

Digital Engagement Strategies Help Brands Sell More



How NutriSavings increased product market share while getting employees healthy

Consumers Want Healthier Foods, And Brands Need To Keep Up

In the past, fad diet food was all the rage. Today, progressive consumers are moving away from diet trends and paving the way for a new health outlook focused on quality, freshness, sustainability, and less processed ingredients. The “new healthy” is all about understanding nutrition so consumers can eat right, and live better lives¹.

With so many brands on the shelves and the rapid advancement of consumer technology shifting behavior, traditional engagement strategies are fading. Shoppers are now more conscious of the food they're buying and redefining food culture for the masses. In order to get peoples' attention and nurture loyalty, brands and retailers need a robust digital strategy that keeps up with consumers' evolving behavior and the growing health movement to sell more.

Finding An Audience Hungry For Healthy

The NutriSavings wellness program helps consumers shop healthier at the grocery store through nutrition education and exclusive rewards for healthy purchases. When consumers sign up for NutriSavings online or through the NutriSavings mobile app, they are automatically expressing interest in pursuing a healthier lifestyle.

The NutriSavings program helps consumers:

- « **FIND** healthier alternatives at the grocery store
- ACCESS** healthy recipes, tips, articles, and more
- EARN** rewards for nutritious choices
- SAVE** with special deals on healthy food
- TRACK** purchases with each shopping trip

Brands Must Seek Alternative Methods To Sell Their Products

Identify A Segmented Group of Shoppers

In 2014, NutriSavings partnered with a leading yogurt brand to help them boost brand awareness among shoppers, particularly those searching for healthier options for themselves and their families.



NutriSavings identified a cohort of 500 shoppers who regularly bought yogurt based on their shopping trip history within NutriSavings. Over a period of 6 months, these shoppers had logged a total of 7,342 shopping trips, with 28% of trips having at least 1 purchased unit of any brand of yogurt. The partner brand category share was 33.60% by total volume of yogurt purchased, with the competing brand at 21.68% share.

Using NutriSavings' online and mobile app platforms, NutriSavings and its partner brand developed a digital strategy with the following goals:

- Increase awareness of partner brand yogurts
- Encourage more sales of partner brand yogurts
- Help consumers make healthier choices with partner brand

Engage With Audience Using Comprehensive Digital

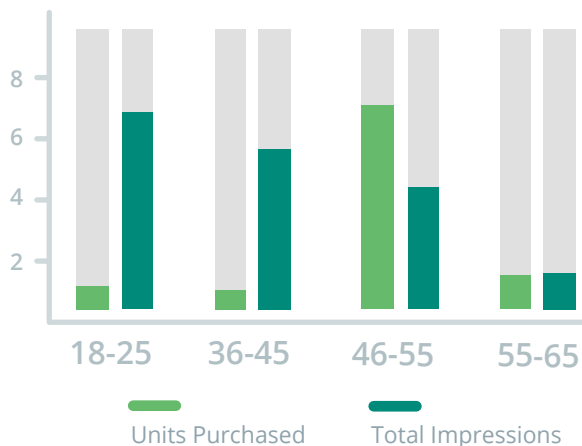
NutriSavings and its partner brand developed a two-fold approach: offer consumers a discount on a nutritious yogurt (identified with the help of a Registered Dietitian), and engage consumers on a regular basis through weekly communications, including emails, sponsored articles and recipes, and educational content.

Over the course of 6 months, NutriSavings tracked 1) the number of digital impressions and 2) the of units product purchased. These two data points were also tracked based on age ranges. In 6 months, initial data results showed a:

- « 1.6% increase in partner brand market share
- « 7% increase in quantity of partner brand yogurt purchased
- « 4.1% increase in purchase of partner brand compared to competing brand

Additionally, the study found that consumers ages 18-35 engaged most with the sponsored content, while consumers ages 46-65 engaged the least. Consumers ages 56-65 saw the biggest change in shopping behavior, purchasing close to an average of 7 units per trip and replacing the partner brand with competing brands.

