



## How Transalpina Used Retail Media to Outpace the Summer Ice Cream Surge

Turning a peak-season buy-2-get-1 mechanic into incremental sales growth that beat category seasonality



Pentru emoția  
trăite împreună

Transalpina used retail media to amplify a summer buy-2-get-1 promo across Profi, turning naturally strong seasonal demand into incremental sales growth that outpaced the wider ice cream category.

Scanează PROFİ APP

## Strategy

Footprints AI and Alpin built a retail media strategy to launch Transalpina into the warm season and convert peak ice cream demand into incremental, share-winning growth across Profi, with the Caramel SKU as the creative hero.

The strategy:

- Build strong visibility for Transalpina's core SKUs across in-store screens and Profi app placements at the start of the warm season.
- Synchronize the in-store buy-2-get-1 mechanic with app-based media so the offer was visible, understood and actionable from shelf to app.
- Use push notifications to re-engage app users who had not yet converted, capturing both planned and impulse ice cream moments.

## Challenge

Ice cream naturally benefits from the start of summer, but that demand lifts the whole category and every competitor with it. Transalpina needed retail media to do more than ride the seasonal surge, it had to amplify a promo mechanic at key shopping moments, win share from the category and prove incremental value beyond warm-season demand.

## Execution

- **In-store visibility:** dynamic digital screen video and in-store radio kept Transalpina present close to shelf, triggered when target shoppers were in store and actively shopping.
- **On-site reinforcement:** Profi app display ads and top-position posts extended visibility into digital browsing and purchase planning.
- **Non-converter retargeting:** push notifications reached app users at peak consumption moments, prioritizing those who had not yet converted.
- **Mechanic activation:** creative linked product visibility to a simple participation path, buy 2 Transalpina cones, scan in the Profi app, claim a guaranteed Caramel cone.

## Shopping Missions

The campaign targeted shopping missions where ice cream is a natural basket choice during summer:

- Special occasion missions for family gatherings and seasonal celebrations.
- Fill-in trips for everyday summer refreshment.
- Replenishment trips, where the guaranteed-prize mechanic reinforced repeat purchase of core Transalpina SKUs.

## Target Audience

- Adults 18–54, all genders, with a strong female skew.
- Life stages: Single Parent Families, Young Professionals and DINKs led engagement.
- Shoppers likely to buy ice cream for family, everyday refreshment and special occasion moments.

## Strategy At A Glance

### Retail Network



National coverage. Supermarket, Convenience Store, Mini-Market (1,169 locations)

### Retail Channels

- **In-Store:** Digital Screens, Radio
- **On-site:** Mobile App - Display Ads, Text Notifications
- **Off-site:** Email - Banner Insert

### Media budget

- Duration: 14 days
- Share of Budget: 9%



Cumpără 2 vafe Transalpina



Scanează PROFI APP



Câștigă garantat o vafă Transalpina Caramel\*

\*Promoția se desfășoară în perioada 10.06.2026-23.06.2026, în limita stocului disponibil. Achiziția celor 2 vafe se poate realiza oricând pe durata campaniei și în orice mod: produsele pot fi achiziționate separat sau împreună. La achiziție este obligatorie scanarea PROFI APP. Produsul gratuit se va revindea la următoarea achiziție în cadrul magazinelor Profi, prin scanarea aplicației PROFI APP.



## Solution

Transalpina used retail media to turn a seasonal promo into a fully orchestrated, app-connected shopper journey, amplifying naturally strong summer demand with visible, conversion-led support across Profi touchpoints.

Footprints AI enabled:

- Omnichannel orchestration: consistent Transalpina presence across in-store screens, in-store radio and the Profi app throughout the warm-season window.
- Mechanic synchronization: the in-store buy-2-get-1 offer was made visible and actionable in-app, connecting the commercial mechanic to real shopper action.
- Non-converter recovery: push notifications re-engaged app users who had not yet purchased, extending reach beyond passive exposure.
- Media-to-sales validation: retailer-level results showed how retail media drove incremental growth beyond baseline seasonal demand.

## Results

The campaign delivered strong commercial performance across Profi during the summer window:

- 29,872 units sold across the two campaign SKUs during the 14-day activation, up 23.93% vs the preceding period and 32.60% ahead of the estimated target.
- €40,287 in sales value, up 20.70% vs the preceding period, on 5,974 litres (+23.93%).
- Volume share grew from 1.19% to 1.28% (+6.95%) and value share from 1.42% to 1.50% (+5.20%), confirming Transalpina won category share during the campaign.
- Campaign SKUs outpaced the ice cream category: the category grew 15.87% in volume vs the preceding period, while the promoted SKUs grew 23.93%, roughly eight points faster, proving incremental value beyond seasonal demand.
- Halo effect across the range: the nine non-campaign Transalpina SKUs also grew, up 5.07% in volume and 7.94% in litres vs the preceding period.

## Share of Budget

9%



## ROAS

5.73x