

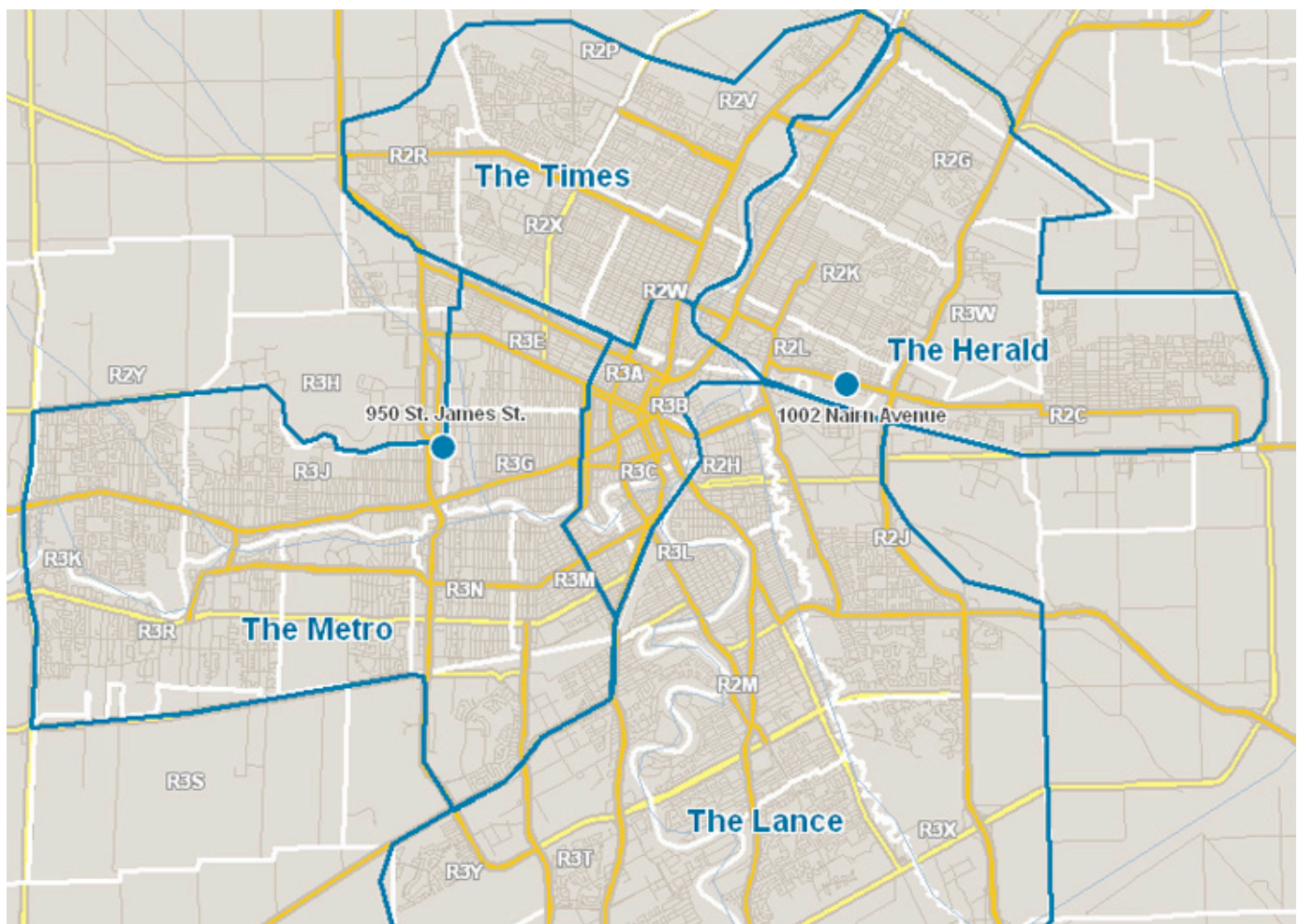


## Geo-Targeting Retail Locations Defined With Postal Codes Layered Against Coverage Areas and FSAs

adwest

A large national retailer, arms length from the automotive industry was opening two new locations in Winnipeg. The agency had four (now five) community newspaper options to choose from. Their initial plan included one title, the Winnipeg Lance, based on the fact it is the largest circulating weekly in the city. Using GIS technology AdWest geo-targeted the locations of the new stores to reveal that neither fell within the Lance's direct coverage area. When the information was provided back to the agency the plan was re-worked to include publications within actual circulation to the store locations.

Figure 1



*For more information, or for help with your own project, please contact AdWest at [info@adwest.ca](mailto:info@adwest.ca)*