The goal.

Ritual was focused on the heart, feel better health begins with better ingredients. Then “Not a miracle” campaign ran using a core message when it comes to feeling better in your health, consider it essential.

It’s no surprise then, that Ritual took this approach with their Out-of-Home media buys. The brand wanted to grow their awareness in Los Angeles and across New York City, but also understand the results backed by real science. Specifically, acquiring new customers and quantifying the perception of the brand were imperative to the campaign.

Ritual invested in OOH where consumers have direct contact. Only one tool of their research provider could meet their request. MFour was chosen for their unique OOH validated IRB Methodology, leveraging MFour’s award-winning surveys on the SOTG app, and accurately measuring consumer exposure in flight. The result: An 85% increase in brand awareness and a 70% desirability tied directly to the OOH campaign.

The results.

As a result of the positive feedback from Ritual’s New Year’s campaign, the brand has since invested in additional OOH buys in Los Angeles and across New York City. As a result of the positive findings from Ritual’s New Year’s campaign, the brand has since invested in additional OOH buys in Los Angeles and across New York City.

- Emma Woo, Manager of Consumer Insights at Ritual

About MFour.

Before solutions on MFour’s platform to better leverage your consumer. Using the nation’s largest, highest-rated survey platform and a large-scale, real-time, and geo-validated IRB Methodology to deliver faster, more reliable insights than traditional survey platforms.

Consumers speak directly to you, through the app. To learn what they were willing to share their dispensary and app behaviors, so we could be ready to promote their brand. In fact:

Likeability was 70% for those exposed to the ad.

The results.

Awareness Lift of 85%

Broader Market Awareness

- Female 18+ for both studies

- MFour proved the efficacy of the channel in driving key KPIs:
  - Awareness saw an 11-point increase, which is a lift of 85%.
  - Additional OOH buys in Los Angeles and across New York City to continue to build awareness while testing new messaging.

Methodology

- Expanded IRB Market
- MFour surveys- Blade One and During Campaign (900)

Brand Market Awareness

- Post-Campaign
- Post-Campaign (400)

Awareness Lift of 85%:

<table>
<thead>
<tr>
<th>Category</th>
<th>Unexposed</th>
<th>Exposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ritual</td>
<td>13%</td>
<td>85%</td>
</tr>
</tbody>
</table>

- Female 18+ for both studies
- Exposed/Unexposed: NYC

Select all that apply.


2. MFour's Surveys On the Go® is the most-downloaded and highest-rated survey platform.

3. Accurate data: Panelists were spoken to in real time, and validated via the SOTG app.

- MFour introduced Surveys On the Go® in 2011. As the nation’s largest, highest-rated survey platform and a large-scale, real-time, and geo-validated IRB Methodology to deliver faster, more reliable insights than traditional survey platforms.

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.

- Emma Woo, Manager of Consumer Insights at Ritual

Out-of-Home Case Study

<table>
<thead>
<tr>
<th>Group</th>
<th>Exposed Car Card</th>
<th>Unexposed Car Card</th>
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</thead>
<tbody>
<tr>
<td>Top Market</td>
<td>96%</td>
<td>3%</td>
</tr>
<tr>
<td>Ritual</td>
<td>24%</td>
<td>76%</td>
</tr>
</tbody>
</table>

About MFour.

Better solutions on MFour’s platform to better leverage your consumer. Using the nation’s largest, highest-rated, and only American survey data collection and survey app, MFour can finally unlock your most valuable data assets.

MFour’s marketing solutions are our first line in-flight app, a true footprint networked with transcribed consumer surveys for unparalleled insights that help you capture the market consumer’s attention.

Revitalizing Brands: A Case Study on Ritual Vitamins: Impressive 85% Brand Lift