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# Dero Pro Express Outperforms a Declining Category at Launch

Retail Media as a Growth Engine for New FMCG  
Launches in Challenging Market Conditions

NOU

Dero Pro Express, Unilever's 2025 innovation, ensures effective cleaning even in 15-minute washes thanks to its fast-acting Pro-S formula.

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## Strategy

A 14-day retail media activation supporting both the Dero Pro Express launch and NCP campaign, priming users in-app and on the website, converting in-store via digital screens and radio, and reinforcing visibility through social media sponsored posts and newsletter inserts to drive awareness for the newly launched SKUs.

## Challenge

Unilever aimed to drive strong awareness and visibility for the newly launched Dero Pro Express SKUs in Profi in a category declining by over 14%, while all Dero portfolio was also trending down. The brand needed to break routine purchasing behavior, generate rapid product visibility and encourage shoppers to try a new solution in a low-engagement category.

## Execution

The campaign delivered a cohesive brand experience across multiple channels:

- In-Store Digital Screens & Radio: Captured shoppers at high-traffic points (bistro, frontage & aisle).
- Profi App & Website Display Ads: Reached active shoppers during pre-trip planning moments.
- Social Media Sponsored Posts (Facebook & Instagram) & Newsletter Inserts: Reinforced Dero Pro Express awareness outside the store, boosting top-of-mind recall.
- Creative messaging highlighted the innovation and fast-acting performance of the new Dero Pro Express range, supporting both the product launch and the NCP activation.

## Shopping Missions

The campaign aligned with key household shopping missions:

- Stock-Up Missions: Larger household trips where shoppers are open to adding new laundry products.
- Fill-In Trips: Quick top-up visits that create natural opportunities for trial.
- New Product Discovery: Shoppers drawn to innovation through strong visibility.

## Target Audience

- Gender: All Gender
- Age: 25–55
- Location: Urban & Rural
- Store Types: All Profi formats nationwide

## Strategy At A Glance

### Retail Network



National Coverage,  
All Store Formats

### Retail Channels

- **In-Store:** Digital Screens, Radio
- **On-Site:** Mobile App, Website
- **Off-Site:** Facebook Page, Instagram Account, E-mail banner insert

### Media budget

- Duration: 2 weeks
- Share of Budget: 6%



By activating Footprints AI's retail media network, Dero Pro Express gained instant visibility across the entire shopper journey. Our omnichannel launch ensured that the new range stood out in a declining category and meaningfully engaged shoppers at the most impactful touchpoints.

### Diana Roșoga

Category Insights & Shopper Marketing Specialist Home Care Unilever

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## Solution

By orchestrating a precision-targeted omnichannel retail media campaign, Dero Pro Express secured strong visibility and accelerated trial during its launch period.

Footprints AI enabled:

- Omnichannel Orchestration: Seamless brand messaging across in-store, app, web, social, and newsletters.
- Dynamic Targeting: Predictive audience matching that connected the new Dero Pro Express SKUs with high-intent shoppers.
- Media-to-Sales Attribution: Direct link between campaign exposures and SKU-level sales uplift, even within a declining category.

This campaign demonstrated the strength of retail media in driving FMCG launches even within a declining category, positioning Dero Pro Express as a standout innovation in the Profi ecosystem.

## Results

Dero Pro Express launch campaign delivered strong performance across Profi's national network:

- 879 Units Sold – strong uptake for a newly introduced product.
- +1.81% Value Share in Category – the new SKUs gained traction in Profi stores, even as existing Dero products dropped in the campaign period
- +26.69% Long-Tail Volume Share Growth – while the category continued to decline post-campaign, Dero Pro Express maintained growth and outperformed the market.
- Outperformed a Declining Category – while the category dropped -14% in volume, Dero Pro Express continued to grow (+12.86% average daily sales).
- Dero Portfolio Stabilization – the launch helped stabilize the overall Dero range, driving +1.90% volume share and +3.37% value share gains despite earlier decreases.

**5x** Mașină de spălat cu uscător

**50x** Card cadou în aplicația Profi în valoare de 150 lei

**Cumpără** oricare Dero Pro Express

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profi

Campația se desfășoară în perioada 20.08-16.09.2025 în magazinele Profi de pe teritoriul României pentru validare. Organizatorul campaniei este UNILEVER SOUTH CENTRAL EUROPE S.A. Valoarea estimată a premiilor este de 150.000 lei.

Share of Budget

5%



SKU value share in category

1,81%