

Ekaterra pukka Herbs

Driving brand sales uplift of 9.5% through an integrated omnichannel campaign



Brand challenge

Raise awareness of Ekaterra's Pukka tea range to increase market share and boost in-store sales in Germany.

In order to combat a fiercely competitive and congested market, Ekaterra partnered with Blis and Circana to deliver a strategic omnichannel advertising campaign.

The campaign reached over 3 million people, resulting in 15,603 incremental visits to stores and an increase in brand sales of +9.5 percent.



Media
Display &
DOOH



KPI
Footfall,
Sales uplift



Services
Creative build,
footfall study
Sales lift study



Countries
Germany

Blis solution

Blis' unique planning & buying platform, **Audience Explorer** enabled pukka to identify **potential buyers** as:

- ✓ **Demo:** 20 - 55 y.o.
- ✓ **Location:** having bought or visited provided Locations and point of sales of pukka tea



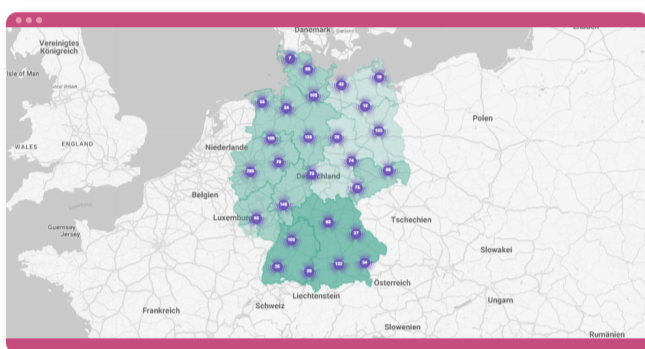
Historic targeting strategies:

Served ads to curated audiences that had visited selected drug and health stores within the last 13 months.



Location targeting strategies:

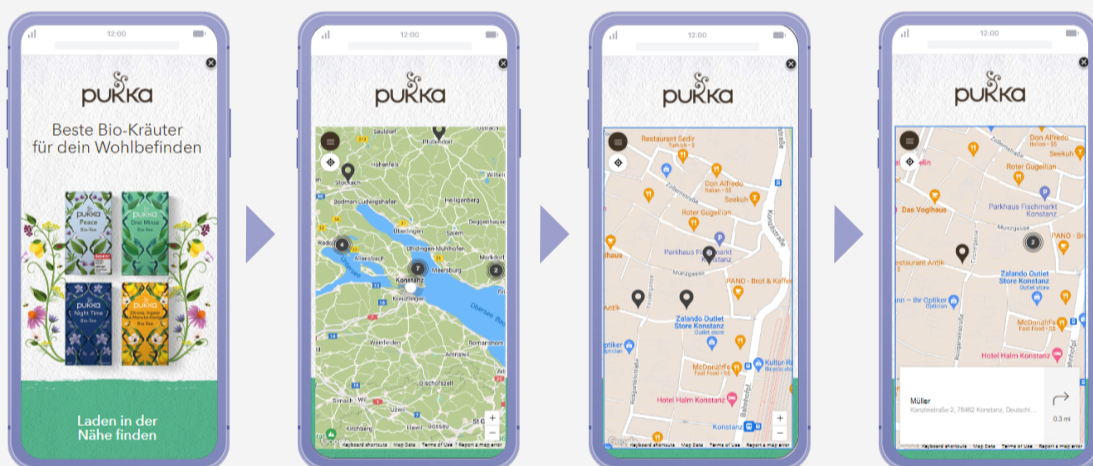
Used location data to target consumers in close proximity to a relevant store, as well as continuing to deliver content once they had returned home.



Drug & health store visitors and customers – users in proximity and regular shoppers at home

Blis activation strategy

Creative snapshot:



Rich Media Feature: Dynamic Location



Location data enables pukka to reach their audience throughout the day, in environments where they are more likely to engage – based on their everyday behaviour.

Blis analyses where people have been to create customisable audience profiles and then target them at the best possible moment to influence real-world behaviour: in proximity to relevant POS, as well as at home connected to wifi.

Programmatic DOOH catches them throughout their daily activities on their way to work, while going to lunch or dinner to maximise sales impact.



Results

11,567,434	Ads delivered	3,092,029	reach (UU)
0.3%	CTR	15,603	number of incremental visits
10.3%	product sales uplift	9.5%	Brand sales uplift

powered by:  **Circana**.

Contact us at DACH@blis.com to see how Blis can boost your omnichannel campaigns