



Case Study

NATIONAL GROCERY STORE

Localizing Content for Increased Sales

One of the largest food and drug retailers in America opened in the 19th century and today operates stores in 35 states, under 22 well-known banners. It strives to make a meaningful, positive difference every day for its customers, employees and vendors, one neighborhood at a time.

IMPACT

Reached
83 million
listeners through
broadcast and
digital radio spots

560K increase
in transactions
year-over-year

1.1 billion
total impressions

CHALLENGE

On its anniversary, the grocer partners with the CPG suppliers to celebrate with low sale prices. It spotlights participating brands in weekly circulars, digital and traditional radio spots, and in-store displays. Each year, leadership expects a bigger and better return from marketing, who needs new ways to do more with a limited budget annually. CPG partners fund a great deal of the promotion, but those companies also want to see more sales for their contributions.

SOLUTION

Quad's client strategists planned tactics to satisfy those partners through digital, traditional and in-store media. They used the food retailer's data to target media buys on a local level with unique content for each of 22 individual markets. Creative services coordinated with those strategists to design and place the weekly circular with localized offers and consistent messaging. The broadcast studio produced radio spots speaking specifically to each of those geographies, and media planners bought time with popular stations online and over the air. In-store teams created point-of-purchase displays that showcased partner brands to convert the sale.

See how we can help.

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