



# COSTCO TV CANADA

## vitaminwater Campaign study

### November 2025



# CAMPAIGN DESCRIPTION

## Campaign Objective

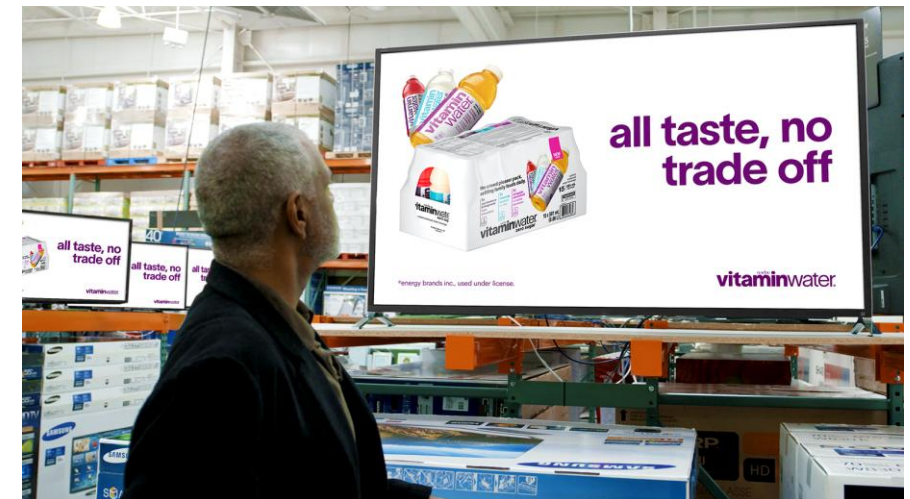
Increase brand awareness and influence purchase of vitaminwater at Costco among Costco members in the market for flavoured water.

## Campaign Creative

- The campaign aired 8x per hour
- Across 80 Canadian Costco warehouses

## Campaign Messaging Key Copy Points

- vitaminwater
- All taste, no trade off



# BACKGROUND & OBJECTIVES

## Project Background

vitaminwater aired a multi-week English campaign on the Costco TV Network across 80 Costco warehouses in Canada from October 6 to November 2, 2025.

As an added value to the paid media campaign, PRN independently commissioned an in-depth mobile research study conducted in English during the campaign\*, working in close partnership with a third-party research vendor (MFour Mobile Research) to measure the vitaminwater campaign impact among Costco members in the market for flavoured water.

## Campaign Objective

Increase brand awareness, promote product and influence purchase of vitaminwater among Costco members in the market for flavoured water.

## Research Objective

The study measures campaign effectiveness across the two comparison groups, Test vs. Control (both self reported groups, based on ad recognition), on campaign success metrics:

- Awareness of the brand
- Brand opinion and perceptions
- Likelihood to purchase the brand
- Actual purchase of the brand
- Likelihood to recommend the brand

\*Excludes warehouses in Quebec, Northwest Territories, Nunavut, Yukon

# RESEARCH DESIGN



**Who** A total of **465 mobile interviews, split between the Test (207) and Control (258) Costco shoppers**, were collected among Costco shoppers exiting the warehouse.

Respondents are qualified as:

- Shopped at a Costco during the campaign
- Influencer/decision maker in the category
- In the market for flavoured water
- Spent time in the entrance of the warehouse or TV department



**Where** Across 80 Costco TV Network Canada locations



**When** The mobile interviews were collected during the campaign



**How** Via self-administered mobile survey designed by the research vendor. The average length of the mobile survey was 10 minutes.

▲ ▼ = Significantly higher/lower compared to baseline (control)

# AN INTEGRATED APPROACH TO UNLOCK THE CAMPAIGN IMPACT AT THE POINT OF PURCHASE

The analysis focuses on three core areas:



## Brand Impact:

### Baseline vs. campaign measurement

Understanding brand performance since the start of the campaign



## Campaign Performance:

### Test vs. Control

Isolating campaign impact on key campaign KPIs such as future and current purchase at Costco



## Creative Evaluation:

### Shopper response

Measuring performance of campaign assets on message breakthrough, ad clarity and other creative assessments

