

Pöttyös Kakaós Tej

Becoming one of Hungary's favourite cocoa drink through an integrated launch campaign with Tesco



A launch campaign for Pöttyös Kakaós Tej developed with dunnhumby media and Tesco generated category uplift of 38% with sales in the first 9 weeks comprising 51% of the total cocoa dairy drink category sales.

Overview

Research showed that at least half of all households in Hungary are consumers of flavoured drinks, with a large portion drinking home made cocoa. FrieslandCampina saw there was no significant support behind the brands in this category and took advantage of this gap in the market to launch Pöttyös Kakaós Tej. The brand has fast become one of Hungary's favourite cocoa drink.

Bringing this new product to its customers was top priority for Tesco, and the planning stage began with a round-table discussion between Tesco, Friesland and dunnhumby. By adopting a collaborative approach, Retailer, CPG and dunnhumby were able to align their objectives which paved the way for campaign success.

Objective

The key objective was to introduce the new cocoa drink to the market, generate awareness and grow sales for the brand while driving incremental growth for the dairy-drink category.

Solution

To make a splash with this new-to-market product, the campaign required a very visible and vivid instore appearance. Also as the product would not go on shelves, but on pallets, the decoration options were more limited. dunnhumby media worked very closely with FrieslandCampina to determine the best solution to showcase the product and create an optimal execution. Pallet wraps and middle element media was installed in 106 Tesco hypermarkets. The fully loaded pallets were placed on action aisles next to the dairy aisle.



The campaign was so well received by customers that FrieslandCampina extended the period of the campaign by an additional 1 month that made the product launch the biggest campaign of the year of dunnhumby media Hungary. FrieslandCampina repeated the campaign three times after the first successful campaign up until 2020.

Tesco also supported the introduction of this new product to customers with HOTM and feature spots in promotional leaflets.

Results

The launch campaign was a huge success with:



480k units sold



300 000€ revenue generated



1.75% basket penetration



Increased category share



55% of new customers came from competitors



45% were new to the category

Although non-standard branding used in this campaign meant slightly higher production costs, this campaign achieved a very low CPM of 2.3 €.

As well as the results analysed through the behavioural data, attitudinal data was collected through dunnhumby's Shopper Thoughts panel. More than 900 Tesco ClubCard customers completed questionnaires about the point of sale carriers and gave their opinions on the promoted product. The results demonstrated that the appropriate communication channels were used to introduce the new product to customers:

- **More than 40% of customers** claimed they trialled the product because they were influenced by the campaign
- The pallet decoration proved to be an effective carrier for the campaign; **52% of customers** noticed it in the stores
- **60% of the customers** agreed the campaign was appropriate to the product and had clear messaging
- **More than 50% of the ClubCard customers** liked the campaign and 42% would love to see more campaigns like this in the future

It's clear from the campaign evaluations that the media and messaging appealed to customers, contributing to the desired sales result and the achievement of brand goals for both FrieslandCampina and Tesco.



dunnhumby

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