fresh fruits and vegetables

Morrisons is one of the U.K.'s largest supermarket chains. The company wanted to build measurable awareness for its fresh produce offering, but it also wanted to ensure that its ads were relevant and shown only to users within immediate range of a Morrison's store.

Solution: Engage a relevant audience with high-impact geo-targeted ads

Using Sizmek's mobile geo-targeting capabilities, the team developed a campaign targeted only to users located within a 15-minute drive of one of Morrison's 500+ stores in the U.K., ensuring audience relevance.

The campaign ran in three week-long waves, each highlighting different fruits and vegetables via high-impact interstitial mobile ad units.

To accurately measure brand lift, a rich media survey was served before and after the campaign, using the same geo-targeting parameters.

Results: Nearly 50% uplift in brand awareness

Before the Sizmek campaign, 13% of respondents answered "Morrisons" to the question: "Where can you buy in-season fresh fruit and vegetables at your current location?" Three weeks into the campaign, that **figure nearly doubled to 25%** of respondents, showing how effective Sizmek geo-targeting can be for branding.

Find out how Sizmek can help you achieve the freshest performance with the most relevance by contacting your sales representative or emailing info@sizmek.com.

