



How Retail Media Amplified Prima's Price Discount in Delikatesy Centrum

A focused regional screen activation proved that close-to-purchase visibility can strengthen hero-SKU growth beyond strong control voivodeships in Poland.



Prima

Prima used retail media to amplify a short-term price discount inside Delikatesy Centrum, turning one week of shelf-near visibility into stronger hero-SKU sell-out and a more resilient brand environment in the activated voivodeships.



Footprints AI and Prima built a focused retail media strategy in Delikatesy Centrum to turn a price discount on Prima Finezja 500g into measurable sell-out uplift. By concentrating activation in Mazowieckie and Małopolskie, while using Śląskie and Podkarpackie as control voivodeships, the campaign was designed not only to increase visibility, but also to prove the incremental value of retail media.

The strategy:

- Amplify price discounting with digital-screen visibility, making Prima more noticeable at the exact moment purchase decisions are made.
- Validate true campaign impact through a campaign-versus-control framework, isolating the effect of activation beyond normal regional sales dynamics.
- Maximize impact within a short activation window, keeping the campaign visible and persuasive across high-traffic store moments.

Challenge

Prima needed to drive sell-out for a discounted hero SKU in a highly habitual coffee category, where shoppers often default to familiar choices and short promotions can easily blend into the shelf environment. The challenge was not only to lift sales in Mazowieckie and Małopolskie, but also to prove that screen-based retail media could deliver stronger growth than in two high-performing control voivodeships.

Execution

- **Close-to-purchase visibility:** digital screens kept Prima Finezja 500g present at the moment closest to purchase across Delikatesy Centrum stores in Mazowieckie and Małopolskie.
- **Price-led reinforcement:** creatives translated the discount into a simple and noticeable in-store message, helping shoppers recognize the offer more easily during the campaign window.
- **Controlled regional readout:** using Śląskie and Podkarpackie as control voivodeships allowed the campaign to isolate the incremental role of media support beyond normal regional sales dynamics.

Shopping Missions

The campaign aligned with shopping missions where packaged coffee is a natural basket choice:

- Routine/Replenishment: the core mission, where coffee is part of regular household restocking and retail media can reinforce brand choice at shelf.
- Stock-up: planned shopping trips where a visible price discount can encourage stronger purchase intent and larger-basket behaviour.
- Fill-in: smaller top-up trips where close-to-purchase visibility can trigger a faster decision on familiar coffee products.

Target Audience

- Adults 18-44, all genders
- Life stages: Full Nest I, Full Nest II, Full Nest III, Empty Nest, Young Couples, Single Parent Families.

Strategy At A Glance

Retail Network



Regional coverage

- Only in Mazowieckie and Małopolskie voivodeships

Retail Channels

- **In-Store:** Digital Screens – Video Ad

Media budget

- Duration: 7 days
- Share of Budget: 6%



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Solution

Prima used retail media to turn a short-term commercial discount into a stronger sell-out driver inside Delikatesy Centrum, combining in-store visibility with a control-region measurement framework that proved incremental impact.

Footprints AI enabled:

- **Price-promotion amplification:** retail media gave Prima's discount a stronger in-store presence, turning a standard price mechanic into a more visible shopper signal.
- **Hero-SKU focus:** media pressure was concentrated behind Prima Finezja 500g, ensuring one product stayed at the center of the activation and the message remained easy to process.
- **Regional test-and-learn setup:** the campaign was built with activated and control voivodeships, creating a more robust framework for evaluating the added value of retail media.
- **In-store visibility at key shopping moments:** digital screens inserted Prima into the shopper journey at key store moments, helping the brand compete more effectively for attention during coffee purchase occasions.

Results

The campaign delivered clear commercial proof that retail media strengthened discount-led sell-out in the activated voivodeships:

- The hero SKU grew significantly faster in campaign regions than in control: Prima Finezja 500g increased by +21.25% in Mazowieckie and +19.86% in Małopolskie, versus +9.93% in Śląskie and +9.42% in Podkarpackie.
- The hero SKU also outperformed category growth in both campaign regions: +21.25% vs +7.81% in Mazowieckie and +19.86% vs +3.63% in Małopolskie, showing that Prima captured demand more effectively than the surrounding market.
- The wider Prima portfolio remained more resilient in activated regions, with non-campaign SKUs declining by -12.2% versus -14.8% in control, suggesting that live visibility may also have supported a stronger brand environment.
- Even within a one-week flight, the campaign created a clear performance gap between activated and control regions, proving that retail media added incremental value to a standard price discount.

Share of Budget

6%



Hero SKU growth

+20%