

Solution Story – RedPlum® In-Store BladePOP™ with Tear Pad Dollar Channel

About Client

- National Paper CPG

Objective

- Break through the clutter in the highly competitive Paper category to increase trial & awareness and drive incremental volume in 2,200+ Dollar Stores.

Solution

- Utilized the BladePOP™ with Tear Pad tactic to capture consumers' attention in the aisle to increase volume and drive sales.

Results

- Analyzing test vs. control stores, the brand performed best when advertised. This resulted in:
 - \$50K incremental dollars/ 8K incremental units moved during the analyzed period
 - 11.74% Average weekly sales lift
 - 11.99% Unit Sales Lift

*Source: Cycle 7 2015. Genpact

Proprietary and Confidential



Takeaway

The BladePOP™ vehicle is an effective tool to build awareness, drive incremental sales and increase share in your category.

Benefits

- Exceptional sales lift
- Maximizes In-Store traffic
- Raises awareness and consideration among consumers who are ready to buy
- Real-time reporting and verification from merchandisers
- Research to track and substantiate results