

Halo Top

Bringing 'healthy ice cream' to the UK through a multichannel launch with Tesco



A launch campaign developed with dunnhumby and Tesco helped Halo Top to become Tesco's second-biggest luxury ice cream brand in its first 6 months and the UK's third-largest within 12 months.

Halo Top is a lower-calorie, higher-protein ice cream brand that sounds too good to be true. With a tub ranging from 280 to 360 calories - the same amount found in a single serving of its competitors' products, the brand taps firmly into the healthy eating trend and provides a genuine point of difference in the ice cream category. Originally founded in 2011, Halo Top went on to become North America's sixth-biggest ice cream brand in six years before turning its sights towards international expansion.

Overview

Tesco was the first UK retailer to sign up to a distribution deal, following which the Halo Top team worked closely with Tesco and dunnhumby media on planning a data-driven multichannel introductory campaign. The objective was to generate awareness and sales for the brand while driving incremental growth for the ice cream category.

"For us, this wasn't just about getting a product on a shelf," comments David Taylor from Halo Top. "We were bringing something very new and different to the category, so we had to reach and educate people who weren't buying the brand, or ice cream in general."

David continues, "We don't have a huge marketing budget, so we have a strong focus on ROI and are very data-driven. We've also always been a digital brand; our marketing efforts are concentrated on Instagram and Facebook and this has been very successful in terms of identifying and engaging our customers and fans. We shared that insight with Tesco and dunnhumby media when planning the launch, saying, 'This is where our audience is'."



Objective

The objectives of the UK launch campaign in Tesco stores were to:

- Generate awareness of Halo Top ice cream category
- Deliver incremental growth for the ice cream category
- Grow penetration among shoppers who fit one of Tesco's customer lifestyle profiles
- Drive trade and frequency of purchase for this new product type (low-calorie, high-protein ice cream)

Our Media Planners worked with Halo Top and Tesco to develop a multichannel plan that aligned with Tesco's category strategy and Halo Top's brand objectives. Insights from Tesco Clubcard were used to identify and target non-category shoppers who were most likely to be interested in Halo Top, based on their lifestyle profile. Data analysis was also undertaken to select the most relevant stores for in-store activation. David adds, "As Halo Top is a very different product, our target audience wasn't always clear-cut. We weren't just trying to reach 'shoppers who have previously bought other indulgent ice-cream brands; we also wanted to expand the category by reaching people who weren't buying into ice cream at all, as they didn't feel it offered anything for them due to concerns over calories, fat or sugar. An example of this would be the Greek yoghurt category."

Solution

Campaign mechanics included: Point of Sale, Display Advertising in Tesco Magazine, Tesco.com onsite promotion (including Sponsored Search and Favourite Aisle Interrupt) and Coupon at Till activity to encourage repeat purchase. Halo Top was one of the first category partners to utilise our Offsite Targeted Display advertising solution, meaning we could deliver a consistent customer experience for shoppers beyond Tesco's owned media properties across sites including Facebook.

Results

The result was a data-led campaign that delivered broad reach and awareness while being highly targeted across key channels:

- 17% of total brand sales were generated through the launch campaign
- 1% growth for the Luxury Ice Cream & Sorbet category
- 66% of customers who engaged with the campaign were either new to or previously lapsed in the category
- 95m impressions delivered, 18.2m customers reached
- 16% Coupon at Till redemption rate.

"This was an 'all-in' launch, with everyone from Tesco and the dunnhumby media team leaning in," says David. "Alignment with Tesco on campaign objectives was key to our success. dunnhumby's customer insights and media opportunities were also critical, enabling us to identify and reach our target audiences and to measure the impact of our activity."

Halo Top continues to go from strength to strength in the UK, building on their successful launch with the introduction of new flavours and products including 'ice cream sticks' which contain 80-100 calories.



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