

make your promotions work harder for longer effectively use high visibility media from i2c

summary




Demonstrating how high visibility media can drive awareness of price promotion, whilst also targeting a smaller group of preferred customers drives campaign efficiency

objectives

- Increase awareness and sales of Ryvita brand
- Awareness of new packaging and key SKUs
- Maximise visibility of in-store £1 price promotion
- Follow-up previous Coupon at Till redeemers

results

Instore media reached a large audience delivering revenue, whilst targeted media delivered more revenue per customer

Incremental revenue to Ryvita Crispbreads	
Total	Per head
 £59k	£0.02
 £8k	£0.21
 £7k	£0.22



Over a 10 week campaign period i2c recommendations successfully delivered £56k of incremental revenue for Ryvita, with an additional £17k generated post period

Instore and targeted media worked together to drive revenue and prolonged uplift

targeted media drove prolonged uplift, enhancing the post promotion

