

PRODUCT CONNECTIONS

# VIRTUAL ENGAGEMENT EXPERIENCE

Month XX-XX, 2022



# VEE: Post-Program Recap

Yuengling | Yuengling Oktoberfest Beer

**XX%** overall event lift

in stores vs. the 4-week prior average in same locations

Lift was highest on Friday at

**XX%**

vs. the 4-week prior average in same locations.

Non-event control locations experienced

a **XX%** sales increase

vs. the 4-week prior average in same locations



Month XX-XX



# VEE: Post-Program Recap

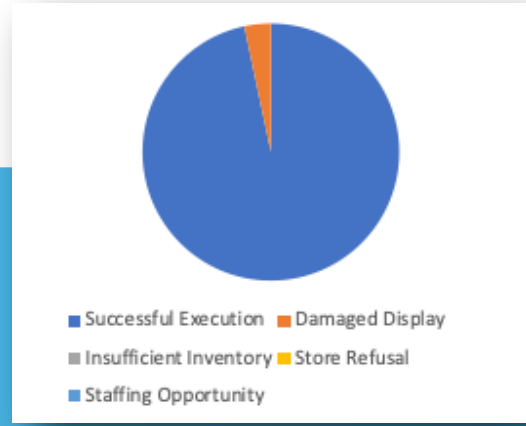
Yuengling | Yuengling Oktoberfest Beer



Month XX-XX



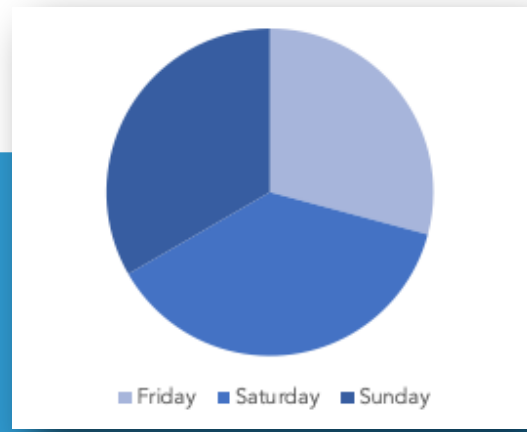
## EXECUTION BREAKDOWN



### XX Scheduled Stores

- Successful Execution: XX stores
- Damaged Display: XX stores
- Insufficient Inventory: XX store
- Staffing Opportunity: XX stores
- Store Refusal: XX store

## QR CODE ENGAGEMENT



### XXX Total Scans

- Top 3 City Scans:
1. CITY, STATE
  2. CITY, STATE
  3. CITY, STATE



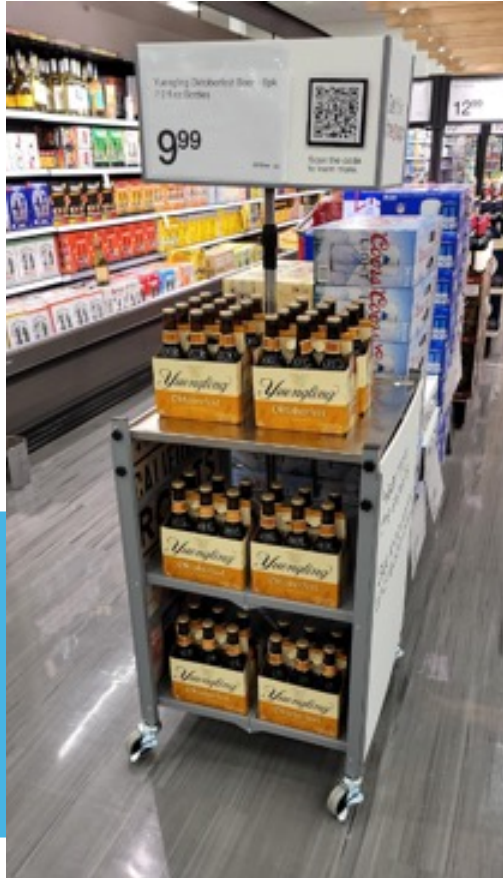
Store XXXX

# VEE: Post-Program Recap

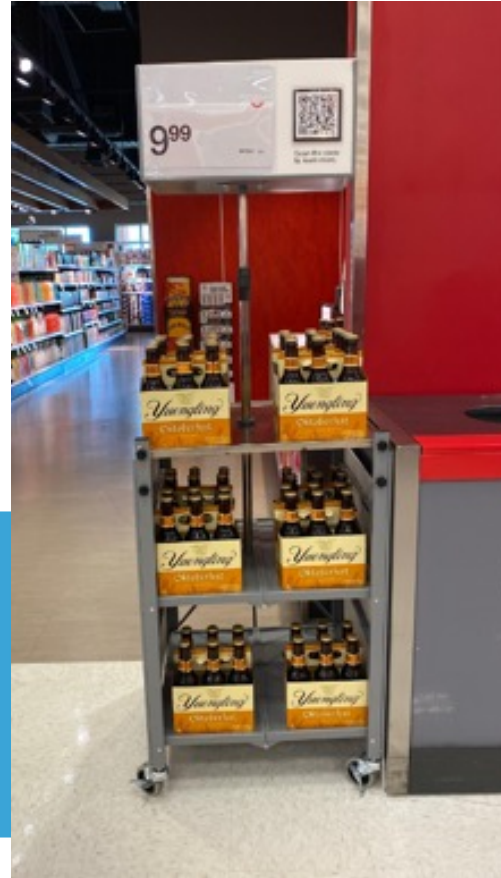
Yuengling | Yuengling Oktoberfest Beer



Month XX-XX



Store XXXX



Store XXXX



Store XXXX