



STRATEGIC AND  
MEASURABLE OUTCOME  
BY CHUKWUDI PATRICK ENUMAH

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## Strategic Campaign Objective

**Objective:** Increase brand awareness, trial purchase, and retailer interest for PP Densa Detergent by using a cohesive graphic design system across key offline

### Channels:

- \* Flyers
- \* Led Display
- \* Billboard

### Focus:

Boost visibility in high-traffic zones, communicate product benefits clearly, and drive measurable uplift in sales and engagement.

## Channel-Level Impact

### 1. Flyer Campaign

- \* **Distribution:** 120,000 flyers in target neighborhoods + retail handouts.

**\* Design Impact:**

High-contrast visuals with clear product benefits (“Removes stains 4 times faster”)

**Outcome:** Better visibility led to more walk-ins and impulse purchases.

## 2. LED Displays

**\* Placement:** Near major supermarkets, malls, and commuter hubs.

**\* Results:**

- 783,000+ impressions over campaign period
- 20% increase in footfall near retail promos during LED active hours

**\* Design Contribution:**

Dynamic visuals, clean messaging hierarchy, and compelling colour blending pulled attention in busy spaces

## 3. Billboards

**\* Reach:** Estimated 850,000+ views along highways & urban corridors.

**\* Measured Impact:**

- Unaided recall: +26 points after campaign
- Brand favorability spike: Noted in exit surveys at retail points

**\* Graphic Design Role:**

Bold product image + simple messaging ensured recognition even in less than 3 seconds of exposure, ideal for outdoor formats.

**Strategic Outcomes & Insights**

**1. Consistent Visual Identity Increased Recall**

Unified colors, typography, and messaging across flyers, LED, and billboards reinforced brand memory, resulting in a 29 point lift in unaided awareness.

**2. Design-Driven Engagement Boosted Trials**

Coupons and interactive design elements on flyers and LED displays translated into measurable trial behaviour and stronger footfall.

**3. Sales Uplift and Retailer Confidence**

Shelf pull-through sales increased by +31%, and retailers reported higher requests for promo stock, showing graphic design impact went beyond awareness to actual purchase behaviour.



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