

Give your NPD launch the best chance of success

i2c worked with Britvic to support the launch of their new SQUASH'D range. Britvic ran a campaign with i2c to drive awareness and support the promotion.

Broad exposure is key to success



Insights:

Exposure is key for NPD's to ensure customers are aware of the launch.

Maximising use of multiple touch-points throughout the customer journey is an essential way to raise awareness.

What did Robinson's Squash'd want to achieve?



- **Target** new customers to the brand
- **Drive** brand spend through increased repertoire
- **Increase** purchase through cross-shop from existing brand customers

How did i2c help?

- i2c devised a campaign to reach customers within the home, store and online
- Stores with an existing high penetration of Robinson's were targeted with the objective of reaching customers already engaged with the brand
- A follow-up coupon-at-till campaign was executed to drive loyalty, alongside a second display ad in Sainsbury's magazine, and an email was deployed in to continue customer engagement

Media channel selection covering the full customer journey

A strategically planned campaign across a full spectrum of media touch points presented the brand with the opportunity to hit relevant consumers at key positions in the customer journey.

Key positions:

At home: targeted email, Sainsbury's magazine

Store: 6-sheet, entrance gates, trolley media, sampling, competition barker

Follow up: Coupon at Till



AT HOME



FOLLOW UP



IN AISLE

Strong uplift seen compared to previous less supported NPD launches...

SALES UPLIFT
131%
TO BRAND SALES

DRIVING
9%
CATEGORY UPLIFT

EXPOSURE
203%
ACROSS ALL CHANNELS

