

make your campaign deliver category growth effectively combining high visibility and targeted media from i2c



summary

Demonstrating how high visibility media, combined with targeted channels, can drive customers to the aisle and increase awareness of products and price promotions. Benefiting both brands and Sainsbury's category.

objectives

- Increase awareness of Ribena brand
- Grow aisle and brand penetration
- Increase promotional effectiveness
- Drive loyalty to the Ribena brand

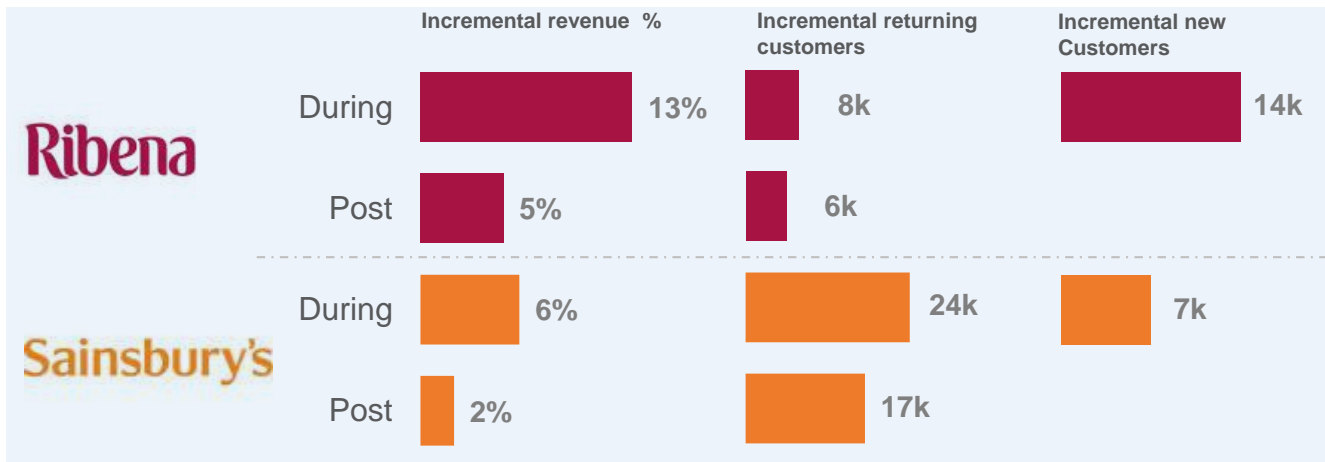
results

Over a 19 week campaign and 12 week post period, deploying sampling, entrance gates and coupon at till successfully delivered



Through increasing penetration of new customers and driving incremental sales from returning customers

Ribena campaign delivers incremental customers to brand and category



i2c Ribena campaign generated £129k of incremental revenue for Ribena, and £874k to the squash and cordial aisle