## The Measurement Construct

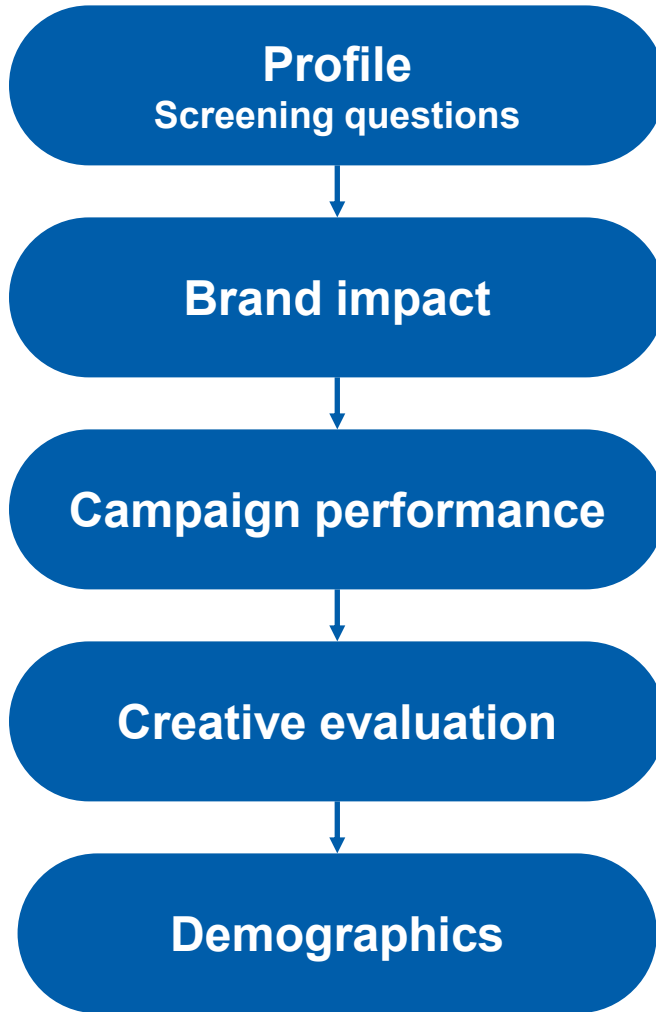


Base: All respondents, Test (207), Control (254)| Stat testing at 95% confidence level.

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# SURVEY FLOW: BASED ON THE ADVERTISING RESEARCH FOUNDATION (ARF) GUIDELINES FOR SURVEY DESIGN



## Screeners

- Determine eligibility
- Capture standard demographics (age, gender, zip, etc.)
- Capture network exposure and ad exposure

## Brand KPIs

- Brand awareness
- Brand opinion
- Brand perception

## Campaign metrics

- Likelihood to purchase
- In-campaign purchase
- Likelihood to recommend

## Creative diagnostics

- Ad recall and recognition
- Campaign message recall
- Creative attributes assessment

## Demographics

- Classification

# CAMPAIGN PERFORMANCE SCORECARD

| Funnel | KPI                              | Test | Control | Campaign Impact (percentage pts) | Statistical Significance of Campaign Impact |
|--------|----------------------------------|------|---------|----------------------------------|---|
| Upper  | Unaided brand awareness          | 28%  | 16%     | +12% pts                         | ▲   |
|        | Aided brand awareness            | 80%  | 65%     | +15% pts                         | ▲   |
|        | Familiarity (T2B)                | 85%  | 69%     | +16% pts                         | ▲   |
|        | Opinion (T2B)                    | 79%  | 61%     | +18% pts                         | ▲   |
| Lower  | Future purchase intent: Costco   | 77%  | 41%     | +36% pts                         | ▲   |
|        | During campaign purchase: Costco | 66%  | 22%     | +44% pts                         | ▲   |
|        | Likelihood to recommend          | 44%  | 23%     | +21% pts                         | ▲   |

▲ Significant lift vs baseline

▼ Significant drop vs baseline

Base: All respondents, Test (n=207), Control (n=254), base may vary for some questions.  
Stat testing at 95% confidence level, T2B – Top 2 Box

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# CAMPAIGN EXECUTIVE SUMMARY

## Campaign Effectiveness

- The vitaminwater campaign is **a success**, it moves the needle on purchase of the brand at Costco during the campaign and in the future.
- During the campaign, purchase of the brand at Costco is significantly higher among Test shoppers by **44% pts**.
- Future purchase at Costco is higher by **36% pts**.

## Brand Impact

- The vitaminwater campaign moves the needle on key brand KPIs, increasing positive brand perception on key attributes, most significantly on “**good value**” and “**functional health benefits**” and “**premium.**”
- The campaign keeps the brand top-of-mind among shoppers; aided **brand awareness** is significantly higher by **15% pts** among Test shoppers.
- Campaign exposure significantly lifts **brand opinion** by **18% pts**; making vitaminwater more favorable to Costco shoppers, who are in the market for flavoured water, at the point of consideration and purchase.

