

CASE STUDY



Leading grocery retailer re-launches baby brand

Drives sales & social media engagement

>> “We do lots of influencer campaigns and **never saw this level of engagement.** With only 4 influencers, to have **more than 400** comments – most in the first days – was very high. **This was a huge win; we love the results!**”

- Brand Marketing Manager

1.5%
Lift in Sales*

10K
Social Media Likes

\$1.75
Return on Media Spend*

Reached nearly 1.3 MM consumers in the test market.

438
Positive comments in the first 10 days

kisestomybabes these seem great!
destinykohlman These sound amazing! Need to try.

Abeautifullife_ut I am super picky about my wipe choices—I will have to try these out! I like them to be super moist and soft!

theunfilteredmomma Definitely will be checking these out! Thank u

About Client

Leading Grocery retailer re-launches baby brand, driving sales & social media engagement

Client Situation

Build awareness and trust of a re-branded line of private label baby products to drive units and sales

Strategy

- **Shopper-Inspired Print** was added to a National FSI buy in a test market, to measure the impact of using print with **social media influencers to boost performance**
- One micro influencer was featured in the FSI while a total of 4 amplified online chatter (Instagram, blogs) to their 70k followers

INSPIRING CONSUMERS TO ACTION



Source: *Client supplied, store level weekly sales data. ANCOVA model used to control for any marketplace differences. Compared Test Influencer FSI market vs. Control Standard FSI market - 4 wks. prior vs 4 wks. promo period to determine sales net lift. ROMS - estimated incremental sales potential across all stores chain wide. / Valassis supplied Social engagement results