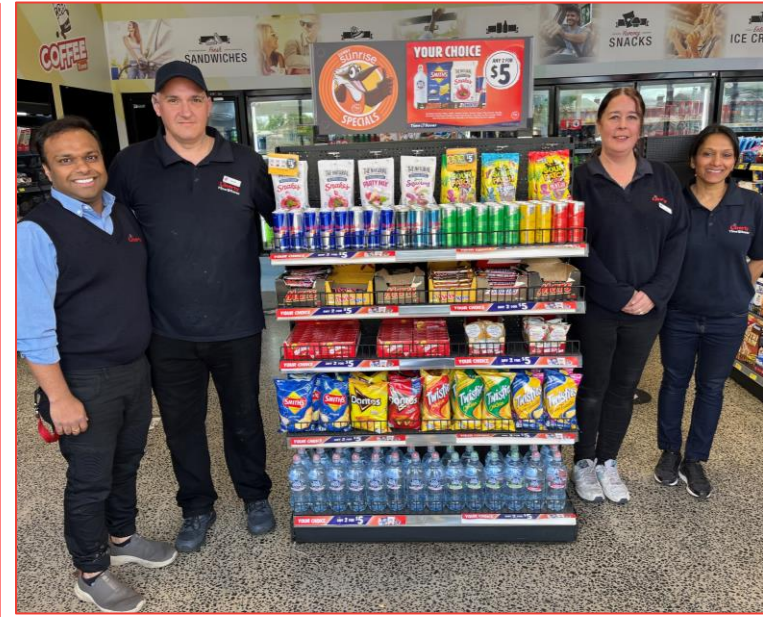


# BRING YOUR BRAND TO LIFE AT LIBERTY RETAIL



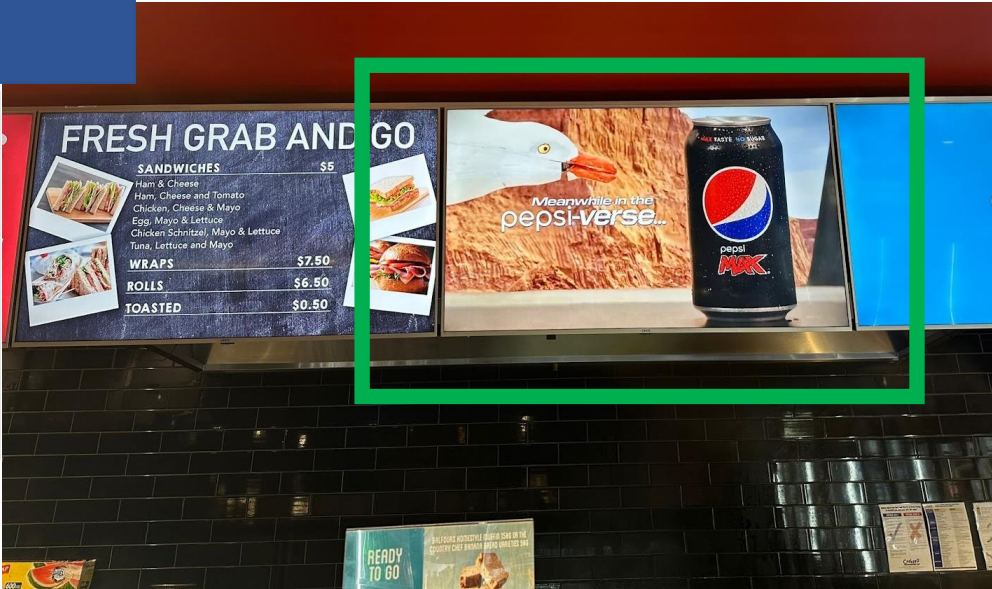
## WHY ADVERTISE ON LIBERTY OIL CONVENIENCE DIGITAL SCREENS?

- ✓ Australia's Fastest Growing Independent Retailer
  - ✓ Bring your Brand Message to Life
- ✓ Interact with Consumers at the Point of Purchase
  - ✓ Increase Customer Attraction to your Brand
    - ✓ Increase Conversion
    - ✓ Grow your Brand Sales
  - ✓ Increase Customer Loyalty and Retention
  - ✓ National and/or State based Campaigns
- ✓ Advertise in Real Time – Screens Controlled Nationally

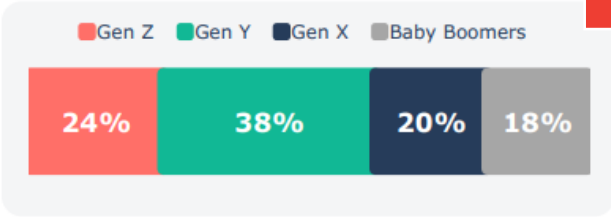
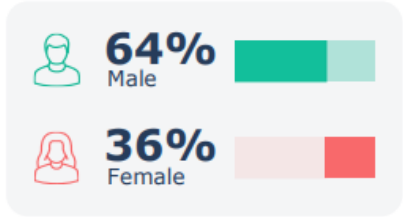


# LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY

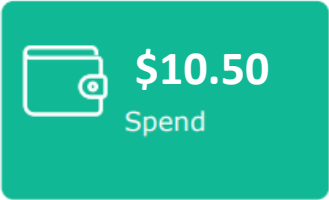
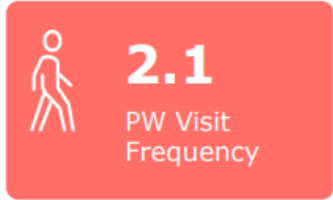
- Opportunity exists to grow your brand at the point of purchase
- 87 stores located across the country
- 400 Screens across the country
- Opportunity to place GIF and MOV files to be displayed in stores.
- Drive sales, capture the hearts and minds of your shoppers.



## Demographics



## Key Metrics



## UNDERSTANDING THE LIBERTY RETAIL CUSTOMER

- 64% Male
- 38% Gen Y
- \$10.50 spend per visit
- Average 2.1 items in the basket



LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY: TRIAL EXAMPLE



Campaign Trial: Summer 2023  
Client: Asahi Lifestyle Beverages  
Campaign: Pepsiverse 2023 (January)



**Results:**

- 2.1 million shoppers viewed ad in 4 weeks
- Growth in Pepsi sales: +65%
- Activated in 87 stores Australia wide

State	No. of Stores
NSW	4
QLD	27
WA	17
VIC	25
SA	14



## LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY

BRING YOUR BRAND OR  
PRODUCT TO LIFE HERE





LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY: EXAMPLES





LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY: EXAMPLES



LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY: EXAMPLES

