Leading coffee brand partnered with Shopkick to drive product awareness, store traffic and sales during the holidays

Campaign Term
Nov 1, 2016 -
Dec 23, 2016

Campaign Goals

A leading coffee brand approached Shopkick to increase awareness of its holiday seasonal flavors and drive sales of two packaged products in grocery and mass stores nationwide.
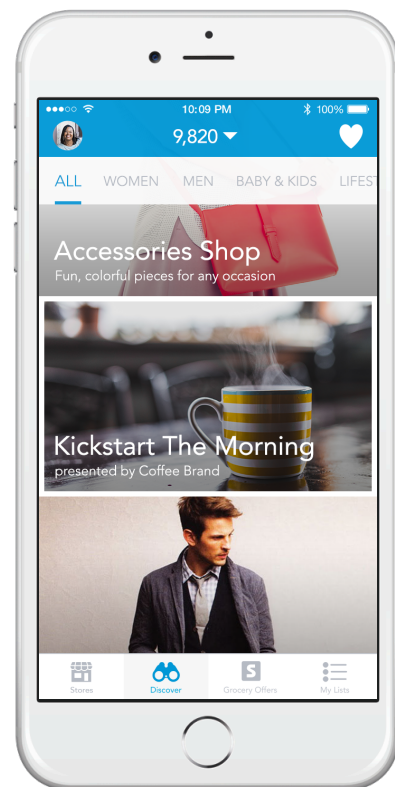
To reach consumers in the planning phase, the brand wished to leverage video content to build consideration and increase brand equity.

In-store, the goal was to drive engagement at the crowded coffee shelf and incentivize consumers to pick up the products. The team wanted to understand conversion and capture consumer insights throughout the purchase journey.

Finally, the brand was looking to preserve margin by incentivizing traffic, engagement and sales through rewards and not coupons or discounts.
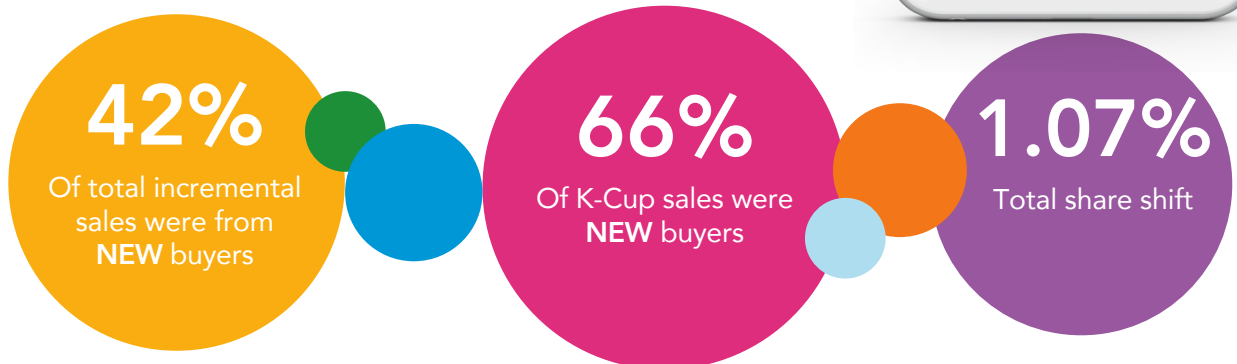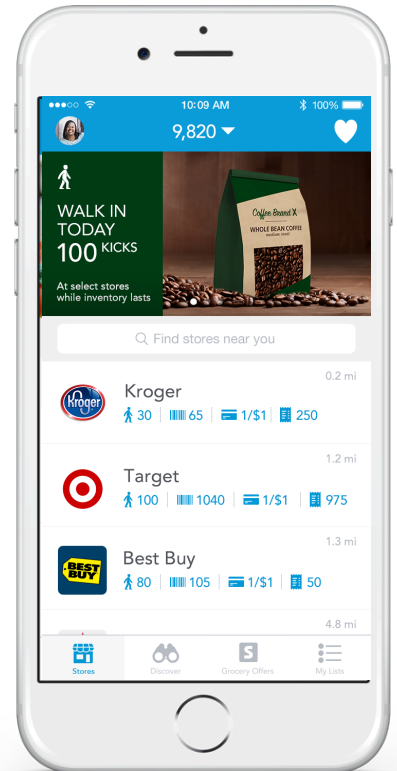
Shopkick Solution

Shopkick first built pre-shop consideration with video and editorial content to drive awareness of product assortment. Shopkick then drove traffic, in-store product engagement, and purchase conversion by motivating with kick rewards. Sales impact was measured by Nielsen Catalina Solutions.

Results

The overall campaign showed positive results across all key metrics including incremental dollar sales, buy rate, purchase frequency, and share shift.

The campaign received over **66 million** impressions and successfully drove an **8% total incremental sales lift**

There was a **$1.36 return on ad spend** across the brand portfolio

42%
Of total incremental sales were from **NEW** buyers

66%
Of K-Cup sales were **NEW** buyers

1.07%
Total share shift

"We haven't seen 66% new buyers on any products in the recent past." –Nielsen Catalina Solutions

Details

Goals
• Build brand awareness
• Drive Sales

Retailer Distribution
•Grocery, Mass (Target, Walmart)

Products used
• Lookbook, Video, Promo Unit, Product Scans, In-App Survey, Receipt Scan Purchase Validation

Shopkick for Consumers

We bring moments of joy to everyday shopping by offering fun ways to earn rewards. Users earn "kicks" which are then redeemed for mobile gift cards.

Shopkick for Brands

We drive engagement along the entire path to purchase with rewards and not discounts. Our unique pay for performance model has been proven to deliver high ROI, driving incremental foot traffic, visits to shelf, and sales.