



TESTIMONIAL

# A Curiously Strong Case Study

**"We're astounded by the business results!"**

## THE PROBLEM:

Just five years earlier, Altoids was a 200 year-old breath mint with a very small market share. The breath mint was surviving mainly due to a strong share in Seattle as an "underground brand." Altoids wanted to build market share and duplicate the success that Seattle experienced. Seattle Research had shown that Altoids customers tended to be young, active, and on the move—in short, they were elusive targets.

## THE PLAN:

Altoids wanted to reach this elusive young target audience without offending the current users by appearing too mainstream. The company used geo-demographic targeting, which allowed them to effectively reach the targeted audience where they work, live, and play. Altoids wanted a campaign that was simple, direct and very visual. One of the creative objectives was to feature the product's packaging, a classic tin case, in a very dramatic fashion. With a limited budget, they attempted to deviate from the mainstream media and turned almost exclusively to outdoor. The out-of-home campaign consisted of 30-sheet posters, transit shelters, and bus wraps to communicate their message.

## THE RESULTS:

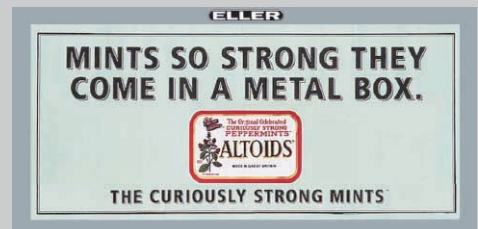
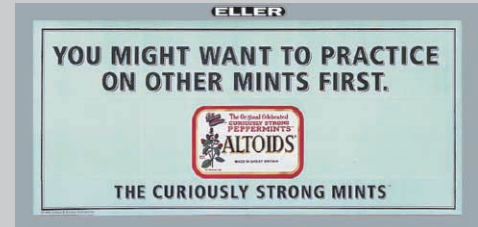
The results of the Altoids campaign were outstanding. In the \$237 million breath mint category, Altoids has been one of the leading growth performers. The results of the out-of-home campaign showed significant increases in the levels of unaided brand awareness and regular usage. There was a 5 times increase in sales during the advertising campaign. Sales volume was up 50 percent and Altoids market share in Minneapolis matched the Seattle level in less than six months. In addition to phenomenal sales growth, the campaign won numerous awards:

- Best of Show - Chicago Show
- Best of Show - New York Festivals
- Effie - American Marketing Association
- Obie - Best Campaign (Packaged Goods)
- Obie - Best of Show (Single Execution)
- Mediaweek - Media Plan of the Year

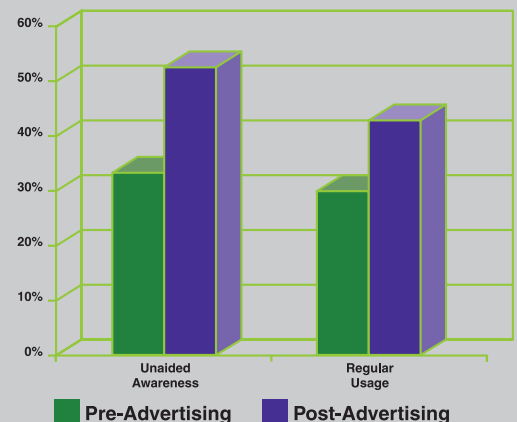
## CUSTOMER SAID:

"We're astounded by the business results."

Gary Singer  
Senior V.P. and Account Director  
Leo Burnett.



## Altoids In-Market Tracking Results



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"The Choice is Clear!"

