



Popchips promoted an exclusive mobile mall campaign via EYE's Amplify network



Campaign Objective:

- Create awareness for brand and new Kettle Corn flavor
- Engage consumers at a one-to-one level
- Increase social media engagement to enable ongoing one-to-one communication between the brand and consumers

Overview:

- Promotion featured attention-grabbing creative of Katy Perry
- Consumers were invited to scan their mobile device to view exclusive behind-the-scenes footage from her Popchips commercial



Tel 877 393 6671 | info@eyecorpmedia.com | eyecorpmedia.com

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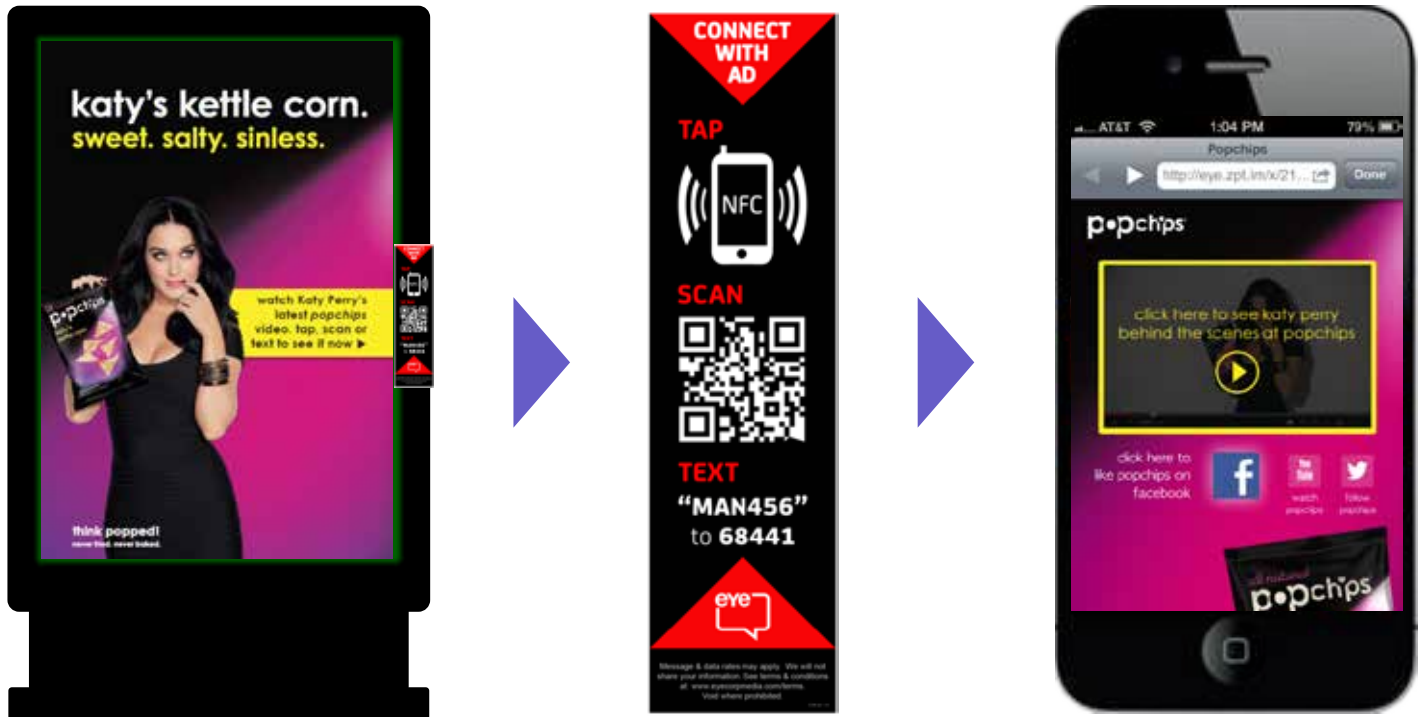
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Popchips Amplify Campaign Results



Mobile Engagement:

- 2,500 consumers engaged with their mobile device
- 50% viewed the videos
- 10% connected to the social media engagements

| Flight Duration: | 8 Weeks |
|---------------------------------|------------------------|
| Total Markets Reached | 11 Markets |
| Total Panels | 363 Panels |
| Reach* | 16.5 Million Consumers |
| Average Frequency of Seeing Ad* | 7.4 Times |

*Reach is determined based on Arbitron Study showing an average of 4 shopper visits per month and 91% notice the directory advertising. Frequency is a calculation based on number of visits and ad campaign weight.



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