

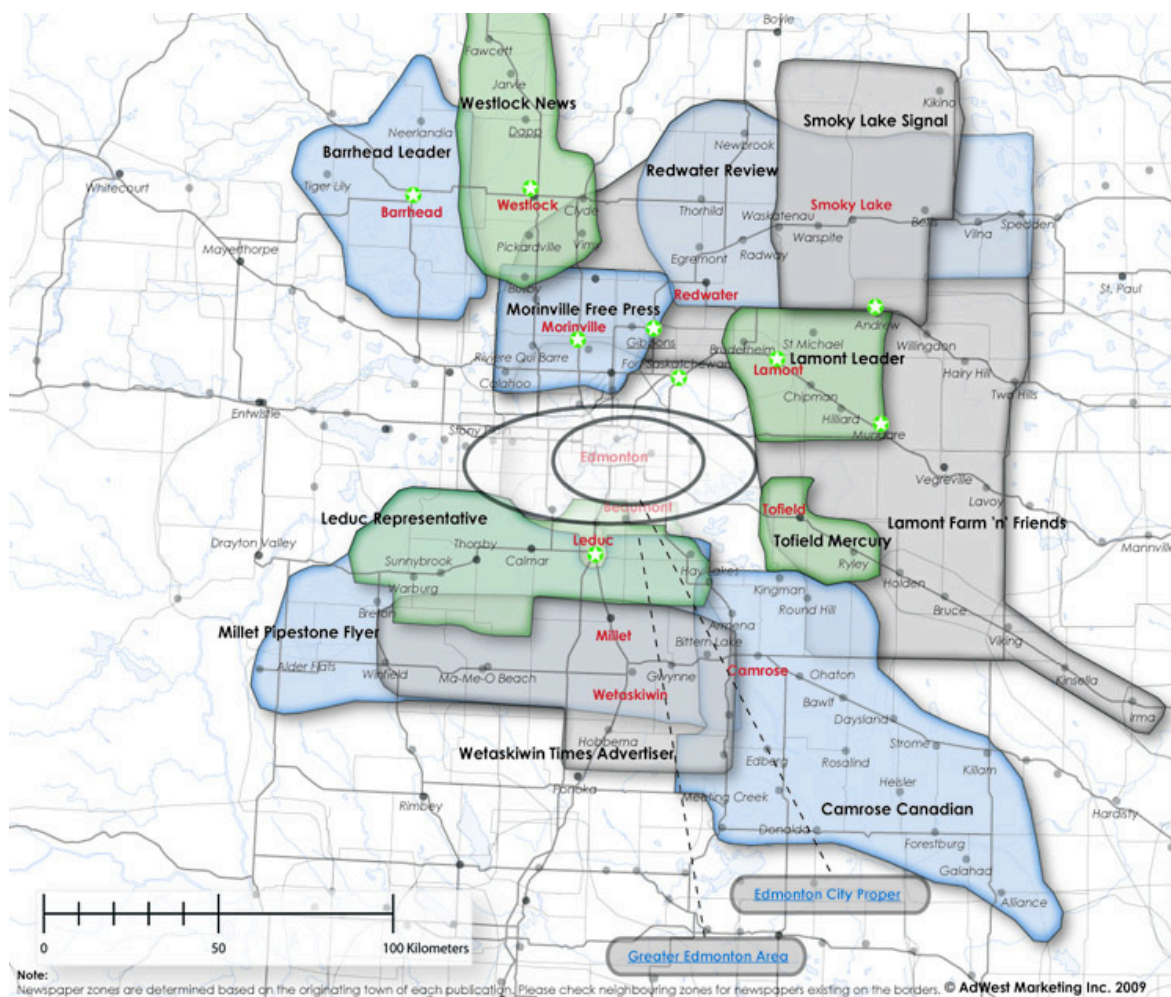


Geo-Targeting Retail Locations Defined With Postal Codes Layered Against Multiple Coverage Areas

adwest

The agency handling planning for a large financial institution with branch locations across Alberta was challenged with building a community newspaper campaign that would provide effective yet unduplicated support for all locations. While planning for locations in communities with originating newspapers were a fairly straightforward match, locations in smaller communities without an originating newspaper proved more challenging. Postal codes were used to identify all branch locations. Coverage areas were then added to provide planning insights that wouldn't have existed otherwise. It turned out that a number of newspapers served multiple branch locations. Material was then developed to localize the message for each newspaper audience.

Figure 1



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