

Case Study:

Nestlé

Media planning, activation and measurement



"Winning Weekends is considered a best in class activation - a huge success for Nestlé."

Tabatha Rowlatt, Customer Activation Manager, Nestlé UK

Winning Weekends

Helping nestlé to build a blockbusting campaign for Tesco customers

Nestlé, the world's largest food and beverage company, teamed up with digital movie retailer Sky Store for a new on-pack promotion in which consumers received a Sky Store 'Buy & Keep' movie voucher in return for collecting four promotional packs from its range of confectionery sharing bags.

Nestlé wanted to promote the launch of this new offer through an engaging campaign aimed at Tesco customers, and to measure the effectiveness of their activities.

Working in collaboration with Nestlé, Tesco and a range of partners, we created an insight-led, connected media plan to support the on-pack Sky Store promotion.

Objectives

- Drive awareness of the on-pack promotion
- Promote the exclusivity of the offer to Tesco customers
- Understand which activities were most effective in generating sales

Results



18 Million Customer Exposure



Sales Uplift



5.8 Million Customers Reached



We identified the media channels that delivered the highest sales uplift when customers were exposed to multiple touchpoints. This will help Nestle when planning future campaigns.

Solution

dunnhumby's market-leading Customer Data Science was applied to all elements of the activation plan, ensuring that the customer remained at the heart of the campaign.



STEP 1

We used Tesco Clubcard data to identify previous shoppers of chocolate sharing bags and gummy sweets, creating a new Tesco customer segment based on this information. We then identified specific stores with headroom for these segments and the confectionery category, then overlaid these to include stores that over-indexed with two 'Tesco Families' segments, 'The Wicks' and 'The Mayers', for Main Estate stores, and 'Roshni' for Convenience stores.

By overlaying channel and transactional data with dunnhumby's proprietary attitudinal media consumption data, we developed an unprecedented understanding of the prospective Nestlé consumer.



STEP 2:

Armed with these insights, we could then leverage partnerships with the relevant agencies to communicate with the right customers at the right place and time, in the most relevant way. Campaign elements included innovative point of sale and in-store competitions, out of store digital display screens and SMS geo-fencing.

Outcome

'Winning Weekends' is a best in class example of an end-to-end campaign spanning brand and retail channels. By directly connecting insight and media planning at household level with activation and measurement at scale, the campaign delivered massive reach, sales uplift and learnings that can be used to optimise future campaigns.



Unprecedented understanding of the Nestlé shopper



Seamless multichannel experience



11%
Sales Uplift



Shoppers in-stores with Point-of-Sale and SmartScreens@Tesco generate 33% sales uplift, compared to 15% in-store with Point-of-Sale only

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THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail – one of the world's most competitive markets, with a deluge of multi-dimensional data – dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Data Science Platform is our unique mix of technology, software and consulting, enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.

Contact us to start the conversation: dunnhumby.com