



DIGITAL CASE STUDY: A Cool Boost in Sales for a New Brand

How Insignia helped a new brand drive store traffic and convert at shelf using our digital and in-store offerings.

THE CLIENT

A national ice cream brand

THE SITUATION

The ice cream category is highly competitive, dominated by established brands that are supported by big marketing budgets. This new brand was looking to enter the space with a distinctive value proposition and they came to Insignia to help them share this with consumers through in-store and digital marketing.

The client's objectives:

- Build brand awareness
- Drive traffic to the shelf
- Boost conversion in-store

THE STRATEGY

Insignia worked with the brand to design an integrated marketing plan that would target the right shoppers in the right locations, with a mix of mobile advertising and in-store signage.

- Developed and executed a four-week mobile ad program with creative that was activated based on the location of the mobile device. Shoppers were made aware of the brand and directed to the nearest retail store where the product was available.
- Developed and positioned a POP sign with price in front of the product with consistent messaging to drive trial and conversion at the store shelf.

ANALYTICS THE RESULTS



30.1% Sales Lift



59.8 Incremental Units Per Store



\$239.88 Incremental Sales Per Store

IN-STORE SIGNAGE

MERCHANDISING

PROMOTION

DIGITAL

ANALYTICS

DIGITAL SOLUTIONS
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