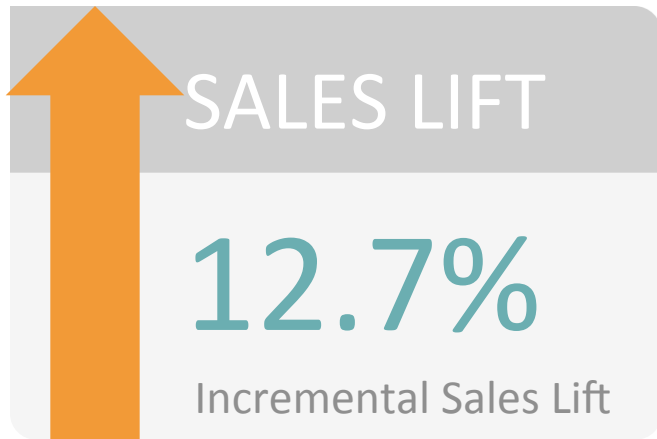


# Success Story: Leading CPG Snack Bar Brand (Protein) at Kroger



ansa norms for Existing Products 2.6-4.4%

The text is contained within a grey arrow-shaped box pointing to the right. 'ansa norms for Existing Products' is in teal, and '2.6-4.4%' is in grey.

## Challenge

- Drive sales of protein bars at Kroger.

## Solution

- Valassis utilized ansa powered by RSI to target highest opportunity Kroger/banner store locations
- Valassis Digital targeted W25-44 and CPG protein bar buyers as well as Kroger shoppers within a 3 mile radius around Kroger Stores.
- Shoppers received highly targeted desktop and mobile display banners.
- Ansa optimization and measurement was used to understand sales impact of Digital media.

## Result

- The strongest contribution to incremental sales for the featured bars was the first week of the campaign.
- Sales lift for the Featured bars was strong throughout the weeks of the campaign and afterwards.