

## 48% Visitation Uplift for an ASX Listed Alcohol Brand

### Case Study

#### Summary

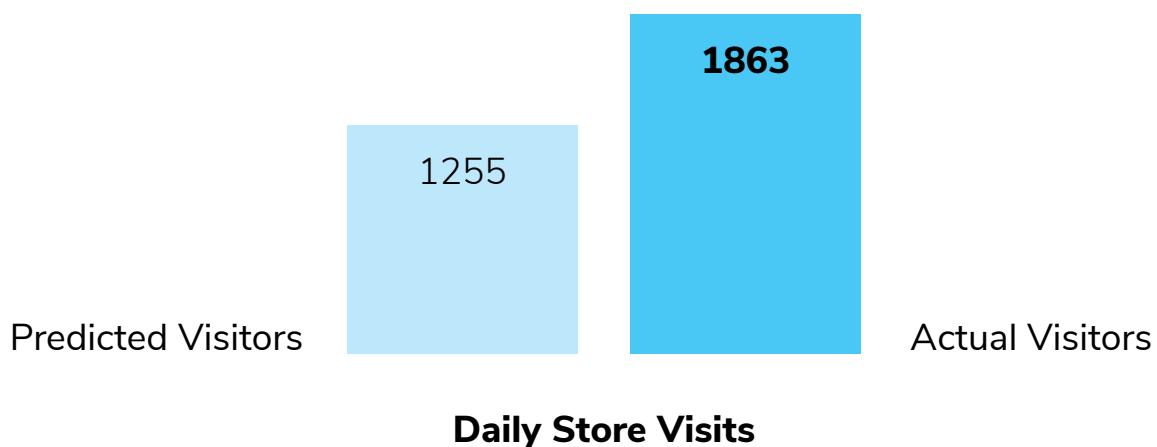
Independent measurement was performed by Adsquare. By comparing the daily visitation rate of the exposed audience versus the control audience's predicted visits, the analysis demonstrated that people exposed to Wrappr advertising were 48% more likely to visit target alcohol retailers than people who were not. Adsquare measured all BWS, Dan Murphy's, Bottle-O and Liquorland stores in Melbourne.

#### Campaign Details

12 Weeks  
3 Advocates  
Melbourne  
Full Wrap Mini Coopers



### +48% Visitation Uplift



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