



Real-Time Insights Drive Success in New Ice-Cream Product Launch



IN-STORE EXECUTION
Retail Intelligence

About

An ice-cream manufacturer partnered with Wiser to track the first two weeks of the launch of their new ice cream range, including four different SKUs. which included 4 different SKUs.

Throughout the campaign, shoppers reported SKUs distribution, on-shelf availability, price, planogram and promotional materials at store level.

Challenges

During the first two weeks of the product launch, the brand invested heavily in both above and below-the-line marketing to drive conversion in-store. The manufacturer ran a promotion and offered the ice cream range at a discounted price to encourage their shoppers to try new flavors. They also invested in branded POS to catch shoppers' attention while browsing the freezers.

Brands often have a challenging time validating execution of new products or promotions at the shelf: manufacturers don't have visibility at the point of sales and lack real-time data to take action during the promo period. Non-compliance leads to missed sales opportunities and poor return on investment on their activations.

Wiser's Role



In-Store Data Collection

Data collection on product display, availability, and promotions in retail stores.



Data Analysis

Wiser used the data to pinpoint distribution, merchandising, and promotional issues.



Insightful Recommendations

Wiser offered insights to enhance product visibility and promotional strategies for the ice cream range.

Results



Product Distribution

Wiser data was utilized to investigate the slow time-to-market, revealing a logistics problem on the retailer's side.



Point-of-Sale Availability

The account team was alerted about missing promotional material and discovered a delivery issue with Point of Sale (POS) materials in-store.



Timely Resolution and Success

Real-time visibility enabled prompt resolution of distribution and POS availability issues, ensuring a successful initial product launch.

Facings on Shelf Over Time

Total Responses: 3,210

