# Your digital campaign is only half the story


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# Hands up if...

You work on a brand sold in grocery

You use digital marketing to drive sales

You know how much of your activity influences in-store sales

TOBLERONE




# We could afford to be LOUD

Scale did a lot of the work for us.
We just had to be there...

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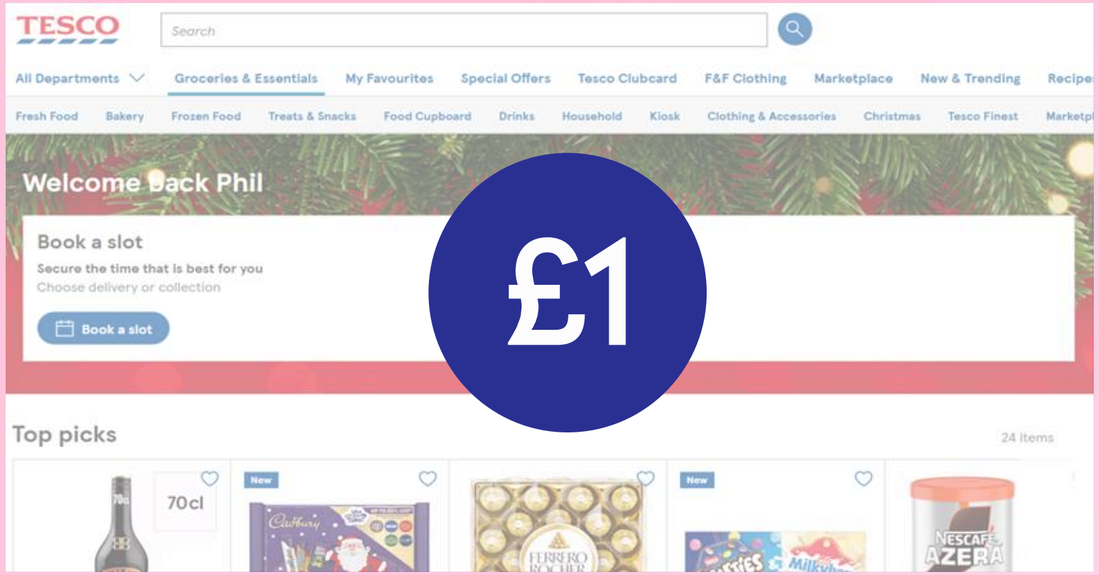
# But being seen isn't the same as being chosen

Reach gets you noticed.

Relevance gives people a reason to buy.



# UK Grocery is still very much IRL




vs.




Where shoppers browse, compare + add to basket

Where most grocery spend still happens

Source: Worldpanel by Numerator, 12 months to Feb 26

# So we need digital to work harder to drive our instore sales

Three ways we're putting that into practice at DASH



# 1. Don't fall in love with your own brand story

## What we thought:

The wonky fruit story

Doing good for the planet



## What it's *really* about:

A refreshing, hydrating drink

Permissible with natural flavouring




Your brand story might make you interesting, but your purchase drivers **make you relevant.**

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# 2. Sell the moment, not just the product



**2:00pm**
Screen fatigue




**2:01pm**
Afternoon reset




**2:02pm**
Tssssss, Ahhhhhh...

Make your product part of a moment that shoppers **already recognise**

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# 3. Win the second purchase. And the third.

## Trial

A shopper buys DASH for the first time

## Identify

Use available data to find the light / lapsed buyers

## Re-engage

Reach them with a message around an occasion or need state

## Repeat

Give them a reason to choose DASH again. And again.

Don't just measure how many people are new to the brand. Understand how many you get to **come back**.

Retailer data access and sales attribution vary by retailer and brand. Not every brand can identify individual lapsed buyers.

# The digital half of the story

**1** Don't fall in love with your own brand story




**2** Sell the moment, not just the product




**3** Win the second purchase. And the third.




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# Your digital campaign is only half the story. The other half happens in aisle 7.

## Thanks for listening

Fancy trying DASH?
Use PHIL50 for 50% off your first order




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