

DIGITAL CASE STUDY: DIGITAL OFFER AMPLIFICATION

HOW INSIGNIA HELPED A BRAND INCREASE DIGITAL OFFER REDEMPTION

THE CLIENT

National Cereal Brand

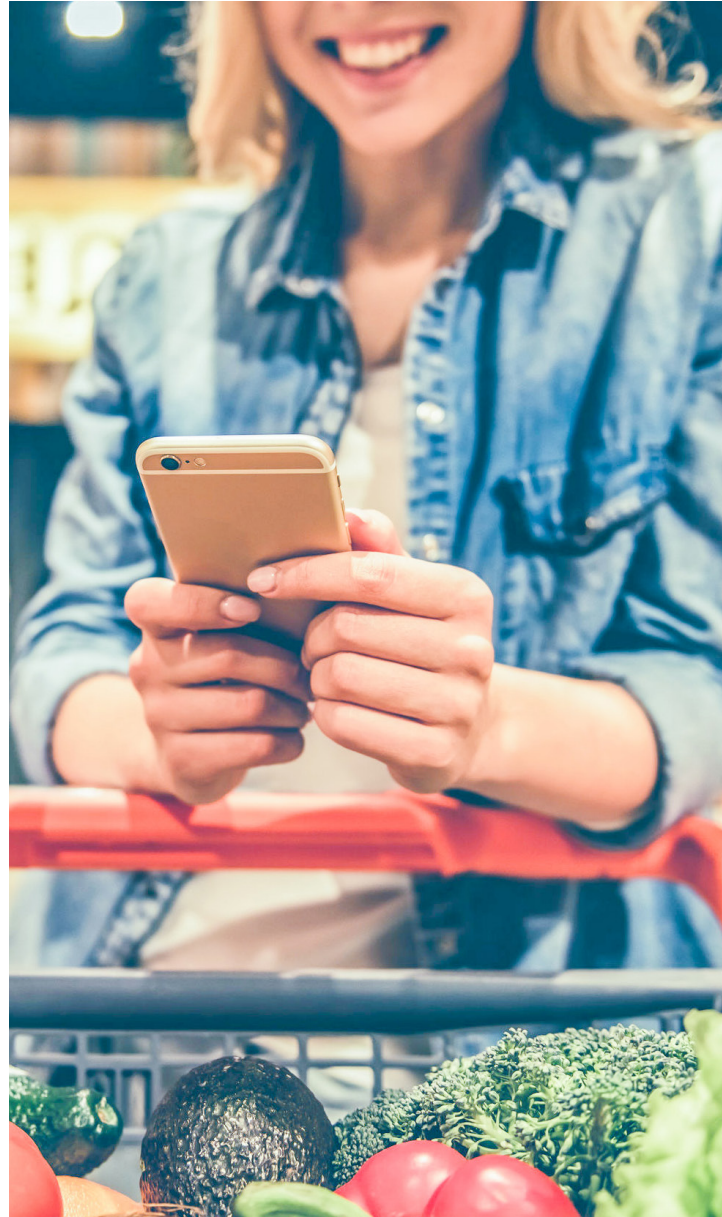
THE SITUATION

The brand's goal was to identify a new way to target specific shopper segments to drive incremental redemptions with a third-party loyalty app.

THE STRATEGY

Insignia provided strategic direction that addressed their objective, defined target consumer groups and validated the program investment. Insignia's nimble and flexible approach enabled the program to move from kick off to execution in 4 weeks.

To ensure the right shopper experience, Insignia developed an approach for two distinct segments. Those shoppers with the third party loyalty app were delivered an offer based creative which then drove straight to the offer in-app. Those shoppers who did not have the third party loyalty app were delivered a brand equity message and driven to a brand engagement page.



51.3%
**INCREASE IN DIGITAL
COUPON REDEMPTIONS**

**DIGITAL
COUPON**