



Albertsons

Strategy

Albertsons launched 15 Rideshare cars in Dallas, Texas for 20 weeks, sending cars to every Dallas Cowboys home game throughout the season and producing over 15,000,000+ impressions. The message encouraged spectators to visit Albertsons grocery stores on Sundays while wearing Dallas Cowboys gear in order to receive a discount on their groceries.

Results

13,981

INDIVIDUAL VISITS

to an Albertsons location after exposure to Carvertise cars during a 6-week tracking cycle.

33.25%

MORE LIKELY

to visit an Albertsons location after exposure to a Carvertise car.

