



Case study

From commute to cart: a seamless audio ad journey for a fresh produce brand



When a fresh produce brand wanted its product to stand out, Stingray Advertising created a campaign that combined the power of radio and in-store audio.

Using identical creative across both channels, the campaign created a seamless audio journey that followed consumers from their commute to the shopping cart. Radio ads built brand affinity during everyday moments—in-car (71%), at home (21%), and at work (19%)—while in-store messaging reinforced the brand at the point of purchase.

Results from a Leger brand lift study confirmed the campaign's effectiveness. Among consumers exposed to both radio and in-store ads, future purchase consideration rose to 89% (vs. 49% in the control group). This integrated approach also drove a 75% higher likelihood of purchase, with 77% of shoppers who recalled both ads buying the product, compared to 44% who heard only one.

Stingray Advertising's audio strategy converted awareness into action by balancing radio's scale with in-store precision.



Radio ads built brand affinity during everyday moments.

71% in-car
21% at home
19% at work

Combined ad exposure is proven to drive purchase consideration



89%

considered purchase after exposure
to radio + in-store audio ads

VS



49%

of the control group
(not likely exposed)