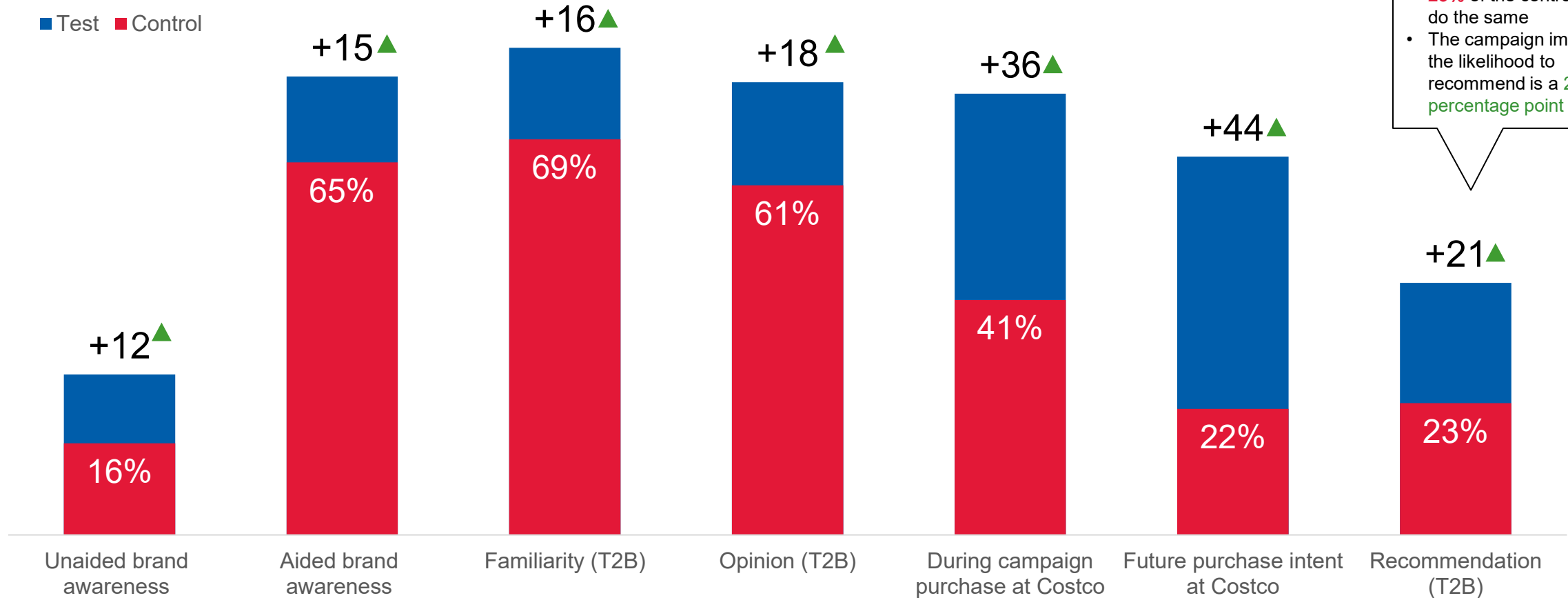
## Creative Diagnostics

- The campaign creative strongly resonates with the Costco shoppers, **45% recognize** the ad campaign. The ad performs strongly on relevance and actionability; the **call to action to purchase the brand is high, with 29% pts** significant campaign impact when comparing Test vs. Control shoppers.
- Prompted, the brand name “vitaminwater” is the the most recalled message at 80%. **The campaign performs strongly on all campaign diagnostics.**

# CAMPAIGN PERFORMANCE

# THE CAMPAIGN SIGNIFICANTLY DRIVES PURCHASE DURING THE CAMPAIGN BY 36% PTS AND IN THE FUTURE BY 44% PTS AT COSTCO AMONG THOSE IN THE MARKET FOR FLAVOURED WATER

## Campaign Performance | Campaign KPIs | All Costco Shoppers



**To illustrate:**

- 44% of the Test shoppers would recommend vitaminwater
- 23% of the control would do the same
- The campaign impact on the likelihood to recommend is a 21 percentage point increase

