

NOVUS

Marketing Challenges Caselets



FAMILY DOLLAR

CHALLENGE

Attract net-new customers to drive YOY growth

INSIGHT

New customers cherry-pick Family Dollar.

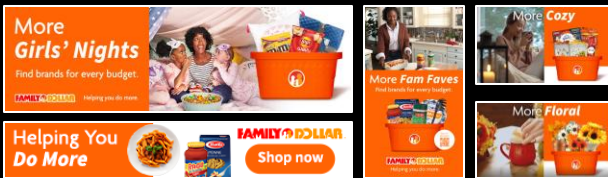
STRATEGY

Reach new customers with new media tactics by diversification of the channel strategy to increase brand perception beyond just promo to attract new customers.

Built a holistic multimedia planning framework from the ground up that included key audience segments that required customized mixes by market, to drive investment with the highest potential return.

RESULTS

- +26% new customer growth
- +10% increase in awareness of brand



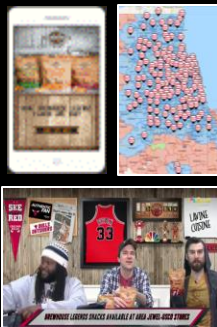
Mount Franklin Foods

CHALLENGE

Launch a new CPG on zero budget in a crowded snack category.

INSIGHT

A limited bunch like nuts & crunch but the snack pairs well with beer.



thrivent

CHALLENGE

Balance awareness and leads for local Advisors.

INSIGHT

Purposeful Providers, people who want to make money not just for self-serving reasons, are elusive.

STRATEGY

Engage Purposeful Providers in their daily lives, neighborhood by neighborhood.

Optimize the channel mix, by market, via full-funnel modeling solution and activated custom plans with local relevance to build community connections while targeting a distinct persona.

RESULTS

- 50% Cost-per-Lead reduction
- +6% reach of niche Purposeful Provider target



STRATEGY

Reach "Crafty Snackers" in innovative ways to breakthrough a cluttered category by "punching above their weight" to get attention. Drive engagement through shopper marketing and entertaining brand experiences.

RESULTS

- +5x vs the benchmark
- +20% increase in sales lift