

# Case Study

## Lifestyle Coffee Chain Shop

The sudden influx of trendy lifestyle café culture or by it is best known term as Hipster Cafés in the past couple of years, took the commercial coffee industry by surprise. The rapid rise in popularity of such cafes created a complex competitive environment, presenting a set of challenges to establishments to not only improve sales performance and profits, but to retain and grow customer base as well.

To sustain in the business, café owners ventured into new means of marketing to increase the visibility of their brands and products as well as to reach a broader coverage in both their existing and potential customers.

We developed and executed a strategic marketing campaign for a multi-award winning establishment on our retail solution platform. Their main objective and goal were achieved in just a span of two and a half months with the participation of seven of their outlets.



### GOAL

Increase footfall and subsequently increase sales significantly in a short span of time with targeted and segmented digital presence

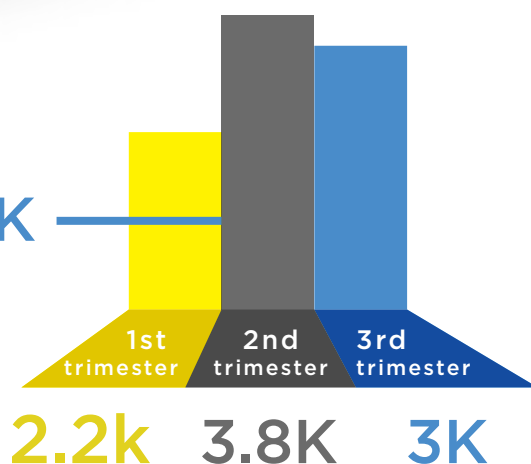
# ADVERTISING CAMPAIGN RESULTS

The brand ran a location based campaign with redeemable discount vouchers via mobile app advertising platform with the objective to boost sales.

During the 75 days, the brand enjoyed a significant increase in sales and revenue

The ROI of the campaign was achieved successfully at the end of the 11th day

ROI 1.4K



VOUCHER VALUE

RM 5



REDEEMED VOUCHERS

284



TOTAL SALES

RM 9,194.70