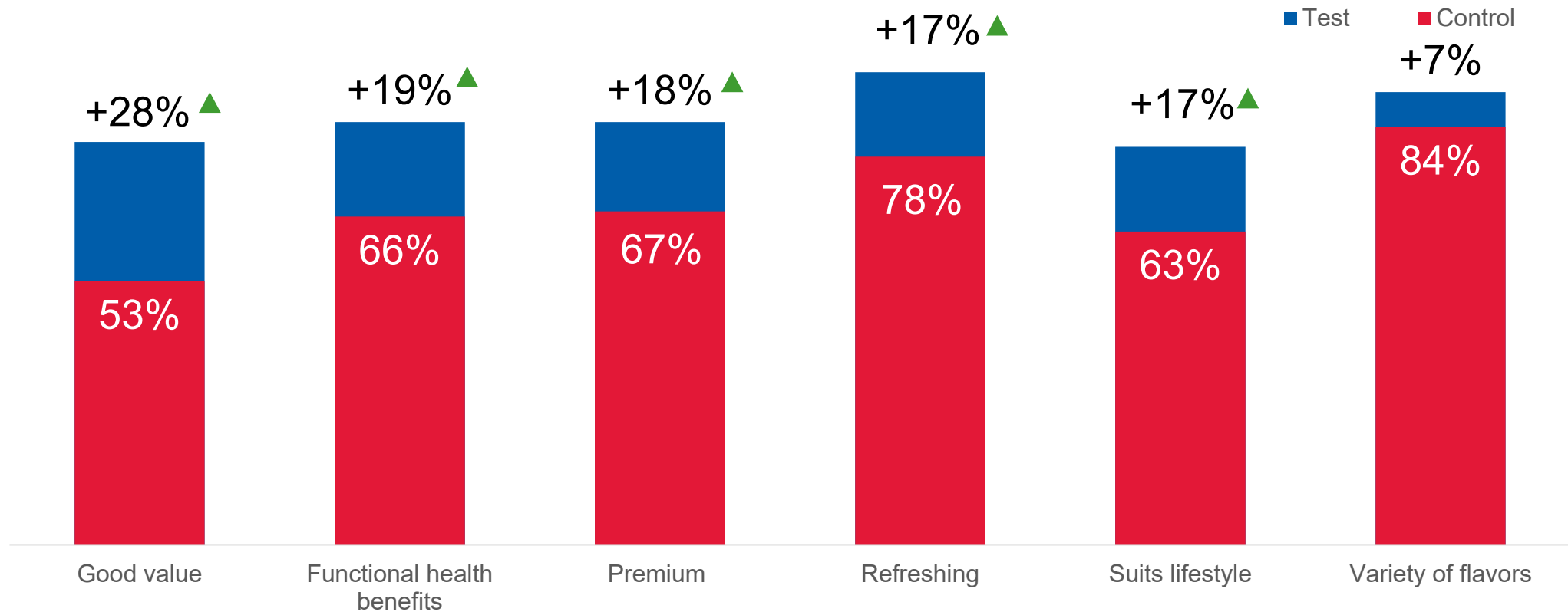
Q1a/1b, Q2a, Q2b, Q3, Q4, Q7series, D7 Base: All respondents, Test (207), Control (254) (Base varies for some questions)

▲▼ = Significantly higher/lower compared to baseline (control). T2B – Top 2 Box

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# THE CAMPAIGN SIGNIFICANTLY **SHIFTS PERCEPTION** ON ALL BRAND ATTRIBUTES; “**GOOD VALUE**” SEES THE BIGGEST SHIFT

## Campaign Performance | Brand KPIs | All Costco Shoppers



Q8a series, Base: All respondents. Test (207), Control (258) ▲▼ = Significantly higher/lower compared to baseline (control)

