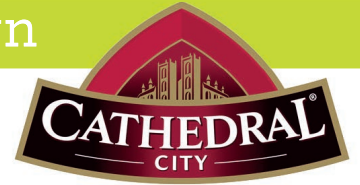


In-store sampling and integrated campaign



i2c worked in partnership with Dairy Crest to support the Cathedral City brand extension. The objective was to grow the brand through increased repertoire of existing customers and attract new customer into the brand.

Integrated campaign to drive awareness



Insights:

Cathedral City's flavoured cheese NPD was intended to attract new younger customers into the brand. Communication across different channels including sampling offered the best opportunity for driving awareness, customer trials of the products and repeat purchase.

What did Cathedral City want to achieve?



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

Targeting new and existing customer groups

- New and existing customers were targeted before, during and after an in-store promotion
- In-store sampling was run alongside a multimedia campaign which targeted new younger customers for both first and repeat purchase

Featured on multiple media touch-points



Nectar competition barkers at shelf helped strengthen the impetuous to purchase.

Email was targeted purely to existing brand shoppers to drive visits, with cells including lapsed, new and regular shoppers.

i2c recommended in store sampling as a strong way of engaging with key customers face-to-face through brand ambassadors.



Sampling supported by other media drives positive results...

UPLIFT
+471%
NEW CUSTOMERS

UPLIFT
+156%
UNIT SALES