

COLECTIVO COFFEE

15,312
COSTCO VISITS.

Traced directly to a single CTV, streaming
and programmatic media campaign.

Here is the thing.

A BAG ON A SHELF DOESN'T SELL ITSELF.

PROBLEM

On a Costco shelf, Colectivo's beans compete with every other bag around them on price alone. The thing that actually sets Colectivo apart, the cafe, the craft, the brand people already trust, doesn't show up in that environment.

SOLUTION

Put that advantage in front of shoppers before they shop. Pellizzi built a cinematic brand film around the Colectivo cafe experience and placed it across CTV, streaming and programmatic inventory reaching shoppers at their highest point of intent, timed to build recall right before the retail trip.

The Work



A FULLY RENDERED CAFE. BUILT FOR CTV.

Pellizzi's own 3D animation team built a cinematic render of the Colectivo cafe, capturing the space, the light and the craft, then placed it across premium streaming inventory timed to land ahead of the shopping trip.



The Reach



**3.9M IMPRESSIONS.
NEARLY COMPLETE
VIEWERSHIP.**

3.9 M

IMPRESSIONS DELIVERED
ACROSS EVERY CHANNEL

96%

VIDEO COMPLETION RATE
ON CONNECTED TV / OTT

8 wks

FLIGHT LENGTH
DEC 9 TO JAN 31

Nearly every viewer who started the film watched it through, a completion rate that beats typical CTV benchmarks.

The Connection



Here is the part most agencies cannot do.

WE TRACKED THE AD. THEN WE TRACKED THE VISIT.

Using mobile location data tied to ad exposure and store geofencing, we could confirm when someone who saw the campaign walked into a Costco. Not survey. Not an estimate. A direct line from the media to the store visit.

AD EXPOSURE



STORE VISIT

THAT'S RARE.

The Proof



So did it work?

15,312 COSTCO VISITS. TRACED TO THE CAMPAIGN.

15,312

COSTCO CLUB VISITS
FROM AD EXPOSURE

10,961

UNIQUE VISITORS ACROSS
101 CLUBS

COLECTIVO CAMPAIGN, 6.28 VISITS PER 1,000 IMPRESSIONS



U.S. RETAIL BENCHMARK, 2.40 PER 1,000



2.6 TIMES THE INDUSTRY BENCHMARK.

RESULTS THAT REACHED BEYOND THE PARKING LOT

The strongest response came out of the Upper Midwest. Minnesota, Missouri and Michigan led every region in club visits. Off the back of that traffic, Colectivo expanded into additional Costco locations.

MINNESOTA

MISSOURI

MICHIGAN



UNCOMPROMISING, BUT NEVER UNCOOPERATIVE.

Let's build something extraordinary.

Pellizzi & Co.

Milwaukee, WI

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