

WRAPPR

Owning A Local Area

How a unique outdoor advertising format delivered incredible returns for a local business.



2,465,000
Total impressions

3,959
Customer store visits
attributed to Wrappr

\$250,000+
Revenue generated

Summary

Marc & Main is a premium furniture retailer with one store located in Perth, WA. We partnered with Marc & Main to build awareness of their brand in target areas across the city.

We used the “delivery van” format to drive awareness for Marc & Main in affluent suburbs and signal to the market that they’re a busy and popular brand offering delivery.

Campaign results were independently measured by SkyFii, using in-vehicle sensors, in-store sensors and a control group.

We began with one full wrap van for six months, and after seeing the incredible results, Marc & Main added another van to their fleet and moved to an always-on format.



Interested in doing a campaign with Wrappr?

Contact – partnerships@wrappr.com.au

Testimonial

“As a growing furniture retail business, we are always looking to maximize the efficacy of our advertising budget. Wrappr has exceeded our expectations with lead generation, as well as helping to convert warm leads that would have otherwise purchased elsewhere.

In regards to lead generation, Wrappr provides us with an extremely effective out of home media format that actually gets noticed. At Marc & Main we religiously survey our customers as to “how they first found out about us”. A common response is that they saw our delivery van which led them to search for us online and subsequently make a decision to visit the store.

‘Delivery Signaling’ is also an integral part of our Wrappr campaign, and is what results in many of our warm leads converting. Having a van on the road associated with our brand provides a strong level of ‘social proof’ that encourages potential customers to transact with us over our competitors.

The impetus for Marc & Main running a campaign with Wrappr was the realisation that we now live in a world where digital advertising has become very noisy, and the barrier to entry for a competitor to run an ad alongside yours very low. It has become essential for businesses that rely on digital marketing to cut through that noise by getting creative.”

– Tom Wale (Managing Director)