

White Star Media develops creative testing and attribution models to scale snack continuity business with print & alternative media channels.

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Snacking | REINVENTED

STRATEGY

- ✓ Assign high value to consumer discount activating code. Provides attribution accuracy from test campaign to roll out stage.
- ✓ Establish definitive creative control offers with insert media channels that allow for multi price point testing. Analyze competitive spending footprint to illuminate best channels and allocation.
- ✓ Use StarTrak data system to index media performances in real time by creative and channel.

PROCESS

Vendor collaboration to provide multi split creative testing accuracy.

GEO and hyper local based media to skew and index success by market and zip select.

CHALLENGE

WSM was asked to provide best in class attribution indexes on media and creative tests.

GOAL: To increase speed of test to campaign roll stage without compromising campaign attribution & accuracy.

RESULTS

Multi Testing allowed for accurate test to campaign roll in **60 days vs. 120 days** = **50%** increase. High variation by market allowed for increased price points by market & demo. **Increased frequency by 4X** in higher performing markets and increased ROI by **30%**.