

CASE STUDY



Grocery retailer protects and grows sales for category items. Delivers multi-brand insert via mail.



Activated consumers with targeted print inserts delivered in our shared mail package.



The test markets covered by the themed insert outperformed markets that did not receive it for all brands.

About Client

Grocery supermarket chain that consistently runs print programs

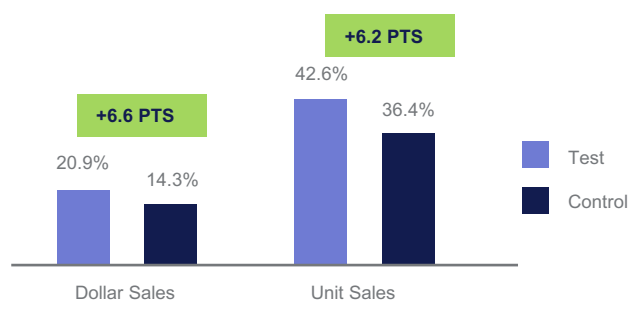
Client Situation

Needed to protect business in a key personal care category, where competition from emerging online/subsription and grocery/drug/mass merchants is intense

Strategy

- Identified top stores in this category to be defended. Leveraged store and consumer purchase behavior data to optimize direct mail media plan.
- Delivered a personal care themed, 2-sided insert featuring several participating manufacturer brands.

INCREMENTAL SALES LIFT



*Client data

