



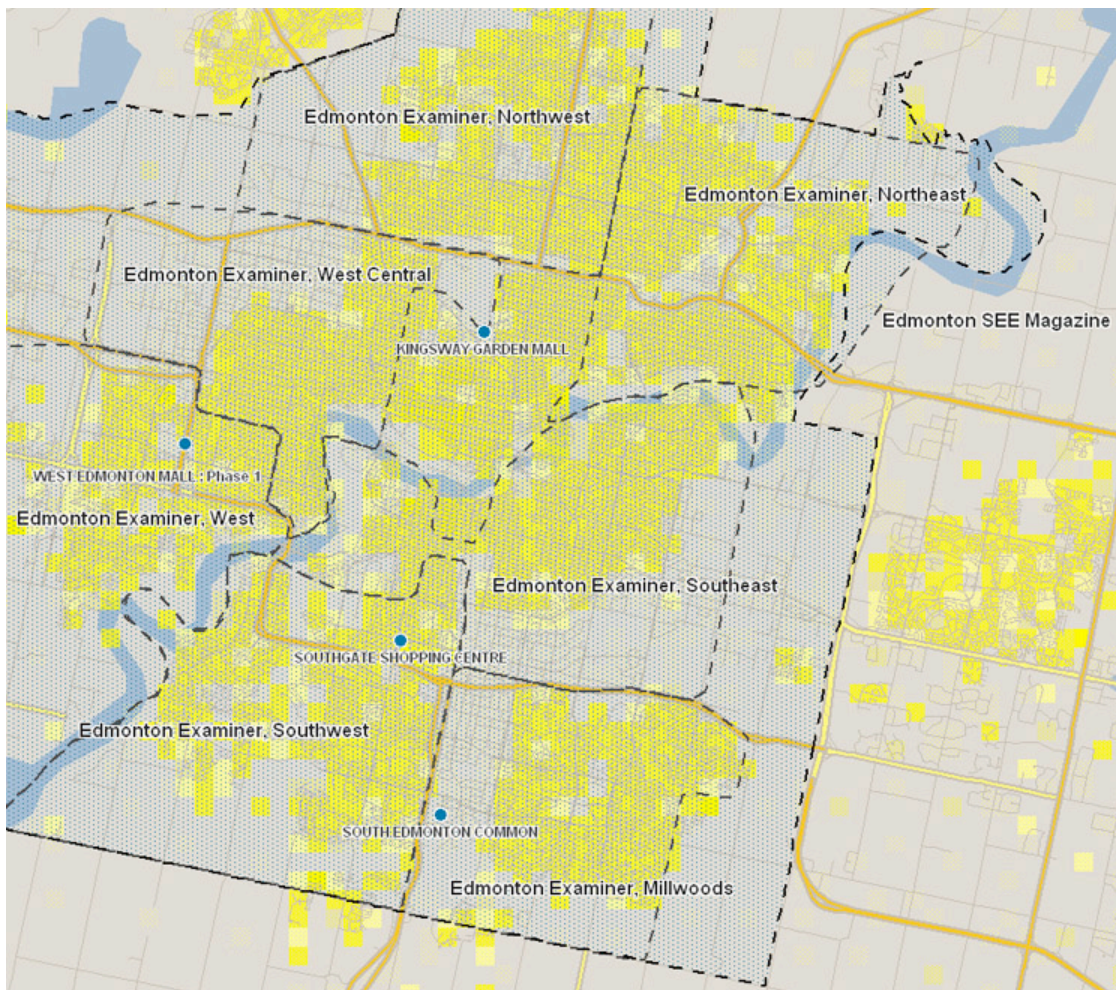
Geo-Targeting Retail Locations Defined With Postal Codes Layered Against Coverage Areas and Population Density

adwest

The agency's client -a well known national electronics retailer- was planning an FSI campaign around it's four Edmonton locations. They needed perspective on how the zoned editions of the Edmonton Examiner could be used strategically and in combination to provide the most effective coverage footprint.

AdWest GIS system was used to layer in StatsCan population density data to illustrate the location of mall/free-standing locations and population

Figure 1



For more information, or for help with your own project, please contact AdWest at info@adwest.ca