

# CASE STUDY: DANONE #1 FLAVOR DRAFT PICK

A Winning Combination of Merchandising, Marketing & Promotion

## BACKGROUND

Oikos already performed well at Kroger, and the retailer asked for something exclusive and engaging to its shopper. New yogurt flavors would appeal to Millennials and embody Kroger's focus on innovation.

## OBJECTIVE

Drive customer engagement and excitement in a big way via national sweepstakes campaign offering exclusive Danone Oikos yogurt flavor offered only at Kroger, as voted by customers.

*“The Flavor Draft campaign was a true collaboration across merchandising, marketing, 84.51° and our partner, Danone.”*

*Lisa Allison, senior marketing coordinator, Kroger*

## EXECUTION

Danone North America activated its sponsorship of the National Football League Draft with an Oikos “Flavor Draft” sweepstakes at Kroger. “The brand performs very well at Kroger,” says Danone North America shopper marketing manager Tony Fung. “Kroger asked us to provide something exclusive and engaging to the Kroger shopper. We wanted to make sure it aligned with the customer expectations.”

“I wanted to have an exclusive flavor that nobody has,” Kroger yogurt category manager Tom Crowder says. “The Flavor Draft concept seemed like a great fit.” Customers were asked to vote for Play Action Pineapple; Pile on Pomegranate or Crunch the Cookies and Cream.



The campaign consisted of radio spots, a microsite, digital ads, print, in-store merchandising and a sweepstakes.

Kroger provided Oikos with loyalty data from its insights subsidiary 84.51°, and the brand used the data to develop a targeted advertising program. “This was a huge win for us, getting this kind of consumer sweepstakes and [Kroger] letting us leverage 84.51° data to target shoppers with media,” Fung says. “We really leveraged the data and talked to the people who actually are buying and are loyal to Oikos.”

Additionally, 84.51°’s Kroger Precision Marketing placed digital ads on various websites, reaching approximately 900,000 households and delivering about 10 million impressions. “If I had not used the 84.51° data, being able to target people who were shopping at Kroger, there would have been more national media,” Fung says. “Because it was more targeted and aligned with Kroger’s strategy, it made it very successful.”


## RESULTS

The sweeps received 74,184 entries, exceeding expectations and corresponding with a 3.2% lift in sales penetration for the brand. The winning flavor, pineapple, was announced at the NFL Draft and hit Kroger stores in mid-April with supporting signage and media buys. The flavor remained exclusive until July, after which Oikos began national distribution.

This was the largest campaign Oikos has ever run at Kroger, but the brand is already in talks to run a second voting-based effort for the NFL Draft next year. The 2019 program will likely also include Kroger's Roundy's chain, which the retailer has been working on bringing into alignment with the promotional calendar at its other banners.

"Having that one SKU across all banners will drive incremental sales," Fung says.



OIKOS  EXCLUSIVELY AT Kroger

**VOTE** FOR YOUR  
**#1 FLAVOR DRAFT PICK**

PLAY ACTION PINEAPPLE PILE ON POMEGRANATE CRUNCH TIME COOKIES & CREAM

OIKOS TRIPLE ZERO BLENDED GREEK YOGURT

0 ADDED SUGAR  
0 ARTIFICIAL SWEETENERS  
0% FAT

PACKED WITH 15g WITH PROTEIN

TEXT **PINEAPPLE, POMEGRANATE OR COOKIES TO 811811**  
YOU COULD GET YOUR PICK IN STORES & SCORE PRIZES LIKE A VIP 2018 NFL DRAFT EXPERIENCE & NFL GIFT CARDS

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