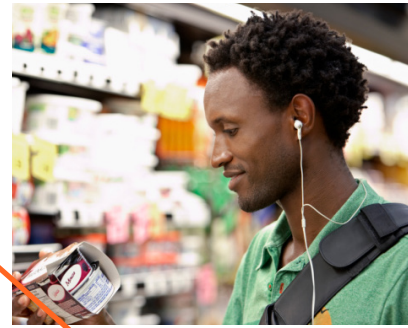
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For audience ages 18-25, they engaged most with the sponsored content, but purchased the least. Audience ages 46-55 engaged with content slightly less, but purchased the most. NutriSavings and its partner brand used this valuable data to infer what could be done in future digital strategies to boost engagement and sales across all age groups.

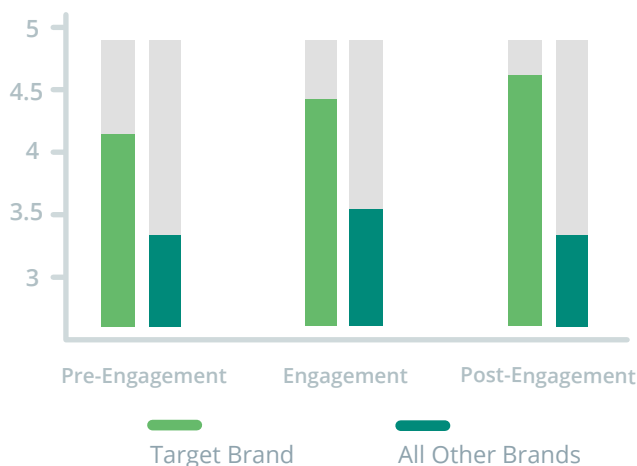
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To measure the residual effects of the partnership, NutriSavings continued monitoring the metrics after the engagement phase was over. While there was a stark drop in coupon redemption, consumers ages 36-65 maintained their buying behavior of the partner brand. Consumers ages 18-35 returned to their original patterns of buying behavior, but did not switch to a competing brand. NutriSavings learned that its younger audience craved more content that was refreshed or re-packaged in a different way in order to stay engaged with the brand.



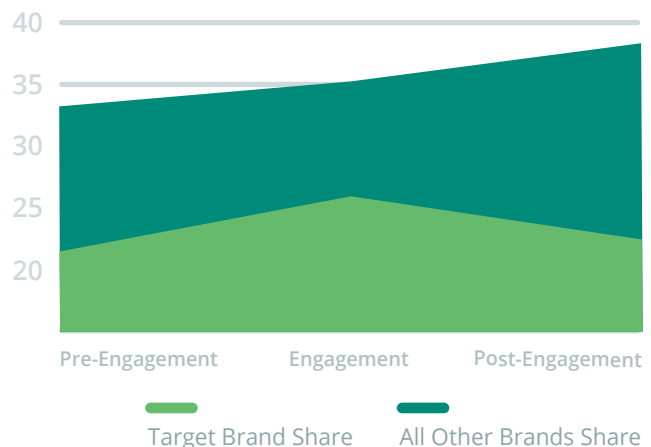
Target Brand Increases Units Purchased Compared to All Other Brands

Through creative digital marketing strategies, including discount offers and sponsored educational content, the partner brand of yogurt was able to increase the number of units purchased over time. Behavior change among a consumer audience takes time, therefore, this number could increase more with continued engagement strategies.



Changes in % Market Share Over Time

During the 18-month period from pre-engagement to post-engagement, the target brand increased their market share to the cohort of shoppers, increasing the gap between its competitor from 11.92% to 15%.



Brands Need To Embrace Digital Strategies To Stay Relevant

Traditional approaches of assessing a marketing campaign's success based solely on coupon redemption methods are outdated and do not show the complete impact of digital engagement. It's paramount to allow sufficient time to build brand awareness, particularly through helpful, educational content the consumer and their family can benefit from.

With the growing trend towards a healthier, more natural diet, brands can take advantage of a consumer audience eager to try new, nutritious products, and an audience that is receptive to authentic educational content. As more and more brands focus their marketing efforts on consumers leading the national health movement, they can further brand loyalty and establish a healthy image.



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Niraj Jetly is a nationally recognized business leader and digital strategist with a strong background in technology and client relationship management. For over 20 years, he has designed award-winning products for several corporations across the country. An engaging, dynamic speaker and renowned thought leader, Niraj has been a panelist at several industry events and has been quoted in publications including NPR, The Wall Street Journal, The Boston Globe, and CIO.com.

Sources:

1. <http://www.forbes.com/sites/thehartmangroup/2015/11/19/consumer-trends-in-health-and-wellness/#7d-4338404be7>

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