

# Success

## STORY



## Household penetration grew for BOTH the base and line-extension brands!

Media Vehicle: Direct Mail  
CPG - HBA

### Challenge

Needed to increase the sales of a feminine care line-extension without cannibalizing from the base brand.

### Solution

A direct mail program was recommended as a result of strong category and form loyalty - as well as the category having low household penetration.

- Distributed a sample and coupons to two distinct targets - one to acquire new users and another to retain current users.
- The direct mail campaign was coordinated to integrate with a national FSI for the base brand.
- The creative used the brand equity of the base brand to communicate the line-extension.

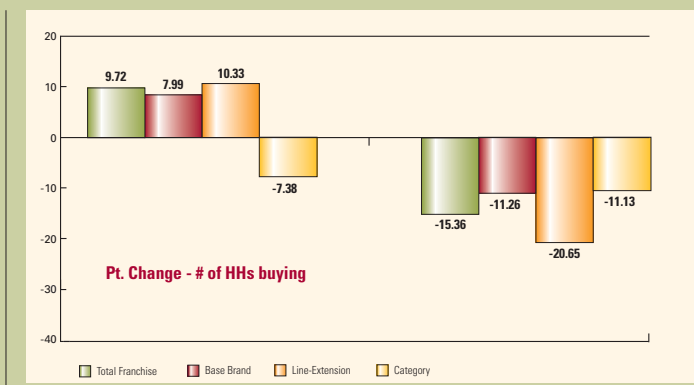
### Results

The program assisted in driving the trial needed for securing the brand's shelf space!

- There was considerable advertising value via the program as the retention target provided an increase in buying households of line-extension as well as the base brand (coupon was only valid on the line-extension).
- The dollar sales trend within the acquisition target was reversed from negative to positive as a result of the direct mail campaign.
- Not only did the two brands benefit from this direct mail event, the category's decline was stemmed.

### Takeaway

Utilize direct mail to drive sales for an entire franchise!



**The negative trend was reversed!**