

How to stand out from the competition during a promotional period?

Advertiser - De Neuville



Agency - Havas Media



Country - France



Operation



Operation « Drive to Store »

National - Christmas 2020

Introduction

The holiday season is one of the most important highlights of the year for all merchants and stores in general. This is an essential period for brands. They therefore need to stand out as best as possible in the crowd of advertisers, who all have the same objective: to make people want to go to their point of sale.

What is true for retailers at Christmas is all the more true for chocolate makers, whose activity is extremely seasonal. In this context, a differentiating marketing strategy is an even more powerful driver for generating in-store foot traffic and thus garnering the largest market share over this period.

Background

So how can chocolate makers maximise their sales during this extremely important period? A golden rule to stimulate sales: focus on the right targets with an attractive offer.

It was in this context that de Neuville asked Near to develop a relevant Drive to Store strategy at the national level.



Operation « Drive to Store »

360-degree targeting

The holiday season is a time when consumers are constantly being bombarded with advertisements, so it is essential to carefully target your audiences to stand out from the competition. In order to reach different types of potential prospects, the Near teams segmented audiences into three distinct clusters:

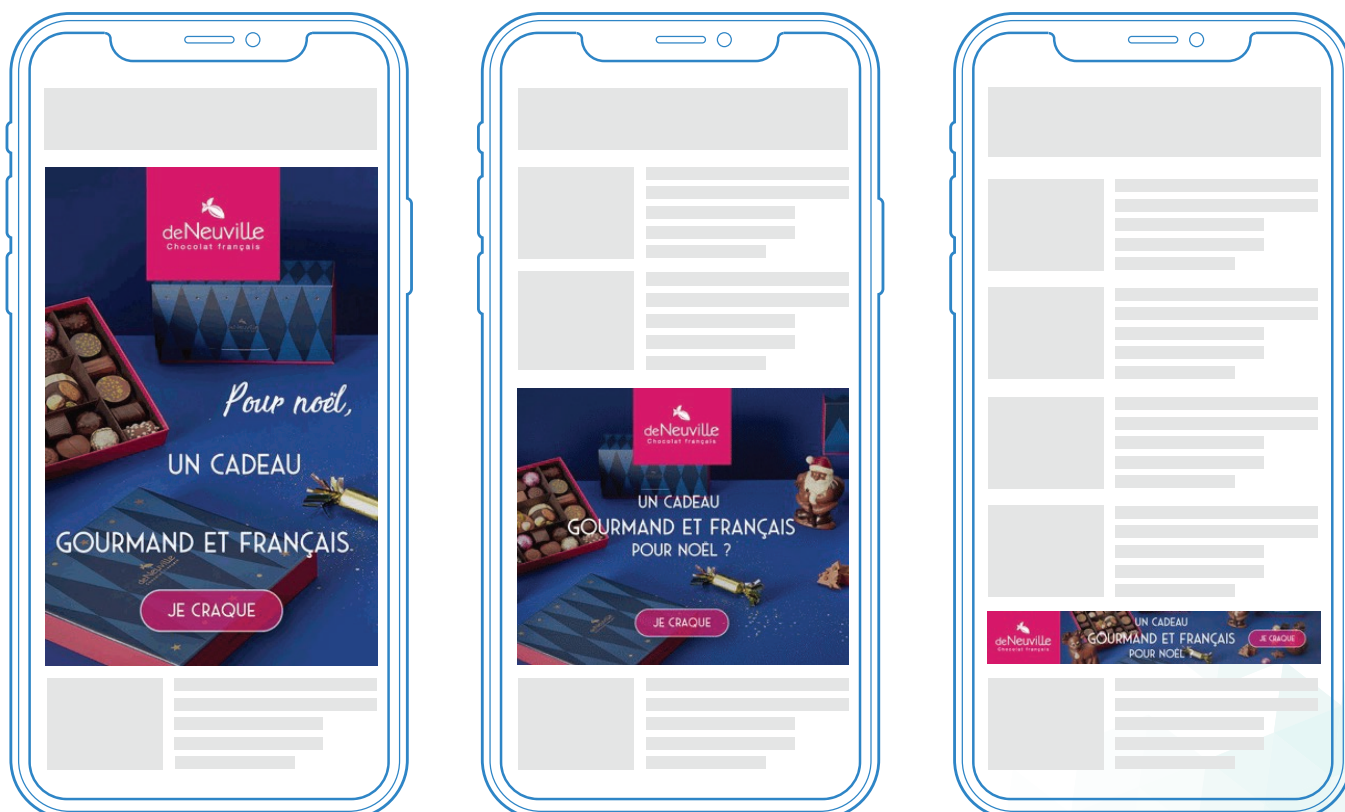
- **Chocolate, pastry and sweets profiles:** Audience with characteristics similar to those of the advertiser's customers with fondness for the themes of pastries and sweets.
- **Cosmetics, fragrance and beauty profiles:** Audience based on the notions of “pampering/pleasure” with a desire to target a new audience primarily made up of women.
- **Competitor customer profile:** Audience made up of mobile users who are customers of distributors in the same sector as de Neuville.

Near targeting uses a unique mix of online and offline behavioural data, providing 360° view of audiences. This represents 1.6 billion profiles available for custom targeting, including 40 million in France.

Geocontextualised multi-format visuals

In addition to the targeting implemented, the nature of the visuals displayed was a key element of the marketing strategy. Promotional offers available for the Christmas holidays were provided to prospects throughout the campaign.

The Near teams analysed and defined the catchment areas of each de Neuville point of sale at the national level. On this basis, geocontextualised visuals were developed offering prospects the ability to view the route to a de Neuville store.



The results



2,1 millions
exposed prospects



A CPIV of **6,5€**



uplift **+13%**

Advertiser testimonial

"In the very unique context of the health crisis, it seemed important to us to create a direct in-store traffic operation and Near offered us the ideal solution. The operation delivered real results, incremental sales were substantial, and our network was very enthusiastic about this ROI-oriented operation."

Contact Support

Have any questions?

Get in touch with customer support at
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About Near

Near, the global leader in privacy-led Data Intelligence, curates the world's largest source of intelligence on people, places, and products. Near processes data from over 1.6 billion monthly users in 44 countries to empower Marketing and Operational data leaders to confidently reach, understand, and market to highly targeted audiences and optimize their business results.

With offices in Singapore, Los Angeles, New York, London, Paris, Bangalore, Tokyo and Sydney, Near serves major brands in retail, CPG, real estate, restaurants, tourism, technology, marketing, and other industries. For more information, please visit near.com.