Ritual Vitamins
Driving brand lift up 85% in Out-of-Home ads

The goal.

Ritual was founded on the belief that better health begins with better ingredients. Their “Not a Miracle” campaign centers on a core message: when it comes to taking care of your health, commitment is essential.

It’s no surprise then, that Ritual took this approach to their Out-of-Home media buys. The brand wanted to prove the ROI of their OOH spend, and see the results backed by real science. Specifically, acquiring new customers and quantifying the perception of the brand were imperative to the campaign.

Ritual needed to talk with consumers directly. Only one Out-of-Home research provider could meet their request. MFour was chosen for their unique OOH validated Brand Lift Methodology. Leveraging MFour’s award-winning Surveys on the Go® app, participants were surveyed pre-flight, and compared to consumers exposed in-flight. The result? An 85% increase in brand awareness and a 70% likeability tied directly to the OOH campaign.

Female 18+ for both studies

Methodology

+ Exposed/Unexposed: NYC
+ N100 Subway Riders Pre and During Campaign (N200)

Broader Market Awareness

+ Pulse: NYC and LA
+ N100 per Market/Wave Pre and Post Campaign (N400)

Awareness Lift of 85%

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<thead>
<tr>
<th>Group</th>
<th>Control (unexposed)</th>
<th>Treatment (exposed)</th>
<th>+/-</th>
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<tr>
<td>Ritual</td>
<td>13%</td>
<td>24%</td>
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We saw an 85% lift in brand awareness using Out-Of-Home ads; measured by MFour. As a result of these campaign findings, Ritual has since invested in OOH buys in Los Angeles and across New York City.

+ The brand has also begun to tap into additional offline channels, including OTT and linear television to complement the awareness and brand-building OOH initiatives.

About MFour.

MFour’s Surveys On The Go® is the most-downloaded and highest-rated survey app in the United States. Companies can now use location-capturing technology to reach shoppers in real-time to connect with a demographically diverse panel of Millennials, Hispanics, and African Americans.

The app leverages GPS technology, biometric validation, multimedia capture, and GeolocationPro to deliver faster, more reliable insights than traditional survey platforms. Consumers speak directly to you, through the app. To learn what people are saying about MFour, visit www.mfour.com.