

Category Campaign Results



Format

Shelf and Freezer

Creative Notes

The creative illustrated 3 of the SKUs within the product range and gave product information explaining how it would best be consumed.



The Shelf and Freezer campaign successfully drove sales by 33.6% during the activity period.

The campaign successfully influenced longer term shopper behaviour, demonstrated through the strong post period result of a 21.9% sales increase.

TorchMedia has a comprehensive library of research case studies illustrating the effectiveness of Shopper Media. Please contact your TorchMedia sales representative for more information.