



Chief Media Revives Failing CPG Company With Cross Platform Media Strategy

CHALLENGE

RELAUNCH AND REVIVE FAILED CPG COMPANY

After years of failed marketing programs and brand neglect, a well know CPG company was purchased by a private equity firm with the goal of relaunching and reviving the brand. Prior to the campaign launch, sales had been declining roughly 30% YOY.

STRATEGY

Chief media executes a cross platform marketing campaign utilizing a remnant media buying strategy:

MEDIA BUYING AND PLANNING



TV



RADIO



DIGITAL



PRINT

Chief achieved a cost savings averaging 60% in the first year alone.

OOH EVENTS

Print media garnered the following OOH events valued at **\$500,000** at no cost



INFLUENCER PROGRAMS

ACTIVATIONS WITH MAJOR PUBLICATIONS TO PROMOTE FITNESS CLASSES AND PROGRAMS



STREET TEAM SAMPLING



FACEBOOK

Campaigns allowed for new product innovation testing, ultimately leading the client to move forward with the selected product/flavors as consumer response showed strong interest.

RESULTS

ALL PLATFORMS INCREASED OVERALL PERFORMANCE AND IMPROVED SALES

“won”

Diet season in 2016 and regained lost self space

Within the first 8 weeks of launching the campaign, sales were up **30%**

Entering the second year of the re-launch, the client was able to grow sales during it's Q1 season by **25%** versus the year prior and “won” Diet season for the 2nd year in a row

Sales were up **72%** versus year prior after the first year of media running