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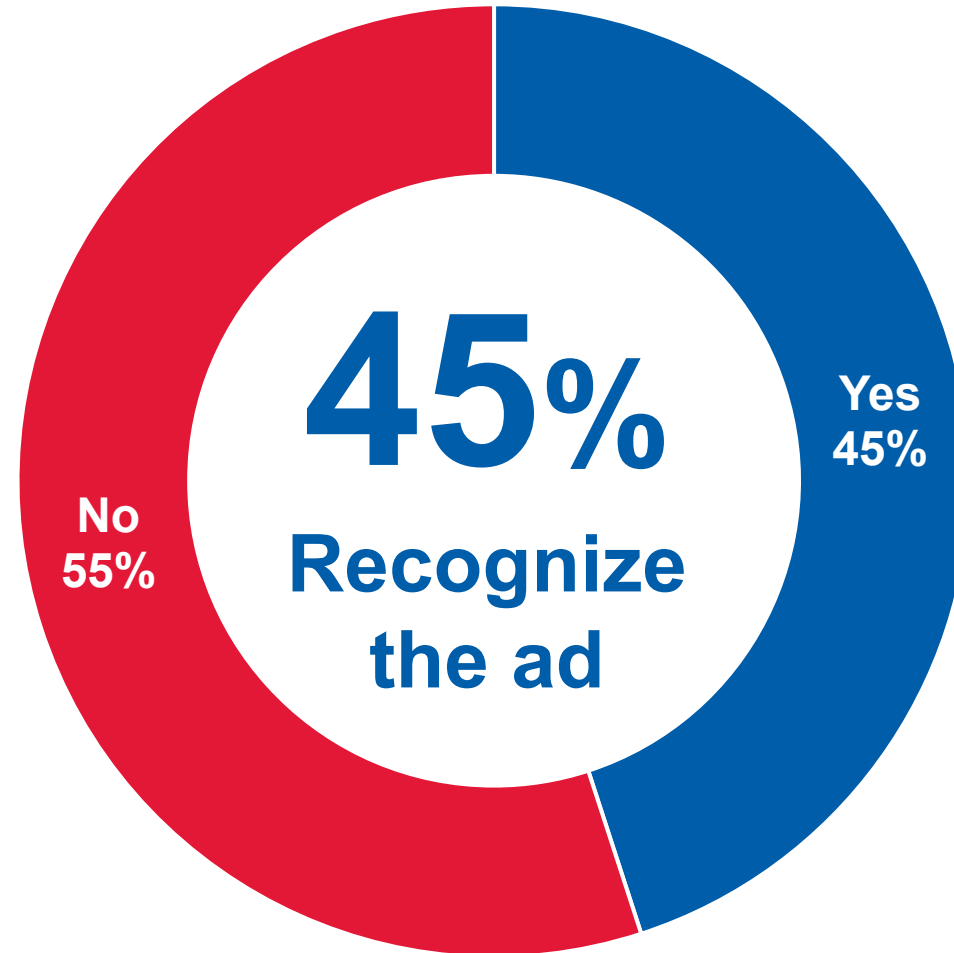


# CAMPAIGN CREATIVE EVALUATION

all taste, no trade off

vitaminwater.

