



+21% Incidence with Omnichannel Retail Ads

How Amstel defended sales in a declining beer category with dynamic retail media.

ASCULTĂ
CHEMAREA
GUSTULUI
100% MALT

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Amstel is one of Heineken's core beer brands.



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Strategy

Footprints AI, Heineken and Dentsu built a retail media strategy around real store realities and shopper behavior.

The campaign used first-party retail data and predictive audiences to deliver different creatives by store segment.

The strategy:

- Match creatives to real on-shelf availability in each store
- Activate close to purchase across in-stores and online
- Use a clean control group to isolate the effect of retail media
- Measure real impact vs beer category

Challenge

During the campaign period, the beer category in Profi declined sharply: Around -28.7% in volumes.

Heineken needed Amstel to launch a new Gift-on-Pack (GOP) can while keeping the portfolio as stable as possible in this down market and proving that dynamic, store-segmented omnichannel delivery can outperform the category.

Execution

The opportunity: a data-driven test of how omnichannel retail media behaves when creatives follow actual availability in each store.

Three store groups were defined:

- GOP creatives stores, where the GOP SKU was available to buy
- General Amstel creatives stores, where only the base range was listed
- Control stores, with no Amstel media, used as a clean baseline

Shopping Missions

The campaign targeted missions where beer is a natural basket component:

- Weekly stock-up for home consumption
- Weekend and social occasions
- Planned purchases for gatherings and meals at home

Target Audience

- Adults 25-64, all genders
- Life stages: DINKs, Young Couples, Full Nest I, Full Nest II, Empty Nest, Mature Singles
- Predictive audiences with high propensity to buy beer

Strategy At A Glance

Retail Network



National coverage,
all store types

Retail Channels

- In-Store: Digital Screens, Radio
- Online: Mobile app, Website, Social, Email

Media budget

- Duration: 31 days
- Share of Budget: 15%



By matching creatives to real store segments and measuring against a clean control group, we proved that retail media can grow and protect a brand even when the category is declining. This is a unique capability of retail media with Footprints AI.

Daniel Corneanu

Head of Digital Media
Dentsu

AIMS



Solution

Footprints AI activated Amstel across in-store, on-site and off-site media, with creatives mapped to real store segments: GOP message only where the GOP SKU was on shelf, general Amstel where only the base range was listed.

All performance was measured at store, segment and portfolio level vs a clean control group and the overall beer category.

Results

In a month when the beer category at Profi declined by roughly 26–29% in volumes, litres and value, Amstel defended its position and clearly outperformed both the category and non-media stores.

GOP Stores (347 stores))

- GOP SKUs sales outperformed 18% the beer category
- Relative basket incidence increased by about 21%.

General Creatives vs Control (300 control stores)

- Non-promo stores outperformed 5% compared to control stores. The incremental impact of retail media alone demonstrated clear media-to-sales value.

Why It Worked

- Dynamic, store-segmented delivery: creatives followed real availability, so every impression matched what shoppers could actually buy.
- Omnichannel journey coverage: in-store, app, web, social and email worked together from planning to purchase.
- Clean control and category benchmark: 300 control stores and a sharply declining beer category made Amstel's uplift vs market trend visible and attributable to retail media.

Share of Budget

15%



ROAS

2.5X