

Success Story: Yogurt New SKU at Mass Retail

Print + Digital Impact

34.6%
LIFT

in dollar sales at stores that
received
print + digital coverage vs.
control stores

Objective

- Drive sales of new flavor Yogurt SKU at select Mass Retailer stores
- Test impact of combining print and digital media, as well as how the tactics perform independent from each other in supporting the new flavor SKU at Mass Retailer stores

Solution

- Audience & ATZ Targeting: Mass Retailer Shoppers, Women 35+, Heavy / Medium Yogurt purchasers
- Trade radius around key Mass Retailer store locations with new SKU distribution

Result

- Yogurt brand saw a **34.6% lift** in dollar sales at stores that received print + digital coverage vs. control stores
- **Out performed** solo print tactic by 11.25%
- Digital alone drove a **14.9% lift** in Dollar Sales vs. Control stores
- Print coverage along significantly outperformed Dollar Sales benchmark, **250.8% above average**

Campaign Flight Dates: Jul 24, 2014 —Aug 9, 2014