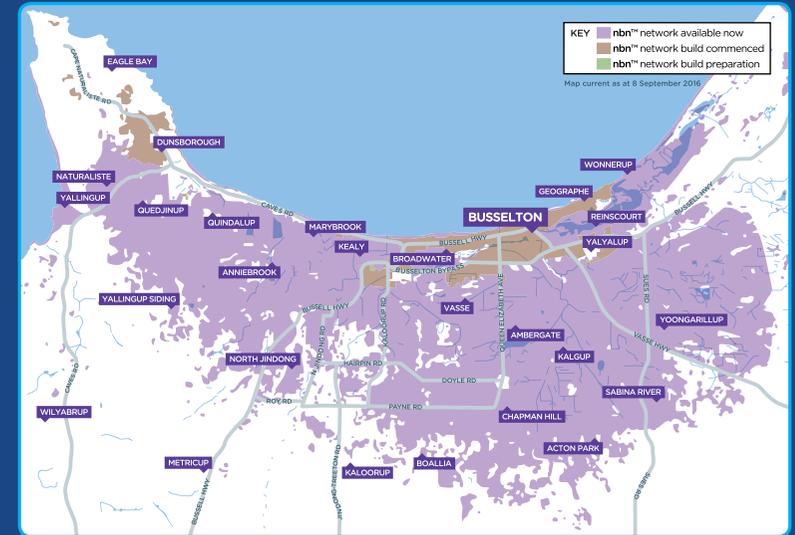




Case Study for Crossmark

The new online world has arrived

The nbn™ network is now in parts of Busselton and surrounds



SIGNALLING PRODUCT AWARENESS FROM AUSTRALIAN COAST TO COAST

A successful Australian rollout of digital technologies achieves regional penetration on a national scale.

EXCEPTIONAL PRODUCT AWARENESS THROUGH REGIONAL MARKETING



“From the start of the campaign through to finishing up over a 12-month journey, we saw a 40% increase of awareness and understanding of our clients technology.”

Peter Curro - CROSSMARK
Divisional Manager of shopperXP

PROJECT SNAPSHOT



Advertiser: CROSSMARK

Campaign dates: 2016

Industry: Marketing

Products used: Print boards with takeaway holders

Number of boards: 46 Print boards

Seen: Seen 7.5 million times and counting

THE COMPANY

As Asia-Pacific's largest retail marketing agency, CROSSMARK brings an innovative approach to activating retail strategies. A key to their service offering is the shopperXP division which focuses on shopper engagement strategies. This involves delivering service-to-market execution plans that create in-store environments and experiences that provide consumers with the motivation to buy at the point-of-purchase.

THE OBJECTIVE

When CROSSMARK were tasked with rolling out an Australia wide digital network, they turned to NBS to assist with reaching and activating regional locations inline with their campaign. Accessing advertising real estate within independent groceries can be difficult, time consuming and expensive, often with little uptake by individual stores. However this was crucial to their multi-pronged strategy which included merchandising and point-of-sale placement along with other face-to-face local area marketing activities and events. They needed an easy, affordable and flexible approach that would achieve maximum market penetration across regional centres.

THE RESULTS

With a goal of driving awareness of a new network being rolled out to local communities, having the offering of notice boards within IGAs was a critical element when targeting regional areas. By partnering with NBS they were able to utilise established store listings and relationships to drive consistency in terms of messaging and awareness. CROSSMARK not only found the investment worthwhile, when compared to alternatives, the prices were very competitive. Throughout the campaign NBS delivered tailored solutions, backed up with a flexible approach ensuring both CROSSMARK and their client achieved a 40% increase of awareness throughout the targeted regions.



“The independent grocery space is very competitive. Having the ability to access space across multiple stores very quickly and conveniently was the biggest value-add. We also found that the service allowed us to drive a consistent message, approach, and solution back to our client.”

Peter Curro - CROSSMARK - Divisional Manager of shopperXP

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