



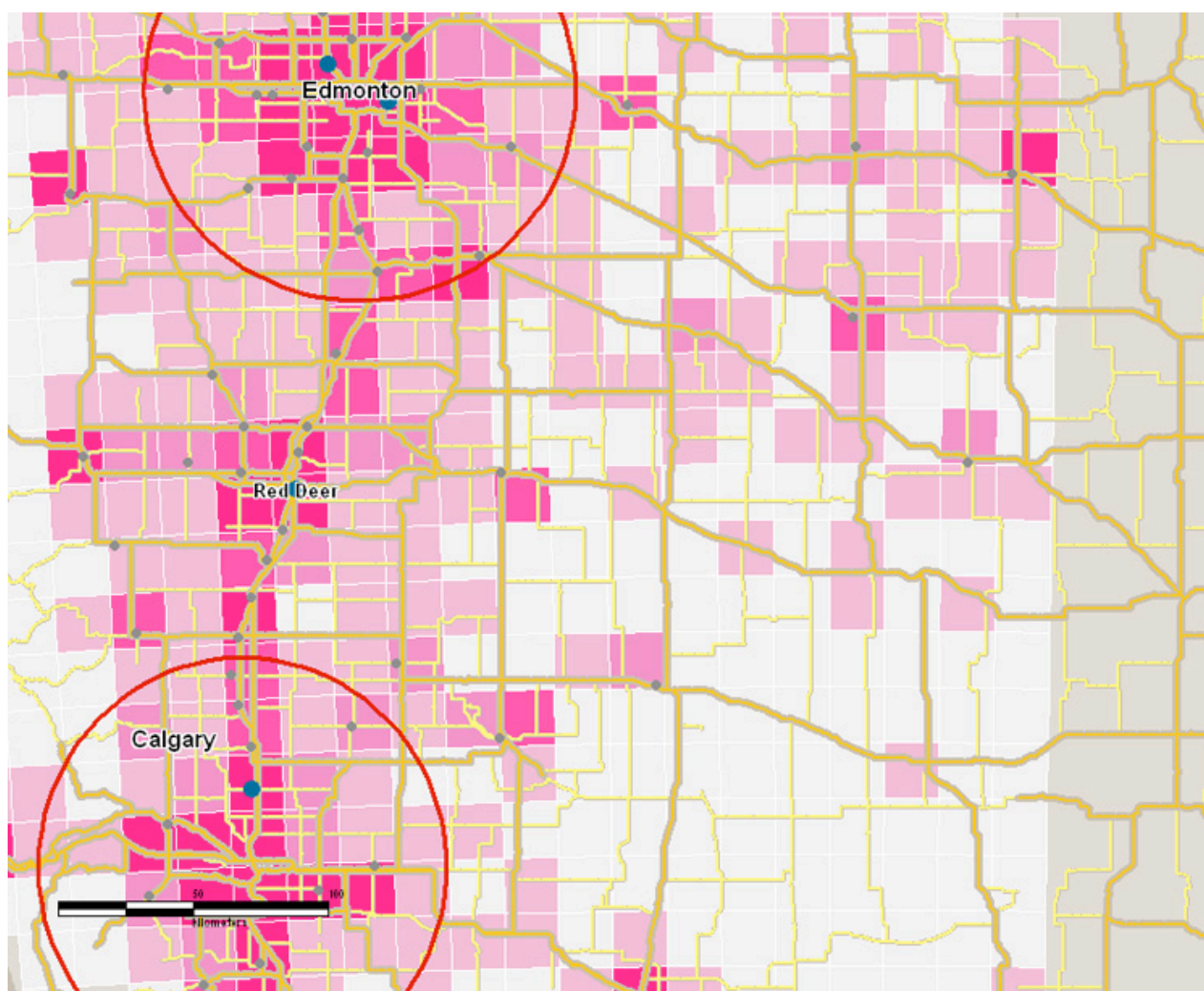
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## Geo-Targeting By Planning Around Key Communities Served

Target communities & radius layered against consumer spending density data

The agency approached AdWest for a recommendation on newspapers serving less densely populated areas that were more than 150km away from a major metropolitan area. Their client, a software manufacturer, also wanted to skew towards markets with spending on computer hardware. Using a grid-based density mapping technique, StatsCan consumer spending data (computer hardware) was mapped for the prairies. Each square represents an area of 50km by 50km where darker shading = higher spending. The agency could easily identify geographic areas for future campaign activity.

Figure 1



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