

CASE STUDY

1:1 IN-STORE OFFER DELIVERY CATEGORY CAMPAIGN RESULTS

Summary

Brand managers are increasingly looking to influence shoppers closer to the moment of decision and better measure the results of their campaigns than what traditional channels allow. Several brand managers engaged Modiv Media to deliver multi-tier campaigns to shoppers at 92 Stop & Shop stores in New England.

Modiv Shopper delivers relevant media to grocery shoppers through a wireless handheld self-service scan-and-bag solution that shoppers use to save time and money on their shopping trip. The tests used one-to-one analytics and media targeting which ranks the relevancy of the offers based on their historical shopping patterns and redemption history. The solution also shows the targeted offers when the shopper is in close proximity to the product in store, directly coinciding with their 'moment of decision'. Through these tests, the brand managers were able to:

- Finely segment consumers and tailor offers that were most relevant.
- Improve brand loyalty, attract new buyers and increase purchases by providing the shopper a highly personalized, relevant offer for their brand
- Measure the effectiveness of each campaign and ultimate ROI for the brand.
- Achieve better promotional results than through the more traditional media channels.

Yogurt (Medium Sized Brand)

Goal: To increase share in the yogurt category without cannibalizing a leading sister brand.

Objectives:

- 1) Generate trial/retrial among non-users while reinforcing continuity of purchase;
- 2) Increase frequency among occasional users;
- 3) Expand consumption among loyal users.

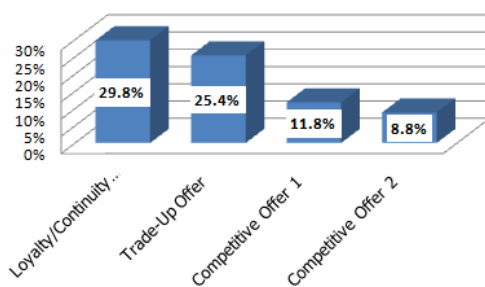
Strategies:

- Implemented two trial/retrial offers: 1 directed to leading competitor; 1 directed to other yogurt brands except sister brand;
- Implemented one basic loyalty offer on 6 cup size (13% discount) and one trade-up offer on 10 cup or larger size (15% discount).

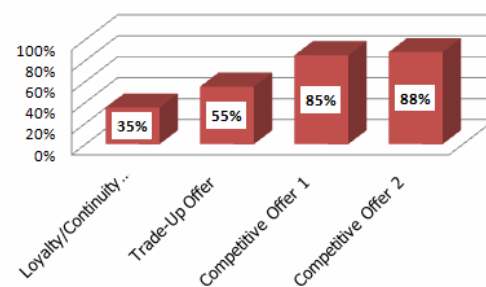
Results after 3 months:

- Continuity offer redeemed at 29.8% with 35% incremental sales;
- Trade-up offer redeemed at 25.4% with 55% incremental sales;
- Competitive offers redeemed at 11.8% and 8.8%, respectively with incremental of 85%+;
- Total cost of the program was \$6500. The total cost per unit moved was 25 cents.

Redemptions



Incremental Sales



Cereal (Organic)

Goal: to increase share in the organic category and gain users from Adult Cereal Category.

Objectives:

- 1) Generate trial/retrial among non-brand organic and adult cereal while reinforcing continuity of purchase;
- 2) Increase frequency among occasional users;
- 3) Expand consumption among loyal users.

Strategies:

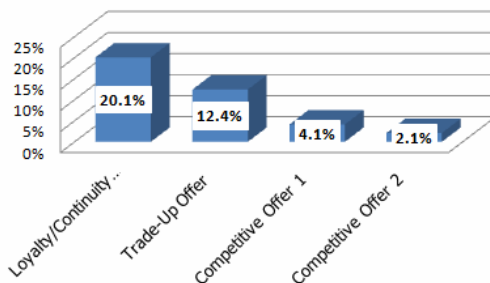
- Implemented competitive offer to organic leading brand; 1 trial offer directed to adult cereal

- Implemented one basic loyalty offer on 1 size and one trade-up offer requiring to buy two boxes

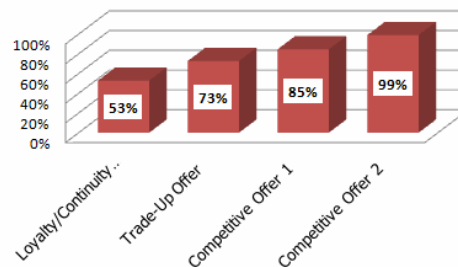
Results after 3 months:

- Continuity offer redeemed at 20.1% with 53% incremental sales
- Trade-up offer redeemed at 12.4% with 73% incremental sales
- Competitive offer redeemed at 4.1% and trial offer at 2.1%, with incremental of 85%+
- Total cost of the program was \$9500. The total cost per unit moved was \$1.24

Redemptions



Incremental Sales



Sweet Cake Snack (Leading Brand)

Goal: To solidify loyalty of the brand and expand the category.

