

Extending the reach of your brand

i2c worked in partnership with a multi-national producer of yoghurts and milk products. Our client wanted to grow their brand and reach new customer groups, without the need for creating an NPD.

Understanding the shopper decision



Insights:

We used customer data to understand which decisions are made when a customer shops across the aisle.

A customer makes a decision based on factors such as Pot size, 0% fat, Cholesterol Lowering and Dairy Alternatives.

What did we want to achieve?

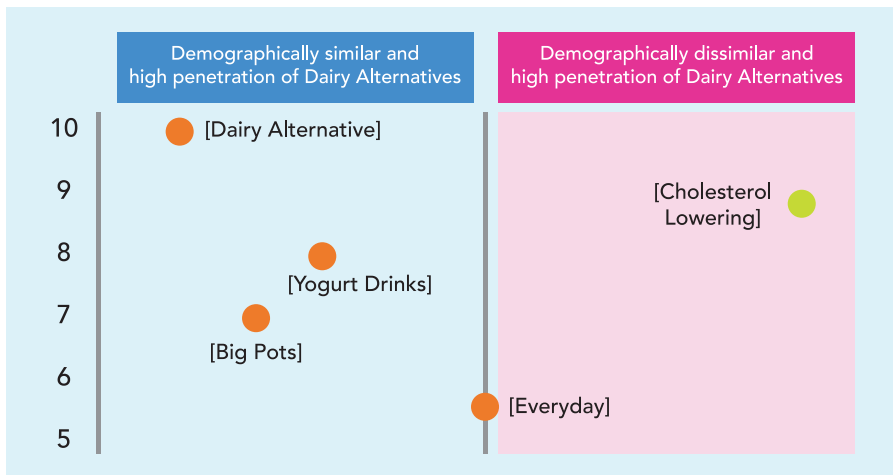


- **Find** customers shopping within the category that had a strong affinity with the Brand's attributes but who weren't currently buying into their products.
- **Develop** a marketing strategy to extend the Brand's appeal and reach across the category to these new target customers.
- **Execute** a personalised communications plan to drive target customer acquisition and conversion.

Targeting new customer groups...

- Analysis revealed an opportunity to target customers who didn't buy into the brand but who purchased other dairy products with similar attributes
- Similarly, customer demographics were used to find groups who would be a strong fit for the brand

...uncovering a whole new group of shoppers for the brand to target



Targeted channels to pinpoint the right customers

i2c created a direct mail campaign to raise awareness of the brand to these customer groups, driving new customer acquisition and product penetration.

...resulting in new possibilities and growth potential

NEW TARGET
450k
CUSTOMERS

GROWTH
£400k
OPPORTUNITY