



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 spends, 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.



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

Our approach. Female 18+ for both studies

Methodology

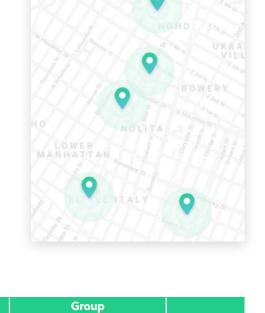
Exposed/Unexposed: NYC

N100 Subway Riders Pre and During Campaign (N200)

Pulse: NYC and LA

Broader Market Awareness

N100 per Market/Wave Pre and Post Campaign (N400)



Exposure Group

Car Card

Station Domination

<u>AIDED</u>: Which, if any, of the following vitamin brands have you heard of?

Select all that apply.

Awareness lift of 85%

		Sample Size	100	100					
	Ritual		13%	24%	+11pts				
Likea	Likeability of 70% (7 out of 10 New York women liked our advertisements.)								

How much did you like the Ritual advertisement? **Exposed**

	Sample Size	53*	29*	24*
Liked it a lot		26%	24%	29%
Liked it somewhat		43%	48%	38%
	Тор 2 Вох	70%	72%	67%
Neither liked it nor disliked it		28%	28%	29%
Disliked it somewhat		2%	0%	4%
Disliked it a lot		0%	0%	0%

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 to continue to build awareness while

testing new messaging.

The results.

- 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.
- MFour proved the efficacy of the channel in driving key KPIs:
- Pre-campaign and post-exposure measurement indicated the "Not a Miracle" creative and messaging

Likeability was 70% for those exposed to the ad.

Awareness saw an 11-point increase, which is a lift of 85%.

- Post-exposure brand perceptions showed that outdoor was effective in driving these product

associations: Transparency, essentiality, helping women live healthier lives in the long-term.

was extremely effective in growing brand awareness and communicating key messages.

About MFour.

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

Better outcomes on MFour Studio: the first platform to behave like your

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capture the modern consumer's attention.