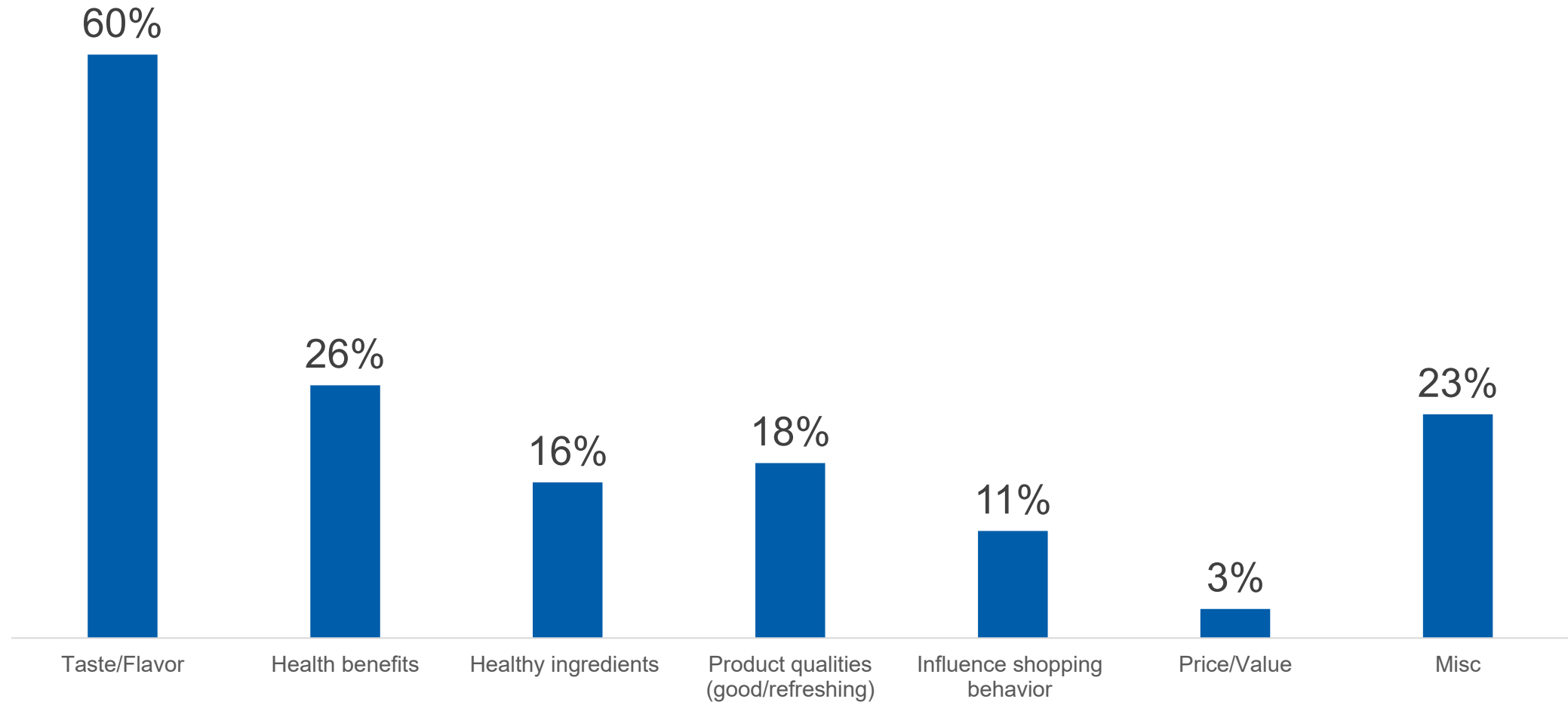
THE CAMPAIGN RESONATES STRONGLY WITH SHOPPERS, 45% RECOGNIZE THE AD



Digital Place-Based Norms range between 20% and 40%\*

Q13a. Do you recognize this ad for vitaminwater? \*Benchmarks are for directional/anecdotal comparison. Base: 465 (Total Costco Shoppers)  
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# UNPROMPTED, THE TASTE PROFILE IS THE TOP RECALLED MESSAGE

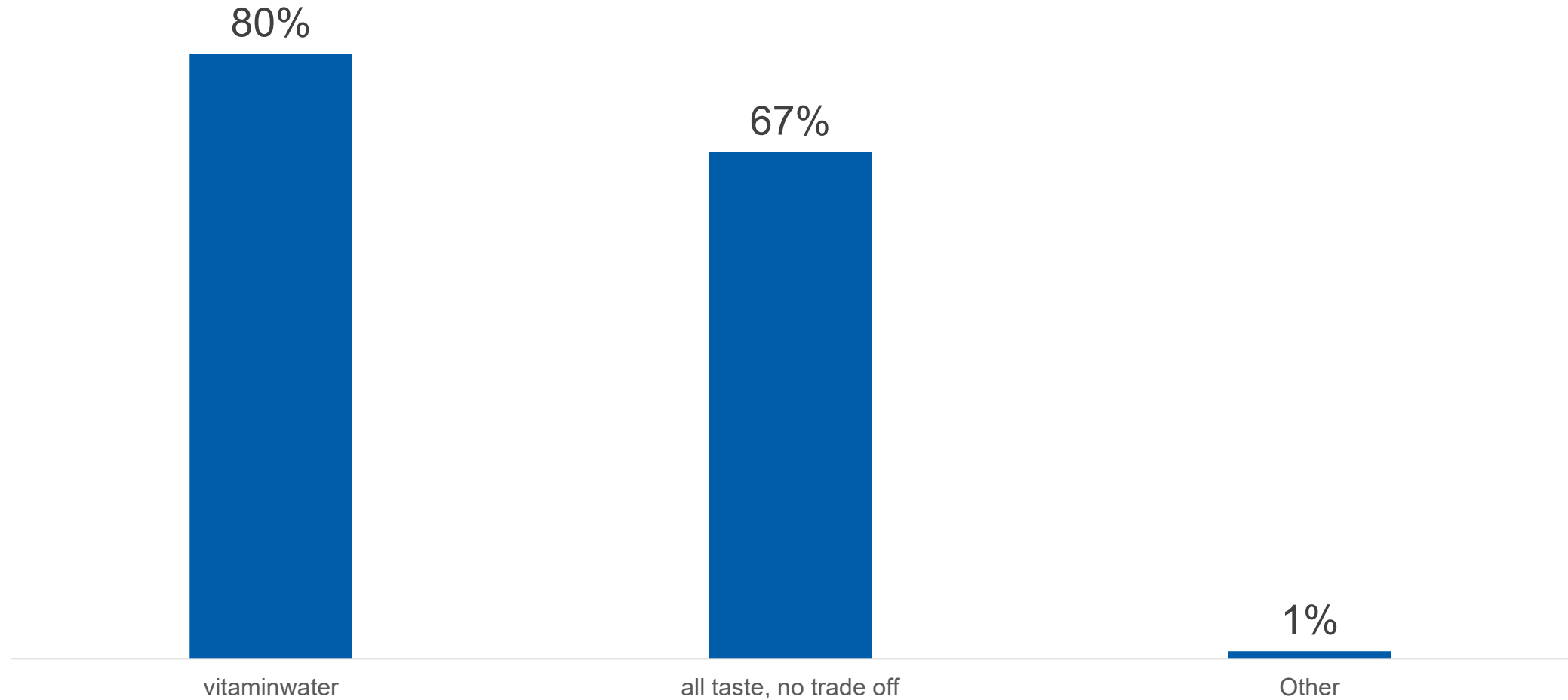


Q10a. What was the main points of the ad? Base: Among those who are exposed to the ad (148) . All estimates are netted attributes

