

PDN Media and Foster Farms Chicken



Foster Farms is a poultry company privately owned and operated by the Foster family since 1939. The company is based in Livingston, California, with operations throughout the West Coast and select East Coast locations. The company specializes in a variety of fresh and naturally locally grown chicken and turkey products.

Campaign and Methodology

PDN Media ran a three month campaign in select California, Oregon and Washington state DMAs for Foster Farms Antibiotic Free, Simply Raised Chicken in the fall of 2016. The campaign consisted of native ad units, small banners and call-outs appearing while consumers were in the process of making their shopping lists, meal plans and other regular shopping activities.

PDN measured purchase intent lift by comparing the number of shoppers with the brand on their shopping list for exposed versus unexposed audiences.

Purchase Intent Lift

Foster Farms appeared 3 times more often on exposed shopping lists compared with unexposed shoppers - a 306% increase.

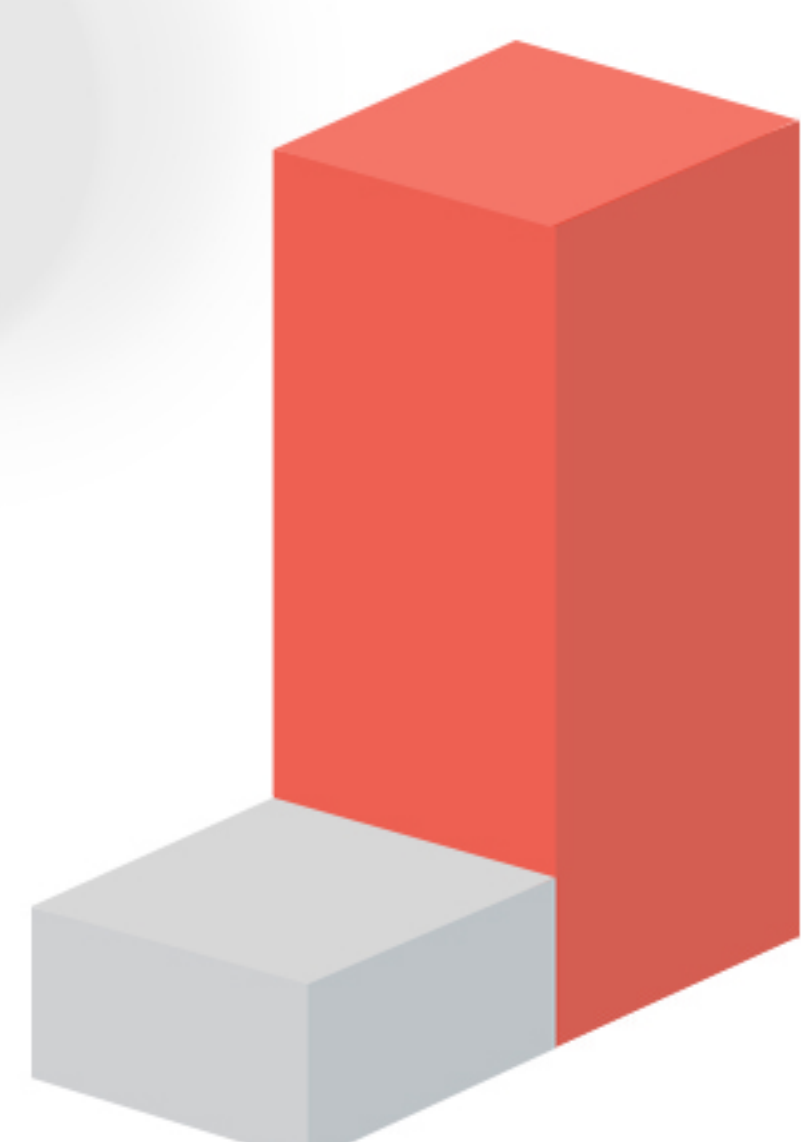
Reach at the
Right Time



Higher Purchase
Intent



Higher Brand
Interest



306%

Increase in Foster Farms
on Shopping Lists

The biggest lift was seen in Washington (519%) followed by California and then Oregon. Within the individual DMAs, the cities with the largest significant lift were Sacramento (501%) and Los Angeles (310%).

