

# Large Coffee Company partners with Katz Digital for winning results!

## Client Objective:

Build brand awareness and create lift through a large-scale audio campaign. This retail coffee brand was both looking for new customers and to increase usage from current customers.



## How Katz Digital met that objective:

A lengthy campaign included a combination of tactics across our offering including:

- 1. Geo Targeting:** Created geographic-targeted zones encompassing 78 DMAs, using the Katz Streams and PodKatz, our podcasting offering.
- 2. Custom Network:** A holiday music network was created for the December portion of this 24-week campaign.
- 3. Attribution:** Veritonic created a full attribution study to track purchase behavior as well as favorability among competitors' customers.

## The Result:

Exceptional impact on brand lift at all stages of the consumer funnel. This Katz Digital campaign yielded --

**Awareness**  
**+49% lift**

**Consideration**  
**+38% lift**

**Intent**  
**+17% lift**