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# SHOPPERS RESONATE WITH THE SIMPLE MESSAGING; THE BRAND NAME ELICITS THE HIGHEST RECALL (80%)



Q10b. Still thinking about the advertising for vitaminwater you saw in Costco, which of the following do you recall seeing or hearing from the ad. Please select all that apply.

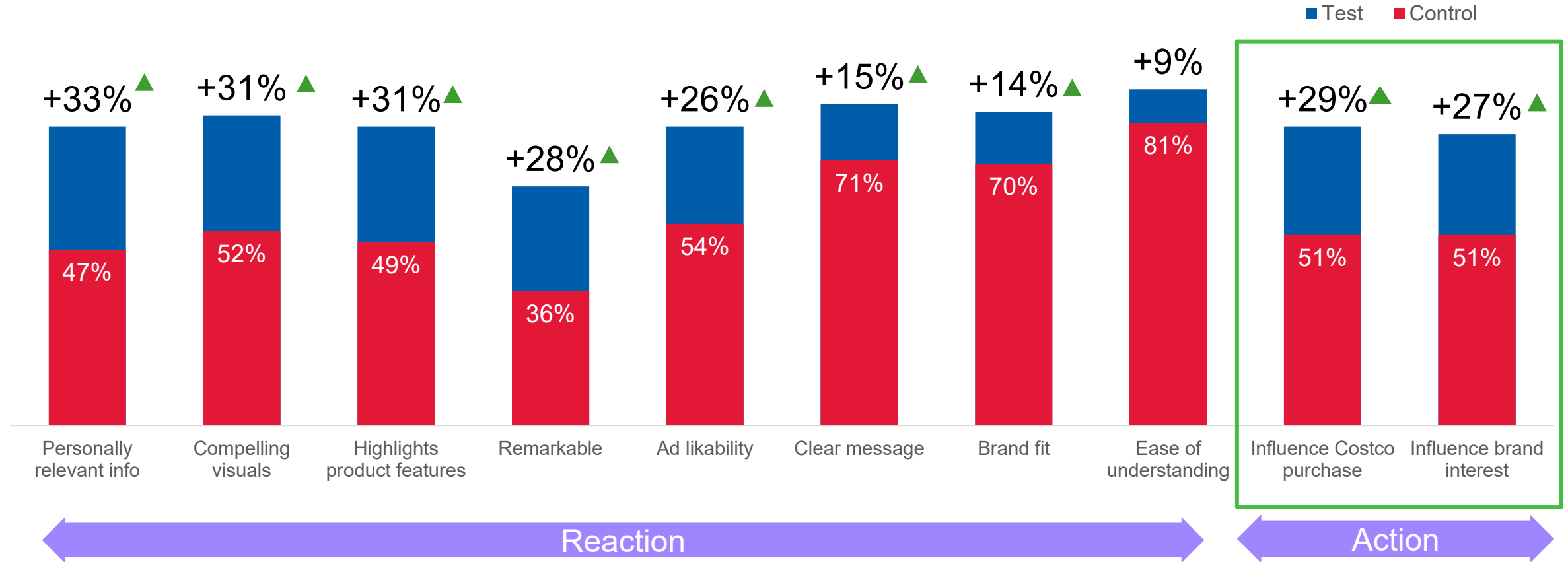
Base: Among those who are exposed to the ad (149)

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# THE CREATIVE SCORES WELL; SHOPPERS SAY THE AD INFLUENCES PURCHASE AND IS VISUALLY COMPELLING

## Campaign Performance | Ad Attributes



Base: Q13c. All respondents Test (207), Control (258)

▲▼ = Significantly higher/lower compared to baseline (control)

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# THE BRAND AND CATEGORY WAS CLEAR TO 74% OF THE SHOPPERS AS THE AD BENEFITS FROM VISUAL AND AUDIO CUES AT THE POINT OF PURCHASE

## Brand & Category clarity

|  | Total Shoppers |
|--|----------------|
| It was clear to me that the ad was about flavoured water from vitaminwater at Costco                 | 74%            |
| It was clear to me that the ad was about flavoured water at Costco, but it could have been any brand | 19%            |
| It was not clear to me that the ad was about flavoured water or vitaminwater at Costco               | 7%             |
| SUM 'brand unclear'*   | 26%            |

\*Negatively scored attribute. A lower percentage is desirable.