Purchase Intenders in Detail

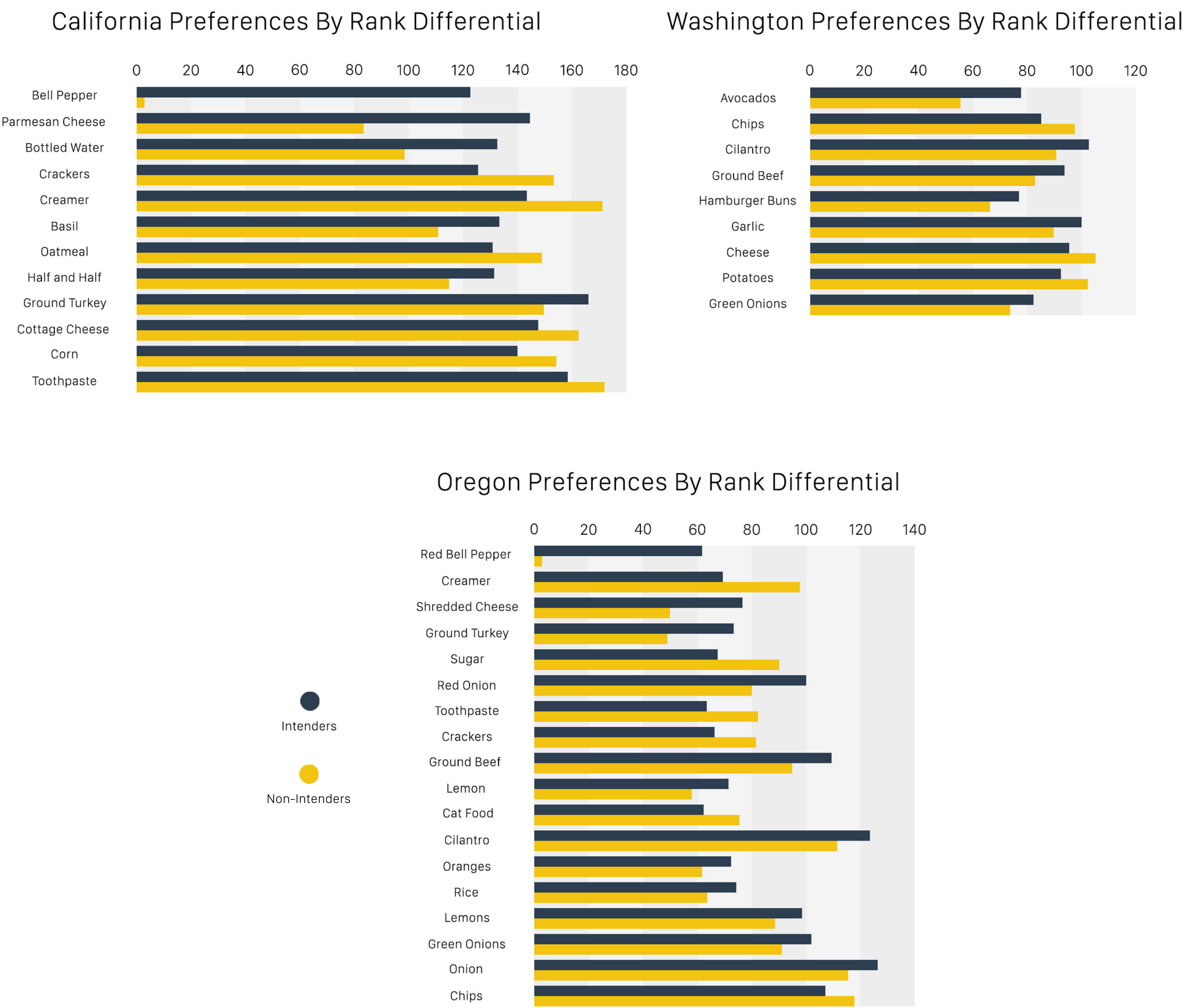
There were also real differences between the brand's intenders and non-intenders based on their shopping preferences. Some of these were obvious and in fact the

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basis of our targeting. For example, people who had “chicken” as a shopping item were more likely than those who didn’t to engage.

However, other less obvious item preferences also predicted a likelihood to engage. Below we filtered for items with the largest rank differentials in each location.

Item Frequencies on Intenders versus Non-Intenders Lists



PDN Media attributes the continuing success of its campaigns to the fact that it reaches consumers who are in the middle of planning their shopping trips or actually shopping - it is crucial to send the right message to the right consumer at the right time.

“PDN informs people who are shopping, instead of interrupting people who are relaxing.”