

Pennsylvania Department of Health **COVID** AWARENESS



All Points Media Alternative Program 2020

CAMPAIGN OBJECTIVE

- Pennsylvania Department of Health used All Points Media's network of Grocery Stores throughout the state of Pennsylvania to educate residents on how they can prevent a resurgence of COVID19. We targeted adults 18-40 by placing a branded hand sanitizer station at the front of the grocery store and/or branded cart graphics on all carts and baskets used by customers. This tactic was eye catching and very effective in capturing the attention of the target demographic in their everyday life.



CAMPAIGN DETAILS



FLIGHT DATES:

10/19/2020 – 11/14/2020 + 4 Weeks Added Value



LOCATION TYPE: Grocery Stores



CONTRACTED NUMBER: 100



TOTAL IMPRESSIONS: 15,264,000



ADDED VALUE TIME: 4 Weeks = \$44,050



ADDED VALUE LOCATIONS: 6 Locations = \$8,220

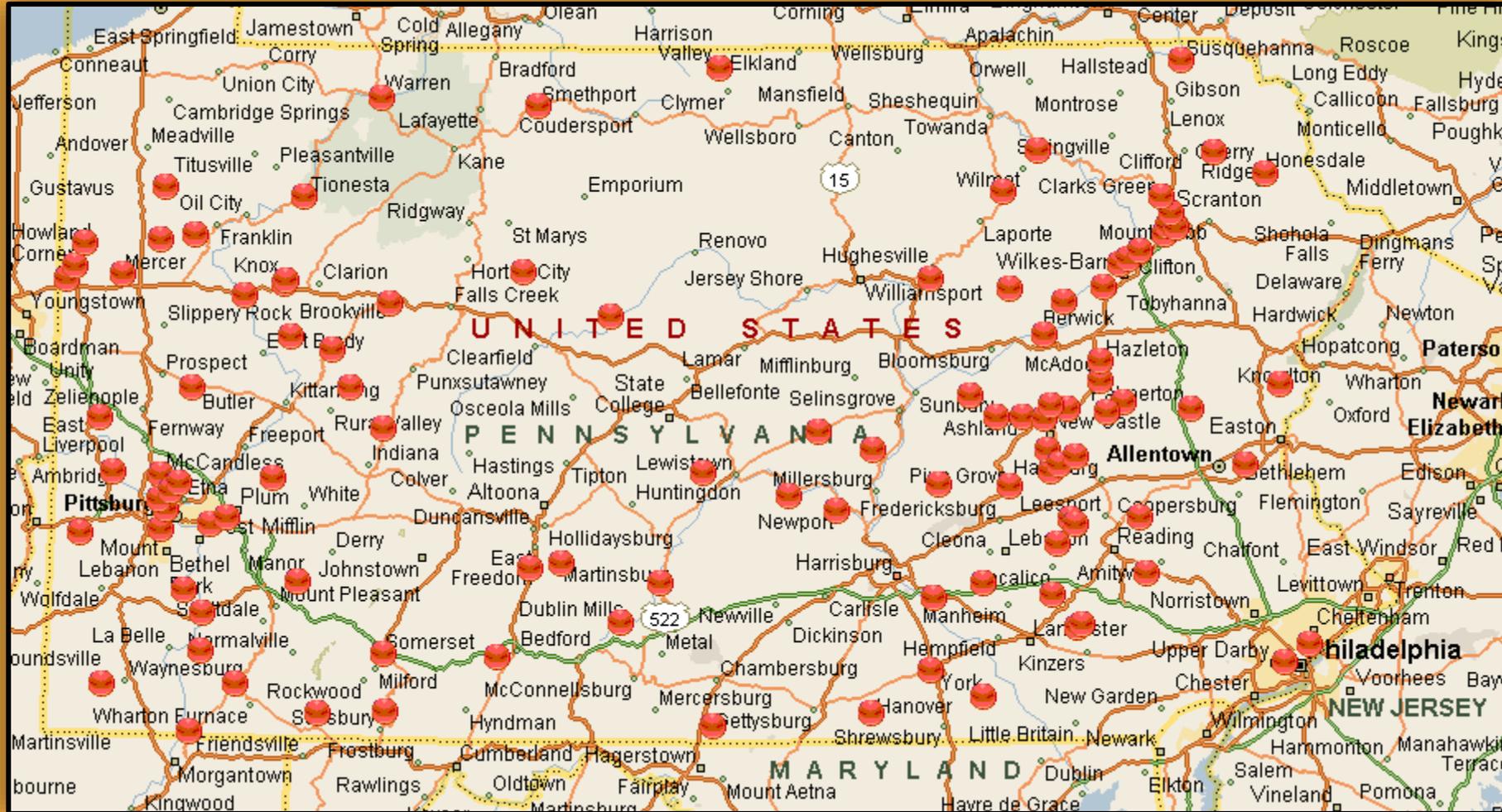
Creative

Each Grocery Store Received:

- (1) Branded Hand Sanitizer Station
 - AND/OR
- (avg 20) Branded Cart/Basket Graphics



PENNSYLVANIA STATEWIDE



POP Hand Sanitizer Stand

Boyer Foods: *“The sanitizer is my best friend in the store! Thankful to have it readily available while working with the public on a daily basis. My motto is, Be wise and sanitize!”*



POP Hand Sanitizer Stand

Kuhn's Market: "Customers are using the sanitizer coming in and out of the store - it's great we can offer this to our customers to keep them safe!"

