



Gustavo Gusto Serves Up a 62% Sales Surge with Ghostbusters Campaign on FRAMEN Retail Screens

In the fast-evolving world of advertising, Digital Out-of-Home (DOOH) retail media is transforming how brands captivate consumers, turning everyday shopping experiences into powerful moments of influence. Gustavo Gusto, the premium frozen pizza provider, achieved a significant sales increase of 62% with its marketing campaign for the movie "Ghostbusters Frozen Empire." The campaign for the special Ghostbusters edition pizza, which was displayed on FRAMEN's DOOH screens in branches of Germany's largest supermarket chain, Edeka, drove the sales numbers up dramatically.

Firing up sales at the point of purchase

In April, Gustavo Gusto's CMO, Michael Götz, sparked intrigue on the OMR podcast by declaring, "Retail media is very exciting for us because you can draw conclusions about performance. It's a kind of performance marketing, which isn't easy for us as a non-e-commerce brand."

To put this to the test, the gourmet pizza brand rolled out a two-week campaign with FRAMEN, beaming mouth-watering visuals across screens in Edeka stores. With direct access to shoppers at the point of sale, Gustavo Gusto not only teased its latest pizza but also gave a taste of its new promotional film, proving the power of in-store digital engagement.

Results just to their gusto

The results of the campaign exceeded all expectations: within two weeks, Gustavo Gusto recorded an impressive 62% increase in sales. "I asked the controlling department for the numbers twice because they are truly remarkable. On average, for good campaigns, we usually see a push of 15-25%," says Maximilian Döppe, Team Leader for Instore-TV at Edeka.

This 62% increase is based on a comparison of sales trends between test and control markets. While the campaign ran in the test markets, it was not shown in the control markets. The control markets were selected based on characteristics like demographics, market size, and promotion activities, ensuring they matched those of the test markets.

"We are thrilled with the results of our campaign with FRAMEN," says Michael Götz. "The ability to present our pizzas directly in-store, right at the moment of the purchase decision, has proven to be extremely effective."

Instore Retail Media, a core component of the marketing mix

After this successful pilot project, FRAMEN is now proving themselves to be an essential component in a successful media plan; "It's always beneficial for us to have cases that demonstrate how effective our medium is. Often, it's not immediately tangible that a campaign on our screens leads to a conversion," says Dimitri Gärtner, Co-Founder and CEO of FRAMEN. "This case shows that the Instore Retail Media channel should be a core component of the marketing mix in the FMCG sector, as it not only raises awareness at the point of sale but also has a measurable impact on customer purchasing behavior," adds Magdalena Pusch, Co-Founder and CMO of FRAMEN. Gärtner adds: "Thanks to the cooperation with Online Software AG and their SSP interface to the PRESTIGEenterprise software platform, we can offer many retailers the opportunity to make existing or newly planned in-store displays available to the industry as advertising inventory, without having to forego their own advertising."

About **Gustavo Gusto**

Gustavo Gusto started in 2016 as a manufacturer of premium frozen pizzas for retail. From the very beginning, Gustavo Gusto aimed to revolutionize the world of frozen pizzas. The goal is for their frozen pizzas to be indistinguishable from a real, high-quality restaurant pizza. Therefore, these pizzas are crafted as authentically as possible using Italian recipes. They are available in grocery stores in Germany, Austria, and Switzerland, as well as through online retail and quick commerce. Since February 2022, Gustavo Gusto pizzas have also been available in the Netherlands, and since October 2023, they are offered in wholesale. For more information, visit www.gustavogusto.com, or on Facebook and Instagram.

About **FRAMEN**

FRAMEN is the leading player for information, entertainment, and advertising content on displays in locations such as gyms, hotels, and coworking spaces. The media-tech scale-up enables display on all standard screens in commercially used spaces. Through FRAMEN, advertisers and location operators can connect and share relevant content with their target audiences.

Using the FRAMEN Ads Manager, advertisers can programmatically book, launch, and manage campaigns in minutes, while also evaluating performance in real-time. Simultaneously, location operators can monetize their screens through the provision of content using the FRAMEN Screen Manager. FRAMEN's headquarters is in Berlin and was founded in 2018 by Magdalena Pusch, Dimitri Gärtner, Alexander Gärtner, and Sveatoslav Podobinski. Currently, FRAMEN is active in 31 countries with 100 employees. For more information, visit www.framen.com.

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