Objectives:

- 1) Generate trial/retrial among non-brand organic and adult cereal while reinforcing continuity of purchase;
- 2) Increase frequency among occasional users;
- 3) Expand consumption among loyal users.

Strategies:

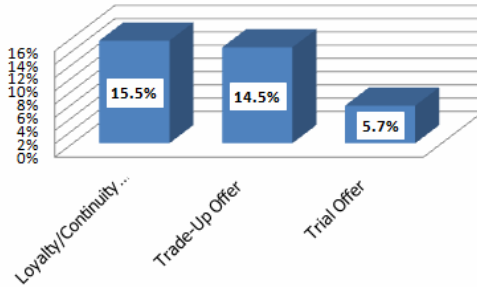
- Implemented competitive offer to organic leading brand;
- Delivered 1 trial offer directed to adult cereal;

- Implemented one basic loyalty offer on 1 size and one trade-up offer with requirement to buy two boxes.

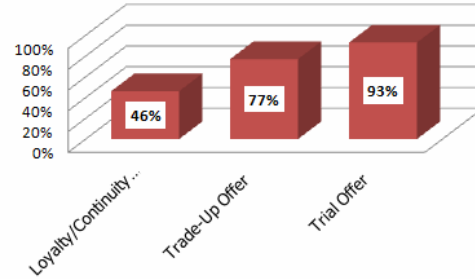
Results after 3 months:

- Continuity offer redeemed at 20.1% with 53% incremental sales;
- Trade-up offer redeemed at 12.4% with 73% incremental sales;
- Competitive offer redeemed at 4.1% and trial offer at 2.1%, with incremental sales of 85%+;
- Total cost of the program was \$9500. The total cost per unit moved was \$1.24.

Redemptions



Incremental Sales



Disposable Diaper (Leading Brand)

Goal: To increase share in the disposable diapers category.

Objectives:

- 1) Generate trial/retrial among competitive users;
- 2) Increase frequency among occasional grocery store users;
- 3) Expand consumption among loyal users.

Strategies:

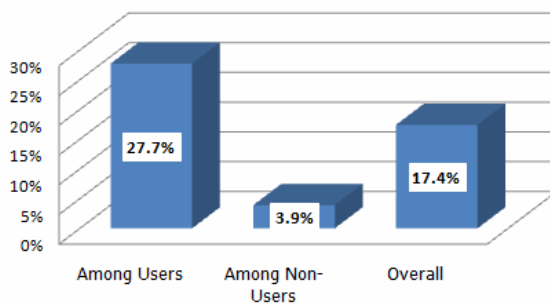
- Implemented a 10% discount targeted offer among loyal and occasional users, non brand

users, and users of correlated products (e.g. baby food) for those buying in other trade class.

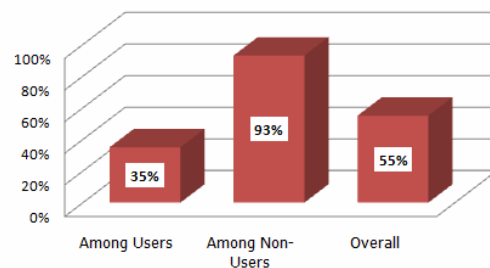
Results after 3 months:

- Overall redemption was 17.4% with 55% incremental sales
- Continuity/loyalty offer redeemed at 27.7% with 35% incremental sales
- Trial offer redeemed at 3.9% among non-users with 93% incremental sales
- Total cost of the program was \$7500. The total cost per unit moved was \$2.74

Redemptions



Incremental Sales



About Modiv Media

For retailers and brand marketers looking to influence shopping habits and buying decisions, Modiv Media orchestrates relevant retail messages and improved shopping experiences at exactly the right moment in exactly the right place. Consumers benefit by saving time and money with self-service options and relevant product information while brands and retailers boost operational efficiencies, loyalty and sales. Modiv Media has the experience to remove the complexity and adoption barriers out of providing the right promotions, delivery timing and self-service solutions when shoppers are at their "moment of decision" with what, where and when to buy.

Modiv Media Inc. is privately held and based in the Boston area. To learn more, please visit modivmedia.com.