

Place Exchange delivers 10.9M impressions to shoppers for CPG dairy brand

A leading US producer of dairy products sought to reach consumers on their path to purchase and in-store in the Minneapolis market.

Campaign Overview:

- **Market:** Minneapolis, MN
- **Audience:** General A18-65
- **Publishers:**

 Intersection **Grocery TV** 

Solution:

Place Exchange programmatically delivered the brand's ads to grocery stores, including 80 Cub Foods locations where the product could be purchased, to keep the CPG dairy brand top of mind at the point of sale. In order to reach the consumer before the grocery store, Place Exchange also reached consumers on the path to purchase during their daily commutes at high-traffic transit hubs and gas stations.



Contact sales@placeexchange.com to learn more.

Campaign Results:

Over a 30-day flight, Place Exchange seamlessly delivered **10.9 million impressions** to CPG advertiser's brand target to drive brand awareness in a key market.



Place Exchange was immensely helpful when it came to planning our CPG digital out of home activation. They were quick to respond while providing innovative ideas and thoughtful plans. Due to the success of the campaigns, DOOH became a core part of our annual strategy moving forward.

Klaudia Smykowska

Director Programmatic, Havas Media



Grocery TV



Intersection

