

“Back 2 School” door hangers increase new customer acquisition and jump-start revenue.

Challenge

With over 200 supermarkets throughout the southeastern United States, BI-LO has found that their philosophy of ‘low prices, high quality and excellent service’ is the key factor in their ability to attract and retain customers.

A location in Tennessee was experiencing little variation in shopper spending rates. BI-LO marketing executives recruited Varga Media Solutions, Inc. to help jump-start new customer acquisition.

Solution

Varga distributed 25,000 door hangers within a seven mile radius of the store.

The door hangers included two bar-coded coupons: one for a free box of cereal bars, and the second offered 10% off a total purchase.

Results

BI-LO reported coupon redemption as far above levels normally seen by their other media. Redemption rates soared with totals of 908 Free Cereal Bar coupons and 1,205 10% Off Purchase coupons turned in.



Varga Tip:

Include barcodes, unique to the door hanger, to track consumer response and measure campaign ROI !

Campaign Metric	Redemption
Free Cereal Bars Coupon	3.62%
10% Off Purchase Coupon	4.82%

