



# The Tip of the Spear

**The power of a unique, surprising hero asset in delivering outstanding campaign results**

WRAPPR



skyfii

## Introduction

To help bring Dan Murphy's Christmas campaign to life, 26 Wrappr advocates, driving fully wrapped branded vans, were active in-market for 6 weeks. They were included as part of a wider mass-market Christmas advertising campaign which strongly utilised TV, traditional OOH, digital and print channels in the media mix.

Skyfii, an Australian-based, ASX-listed analytics and measurement company, provided independent ROI measurement on the campaign. Skyfii's smartphone detection technology was used to uniquely identify smartphones when they were around the Wrappr advocates' vans, and when they showed up in Dan Murphy's stores.

By comparing the conversion rate of people exposed to the Wrappr advocates ending up in Dan Murphy's stores with a control audience, a specific number of additional customers directly attributed to the Wrappr advocates could be determined.

## Results

- 275,173 additional customers were directly attributed to the 26 Wrappr Advocates, meaning that each advocate delivered over 10,000 additional customers in 6 weeks.
- 0.34% of the control audience, and 2.07% of the audience exposed to the Wrappr Advocates, converted into Dan Murphy's stores, meaning that customers were 609% more likely to end up in a Dan Murphy's store if they had been near a Wrappr Advocate's van.
- Dan Murphy's re-booked another campaign with Wrappr almost immediately!

“ We loved working with the team at Wrappr to bring to life our Christmas 2020 campaign!... We delivered a very successful and impactful Christmas and the Wrappr team were fundamental to this success. We are looking forward to working with the team again on some more exciting projects we have in the pipeline with them already! ”

Sarah Tencer  
Dan Murphy's Marketing Manager