Q: Which statement is most applicable to the ad you've just seen?

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a STRATACACHE company



# THANK YOU



# CANADA COSTCO CASE STUDY

## FLAVOURED WATER



To drive purchase at Costco, a top flavoured water brand launches a successful multi-month campaign on **PRN's Costco TV Network**

### Campaign Objective

Promote the brand and drive its purchase at Costco by running a multi-month campaign on the Costco TV Network.

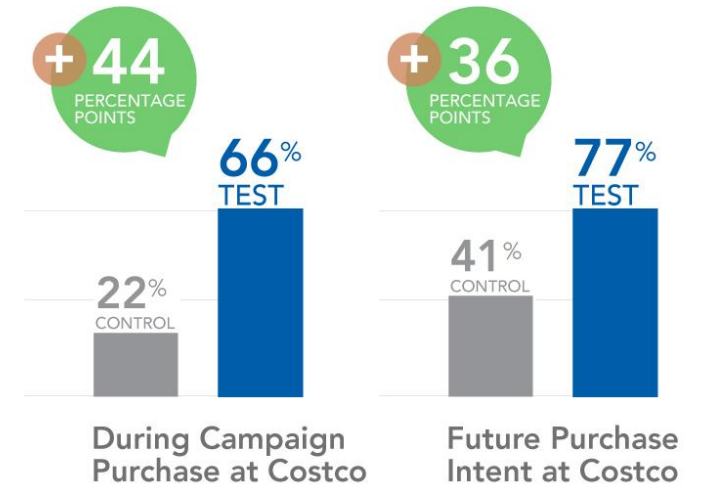
### Results

Based on Costco member mobile survey data, the campaign delivered a significant increase in purchase of the brand at the warehouse. When comparing mobile survey responses between Test and Control shoppers:

- **44 percentage points** significant lift in purchase of the brand during campaign at Costco
- **36 percentage points** significant lift in future purchase of the brand at Costco

### Research Approach

A third-party independent research partner, MFour Mobile Research, collected a total of 465 mobile interviews in English during the campaign from October 6 to November 2, 2025, among Costco members who were in the market for flavoured water at Costco. On average, it took 10 minutes for Costco members to complete the mobile survey. Members who successfully completed the survey were incentivized by MFour Mobile Research.



# STUDY GLOSSARY

| Metric/Phrase                         | Interpretation  |
|---------------------------------------|---|
| Ad Recall / Recognition/Test          | Shoppers who self-report that they recalled (retrieve from memory) or recognized (Are exposed to) the campaign                          |
| Non Ad Recall / Recognition / Control | Shoppers who self-report that they do not recall or recognize the campaign  |
| Unaided Brand Awareness               | % of shoppers who are aware of the brand when ONLY prompted on the category   |
| Aided Brand Awareness                 | % of shoppers who are aware of the brand when prompted on the category AND brand(s)   |
| Future purchase intent                | % of shoppers who say they are likely to purchase the brand at Costco in the next 3+ months   |
| In-campaign purchase                  | % of shoppers who say they purchased the brand at Costco during the campaign  |
| Likelihood to recommend               | % of shoppers who say they would recommend the brand  |
| T2B                                   | Top 2 Box (an aggregate of the top two scale points on a 5 point scale)   |
| Statistical significant results       | The observed differences between two groups are meaningful and reliable (and not by random chance) and is shown by the green triangle ▲ |

# STUDY FAQs

| Metric/Phrase   | Interpretation  |
|-----------------|---|
| <b>Question</b> | How do the survey participants get the survey?  |
| <b>Response</b> | Typically during the campaign, Costco shoppers are sent the survey on their mobile phone as they exit the Costco warehouse airing the campaign.   |
| <b>Question</b> | What is the incentive?  |
| <b>Response</b> | Typically, Costco members who successfully complete the mobile survey are given panel points that they accumulate and exchange for a reward once enough panel points are collected.   |
| <b>Question</b> | How does PRN ensure they are Costco members?  |
| <b>Response</b> | PRN works with a mobile research vendor who has Costco members profiled in their mobile panel. During the campaign test, these pre-profiled Costco members are pinged with a mobile survey as they exit the Costco warehouse. |