Unlocking Success: How Coppertone Ads Achieved a Remarkable 72% Repurchase Rate

The goal.

You can feel the heat.

As your fingers grab a hold of that blue + yelllow bottle of sunscreen, you're no longer in-store. You're at the beach. Staring at the waves as they crash against the warm sand. Golden rays dancing across your skin. No sunburns here; just pure joy. That's the power of an in-store display. It's advertising at its best.

Now, imagine you're Coppertone.

You'd want every detail, right? As consumers walk by your Target and Walmart displays, you'd like to know what they think. With their insights, you can craft the perfect in-store ad strategy — and increase sales.

Research was required.

So, let's start in-store.

It's how you'll uncover what buyers want. Catch your consumers while they're still inside, staring at the colorful umbrellas you've placed center-aisle, full of sunscreen. You're in luck. There's an app for that.

Our approach.

We used Surveys On The Go® (SOTG).

As the nation's largest, highest-rated consumer panel, SOTG locates panelists in real-time. Here, the app looked for natural purchasers. Then made sure they'd seen the display.

And, because it's an app, the client got:

1. In-store insights: SOTG confirmed their visit to the retail location.
2. Timely behaviors: The app captured their feedback at shelf, checkout, and home.
3. Accurate data: Panelists were spoken to in real time, and validated via the SOTG app.

The results.

+ Awareness:
  - **63%** recalled the Coppertone ad at Walmart.
  - **45%** remembered the Coppertone ad at Target.
  - **18%** had a better recall at Walmart with prominent displays.

+ Location:
  - **27%** bought at Walmart non-sunscreen displays.
  - **25%** bought from the seasonal displays at Walmart.
  - **16%** bought Coppertone from seasonal displays at Target.

+ Loyalty:
  - **72%** of Walmart buyers are extremely likely to repurchase.
  - **47%** of Target buyers are extremely likely to repurchase the brand.
  - Free-standing **displays** at both Target + Walmart increased purchases.

About MFour.

Better outcomes on MFour Studio: the first platform to behave like your consumer. Using the nation's most downloaded, highest-rated, and only Apple-approved data collection and survey app, MFour has finally united market research and data science.

MFour Studio is the only place for real-time app, web, and foot traffic united with validated consumer surveys for unprecedented insights to help you capture the modern consumer's attention.