

Strategy: Omnichannel

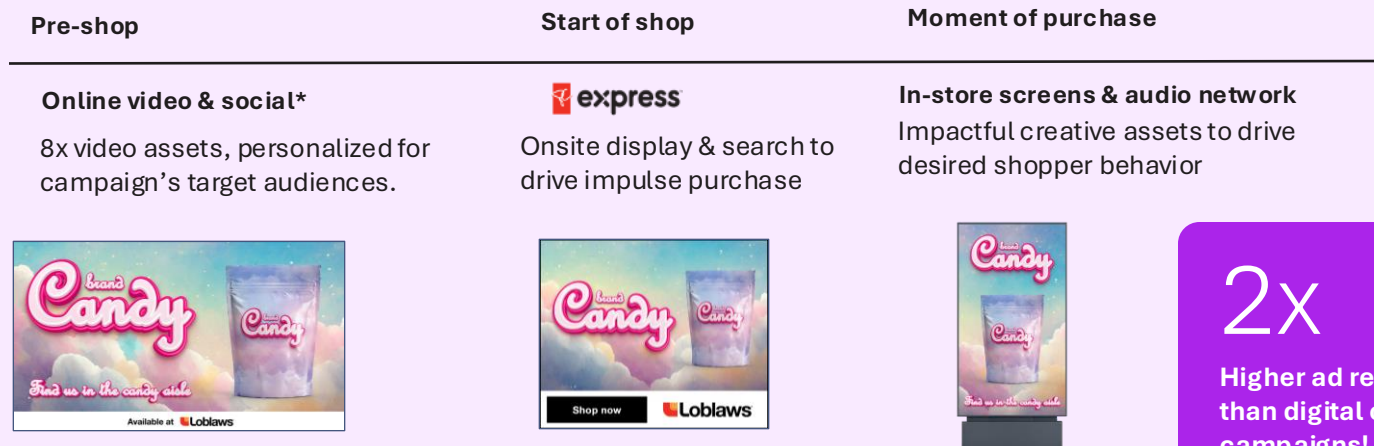


The Challenge

Increasing brand relevance

A renowned and iconic confectionary brand sought to enhance its standing in certain key brand measures, particularly among a younger audience demographic of 18–34-year-olds.

Loblaw advance™ extended the brand’s campaign beyond digital video channels to maximize relevance and reaction by reaching shoppers through the entire shopping journey- instore and online. Using purchase-based audience signals, the integrated omnichannel media creative was tailored to the right audience, channel and time.



ON, West, Atlantic and Prairie regions. Includes both Market and Discount banners.

2x
Higher ad recall than digital only campaigns!

Brand relevancy outcomes

+103%
Increase in purchase intent among the key audience segment

67%
Increase in “for someone like me”

Conversion outcomes

+68%
New-to-brand purchase

340bps
Market share growth

Our PC optimum™ brand lift study proved that brand communications platforms, when strategically deployed in retail media channels, can greatly improve brand perception and prime new customers to purchase your brand.

*Sources: LCL POS data, loblaw advance™ brand lift testing n=14. Category sales insights compare 7-week campaign to previous 7-week period. Category for market share analysis: candy. Brand lift study n=1497, all responses statistically significant at 95% confidence interval.