

Roots and CTN

CTN DELIVERS SALES IN RETAIL CASE STUDY

CTN partnered with Roots to create a test market to measure incremental sales attributable to a 2 week radio campaign during the Roots 2016 Winter Sale



SALES RESULTS

During the 2 week radio campaign and the 2 weeks post campaign the radio markets (Montreal & Edmonton) both showed significant increases in incremental sales attributed to the radio support.

Both campaign markets delivered a substantial residual lift on sales during the 2 weeks post campaign.

The brand-based campaign with heavier weight (Montreal) delivered a similar sales lift as the tactical sales message with less weight (Edmonton).

ROI

Incremental sales for 2 week radio campaign and 2 weeks post campaign

MONTREAL

▲20%

sales lift from brand ad

Total GRPs: 260
(58% reach;
4.5 frequency)

EDMONTON

▲16%

sales lift from winter sale ad

Total GRPs: 90
(36% reach;
2.5 frequency)

*Source: Audience Insights Inc. conducted a statistical analysis, applying an interrupted time series approach, to total sales and web sessions for the two weeks preceding the campaign, the two weeks of the campaign, and the two weeks immediately following the campaign. The approach includes controls for daily sales in previous year, overall time trend in daily sales, differences in level of daily sales, year-over-year differences in average temperature and total precipitation, day-of-week effects, unusually large or small values for particular days (i.e. apparent outliers), autocorrelation in the residual series, test vs. control market for sales comparisons: Edmonton vs. Calgary as control; and Montreal vs. Vancouver as control.