

# How Insignia's product and store attribute targeting reached the right consumers for the launch of a national brand's new icelandic style yogurt.

## THE CLIENT

National Yogurt Brand

## THE SITUATION

The brand wanted to maximize their digital investment to drive awareness at launch of their premium icelandic style yogurt and measure success through foot traffic at ShopRite. Insignia helped identify the optimal intersection between finding health minded consumers seeking out low sugar and high protein snacks and the most productive stores.

## THE STRATEGY

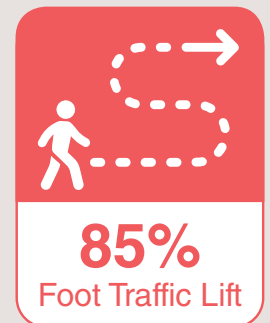
1. Curated a relevant, at-scale audience of shoppers who value the brand + low sugar + high protein snacks through our proprietary process with IRI.
2. Delivered creative through a Planned (five-mile radius) vs. Impulse (500 meters) strategy to engage with shoppers appropriately during their shopping journey.
3. Executed messages through both rich and static media to engage with shoppers how they prefer, either finding their closest store or recipe ideas.

## THE RESULTS + INSIGHTS

Determining the right shoppers to target goes beyond past purchase behavior. Identifying the highest potential consumers of the brand's icelandic style yogurt based on product benefits at the right stores resulted in an 85% lift at ShopRite, measured by AdSquare.

Diverse messaging provided further insight as to how the the brand's shopper prefers to engage with the brand, challenging the notion that rich media is best. Specifically, shoppers were engaged more with the static recipe ad and how to creatively do more with their yogurt, representing 80% of the click action.

## ANALYTICS THE RESULTS



AdSquare Reporting

## THE CREATIVE



IN-STORE SIGNAGE

DISPLAY

ON-PACK

DIGITAL

ANALYTICS

**DIGITAL  
SOLUTIONS**

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