



# VIDEOAMP BOOSTS UNAIDED BRAND AWARENESS BY 18.4% AND BRAND FAVORABILITY BY 74%

As Peet's already has a significant and well-known presence among the coffee community, accomplishing the above goals required precise audience targeting and delivery across all screens with video creative. Variables such as time of day and geography were also critical to success. Swirl, a full-service advertising agency and Peet's AOR, turned to VideoAmp.

## VideoAmp Solution

VideoAmp combined coffee drinker and geo location-based segments to identify matches within our user graph. This served as a baseline for the media plan resulting in a seamless execution across digital and mobile screens. Proper frequency levels and sequenced creative were used to drive awareness and in-store traffic. This approach delivered superior results for Peet's Coffee and exceeded all expectations.

## Real Results

- Reach de-duplicated audiences across screens, increasing reach into new audience segments
- Sequentially deliver ads across desktops, mobile, and tablet to achieve greater creative impact
- Track ad exposure across screens to measure in-store sales lift and measure brand lift metrics

**18.4%**

Unaided awareness with new audiences and to launch new products

**74.2%**

Brand favorability against competing specialty coffee brands

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