

# MARCH COOL FOODS COMPONENTS & RESULTS

## Program Overview:

- Brand awareness magnified and shoppers influenced out-of-store through Digital Banners Ads, Influencers, Email Campaign and custom Micro-site
- Strong Value offered in and out-of-store through the Grocery Co-Op Flyer, including shelf signs at the point of purchase.



Fruit & Yogurt Smoothie Recipes

Influencers



**Sales Results:**

- TTL Promotion Unit lift: 64.3%\*
- TTL Promotion Dollar Lift: 34.8%\*

**Email Campaign Highlight:**

- 13.35% Open Rate (national avg. 10%)



GetTheSavings.com/CoolFoods



Flyer communicating price point and coupons



Shelf Signs



Digital Banner Ads



Email blast



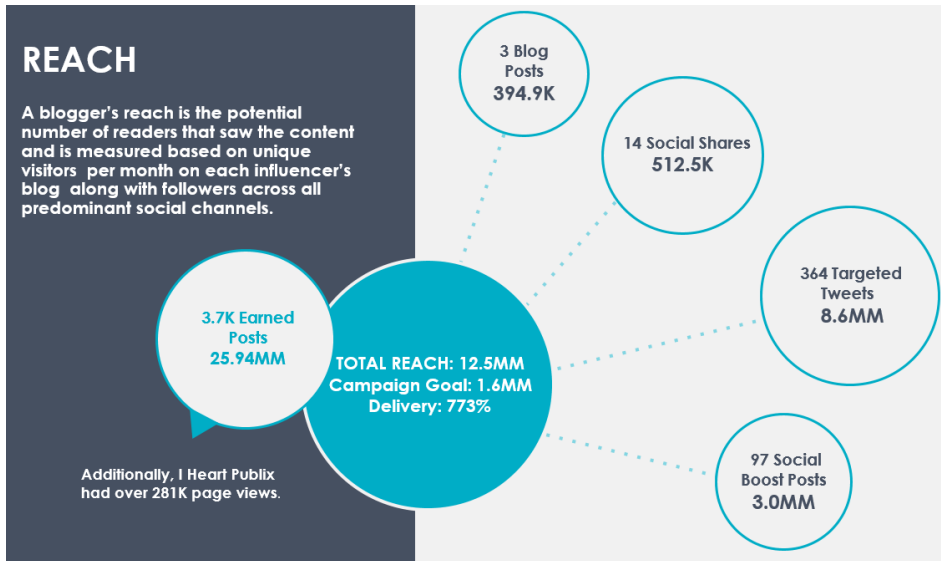
# MARCH COOL FOODS DIGITAL RESULTS

## Influencers:

- Inspired readers to purchase and save on their favorite frozen and dairy items, and shared content on social media channels

## Results:

- Goal: 1.61M; TTL Reach: 12.5MM; **773% to Goal**
- Goal: 554K; TTL Engagements: 10.2K; **184% to Goal**



## Digital Banner Ads:

- Targeted shoppers in proximity to Publix stores through desktop, mobile and social

## Results:

- Goal: 3.2MM; TTL Impressions: 3.2MM; **101% to Goal**
- Goal: 11,500K; TTL Engagements: 17.8K; **155% to Goal**

Total Engagements: **6.6K**

### Blog Post Engagements

→ 3,747

- Shares to **Pinterest** → 612
- Shares to **Facebook** → 34
- Shares to **Twitter** → 955
- Post **Comments** → 20
- **Clicks to Post** → 2,126

### Social Posts Engagements

→ 93 Re-pins

→ 62 Likes  
4 Comment  
38 Share

→ 16 Retweets  
22 Likes

→ 2,544 Likes  
44 Comments  
77 Saves

*Instagram was the top performing social channel responsible for nearly 92% of the social shares*