



Sold Out in a Day: How a Cinema Offer, Powered by Retail Media, Grew a Brand Against a Falling Category

How a reward at the point of decision lifted an entire range, not just the promoted SKUs



Footprints AI and an international food and beverage company built a retail media strategy around a gift-with-purchase mechanic: buy two 4-packs SKUs, get a Multikino cinema ticket, designed to convert Eurocash shoppers at the shelf and lift the whole brand range, not just the two promoted flavours.

The strategy:

- Use in-store digital screens to make the cinema-ticket offer visible and actionable at the exact moment of purchase, across the Eurocash network.
- Anchor the reward on every 4x100g SKU, so the mechanic pulled the entire portfolio rather than only the two hero variants in the creative.
- Concentrate the mechanic where the reward was instantly usable, stores within 500m of a Multikino cinema, so the cinema ticket was contextually relevant at the exact point of purchase.

Challenge

The yogurt category was contracting across Eurocash, down -9.2% in Delikatesy Centrum and -17.9% in ECSP against the preceding period. Growing a single brand inside a shrinking category means taking share, not riding demand. The campaign ran in a deliberately targeted footprint (stores within 500m of a Multikino cinema) and had one week to prove that a retail media activation could reverse the category trend for the brand, across store formats where distribution varied sharply.

Execution

- **In-store visibility:** digital screens across the Eurocash network kept the brand and the cinema-ticket offer present close to shelf.
- **Point-of-decision conversion:** creative linked the offer to a simple mechanic, buy two 4-packs, claim a Multikino ticket, at the moment the purchase decision was made.
- **Portfolio-wide trigger:** the reward applied to every 4x100g SKU, extending the effect beyond the two promoted flavours to the full range.

Shopping Missions

The campaign aligned with everyday shopper routines where repeated entertainment messaging can build stronger awareness:

- Routine / replenishment trips, where Actimel is a habitual basket choice and the offer reinforced repeat purchase
- Stock-up trips, where the two-pack requirement matched larger baskets and the cinema reward added incentive
- Fill-in trips, where the mechanic acted as an additional purchase trigger

Target Audience

- Ages 21–45, all genders (59% female, 41% male)
- Life stages: Full Nest I, Young Professionals, Full Nest III

Strategy At A Glance

Retail Network



Geo-Focus

- Stores within 500m of a Multikino cinema

Retail Channels

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

Media budget

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



Solution

The brand used retail media to turn a cinema-ticket mechanic into immediate, measurable purchase across Eurocash, growing the brand exactly where the category was in decline.

Footprints AI enabled:

- Point-of-decision conversion: in-store screens turned an offer into action at the shelf, so completely that Delikatesy Centrum exhausted its ticket pool on day one.
- Portfolio-wide activation: a mechanic tied to every 4-pack lifted the full range, not just the two promoted flavours: a genuine halo across the SKUs.
- Contextual relevance: the campaign ran only in stores within 500m of a Multikino cinema, so the reward was immediately usable, matching offer to location, not just audience to occasion.
- Media-to-sales validation: results measured against the preceding period and read against the category trend, isolating the campaign effect from demand.

Results

The brand grew across Eurocash while the drinking-yogurt category fell, the clearest sign the campaign shifted demand rather than riding it:

- The whole range grew, led by Delikatesy Centrum. All 4x100g volumes rose +79.6% in DC and +31.9% in ECSP, with value up +59.2% and +7.6%, the effect reached well beyond the two promoted flavours.
- Hero SKUs outgrew a falling category. The two promoted flavours grew +70.4% in DC and +29.9% in ECSP, while the category declined -9.2% and -17.9% in the same weeks. The brand gained share exactly where the category was shrinking.
- Demand outran the offer. The 1,000-ticket pool in Delikatesy Centrum sold out on day one; 700 unused ECSP tickets were reassigned to DC and claimed too: 1,700 redeemed in DC versus 326 in ECSP. Around 45% of DC volume moved through the mechanic.

Share of budget

6%



ROAS

2.82x