



Winning the Battle at Back to school

In 2013, Kerry wanted to deliver their first multi-brand activity for Back to School in the top 4 grocery retailers. We created an insight driven campaign to help Kerry leverage space, target their core shoppers and deliver mealtime inspiration.

Helping shoppers to overcome the challenges faced during the Back to School period, we delivered a "One Stop Shop" which positioned ideal products in one location making it simple to find meal solutions by occasion. An integrated media campaign reached the shopper at all points.

The campaign delivered highest ever volume sales for Kerry during the Back to School period and is to be repeated in 2014.



