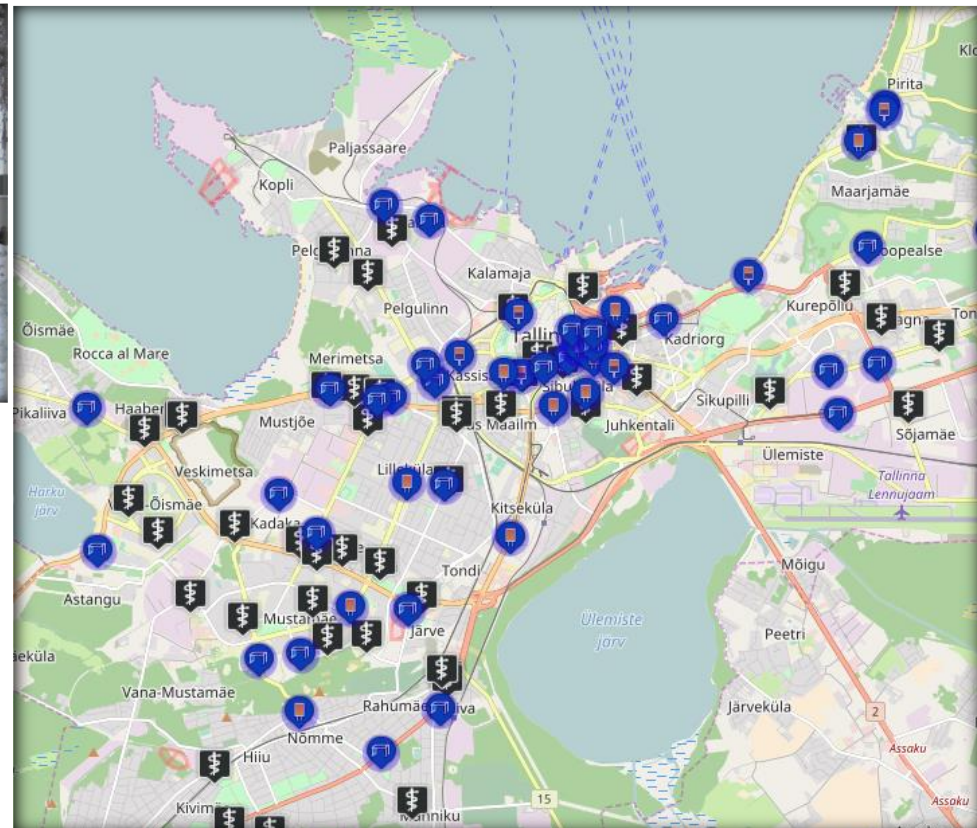




MAGNE B6 CASE STUDY

Outdoor advertising and the impact on sales

- Campaign period 3.- 23. April 2017
- Locations in Tallinn: ½ from the City wide + ½ Pharmacy package
- Magne B6 product ads close to 25 pharmacies
- Supporting media: print, POS, online
- Weekly amount of ads: 50 + 30 + 30



Changes in turnover



Turnover growth

55%

at pharmacies with no ads
adjacent to the
establishment

Turnover growth

85%

at pharmacies with ads
adjacent to the
establishment