

Solution Story – Acquire new customers

Key Insights:

Build awareness in the grocery, pre-planning stage

- 80% of grocery decisions are made at home¹
- 77% of consumers make a hand written shopping list²
- 87% of consumers have misidentified at least one food store brand*

Drive activation for the retailer and influence shoppers

- Retailer's shopper influence for grocery purchases³
 - 75% Coupons

91% of Coupons come from the Co-Op FSI**

Source: ¹IRI, 2011- where purchase decisions are made, % shoppers, ²Kantar Retail ShopperScape- "Pre-Trip planning activity: % who do activities all/most of the time before grocery trips", 2012, ³Prosper Insights & Analytics MBI, June 2012, Retailer shoppers n=573. Q: For Groceries, please tell us which of the following media influences your purchases? Check all that apply., * "The Transformation of US Private Brands, Mintel March 2014, ** NCH 2014 Full year report

Category: Grocery Retailer

About Client

- Top Ten U. S. Grocery Chain

Client's Objective

- Reach and resonate high opportunity shoppers for store brands
- Offer healthy store brand products without sacrificing quality
- Drive brand sales, unit movement and sustain momentum

Strategy Collaboration

- Promote to natural product seekers who care about their body and health but want a great taste and experience
- March 2014 timeframe
- Focus on 2 protein brands and promote in the Redplum[®] FSI

Results

Test vs. Control stores (3 week, Pre vs. Promo Period)

- FSI covered stores drove **10%pt net lift in sales and 9.3%pt net lift in units**
- Sustained momentum 3 weeks after the promotion - Sales and Units net gain grew to 11.8%
- Store Brand A (protein beverage/10 for \$10), drove a 12.2%pt net lift in sales; Store Brand B (yogurt/\$0.79 price point) drove a 4.9%pt net lift in sales
- Store Brand A included a 15% \$/unit discount; Store Brand B had no discount