

HOMERUN FOR HOME PLATE



PRE-GAME ANALYSIS:

Before any billboards posted, Foster and Associates contacted 300 Austinites:

01

6.3%

had heard of Home Plate Peanut Butter.

02

2.7%

had purchased Home Plate Peanut Butter.

POST-GAME STATS:

Next we posted 31 posters throughout Austin for 12 weeks. The locations changed every 4 weeks.

AFTER
30
DAYS

21% increase in product awareness
4.7% increase in purchases
34% increase in consumers who recall seeing the billboards

AFTER
90
DAYS

37.1% increase in product awareness
9.3% increase in purchases
51.9% increase in consumers who recall seeing the billboards

IN JUST 12 WEEKS HOME PLATE PEANUT BUTTER EXPERIENCED:

- 451% increase in product awareness
- 185% increase in purchases
- 2385% increase in consumers who recall seeing the billboards

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DOUBLE PLAY

BILLBOARDS GET YOU WHERE YOU WANT TO BE:

Prior to our campaign, Home Plate Peanut Butter had very little distribution and brand awareness. After the campaign, they have seen a significant increase. Home Plate Peanut Butter is now sold in Central Market, Sprouts and Fiesta Mart as well as many other local Austin retailers.

TRIPLE PLAY

BILLBOARDS DRIVE WEB TRAFFIC:

Web traffic to Home Plate Peanut Butter's website almost tripled in just three months! Pre-campaign hits to Home Plate Peanut Butter's site were at 1468 and after 12 weeks it increased to 4216.

Just proves that billboards go with product sales like peanut butter goes with jelly.

