

## National Ice Cream Brand

In the competitive landscape of high-quality ice cream, a national ice cream brand faced the challenge of increasing awareness before and during peak season and gathering crucial insights for an upcoming rebrand.



### THE OBJECTIVE

The primary goal was to heighten awareness of the brand, particularly during peak season, laying the groundwork for increased market presence. With an upcoming rebrand on the horizon, the client aimed to gather valuable data and strategic insights during the current campaign period, informing the development of a robust strategy for the peak season.

### THE SOLUTION

Choozle oversaw and managed the programmatic side of the media plan and consulted on search & social media strategy. To navigate the brand's unique challenges, we implemented a multifaceted solution, blending various tactics and geolocations. The tactics included Branding CTV, Creative Event Retargeting, Branding Display, Geofencing, Walmart DSP, Kroger PMP, and Meijer custom audiences.

The campaign unveiled the effectiveness of Retail Media through Walmart and Kroger- providing unparalleled data, including insights into previous and predicted buyers, closed-loop attribution, and the ability to distinguish new versus existing customers.

- Walmart DSP: Within Walmart DSP, 56% of buyers were new, showcasing the brand's appeal to a fresh audience. This was particularly significant for an emerging brand in the competitive high-quality ice cream category, where brand loyalty is traditionally high.
- Kroger: For Kroger, an impressive 98% of impressions served reached new households, underlining the campaign's success in expanding the brand's reach to untapped audiences.

The campaign adopted flexible budgeting, enabling real-time adjustments and iterative strategies. A mid-flight shift optimized media spending on specific geolocations, like key states and zip codes, ensuring efficient resource use and dynamic response to emerging trends during the campaign's progress.

### KEY RESULTS

WALMART DSP:

**56%**

**NEW-TO-BRAND  
PURCHASERS**

**4.06X**

**ROAS**

KROGER:

**98%**

**NEW HOUSEHOLD  
IMPRESSIONS**