

Multi-wave coupons: driving loyalty & engagement



i2c worked in partnership with Nescafé Dolce Gusto® to drive growth in sales of machine pods. Our client wanted to follow up in-store promotions to encourage take-up of pods among new machine owners and to drive loyalty among existing shoppers.

Shopper insights revealed how lapsed customers shopped the category



Insights:

The majority of pods shoppers bought into only 2 of the flavours within the coffee pods range
Many lapsed or lapse-risk shoppers were still actively buying (non-machine) instant coffees from within the wider aisle.

Our strategy to turn things around

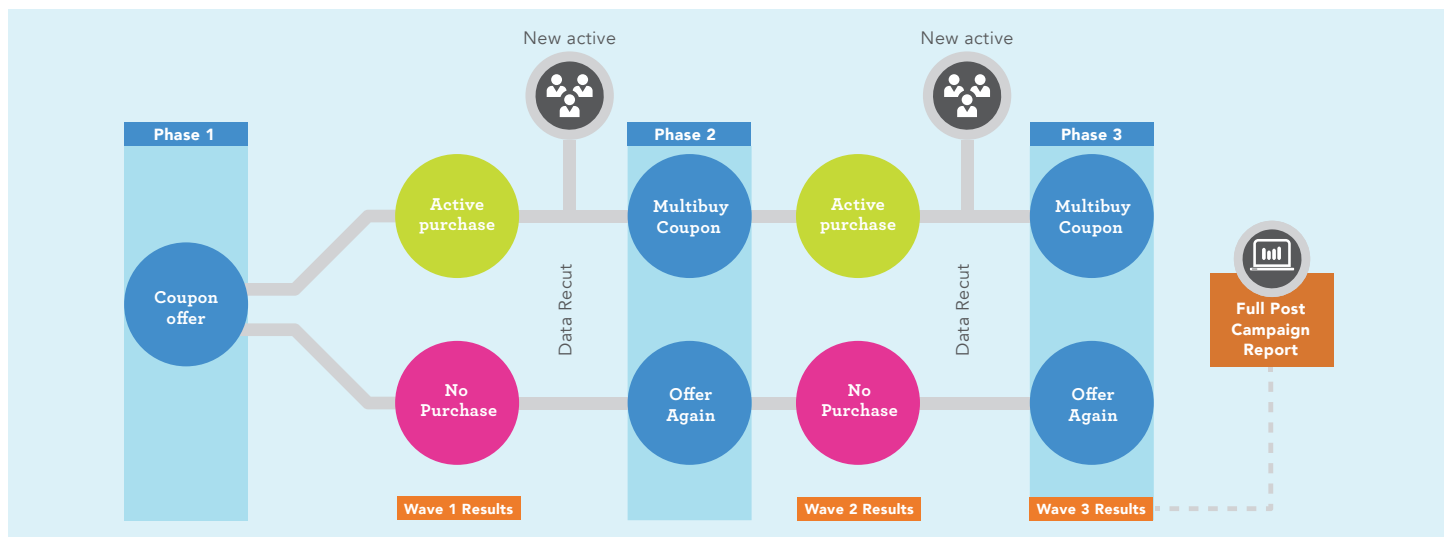


- **Drive** frequency and weight of purchase among existing solus pods shoppers
- **Reactivate** lapsed and lapse-risk pods shoppers
- **Drive** increased share of wallet among customers repertoire shopping both pods and other instant coffees

Bespoke offers based on shopping behaviour

- Having identified the most appropriate customer segments, i2c created a multi-wave coupon at till programme designed to target the right customers at the right time with the right offers
- Offer values were tailored according to shopper behaviour, with higher offers used to re-activate lapsed customers and those with lower overall share of aisle spend into coffee pods. Existing coffee pod shoppers were targeted with multi-buy offers to drive increased weight of purchase
- In order to encourage broader consumption, all offers were redeemable against all products within the client's range

Multi-wave coupon model



Positive results seen...

