



How Bakoma Turned Easter Demand into Hero-SKU Growth Across Eurocash

Retail media helped convert peak seasonal demand into sell-out, stronger hero-SKU penetration and wider brand uplift

Bakoma used retail media to strengthen its Greek-yogurt position during the Easter build-up, turning seasonal relevance and omnichannel visibility into hero-SKU growth, broader brand uplift and retailer-wide momentum across the Eurocash ecosystem.

Bakoma and Footprints AI built a retail media strategy around the Easter build-up, when shopper demand for fresh and everyday food products intensifies, with the objective of accelerating hero-SKU penetration and reinforcing Bakoma's position in Greek yogurt across the Eurocash network.

The strategy:

- Build visibility for Bakoma's hero SKUs across high-reach in-store and digital Eurocash touchpoints during the peak dairy-shopping period.
- Use the Easter build-up as a commercial accelerator, aligning Bakoma's Greek-yogurt message with a key seasonal moment for consumption and purchase.
- Capture both special-occasion and routine missions, ensuring the campaign remained relevant across multiple purchase contexts.
- Drive impact beyond the featured SKUs, using retail media not only to support sell-out on hero products, but also to create visibility and growth across the broader Bakoma portfolio.

Challenge

Bakoma needed to strengthen its position in Greek yogurt within a highly seasonal category, where Easter creates a sharp rise in category demand and intense competition for shopper attention. The challenge was not only to grow the two featured hero SKUs, but also to ensure the activation translated into wider brand uplift across multiple Eurocash banners.

Execution

- **In-store visibility:** digital screens and radio kept Bakoma present close to shelf across the Eurocash network.
- **On-site reinforcement:** mobile app notifications, app and website display ads extended visibility into digital planning and browsing.
- **Peak-time exposure:** the strongest exposure window fell between 11:00 and 14:00, aligning Bakoma with high-intent shopping moments.

Shopping Missions

The campaign aligned with shopping missions where Greek yogurt is a natural basket choice:

- Special occasion shopping, which represented the dominant mission during the campaign and accounted for 84% of exposure.
- Routine/replenishment trips, where Greek yogurt remains part of everyday household dairy purchases.
- Fill-in trips, where smaller top-up baskets still offer opportunities for brand choice and incremental penetration.

Target Audience

- Adults 25-60, all genders
- Life stages: Young Couples, DINKs, Young Families with Children, Full Nest & Empty Nest.

Strategy At A Glance

Retail Network



National coverage

Retail Channels

- **In-Store:** Digital Screens – Video Ad, Radio – Audio Ad
- **On-Site:** Mobile App – Display Ad & Push Notification, Website – Display Ad

Media budget

- Duration: 15 days
- Share of Budget: 5%

Wielkanocna tradycja w GRECKIM stylu z Bakomą. Sernik tak kremowy, że znika w mgnieniu oka!



Solution

Bakoma used retail media to convert seasonal Easter demand into hero-SKU growth and wider portfolio momentum across Eurocash.

Footprints AI enabled:

- **Omnichannel orchestration:** Bakoma remained visible across in-store screens, radio, mobile app notifications and display placements, plus website inventory across the Eurocash network.
- **Seasonal relevance:** The campaign was aligned with the Easter build-up, ensuring Bakoma's Greek-yogurt proposition was activated during the year's strongest dairy-shopping window.
- **Hero-SKU penetration:** Retail media concentrated shopper attention on the two featured products, helping them significantly outpace both the category and the wider Bakoma brand.
- **Halo effect across the brand:** Visibility behind the hero SKUs translated into broader uplift for non-featured Bakoma products, proving that the activation worked as a brand-growth driver, not just a SKU push.

Results

The campaign delivered strong commercial performance across the Eurocash network, with Bakoma's hero SKUs clearly outperforming both the category and the broader brand.

- Hero SKUs grew by 77% combined, significantly ahead of both the wider Bakoma brand (+11%) and the category (+24%) during the campaign window.
- Delikatesy Centrum delivered standout hero-SKU performance, with Bakoma Jogurt Typu Greckiego 170g rising from 3,417 to 14,728 units (+331%) and Jogurt Bakoma Grecki Naturalny 370g increasing from 9,265 to 12,792 units (+38%).
- Halo effect was visible beyond the featured products, with Bakoma's wider range growing +11.8% in Delikatesy Centrum, +1.5% in ABC and +1.2% in Groszek during the campaign.
- Retail media proved effective across multiple Eurocash banners, confirming that the network is a high-fit environment for activating Bakoma across different shopper missions and store contexts.
- The campaign overdelivered on media KPIs, generating 692K impressions versus 655K estimated (+5.77%) and 1.24M reach versus 1.2M estimated (+3.84%).
- Delivered media value reached PLN 87,056.90, above the initial estimate of PLN 83,837.25, confirming efficient execution and stronger-than-planned visibility.

Hero SKU Growth

+77%



Halo Effect

+11%