

WORLD KITCHENS JERKY CAMPAIGN

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 retailigence


WORLD KITCHENS
QUALITY MEATS
WORLD CLASS JERKY. VALUE PRICE.

SUMMARY

- Retailer: **Target**
- Brand: **World Kitchens Jerky** (a Jack Link's brand)
- Promoted Products/Flavors: **Old Fashioned Beef Jerky, Teriyaki Beef Jerky, & Brown Sugar Beef Jerky**

BACKGROUND



World Kitchens Jerky, a Jack Link's brand, used Retailigence's data and digital media tools to run a campaign to drive sales and awareness for the three promoted World Kitchens Jerky flavors. Retailigence utilized their unique inventory and sales dataset at Target as the retailer for this campaign. As World Kitchens is considered a "bargain brand" in the highly competitive jerky market, the main objective was to drive awareness and sales for the brand. World Kitchens saw a 25% increase in sales during the campaign with the help of Retailigence! Retailigence was to geo-target 182 selected Target retail locations based on where the selected products are available.

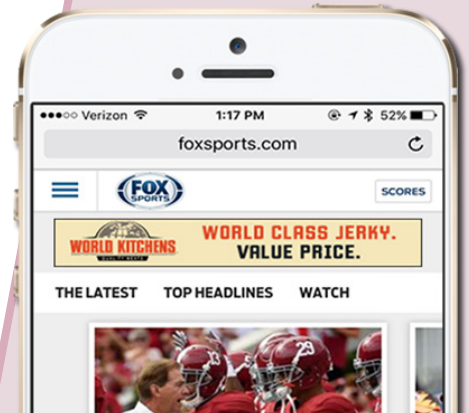
OBJECTIVES

- Show a path-to-purchase from smartphone to purchase-intent of shopper at their local Target retail store
- Increase sales of three promoted World Kitchens flavors to the selected 182 Target stores
- Drive brand awareness for World Kitchens jerky at Target store locations considering this is a highly-competitive market, and World Kitchens is considered the "bargain brand" of Jack Link's

APPROACH



- Retailience geo-targeted inside selected 182 Target store locations + parking lot as well as 5 miles surrounding the selected store location
- Audiences were then targeted based on the following demographics: males aged 35-45 years old who are married and have children. Dayparting was set from 1:00 PM – 6:00 PM user's local time to drive impulse snack sales.
- When a shopper fit all demographics targets that shopper was sent a campaign message while browsing online or using an app.
- The shopper could then click on Call Store, Map Directions, or Learn More buttons to find more information.
- After finding more information, the shopper can then find the product at their local Target store for purchase.

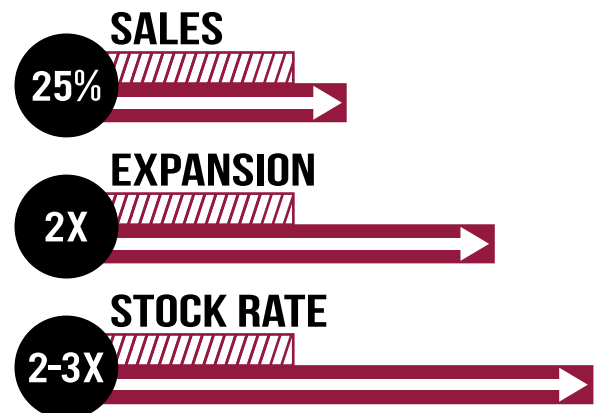


RESULTS

With the campaign running from September 20th, 2015 through October 30th, 2015, World Kitchens Jerky and Retailience's campaign resulted in impressions being served to **5.6 million shoppers!** Retailience measured served impressions, unique viewers, expansions, map directions clicks, call store location clicks, average visit time, and much more! Retailience drove many people to store to buy promoted flavors all while increasing brand awareness for World Kitchens.

KEY FINDINGS

- **25% increase in sales** during the peak of campaign
- **2X higher expansion** rates than industry benchmarks for this category
- **2-3X higher in stock rate** than previous campaigns. 174/182 Target stores were in stock of the promoted products
- 80% of top-performing stores were considered Urban



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