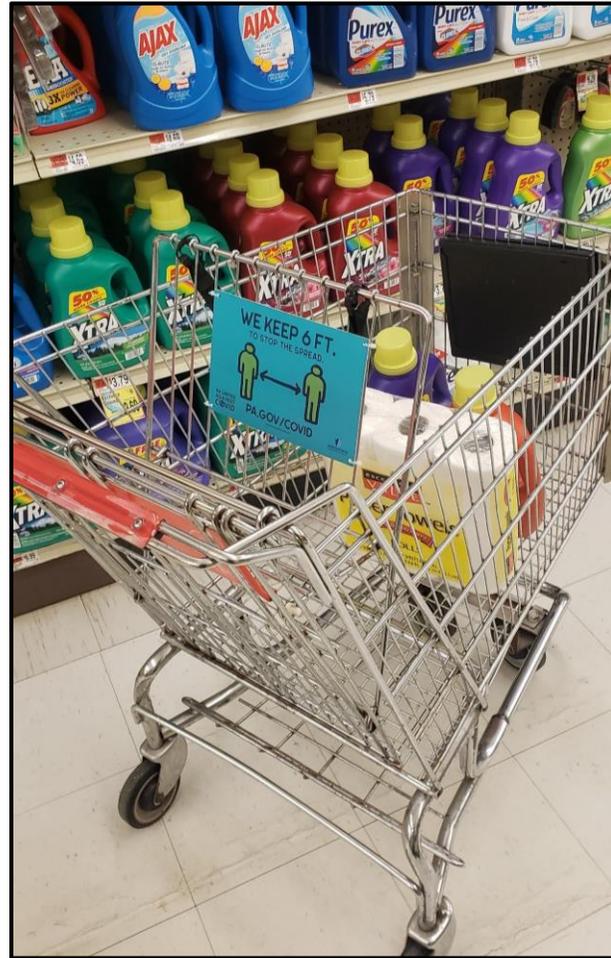


POP Hand Sanitizer Stand

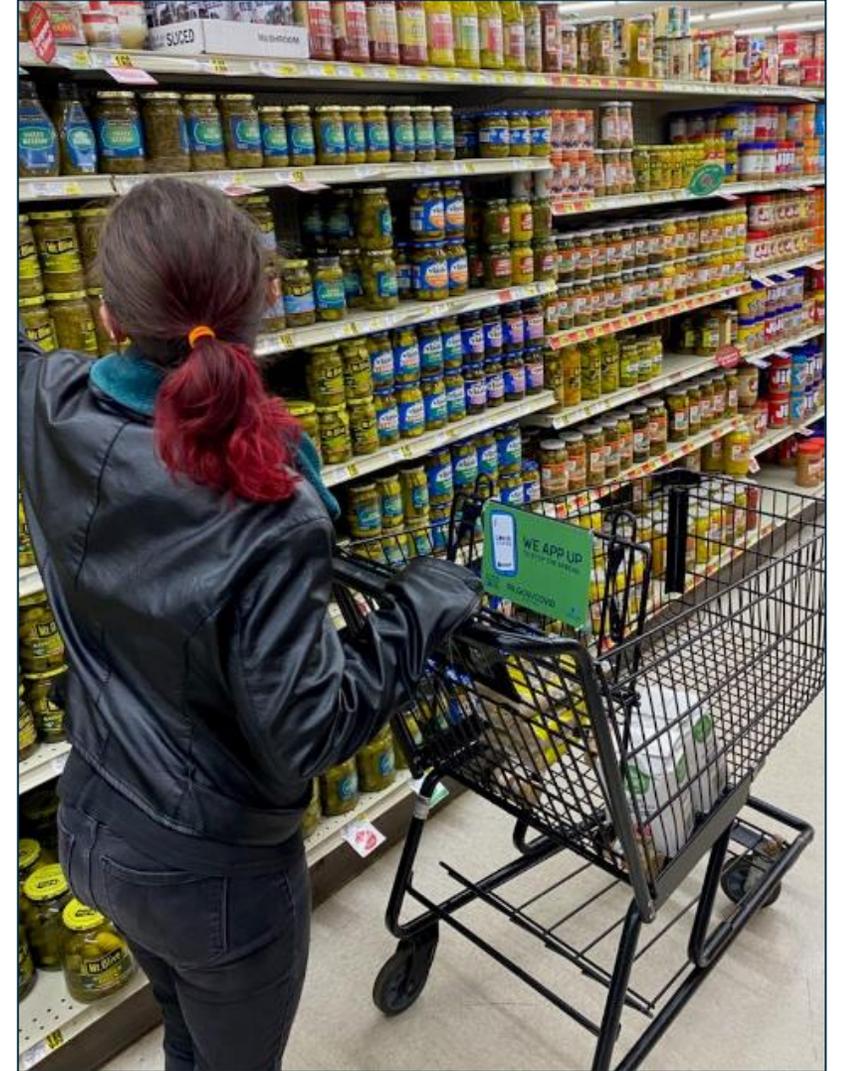


POP CART GRAPHICS

Tom's Riverside: "I appreciate the reminder to our customers and the community on how to stay safe during COVID."



POP CART GRAPHICS





Thank You!



PA UNITES AGAINST COVID

