

Success of an integrated campaign

A fully integrated campaign drove significant uplifts to both the featured brands and the Household and Pet category.

Shopper insights revealed an opportunity to reverse category decline



Insights:

Within the Household and Pet category, frequency of purchase and customer conversion were in decline. Customers who had lapsed from the category were still shopping in Sainsbury's. This highlighted an opportunity for i2c to create a campaign to re-engage customers and reverse category decline.

Aim:

Stem sales decline in the supplier's main brands and drive incremental shoppers to the aisle to increase total category sales in Sainsbury's supermarkets.

Our strategy to turn things around

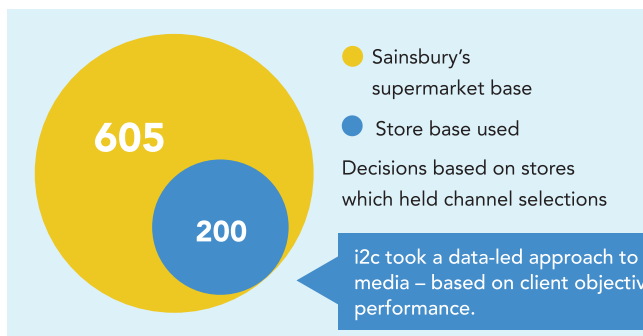


Maximise awareness and cut-through with shoppers, through clear and consistent promotional messaging

Re-engage lapsed pet food shoppers with the brand and drive back into the category

Drive incremental aisle visits among existing and new shoppers, to increase promotional effectiveness and generate maximum sales uplifts

Campaign was deployed in 200 stores...

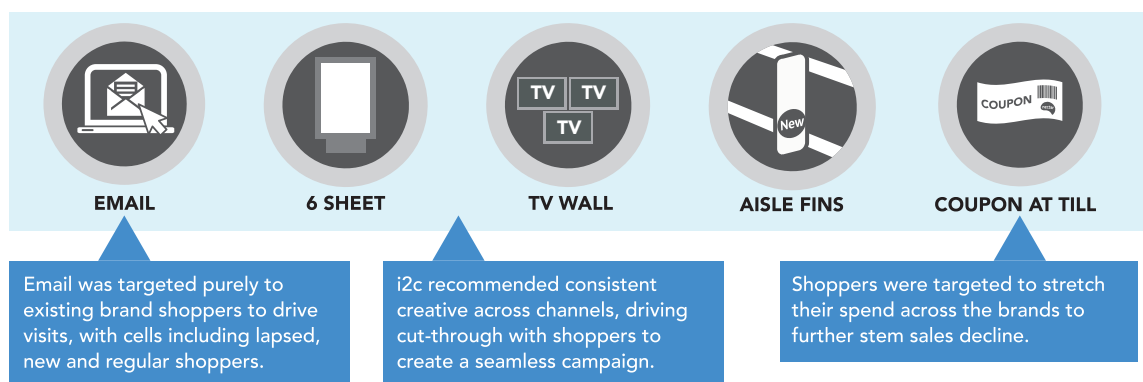


12TH NOV 2014

20TH JAN 2015

10 WEEKS

...and featured on multiple media touch-points



Positive results seen for the brand and category

