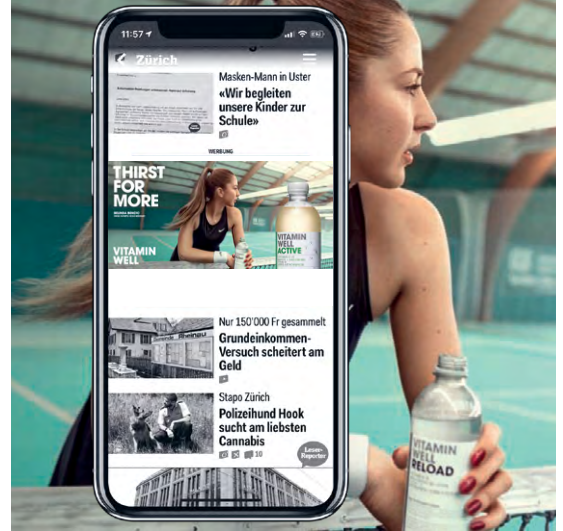


## “Thirst for more” – Out of Home vitaminises Vitamin Well sales

Study of advertising impact



**“The regular visibility of Vitamin Well in public places gave us fantastic growth rates. This confirmed that we had the right marketing strategy with Out of Home as the lead medium.”**

Alessandra Thüring, Senior Marketing Manager, Trivarga AG

### Product

“Vitamin Well is a drink fortified with a range of vitamins and minerals that is marketed by nationwide beverage distributor Trivanova in traditional retail outlets. Since 2016, the vitamin water has been available in Switzerland in a wide product range as “the healthier alternative to sweet drinks” and has succeeded in positioning itself as “Number 1 in the Swiss vitamin drink market”. Out of Home Media helped the brand achieve this success through high visibility.

### Subject and goal of the study

Impact of advertising presence on brand establishment

### Test set-up

Online post-test PPI (Poster Performance Index) after end of campaign in Big5 metropolitan areas

### Question

Recall, brand recognition, appeal, brand profile

## Goal

Brand building and increased awareness; increased sales volume

## Implementation

Multi-phase advertising campaign, consistent focus on Out of Home: start in January 2021 with several Out of Home flights. OOH branding campaign in 2022, team effort with ambassador and Swiss Olympic tennis champion Belinda Bencic.

**Mediamix** Posters, digital spots, mobile advertising (aymo), POS sampling

**Visibility** Out of Home Media campaign analogue & digital in four waves 2021/2022, 14 days each, aymo Billboard Replay Target

**Out of Home Media formats** F12, F200, F200L, City and Rail ePanels, Mobile Rectangle

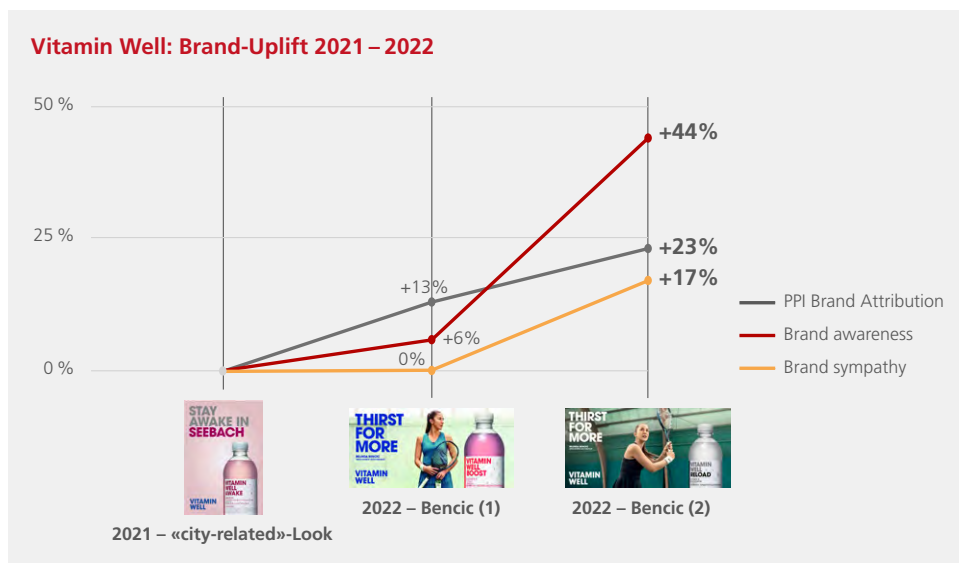
**Design:** Clear and simple, eye-catching, sports-minded, modern and city-specific look (addressing residents)

**Performance data** Total 129 million Out of Home contacts

**Measurement of advertising impact** Campaign tracking through advertising impact analysis in APG/SGA PPI Poster Performance Index program. Surveys in CW 24/2021, CW 23/2022 and CW 37/2022. Post-test on recall, recognition, campaign appeal and brand profile (awareness, appeal, use)

## Result

After the start of the city-specific analogue poster campaign in summer 2021, aided awareness of the Vitamin Well brand rose by 44% to autumn 2022, brand appeal by 17% and brand recognition of the Out of Home Media campaign by a total of 23%.



## Success factors

**Developing the basis for success** starting in January 2021 with locally targeted advertising medium variants with eye-catching implementation, “city-specific”

**Guaranteeing visibility in Out of Home** with solid advertising pressure and appropriate campaign timing

**Increasing brand and advertising impact** with multi-phase execution of the “Thirst for more” campaign together with Swiss brand ambassador Belinda Bencic

## Links

<https://www.vitaminwell.com>

[www.apgsga.ch/linkedin/trivarga/vitaminwell/](https://www.apgsga.ch/linkedin/trivarga/vitaminwell/)

**Do you have any questions?**

Do not hesitate to contact us for further information  
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