



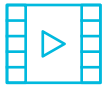
CASE STUDY

Achieving Sales Lift with a Brand Equity Campaign

Hershey's Ice Breakers used Grocery TV to test the effectiveness of **brand equity campaigns** in achieving sales lift. The campaign resulted in a **13.7% sales lift** for Ice Breakers gum.



Overview



Hershey ran an **Ice Breakers Ice Cubes** campaign to test the effectiveness of **brand equity campaign** in generating sales lift for core brands.



The campaigns ran in grocery stores across Minnesota, Iowa, Nebraska, South Dakota, Illinois, and Arizona for **3 months**.



A **regression analysis** was used to determine the **estimated sales lift** from the ad playing in a set of test stores versus a set of control stores. This regression also controlled for convoluting factors like price, seasonality, and store foot traffic.



Why Grocery TV?

Brand equity is the value a customer gives a brand. Brands build it by maximizing visibility, running campaigns to encourage consumer loyalty, and developing a consistent identity across marketing channels.

Why do brands use Grocery TV to establish or maintain brand equity?

First, grocery stores are the highest traffic retail environment with **consumers visiting on average 1.6 times a week**. Furthermore, the checkout represents a unique opportunity to engage idle consumers while they're waiting in line. These two attributes of Grocery TV position it as a strong channel for gaining repeat brand visibility over time.

Second, Grocery TV makes it easy for brands to test different loyalty campaigns through its flexible software platform and encourages spontaneous purchases due to its position in stores.

Third, brands include Grocery TV in their brand equity strategy to build or maintain awareness of their identity through a premium touch point in a trusted, brand-safe environment.

Sources: <http://www.theprimaladvantage.com.au/>, <https://venturebeat.com/2016/04/17/study-shoppers-take-to-in-store-video-ads/>, <https://www.statista.com/statistics/251728/weekly-number-of-us-grocery-shopping-trips-per-household/>

Why DOOH?

2.5X

Consumers are 2.5x more alert when they are out than when consuming media at home.

2X

Consumers are 2x more likely to act outside the home.

Campaign goal

Hershey's primary goal with the Ice Breaker campaigns was to **test the effectiveness of brand equity advertising** for a core brand in the gym category.

In addition to their primary goal, they also wanted to understand if "halo" effects occur for different products within the same brand. For example, for the Ice Breakers gum campaign, they wanted to understand its effect on Ice Breakers mint products that were directly advertised.

Campaign results



13.7%

Sales Lift for Ice Breakers Gum



5.9%

Sales Lift for Ice Breakers Mints



Grocery TV

About Grocery TV

Grocery TV is a national advertising network that gives brands the opportunity to reach customers at the checkout. Brands use our digital displays to grow brand awareness, launch new products, and protect market share.



Our Partners

MARS

Michelob
ULTRA

HERSHEY
THE HERSHEY COMPANY

Mondelēz
International

CLOROX

Johnson & Johnson

Campbell's

U Unilever

Hormel
Foods

BIMBO
Bakeries USA

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Grocery TV provides brands with the unique ability to reach our shoppers and drive purchase behavior right at the pay point. In an environment where shoppers only have a few moments to decide whether or not to make an incremental purchase, Grocery TV can make a big difference. The Grocery TV team is also a very collaborative partner, helping to create the best solutions that highlight each brand in an impactful way.

AJ Thomas
Strategist, **Hershey**

Core Use Cases



Launch products



Protect and grow market share



Seasonal campaigns



Product redemptions

Interested in learning more?

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